



Visit Salt Lake

Chinese Tourism Opportunities

CHINA
LUXURY
ADVISORS

Agenda



- I. Introduction: China Luxury Advisors
- II. China: Cultural Context
- III. Chinese Outbound Tourism Overview
- IV. Chinese Visitor Profile
- V. Salt Lake City Opportunities
- VI. Case Studies

China Luxury Advisors

Boutique consulting firm with offices in Los Angeles, New York, and Paris with a broad network of trusted partners in China.

CLA advises brands on reaching and influencing affluent Chinese consumers – within China and globally.

CLA combines strategic guidance and deep execution experience to provide high ROI solutions that help brands grow their business with Chinese consumers.

CLA provides targeted, high quality support for brands, including China market entry, brand building, e-commerce execution, CRM and Chinese tourism solutions.

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Selected Retainer Clients



BEVERLY CENTER

Taubman

MoMA

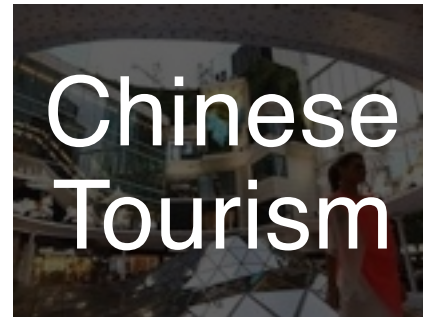
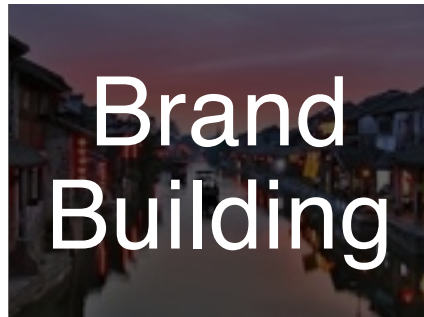
BERGDORF
GOODMAN

BRIGGS & RILEY

El Corte Inglés

Solutions

China Luxury Advisors works with companies to expand their business with Chinese customers around the world:



1. Market Entry

China Luxury Advisors works with companies to enter the China market, by developing a comprehensive strategy, identifying and vetting the right partners for expansion and supporting the venture with brand building and customer development.

CLA provides the following areas of support for firms seeking to enter the China Market:

- Opportunity Assessment/Market Research/Consumer Insights
- Partnership Identification
- Partnership Negotiation/Vetting
- Concept/Product Adaptation to the Market
- Brand Positioning/Branding Strategy

2. Brand Building

China Luxury Advisors helps brands, destinations and personalities to build their brand in the extremely brand-aware China market.

CLA provides the following areas of brand building support:

- Strategic Media Relations and Outreach
- Influencer Engagement
- Sponsorship and Partnership Development
- Campaign Creation and Execution
- Event Design and Execution

2. Brand Building: Original Content Development



Looking For Angels:

New hybrid reality-show that features the sights and sounds of young Chinese in LA through its main female character, Rainbow.

CLA creates original content for the China market, providing brands, destinations and personalities with unique opportunities to engage with Chinese customers in an entertaining fashion, with Hollywood quality production value and storytelling. CLA provides opportunities for brands to sponsor existing content properties and custom content development.

3. Chinese Tourism

China Luxury Advisors works closely with retailers, destinations, tourism boards and others to drive high ROI results with Chinese tourists.

CLA provides the following capabilities to drive traffic, sales and loyalty with Chinese tourists:

- Chinese Tourism Strategy Development
- China Ready Training/Staff Training
- China Ready Implementation
- Chinese Travel Trade Engagement/Outreach
- Chinese Student Outreach/Engagement
- Partnership/VIP Customer Development

4. Digital/CRM

China Luxury Advisors works closely with brands, destinations, entertainment properties and personalities to build their digital profile among Chinese consumers.

CLA provides the following areas of digital support:

- Digital Strategy and Planning
- Online Advertising/Traffic Generation
- Social Media Platform Strategy and Management
- Digital Content Creation for China Market
- Online Influencer Engagement (celebrities, bloggers, travel forums)

4. Digital/CRM



China Luxury Advisors has partnered with leading Chinese mobile platform WeChat to provide targeted Customer Relationship Management solutions that allows retailers, destinations and public venues to directly engage with Chinese customers and build lasting relationships.

Next-Level Mobile CRM Solutions

CLA works closely with WeChat to utilize existing functionality and custom build enhanced functionality to provide the functionality of a mobile App, CRM and social media platform all rolled into one, providing access to WeChat's more than 400 million dedicated users.

	CONTENT	ENGAGEMENT	DATA	M-COMMERCE	LOYALTY
Retailers	Highlight items to specific store, broadcast new arrivals	Direct access to customers for per-sale communications	Customer profiles/ analytics	Purchase from retailer and deliver to hotel or in China	Customize loyalty program through mobile bar codes or WeChat platform
Malls	Interactive in-language directories, special offers, advertising opportunities	Direct access to customers for customer service and active marketing	Traffic analysis, customer profiles, data analytics	Add-on M-Commerce opportunities for Guest Services and travel services	Loyalty program for ongoing communication and referrals
Destinations & Venues	In-depth in-language content, audio information clips, ambassador clips	Interactive content guides, real time traffic flow	Traffic analysis, customer profiles, data analytics	Mobile ticketing, payment options	Loyalty program for ongoing communication and referrals

CLA's Competitive Advantages

Combined China experience of more than 60 years in retail, digital, marketing and travel industries.

Market intelligence and strategic vision gained from years of operational experience on the ground in China.

Strategic long-term outlook combined with short term tactical solutions and deep execution experience.

Strong relationships with Chinese media, influencers, student groups, Chinese businesses and Chinese travel trade.

Media Coverage

China Luxury Advisors principals are regularly quoted in industry and business publications.

WWD

FT
FINANCIAL
TIMES

The New York Times

TIME

theguardian

**WALL STREET
JOURNAL**

Bloomberg

the Atlantic

 **Asia**
Society®

The Business of Fashion

BOF

QUARTZ

 **REUTERS**

Thought Leadership

China Luxury Advisors principals speak in a variety of fora on topics related to the Chinese consumer, Chinese travelers, digital and retail in China at leading academic, technology and industry conferences.



A woman with long dark hair, wearing a black leather jacket and red shoes, is sitting on a stone ledge by a river. She is holding a green bag with a chain strap. The background shows a river with boats and a city skyline. The image is dimmed to allow text to be overlaid.

China: Cultural Context

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China: Useful Facts



- **Population:** 1.3 billion
- **Language:** Mandarin Chinese is spoken; Simplified Chinese is written.
- **Time Zones:** There is only one time zone for all of China.
- **Currency Conversion:** US\$1.00 = 6.2 RMB (TBD)
- **Government/Religion:** Communist Party/No official religion.
- **Geographic Size:** Similar in size to the United States. Shaped like a Rooster!
- **Chinese Names:** Surname typically comes first, and given name is second. However, some people will flip this when in the West, so it's best to ask which is the surname.

