

# China Consulting on Tourism Action



## *Your bridge for seizing travel business opportunities with China*

China Consulting on Tourism Action (**CContact Ltd.**) is an independent consultancy based in London, UK. We specialise in the provision of expert, objective advice and complete business services to effectively market your travel service in China and develop business relations with Chinese travel related companies.

CContact founder, Roy Graff, has a rich experience of China's tourism industry and in-depth knowledge of Chinese language, culture and business practices. He regularly speaks at China tourism related events as an authority on outbound tourism from China.

Our experienced professionals based in China undertake invaluable market research on the Chinese market and provide dedicated sales and promotion work on behalf of your company.

Established in early 2005, CContact has given advice and support to tourism promotion boards, tourism associations and large to medium sized tourism service providers in Britain, Europe, Australia and North America. Recent clients include VisitBritain, VisitLondon and UKinbound.

### **Why work with CContact?**

There are more than 150 million Chinese today that are financially able to travel overseas. 2004 outbound numbers reached nearly 29 million, an increase of 40% over 2003. WTO estimates a minimum annual growth of 12.8%, reaching 100 million by 2020. There are over 670 licensed outbound travel agencies in China out of more than 10,000 travel agents. The number of countries given ADS (Approved Destination Status) will reach 100 by the end of the year, including all EU member countries (with separate agreements for UK, Switzerland, Norway and Iceland).

In a country of 1.3 billion people, how would you begin to target and attract these new potential customers? In the unregulated, fast paced competitive marketplace that is China, how will you maintain your distinct product advantage over time? To work with China, it is vital to design products and train staff to satisfy these consumers that have very little knowledge of the outside world and to build long lasting relationships with your partners.

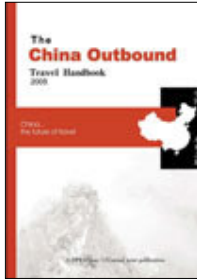
CContact covers a range of dedicated, personalized services for select clients in the private and public tourism sector that will overcome the many challenges you will face dealing with China. These include:

- Product audit for Chinese market compatibility and adaptability.
- Market research and analysis.
- Orientation/familiarization with the Chinese tourism market.
- Preparation of annual media, marketing & promotion plan for China.
- Marketing, sales & representation packages.
- Event production in China.
- Localization services: translation, editing, web development and publishing.

# China Consulting on Tourism Action



## • China Outbound Travel Newsletter and Handbook



The Dragon awakes! After twenty years of successful reforms, China has become an active player in the international tourism industry. Travelling abroad has become part of the lives of many people in China, for both business and leisure. The **China Outbound Travel Newsletter** will keep you updated on the constant changes and developments in China's tourism sector. The **China Outbound Travel Handbook** will tell you exactly who is travelling abroad, how to reach them, how the travel industry is organised and how to show your hospitality to the Chinese visitors.

This handbook is the travel industry professionals' definitive tool for effective promotion and marketing in China. It will enable you to establish profitable relationships with the right counterparts in China and improve your ability to welcome the Chinese traveller successfully. Numerous destination promotion boards and inbound suppliers have already purchased the package and receive monthly news and information on China's outbound travel market.

This invaluable market intelligence is available for only £80.00 for the paper back version of the handbook (+postage&handling) or £70.00 for the electronic version.

## • Translation and Localisation

Our translation partner, **Local Eyes China** provides the highest quality translation and localisation services from English into Chinese. With experienced language professionals in the UK, and Chinese translation professionals in Beijing, Shanghai and Taipei, Local Eyes China is ideally placed to help you direct your message at the Chinese market. It is particularly experienced in travel industry specific translation and provides a level of editorial input not normally found in other translation companies, combined with technical solutions for content management and translation updates.

To find out more please visit our website at [www.ccontact.com](http://www.ccontact.com), email or fax/post us using the below form.

**CContact Ltd.**

PO Box 37888 London SE23 2UT

Tel: +44 (0)20 78719886

Email: [info@CContact.com](mailto:info@CContact.com)

Fax: +44 (0)87 12398983

✂-----

First name: \_\_\_\_\_ Family name: \_\_\_\_\_  
 Title: \_\_\_\_\_ Company: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Interested in (tick):		<b>Handbook</b> <input type="checkbox"/>	
<b>Translation</b>		<b>Training</b> <input type="checkbox"/>	<b>Market Research</b> <input type="checkbox"/>
Brochure <input type="checkbox"/>	Other: _____	<b>Speaking</b> <input type="checkbox"/>	<b>Representation</b> <input type="checkbox"/>
Website <input type="checkbox"/>		<b>Audit</b> <input type="checkbox"/>	<b>Event production</b> <input type="checkbox"/>

Preferred method of payment: **Credit card**  **Bank transfer**  **Cheque**