

PRESS RELEASE - FOR IMMEDIATE DISTRIBUTION

## Essential China Travel Trends Guide 2012 Year of the Dragon Edition Launched

*Understanding the potential of China's outbound tourism made easy by authoritative new publication which is also available as a free e-book download*



From right to left: Martin Craigs, CEO of the Pacific Asia Travel Association (PATA), Taleb Rifai, Secretary General of the World Tourism Organization (UNWTO), and Jens Thraenhart, Co-founder of Dragon Trail and Publisher of China Travel Trends formally launch the 2012 Year of the Dragon Edition of the Essential China Travel Trends Guide at the 24<sup>th</sup> UNWTO Asia Pacific Commission Meeting in Chiang Mai, Thailand on May 4<sup>th</sup>, 2012.

BEIJING, 7 May 2012 – A new travel industry book will make it easier for businesses to understand China's consumers, particularly their travel preferences and the latest social, economic and digital trends in a highly complex, fast-moving market.

The "Essential China Travel Trends Guide - 2012 Year of the Dragon Edition," includes articles on Outbound Tourism, Luxury Travel, Tour Operation, Chinese Consumers, Customer

Satisfaction, Internet and Social Media, Mobile Marketing, Hotel Regulation, Hotel Profitability, MiCE, Green Tourism, Aviation, Human Resources, and Emerging Cities.

The publication was published by ChinaTravelTrends.com, and produced by Dragon Trail Interactive ([www.dragontrail.com](http://www.dragontrail.com)) in collaboration with COTRI ([www.china-outbound.com](http://www.china-outbound.com)) and the Pacific Asia Travel Association ([www.pata.org](http://www.pata.org)). Its authors include experts from the China National Tourism Administration (CNTA), China Tourism Academy, Dragon Trail, China Outbound Tourism Research Institute, PATA China, Horwath HTL, Jones Lang LaSalle, UBM Aviation, GreenEarth.travel, Vari Arts Travel Group, TUI China, World Travel Monitor, Hurun Report, and Portfolio.

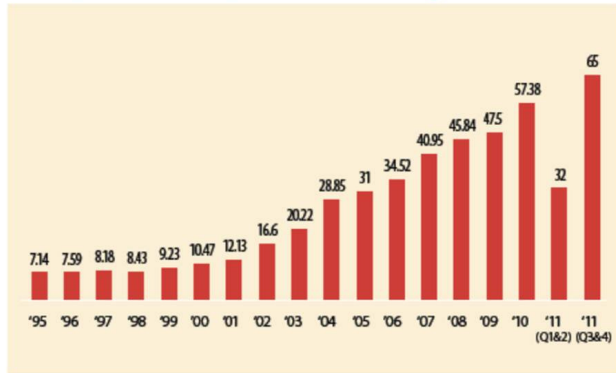
"The guide is designed to de-mistify some of the trends and issues international travel companies face when entering the Chinese market and looking to attract Chinese consumers", said Jens Thraenhart, publisher of China Travel Trends, co-founder of Dragon Trail, and Chair of PATA China and the PATA Technology Innovation Council.

The 2012 Dragon Edition follows on from the acclaimed first edition of the "Essential China Travel Trends Guide - 2010 Year of the Tiger Edition". The 2012 edition is endorsed by top level authorities such as CNTA, UNWTO, WTTC, PATA, IATA, IH-RA, DMAI, HSMIA, ATME, HFTP, IFITT, ETC, AH&LA, MTCO, ATTA, and ICTP.

Michael Gehrisch, CEO of the Destination Marketing Association International (DMAI) writes in the book: "This guide gives an in depth look at the shift of China travel trends, and how DMOs and travel companies can use these trends while developing and executing strategies for the various segments and different demographics."

In his preface of the booklet, Mr. Zhu Shanzhong, Vice Chairman of the China National Tourism Administration (CNTA), writes: "Tourism is playing a major role in driving the national economy while enhancing friendship between China and the world, this booklet helps to promote an in depth understanding of China's latest tourism trends."

China outbound tourism 1995-2011 in million border-crossings



China reached 69 million outbound trips in 2011, and UNWTO predicts that there will be 100 million outbound trips by 2020.

According to Talef Rifai, Secretary General of the World Tourism Organization (UNWTO), "China is expected to become the leading international tourism destination and the fourth largest outbound market in the next decade. China has become a leading example for many countries around the world in upgrading its tourism."