Cultural Context

- China is a Confucian society. Respect for elders and position is of utmost importance.
- Theory of concentric circles governs social interaction.
- Indirect culture - focus on respect versus transparency.
- Relationships (*guanxi*) are of great importance in all aspects of life.



The Concept of “Face”: Mian Zi

- Although it is difficult to define the true meaning of the concept of “face,” it roughly translates to the idea of a person’s outward image and reputation.
- When something is positive for someone’s reputation and image, it is seen as “giving face” and when something is negative to a person’s reputation or image it is seen as “losing face.”
- Receiving face provides a great sense of pride in Chinese culture, and losing face is a tremendous source of embarrassment.
- Face is the most common driving motivator in purchase and travel decisions.



Social and Business Etiquette

- A handshake greeting is sufficient. There is no bowing, as in Japanese culture.
- Exchange business cards with two hands and pay special attention to the card. Treat card with proper respect, read it and do not write on it.
- Respect should be given to business leaders, according to hierarchy with the highest ranking person being greeted first.
- Service in China is not as well developed as in the United States, it is common for Chinese customers not to fully engage with service providers.



Numbers and Symbols

- **Numbers are important** and have meaning as they sound similar to certain words in Chinese. 8 is a symbol of luck and fortune and should be used whenever possible. 4 is a symbol of death and should be avoided.
- **Colors have meaning.** White (and sometimes black) typically have funeral/death connotations, and while do not need to be completely avoided, should be used carefully (no black frame, white candles, etc.). Bright colors such as red, gold, yellow and purple are symbols of luck, royalty and happiness. Green is a popular color and taps into eco-meanings, except in hats!
- **Be aware of symbols.** Don't write in red ink. Don't give a clock, white flowers, white candles, an umbrella or sharp objects as gifts.
- **Feng Shui.** Evaluate your location against major Feng Shui principles.

Chinese Outbound Tourism Overview

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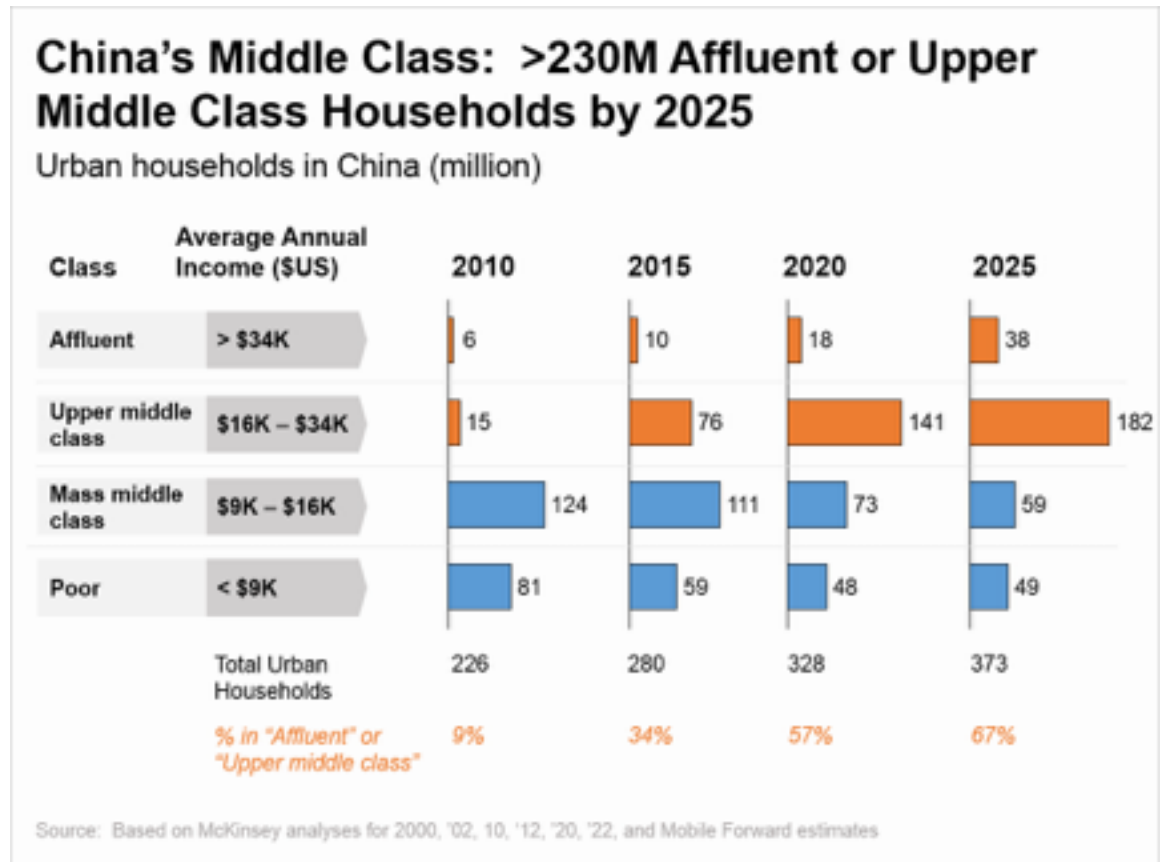
Chinese Outbound Tourism: Historic Context



- Travel overseas has only recently opened up for many Chinese citizens, effectively opening up the world and making travel an aspirational lifestyle.
- China has a special policy for its outbound tourism: **Approved Destination Status (ADS)**, a bilateral agreement to allow group tours to the approved destination.
- Australia and New Zealand obtained ADS status in 1999; Japan in 2000, and 26 EU countries in 2004. In January 2005, United Kingdom and Canada were approved.
- U.S. was approved for the ADS status in 2007.

