

A woman with long blonde hair, wearing a black cap, a blue backpack with 'LA' on it, and black athletic wear, stands on a rocky outcrop. She is looking out over a vast cityscape under a clear blue sky. A white dashed line starts from the top left, goes down to a location pin, then curves across the middle to another location pin, and finally goes down to a third location pin on the right side. The text 'Time to tell your Story' is centered in the sky area.

**Time to tell your Story**

## Political issues

- Updated US Travel Advisory for China: Will China tourism officials retaliate? | American Travel News | Jan 3, 2019
- China's Ctrip says US trade war discouraging tourism | Financial Times | Dec 17, 2018
- Trade war hurts tourism: Chinese flight bookings to US 'down 42%...' | South China Morning Post | Sep 28, 2018
- US to lose USD 0.5 billion in Chinese tourism following Trump's trade war | Travel Daily | Aug 17, 2018
- Trump's trade war with China hits US tourism | Travel Daily News | Aug 17, 2018
- U.S. tourism to take hit amid trade tensions with China | Xinhua/Reuters | Aug 9, 2018
- U.S. Tourism Now in Chinese Crosshairs in Trade War | Jing Travel | Jul 11, 2018
- China claims its citizens 'reluctant' for US travel given trade war | CNBC | Jul 12, 2018



## Political issues

**But, while the trade war was pretty “good news” for Canada visitation in 2018, Huawei is not good news for Canada**

- 'We're suffering': China-Canada tourism may slow amid political drama | CTV News | Jan 17, 2019
- Political drama strains Canada-China tourism, worrying Victoria | Times Colonist | Jan 17, 2019
- 'We're suffering!' China-Canada tourism may slow amid political drama | Jan 17, 2019
- Canada stops running tourism ads in China after Huawei arrest | BNN | Dec 19, 2018
- Some fear for tourism as Huawei arrest strains Canada-China | CBC | Dec 16, 2018
- China tensions could chill tourism in both directions | Vancouver Sun | Dec 13, 2018
- Fear of Arrest After Huawei Incident Could Hurt Canadian Tourism | Jing Travel | Dec 13, 2018





## Political issues

According to December 2018 data from Forward Keys showed that while Chinese travel bookings worldwide were up **10%** from Jan to Nov 2018, bookings to US were down **6.6%** and bookings to Canada were up **9.5%** during the same period.



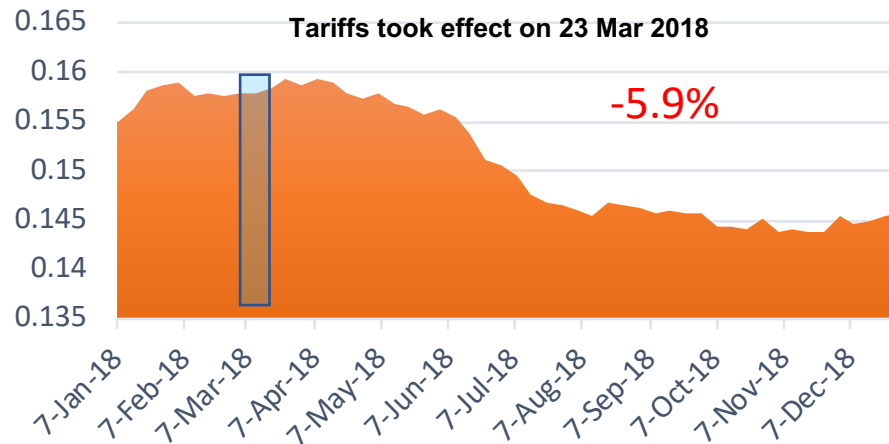
## Other issues that impact visitation - Currency

Economic issues are also major factor in Chinese visitors decision process to book travel to the US and Canada.

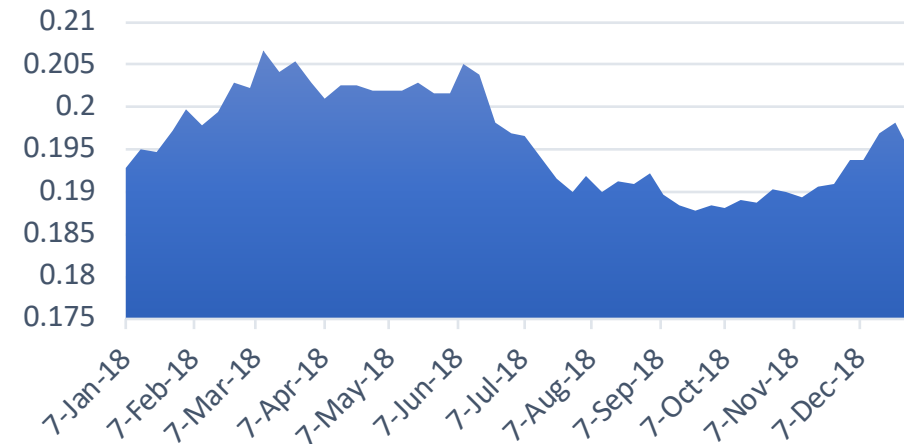
- Currency – the Chinese RMB fell almost 6% against the USD in 2018 making a visit to the US more expensive.

