喜游世界
HYCHINESE.COM

中歡國迎®
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CHINA TOURISM ACADEMY
WELCOMECHINESE.COM.CN

CERTIFICATION AIRPORTS

Summary

- Welcome Chinese mission statement 3
- Strategic founders and partners and distribution channels partners 4
- Strategic distribution channels partners 5
- Strategic benefits partners 6
- Welcome Chinese travellers 7
- The Red certification 8
- Certification costs 10
- Digital distribution channels 11
- B2B and B2C distribution channels 14
- Additional benefits (costs on demand) for the Red certificate 16
- Case study - Airport 18
- Certified members 20
- Welcome Chinese offices and contacts 21

WELCOME CHINESE MISSION STATEMENT

Mission statement

- Welcome Chinese is the exclusive group which creates cultural, social and economic connections between hospitality services and Chinese outbound travellers, aiding the development of certified and recognised services worldwide.
- Welcome Chinese encourages and supports establishments in the hospitality industry, as well as other tourism associations to implement services according to the requirements and preferences of Chinese outbound travellers.
- Chinese tourists still face difficulties whilst travelling abroad, which are mainly caused by language barriers, dietary customs and inconvenient payment methods. This requires hospitality companies and travel-related businesses to tailor their services accordingly in order to improve them.
- Welcome Chinese is the standard certification issued by the CTA, an institute which is part of the Ministry of Tourism in China.
- Chinese travellers view the Welcome Chinese certification as the global standard for hospitality services for international travel.

The Role of Welcome Chinese

- Guarantee better services to Chinese tourists travelling abroad
- Be a reliable partner for Chinese travellers
- Be a reliable support on the ground in China for our certified businesses
- Assist strategic partners in developing business abroad

When booking their travel, Chinese travellers are actively looking for these tailor made services, and waiting for them to become available.

STRATEGIC FOUNDERS
AND DISTRIBUTION CHANNELS PARTNERS

Select Holding Ltd.
哲意控股

SELECT HOLDING
STRATEGIC FOUNDER

Select Holding was selected by the CTA as the official distributor of the Welcome Chinese certification. It has a 10 year worldwide exclusive to issue the certification.

> Select Holding is responsible for all of the operational and communication activities within the Welcome Chinese Program.

中国旅游研究院
China Tourism Academy

CHINA TOURISM ACADEMY
STRATEGIC FOUNDER

The Party Committee of China National Tourism Administration established the China Tourism Academy (CTA) as a specialized institute directly under CNTA. The CTA directly approves and issues the Welcome Chinese Certification, which makes it an the department in charge of monitoring the Chinese outbound travel trends and strongly supports all Welcome Chinese activities in and out of China.

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UnionPay 银联 中国银联 China UnionPay

UNION PAY
STRATEGIC PARTNER

Union Pay is the main payment method in mainland China. It is China's sole bankcard and banking industry leader. In order to satisfy the needs of Chinese travelling for business, tourism or study purposes, Union Pay has shifted its focus on foreign markets and is extending the services provided by domestic banks to overseas regions.

> UnionPay provide exposure via their Digital and social media network of more than 30 millions users to Welcome Chinese certified members.

STRATEGIC DISTRIBUTION CHANNELS PARTNERS

CHINA CENTRAL TELEVISION

STRATEGIC PARTNER

CCTV is the national television station of the People's Republic of China and also the most viewed broadcaster in the country. It is the key news and entertainment source for Chinese population. CCTV can now be viewed almost everywhere in the world.

> Select Holding has been distributing CCTV Channels as part of the Welcome Chinese standards since it's beginning, the participating Hotels receive through the CCTV ready program.

CHINA SOUTHERN AIRLINES

NEW STRATEGIC PARTNER

China Southern Airlines Co., Ltd., member of SkyTeam, is directly affiliated with China Southern Air Holding Company. CSA operates the largest fleet, most developed route network and largest passenger capacity of any airline in The People's Republic of China. CSA transported 110 million passengers in 2015, ranking the carrier first in Asia and the 3th in the world (Data source: IATA) , topping all Chinese airlines for 37 years.