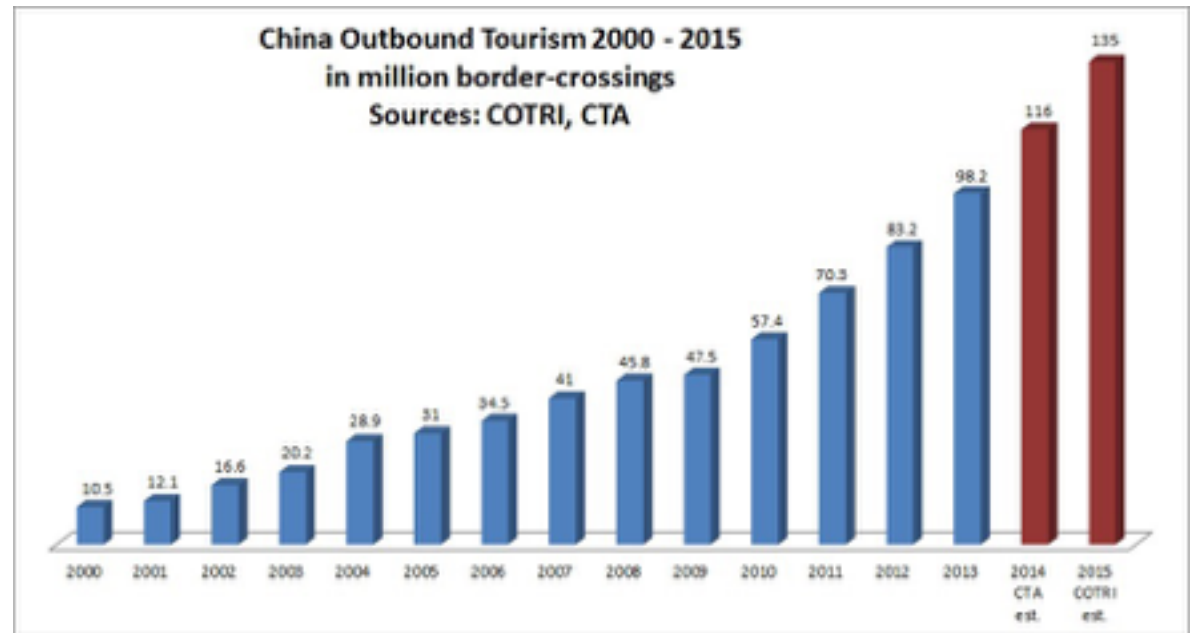
China: A Global Economic Power

- Sustained periods of rapid GDP growth.
- Dramatic increase in wealth.
- Gradual loosening of control over citizens' travel overseas.
- Rise of China as a global economic power.

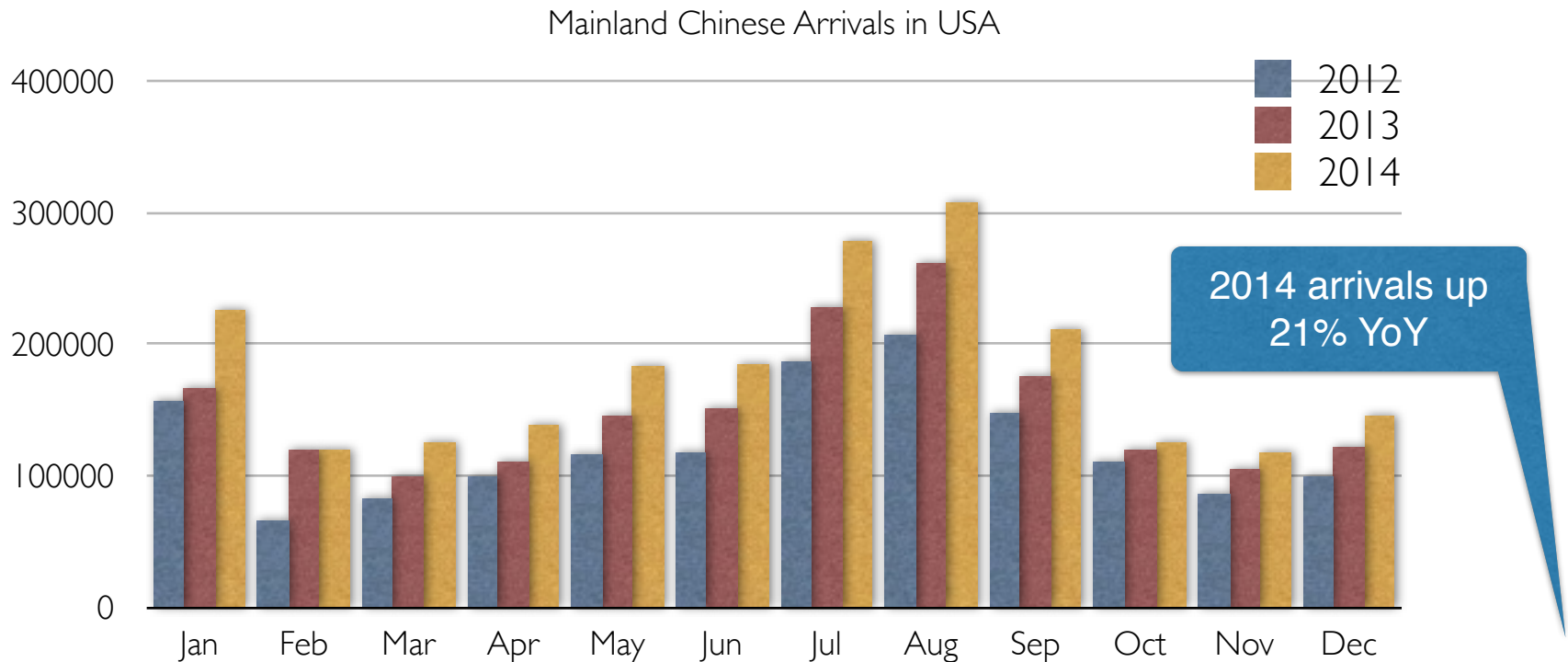


China: Tourist Powerhouse

- Outbound travel from China has increased almost 10X since 2000, and still less than 8% of Chinese own passports.
- There will be an average of 25 million first-time Chinese travelers every year, or 70,000 every day, for the next 10 years.



Chinese Arrival in the U.S.



Chinese visitors to the United States grew by more than 83% from 2010 to 2012. **Visitation is expected to TRIPLE by 2020 to 5.7 million visitors!**

World's Top Tourism Spender



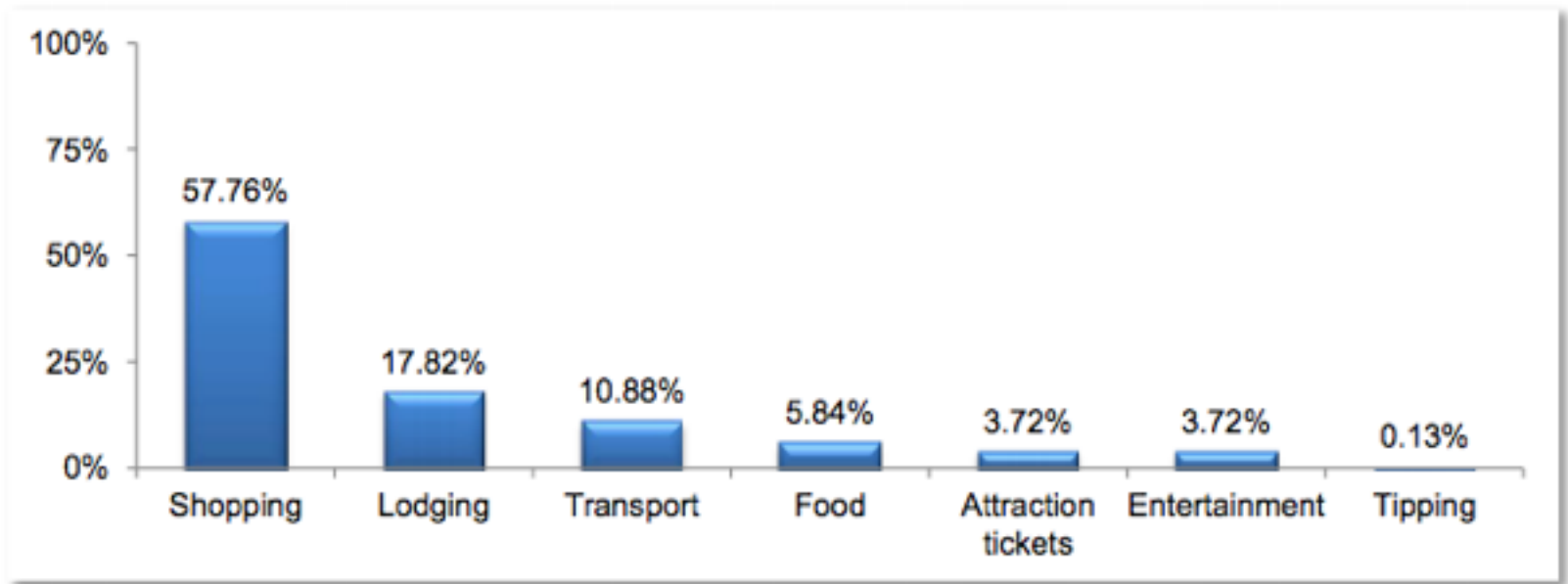
Average Spending in the U.S.