The Chinese RMB was up to unchanged against the Canadian dollar in 2018.

### CNY to USD - 2018 Historical



### CNY to CAD - 2018 Historical

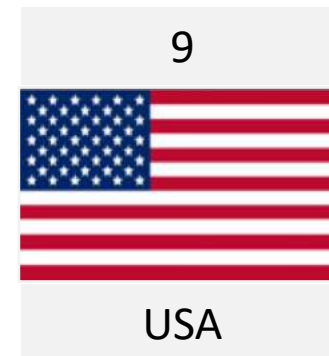
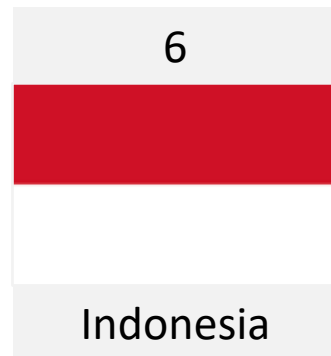
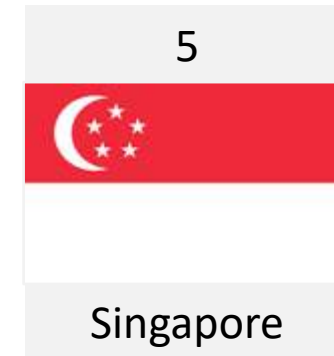


US and Canadian policy decisions to issue fewer visas as well as the Chinese social credit system may limit the ability of Chinese citizens to travel and are also possible threats that could lead to decreased visitation. According to the US State Department's Bureau of Consular Affairs, the US issued about 217,000 fewer visas to Chinese visitors in 2018.

## Other issues that impact visitation - Competition

Based on online bookings data in the first half year of 2018

The **Top 10** most popular destination countries were:



**2,188,000** Visitors

2018 Chinese Visitation to U.S.

**237.7** Million USD

The Total Spending

*Data by NTTO*



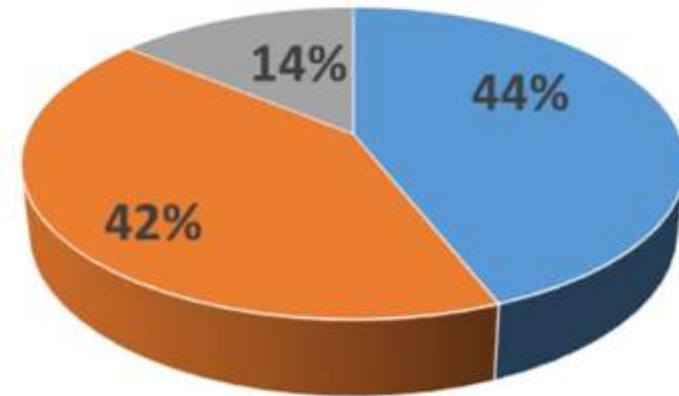
# No big drop, WHY?

## Market changes

The Shift from group to FIT. According to the Chinese Outbound Tourism Research Institute (COTRI), the Chinese outbound travel market is “currently composed of approximately 42% FIT travelers, and 44% Group travelers.

While group travel will remain a feature of the Chinese outbound travel market as increasing numbers of non Tier-1 city residents take their first overseas trips, growth in package tours to numerous destinations is stagnating or even decreasing.

The Proportion of Chinese Outbound Travelers in Terms of Travel Way (2017)



- Group Travelers
- Individual Travelers
- Other Travelers (Customized Travel, travel with Tour Guide, Private group travelers)



# The Challenges

Have products?

Do not have products yet?

