

Do you want to tap into the rapidly expanding Chinese outbound travel market?



Platinum Key Service for China's Outbound Travel Market

The Platinum Key Service allows U.S. companies to take advantage of longer term, sustained and customized U.S. Commercial Service assistance on a range of travel and tourism promotions.

The service is solution-oriented and tailored to meet your needs through a mutually agreed upon scope of work. The service can include a range of services including, but not limited to, identifying markets, launching products, direct mailings to your target audience, participation in tourism roadshows to China's important 2nd-tier travel markets, and providing counseling on doing business in China.

Ongoing service is available for six months, one year, or a specified timeframe based on the mutually agreed-upon scope of work. Our travel and tourism specialists will work closely with you to identify and outline specific needs, provide progress reports and ensure timely delivery of service.

| Platinum Key | A | B | C | D |
|--------------------------|----------|----------|---------|---------|
| WTF Catalog Show | x | x | x | x |
| Direct Mail | x | x | | |
| China Tourism News | x | x | x | |
| Tourism Roadshow | x | x | x | x |
| Single Destination Promo | x | | | |
| Business Counseling | x | x | x | x |
| | \$15,000 | \$10,000 | \$7,000 | \$5,000 |

Catalog Show at the World Travel Fair 2009 (WTF)

Every spring one of China's largest travel trade shows takes place in Shanghai, China. You can participate in our U.S. Pavilion Catalog Show and reach thousands of potential clients. Our clients have the option of upgrading to a full-sized booth.

Direct Mail

We will have your direct mail literature delivered directly to our constantly updated list of China's licensed outbound travel agents. We can help you arrange to have your literature translated into Chinese.

China Tourism News

Your destination or service will be featured in China Tourism News, our Chinese language e-newsletter that goes to Chinese travel agents throughout China.

Tourism Roadshows

Go on the road in China with our traveling Tourism Roadshows – half-day seminars in the top second-tier travel markets. Roadshow participants will meet local and regional outbound travel agents and tourism officials as well as have an exhibit table to promote their destination or service to this valuable target audience. A recent Tourism Roadshow to Hangzhou and Nanjing received rave reviews from its participants.

Single Company / Destination Promotion

Host a reception or seminar at the U.S. Consulate Commercial Service office in Shanghai! Or invite future business partners to a presentation in our Commercial Service venue to introduce your product or service to the local travel business community! We can help with every phase of planning and organizing the event from printing invitations, creating targeted audience lists, catering arrangements, etc.

Business Counseling

Throughout the term of your Platinum Key Service get on-going, personalized, expert advice on China outbound travel market entry strategies. The U.S. Commercial Service will work hand-in-hand with you to design and implement a strategy for China.

For more information contact:

Lynn Jiao

Senior Commercial Specialist

Commercial Service – Shanghai

Lynn.Jiao@mail.doc.gov

Tel: (86-21) 6279-7630

Fax: (86-21) 6279-7639