Country	Arrivals	Spending	Average spend per Trip
Canada	23.39 million	\$27.9 billion	\$1,213
China	1.81 million	\$21.1 billion	\$11,657
Mexico	14.34 million	\$18.1 billion	\$1,255
Japan	3.73 million	\$17.6 billion	\$4,718
U.K.	3.84 million	\$13.2 billion	\$3,437
Brazil	2.06 million	\$12.4 billion	\$6,019
India	0.86 million	\$8.9 billion	\$10,348
Germany	1.92 million	\$7.2 billion	\$3,750
South Korea	1.36 million	\$7.0 billion	\$5,147
Australia	1.21 million	\$6.8 billion	\$5,619

Chinese are the highest spending nationality at \$11,657 per trip.

Where They Spend Money

Figure 11: Biggest consumptions of Chinese outbound tourists



Source: World Tourism Cities Federation China Outbound Tourist Report

New 10-year Visa Policy



- In 2014, China and U.S. reached a bilateral agreement to issue 10-year tourist and business visa to each other's citizens.
- The new visa policy in the U.S. could mean as many as 7.5 million Chinese visitors by 2021, bringing an estimated \$85 billion to the economy, according to the White House.

Visa Policy Implications

- We will see more **repeat tourists**. This will result in a growing number of experienced tourists who are more likely to travel individually, rather than on Chinese tour groups. These repeat visitors will be more sophisticated and naturally seek out unique experiences off the typical Chinese tourist track.
- **Chinese students will remain important influencers**. Students will be able to become even more integrated into the local communities—and will exert enhanced influence over travel and shopping decisions.
- **Chinese investment in the US will continue to grow**. The relaxed visa process will make it easier than ever for business people to travel between China and the United States, incentivizing Chinese investors in particular to lay down partial roots in the United States.

A woman with long dark hair, wearing a black leather jacket and red shoes, is sitting on a stone ledge by a river. She is holding a green bag with a chain strap. The background shows a river with boats and a city skyline under a cloudy sky. The image is dimmed to allow text to be overlaid.

Chinese Outbound Tourism Ecosystem

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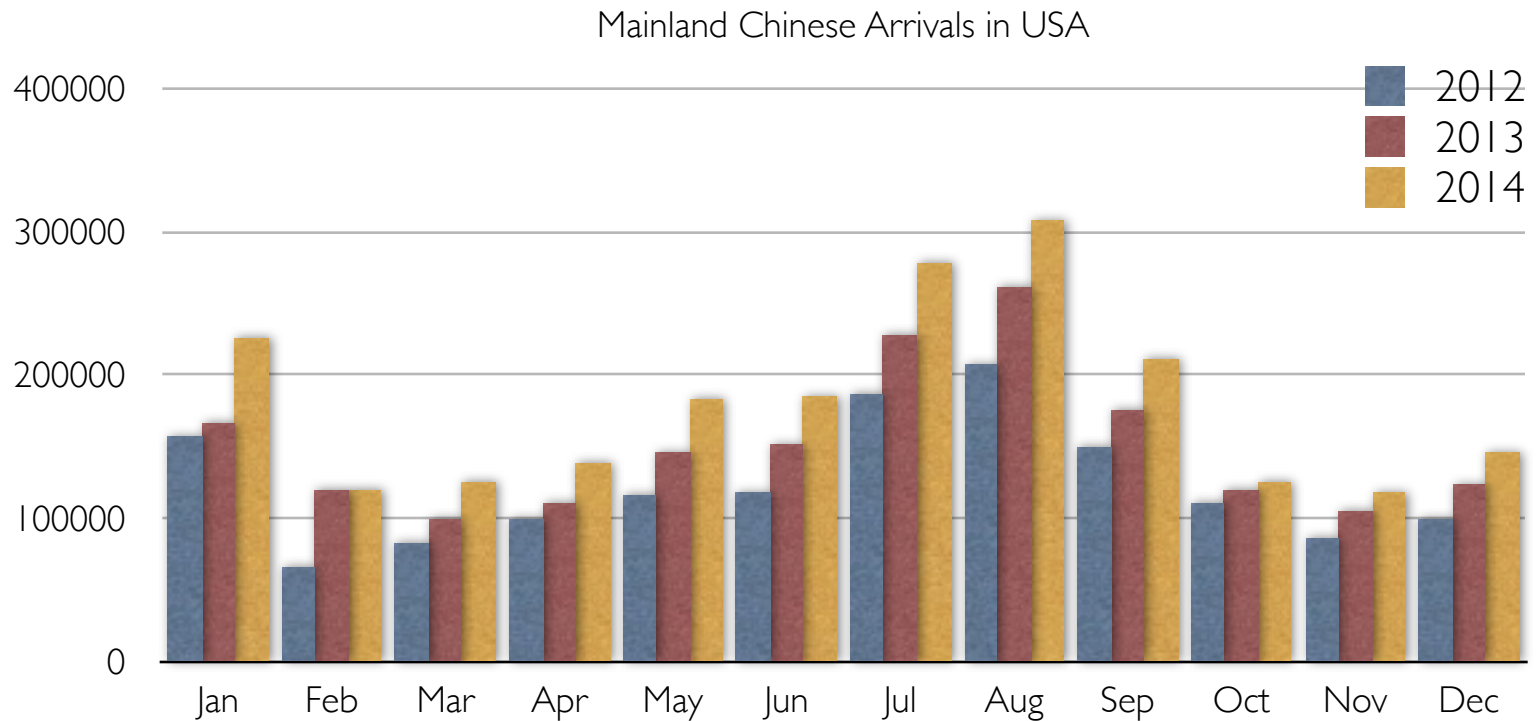
Did you know?