> Welcome Chinese's certified members will be promoted on CSA's frequent flyer program and profit from their distribution channels such Inflight magazine, WeChat account and the newsletter.

CTRIP

NEW STRATEGIC PARTNER

Ctrip.com International Ltd. (CTRP) was founded in 1999 in Shanghai, China. It is a leading provider of travel services including accommodation reservation, transportation ticketing, packaged tours and corporate travel management. In 2014, the company's gross transaction value reached USD 24.5 billion and total commission revenue reached USD1.3 billion. Ctrip's hotel reservation network includes around 1,000,000 hotels in 200 countries and territories around the world. Ctrip's air ticketing products cover over 5,000 cities on six continents. Currently, app downloads exceed 1 billion.

> Ctrip gives preferential exposure of Welcome Chinese certified members starting with the certified restaurants.

STRATEGIC BENEFITS PARTNERS

CANADEAN TOURISM-IC

NEW STRATEGIC PARTNER

Covering more than 70 countries worldwide, Canadean produce hundreds of reports each year focusing on key issues and trends relating to tourism demand and flows, tourism economic impact, and all the key performance indicators related to hotels, airlines, car rentals and travel intermediaries.

> Canadean tourism-IC has been appointed as the business intelligence partner of Welcome Chinese. This is a must have for the revenue management department.

LOBSTER INK

NEW STRATEGIC PARTNER

Lobster Ink is an education company specialising in the hospitality industry. The company shares the same goal of improving the service standards and product knowledge in the top hospitality establishments in the world. The Lobster Ink education platform is built around the creation and delivery of detailed courses on international skills, international standards and product knowledge, using a powerful online learning and assessment environment to ensure ease of access and focused, quantifiable training outcomes.

> Lobster Ink joined Welcome Chinese in 2016 and bring its online training expertise related to hospitality services and knowledge of the Chinese culture. This is a pragmatic support to the client reception procedures.

PWC

NEW STRATEGIC PARTNER

With offices in 157 countries and more than 208,000 people, PWC is among the leading professional services networks in the world. PWC help organisations and individuals create the value they're looking for, by delivering quality in assurance, tax and advisory services.

> PWC is appointed to audit the certified members and ensure that services are correctly carried out for the Chinese travellers. PWC helps Welcome Chinese to maintain a high level of quality and standards.

WELCOME CHINESE TRAVELLERS

Welcome Chinese certifications standards

- The Welcome Chinese standards has been identified after studies and researches conducted by CTA on the Chinese Outbound trend
- Each category corresponds to specific standards
- The standards meet the habits and needs of Chinese travelers
- There is one level of certification for each category, whilst for hotels there are 2 levels

Five reasons to "Welcome" Chinese travellers

- In recent years, China has been experiencing an economic slowdown, but for the top 5% of Chinese society, the ability to spend a few thousand dollars for a trip has not been limited.
- The environmental issues that China faces has caused Chinese people to visit destinations that offer safer and cleaner conditions.
- Multiple-entry visas are being introduced by major destinations including USA, Canada, Australia, New Zealand, Schengen countries.
- Hong Kong and Macau are losing their appeal for Chinese travellers. The increase in outbound travel is now mainly to destinations beyond Greater China.
- International travel has already become a consistent part of Chinese people's consumption pattern.

THE RED CERTIFICATION

STANDARD SERVICES

- Union Pay payment
- Free wifi
- Hot water dispenser
- Website in Chinese
- Tax refund
- Flights informations in Chinese (check-in and departure terminal)

BENEFITS

NEW 2016 | Business intelligence

Access to standard database of our partner Canadean Tourism IC. It includes historical data and five-year forecasts on more than 70 major markets with focus on tourism demand, flows and economic impact, as well as comprehensive data covering major sectors including hotels.

NEW 2016 | Digital distribution channels

Digital presence on distribution channels Union Pay, Ctrip and China Southern Airlines (see p. 11)

Digital distribution channels

- Welcome Chinese create your own WeChat account.
- We create an exclusive QR code generated for each member under the Welcome Chinese WeChat service account and leading people directly to a dedicated page on hychinese.com.
- We offer to our certified members a presence on our Newsletter targeted to Chinese TA/TOs.
- We propose an access to our TA/TOs database.

