

ATME EXECUTIVE  
THINK TANK

THE INBOUND CHINESE MARKET  
LOS ANGELES  
FEB 12-13, 2009

China  
EliteFocus

## On marketing to the Chinese travelers

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Thanks to

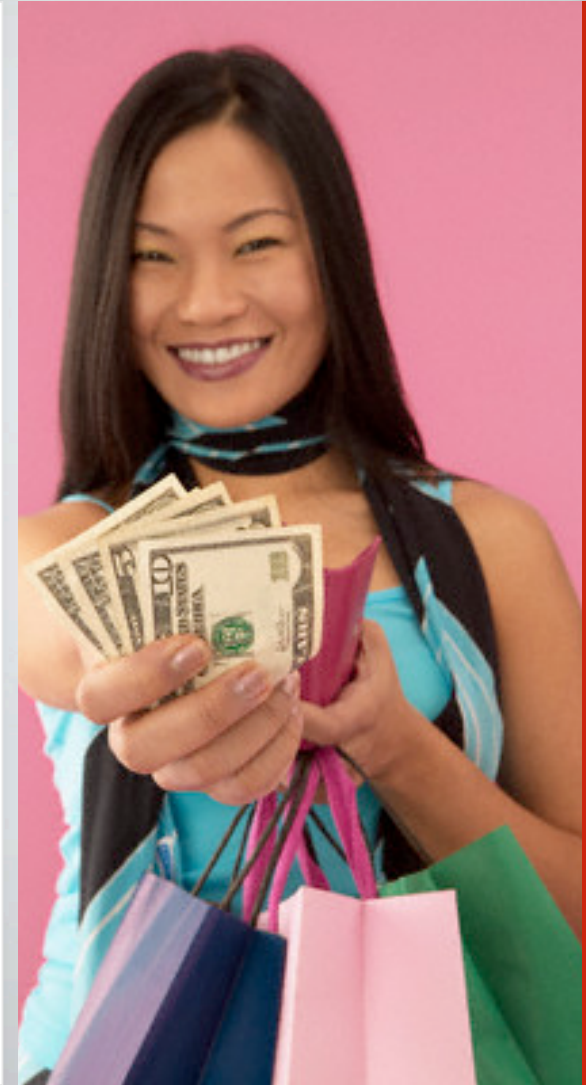


## Marketing & PR strategies to attract Chinese travelers to the US

- 1- Networking with Chinese  
outbound travel agencies
- 2- Online solutions
- 3- Offline solutions
- 4- Examples from other countries



1- Networking with  
Chinese outbound travel  
agencies



# Building new sales channels with Chinese outbound travel agencies

- This is your first step on the Chinese market : Identify a **small network of reliable** outbound travel agencies
- The very big, state owned, travel agencies will not understand your services
- 95% of Chinese travel agents have never traveled abroad...



