

## China...the future of travel

How to sell Europe to Chinese and China to Europeans



ExCeL London UK  
06-09 Nov 2006

The first pan-industry event on bilateral tourism relations between Europe and China organised by World Travel Market and ChinaContact. This conference focuses on the importance of developing strong bilateral tourism relations for the benefit of both sides. It is a unique platform to discuss improvements to travel and tourism cooperation, learn about tourism related investment opportunities and provide a useful networking tool for European and Chinese tourism officials, industry professionals and media.

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Date: 6 November 2006 | Venue: World Travel Market, Excel, London

网址 Website: [www.future-of-travel.org](http://www.future-of-travel.org)

### In this full day conference you will:

- Learn marketing methods to attract Chinese customers to Europe.
- Hear from experts in the fields of China outbound travel.
- Understand the way to successful Chinese localisation.
- Learn how to work with Chinese media for low cost marketing in China.
- Hear about what Chinese want to see in Europe and their difficulties when travelling in Europe.
- Understand how new destinations in Europe can promote themselves effectively in China.
- Learn how to take advantage of new lesser known destinations in China to create new and exciting products.
- Understand about the use of travel technology in China and the opportunities that exist.
- Identify opportunities for investment and cooperation in China's tourism sector (attractions, infrastructure, and sustainable management).
- Find potential suppliers, clients and business partners from China.

### 本峰会带给您的意义:

- 了解吸引更多欧洲人到中国的营销手段。
- 如何和欧洲媒体合作获得低投资的推广效果。
- 欧洲人期望在中国看到什么？他们在在中国旅行有哪些困难？
- 中国新开发的旅游目的地应如何有效地在欧洲进行推广？
- 互联网营销使得中国的目的地和供应商将面对世界各地的潜在客户，并与跨国公司在同一起点上竞争。学习创造在欧洲市场行之有效的营销材料。
- 在世界旅游交易会寻找来自世界各地的潜在供应商和商业伙伴。
- 与还未进入中国市场的公司直接沟通 - 寻找独有的产品和服务。
- 学习最现代的科技以及怎样在中国市场使用。
- 了解对旅游景点和企业的可持续性管理可以如何提高经济效益和声誉。

### 支持单位 Supported by:



China-Britain  
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