



# What Overseas Tourism Brands Can Learn from China's Recovery

Dragon Trail Interactive + Jing Travel | September 2020



# Agenda

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- Introduction: China's Domestic Tourism Recovery
- OTAs and Travel Websites: Restarting the Market from Scratch
- Airlines
- Hotels
- Cultural Attractions
- Destination Marketing
- Takeaways for Overseas Brands
- Q&A

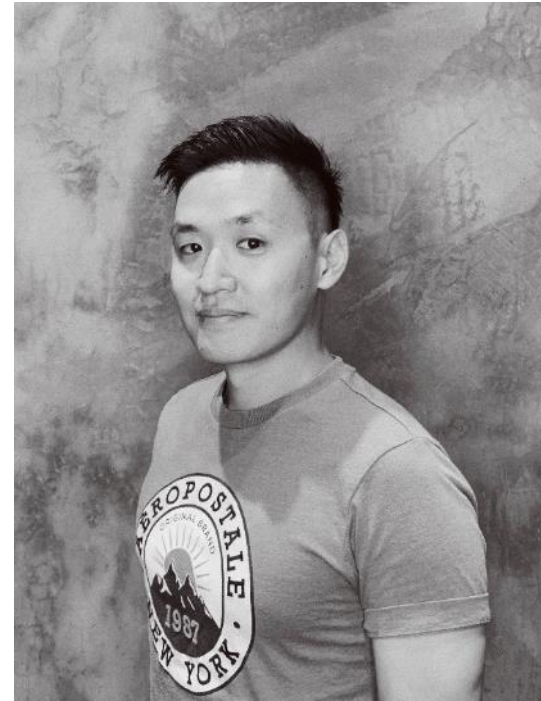


# Webinar Speakers

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**Sienna Parulis-Cook**  
Dragon Trail Interactive  
Associate Director of  
Communications



**Peter Huang**  
Jing Travel  
Managing Editor

# Jing Travel

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**Jing Travel** is the ultimate resource for culture and tourism organizations looking to attract a larger portion of China's outbound travel market. Jing Travel's mission, through its website, newsletters, videos, white papers, and events, is to help industry professionals identify opportunities and capitalize on the world's fastest growing and most lucrative travel segment.

Read by Museums, Tourism Boards, DMOs and Businesses around the world



# Dragon Trail Interactive

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Dragon Trail Interactive is an award-winning digital marketing and solutions agency **helping travel and tourism organizations to reach and connect with China's affluent consumers online.**

We combine our deep market knowledge, extensive industry relations and the diverse skill set of our multi-cultural and multi-lingual team to deliver innovative solutions and excellent service.

Founded in 2009, the company has offices in Beijing, Shanghai, Xi'an, London, and Lexington.

We are proud to work with major international brands, such as VisitBritain, Barcelona Turisme, Lucerne Tourism, PromPeru, Visit Sweden, Air France, Small Luxury Hotels of the World, Leading Hotels of the World, and Riu Hotels & Resorts.

**Learn more about our work, and access free resources on Chinese outbound tourism at [www.dragontrail.com](http://www.dragontrail.com)**



100% China



100% Travel



100% Digital

## Some of Dragon Trail's Clients

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# Introduction: China's Domestic Tourism Recovery



# China's Domestic Tourism Recovery

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- As of the end of March, average hotel occupancy in China was 31.8%, up from a low of 7.4% at the start of February, according to STR.
- Domestic tourism recovery started as early as the Qingming Festival in early April. The least popular national holiday period for tourism, Qingming weekend saw a 60% year-on-year decrease in tourist numbers, and an 80% decline in revenue.
- Chinese tourists made 115 million trips over the May Labor Day holiday, a 41% decrease from the 195 million who traveled domestically in 2019. Domestic tourism revenue was down nearly 60%. However, numbers were significantly higher than the pre-holiday estimate of 90 million.





# China's Domestic Tourism Recovery

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- ForwardKeys forecasted in August that China's domestic air travel would fully recover by the start of September. Bookings were already at 98% of 2019's numbers by mid- to late August.
- The country is gearing up for a surge in domestic travel for the National Day and Mid-Autumn Festival holiday from 1-8 October, with many high-speed train tickets sold out almost as soon as they went on sale at the start of September.
- Haikou Airport in China's island province of Hainan plans to add more than 1,500 flights during the holiday period to meet demand.





