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WELCOME CHINESE

WELCOME CHINESE  
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# SELECT HOLDING LTD.

Select Holding is an international holding group based in Shanghai comprised of Select Italy Travel, Select Communications and Select Concierge. Founded in 1997 as a travel company bringing the concept of customizable, exclusive travel to Italy to the US market, it has progressively expanded into a comprehensive marketing and communication group for the travel sector with offices on three continents. After five years in China, Select Holding is the exclusive certifying entity authorized by the Chinese Tourism Academy to issue the Welcome Chinese Certification. Select Holding team is composed of experienced professionals coming from travel, IT and government industries, bringing together Western and Chinese culture fully dedicated to improving the travel experience of Chinese tourists and making the international travel industry more aware of their needs. Some of the achievements related to Select Holding's operating divisions.

- Select Italy Travel has been recognized in Travel & Leisure Magazine's "A-List" of top travel agents for twelve years in a row (2002-2013). Select Italy Travel is an accredited member of IATAN (International Airlines Travel Agent Network), the premier international travel agent association.
- Select Concierge has been a trusted partner of Ferrari and many other top brands in China for two years.
- Select Communication is currently working as the sole representative of several five star hotel chains in China as well as of a privately owned high speed train transportation company.



Select Holding Ltd.  
哲意控股



# WELCOME CHINESE CERTIFICATION

**W**elcome Chinese Certification is a set of overseas travel service standards approved and released by the China Tourism Academy (CTA). It aims at upgrading the services dedicated to Chinese travelers. By participating in this program, certified members will be qualified to join CTA's partnership network and so enjoy great benefits in marketing and promotion.

The Certification program also includes the participation of state owned companies like China Central Television (CCTV), the country's state owned television network, and China Union Pay (CUP), China's sole issuer of credit cards. Promotional activities are being created in order to give visibility to the Certification and its participants.

Select Holding has the exclusive right to issue the Certification worldwide. It has developed a clear, multi-level service standard framework covering all of the services necessary to improve the experience of Chinese travellers. We provide assistance and



support to international travel industries to upgrade their dedicated offerings to Chinese clients as well as promotion opportunities in China through the website [www.welcomechinese.com.cn](http://www.welcomechinese.com.cn), the platform where all certified businesses will be listed and through which the CTA network will reach all registered travel agencies and tour operators in China, and [www.hychinese.com](http://www.hychinese.com), the platform from which travelers can find useful information for their trips abroad.

# JACOPO SERTOLI

Select Holding CEO

Welcome Chinese PRESIDENT & FOUNDER

Travel has been a constant element of Jacopo's life since the beginning. His childhood was spent in Asia, living with his family in Bhutan, Nepal, India and Thailand. He returned to Italy to complete his high school degree in Economics, and then moved between Chicago, London and Paris to terminate his university studies in International Relations. Asia has always been a part of Jacopo's life; his curiosity about what lay on the eastern side of the Himalayas just had to be fulfilled. He felt at home in China after only a few months, and enjoyed the challenges of being a foreigner in a faraway country where the system allows businesses to grow and thrive. The help and trust he received from this country has had a deep impact on what, after six years, is only an initial understanding of a land that never ceases to surprise. What Jacopo has accomplished in China could not have been done elsewhere.

In 2008 he moved to Shanghai to open the Asian office of Select Italy in what was the first move to internationalize the company. Select Italy now serves American, Russian, Brazilian and Chinese clients, as well as those from many other countries, all of whom travel to Italy or Mediterranean locales such as Croatia. Select Holding opened in 2010 and is composed of Select Concierge, responding to an increasing demand on the part of Chinese customers to visit global destinations. Select Communications was instead designed as a public relations company to help foreign travel-related businesses enter the Chinese market, ensuring a constant presence in the country so that they can



develop regular contacts with the travel trade. Select Communications also has the mission of helping Chinese companies to expand their global profile.

In Jacopo's mind, the growing presence of Chinese tourists abroad has made it necessary to concentrate on the needs and requests of these guests; the gap between the services the industry was providing for Chinese travelers compared to their expectations had to be bridged. With this in mind, and thanks to existing relations with Chinese travel-related organizations, a new standard tailored specifically for Chinese guests was designed together with the

# JACOPO SERTOLI

Select Holding CEO

Welcome Chinese PRESIDENT & FOUNDER



China Tourism Academy (CTA). The long experience gathered from Select Italy & Travel, as well as that of Select Holding, was put to use to create the Welcome Chinese Certification in 2013.