Tony Tyler, CEO of the International Air Transport Association (IATA) points out that by 2015, one out of every seven journeys by air will be related to China.

The "Essential China Travel Trends - Dragon Edition" e-book is available for exclusive download at [www.ChinaTravelTrendsBook.com](http://www.ChinaTravelTrendsBook.com), and the print book will be available for sale via the PATA e-Store starting June 1, at a price of Euro 25, as well as tourism events worldwide. Part of the profit supports the "Save the Panda" initiative, and readers are encouraged to donate via the book website.

The new book was formally launched at the 24th Joint Meeting of the UNWTO Commission for Asia Pacific in Chiang Mai, Thailand on 4 May, which was attended by senior tourism officials and ministers from 19 Asian countries, who received an exclusive print pre-view copy.



Martin Craigs, CEO of PATA and Jens Thraenhart, Chair of PATA China present the 2012 Year of the Dragon Edition of the Essential China Travel Trends Guide to H.E. Ahmed Adee Abdul Gafoor, Tourism Minister of the Maldives. China has become the number one source tourism market to the Maldives.

Martin Craigs, CEO of the Pacific Asia Travel Association (PATA) said: "The new publication offers invaluable insights. It will to help build companies' businesses that wish to benefit from high-spending Chinese tourists. China is fast moving, ever changing, and very complex. Its online digital landscape is dominated by domestic social media brands that attract over 500 million Internet users."

For more information about the "Essential China Travel Trends Guide - 2012 Dragon Edition", and for free e-book download, please visit [www.ChinaTravelTrendsBook.com](http://www.ChinaTravelTrendsBook.com).

### Media Queries:

China Travel Trends

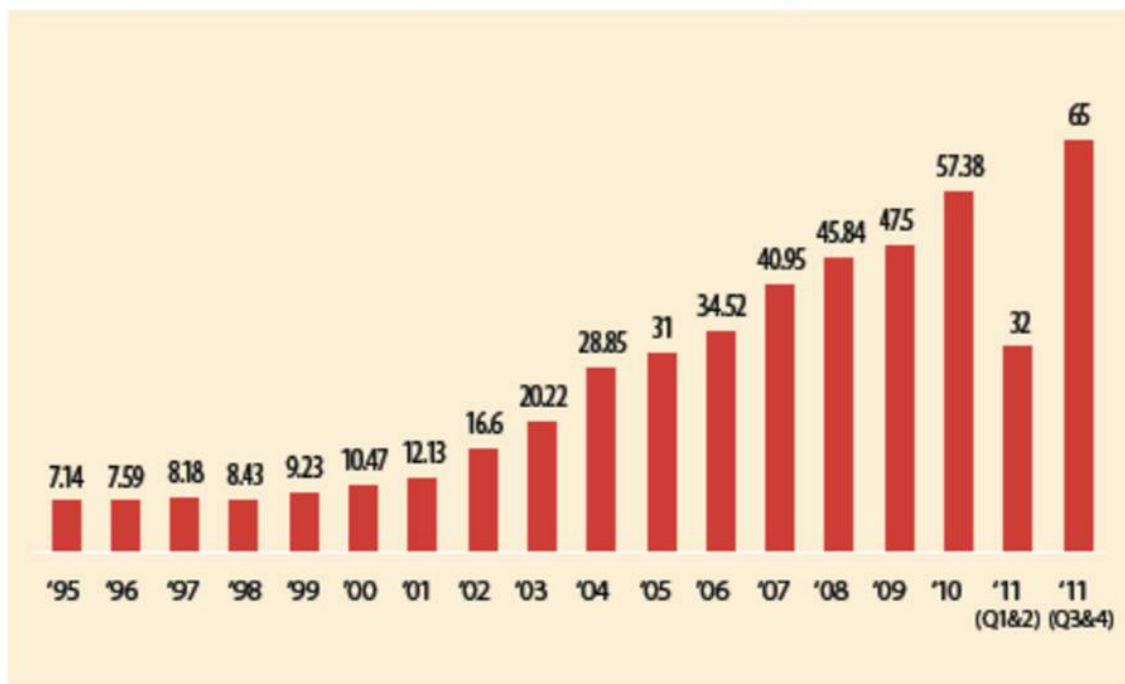
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**China outbound tourism 1995-2011 in million border-crossings**



Source: COTRI, CNTA, CTA

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