The screenshot shows the Ctrip website's search interface for North America travel. The page is in Chinese and features a navigation bar with various travel categories. The search results are filtered by 'North America' and 'All Products'. The results are displayed in a grid format with columns for 'Travel Route', 'Itinerary Days', 'Departure Date', 'Departure City', and 'Supplier'. The 'Travel Route' column lists various destinations and itineraries, such as 'West Coast', 'East Coast', 'Hawaii', 'Canada West', 'Spain One-stop', 'USA Full', 'USA South (Florida/Georgia)', 'USA+Canada', 'Canada East', 'Canada Full', 'Alaska', 'Mexico+Cuba', 'Guam', 'Great Lakes One-stop', 'West Coast+Hawaii', 'USA+Mexico', 'South America Connection', 'Hawaii Double Islands', 'Nordic Connection', 'Spain+Hong Kong', 'Hawaii Three Islands', 'Canada+Cuba', 'One-stop Depth', 'Two-country Connection', 'Multi-country Connection', 'Hawaii+Japan', 'Hawaii Four Islands', 'Tokyo and Surrounding', and 'UK One-stop'. The 'Itinerary Days' column shows options from 2 to 15 days and above. The 'Departure Date' column shows options from March to July, with a range selector for 'Earliest Departure' to 'Latest Departure'. The 'Departure City' column lists cities like Shanghai, Beijing, Los Angeles, New York, Las Vegas, Mexico City, Atlanta, Washington, Seattle, Denver, Frankfurt, Nanjing, and Hangzhou. The 'Supplier' column lists various travel agencies, including Ctrip's own services and other major agencies like 'China Travel Service' and 'Nantian Travel'. The page also includes a search bar, a 'Search' button, and a 'Advanced Search' link. The Ctrip logo and contact information are visible at the top.

游玩线路	行程天	出发日	出发城	供应商
西海岸	2日	03月	上海	携程自营
东海岸	3日	04月	北京	联合发团
夏威夷	4日	05月	洛杉矶	途风(携程旗下)
加拿大西部	5日	06月	纽约	达美国旅
塞班岛一地	6日	07月	拉斯维加斯	美西国际旅游
美国全景	7日	最早出发	墨西哥城	美东国际旅游
美国南部(佛罗里达/佐治亚)	8日	~	亚特兰大	走四方
美国+加拿大	9日	最晚出发	华盛顿	北京中国旅
加拿大东部	10日	确定	西雅图	纳美旅行
加拿大全景	11日	清空	丹佛	更多
阿拉斯加	12日		费尔班克斯	更多
墨西哥+古巴	13日		南京	多选+
关岛	14日		杭州	
歌胡岛一地	15日及以上		更多	
西海岸+夏威夷			更多	
美国+墨西哥			更多	
南美连线			更多	
夏威夷双岛			更多	
北欧连线			更多	
塞班岛+香港			更多	
夏威夷三岛			更多	
加拿大+古巴			更多	
一国深度			更多	
两国连游			更多	
多国连游			更多	
夏威夷+日本			更多	
夏威夷四岛			更多	
东京及周边			更多	
英国一地			更多	

What's the difference?

北美洲旅游	出发地参团	目的地参团	自由行	目的地自由行	邮轮	游学	一日游	
	<b>美国夏威夷9日7晚半自助游</b> 【直飞/转机】【酒店自选】【往返接送】【珍珠港】【奥特莱斯】【小环岛】【特色牛排餐】【大环岛】【特色卡胡库风味虾餐】							
半自助游	上海出发 2018全新升级产品, 尽享夏威夷风情体验。 班期: 清明节,劳动节,端午节、3/31、4/1、4/2等可 <a href="#">查看班期</a> ▼ 供应商:  携程自营					4.6分	523人出游 <a href="#">47条点评</a> ▼	¥10187起
	<b>美国塞班岛6日自由行</b> ·可选指定【凯悦】【肯辛顿酒店】上海直飞·5晚多级别酒店 赠北部环岛游+军舰岛+接送机·可选升级海景房/当地行程升级套餐							
自由行	上海出发 上海直飞, 可选择指定入住凯悦酒店/肯辛顿酒店含早... 班期: 清明节,劳动节、3/31、4/6、4/7等可 <a href="#">查看班期</a> ▼ 供应商:  携程自营					4分	311人出游 10条点评	¥7780起
	<b>美国东海岸+华盛顿+波士顿+尼亚加拉瀑布+纽约9日7晚跟团游</b> ·华尔街深度讲解+女神上岛+两道式特色餐+哈佛专业向导+世贸登顶+听涛山庄+国会入内+出行量破千!/B线WOODBURY畅购							
跟团游	上海出发 赠送纽约自由塔登顶, 赠送听涛山庄游览, 赠送女神游... 班期: 4/13、4/25、5/11等可 <a href="#">查看班期</a> ▼ 供应商:  携程自营					4.7分	1107人出游 <a href="#">222条点评</a> ▼	¥11699起