Hychinese.com

Hychinese.com is a website dedicated to Chinese travellers and developed by Welcome Chinese.

- All members have a commercial presence on Hychinese.com.
- Priority recommendation to Chinese travellers when making hotel bookings on hychinese.com.
- Each certified member establishment has a hyperlink straight to its own website.
- We offer 10 % advertising discount on hychinese.com to our certified members.

Trade Marketing

- We offer 10 % discount on participation in all promotional and marketing events organized and/or attended by "Welcome Chinese".
- Translation of 1000 words included (information, website, etc.).

CERTIFICATION COSTS

ALL BENEFITS FROM THE RED CERTIFICATE ARE INCLUDED

COSTS FOR SMALL AIRPORTS: **15'000 €** PER YEAR

COSTS FOR BIG AIRPORTS: **30'000 €** PER YEAR

TO REGISTER GO ON:
WELCOMECHINESE.COM.CN > MEMBER AREA > CREATE AN ACCOUNT

DO MORE FOR YOUR CHINESE CUSTOMERS

Chinese information

Chinese speaking

Chinese food

Why offer optional services?

The hospitality services market in general and accommodations in particular becomes, against Chinese travellers, more and more competitive.
Welcome Chinese recommends to upgrade the level of the services you will offer to your Chinese clients, not only because it's a great sign of respect but also:

- More services you will offer, more visibility you will receive in social media, Chinese website, Word of Mouth, etc.
- Becomes a leader in terms of Chinese services means be top of mind for the Chinese market
- More services means, potentially, more revenue per Chinese customer.
- Any optional services are free of charge, but will be part of Welcome Chinese communications / PR, social media and trade marketing activities
- For Chinese travellers a hotel is not only a place to sleep, but integral to their travel experience

DIGITAL DISTRIBUTION CHANNELS

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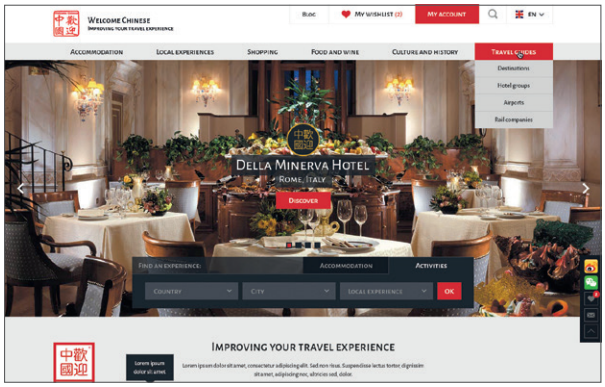
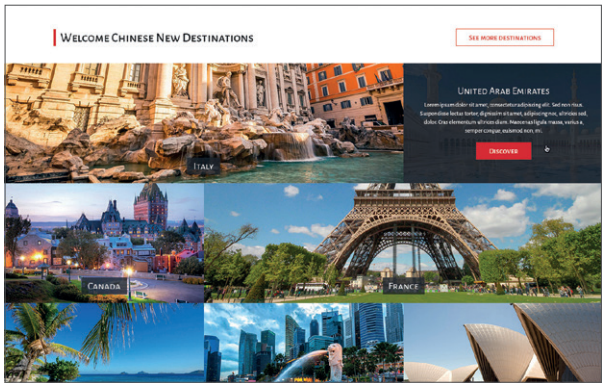
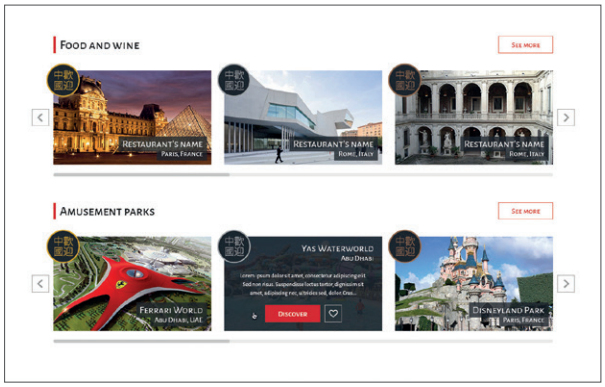
HYCHINESE.COM

