

# ATME EXECUTIVE THINK TANK AGENDA

## GETTING IN ON THE INBOUND CHINESE MARKET

*A note to attendees: This Think Tank is meant to be totally interactive, so expect a lot of exchange and sharing of ideas, knowledge, hints and concepts about this intriguing market. But also bear in mind if you don't want to disclose some aspect of your work so far in this area you shouldn't feel compelled to do so. These are extraordinary times and the sharing of information might be just what's needed to help create a successful marketing strategy that works for everyone.*

**ALL EVENTS AT THE CROWNE PLAZA LAX, LOS ANGELES, CA**

### FEBRUARY 12TH (THURSDAY)

- 2:00pm **THINK TANK OPENING** - Location: **Colombard & Moselle Room**  
**Dennis Marzella** and **Joseph Jaquay**, Co-Chairs
- 2:00-2:30pm **THE CHINESE CONSUMER - WHAT THEY WANT AND HOW TO REACH THEM**  
**Barbara Bryant**, Regional Director NA, **Pacific Asia Travel Association (PATA)**
- 2:30-3:15pm **DATA ON THE CHINESE INBOUND MARKET**  
**Ron Erdmann**, Deputy Director, **Office of Travel & Tourism Industries, U.S. Department of Commerce**  
**Heather Hardwick**, Vice President, **Menlo Consulting**
- 3:15-3:45pm **COFFEE BREAK**
- 3:45-4:15pm **THE CHINESE MARKET: DEVELOPMENT**  
**Frank Haas**, Interim Assistant Dean, **University of Hawaii School of Travel Industry Management**, previously VP of Marketing of the Hawaii Tourist Board. Lessons learned from the Japanese market and what other group research and their trade delegations have learned about the Chinese inbound market.
- 4:15-5:00pm **DESTINATION MARKETER PERSPECTIVE: HOW WE ARE DEVELOPING THE CHINESE MARKET - MODERATED BY DENNIS MARZELLA, CEO, MARZELLA ASSOCIATES, INC.**  
**Rafael Villanueva**, Director of International Sales & Marketing, **Las Vegas Convention and Visitors Authority**  
**Lorraine Hunt-Bono**, Commissioner, **Nevada Commission on Tourism**  
**Frank Haas**, Interim Assistant Dean, **University of Hawaii School of Travel Industry Management** and former VP of Marketing, **Hawaii Tourist Board**
- 6:30 - 7:30pm **OPENING RECEPTION - BALLROOM FOYER**

7:30 - 9:30pm **DINNER - SALON A**

Dinner Speaker: **Joel Chusid**, General Manager, NA, **Hainan Airlines Corporation**

Joel Chusid shares his experience launching China's 4th largest airline into the North American market. He also worked with China Eastern Airlines where he learned about cultural differences and the Chinese way of doing business. Prior to developing his expertise with the Chinese markets and business he was a VP of Marketing and Sales at American Airlines where he was one of the original staff members in the start up of American Eagle, AA's commuter airline. He is a well known aviation expert and is also the author of a monthly column, "Tailpieces", available at ATME.org

## **FEBRUARY 13TH (FRIDAY)**

8:00-9:00am **BREAKFAST**

Location: **COLOMBARD & MOSELLE** (Think Tank in same room)

9:10-10:25am **WHAT THE CHINESE MARKET WANTS: HOTELS, TOUR OPERATORS, FINANCIAL SERVICES, ETC.**

**Nick Qin**, President, **China Professional Tours, Inc.**

**Joseph JaQuay**, Vice President, **Diner's Club/Discover**

**Patrick Swen**, Sales Director, **Lassen Tour and Travel, Inc**, member of **JTB Americas Group**

Moderator: **Dennis Marzella**, CEO, **Marzella Associates**

10:30-11:00am **COFFEE BREAK** (in same room)

11:00-11:45pm **THE LUXURY CHINESE MARKET - HOW TO REACH THE NEW MILLIONAIRES AND UPSCALE CHINESE TRAVELERS**

**Pierre Gervois**, Managing Partner, **China Elite Focus Limited**, a publication and marketing firm that specializes in the affluent Chinese traveler.

11:45-12:15pm **ON MARKETING TO THE CHINESE**

**Advertising and PR**

**Pierre Gervois**, Managing Partner, **China Elite Focus LTD**

12:15-2:00pm **LUNCH - LUNCH SPEAKER - Lisa Simon**, President, **NTA**

**Find out how the forward thinking National Tour Association took the lead on developing the inbound Chinese market and what they have learned that will help you market your product or destination to the Chinese market.**

2:00pm-2:30pm **THINK TANK WRAP UP SESSION** (in same room as lunch)

2:30-3:00pm **NETWORKING SESSION**

*Stay to Continue Discussions with Peers, Potential Partners and Alliances*