

The 3rd International Forum on Chinese Outbound Tourism

Beijing, China

May 13, 2007



Brief Introduction



2002, China outbound departure: 16.6 million.

2003, China outbound departure: 20.2 million.

2004, China outbound departure: 28.5 million.

2005, China outbound departure: 31.0 million.

Jan-Aug, 2006, China outbound departure: 22.9 million (11.62 percent increased compare to 2005)

The numbers express the potentiality of China's outbound market. China has become the largest tourists generating country in Asia. The development of China's outbound tourism market is changing the tourism pattern of Asia-pacific and that of the globe.

China's outbound tourism market is not only a fast-grown market but an immature market. In order to keep our fingers on the pulse of China's outbound tourism trends and characteristics, to discuss the problems in the development and to enforce the communication and cooperation between oversea and domestic institute, the International Forum on Chinese Outbound Tourism(IFCOT)was held in Shenzhen in 2003 and in Beijing 2005, both of which achieved great success. The later, which was held in Beijing last November, has been reported by more than 40 media and 4000 websites. It waved both the Chinese tourism and the world tourism deeply and focused the attention of this field.

The International Forum on Chinese Outbound Tourism is the conference with the best quality in China tourism which farthest gathers China's outbound resource and has become an attractive brand, an important bridge of communication between oversea and domestic tour institutes, an important window to look into Chinese tourism market trend, policy and regulations, an important platform for business cooperation between foreigners and Chinese and an important channel to involve in Chinese tourism market.

In order to meet the need of the related organizations both of oversea and domestic, the Third International Forum on Chinese Outbound Tourism will be held on May 13, 2007 in Beijing. This event has got the support from CNTA, UNWTO, PATA, CTA, CATS, large tour operators, some main state tourist board and multinational companies, etc.

Date: May 13-14, 2007

Venue: Beijing, China

Host & Supporter:

China Tourism Association (CTA)
World Tourism Organization (UNWTO)
Pacific Asia Travel Association (PATA)
China National Tourism Administration (CNTA)
China Association of Travel Services (CATS)
Main ADS state tourism boards
Global Refund Group
Main outbound tour operators in China (such as CITS, CTS, CYTS, CCT)
Join-Universe
International tour operators

Partnership:

Partnered with China Outbound Travel and Tourism Market (COTTM2007)

Delegate:

They are from the main China outbound tour operators, China government department; international organizations, medias, ADS tourism boards, overseas travel services, airways, hotel and resort groups, cruises, shopping mall and retail outlets, etc.

Theme: Cooperation and Two-win

Main Topic for Discussion

Unit 1 Industry Policy and Market Trend

With the fast development of China's tourism, the present regulation of tourism cannot adopt to the new tourism environment. For this concern, CNTA plans to do some amendment to Regulations on the Administration of Tourists Agencies and Regulations on the Management of Outbound Tour, which have drawn the attention of the industry. How the new regulation will construct the travel service industry? Will it be more or less strict to the outbound tour? Based on the new regulation, can the wholesale and retail system of China's outbound tourism be set up? Can the marketing channel and the mode of operating be changed? Can it take revolutionary change to the industry of China's travel services?

The record of China's outbound traveler is broken year by year. In international tourism market, what kind of role is China's outbound market playing? Can the increasing trend of China's outbound tourism be remained? What's the image of China's outbound market in the eyes of international organizations? How can you company take the new opportunities in China's outbound market?

Unit 2 Visa for ADS

Visa is an important ring on the chain of outbound travel. In a way, the lubricating visa access directly influences the number of Chinese travelers to enter into the country. Hence, the outbound tour operators in China and the travel services in ADS pay a lot attention to visa problems. It has been one of the focus problems in China's outbound tourism market.

- What's the difference of visa policy when Chinese outbound travelers apply visa for European countries and Asian countries?
- What's the latest visa policy of many ADS embassies against Chinese outbound travelers? What will be required if the travel services will offer visa service?
- What should the China's outbound operators work together with foreign embassies to avoid illegal emigrants?
- Will the flexible visa policy work in attracting more Chinese outbound traveler?
- How to treat the FIT travelers on visa problem?



Unit 3 Cooperation and win-win Buyers and Suppliers Face to Face meeting

China's outbound tourism market is a developing and immature market. On the problems in this market, China's buyers and oversea suppliers will face to face to communicate and make out the countermeasure together.