- “The Big Bang Theory” has been viewed more than 1.3 billion times on Chinese video sites, and South Korean show “My Love From Another Star” has been viewed more than 2 billion times.
- Luxury VAT and import duties raise prices by up to 33% in China.
- There are nine cities in the U.S. has a population over 1 million. There are 171 in China.
- For a country without no coffee drinking history until recently, China is now home of more than 1,000 Starbucks locations.

Chinese Tourism: Key Players

- **Travel Agents:** Primarily offline booking in China. Typically sell travel packages developed by tour operators, but also FIT.
- **Tour Operators:** Develop travel packages and sell to Chinese customers directly and through travel agents. Almost all are Chinese, and some have opened offices in the United States.
- **Receptive Tour Operators:** US-based tour operators that contract with Chinese tour operators to execute on-the-ground experiences. Most are solely focused on Chinese visitors, but some cater to a number of countries.
- **Tour Guides:** Typically in-market guide providing localized information. Some are employed by receptive tour operators and some are independent, working with multiple tour operators.
- **Tour Leaders:** Accompanies the group throughout the whole trip. Serves as a liaison and between the tour operator and receptive operator. Typically employed/contracted by tour operator.
- **Online Booking Sites (OTA):** Chinese online booking sites, which are geared towards FIT travel and allow for booking flights and hotels separately, as well as offer travel package deals that combine flights, hotel and attractions.
- **Airlines:** United States, Chinese and Japanese/Korean airlines play key role in travel patterns.

Chinese Tourism: Timing



Chinese Tourism: Holidays

Biggest holidays are Chinese New Year and October holiday.

Holiday	2015	2016	Primary Purpose	Typical Gifts/Motifs
New Years Day	Jan 1 - 3	Jan 1 - 3	Western New Year	None
Chinese New Year	Feb 18 - 24	Feb 7 - 13	Lunar New Year Festival	Red Envelopes, animal of the year
QingMing Festival	April 4 - 6	April 2-4	Tomb sweeping (honoring ancestors)	None
May Holiday	May 1 - 3	Apr 30 - May 2	International Labor Day	None
Dragon Boat	June 20 - 22	June 9 - 11	Dragon Boat races	None
Mid-Autumn Festival	Sept 26 - 27	Sept 15 - 17	Lunar Autumn Festival	Mooncakes, Lanterns
National Day	Oct 1 - 7	Oct 1 - 7	Founding of China's Communist Party	Red and Gold

Group Travel is Evolving

- High-end groups are shrinking in size.
- VIP groups are seeking ways to offer more luxury experiences to differentiate their product offering and justify price increases.
- Theme tours such as golf, wine, driving, adventure and others are increasing in volume and scope.
- There is a blurring of the lines between individual and small group tours. Some individuals will book their own international flight but book a local tour once they arrive at the destination.



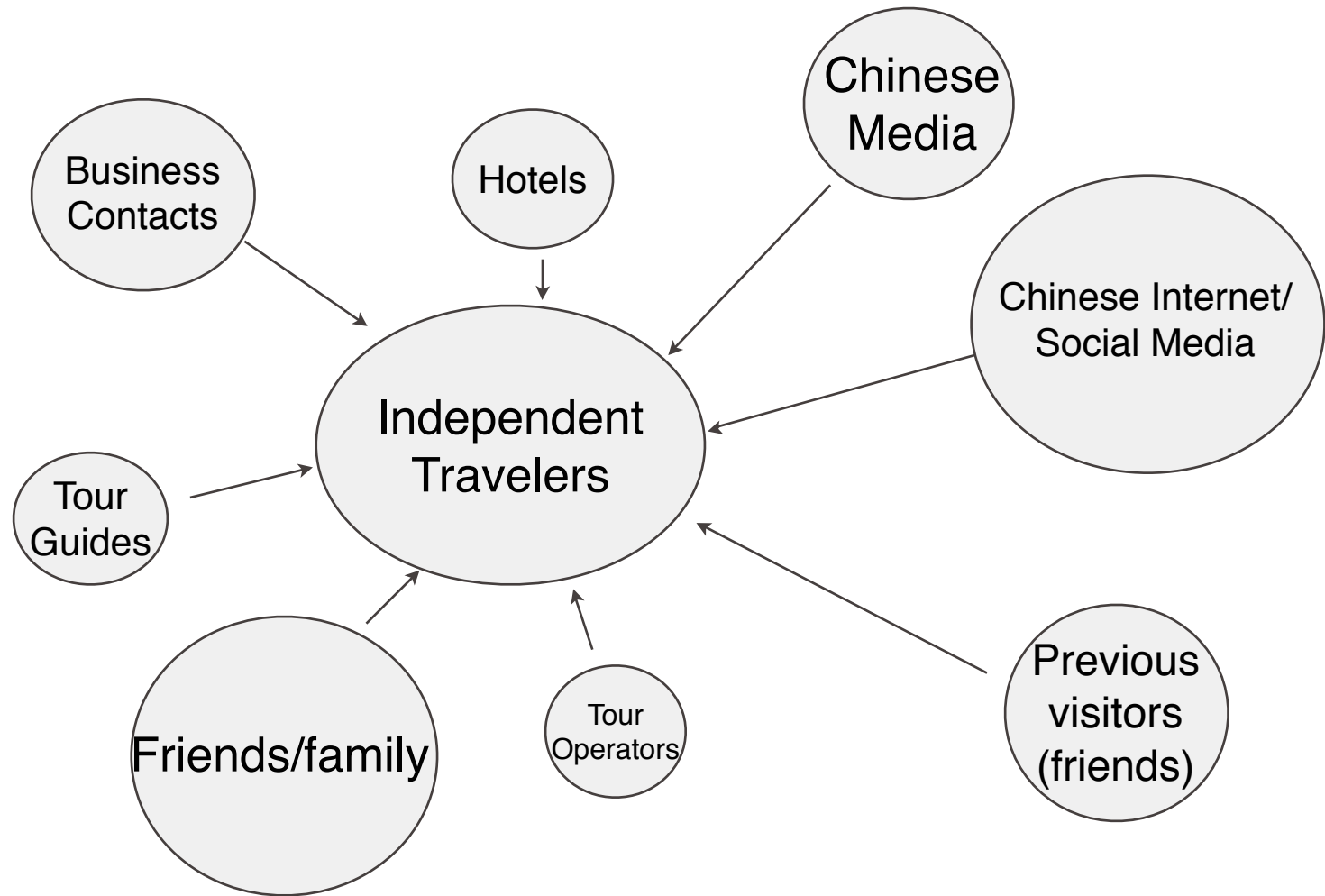
FIT is Rising

- Increasing incidence of individual travel, especially in Asia, but becoming more common in the US and Europe.
- Hotels.com survey: 60% of Chinese outbound tourists prefer to travel individually.
- Individual travelers tend to be younger - according to Skift, the vast majority (74%) of individual travelers are between the ages of 25 - 44 years old.