The Welcome Chinese project is always developing, as are Jacopo's new ideas and proposals. The ultimate vision is to create an entire Welcome Chinese circuit that will give the Chinese traveler more independence, enabling him or her to plan his journey from beginning to end. For this reason, the project is expanding step-by-step towards

new destinations and new business operations. Welcome Chinese now includes not only hotels but also other businesses like airports and train services; in order to branch out and reach its goals, the standard is being redesigned for other travel-related categories. Welcome Chinese Certification aims to serve as a benchmark for the travel industry around the world by offering guidance to all those companies that wish to attract Chinese travelers. In order to make the Certification attractive, a number of benefits for participating companies and countries have been included and they are always being improved and updated in order to give a return in China to all those companies making an effort to better serve Chinese travelers abroad. This is the key to the success of the Certification.

Today Jacopo manages five offices located in Asia, Europe and the United States – a global staff of nearly 80 people – and travel is still a central part of his daily life. The Chinese travel market has a potential equal to no other and it must be treated accordingly: this is what the hospitality business is all about, understanding guests' needs. Not only does Jacopo hope that Chinese travelers will continue to explore the world, but also that foreigners who visit China will grow to understand this vast country of which not enough is known and that, at times, may appear far away and mysterious.

# 2013 INTERVIEW WITH JACOPO SERTOLI

## **Q: What is the Welcome Chinese background and when did it establish its presence in China?**

Jacopo Sertoli: I have been traveling with my family since my childhood; we have lived in several countries. I have then continued to travel for pleasure, for study and for business. This experience made me understand that wherever you go, whatever you are looking for, whoever you are traveling with, there are some things that all of us like. Everyone wants to feel welcomed. The reality today is that travelers coming from mainland China will be the most consistent market in the next years, therefore an effort must be made to better welcome them throughout the world. The Welcome Chinese Certification project started in 2012 and today we are officially presenting it. We want to help the foreign travel market better understand the Chinese traveler and encourage them to trust and prefer those businesses that are investing to better welcome them. Welcome Chinese is not only a Certification mechanism but also a promotional platform.

## **Q: When and why was the idea of a Certification for the Chinese travelers born?**

J: The idea of creating a standard certification was born to create order in the travel market, since several private companies such as hotel groups have started to create their own programs to welcome Chinese travelers. A standard is necessary to protect Chinese travelers in order to have a common set of services offered by the travel market. We are giving hotels an official certification, hence proof that what they are doing is recognized by official Chinese institutions. The approval of our project from the China Tourism Academy allows us to improve the quality of services offered to the Chinese travelers and increase their presence in

those travel related businesses that will invest in the Welcome Chinese Certification.

## **Q: What is the heart of the Welcome Chinese program?**

J: There is a general need for a more holistic understanding of China and Chinese markets. This means not only understanding what Chinese people do when they are traveling around the world, but also understanding their social and cultural backgrounds, their everyday lives, the way they gather information and make decisions and the way they plan and prepare for their overseas travel and leisure activities more generally. The Welcome Chinese program is simply an answer to this need.

## **Q: Who can join the program?**

J: Our project is open to everyone, from the single hotel to the big hotel chain. In a later stage, the Welcome Chinese Certification will also be extended to other travel sectors such as transportation, retail, food and beverage, museums and destinations. We encourage everyone to participate because Welcome Chinese is a great opportunity for the tourism industry as a whole. Gone are the days when Chinese tourists could fly abroad only as part of large groups. Nowadays, visa policies are easier and Chinese tourists' cultural background is different. They have become eager to discover and understand the countries they visit. Moreover, Chinese tourism is fragmented thus offering many profitable niches. Welcome Chinese's great advantage is flexibility. Being structured in tiers, our certification gives hotels, for example, the freedom to decide how much to invest in Chinese tourism.

# CHINA TOURISM ACADEMY



中国旅游研究院  
China Tourism Academy

Aiming to be the “think tank of the government, brainpower of the industry and highland of the academia” through promoting China tourism industry development and international exchanges, China Tourism Academy (National Tourism Data Center) is dedicated to tourism research, data analysis, and tourism promotion. The research mainly focuses on the basic theories, policies, and key and important issues of tourism industry development. In addition, it also participates in the design, compilation and feasibility study of China tourism industry development planning, as well as provides the relevant technical support for reviewing the tourism development planning submitted by local government, undertakes tourism statistics data collection, management, analysis and prediction, studies tourism statistics science, conducts international tourism statistics exchanges and cooperation, trains high-level talents in tourism field, and highlights international and domestic academic exchanges.