# OTAs and Travel Websites: Restarting from Scratch





# Ctrip/Trip.com Group

携程旅行

携程BOSS直播间

520中式浪漫PK西方浪漫

**BOSS推荐最浪漫酒店**

梁仲尼

莎莉

丘比特

每周三 20:00 不见不散

长按识别二维码 进入携程BOSS直播间

携程旅行

携程BOSS直播间

七夕解锁爱意

**灵秀湖北重聚**

两湖两广·欧洲十国·凯宾斯基酒店

梁建章李时珍

孙天旭 女医明妃

武汉48小时惠游卡299起

全国七夕浪漫酒店餐厅4折起

深航·南航¥99秒杀·海航公务舱0.9折起

吉祥畅飞卡¥2888抢·春秋北海自由行¥999起

每周三 20:00

**BOSS直播 不止酒店**

长按识别二维码 查看更多精彩好货

携程旅行 × 小程序直播

每周六 14:00 出发探店

**携长隆玩一夏**

无携程不特价 无长隆不言夏!

梁建章

瓜瓜

YOYO

6月6日 14:00 探店直播

**珠海长隆特惠专场**

长按识别二维码 看直播, 抽大奖

携程旅行

携程BOSS直播间

新马爆款酒店实力返场

云贵川渝梦想酒店 3.9折抢

上海豪华酒店爆款美食4折抢

拉萨5日跟团游 1999元起

中秋美味美心月饼 低至268元

梁版版

孙纳纳

**乐游版纳 惊艳西南**

9月9日云贵川渝·新马印尼·亚朵酒店

每周三 20:00

**BOSS直播 不止酒店**

长按识别二维码 进入携程BOSS直播间




# Ctrip/Trip.com Group

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携程 >

...


沱江跳岩 湘西神秘水上通道，凤凰

小菜与生活

4图133城

6916 人关注7 获赞 0.3w 获赞

+ 关注



▲点击图片，查看旅拍详情

跳岩位于凤凰古城北门外沱江河道，如今不仅是沱江河道人们往来的通道，而且也凭着强烈的民族特色，成了古城内一道靓丽的风景线。

×

嬉游 >

...



这家酒店位置很好，在五角场，五角场凯悦不便宜吧。Pagoda君亭据说是不会于五角场凯悦的吧。Pagoda是君亭的设计系品牌，我去过杭州的这家Pagoda，还是挺值得推荐的。这次的套餐性价比也是极高，898两晚可拆分，还含早，这是上海的核心区域啊。



购买二维码



携程租车 | 无优电一程

88全民租车节

88 领券全场立减88元



天使之翼 活动规则

医护人员专享

0积分兑换 国内酒店首晚房费



— 医护免房兑换说明 —

① 在酒店列表找到“医护0分兑免房”标识的酒店

② 在酒店详情页找到“医护0分兑免房”的房型





③ 填写订单时，找到首晚房费权益，且带有“医护人员免费兑换”标识的权益，即可享受0积分兑换首晚房费权益(见右图)

权益说明：① 医护0分兑免房权益，仅限医护人员专享，不可与其他优惠叠加使用。② 权益有效期至2022年12月31日。③ 权益使用规则详见活动细则。

医护0分兑免房

# Other OTAs

唯“豪”吃“豪”住  
不可辜负

飞猪直播时间：  
2020.09.03 19:00-21:00

特邀主播  
冰茶

北京 × 天津 = 双城记  
京津地区16家酒店  
共22款特价产品



飞猪 | MARriott BONVOY  
万豪旅享家



途牛旅游网

更多直播

416会员日  
不见不散

途牛旅游网CEO  
于敦德

直播首秀  
助力旅游恢复

4月16日晚6点

途牛旅游网 搜索

要旅游 · 找途牛



BOSS老于空降直播间花式宠粉，甄选大牌安心酒店逆天价5折起~

Original 途牛旅游网 途牛旅游网 4/16

点击关注  
让旅游更简单

他来了，他来了，他来了！  
他来了，他来了，他来了！  
他来了，他来了，他来了！

他唱着淡黄的长裙，蓬松的头发直播了~

抖音



抖音号: 7052725443

精明常旅客

海棠湾希尔顿逸林和康莱德同处一个地块，当年的流行是一块地盖两个酒店。这家酒店处于海棠湾中心地带，距离海棠湾中心广场和免税店都不远，属于吃喝玩乐都不愁的地方。价格分为淡季、旺季和国庆3档，七月想去这个产品就没法用啦！