While individual travel is growing rapidly, CLA believes that *both group and individual travel* will continue to expand in the coming years.

Individual Traveler Influence



Sample Itineraries

10 day trip; Cost: RMB 17,599 (US\$2,793)

- Day 1: Arrive Los Angeles
- Day 1 afternoon: 1pm to 6:30pm – Beverly Hills and Rodeo Drive
- Day 1 hotel options: Westin Bonaventure, Crown Plaza Commerce, Millenium Biltmore Hotel or Marriott Downtown
- Day 2: 9am to Universal Studios
- 12:00 to 2:30: Lunch on own at Universal Studios
- 2:30pm: Hollywood (Chinese theatre, Walk of Fame)
- 7pm Dinner (unspecified Chinese restaurant)
- Day 3: Day trip to San Diego; Return to LA for Dinner (unspecified Chinese restaurant in LA)
- Day 4: Drive to Las Vegas - first stop at Fashion Outlet of Las Vegas with lunch at outlets (4-5 hours spent at the outlets)
- Days 5,6 - Free days in Las Vegas (optional sight-seeing/shopping add-ons)
- Days 7 - 9: Tours and optional packages in San Francisco
- Day 9: Leave from SFO

Sample Itineraries

10 day West Coast Leisure Tour RMB 24,800 (US\$3,936)

- Day 1: Arrive to LA
- Day 2: Drive to Laughlin, NV: London Bridge, and British style town, stay at Casino Hotel in Laughlin
- Day 3: Laughlin — Grand Canyon—Page. Stay at a cottage in Page near Navajo
- Day 4: Antelope Canyon-- Horseshoe Bend--- Glen Canyon Dam---Powell Lake
- Day 5: Bryce Canyon National Park---- Zion National Park
- Day 6: Las Vegas - shopping at Premium Outlets, Forum shops or other LV shopping locations
- Day 7: Drive to LA; Disneyland
- Day 8: Shopping at South Coast Plaza or Ontario Mills Mall
- Day 9: LA sightseeing: Hollywood, Caltech
- Day 10: Universal studios and LAX airport

2015 Summer Trends

- Summer 2015 is the tipping point for FIT from China
- More Chinese companies are taking employees overseas on incentive trips
- Chinese visitors to the U.S. are making inroads to "less traveled" cities and states
- Self-Driving Tour is likely to become the fastest growing segment for FIT
- U.S. National Parks see number of Chinese tourists surge

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Chinese Visitor Profile

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Type of Chinese Visitors

Leisure Tour
Groups

Government
Tour Groups

Business/MICE
Tour Groups

Tourists on
package deals

Tourists
visiting friends/
family on
package deals

Students/
summer camp

Individual /
Family travelers
- self guided

Individual
travelers -
friends/family
guided

Individual
business
travelers - self
guided

What Chinese Visitors Want?

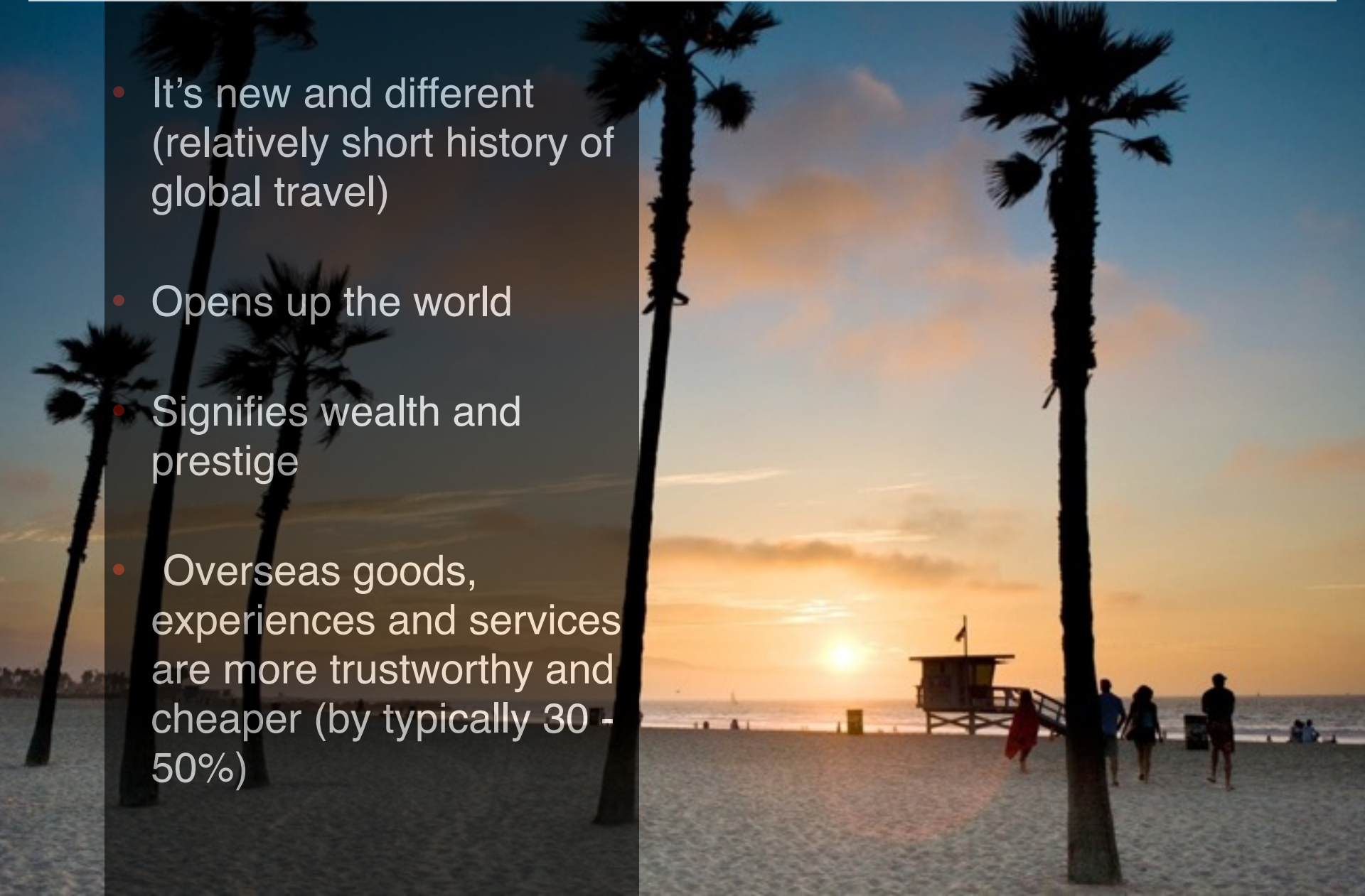
- **Trust:** Transparency, price assurances, don't want to feel cheated or lose face
- **Comfort:** Language, food options, smoking, respect
- **Relevant Information:** Chinese language, targeted to their needs and preferences
- **Convenience:** Tailored to their needs, wi-fi, payment, transportation