1 2 3 4 5 6 7 8 ... 100 下一页 到 页 确定

# To make A DIFFERENCE



WeChat



Weibo



Toutiao



TikTok



Xiaohongshu



Mafengwo



baojieuk



Viphuanqiu



America\_hq



zhoumozuosha



Lonely Planet



National Geographic Traveler



Voyage



National Geographic

## Steps to take to help your destination standout

Non Tier-1 Cities are the growth Markets in China - Your digital marketing and PR strategies should look more toward the non Tier-1 cities. These Non Tier-1 cities in China are becoming increasingly prominent as drivers of market trends in outbound tourism. According to Ctrip data, Tier-2 and Tier-3 cities dominated the list of the ten fastest-growing domestic markets, with Chengdu becoming the fourth largest overall customer base. In addition, the collective number of Tier-2 city residents has contributed more to the total number of outbound Chinese travelers since 2016 than those from Tier-1 cities.

2018 Chinese Outbound Air Arrivals - Tier 1 Cities*	
Origin City	Year over Year variance
Beijing	+13.0%
Shanghai	+9.5%
Guangzhou	+9.4%

2018 Chinese Outbound Air Arrivals - Non-Tier 1 Cities*	
Origin City	Year over Year variance
Nanjing	+35.4%
Wuhan	+22.8%
Tianjin	+22.3%

This development has been fueled by the increase in direct international flights and visa centers in smaller cities across China. These developments have facilitated opportunities for outbound tourism for hundreds of millions of potential new travelers who previously needed to travel to Tier-1 cities to process tourist visas and directly access flights to overseas destinations, like the US and Canada.

*\*2018 booking data from ForwardKeys*



# Steps to take to help your destination standout

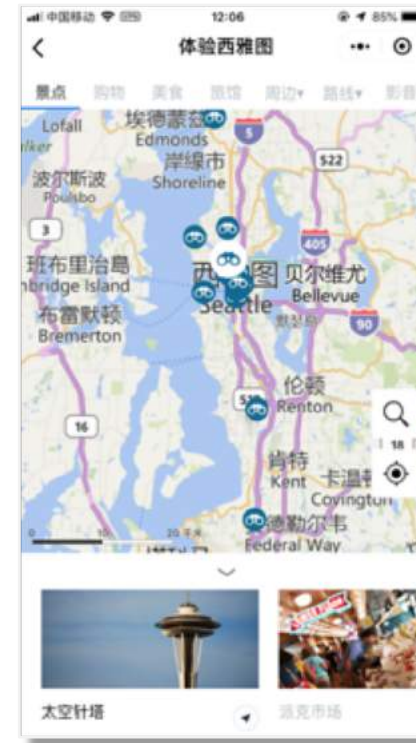
- Importance of Chinese social media & UGC platforms
- Build your information hubs
- Deliver your information via KOLs to target audience



WeChat Post



WeChat Memu



WeChat Mini Program



KOL WeChat Post

目的地 > 美国 > 德克萨斯州 > 德克萨斯州旅游攻略

# 德克萨斯州

(42678张图片)

Texas

最近24h发布的旅游攻略  
马上先睹为快

收藏 去过

概况 目的地 酒店 当地玩乐 特价机票 社区 地图



### 德克萨斯州印象

德克萨斯州(英文: Texas), 简称德州, 是美国南方最大的一州, 也是全美第二大州, 仅次于阿拉斯加州。首府为奥斯汀。主要城市有: 休斯敦, 圣安东尼奥, 达拉斯, 福特沃斯... 更多>>



### 自由行攻略



#### 德州美食宝典 | 休斯敦有什么好吃的?

- 德州风情
- 1. Texas Roadhouse —— 当地人挚爱之一

查看详情 >



#### 科普向, 教你如何亲临NBA现场“搞事”...

- 一、关于NBA你了解多少?
- 赛程是怎么分的?