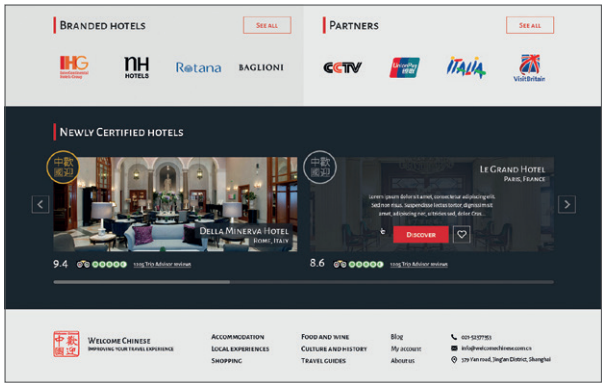
中歡國迎
WELCOMECHINESE.COM.CN

HYCHINESE.COM









- All participants are guaranteed a presence on Hychinese.com, which is a platform where travelers can find useful information for their travels
- During their trip, Chinese tourists will have access to the geo-locational services of the website in order to identify where they can find Welcome Chinese other certified establishments
- Each certified establishment has a hyperlink straight to its own website
- The website is solely in Chinese and searchable only on Chinese search engines

DIGITAL DISTRIBUTION CHANNELS

中国南方航空
CHINA SOUTHERN

CSA – FREQUENT FLYER PROGRAM

- CSA , it's 25 millions members around the world
- CSA official WeChat account counts more than 8 milions followers

Conditions to participate to CSA's promotional program :

- Certified members have to submit a "promotional" offer for CSA's clients.
- Welcome Chinese's certified members will be promoted on CSA's distribution channels :

> Inflight magazine
> WeChat account
> Newsletter

Level of exposure is based on the offer

- CSA will decide, up to the promotion (discount) proposed by Welcome Chinese certified members, to give exposure in their distribution channels.