三亚海棠湾万达希尔...  
三亚海棠湾万达希尔顿逸林度假酒店

酒店简介

4.5分 好评 10501条评价

酒店地址：海棠湾

酒店电话：089-18811111

酒店官网：www.hilton.com.cn

酒店房价

酒店房价 (8.1-8.22) >  
有效期：2020-08-01 至 2020-08-22  
酒店房价 (9.30-10.7) >  
有效期：2020-09-30 至 2020-10-07

酒店房型

酒店房型 (8.1-8.22) >  
酒店房型 (9.30-10.7) >

酒店套餐

酒店套餐 (8.1-8.22) >  
酒店套餐 (9.30-10.7) >

酒店设施

酒店设施 (8.1-8.22) >  
酒店设施 (9.30-10.7) >

酒店预订

酒店预订 (8.1-8.22) >  
酒店预订 (9.30-10.7) >

暑假要去的话，472元一晚含早的价格和日历房比起来是不是非常有吸引力？心动就扫码下单吧。不约可退！



互龙互动

Dragon Trail  
INTERACTIVE

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# Mafengwo's Live Streaming Platform





Airlines



# Live Streaming





# All-You-Can-Fly Deals

**开放预约** 套票  
**2021想飞就飞**



**点击预约**

2020想飞就飞纪念礼包



礼包攻略、  
飞行路线应有尽有！  
春秋航空套票交流群

Copyright ©1998-2020-07-17 版权所有 CH.COM  
沪ICP备11008880 沪公网安备 31010502000060号  
春秋航空股份有限公司

**山航魔毯 王牌出击**  
不限航班 不限次数 不限时间



**魔力开启 悠然自得**  
**7月30日 首期开售**

**BOARDING PASS 登机牌**

价格: 2999 元/套  
购买日期: 7月30日起  
发行日期: 2020.4-12.31

南航快乐飞旅游套票

**使用规则**

**南航快乐飞 旅游套票**



有效期至2021年1月6日

**快乐飞**

- ✈ 不限航班 (境内目的地任飞)
- 📅 不限时间 (工作日、周末均可出行)
- 👤 不限年龄 (成人、儿童均可购买)

**早晚随心飞 酒店随心住**

你有多久没有说走就走了?  
东航早晚随心飞二期袭来, 这次不要再错过了!  
还有海量酒店等你解锁  
出游机票+酒店都为你准备好了哟!

♥♥♥ 东航随心飞, 邀您狂欢 ♥♥♥

中信银行与中国东方航空同步发售



**早8前, 晚8后**  
(含早8点和晚8点)

**周一至周五**

**国内随意飞**  
(港澳台航线除外)

**¥3456** 千万不能再错过

详细规则以产品公告为准

**立即购买**

数量有限 售完即止



# All-You-Can-Fly Deals: Promotion

HNA 海航集团 HAINAN AIRLINES 海南航空

海航随心飞 欢聚自贸港

2999元限量抢购

戏直播间限量抢

上午场 11:30 下午场 20:00

保存相册扫一扫识别

淘 支

嬉游 >

同样基于2020想飞就飞，2021版想飞就飞的兑换规则可能是：

- 1) 每航班限额——不少于20张
- 2) 预约提前期——提前7天预订
- 3) 销售渠道——春秋航空APP
- 4) 支持4个未乘机航段的机票

2021版想飞就飞具备：不限日期、不限次数、不限航线、不限儿童，4不限的特点。还是比较给力的。

而最关键的开售日期、价格，春秋航空并未公布。这真的很值得期待！！！！！！

春秋航空的APP刷起来吧！我还是很心水这个套票的。

幻想家japaul

7-29 06:00 from 微博 weibo.com

飞猪携山航又来实力宠粉了，山航联合#飞猪超级品牌日#发售#山航魔毯#，7月30日上午10点在飞猪APP开放购买，只要2999元，不限次数、不限航线、不限日期。山航这次很给力，规避了其他随心飞产品的弱点，限制最少~只要在产品有效期内无任何出票记录，都支持全额退款，还瞧啥呢，买就完了！下半年一起浪遍全国！快跟我一键出发吧~