查看详情 >

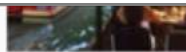


#### 一篇攻略带你玩遍达拉斯的四季

- 关于达拉斯这个城市
- 交通指南

查看详情 >

查看全部



Hubalah 4376/57

1155



#### 德克萨斯Texas——美国特立的孤星, 粗犷真性情...

最开始先写几句, 主要是为了让大家对德克萨斯州, 称“德州”有个印象。看腻了常规城市的高楼大厦, 厌倦了再日出... 就来德克萨斯州吧! 体验不一样的美国, 独特的美国! 比较有意思的了解德克萨斯州的方法, 是去看一下被人吐槽无数次的变形金刚, 满屏的草原牧场, 和百无聊赖的皮卡房车, 擎天柱的电动越野车, 就是总部设立在德克萨斯



#### 田园名校精读作家久川美虎读诗济世长

罗耀兰说: “生活中不是缺少美, 而是缺少发现美的眼睛”当你走进川美校园的那一刻开始, 你一定会惊叹, 怎么会有如此美丽的校园! 四川美术学院是一所本科院校, 具有硕士学位授予权, 学校为中国独立建制的31所普通高等艺术院校之一, 中国八大美院之一, 学校创办于1940年, ...

行者无疆 476/18

304



#### 美国游记之德州双城记奥斯汀与休斯敦, 土星5号...

洛杉矶飞到圣安东尼奥, 几乎是一直沿着美东边线在飞, 过了亚利桑那州进入德克萨斯, 圣安东尼奥就坐落在德州的正南方, 虽然也是德州三巨头之一(休斯敦, 达拉斯, 圣安东尼奥), 但圣安的机场以前是军民两用, 现在的民用航站楼也是挺小的, 幸运的朋友可以看到C130, F22等军机, ...

环游世界的老鬼 3482/10

680



#### 德克萨斯, 从必游景点逛到射击场

在美国, 一提到德州, 总会想到大牧场, 大农场, 大皮卡, 大枪, 大炸鸡, 大块烤肉, 甚至大张的度假在城市乡村的美国田园。是的, 作为美国面积和人口均为第二的大州(第一大是阿拉斯加), 只有这里能感受到美国的大和广阔。不到两百年的历史, 德州曾被西班牙, 墨西哥, 法国...

张真 1543/4

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美国的《洛杉矶 圣迭戈 拉斯维加斯》http://www.mafengwo.cn/58512480.html 达拉斯篇 上一篇写了2017.12.8-12.19号洛杉矶圣迭戈拉斯维加斯的潜水游记, 这一篇紧接着的, 19号拉斯维加斯直飞飞到了达拉斯, 因为和朋友在达拉斯生活, 所以我们暂住在朋友家, ...

伊美儿的旅程 676/0

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#### 2016年02月12日, 德克萨斯大学奥斯汀分校风光...

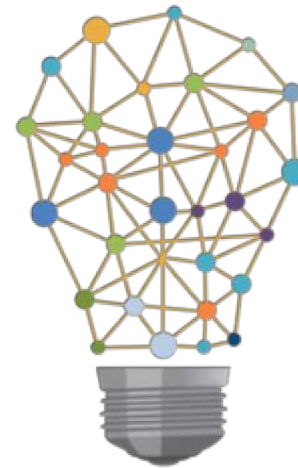
TOP: (1) 2016年春节, 到路易斯安那州的新奥尔良“转了1圈烟花烟花”, 游记急得不得不上手; (2) 2月12日到德克萨斯州奥斯汀, 顺便逛德克萨斯大学奥斯汀分校的“约翰逊博物馆”, 文博性景区的展览, 也“足够折腾一番”, 就此压下了博客; (3) 还是...

初向美新 LQX 4376/106

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# Steps to take to help your destination standout

- Create your eye-catching stories
- Tell your story through high-quality PR into the market
- Shift toward digital / mobile audiences



1

It is all about Stories and the Storyteller

2

Create and deliver inspiring, interesting, unique and eye-catching stories

3

Develop themed stories to each target audience

4

Find right communication channels

5

Build emotion connection with target audience



# Steps to take to help your destination standout

Consumer Marketing Campaigns to help trade partners sell your products

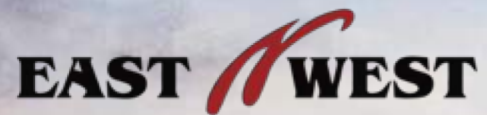




# Steps to take to help your destination stand out


Consumer Marketing Campaigns to help trade partners sell your products





Denny Xia, EVP

[Dxia@eastwestmarketing.cn](mailto:Dxia@eastwestmarketing.cn)

A large commercial airplane is shown from a low-angle perspective, flying towards the viewer against a dramatic sky at sunset. The sky transitions from a deep orange near the horizon to a clear blue at the top. The ocean is visible at the bottom of the frame. The airplane's wings, engines, and tail are clearly visible.

**WE LOVE THE JOURNEY  
AND WE'RE WITH YOU EACH STEP  
OF THE WAY**