## 2- Online solutions

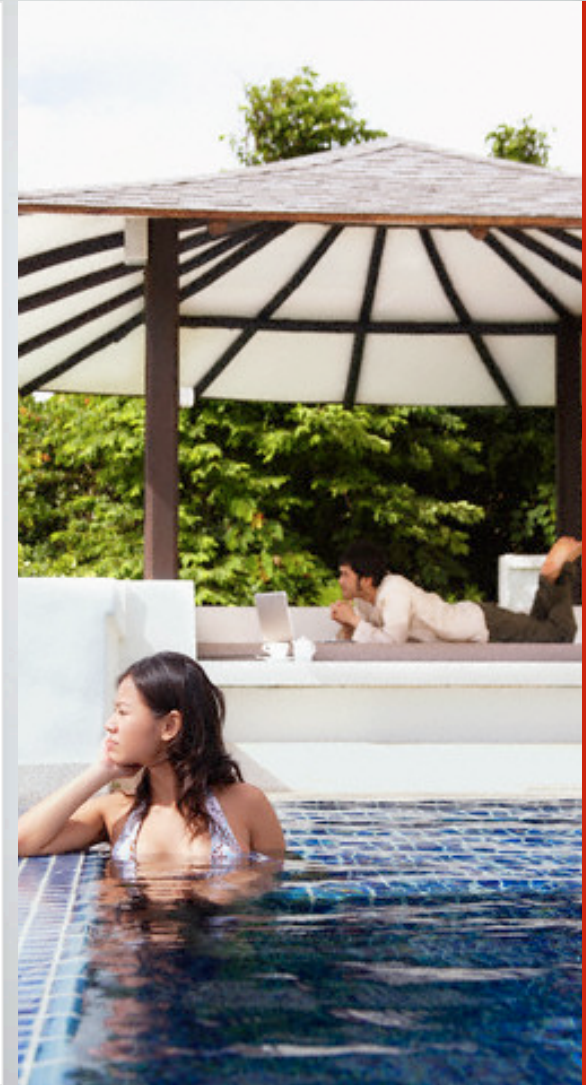


Online solutions : 90% of Chinese travelers search the Chinese Internet to prepare their travel abroad

- Online buzz marketing on travel blogs
- Advertisement on Chinese travel portals
- Pay per click campaigns on **Baidu** (the most popular Chinese search engine)
- And do not forget to have a perfectly translated in Chinese website (do not try to save money on this)



### 3- Offline solutions



## Offline solutions -1

- PR with Chinese travel journalists (Distribution of press releases and regular press conferences)
- Partnerships with major Chinese travel magazines (and a little of advertisement)
- For luxury travel programs, VIP events in private business clubs
- Travel shows in China : CITM, COTTM



## Offline solutions -2

- LED outdoor media
- Bus advertising
- LCD screens in elevators
- Travel programs broadcasted in Shanghai platform LCD screens



# Bus advertisement for Turkey tourism Board in Shanghai



# Advertisement in the subway for Singapore tourism Board



# LED outdoor screen advertisement for EMIRATES



4,000 LCD screens in Shanghai subway reaching an audience of 4 million “White collars” each day





Elevator screens in premium business buildings reach a daily audience of 100 million affluent people in China !



## 4- Examples from other countries



## Other countries are doing very well to allure affluent Chinese tourists

- Australia
- New Zealand
- Thailand
- Ecuador
- Greece
- Zimbabwe
- Kenya
- **And the US ??**



# Be ready to communicate now in China

The US tourists operators are already late.

*I live in Shanghai and I have never seen one single advertisement  
for tourism services in the US...*



Thank you !

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# The luxury Chinese market - how to reach the new millionaires and upscale Chinese travelers

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# How to allure the Chinese millionaires

- 1- Who are the rich outbound Chinese travelers
- 2- What they really want
- 3- Dare to allure them



1- Who are the rich  
outbound Chinese  
travelers



## The 3 categories

- 1st category : High ranking politicians & CEO's of State owned companies
- 2nd category : The sons and daughters of the above category
- 3rd category : Self made private entrepreneurs



2- What they really want



# What they really want -1

- The fear of being humiliated by westerners
- Do they want to travel to the US for shopping ?
- Do they want to travel to the US for leisure ?
- Do they want to travel to the US for historical sites ?
- There is one really important cultural consideration...



## What they really want -2

Respect



3- Dare to allure them



## Dare to allure them -1

- Respect of their 5,000 years old culture
- The price is not an issue (not at all...)
- The crucial importance of Chinese translation for all documents
- They like to show off
- They like very large bedrooms & suites with gifts
- Limousines with driver (German brands preferred, dark color with tinted glasses)
- Helicopter transfers
- Like luxury shopping, golfing, gambling



## Dare to allure them -2

- They like to go in night clubs with body guards for security
- Rich Chinese men prefer western women bodyguards
- They feel unsafe in the US (think eveybody carries a loaded gun...)
- They are very moderately interested in historical & cultural activities
- They like meetings with US officials (Mayors, Senators, Local politicians)
- And the most important....



## Dare to allure them -3

Western food is not appealing



Just remember 3 things after our meeting:

Respect  
Western food is not appealing  
No price limit



Thank you !

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