

China - the Future of Travel

World Travel Market, Excel, London 12 November 2008



updated: 1 July 2008

Supporters:



CNTA



Sponsors:



Since 1999, China has embarked on an unprecedented rate of travel industry growth domestically and internationally. This rate is expected to remain stable at over 10% for the next 12 years, on course to make China the top tourist destination and tourism source market by 2020. While the size of the market for travel products and services is potentially huge, generating real profits has remained an allusive goal for many reasons. Most important of these is the communication and cultural gap, followed closely by restrictive legal and financial policies still in place in China.

2008 has been a turbulent year so far – the euphoria of Beijing holding the Olympic games and the tragic earthquake in Western China. These events and other developments are having serious impacts on the state of the tourism industry in China. The WTM-ChinaContact forum is the only event outside China that can discuss these developments with authority. Through forums and interactive panel discussions delegates deepen their insight of China as a tourism market and destination.

This landmark event held at the premier international travel trade exhibition, World Travel Market, is now in its third year. Support is given from international organisations and industry leaders as well as global travel trade media partners. Following on from the 2008 Olympic Games in Beijing, unprecedented media attention falls on China. No travel organisation can afford to miss this rare opportunity for real knowledge and networking with Chinese travel professionals. A delegation of Chinese tourism officials and travel agents as well as travel trade media will be visiting during WTM. Networking opportunities will be available to maximise the benefits to forum delegates.

The expert speakers for the 2008 WTM-ChinaContact forum include:

- Professor Wolfgang Arlt, Director of the China Outbound Tourism Research Institute (COTRI)
- Chairman of Kunming City Tourism Administration
- Rosita Yiu, head of Asian sales for ACCOR hotels
- Paul Lemon, GM of Sportsworld Group (China)
- Albert Ng, CEO of Wild China
- Frank Zheng, Head of Product for Caissa International Travel
- Caroline de Maisonneuve, Marketing & Promotions Manager Asia, Galeries Lafayette Paris
- Chris Yang, CEO of Newland-UK
- Roy Graff, MD of ChinaContact

Organisers:

ChinaContact, established in 2005 as a China market entry specialist for the tourism sector. ChinaContact provide training on China and provide strategy consulting for China market access, representation, deal brokerage, public relations, sales and marketing services. Managing Director Roy Graff has spent three years in China developing outbound and inbound tourism and has helped many travel companies and destination promotion bodies enter the China market.

Newland-UK provides business consulting and luxury travel services and has extensive links with tourism officials in China. It has organised promotional events for China based destination promotion bodies and private companies.

ChinaContact is happy to partner with Newland-UK as co-organiser to bring further expertise to the forum.



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Delegate rates in GBP

Delegate	Full day	Half day	Lunch	Terms and conditions
Early bird	£288	£148	£35	Early bird rate valid until 12 October.
Standard	£330	£168	£40	£20 cancellation fee £10 transfer fee
Students	£98	£58		Full charge after 15 October, unless delegate is replaced or place sold to someone else. Limited student places available, proof of status required. Booking fee applies to online credit card bookings.
10% Discount is given to following marketing partners' member: Meridian Club, WTM exhibitors, ChinaContact Tourism Network, UKinbound, PATA, Visit London partners, Visit Scotland partners			Sit down lunch at Chinese restaurant with authentic Chinese cuisine and wine. Network with Chinese travel delegation and media	

Media partners

- eTurboNews
- TravelDailyNews
- Eye for Travel
- China Travel Daily
- China Hospitality News
- Breaking Travel News
- eTravelBlackboard
- Travelmole
- TravelTrendNews
- The China Business Network
- China Travel Industry News
- ChinaContact Tourism Network

Program

Places for up to 180 delegates, option of half day or full day conference.

