

China - the Future of Travel

welcoming China into the global travel industry



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**PROFITS IN CHINA
NEED NOT BE ELUSIVE**

WTM Conference to Unlock 'Mystery' of Future Top Market and Destination

Despite the fact that China offers huge profits from travel products and a searing rate of unprecedented development, few companies have conquered the market.

The World Travel Market ChinaContact forum - the only one of its kind outside of China - aims to help businesses cash in on what will be the largest source market and top tourist destination by 2020.

The one-day conference, China – the Future of Travel in 2007 will be held at ExCeL London during World Travel Market on Wednesday 14 November. The initiative is supported by the World Travel & Tourism Council, VisitBritain, Visit London, the China-Britain Business Council and UKinbound.

“Since 1999, China has embarked on phenomenal growth domestically and internationally”, said Fiona Jeffery, World Travel Market’s Managing Director.

“Over the next 12 years this is expected to remain stable at more than 10%, opening up a completely new and exciting market.

“But because of communication difficulties, the cultural gap as well as restrictive legal and financial policies in China, the response from the international industry has been disappointing and the challenges remain untapped.

“But the importance of the Chinese market will be strengthened even more with the Olympics in 2008.

“It is for this reason that for the second year running World Travel Market is linking up with ChinaContact, the market entry specialists who have the expertise and experience to really change the situation.”

The conference programme is being produced by Roy Graff, Managing Director of ChinaContact. He said:” We are organising a series of forums and interactive workshops throughout the day to help delegates learn effective communications and understand how to navigate the legal and financial obstacles that may be in the way.

“As the world’s attention turns firmly to focus on China, no travel organisation can afford to miss this rare opportunity for real knowledge and networking with Chinese travel professionals.

“ChinaContact’s access to Chinese travel trade and travel media, government officials and leading expert speakers is unparalleled in Europe. The 2007 event will be highly focused with in-depth analysis.”

The forum will include an assessment on recent changes in China’s tourism industry, new trends, policies and major players. The day will also examine the link between sports and tourism and the opportunities for western travel companies in the light of China’s Olympic dreams and the growing interest in sport. Experts will also take an in depth look at the Chinese inbound and outbound markets. Already confirmed speakers include:

- Roy Graff, ChinaContact Managing Director
- Professor Wolfgang Arlt, Director of the China Outbound Tourism Research Project
- Serge Dive, Director of the Asia Luxury Travel Market (Shanghai - July 2007)
- Jacquie Craig of Bicester Village, the top retail destination for Chinese tourists
- Dr. Kevin Lin, interpreter to Tony Blair and expert on Chinese culture and communication
- Sandie Dawe, Director of Strategy and Communications, VisitBritain
- Olivier Dombey, Regional Vice President, Asia Pacific, Pegasus Solutions
- Chad Lion-Cachet, CEO of Sportsworld

All delegates will also be offered a free one-hour online introduction workshop on the Chinese travel industry prior to the event.

Last year, more than 150 delegates from the UK, North Africa, Middle East, Asia, Australia, Eastern Europe and China attended the conference, representing tourist boards, hotels companies, tourist attractions, tour operators and travel associations

Delegate	Full day	Networking Lunch	Cancellation charges
Super early bird by 31 July	£238.00	£35.00	£20 cancellation fee. Full charge after 15 October, unless delegate is replaced or place sold. Discounts available for: Supporter organisation members WTM exhibitors Meridian Club members
Early bird By 15 October	£288.00	£35.00	
Standard rate	£338.00	£45.00	
Discount	10%	10%	

Log on to the event website: <http://www.future-of-travel.org> for further information.
 Delegates can register at <http://future-of-travel.eventbrite.com/>

About ChinaContact

China market entry specialist and consultancy on China’s tourism sector. ChinaContact advise tourism boards, tour operators and hotel chains, produce training programs and educational events. Founder Roy Graff spent the past five years intimately involved in China tourism business development, investment and marketing.

The China Travel Industry Blog now holds 18 months’ worth of China tourism news and analysis and is the first port of call for anyone interested in this area.

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