CTA (NTDC) consists of three administrative departments, five institutes and a laboratory. The administrative departments refer to the Office, Research Administration Department and Academic Advancement Department, while institutes include Institute of Tourism Policy and Strategy Studies, Institute of Tourism Industry and

Enterprise Development, Institute of Regional Tourism Planning and Development, Institute of International Tourism Development, and Tourism Statistics and Economic Analysis Center, as well as a National Laboratory for Tourism Economy (In Preparation) . Cooperating with institutions of higher education and other research institutes, CTA has set up 14 external offices, namely the CTA Kunming Branch, CTA Wuhan Branch, Research Center of Tourism Market and Destination Marketing, Research Center of Tourism Theories, Research Center of Tourism Impact Studies, Research Center of Hospitality Industry, Research Center of Tourism Safety and Security, Research Center of Urban Tourism, Research Center of Tourism in Taiwan, Research Center of Tourism Development in Western China, Research center of Tourism Vocational Education, Research Center of Tourism Standardization, Research Center of Border Tourism, and Research Center of Tourism Academic Assessment. Besides, according to the demands of tourism development, other professional institutes have been cooperatively set up with teaching and research organizations and large tourism enterprises and institutions both home and abroad.

CTA (NTDC) employs established experts and scholars both home and abroad as the members and consultants of CTA Academic Committee.

# CHINA TOURISM ACADEMY STRUCTURE

**B**ased on the principles of "minimum of the internal staff, maximum of the outside forces, diversification of the sources of fund, and openness of the subject organization", we set up the administrative departments, research departments and the Academic Committee. The administrative departments refer to the Office, Research Administration Department and Academic Advancement Department. The institutes include Institute of Tourism Policy and Strategy Studies, Institute of Tourism Industry and Enterprise Development, Institute of Regional Tourism Planning and Development, Institute of International Tourism Development and National Laboratory for Tourism Economy (In Preparation) . While the external institutes include the CTA Kunming Branch, CTA Wuhan Branch, Research Center of Tourism Market and Destination Marketing , Research Center of Tourism Theories , Research Center of Tourism Impact Studies , Research Center of Hospitality Industry ,Research Center of Tourism Safety and Security, Research Center of Urban Tourism, Research Center of Tourism in Taiwan, Research Center of Tourism Development in Western China, Research center of Tourism Vocational Education and Research Center of Tourism Standardization.

## **Academic Achievements:**

- CTA was awarded by the UNWTO with the Ulysses Prize in 2015 for the project of "Tourism Economy Operation Monitoring and Alarming System", and in 2012 for the project of National Tourist Satisfaction Survey.
- Publications:
  - Annual Report of China Outbound Tourism Development
  - Annual Report of China inbound Tourism Development
  - Annual Report of China Regional Tourism Development
  - Annual Report of China Leisure Development
  - China Tourism Scenic Development Report
  - China Travel Agency Industry Development Report
  - Development Report of China's Lodging Industry
  - Annual Report of China Tourism Groups Development

# MEDIA FOCUS - CTA

a well known brand in China Tourism Market



# CTA, STRATEGIC COOPERATIONS



Strategic cooperation with Argentinean Chamber of Tourism



Strategic cooperation with Korea Culture and Tourism Institute



Strategic cooperation with Visit Britan



Strategic cooperation with Tourism Research Australia



Strategic cooperation with Minister of Abu Dhabi Tourism



Strategic cooperation with Italian Tourism Company



Strategic cooperation with Minister of France Tourism

Strategic cooperation with Minister of Portugal Tourism



# 2018 EU-CHINA TOURISM YEAR

Strategic cooperation between EU and European Travel Commission



# PROFESSOR DAI BIN

DOCTOR IN ECONOMICS, PROFESSOR, PRESIDENT OF CHINA  
TOURISM ACADEMY



## **Research field:**

Tourism enterprise management, tourism industry economy.

## **Education background:**

1989, graduated from Anhui Junior College of Business  
1995, graduated from Anhui University of Finance and Economics with a master's degree in economics

2004, graduated from graduate school of China Academy of Social Sciences with a doctor's degree in economics

## **Work experience:**

From July 1989, worked for Anhui University of Finance and Economics as teaching secretary, assistant, lecturer and associate professor in trade and economy department.

From Jan. 2001, worked for Beijing International Studies University as associate professor, professor of tourism management department, director of restaurant management department, deputy director general, director general of the scientific research department, standing subeditor of the academic journal, assistant to the principal and president of the college of Sino-Swiss restaurant management.