Wednesday	12 November 2008	Time
South Gallery room 21&22	Registration (pre-payment required) for full day and morning program. Free for approved media.	From 09:30
Opening speeches	Opening speeches by: <ul style="list-style-type: none"> - Roy Graff, Managing Director, ChinaContact - Chris Yang, CEO, Newland-UK - Representative of VisitBritain - Representative of CNTA - Representative of PATA 	10:00-11:15
China Outbound Speeches	Keynote address: The need for bi-lateral cooperation on tourism in the Chinese context. - Roy Graff Keynote address: China outbound tourism in 2008 – a turbulent year. - Professor Wolfgang Arlt, Director, COTRI	
Break	Coffee and networking	11:15-11:30
China Outbound Panel Discussion	Discussion panel on China Outbound tourism <ul style="list-style-type: none"> - Professor Wolfgang Arlt, COTRI (CTW Awards) - Rosita Yiu, Vice President Sales Development Asia - Sales Head Office, Accor Hotels - Caroline de Maisonneuve, Marketing & Promotions Manager Asia, Galeries Lafayette Paris - Frank Zheng, Head of Product, Caissa Travel Agency Beijing - Moderator: Roy Graff * Finding suitable suppliers/clients in China. * Conducting sales and marketing in China. * Technology and internet travel business. * New rules and regulations affecting outbound travel * Dealing with the unpredictability of Chinese business	11:30-12:30
Lunch	Networking with delegates and Chinese buyers / suppliers. Optional lunch at Chinese restaurant - Authentic Chinese cuisine, informal networking with other delegates and Chinese business delegation, media and speakers.	12:30-14:00
China Inbound Speeches	Developing China's niche tourism markets for eco-tourism, sports, incentives, community, nature , adventure, culture. <ul style="list-style-type: none"> - Chairman, Kunming Tourism Board - Representative, CNTA - Paul Lemon, GM, Sportsworld Group (Beijing office) - Albert Ng, CEO, Wild China 	14:30-15:30
Break	Coffee and networking	15:30-15:45
China Inbound Panel Discussion	Panel discussion on China's growing status as tourism destination and the challenges and opportunities in becoming a mainstream destination <ul style="list-style-type: none"> - Vice Chairman, Kunming Tourism Board - Vice Chairman, (tba) Tourism Board - Albert Ng, CEO, Wild China - Moderator: Andrew Methven, Director of Communications, Newland-UK * What is the lasting legacy of the Olympic Games for tourism? * How can the international tourism industry support tourism recovery in Sichuan province? * Beyond the Great Wall – what are China's hidden tourist treasures and how to sell them? * Discussing the assertion that niche tourism in China is high profit and low impact	15:45-17:00
Press Conference	<ul style="list-style-type: none"> - Questions and Answers session - Signing of tourism cooperation MOU between London and Kunming 	17:00-17:30

Supporters

Supporters who act as marketing partners receive an affiliate link to promote to their membership, along with a discount code for their members to enjoy 10% discount on the delegate rate. Promotion of event by supporters includes permanent link to event website from their website and direct email to members.

Supporter logo appears on the event's English and Chinese website's supporter page and side banner, event program and projected holding slide during forum. Supporters can include printed materials to be placed in delegate bags.

Media partners

Media partners receive exposure through our English and Chinese websites, printed program and projected holding slide. Each media partner undertakes to publish minimum of three press releases from ChinaContact related to the event.

Media support should include a permanent link to event website from their home page, event directory or links page.

Sponsorship: package details available on request.

Previous sponsors include: Viking River Cruises, Hilton hotels, Gullivers Travel Associates, China Business Services. Sponsors enjoy exposure via forum English and Chinese website and press releases which go out to Western and Chinese travel trade press. The forum is promoted heavily by WTM through its database of exhibitors and trade buyers. Sponsors may gain additional exposure by sponsoring specific forum sessions or lunch.

Contact Details:

Registration inquiries - Andrew Methven

Event website: <http://www.future-of-travel.org>

Event email: info@future-of-travel.org

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Payment by cheque made to: Newland-UK Limited

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