Why Travel Overseas

- Newfound access to the world
- Travel signifies prestige and status
- Shopping
- New/better experiences
- Exploration, environment, adventure
- Business opportunities
- Visiting friends/family
- Education
- Partial Emigration

WHY THEY TRAVEL: LEISURE

- It's new and different (relatively short history of global travel)
- Opens up the world
- Signifies wealth and prestige
- Overseas goods, experiences and services are more trustworthy and cheaper (by typically 30 - 50%)



WHY THEY TRAVEL: EDUCATION

- “One Child Policy” and culture emphasize education
- Chinese schools are poor drivers of creativity and innovation
- Children become an anchor for overseas lifestyle



WHY THEY TRAVEL: PARTIAL EMIGRATION

- Lifestyle change
- Quality of life:
pollution, food safety,
nature, peace and
quiet
- Exporting Capital



WHY THEY TRAVEL: BUSINESS

- Chinese companies are investing overseas
- Economy is shifting from supply driven to demand driven, and Chinese companies are shopping the world for opportunities
- Bang for the RMB during the global economic downturn



A woman with long dark hair, wearing a black leather jacket and red shoes, is sitting on a stone ledge. She is holding a bright green handbag. To her left is a decorative black iron post. In the background, there is a river with boats and a city skyline under a cloudy sky. The overall scene is dimly lit, with a dark overlay.

Salt Lake City Opportunities

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Salt Lake City Opportunities



- Gateway to National Parks
- World-class Ski Resorts

Why Chinese Love U.S. National Parks

- Lush green space and minty fresh air provide Chinese visitors an escape from their often polluted environment back home.
- Many Chinese visitors, especially millennials and entrepreneurs, want to be considered free-spirit and adventurous by their peers.
- The photogenic landscape of national parks provides visitors much “bragging rights” on social media, a favorite activity by Chinese visitors.

Gateway to National Parks



Last year more than 300,000 people from China visited Yellowstone National Park and surrounding communities. Based on visa applications, that number could increase to more than 500,000 this year.

Gateway to National Parks

- Salt Lake City's geographic location makes it the ideal gateway to five national parks in Utah, as well as Yellowstone and Grand Teton.
- Chinese visitors can shop, rest and recharge before and after visiting the national parks.
- “Fly + Drive” is much easier for independent travelers

Sample VIP Group Itinerary

11 day West Coast VIP Self-Drive Tour

- Day 1: SF — Golden Gate Bridge; Pier 39
- Day 2: Drive to Napa — Napa Valley Wine Train; Dinner at Michelin Restaurant
- Day 3: Napa to San Jose — Pick up BMW and start CA-1 drive tour; visit Google campus
- Day 4: Carmel — 17 mile drive; Big Sur
- Day 5: Cambria to Santa Barbara — Hearst Castle; Santa Barbara
- Day 6: Santa Barbara to LA; fly to Salt Lake City in the afternoon
- Day 7: Salt Lake City — Temple Square tour; drive to Grand Teton
- Day 8: Jackson to Yellowstone
- Day 9: Yellowstone to Salt Lake City; fly to Las Vegas in the evening
- Day 10: Las Vegas helicopter tour; fly to LA in the evening
- Day 11: Shopping Day in LA; fly back to China in the evening

World-class Skiing Destination



Salt Lake City is already a major ski destination for international travelers, but it remains largely unknown to Chinese skiers.

China's Growing Skiing Population

- There are about 5 million to 10 million active skiers in China, and that number could double by 2015, according the Swiss tourism board. Some 35 percent of Chinese skiers are planning a vacation abroad within the next two years, it said.
- Across Switzerland, overnight hotel stays by Chinese guests increased 28 percent last winter, from a year earlier. In Davos they tripled.
- Shares in luxury ski-wear maker Moncler SpA have climbed more than 40 percent since its initial public offering in Milan last month as investors bet on Asian and other demand for \$1,220 quilted polyester jackets.

China's Growing Skiing Population



Skiing is considered a status symbol by China's elite class. Fashion often plays an equally important role.

Winter Olympics



As the host country of the 2022 Winter Olympics, Beijing is hoping to get 300 million citizens involved in skiing and skating in coming years, the head of China's Olympic Committee said recently.

Politician as Ambassador



This bench in Sunnylands, California is now a major driver for Chinese tourism to the Greater Palm Springs area.

Politician as Ambassador



Former U.S. Ambassador to China Jon Huntsman rides a Harley Davidson motorcycle in Shanghai

A woman with long dark hair, wearing a black leather jacket and red shoes, is sitting on a stone ledge by a river. She is holding a green handbag. The background shows a river with boats and a city skyline. The image is dimmed to allow text to be visible.

Case Studies

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Case Study: LATCB “China Ready” Training

Overview: CLA has been engaged by LATCB to create and execute a China-Ready program for its members, on an ongoing basis.

Program:

- Conceptualized and ran 10 in-person China Ready Trainings
- Created minimum China Ready Designation requirements for LACVB members
- Reviewed and vetted all China Ready Designation applications, answering questions and providing counsel to LACVB members as needed
- Created a comprehensive activation strategy for 2015, including organizing a receptive tour operator “trade show” in Los Angeles and organizing a China sales mission for China-Ready members



Case Study: LATCB “China Ready” Training

Results:

- The China Ready program was very well received by LATCB members, illustrated not only by much higher than anticipated attendance but by high average seminar “value” ratings (4.2 on a 5-point scale) and the fact that 92% of survey respondents said the program met/exceeded expectations.
- 50% of attendees stated that their organization has already made changes as a result of the trainings, and 29% of attendees stated that their organization is planning to make changes as a result of the program.
- 62% of attendees were very interested in continued China Ready programming.
- Visitation to Los Angeles from Chinese tourists increased more than 20% to reach 686,000 in 2014



Case Study: LATCB “China Ready” Training

More hotels are catering to Chinese travelers

Hoping to appeal to Chinese travelers, some high-end hotels are offering new menus, Chinese-language newspapers, slippers, teakettles and even monogrammed pillows in the room.

December 05, 2013 | By Hugo Martin

Yu Chao Liang and his wife saved a few bucks recently by checking into a mid-price chain hotel in Santa Monica for a two-day business trip from Suzhou, China. But they were not impressed.

In the room, they found no slippers, teakettles or complimentary toothpaste — extras that come standard in Chinese hotels. The hot breakfast bar in the lobby was free but it didn't include any of the traditional Chinese breakfast dishes they get back home, like rice porridge.

"I can eat almost anything," Yu said, referring to the breakfast at his hotel. "But I won't like it."