网页链接

七、旅行日期：2020年8月4日-2020年12月31日

八、产品权益：数量不少于20个，无出票、无退票、无退款

九、退改规则：山航及春秋航空国内航线（不含国际、港澳台地区）

十、产品使用规则：产品有效期：自产品上线起至2020年12月31日，有效期15个月。有效期内，用户可多次购买并兑换机票。兑换机票时，需在有效期内使用。产品有效期不计入退票、退款、改签、换票等费用。产品有效期不计入退票、退款、改签、换票等费用。产品有效期不计入退票、退款、改签、换票等费用。

Share

Repost 344 Comments 300 Likes 2.1K

VISA 中信银行 CHINA CITIC BANK AIR CHINA 中国国航 携程旅行

限时百元返现福利

多乘多返 上不封顶

Promotion with: OTAs, travel blogs/accounts, KOLs, credit cards

Hotels





# Hotels During the Crisis

✕ 香格里拉酒店集团 > ...





公共区域部分设施  
每次使用后就消毒一次

前台接待台、公共区域 洗手间 把手及梳妝台  
酒店的桌椅在为客一消毒

图上：成都香格里拉大酒店前台的清洁与消毒  
图下（左）：大连香格里拉大酒店  
图下（右）：长春香格里拉大酒店

✕ 希尔顿 Hilton > ...




医疗团队都是四班倒，每班大概30人左右，他们每天早出晚归，凌晨2点仍在轮班

“医疗队每位医护人员都非常阳光，大部分都是年轻九零后，其中很多人都为这场战役‘削发明志’，他们的大爱和无畏深深震撼了我们所有人。在向他们喊出‘武汉加油’的一刻，我不禁热泪盈眶，因为我看到了一群来援救我们的人，看到了生命的力量和希望。”

——武汉光谷希尔顿酒店  
运营总监 杨波




药品储备



- Communications, support, and assurances
- Giving back to the community
- Developing new revenue sources
- Engaging online through short video and live streaming



# Hotels Emerge from the Crisis

Hotel started promoting deals from mid-March, and really got going in April.

In addition to their own marketing channels, numerous hotels have also worked with KOLs and OTAs.

Club Med and Atlantis Sanya have especially stood out for frequent and highly visible promotion.

×

嬉游>

...

同上面的鸟巢一样，亚龙湾迎宾馆也是拿出了自己相对比较高的别墅房型。

这个无边泳池独栋大床别墅在携程的日历房上，可是要2300+一晚的。这个别墅有230㎡，然后还有一个属于自己的海景无边泳池。

无边泳池独栋大床别墅

携程日历房

2300+起

大床

230㎡

无边泳池

独栋别墅

限时优惠

立减200元

¥2300

立即购买

查看详情

无边泳池独栋大床别墅

携程日历房

2300+起

大床

230㎡

无边泳池

独栋别墅

限时优惠

立减200元

¥2300

立即购买

查看详情

这次3498的价格，是2晚别墅，同时还有早餐和一次双人自助晚餐，如果你想去三亚住高端一些的房型，这个套餐会不错的。

购买二维码

×

旅行雷达>

...

三亚亚特兰蒂斯有这么适合亲子游玩的项目，如果住在其他酒店的同学们想去玩，现场购票的价格

×

大假期>

...

### 丽江林卡酒店

两晚入住套餐  
1999元/套 (含双早)

周末、端午节假期、暑假期间加价

入住日期: 即日起至2023/3/31

退房日期: 即日起至2023/3/31

套餐内容: 1. 豪华房2晚 (不可拆单) 2. 含双早 3. 赠送下午茶

依托浑厚的官邸建筑，辅以纳西四合院的布局，采用汉地徽派石刻与木雕花窗为装饰，将丽江特有的东巴文化与藏传佛教融入建筑设计，宛若端庄且大气的女子，偶尔露出柔美与精巧。除了一探丽江著名景点的风景，即使在院落之中取材，也能创作出独具一格的摄影作品。

松赞芒康如美山居

# Deals and Discounts

- **Atlantis Sanya:** Early/mid-April – plane tickets from selected cities are included in the hotel room price.
- **Accor:** All-you-can-stay weekend deal from 3,999, from end of August through the rest of 2020.
- **Marriott:** “Eat your room rate”





