

100 million-plus Chinese outbound travellers – learn how to increase your market share

June 13/14/15, 2016

PATA Engagement Hub, Bangkok, Thailand

Synopsis

Tourists from China are now the world's biggest travel spenders and this spending power is likely to grow in line with the ever increasing numbers of Chinese outbound travellers in 2016 and beyond. In 2015, more than 100 million citizens of mainland China made overseas journeys – a significant portion of the 1.184 billion international arrivals recorded in the UNWTO World Tourism Barometer.

The next PATAcademy-HCD programme, on June 13 – 15, examines in detail the challenges and opportunities presented by this unprecedented expansion in international travel. The programme, with its eminent guest speakers, will seek to empower you and your fellow travel and tourism industry professionals with the knowledge, appreciation and tools to attract a bigger and more profitable portion of this market.

We will share with you the secrets of:

- Chinese travel trends
- How to break down the cultural and language barriers
- How to get their attention and their business – B2B and B2C
- Increasing market share in an increasingly competitive sector

You will gain an in-depth understanding of Chinese traveller trends and how to raise your share of voice in an increasingly crowded market place. You will also gain a full appreciation of the strategic marketing and communications strategies required to secure increased market share in this highly lucrative segment.

The three-day programme provides in-depth analysis on the following topics:

Trends of Chinese tourists 2016 and beyond

- Is China on your radar?
- Chinese outbound tourist culture, behaviour and consumption
- Comparison of cultural differences between China and others
- Must-know tips for international brands seeking to penetrate the Chinese market

Sales, Marketing and Social Media

- Initial market entry
- Establishing a sales and marketing presence in China
- How Chinese travellers engage online
- The application of new media as part of Destination Marketing Strategies in China
- Knowing your partners in China

How to receive Chinese tourists in your destination and tourism sector

- How to wow your Chinese clients and cut your costs?

Case studies and analysis

- The best social media campaigns in China
- Destination marketing targeted at Chinese cities – comparing success stories with failures

Site visit to Talat Noi

PATAcademy-HCD participants will explore Talat Noi, one of the oldest Chinese communities in a lesser known part of Chinatown, and discover the authentic experience of the local Chinese community. An expert local guide will lead you along the narrow alleyways of Talat Noi, this fascinatingly diverse community located next to Bangkok's famous Chao Phraya River, passing houses that were built at least 100 years ago.

A highlight of this tour is the traditional Chinese food workshop hosted by 'Khun Suree and friends' who will showcase an authentic Chinese recipe whilst you a beautiful sunset beyond the River of Kings. Gourmet Chinese and Thai food will be served for dinner at RiverVibe restaurant.

The tour is organised by Local Alike, a travel company that offers a wide range of community-based tourism experiences. Their tours and excursions are fun and immersive, earning them consistent praise for being 'unique' and 'meaningful' by travellers worldwide. As a social enterprise Local Alike's mission is to empower holistic and sustainable growth in local tourism communities. Local Alike also provides training courses for their local partners.

Benefits to Participants:

PATAcademy-HCD is an interactive training programme incorporating a series of intensive classroom interactions conducted by leading travel industry experts with practical activities, group assignments, networking events and field visits in and around Bangkok. Through PATAcademy-HCD, participants gain hands-on experience by working both individually as representatives of their respective organisations and also and in team project exercises where presentations are shared at the end of the programme.

After successful completion of the course, participants receive a PATAcademy-HCD certificate entitled: 'Certified Asia Pacific – Chinese Outbound Market'.

From this intensive high-value training, participants take home practical marketing strategies to be applied and implemented in their respective organisations.

In summary, every participant:

- Receives updated trends and forecasts about Chinese outbound travelers
- Gains valuable high-level insights on the essential dos and don'ts before seeking market entry in China
- Enjoys a better understanding about the culture, behavioural patterns, spending patterns and aspirations of Chinese outbound tourists
- Learns details of techniques on how best to create a successful marketing campaign as well as the latest tricks for enhancing social media penetration e-commerce platform messages
- Listens to international brands' success stories and failures
- Receives networking opportunities with other industry professionals and renowned presenters' specialising in Chinese outbound markets

PROGRAMME

June 13-15, 2016

PATA Engagement Hub, Bangkok, Thailand

THEME: 100 million-plus Chinese Outbound Travellers – Learn how to Increasing your Market Share As of April 28, 2016

Sunday June 12

All Day Arrivals

Transfer to Hotel and Check-in

Day One Monday, June 13

0900-0930 Welcome to PATAcademy-HCD

Mario Hardy, CEO, PATA

0930-1030 Getting to Know Each Other

Mario Hardy, CEO, Pacific Asia Travel Association (PATA)

1030-1230 Trends of Chinese tourists 2016 and beyond

John Koldowski, Head of the Service Innovation & Development Unit, College of Innovation, Thammasat University, Thailand

The China international travel phenomenon is well documented and its impact on the global travel landscape is obvious to all. But where will it head into the future; what will the Chinese traveller in years to come look like and, more importantly, expect from suppliers?

The Chinese are becoming much more familiar with overseas travel and, as a consequence, we are seeing some significant behavioural and attitude shifts in their choices of destination and even properties/activities within a destination. Independent travel, for example, is very much on the rise.

The rapid development of a new generation of Chinese overseas travellers (G2 segment) has initiated much of this change and it is essential that we understand their motivations, wants and needs as they begin to increase their relative significance in the China outbound volume. They are significantly different from the past. In addition, we need to better understand the shift from the enormous domestic flows to international travel - where that is coming from and what that means for competing destination.

The China outbound market is certainly not homogenous!