April 2008, vice-president of CTA

July 2010, president of CTA

**Main research achievements:** Published over 400 theses in both domestic and foreign media such as Tourism Tribune and Tourism Science, these theses have been reprinted many times in some authoritative publications such as Tourism Management and The Yearbook of China Tourism, etc.

Published monographs, translated works, textbooks and research reports amount to 30. Worked as Chief Editor of many annual reports, including Blue Book of China's Tourism Economy, Annual Report of China Outbound Tourism Development, Annual Report of China Inbound Tourism Development, Annual Report of China Regional Tourism Development, Annual Report of China Leisure Development, Development Report of China's Hotel Industry, China Travel Agency Industry Development Annual Report, China Tourism Scenic Development Report, etc.

Presided over 70 subjects entrusted by governmental departments and commercial organizations including National Natural Science Foundation, China National Tourism Administration, the Ministry of Education, the municipal

government of Beijing, Beijing Social Sciences Planning Office, China National Tourism Group and Lingnan International Enterprise Group, etc. Delivered more than 800 keynote speeches.

**Main academic monographs:** Research on Modern Hotel Group (1998)

Research on Transition and Reform of China's State-owned Restaurants (2002)

Industry Restructuring and Collectivize Management of the State-owned Restaurants (2006)

Comparative Study on the Travel Service Management (2000、2006)

Travel Service Management(2002、2005、2009)

On the Safety and Growth Elements of the Tourism Industry in Beijing (2006)

Economical Restaurant: International Experience and China's Practice (2007)

Research Report of the Tourism Development in Beijing (2005、2006、2007、2008)

A Monitoring and Early Warning System of Chinese Tourism Economy(2013)

Others: 1999, elevated as associate professor by the Education Commission of Anhui Province

2003, elevated as professor by Beijing Municipal Education Commission

2005, one of the first selected "Beijing top-notch innovative personnel 100 people plan"

2006, awarded the title of "outstanding teacher of Beijing"

2007, awarded the title of "national outstanding teacher"

2013, selected as a member of "National library cadre education and training of teachers"

## PROFESSOR DAI'S VIEW ON WELCOME CHINESE CERTIFICATION

Chinese tourists have spread all over the world now. China has been the world's biggest tourism spender since 2012, with 83.18 million of outbound travel tourists and 102 billion U.S dollar of travel expenditures. As estimated, those numbers are still growing, which will be more than 95 million people traveling abroad in 2013. Wherever they travel to, Chinese tourists are highly welcomed by local governments as well as merchants. Happy memories were left, as well as considerable foreign exchanges to these destinations, however, some pitfalls also stayed for Chinese tourists. Problems are mainly caused by language barrier, dietary problems, inconvenient payment and so on.

The Welcome Chinese Certification is cooperated

by China Tourism Academy and Select Holding. Based on the principle of authority and justice, we determined to develop and promote a standard system to provide "customized services for Chinese tourists". By cooperating with outbound hotels, restaurants, shopping malls, transportation, theme parks and other merchants, we create to Chinese tourists a better travel environment where their basic living demands can be fulfilled and they can enjoy friendlier and more convenient services. I truly believe that with the implement of Welcome Chinese program; there will be a stable improvement of the quality of Chinese tourists' traveling experience as well as the satisfaction towards destinations.

# CHINA NATIONAL TOURISM ORGANIZATION

China National Tourism Administration (CNTA in short) is an agency in charge of tourism directly affiliated to the State Council.

Main responsibilities

1. Plan and coordinate the development of the tourism industry, prepare development policies, programs and standards, draft up relevant laws and regulations and supervise the implementation, as well as guide regional tourism.
2. Establish and organize the implementation of market development strategies for domestic tourist, inbound tourism and outbound tourism, organize external publicity and significant promotional activities on the overall image of China's tourism. Guide the work of China's tourist institutions stationed abroad.
3. Organize the survey, planning, development and protection of tourism resources. Instruct the layout and development of key tourist regions, tourism destinations and tourist routes and guide the leisure vocation industry. Supervise the operation of tourist economy and take charge of tourist statistics and release of trade information. Coordinate and instruct the Holiday Tourism and the Red Tourism.
4. Normalize the order of the tourist market, supervise and manage the service quality and maintain legal rights and interests of tourism consumers and operators. Normalize the operation and services of tourist enterprise and practitioners. Organize the drafting of standards on tourist regions, tourist services and tourist products, etc., and organize the implementation. Take charge of the overall coordination, supervision and management of tourist safety and emergency

rescues. Guide the construction of the ideological infrastructure and the credibility system as well as operations of trade organizations.