# Promotion and Marketing

- Partnerships with OTAs
- Live streaming
- KOL promotions:  
Sales and creative marketing



ClubMed度假村官方... 已关注 粉丝数28.1万

Q 搜索 首页 冬季滑雪 99兑换券 品牌会

粉丝专享 / 领券同时关注该店铺

¥20 无使用门槛 立即领取

Club Med 全球度假村，一价享精彩

Club Med 人字拖游记&Aires行记

提前关注店铺 直播秒杀抢不停

活动时间：7月25日

前100名 加赠村外游 (价值¥10元)

人字拖游记 Aires行记

¥300元 指定商品优惠券 立即抢券 GO 使用时间：7月25日-7月28日

凯宾斯基酒店集团\_Kempinski 8-28 from 一直播 Yi Edited

#带着微博去旅行#相约酒店下午茶#网红酒店#，与环球旅行摄影师、自媒体人@抬头看风景NONO一起#约会酒店下午茶#，更有房券、下午茶礼遇等甄选好礼等你来享。@凯宾斯基酒店集团\_Kempinski 的微博直播。

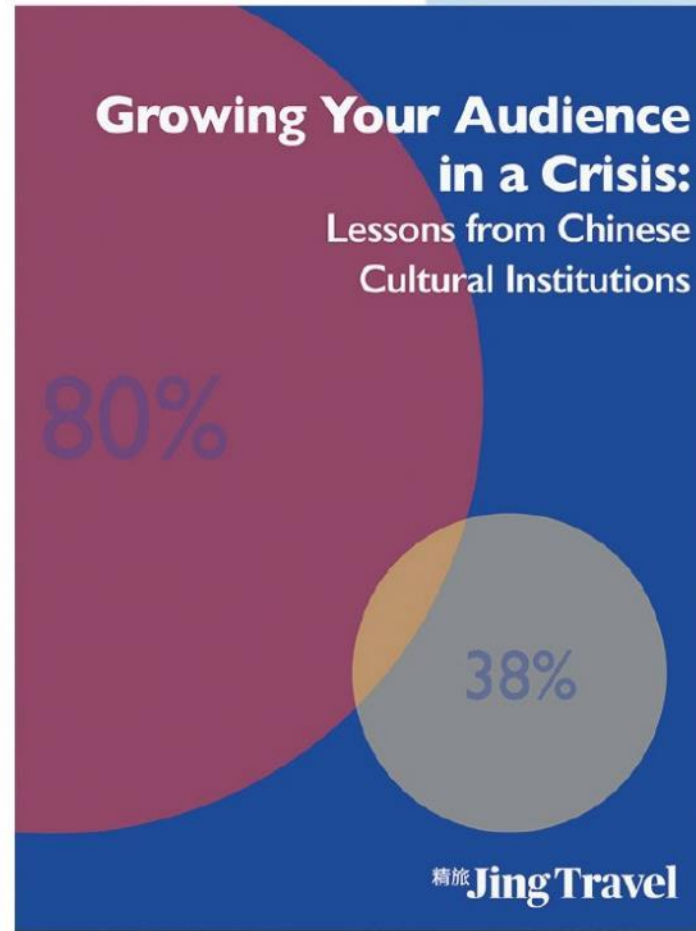
Replay #网红酒店# #看得见风景的房间#

环球旅行家 @抬头看风景NONO @凯宾斯基酒店集团\_Kempinski

直播连线全国四家酒店 #带着微博去旅行#相约酒店下午茶#网红酒店#，与环球旅行摄影师@凯宾斯基酒店集团\_Kempinski 的微博直播。

4 739 23

# Cultural Institutions



## DON'T STOP, INNOVATE

"The Panoramic Palace Museum" program, accessible through WeChat, a downloadable App, and computer, was launched in 2017 to promote and explore the museum's vast collection. It exemplifies a broader push by Chinese cultural institutions to digitize their collections and reach tech-savvy Chinese audiences.

When, in late-January, the National Cultural Heritage Administration (NCHA) implored Chinese institutions to "promote new technology and inheritance of our country's cultural heritage" these efforts gained newfound importance to reach a citizenry whose primary connection to the outside world is the smartphone.