UnionPay 银联 中国银联
China UnionPay

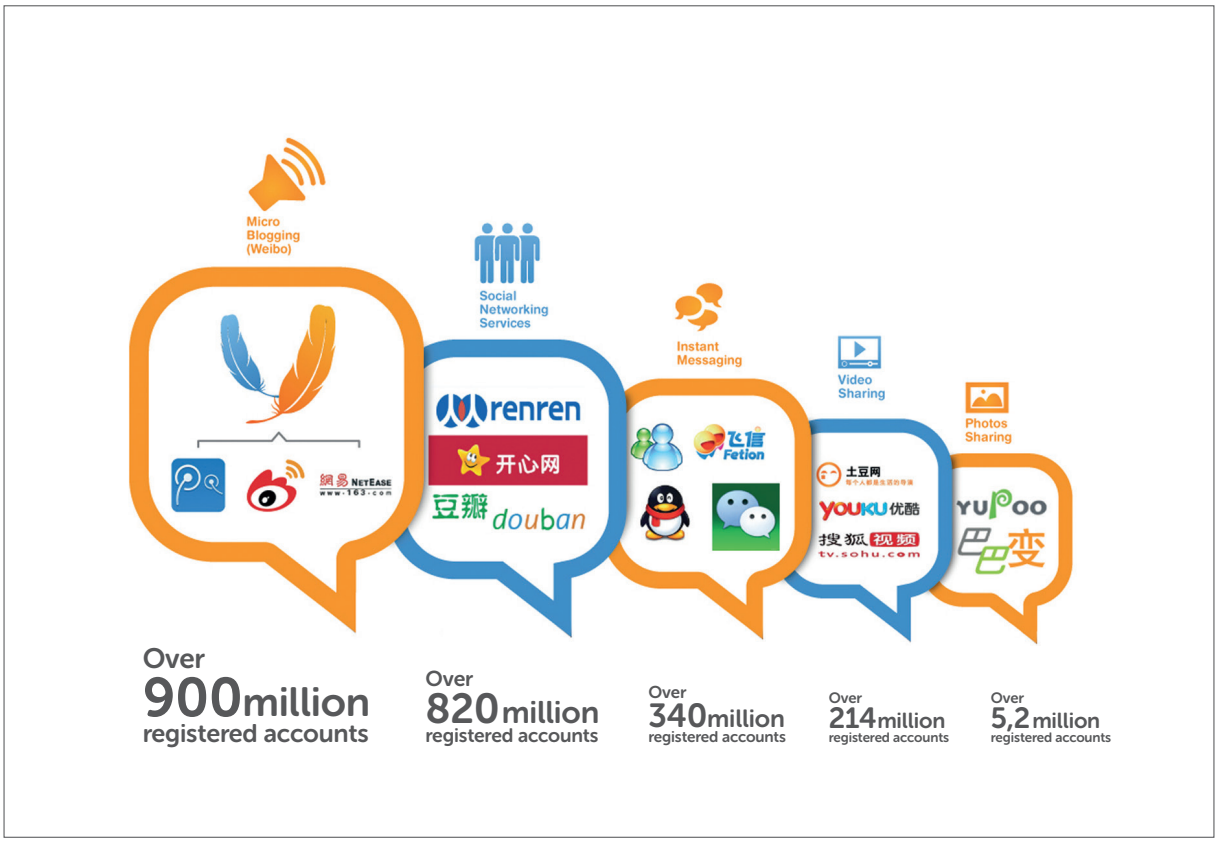
UNION PAY – WEB AND SOCIAL MEDIA

- Unionpay has more than 30 millions followers

Conditions of participation to UnionPay promotional program :

- Certified members will be promoted on the Union Pay WeChat account, in the dedicated section of Welcome Chinese.
- Users will have the possibility to download the promotional offer and they benefit from the discount on voucher's presentation.
- UnionPay will decide, up to the promotion (discount) proposed by Welcome Chinese certified members, to give exposure in their WeChat account.

DIGITAL DISTRIBUTION CHANNELS



China already has the highest number of internet users worldwide at 650m, of which 450m are mobile internet users. In order for establishments to reach the Chinese demographic, having a presence on Chinese social media is imperative. For this reason, Welcome Chinese focuses most of its marketing activities in this area.

- Welcome Chinese create your own wechat account
- Posts and news on the Welcome Chinese WeChat account
- An exclusive QR code generated for each member under the Welcome Chinese WeChat service account, which leads people directly to a dedicated page on hychinese.com
- Posts on Weibo about certified members with hyperlinks to their dedicated page on hychinese.com, as well as the company's website
- Newsletter targeting Chinese travel agencies and tour operators

B2B AND B2C DISTRIBUTION CHANNELS

2016 TRAVEL FAIR AND SALES MISSIONS

MONTHS	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
TRAVEL FAIRS		GIFT 25 - 27 Guangzhou		COTTM 12 - 14 Beijing	WTF 19 - 22 Shanghai	
SALES MISSIONS	Shanghai	Guangzhou	Xi'An	Beijing	Hangzhou	Nanjing

2016 Travel Fair and Sales Missions

Welcome Chinese attends all of the travel fairs and trade missions in the first and second-tier Chinese cities to promote certified members.

B2B AND B2C DIGITAL DISTRIBUTION CHANNELS

2016 TRAVEL FAIR AND SALES MISSIONS

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	MONTHS
				CITM Middle of November Shanghai		TRAVEL FAIRS
Suzhou	Qingdao	Jinan	Hefei	Changsha	Chengdu	SALES MISSIONS

Continuous strategic communication support

USP : strategy proposal for developing "Unique Selling Point" for our client including recommendations for communication strategies.
Workshops to analyse, discuss and further develop the client's Chinese strategy.

Institutional relations

The efforts done by our client for the Chinese market will be presented not only to top management, but also at travel and trade associations. The possibilities to increase client exposure with the "One Belt, One Road" project will be considered, leveraging off of the results. We will share all of the relationships we have acquired in the past year not only in Beijing but also in other provinces of China.