5. Promote the international communication and cooperation of tourism and take charge of affairs relating to the cooperation with international tourist organizations. Establish policies on outbound tourism and border tourism and organize the implementation. Examine and approve foreign travel agencies established in China, examine the market access qualifications of foreign-invested travel agencies and travel agencies engaged in international tourism, examine and approve overseas (outbound) tourism and border tourism cases. Take charge of affairs on special tourism.
6. Establish policies on travel to Hong Kong, Macao & Taiwan and organize the implementation, guide the promotion of tourist markets in Hong Kong, Macao & Taiwan. Take charge of affairs on Mainland residents' traveling to Hong Kong, Macao & Taiwan, examine and approve travel agencies of Hong Kong, Macao & Taiwan established in the Mainland, examine the market access qualifications of travel agencies with investments of Hong Kong, Macao & Taiwan.
7. Organize and instruct tourism education and training stipulate the vocational qualification system and ranking system for tourism employees with relevant authorities and supervise the implementation.
8. Undertake other issues assigned by the State Council.

# CNTA & CTA

In accordance with Document No. [2007] 98 of the State Commission Office for Public Sector Reform, the Party Committee of China National Tourism Administration(CNTA) decided to establish China Tourism Academy as a specialized institute directly under CNTA. On June 6th, 2008, CTA was officially established, and in December 2015 it was also approved as National Tourism Data Center (NTDC).

## CTA ENDORSEMENT TO WELCOME CHINESE

It was the signing of the partnership between Select Holding and CTA, in the middle of 2013, that established the necessary basis for the constitution of Welcome Chinese. As it officially states, CTA aims to establish itself as think tank specialized in promoting the development of China's tourism industry. It provided an influential endorsement, thanks to its position as a specialized institute directly under CNTA. CTA agreed to promote the Welcome Chinese project and to privilege participants who have implemented the standard by recommending them to the Chinese travel industry.



# 中国旅游研究院

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To Whom It May Concern:

China Tourism Academy is represented by its President, Professor Dai Bin and has its offices located in no.9<sup>th</sup>A Jianguomenne Avenue, Beijing 100005, P.R.China.

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CTA aims to establish itself as "think tank of the government, brainpower of the industry and highland of the academia specialized in promoting the development and international exchange of the China's tourism industry", by focusing on researches on basic theories, policies as well as key and difficult issues concerning the development of tourism, studying, compiling and verifying tourism development plans, providing technical support to the inspection of tourism development plans submitted by local governments, organizing the training of high-level and professional talents in the tourism field and managing international and domestic academic exchanges.

CTA has signed in April 2013 a world wide exclusive agreement for 10 years with Select Holding LTD, an international holding company dedicated to the travel industry since 1997, with offices in Shanghai, Hong Kong, New York, Chicago, London and Roma, for the release of the official certifications "Welcome Chinese" to those entities that implement the service based standard established by CTA.

We are confirming also that CTA does not issue any other certification nor has done in the past other than the current "Welcome Chinese".

Faithfully,  
Professor Dai Bin  
President of CHINA TOURISM ACADEMY



# WELCOME CHINESE PARTNERS

## China Central Television:



CCTV is the national television station of the People's Republic of China and also the most viewed broadcaster in the country. It is the key news and entertainment source for Chinese population. CCTV can now be viewed almost everywhere in the world.

## UnionPay:



Union Pay is the main payment method in mainland China. It is China's sole bankcard and banking industry leader. In order to satisfy the needs of Chinese travelling for business, tourism or study purposes, Union Pay has shifted its focus on foreign markets and is extending the services provided by domestic banks to overseas regions. UnionPay provide exposure via their Digital and social media network of more than 30 million users to Welcome Chinese certified members.

## Ctrip:



Ctrip is a leading provider of travel services including accommodation reservation, transportation ticketing, packaged tours and corporate travel management. Ctrip's hotel reservation network includes around 1,000,000 hotels in 200 countries and territories around the world. Ctrip's air ticketing products cover over 5,000 cities on six continents. Currently app downloads exceed 1 billion. Ctrip gives preferential exposure of Welcome Chinese certified members starting with the certified restaurants.

## GlobalData:



Covering more than 70 countries worldwide, GlobalData produce hundreds of reports each

year focusing on key issues and trends relating to tourism de-mand and flows, tourism economic impact, and all the key performance indicators related to hotels, airlines, car rentals and travel intermediaries. GlobalData tourism-IC has been appointed as the business intelligence partner of Welcome Chinese. This is a must have for the revenue management department.