### Museums to embrace audiences during the Coronavirus



## AT A GLANCE





## **DON'T STOP, INNOVATE**

Engage your audience through online exhibitions, virtual reality, and gamification.

**1** p7

**2** p10

## **FIGHT COLLABORATIVELY**

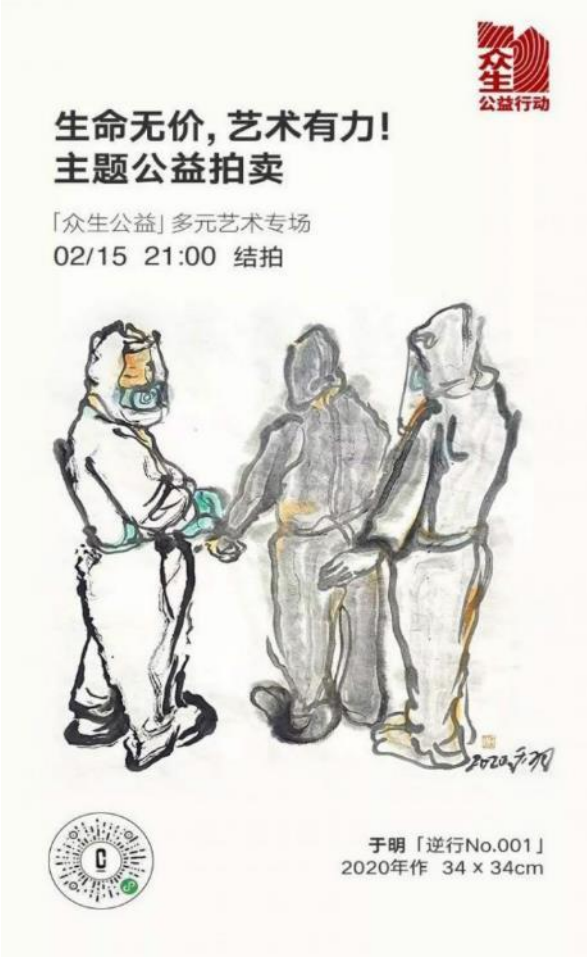
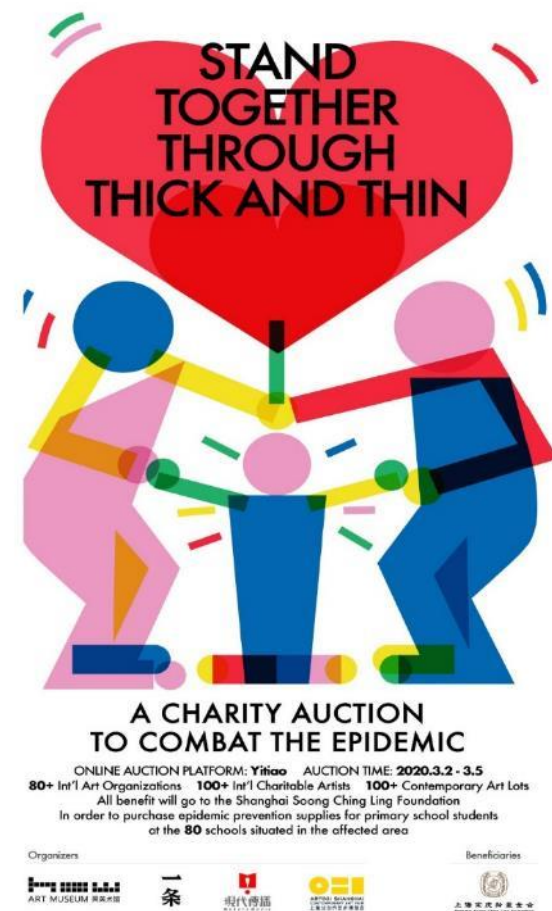
Build cross-industry partnerships to expand reach and deepen impact.

**3** p15

## **THINK VIDEO. THINK LONG-TERM**

Express brand personality to attract your future audience through live-streaming.

# Collaborations





# Live Streaming





# Revenue and E-commerce





# Revenue and E-commerce





# Destination Marketing





# Dongcheng District, Beijing

- Live streaming: “Cherish the Beauty of Spring Online with the Heart of Beijing”
- “Feel at Home with the Heart of Beijing” tourism product page with Ctrip
- Art and design competition with 100 universities
- KOL fam trip
- Short video competition



# Suzhou

In late April, the Suzhou Government joined forces with OTA Tongcheng on the “Spring Travel Season in Suzhou” initiative.