This session will look at the hard facts behind the China outbound phenomenon - where it came from, where it is now and where we expect it to be into the future. If - as the Economist Intelligence Unit suggests - only around five percent of mainland Chinese currently hold a passport, the potential for future travel is only just beginning to evolve. We need to understand the implications of that and prepare ourselves accordingly.

1230-1400 LUNCH

1400-1530 The transforming Chinese outbound tourism market

David Tang, Vice President, Ivy Alliance Tourism Consulting, China

The future potential of China Outbound Travel Market

- China Outbound Travel Market Size and Growth Trend
- Structure of Chinese Outbound Traveler Flow
- Destination Markets Growth Trends
- Trade Projection on Outbound Tourism Growth in 2016
- Outbound Tourism Product Structure and Price Trends

Grow business with key partners in China

- Scale and Regional Structure of Chinese Outbound Tour Operators & Travel Agencies
- How to work with Chinese travel agencies

Meet changing demands of Chinese travelers

- Regional Structure of Chinese Outbound Tourist-generating Markets
- Characteristics and Preferences
- China Outbound Tourism Trends in Transformation

1530 Site Visit to Talat Noi by Local Alike

PATAcademy-HCD participants explore Talat Noi, one of the oldest Chinese communities in a lesser known part of Chinatown and discover the authentic experience of the local Chinese community. Highlight of the programme is a traditional Chinese food workshop with locals while enjoying a beautiful sunset across the city's famous Chao Phraya river. Gourmet Chinese and Thai food will be served together at RiverVibe Bangkok.

Day Two Tuesday, June 14

0900-1030 Inspiring the Chinese Traveller through Stories of Adventure, Inspiration and Insight
Maggie Wu, Chief World Explorer, www.flywithmaggie.com, China's only bi-lingual travel blog

Storytelling is at the very heart of destination marketing. Traditional branding and advertising campaigns may increase exposure, but what people will actually engage with are the 'real' stories of your destination. This session explores how to work with travel bloggers to build authentic content that drives engagement and influences people in the consideration phase of their buying funnel. The speaker will discuss unique case studies of content marketing campaigns in China, how to create a solid content strategy targeted at the modern Chinese traveller, finding the right blogger for your campaign, including top tips for working with travel bloggers.

1030-1100 Break

1100-1230 Invite Chinese Travellers into an unforgettable journey at your destination
Jason Lin, Founder/Chief Talent, Talent Basket, USA

The growing desire to travel abroad and the buying power of Chinese consumers present significant economic opportunities for your destination. In this session, the presenter will demonstrate consumer insight research methodologies to help you analyse and visualise various Chinese travellers journeys from pre-arrival to post-arrival through an ideal visit they will want to tell others about. There will be interactive discussions and the opportunity to develop a China market strategy with effective messaging, media placement and conversion activation through each step of the customer touchpoints.

1230-1400 LUNCH

1400-1530 HOW TO BECOME CHINA READY® - Part I: China through 'Chinese eyes'
Julia (Ting Ting) Gong, Chief Executive, www.chinareadyandaccredited.com CHINA READY Group,

This session will give you an understanding of the 'modern' and 'diverse' nature of China and its peoples, and help you to understand how Chinese people think, act and do things. Provided through 'Chinese eyes', you can rely upon its authenticity and accuracy.

Think about China like Europe. Learn about the different regions in China, and how your business can apply this knowledge of Chinese cultural and ethnic differences in a practical way. Gain valuable insights into Chinese lifestyle and the key media influencers, and how this knowledge can enable you to engage successfully with your major Chinese stakeholders and customers. You will learn how to 'Be Ready' for the China opportunity. Concise, highly informative and enjoyable, this session provides lessons and insights that remain with you.

1530-1600 Break

1600-1700 HOW TO BECOME CHINA READY® - Part II: Be the preferred choice for Chinese High-end customers

Julia (Ting Ting) Gong, Chief Executive, www.chinareadyandaccredited.com CHINA READY Group, Global

Within China today, more and more consumer products and services are being rigorously assessed and accredited due to fake products, poor quality and false advertising. Do you know that even public toilets are star rated in China?

This session will benefit you through showing what's driving high-end Chinese people to your destination, and how to capitalise on it. You will learn about the cultural significance of the Chinese investment mindset and how it integrates into your destination's visitor economy.

Learn the importance of accreditation and benchmarking in the Chinese's mindset and how this influences buying decisions, how to create an enhanced Chinese customer experience, leading to happier customers, increased advocacy and repeat business in an ever increasingly competitive China outbound travellers' market.

1700 **Free at leisure**

Day Three **Wednesday, June 15**

0900-1030 **The Door to a Hundred Billion Dollars Business**

Yan Haifeng, Co-Founder and COO, Tuniu.com

1. The upgrade of China's market
2. The trend of China's tourism industry, outbound travel is blowing
3. Tuniu's history and accomplishment
4. Tuniu's idea and successful cooperation case on purchasing, technology and brand marketing, regarding with outbound travel collaboration

1030-1100 **Break**

1100-1230 **Must-know tips for international brands to wow your Chinese clients**

Mark Wang, Vice President and General Manager, Beijing Oriental Century Travel Service – China Voyage, China, Board member of PATA China Chapter

As a specialist in China tourism, both inbound and outbound, the presenter will enable you to have a better understanding of culture, behavioural patterns, spending patterns, and aspirations of Chinese tourists. Participants will gain a practical insight on how to get Chinese outbound visitors' attention, must-know tips for international brands seeking to penetrate the Chinese market, establishing a sales and marketing presence in China and knowing your partners in China.

1230-1400 **LUNCH**

1400-1530 **Group Presentation**

1630-1700 **Wrap-ups**

1800 **Farewell dinner and awarding of certificates at VIE Hotel Bangkok**