In hopes of appealing to Chinese travelers like Yu and his wife, some high-end hotels in Southern California are making big changes such as offering new menus, Chinese-language newspapers, slippers, teakettles and even monogrammed pillows in the room.

It makes sense. Chinese travelers are the fastest-growing segment in the world, thanks to the nation's thriving economy and new policies to ease travel restrictions. The number of Chinese travelers visiting the U.S. grew to 1.5 million in 2012, a 35% increase over the previous year, according to the U.S. Department of Commerce.



Tiffany Li, a guest relations agent at the Montage Beverly Hills, displays... (Anne Cusack / Los Angeles...)

Los Angeles Times

The New York Times

中国日报
CHINA DAILY
THE NATIONAL ENGLISH LANGUAGE NEWSPAPER

W 世界日報
World Journal

The program gained significant national and international attention in the media

Case Study: Malibu Family Wines

Overview:

LATCB member “Malibu Family Wines” engaged CLA to create and launch a Chinese tourism program for its vineyard, tasting room, and unique animal safari.

Tactics:

CLA created a customized Chinese tourism program aimed at raising awareness among the travel trade, Chinese media, Chinese students and individual travelers.



Case Study: Malibu Family Wines

Results:

- Hosted Chinese receptive agency FAM with more than 35 attendees, resulting in signed agreements with more than five tour operators and businesses generated in less than two months
- Created “Goat Naming Ceremony” media opportunity to draw attention to the Chinese tourism program during Chinese New Year, resulting in more than 35 earned media mentions in Chinese publications, including large China media outlets and a feature video filmed by Xinhua News.
- Hosted Chinese social media/online forum, Chihuo, resulting in online posts, Weibo and WeChat posts, as well as promotion in their Chinese New Year campaign, reaching students and individual travelers.
- Launched Chinese website, Weibo and WeChat account, creating customized content for Chinese audiences.



Case Study: Malibu Family Wines



当地时间2月9日，位于洛杉矶马里布地区的马里布家族酒庄(Malibu Family Wines)举办喜气羊羊迎新春活动，并将农场里饲养的一头山羊选定为2015年新年吉祥物，命名为“春熙”。中新社发 毛建军 摄

Case Studies: ELLE China & Los Angeles

Overview: CLA worked with ELLE China magazine to develop a series of editorial projects to highlight Los Angeles as a trendy and hip destination, as well as a magnet for young talents.

Tactics: CLA helped ELLE scout locations for a fashion photo shoot and booked a few young artists and professionals for a feature story that showcases the most trendy spots in L.A. recommended by these “influencers.”

Results: ELLE China produced a cover story and multipage spread featuring LA locations. As continuation of the series, CLA also assisted ELLE with organizing an exhibit in LA to showcase Chinese designers in early May. The opening night of the exhibit was attended by over 200 people and covered by six major Chinese media outlets.



ELLE 时尚中国杂志
INSIDERS' GUIDE
TO L.A.
别样时髦的洛杉矶

洛杉矶，一座以多元文化著称的城市，也是全球时尚界的重要中心。这里不仅有著名的好莱坞，还有充满活力的时尚街区。本期杂志将带您深入了解洛杉矶的时尚文化，从街头潮流到高端时尚，从本地设计师到国际大牌，为您呈现一个全面的洛杉矶时尚指南。

Case Study: Beverly Center Chinese Tourism

Overview: Los Angeles fashion destination Beverly Center sought to expand its business with Chinese consumers.

Tactics: CLA developed a comprehensive strategy by researching the national/local landscape, then launched tourist outreach encompassing advertising, Chinese media relations, Chinese social media, celebrities & influencers, Chinese partnerships, Chinese students, and China and US-based Chinese tourism trade.



BEVERLY CENTER

Case Study: Beverly Center Chinese Tourism

Results: Enthusiastic reception by Chinese tourists, and strong ROI:

- Created sustainable tourism program resulting in triple digit year over year increases in traffic and spending.
- After implementing the program, Chinese tourists spent 4X more than center's average customer, and 12X that of the average US shopper.
- ROI from Chinese tourism initiatives ranged from 17X to 40X investment for each program.
- Negotiated appearances and support from leading Chinese celebrities, including one of China's top actresses and top Chinese NBA star.
- Center recognized as leader in serving Chinese tourists, with significant media attention and recognition with features on the China program from LA Times, LA Business Journal, Forbes & FORTUNE.



LA Laker Star Jeremy Lin places wish on Beverly Center's Lunar New Year Wishing Tree

Case Study: Beverly Center Chinese Tourism

Los Angeles Times

High-end malls in Southern California court shoppers in China

At the Beverly Center and South Coast Plaza, attracting the interest of individual Chinese is a courtship that begins long before shoppers board flights for the U.S.

March 21, 2014 | By Yifan Zhu

As Chinese tourists spill from their tour bus into the Beverly Center, Charlie Gu hands each one a sleek black envelope. Inside: a Chinese-language map of the mall and a special discount card.

Gu, the center's Mandarin-speaking Chinese specialist, asks shoppers about what they're looking for and circles relevant stores on the map.

"L.K. Bennett is a favorite of Kate Middleton, Duchess of Cambridge," he advises one. "You should definitely take a look."



Members of a Chinese tour group peruse shopping brochures at the Beverly... (Brian van der Brug, Los Angeles...)

Case Study: Chinese Celebrity Campaign

Overview: CLA curated a limited edition jewelry collaboration between Chinese actress Liu Yun, ELLE China and El Corte Ingles —the largest department store in Europe, in order to promote El Corte Ingles and Madrid during the Chinese New Year holiday in 2015.



Tactics: CLA oversaw the design process input from all parties, and planned launch events at the ELLE Style Awards in Shanghai and a media/celebrity visit to Madrid with Liu Yun, Tencent Fashion and Sina Entertainment. The campaign was promoted with multi-phased media and social media outreach.

Case Study: Chinese Celebrity Campaign

Results: Enthusiastic reception by Chinese media and social media:

- Negotiated placement at ELLE Style Awards event in Shanghai, with direct access exposure to China's leading celebrities and influencers, as well as print coverage in ELLE China
- Generated more than 3.6 million RMB worth of earned media in top publications such as Tencent, Sina, 163, Robb Report, MSN, People, Xinhua, China Daily, People's Daily and many more.
- Hosted social media competition with Sina Entertainment (>15 million followers) and Liu Yun (> 3 million followers), resulting in extremely high reposts, comments and entries.
- El Corte Ingles more than doubled its social media following as a result of the collaboration.
- In depth media features on WeChat, Sina and Weibo, allowing for enhanced coverage, over a several week period, with multi-phased media and social media campaigns.



A woman with long dark hair, wearing a black leather jacket, is sitting on a stone ledge by a river. She is holding a bright green bag with a chain strap. The background shows a river with boats and a city skyline under a cloudy sky. The image is dimmed to make the text stand out.

Q&A

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THANK YOU!

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