- Half-price tickets to 53 attractions
- 50,000 tourism gift packages given out to people from outside Suzhou, valid until 31 August. The prizes included a travel card, a visit to a choice of seven gardens, buy-one-get-one-free boat tours, admission to a live performance, and a local specialty product.



真的没有看错  
订酒店让你玩遍苏州

你旅游我安排 苏州文旅就要宠你

苏州文化和旅游惠民消费季火热来袭  
狂撒50000份“来苏州旅游都挺好”大礼包  
邀您相约人间天堂，共享美好时光  
订酒店，免费领取价值300元的旅游大礼包  
演艺自由行套餐低至5折起  
目前火爆开抢

“来苏州旅游都挺好”大礼包

七大经典园林 任你选

网师园 沧浪亭 耦园  
艺圃 怡园 可园 环秀山庄

七大秀丽园林，任选其一



出行专车接送 超省心

苏州好行观光巴士

古色古香游船 最江南

苏州古运河游船 山塘街游船  
古色古香游船二选一

采芝斋伴手礼 甜蜜蜜

小酥饼（桃酥）180G  
采芝斋桃酥

消费者在同程或携程平台成功预订苏州酒店  
即可免费领取双份“来苏州旅游都挺好”大礼包



# Qingdao

In July, the Qingdao Ministry of Culture and Tourism launched the “Go with the Flow” (青岛带节奏) campaign, aimed at young people, and linking to the *daka* tourism trend.

- Music video promoting Qingdao tourism ([watch](#))
- Interactive online checklist of 30 top activities and places
- Posters/visual marketing assets for online promotion





# Takeaways for Overseas Brands





# Live Streaming



# Outbound Promotions

The Chinese travel industry is gearing up for the return of outbound travel. Are you?

OTAs have been applying the same strategies to outbound promotions for months already, starting in June and July. Ctrip live streaming has sold hotel room nights in Singapore, Japan, South Korea, Thailand, and Dubai. Tuniu has partnered with the Tourism Authority of Thailand.

Spring Airlines started to push Southeast Asian routes for 2021 in July.





# Influencer Marketing

Some Chinese KOL accounts have already started promoting outbound travel, similar to OTAs.

Beyond paid sales promotions, a recovery strategy should ideally include inviting Chinese KOLs for a fam trip. You can get an early start on this by working with locally based Chinese KOLs.



# Creative Promotions







Upcoming Events &  
Additional Resources



# Beijing Culture and Tourism Online Strategic Forum


## Restart Travel, Together with Beijing 22-23 September, 2020

**Asia & EMEA Region:** September 22  
16:00-19:00 China | 9:00-12:00 UTC

**Americas & Pacific Region:**  
Sept. 22, 20:00-23:00 EST | 17:00-20:00 PST  
Sept. 23, 8:00-11:00 China | 10:00-13:00 AEST

Beijing Municipal Culture and Tourism Bureau's two-part online forum series aims to empower attendees with a practical understanding of how Beijing is tackling the most important issues facing international tourism right now, and looking ahead to the future, by embracing new technology, creative solutions, and learning from past experience.

**Event details and registration:**  
<http://traveltrade.visitbeijing.com.cn/forum>



The poster features a scenic view of the Great Wall of China winding through lush green mountains under a clear blue sky. At the top, the Beijing 2022 Olympic logo is displayed. The main title 'BEIJING CULTURE AND TOURISM GLOBAL ONLINE STRATEGIC FORUM' is prominently shown in white capital letters. Below it, the theme 'RESTART TRAVEL TOGETHER WITH BEIJING' is written in a smaller font. The bottom section of the poster lists the event details for two regions: Asia & EMEA Region and Americas & Pacific Region, with specific dates and times in various time zones.

