

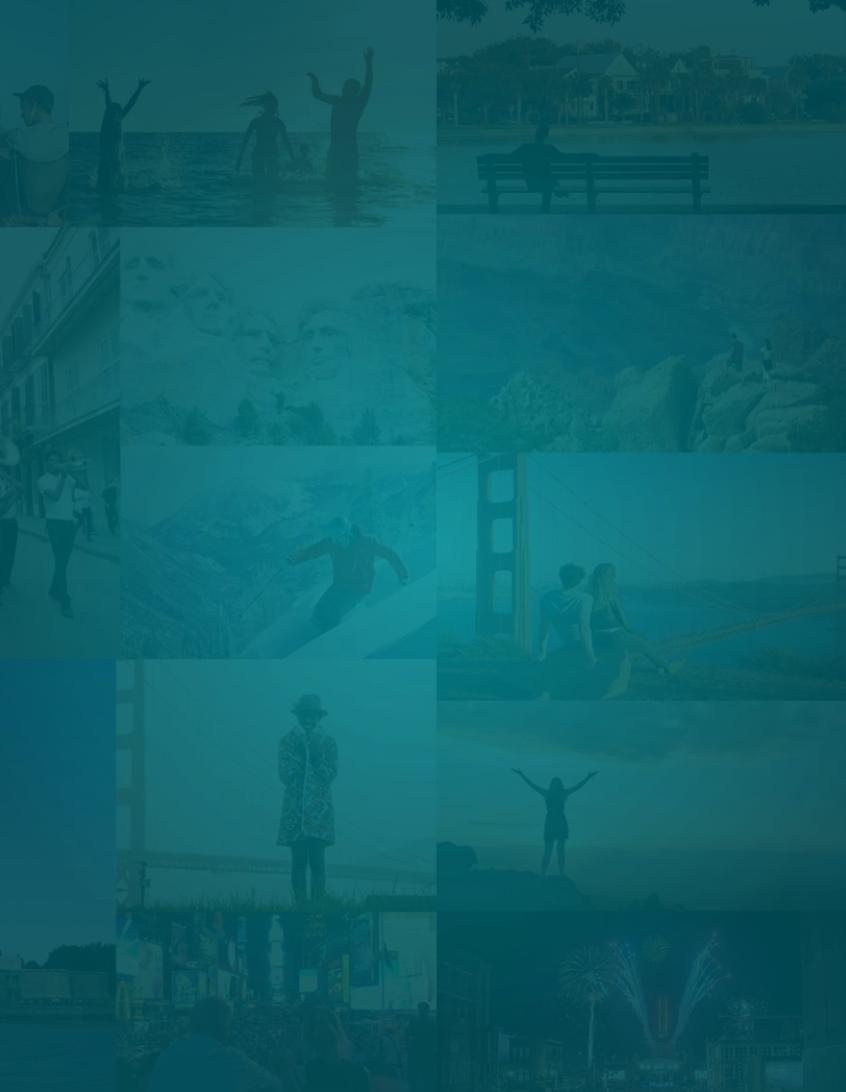


OTA Webinar

August 31, 2017

Presented By:





Michael Horvitz

Director, Strategic Partnerships
Hylink USA



OTA Platform Introductions

USA

[VisitTheUSA.com](https://www.VisitTheUSA.com)

