

Announcing the Third Annual

中美旅游高峰会

China-US Travel Opportunities Symposium



Making America



China-Welcome

www.chinanihao.com

August 26, 2017 - Presented by...



LAS Vegas



About Our Host... America's #1 China-Welcome City

We are honored to have the China-US Symposium hosted by the nation's leading China-Welcome venue, Las Vegas - McCarran International Airport and the *Las Vegas Convention & Visitors Authority*.



In addition to the hospitality sector, Las Vegas is ahead of the world in establishing McCarran International Airport as the first US gateway to implement a truly functional program aimed specifically to welcome the more than 340,000 annual air visitors from China.

We're excited to be holding both the China Symposium and the 22nd Boyd Group International Aviation Forecast Summit at the fabulous Wynn Las Vegas Resort. We've arranged very special room rates, too. Directions on booking rooms are on the Summit website registration page. www.AviationForecastSummit.com.

The Next Steps Beyond "China-Ready" - Get Your Action Plan

This Symposium is a must-attend for: CVBs, airports, Chambers of Commerce and economic development organizations as well as resorts and venues. We go beyond statistics, and into the *functional* planning to make your venues more competitive to the 23 million Chinese visitors expected in the next five years.

Experts on emerging China travel dynamics from China Ni Hao. LLC and Boyd Group International will deliver insights, perspectives and new approaches to capturing this travel sector. The goal is to assure that your destination is one that these visitors find easy and exciting to visit and navigate.

议程 - What We're After Today...

- Introduce & discuss the China opportunity
- Bring the entire stakeholder community into the process...
- Discuss how to cost-effectively develop a program to raise your profile among the 23 million Chinese visitors expected in the next five years
- Develop wider & more granular communication channels with consumers in China

China Leisure Travel To The US - A Basic Process

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      A[Travel Decision: Awareness, Research, Decision To Book] --> B[Booking Venues, Itinerary, Modalities]
      B --> C[Routing, Trans-Pac Route, Airport, Secondary Venues]
      C --> D[On-Site Traveler Experience]
      D --> A
  
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Chinese Travelers Segmentation

The Summit covers the futurist strategies needed to attract and engage Chinese consumers.

- **Not just current data, but key areas such as the evolution in Chinese travel and spending patterns.**
- **The shift into Millennial and Frequent Individual Travelers (FIT), and changes necessary to capture them.**
- **Innovative market positioning. How to make your venues functional for Chinese visitors.**
- **Bringing the local airport into the process to capture more connecting passengers as China-US air service expands from more Chinese cities to additional US gateways.**

Tentative Symposium Agenda – Exploring The Future

I. Opening: Sizing The Opportunity In The New China-US Market of The Future

- **Projections of China-visitor travel**, including key profile data. Forecasts of volume, travel channels/modality, current destinational distribution, current & expected spend habits, accommodation preferences, etc. We'll be looking at the new China air gateways, too.
- **Advanced forecasts** of leisure travel volume and shifts in Chinese travel demographics and expectations in the future. You'll see where Chinese visitors will be planning to visit as this sector expands and seeks more developed venues and itineraries.



II. Adjusting To The Future Chinese Visitor

The New Importance of Millennials & The FIT (Frequent Individual Traveler) Sector. The needs and expectations of Chinese visitors will evolve fundamentally from those of today. The forecasting expertise of Boyd Group International and China Ni Hao's unrivaled understanding of the Chinese market will give you direction on how to make sure your venues will be on these visitors' itineraries, particularly as the more-demanding FIT category grows.

III. Developing A Differentiated China Outreach Program



Defining Digital Access: You don't need an office in Beijing. But you do need to be digitally accessible to the over 225 million Chinese who are on the internet every day. China Ni Hao experts will be outlining innovative ways you can get in front of these consumers – far more cost-effectively than traditional approaches.

IV. Building Your Specific Strategic Plan

Creating Action Plans to communicate and to raise your profile in various sectors of the Chinese business and travel industries. We'll be covering:

- **How to identify your region's real opportunities.** Chinese want to see all of America – including points you may never expect. China Ni Hao staff includes the #1 tour generator from China – and we'll be going over the characteristics of venues that future visitors will want to explore.
- **Building Access Programs.** Tour/bus movements are being supplanted by FIT travelers. They will increasingly be using air to start itineraries in the interior of the US. They will be using rental cars. They will be seeking hospitality venues that are easy to navigate. Is your airport prepared? Is there a clear air access development program in place that addresses connectivity from the new nonstop flights from more Chinese cities? Is there an outreach program that includes support materials and addresses anticipated needs of these travelers? We'll be talking about the new access points from China, and how in the future more of these visitors will be flying into interior communities.
- **Establishing focused communication channels** – online, web-based, social media, direct contact. Not just the "how" but which channels best fit your community. Most are a lot less complex than you may think. We'll be exploring wayfinding approaches that can be tailored to the specific needs of the anticipated categories of Chinese visitors.



Agenda/Building Your Plan Continued...

- **Developing an outreach program.** The essential factor is that outreach must be on-going and well-focused. We'll be exploring tailored outreach - programs that position your community and region as being eager to welcome visitors from the Middle Kingdom.
- **Developing your own local China-Welcome™ program.** We'll talk about developing "China Kits" and strategies to assure that your entire community can roll out appropriate welcome mats for specific categories of visitors.
- **Appropriate signage and corollary support** for the specific levels of interaction. Collateral materials in Chinese appropriate to the venue and/or purpose of specific visit, such as business site reviews. And we'll be talking about "trans-creation" – and how to avoid "translations."

Register For The Symposium Now... Get Access To Additional Workshops.

When/Where: Join us for the 3rd Annual China-US Aviation Opportunities Symposium - **August 26, 1pm-6pm** at the **Wynn Las Vegas**. **Registration:** The Symposium fee is \$895, and **attendees have complimentary optional attendance to the exciting pre-Summit Workshops at the International Aviation forecast Summit, Sunday August 27.** These sessions cover areas of air service and aviation that are important to everyone involved in tourism and travel! So plan to stay for these. More information can be found at www.AviationForecastSummit.com.

And Consider Staying For The #1 Forecast & Planning Event In Aviation



*And if you can join us at the main IAFS, August 26 – 29, you'll be our special-registration guest! China Symposium attendees not only have complimentary access to the pre-Summit Workshops on August 27,, but also there's a **\$700 discount to the International Aviation Forecast Summit August 27-29.***



And if you're already registered for the IAFS, the China Symposium is just a \$195 add-on.

So register for both events and get not only new perspectives on China-US Opportunities, but on the future trends in global aviation that will affect your destination. Speakers for this year's IAFS include CEOs and senior executives from airlines across the globe, as well as sessions on issues that will affect all areas of travel and hospitality.

Any questions, give us a call at 303 674-2000. For more Information, log on to www.AviationPlanning.com