**BEIJING CULTURE AND TOURISM GLOBAL ONLINE STRATEGIC FORUM**  
RESTART TRAVEL  
TOGETHER WITH BEIJING

**Asia & EMEA Region**  
Sep 22nd 16:00-19:00 China Time | 10:00-13:00 CET  
9:00-12:00 GMT

**Americas & Pacific Region**  
Sep 23rd 8:00-11:00 China Time | 10:00-13:00 AEST  
12:00-15:00 NZST  
Sep 22nd 20:00-23:00 PM EST | 17:00-20:00 PM PST



# Next Webinar: 21 October, 2020

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## Sustainable Tourism from China in the Post-COVID Era

**Date:** Wednesday, 21 October, 2020

**Time:** 9am London; 4pm Beijing

In Dragon Trail's October webinar, we speak to industry leaders about the awareness of and commitment to sustainable tourism within the Chinese market, and what steps can and are already being taken to make international travel more sustainable on both an environmental and social level.

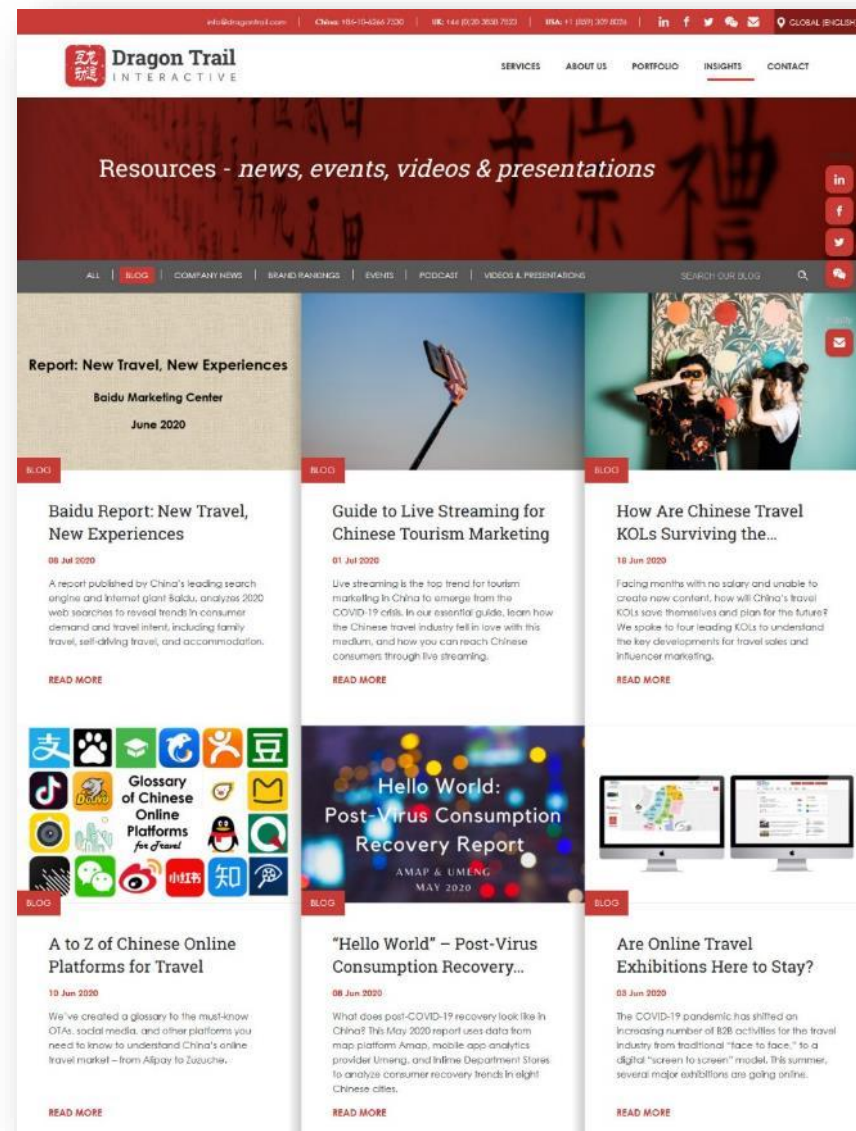


**Registration and details:** <https://dragontrail.com/resources/events/webinar-sustainable-tourism-from-china-in-the-post-covid-era>

# Additional Resources

Visit [www.dragontrail.com](http://www.dragontrail.com) for further information on Chinese digital platforms, tourism marketing, and the latest trends in Chinese outbound travel. You can also watch the China Outbound Travel Pulse video series, sign up for our monthly webinar and newsletter, follow our weekly WeChat rankings and more.

For more updates, follow us on LinkedIn, Twitter, Facebook, and WeChat.





# Q&A



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