- What's the deficiency in China's outbound tourism market? Is it nonstandard operating or immature consumer? How to construct the faithfulness system of China's outbound tourism and the mode of healthy cooperation?
- How to change the low-interest status both the tour operator and the ground-handling agency are facing?
- Against the firsthand operating of tour operators, how should the ground-handling agency change its role and lift its value?
- Will the present wholesale and retail mode be the development trend? How to construct the marketing mode of new product?
- What's the different characteristic of different traveler originating area?
- How should the oversea suppliers and ground-handling agency do well in reception of Chinese traveler?

Unit 4 Official Outbound Travel and F.I.T

With more than 10 years' development of China's outbound tourism, the need of China's outbound traveler is changing. The simplex sightseeing product cannot meet the different need in the market. Then, how to develop the outbound market on higher level?

- What is the present status of F.I.T product and its trend? How to design and operate it?
- Do you want to know how the online tourism operator like Ctrip and Elong develop their leisure and holiday product? How about their market share? Compare with traditional travel services, what are the advantages and disadvantages of online operators?
- What is the characteristic of China's official outbound market? How to operate and welcome the outbound official group?
- How to design, organize and operate the incentive outbound travel?
- What is the experience of advanced international tour suppliers?
- How should the oversea suppliers develop China's outbound market on higher level and offer services for these consumers?

Unit 5 Promoting and Marketing

From the view both tour suppliers and buyers and that of ADS countries and areas, there is hard competition they have to face. "Those who controls the marketing channel controls the profit" Effective promoting strategy and lubricating marketing channel will take obviously important position.

- How should the travel services develop their online marketing and e-business?
- What new marketing and promoting channel the tour suppliers and operators can take use?
- How the oversea suppliers make out effective marketing strategy facing China's buyers?
- How the ADS countries and areas promote effectively in China's market? What kind of problems they might face?
- How should the airways enforce the cooperation in marketing channel with outbound tour operator?
- How the hotels in ADS countries and area make out marketing strategy facing China's outbound market?

Unit 6 Special focus: Outbound Consumption and Travel Assistance

The consumption of China's outbound travelers has overtaken the leading first position in the world. What's the characteristic of their consumption activities? Could they continuously bring more profits to the overseas retailer?

One of the most concerned issues of Chinese outbound traveler is the security overseas. However, can the present outbound travel insurance and assistance meet their need?

- What are the characteristics of consumption activities of China's outbound travelers?
- How can more China's outbound traveler be provided with tax-refund services via bank cards?
- How should the overseas retailers cooperate with the China's outbound travel services and drawing more attention of China's traveler?
- How to offer outbound first aid for China's outbound traveler?
- How to develop and sell attractive outbound travel insurance product? How to promote the outbound travel insurance product together with travel services?



Conference language:

Chinese and English

Simultaneous interpreter is available

Agenda:

May 12, 2007	
15:00-19:00	Register Venue: Hotel Kunlun Beijing
May 13, 2007	
Venue: Hotel Kunlun Beijing	
7:30-8:30	Networking Breakfast
8:30-9:00	Opening Ceremony
9:00-9:20	Addresses of distinguished guests
9:21-10:05	Unit 1: Industry policy and market trends Presentation
10:05-10:35	Coffee break
10:35-11:20	Unit 2: Visa for ADS Panel & Questions
11:21-12:20	Unit3:Cooperation and Two-win: supplier and buyer face to face Panel & Questions
12:20-13:50	Networking Buffet Lunch
13:50-15:10	Unit 4: Official travel and F.I.T Presentation & Questions
15:10-15:30	Coffee Break
15:30-16:40	Unit 5: Promoting and marketing Presentation & Questions
16:41-18:00	Unit 6: Other hot issues: Outbound insurance and travel assistance Presentation & Questions
May 14, 2007	
9:00-17:00	Visit COTTM 2007(free access to COTTM with IFCOT participant certification) Venue: China World Trade Center
18:30-20:30	Welcome cocktail party VenueTraders Hotel Beijing

(It will be finalized when it is close to the Forum)



Sponsorship:

All kind of sponsorship is welcomed. As respond, you can use the forum- a nice platform on Chinese outbound tourism to do promotion for your company and products. The respond is money worthy.

