

ESSENTIAL  
CHINA  
TRAVEL  
TRENDS

# Partnership & Sponsorship Deals

**Essential China Travel Trends Booklet  
Coming Edition (3<sup>rd</sup> Edition)**

[www.chinatraveltrends.com](http://www.chinatraveltrends.com)  
[www.chinatraveltrendsbook.com](http://www.chinatraveltrendsbook.com)

China is expected to be the world's largest source of outbound tourists by 2020, accounting for about 100 million trips a year

Wikipedia

# China's Tourism



- The rise of Chinese Tourism has gotten the attention of a lot of travel, tourism, and hotel companies. **100 million Chinese** will be global travelers by 2020, according to the United Nations World Tourism Organization.
- On the back of three decades of spectacular growth and development, China recently became the **second largest economy in the world** behind the United States.
- The country has also become a **major market** for the world's leading international consumer goods companies.
- **Travel brands** are trying to capture the attention of this very valuable new customer segments, but not without significant challenges due to the complexity of the market.
- „... Already the world's fourth most visited destination today, by 2020, China is expected to become **the leading international tourism destination** and the fourth largest outbound travel market...“ (Taleb Rifai – UNWTO)

# About the Essential China Travel Trends Booklet



- **The first edition** of the 'Essential China Travel Trends' – the '**Tiger Edition**' was published in 2010 and released during the Global Tourism Summit in Beijing, with support from PATA, UNWTO, and WTTC.
- „... This comprehensive study of travel trends in China provides **invaluable insights** into one of the fastest growing travel and tourism markets in the world.“ (Taleb Rifai – UNWTO)
- The booklet's **second edition** (Dragon Edition 2013) has grown in numbers of articles and was released in summer 2012 and is available on [www.chinatraveltrendsbook.com](http://www.chinatraveltrendsbook.com).
- The Essential China Travel Trends **Tiger Edition** can be downloaded at: <http://bit.ly/tigerctt>
- The booklet's **target readers** are travel and tourism executives of organizations from hotels, tourist boards, cruise lines, airlines, tour operators, travel agents both online and offline, and others who are looking to entering the Chinese market or developing their business in China.

# Essential China Travel Trends Booklet Dragon Edition 2012



- **The 2<sup>nd</sup> Edition (Dragon Edition)** of the Essential China Travel Trends handbook, for the second time provides valuable insights from subject matter experts in the areas of:
  - luxury consumers,
  - internet and social media landscape,
  - technology and mobile growth,
  - hotel development,
  - outbound and inbound tourism,
  - and much more.
- The Essential China Travel Insights Booklet is a **China Travel Trends** publication, co-produced by **Dragon Trail, PATA & COTRI**.

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2012



**Dragon Trail**  
REACHING CHINESE CONSUMERS ONLINE



中國出境遊研究所  
**COTRI**  
CHINA OUTBOUND TOURISM RESEARCH INSTITUTE

**PATA**  
Pacific Asia Travel Association

- Released in Summer 2012 you can get a free copy on [www.chinatraveltrendsbook.com](http://www.chinatraveltrendsbook.com)

Today, Chinese tourists are approved to  
travel to over 100 outbound destinations

The Financial Times

# The Next China Travel Trends Booklet – 3<sup>rd</sup> Edition



- Preparation work and calls for articles have already started for the booklet's next edition (3<sup>rd</sup> Edition).
- We are now accepting **early birds** for both, **advertisement deals** and **content contribution** for the booklet's coming edition.
- We invite you to visit **[www.chinatraveltrendsbook.com](http://www.chinatraveltrendsbook.com)** for more details on how to work with us.
- For any questions you might have, you can also simply get in touch with us by eMail: **[stefan@chinatraveltrends.com](mailto:stefan@chinatraveltrends.com)**

*We are looking forward  
to having you on board for the next Edition of the  
Essential China Travel Trends Booklet.*

By 2020, China's consumer consumption nation-wide will amount to 22 percent of the total global consumption, behind only the U.S. (35 percent).

*BCG Consulting's November 2010 Report: "Big Prizes in Small Places: China's Rapidly Multiplying Pockets of Growth"*

# Our Current Authors



- The 'Essential China Travel Trends' Booklet's previous editions include numerous articles by outstanding authors which add up to a highly interesting **collection of current China Travel Insights**.
- Among the Essential China Travel Trends authors are
  - CNTA,
  - COTRI,
  - Dragon Trail,
  - Green Earth Travel,
  - IPK International,
  - PATA,
  - TUI,
  - VariArts,
  - and more.