## Lobster Ink:



Lobster Ink is an education company specializing in the hospitality industry. The company shares the same goal of improving the service standards and product knowledge in the top hospitality establishments in the world. Lobster Ink joined Welcome Chinese in 2016 and brings its online training expertise related to hospitality services and knowledge of the Chinese culture. This is a pragmatic support to the client reception procedures.

## Qunar:



Qunar.com is the leading travel search engine in China, co-founded by three individuals, Fritz Demopoulos, Chenchao Zhuang and Douglas Koo, and venturebacked by GSR Ventures, Mayfield Fund, Tenaya Capital and GGV Capital. As an innovative technology company, Qunar aims to provide Chinese travelers with most comprehensive and accurate travel information, and bring China's travel industry online and mobile. Qunar offers real-time searches on flights, hotels and packages, and group-buying deals and other travel information to consumers, and Internet and mobile technology solutions to travel industry players. Qunar its 1 billion app downloaded 100'000 views per day.

# WELCOME CHINESE ACTIVITIES FOR ITS CERTIFIED MEMBERS

Welcome Chinese offers a constant presence in the Chinese outbound travel market.

Thanks to the benefits of the certification, businesses have different levels of visibility on Welcome Chinese promotional platforms, depending on the certification level: a higher certification level equals more visibility.

Welcome Chinese subscribers have also the opportunity to further customize activities based on their desire to invest in the Chinese market.

Welcome Chinese promotes their members both in the B2C and B2B Chinese outbound tourism markets through the following promotional standard activities:

**Digital Visibility on China;**

**PR activities on Chinese events;**

**Offline distribution (B2B & B2C Major Travel Fairs);**

**Training Newsletter & EDM;**

**CTA activities;**

**Representation Services;**

China already has the highest number of internet users worldwide at 650m, of which 450m are mobile internet users. In order for establishments to reach the Chinese demographic, having a presence on Chinese social media is important. For this reason, Welcome Chinese focuses most of its marketing activities in this area. Below some example:

- Creation of certified members own WeChat account managed by Welcome Chinese;
- Posts and news on the Welcome Chinese WeChat account;
- An exclusive QR code generated for each member under the Welcome Chinese WeChat service account, which leads people directly to a dedicated page on hychinese.com;

- Posts on Weibo about certified members with hyperlinks to their dedicated page on hychinese.com, as well as the company's website;
- Newsletter targeting Chinese travel agencies and tour operators.

## **Digital Marketing Expertise:**

USP: strategy proposal for developing "Unique Selling Point" for our client including recommendations for communication strategies Workshops to analyze, discuss and further develop the client's Chinese strategy Institutional relations.

The efforts done by our client for the Chinese market will be presented not only to top management, but also at travel and trade associations. The possibilities to increase client exposure with the "One Belt, One Road" project will be considered, leveraging off of the results. We will share all of the relationships we have acquired in the past year not only in Beijing but also in other provinces of China.

B2C Digital Marketing Welcome Chinese strongly believes that an efficient digital marketing strategy will be a key success factor in China.

Welcome Chinese support certified members by providing the tools in order to sell directly to Chinese consumers:

- Chinese website planning and design;
- Chinese landing page design (mini website);
- Chinese language specific content;

In terms of digital advertising and communication, Welcome Chinese can provide the following expertise:

- Social Media Marketing
- Display Advertising
- Search Marketing (SEM/SEO, Search Advertising)

# WCN BEST PRACTISES

ADR – ROME FIUMICINO AIRPORT



- » 34 weekly international flights to and from China
- » 10 connecting flights inside China and 7 Chinese Airlines Companies
- » More than 650K arrivals from China in 2016 (+28%)
- » More Than 360K arrivals from China (first semester 2017)