B2C Digital Marketing

Welcome Chinese strongly believes that an efficient digital marketing strategy will be a key success factor in China. We can support our members by providing the tools in order to sell directly to Chinese consumers :

- Chinese website planning and design
- Chinese landing page design (mini website)
- Chinese language specific content

In terms of digital advertising and communication, we can provide the following expertise :

- Social Media Marketing
- Display Advertising
- Search Marketing (SEM/SEO, Search Advertising)

ADDITIONNAL REPRESENTATION SERVICES
FOR THE RED CERTIFICATE (COSTS ON DEMAND)

ADDITIONNAL BENEFITS

NEW 2016

Business intelligence

- We provide strategic recommendations, specific analysis as well as tailor made business intelligence solutions.

Institutional relations and PR activities

- Welcome Chinese introduce your company/brand to Chinese TA/TOs.
- Welcome Chinese introduce or manage for your company Chinese media and journalists.

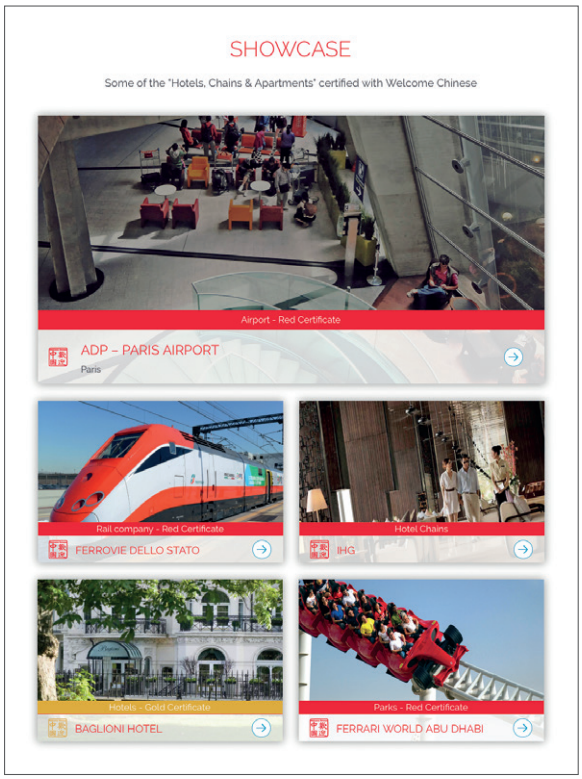
Trade marketing

- Welcome Chinese attends all of the travel fairs and trade missions in the first and second-tier Chinese cities
- We organize tailor made promotional activities for our certified members.
- Participation of our members in all promotional and marketing events organized and/or attended by Welcome Chinese.

B2C digital distribution channels

- Welcome Chinese strongly believes that an efficient digital marketing strategy will be a key success factor in China. We can support our members by providing the digital distribution channels in order to sell or communicate directly to Chinese consumers:
- Chinese website planning and design.
- Chinese landing page design (mini website).
- Chinese language specific content.
- Social Media Marketing.
- Display Advertising.
- Search Marketing (SEM/SEO, Search Advertising).
- Welcome Chinese propose online bilingual concierge solutions.
- Any Chinese translation (website, information, magazine, etc.)

CASE STUDY - AIRPORT



CASE STUDY - AIRPORT

EDITORIAL MEDIA COVERAGE - EQUIVALENT MEDIA VALUE COMPARED TO ADVERTISING COSTS		
CHANNEL	**QTY**	**MEDIA VALUE IN EUROS**
Welcome Chinese Weibo	5 posts and repost	1'500 €
	Slideshow long term	55'000 €
Welcome Chinese Wechat	5 articles	7'500 €
Welcome Chinese B2B Website	Detail page long term	Free
Welcome Chinese B2C Website	Front Page long term Detail Page long term	150'000 €
Welcome Chinese Media Coverage	60 Media clippings 113 articles online repost	300'000 € 26'000€
TOTAL VALUE		540'000 €

CERTIFIED MEMBERS

SOME OF OUR INTERNATIONAL CERTIFIED MEMBERS

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