# Booklet Distribution & Reach

- The Essential China Travel Trends booklet is being **distributed mainly through our partner associations**, which also print their own stack of booklets for distribution among their members and partners:
  - UNWTO (World Tourism Organization),
  - WTTC (World Travel Tourism Council),
  - PATA (Pacific Asia Travel Association),
  - HSMAI (Hospitality Sales & Marketing Association International),
  - DMAI (Destination Marketing Association International),
  - ATME (Association Travel Marketing Executives),
  - ATTA (Adventure Travel Trade Association),
  - IFITT (International Federation of Information Technology in Travel and Tourism),
  - MTCO (Mekong Tourism Coordinating Office),
  - ICTP (International Council of Tourism Partners),

# Booklet Distribution & Reach

- In addition to distribution through our partners and associations, printed copies of the Essential China Travel Trends are also being distributed at some **20 major travel and tourism industry fairs and conferences** around the world.
- Next to printed copies there is also an **eBook version**, distributed through our website **[www.chinatraveltrendsbook.com](http://www.chinatraveltrendsbook.com)** and through partners and associations.
- **Total distribution** of printed copies and eBooks is estimated to reach at least **100.000**, likely more than that with some exciting new cooperations still pending.



◀ Tiger Edition Original  
Version (Print & eBook)

Private label version for Atout  
France in French language ▶





Chinese young professionals – representing 6% of Internet users in China – have an astounding 99% internet penetration

Boston Consulting Group

# Sponsorship Opportunities



- **Bronze Sponsorship:**

Quick paragraph about the author's company with logo. (up to 1/2 page, **only available for contributing companies of authors**).

Fee: RMB 7.500,- [authors only]



- **Silver Sponsorship:**

One page advertisement (postcard size ~11x16cm)

Fee: RMB 25.000,- [15 spots]



- **Gold Sponsorship:**

Two page advertisement (2 postcard sizes ~22x16cm)

Fee: RMB 40.000,- [10 spots]



By 2015, China's Internet population is expected to reach more than 650 million..... however, that still would only represent less than 50% of China's total population

Boston Consulting Group

# Sponsorship Special Deals & Authors' Preferential Benefits



- **Special Platinum Sponsorship:**

2 pages on the inside back cover

Logo listed on back cover with the producers and co-producers (China Travel Trends, PATA, Dragon Trail and COTRI)

Mentioned in press releases as prime sponsor

Fee: RMB 150.000,- [1 exclusive spot only]

- **Preferential benefits**

- for contributing companies of authors:**

- Exclusive access to the **'authors only' bronze sponsorship** opportunity
- Any silver, gold or platinum sponsors receive the **bronze sponsorship's quick paragraph for free.**
- **Priority before other sponsors** in the allocation of our limited advertizing space.
- Opportunity of a **reduced fee for category exclusiveness**, if needed.

# Partnership Opportunities



- **Opportunity 1 - Redistribution:**

- Event organizers and industry associations may partner to distribute the booklet to their conference attendees, and members.
- To distribute the book via its eBook version is free. The print version is also free.
- Fee: Free, The partner only has to cover printing cost.

- **Opportunity 2 - Private-label Version:**

- Companies like National Tourism Organizations (such as Atout France) can apply to private-label the booklet for their own distribution - customized for their membership or audience.
- Any cost, from translation to design has to be covered by the partner.
- The private-label version can include the logo of the partner, as well as a welcome message by the CEO/Chair, however any of the content of the book cannot be altered (deletion of certain articles, sponsors, etc.)
- **Includes a 2 page advertisement space** (gold sponsorship)
- Fee: RMB 50.000

In 2000, China's accounted for only 7.1% of the world's total GDP (in PPP terms).  
In 2010, that figure increased to 13.3%.  
By 2020, it is expected to reach 20.7%

*Euromonitor International*

# Sponsorship Contact Info



- For **inquiries and further details** on sponsorship in the Essential China Travel Trends booklet as well as for package deals, please contact us at

[stefan@chinatraveltrends.com](mailto:stefan@chinatraveltrends.com)

## Please note:

- This is a **non-profit publication**, so sponsorship spots only serve to cover our production cost and are **very limited**.
- **Category exclusiveness** (being the only sponsor in a certain product or service category) is also available at an extra fee.
- For the **first few 'early bird' advertisers** in each category (Bronze, Silver, Gold) we offer a **special deal**, so decide quickly to be among the first.



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