# WCN BEST PRACTISES

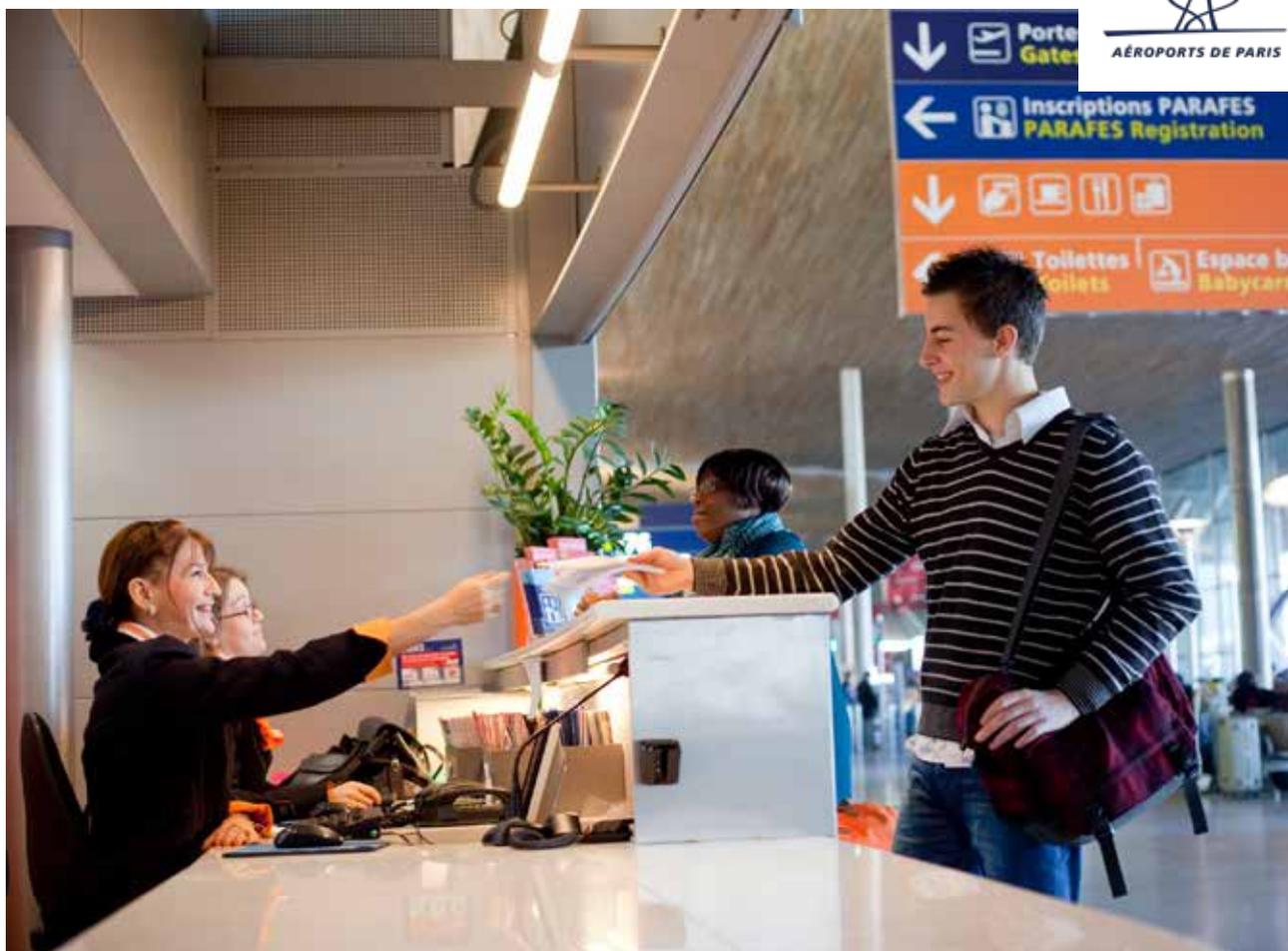
GUGLIELMO MARCONI  
BOLOGNA AIRPORT



» 60 international flights to and from China from June 2018 to October 2018

# WCN BEST PRACTISES

## CHARLES DE GAULLE AIRPORT PARIS



A very enjoyable shopping experience offered to Chinese passengers.  
(+25% sales increase)

# WCN BEST PRACTISES

IHG – 170 HOTELS ALREADY JOINED WELCOME CHINESE



InterContinental Hotels Group


IHG Rewards Club



# WCN BEST PRACTISES

## TRENITALIA

### – Frecciarossa High Speed Train



Trenitalia high-speed trains services are Chinese "customer-friendly" special services have been implemented to satisfy the needs of chinese tourists



Exclusive seller tickets in China + 30% train tickets sale 2016

# WCN BEST PRACTISES

## MAXXI MUSEUM



+ 20% Chinese Visitors

## FERRARI MUSEUMS



**MUSEO ENZO FERRARI MODENA**

位于：摩德纳（可以从米兰到罗马的A1高速公路出口出来，也可以从布伦内罗A2高速公路出口出来，距离博洛尼亚机场和Modena高速火车站都只有50公里远。从摩德纳火车站步行5分钟到达） via Paolo Ferrari 85号， 停车场在对面， via Giuseppe Soli 101号。

