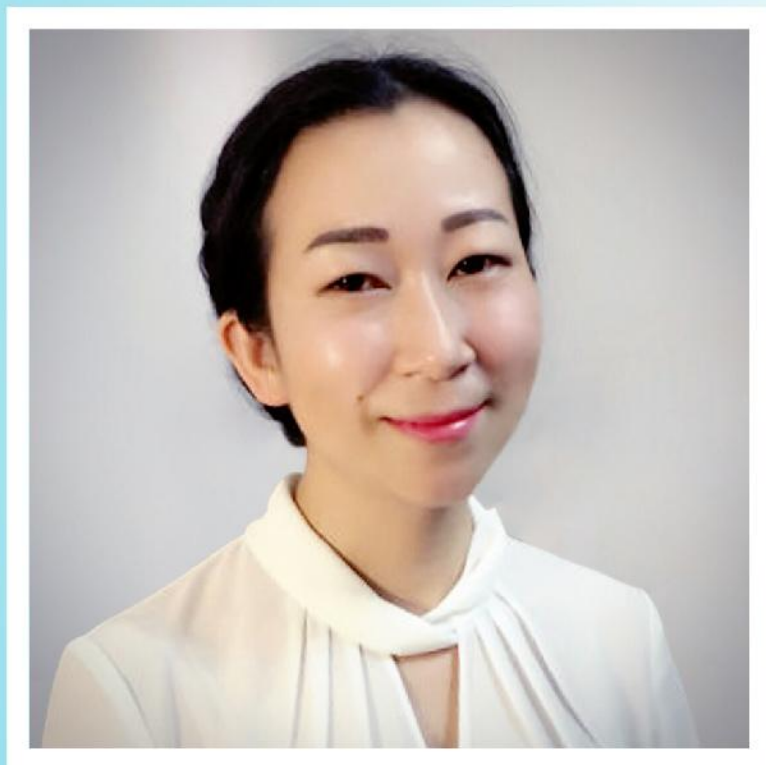




WORLD TOURISM EXCHANGE CHINA (HAIKOU) 2019
2019中国（海口）国际入境旅游营销大会

Destination Marketing and New Business Models
for China Inbound Tourism
中国入境旅游目的地营销及创新商业模式





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侯颖

WTE Committee Chairperson
ASTA China Chapter President
CEO / Beyond Summits

WTE China 组委会主席
ASTA 中国分会主席
上海思为 CEO



What is the **Soul** of Destination Marketing ?

目的地营销的 **“灵魂”** 是什么？



Or...What do international buyers
need to know **about China?**

关于**中国**，国际买家需要了解哪些信息？



Destination introduction ?

目的地介绍？

Destination products ?

目的地产品？

China inbound tourism itinerary?

中国入境旅游线路？



Or **Services?**

亦或者，**服务**？



What can the WTE Committee do to better serve
international buyers and the China domestic sellers
who are ready to serve them?

WTE组委会如何能更好的服务
国际买家以及服务于国际买家们的**中国国内卖家**？



We are a **one-stop support system** for
global buyers to be able to sell China!

我们为全球买家提供**一站式支持系统**来支持他们
销售中国产品！



We provide more **high-quality and cost-effective**
China products.

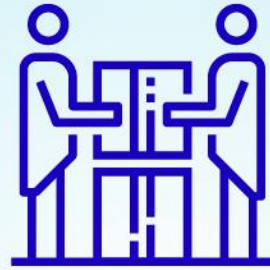
我们提供更多**高品质、高性价比**的中国产品

We host the **WTE annually** for buyers and sellers,
with VIP familiarization experiences.

我们服务于买家与卖家，**每年举办WTE大会**，并提供VIP考察游体验机会。

We create **one platform to connect buyers and sellers**
with quality and cost-effective products.

我们**创造平台将买家与卖家联结起来**，提供优质、高性价比的产品。



我们与国际买家与国内卖家紧密合作，
提供强大的**产品与服务支持**以及实用性的培训，
将更多的入境游客带到中国。

We work closely with both international buyers and domestic sellers to **provide strong product and service** support and practical training to bring more inbound travelers to China



Services provided
by the **WTE Committee**

WTE 组委会所能提供的服务



Services provided by the **WTE Tourism
Development Expert Committee (TDEC)**

WTE旅游发展专家委员会所能提供的服务



We offer **free-of-charge** support to assist you in earning more business.

我们提供**免费支持**，助您获取更多商业利益

We have much more to offer marketers, all of which is sponsored **without cost**, by China destinations.

基于中国旅游目的地的免费支持，我们为营销人员提供帮助

Please keep a close eyes on

our official website for more updates and business opportunities.

敬请关注以下网站以获取最新信息及商业机会

<https://en.wte.wowtrips.com>



Coming together is a Beginning!

走到一起只是一个开始！

Keeping together is Progress!

保持合作才能实现进步！

Working together is Success!

共同努力才能获得成功！



For more information, please contact us at
敬请关注以下网站：

<https://en.wte.wowtrips.com>



T h a n k Y o u

谢 谢