For detail information of sponsorship, Please contact with Ms. Zhou Meng,

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Why attend

The latest Chinese outbound tourism development will be discussed and analyzed over two intense days. You will gain a valuable insight into how Chinese outbound travel is changing and where to position your business to take maximum advantage.

The decision makers and market shakers from China's fast growing outbound travel market will gather at this forum to discuss how they are planning to increase outbound travel sales in China's rapidly growing travel market.

If you want to grow your sales, an effective marketing strategy in this complex but lucrative market is vital. You will also need to form partnerships with people who know how to sell travel. The 3rd International Forum on Chinese Outbound Tourism will allow you to do well in both information and marketing.

Five key elements will ensure you profit from attending the forum:

- ☞ Know the trends of the Chinese outbound travel market according to senior officials and other outbound tourism experts
- ☞ Discover a vital marketing mix to ensure successful sales of your travel product in China
- ☞ Meet and do business with more counterparts
- ☞ Benchmark your sale strategy against the industry leaders
- ☞ Gain access to an exclusive meeting area where you will have the space and the connections to do business

Remarks on the Forum

"It is quite necessary to hold the forum. It is an international topic and an international market. In 2004, the outbound traveler is 28 million and it is estimated there will be more than 300 million in 2005. With this speed, it will be more than 500 million in 2010, which has focused the global attention," said CNTA vice director, Mr. Zhang Xiqin.

"China's outbound tourism, with the pleasant development speed is infrequency in the world tourism history...China's outbound tourism is changing the world tourism pattern effectively" said Mr. Xu Jing (Regional Representative for Asia and the Pacific, WTO)

Ms. Adele Zhang, former Assistant Director of Sales of Banyan Tree Hotels and Resorts, expressed: "International Forum on Chinese Outbound Tourism has been a renowned brand and it is really valuable to participant on the forum."

"It is significant to participant on the forum. I hope it be held annually. There will be more counterparts from Europe if it can be held in Shanghai 2006 and the organizing committee could propagandize properly" said Lan Xiaocheng, General Manager, Athens Silk Road International Travel.

The following is the remark of Prof. Dr. Wolfgang George Arlt (expert on Chinese Outbound Tourism) on the forum: "Like its 2003 predecessor in Shenzhen it attracted high-ranking speakers and international participants from all over the world. The Organizing Committee under the Secretary-General Dr. Wang Xinjun provided a very good framework with clockwork-precision organization, good translation services and the timely finished publication of the proceedings and the Outbound express..."

Questionnaire Statistics on the Forum

In order to know the demand of those who participates the International Forum on Chinese Outbound Forum (IFCOT), to make the IFCOT be a better one, we delivered the Questionnaire to those who participated on the 2nd IFCOT. The following statistics was made according to the returned valid sheets.

- ☞ 100 percent participants show that they really got something they need from the IFCOT.
- ☞ 42.1 percent participants hope the conference form should be presentation + interlocution and 52.6 percent of the participant like the presentation+ interlocution + business to business form.
- ☞ 68.4 percent participants think the market and business information should be strengthened.
- ☞ 42.1 percent participants will firmly participate on the next event and no one said firmly that they will not participate on the next event. There are still 47.3 percent participants express that they will introduce the IFCOT to other companies and institutes.

Forum Charge

Forum charge includes the sessions, buffet lunch, welcome cocktail party, and forum publication. Hotel accommodation is not included.

Super discount price: EUR350, USD450 or RMB3,500 each one(register before March 1st, 2007).

Normal price: EUR398, USD500 or RMB3,980 each one(register after March 1st)

For more information

For application & Advertisement in Europe:

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May 13, 2007 Beijing, China

REGISTRATION FORM

Please send the Registration Form to the Fax No: +49-2202-189268, Thanks!

Name of the Organisation or company: _____

Address: _____

Attendee Name: _____

Position: _____

Tel: _____ Fax: _____

E-mail: _____

Website: _____

Would you like to provide sponsorship or other support to the forum?

Yes: _____ Amount of sponsorship: _____ Other _____

No: _____

Would you like to advertise in forum publication-Chinese Outbound Tourism Express? (Size: (H*W)285mm*210mm delicate color printed)

Yes: _____ No: _____

Form of payment: Cheque: _____ Bank Transfer: _____ Cash: _____

Signature: _____

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