开放时间：每天都开门，除了圣诞节和元旦9.30-18.00以外（四月到十月9.30-19.00）

服务：博物馆导游，自助讲解机，书店和商店，餐饮，咖啡厅，到马拉内罗和火车站的摆渡车，出租自行车。

门票：全价：15.00 欧 / 优惠价：13.00 欧 / 由父母陪同的小于19岁的未成年人：5.00 欧

博物馆提供大厅可以举办公司聚会，也可以租用给私人晚会使用。

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[bigliettiferrari@ferrari.com](mailto:bigliettiferrari@ferrari.com) 传真 +39 059 245267

整个世博会期间，购买两天有效期的60欧“通票卡”，您可以乘坐摆渡车，参观法拉利博物馆、帕瓦罗蒂之家和这个地区其他十一处的景点。这条路线包括帕尔马制糖厂、兰布鲁斯科葡萄酒窖，奇斯德坊和火腿博物馆，还可以参观摩德纳、诺南托拉的文化景点，以及陶瓷工业区之部的萨索洛。探索之旅计划既可以驾驶私家车参加也可以乘坐公交车团体参加。

门票：全价：15.00 欧 / 优惠价：13.00 欧 / 由父母陪同的小于19岁的未成年人：5.00 欧

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+ 20% Chinese Visitors

# WCN BEST PRACTISES

## UNESCO WORLD HERITAGE SITES



## FONDAZIONE ARENA DI VERONA



Exclusive ticket seller in China

# WCN BEST PRACTISES

## PORTUGAL



(+20% sales increase)

## YAS WATERWORLD ABU DHABI



境外旅游时面对生冷美食也唯有胃口中心只恋家乡美味？境外海淘消费时不能使用中国银联？没有导游的自由行总因语言不通反而寸步难行。这些都不再是烦恼！@世界旅游博览会上记得去西一馆D06“欢迎中国”展台，让中国游客在异国他乡体验便利贴心之旅，用“中国梦”走遍世界！ @上海展览中心



+ 20% Chinese Visitors

# WCN BEST PRACTISES

## FERRARI WORLD ABU DHABI



+ 20% Chinese Visitors

# WELCOME CHINESE COPYCATS

Since when targeting Chinese travellers became a key factor for travel related businesses' success, many Countries and companies developed their own "certification" trying to emulate what Welcome Chinese had made. No one of them resulted in obtaining the official endorsement of Chinese Government (represented in this case by CTA-China Tourism Academy). These programs are to be considered not official and lacking the market knowledge and services WCN can provide on Chinese market.

1. "China Ready" by Preferred Hotel Group
2. "Huanying Program" by Hilton Hotels & Resorts
3. "Welcome to Li Yu" by Marriott
4. "Optimum" Service Standard by Accor
5. "Welcome China" carried out in the US
6. "China Friendly" carried out in Spain and Russia

Only one Program, among the not-official ones, was approved by Welcome Chinese. It is IHG's "ZhouDao" Program.

IHG, one of the biggest Hotel Chains in the world, started its own internal program by accrediting those hotels that welcomed Chinese guests with special services (same as WCN). Recognizing the value and power of the endorsement of China Tourism Academy, IHG partnered with Welcome Chinese to obtain the official certification, allowing the Hotel Chain accessing all the services provided by Welcome Chinese on Chinese market and developing a net of connections, among institutions and market operators, thanks to the government endorsement.

It is important as well to highlight that none of the not-official programs mentioned above is based in China. This is important to understand that the accreditation they carry out is internal and self-accredited with no real knowledge of the market they are targeting and no network of institutions and operators that could benefit the accredited facilities abroad.



# 2018 EU-CHINA YEAR FOR TOURISM – ENDORSEMENTS

On 12th July 2016, Welcome Chinese has been accredited as the official representative of European Travel Commission in China.



Welcome Chinese Certification was recognized by the European Travel Commission as the official standard for the reception of Chinese tourists in Europe.



Welcome Chinese was mandated by ETC to identify prospect partners for the 2018 EU-China Tourism Year and to negotiate the terms of these partnerships.



Welcome Chinese has been selected by UNESCO to support the agency in the establishment of relationships with Chinese travel industry and media for activities linked to 2018 ETCY. The project involves 34 heritage sites within 19 countries in Europe and it is supported by European Union.





THANK YOU