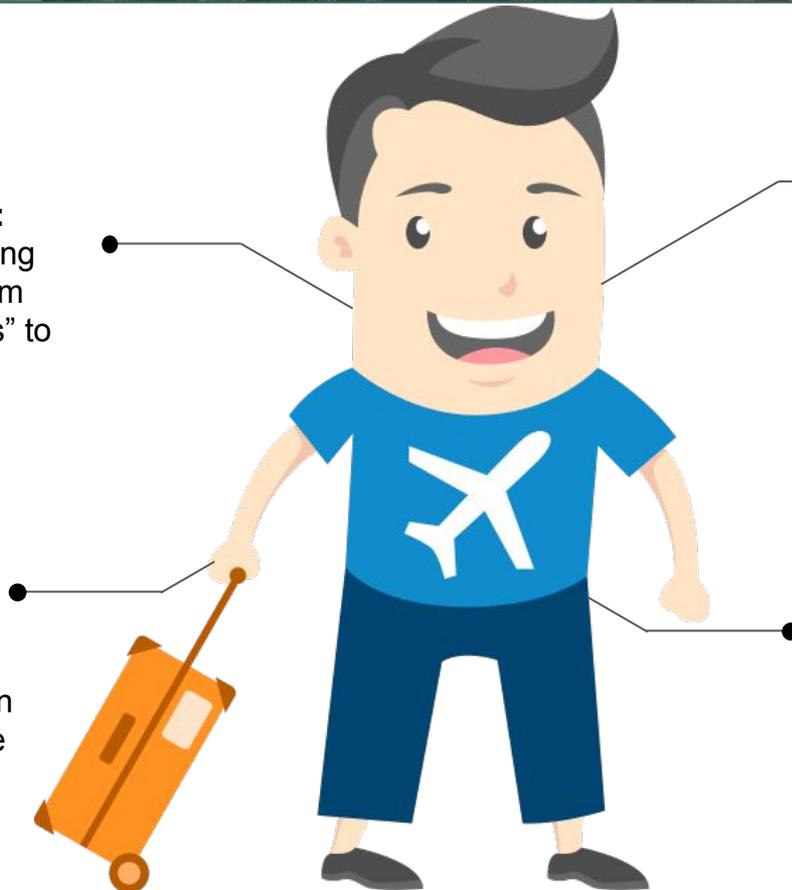
Brand USA

The Chinese Traveler



Interest-based Travel:
The motivation for travelling gradually shifts away from “shopping for cheap goods” to “having more fun”.

The Top 5 Activities:
Living Better
Eating Better
Seeking More Fun
Exploring Popular Attraction
Experiencing Local Culture



Young FITs:
67.6% of Chinese outbound travelers are millennials.
90% of Chinese tourists to the US are independent travelers

Digital Driven:
They spend over 21 hours on average per week on digital media obtaining news, information, video, entertainment & online shopping.

Travel-Related Platforms By B.A.T.

	P2P Review	Search	Booking	Itinerary Planning	Tools	Videos
Baidu		 	 	 	 	 
Alibaba				 	 	
Tencent	 		 	 		

Ctrip

- As China's largest online travel agency, Ctrip provides comprehensive services including hotel reservations, flight reservations, package tours, corporate travel management, train tickets and dining reservations.



Fliggy

- Fliggy, formerly known as Alitrip, is an online travel agency providing plane tickets, hotel booking services, tour guide services, visa application services, and vacation packages.
- The brand's reorientation aims to offer the best quality outgoing travel services to meet millennials' travel demands.



Mafengwo

- Fliggy, similar to its Western equivalent TripAdvisor, Mafengwo provides travelers with a decision-making platform covering international hotel reservations, air ticketing, travel itineraries, visas, insurance, and other travel services.



China Holiday Campaign Calendar



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Holidays	Winter Holiday	Valentine's Day			Mother's Day	Father's Day	Summer Vacation				Thanksgiving / Christmas	
	New Year	Chinese New Year	Women's Day	Qingming Festival	Dragon Boat Festival	Children's Day		Qixi Festival	Mid-Autumn Festival	National Day	11/11 - Singles' Day	Winter Holiday
Recommended Campaign Times				Summer Vacation Campaign			Mid-Autumn Festival / Qixi Festival Campaign		Chinese New Year/Winter Vacation Campaign		11/11 - Singles' Day Campaign	

- Chinese travelers typically begin researching their trip 90 days in advance, and book their trip 45 days in advance.
- During the 45 day research period, users utilize Ctrip to explore destinations, and gain inspiration for their trip. Ctrip allows destinations to capture potential travelers during this research period, and influence their destination selection.



Ctrip



Platform Overview

- Ctrip is China's largest domestic travel services company and the **3rd largest global** online travel services company in terms of market value.
- Ctrip is also a majority shareholder of Qunar, occupying a **market share** of approximately **75%** in China's online hotel and air-ticket markets.

Coverage

- **300 million** registered users
- **75 million** daily active users
- **2.3 billion** total app downloads
- Tier 1, 2, and 3 cities

User Demographics

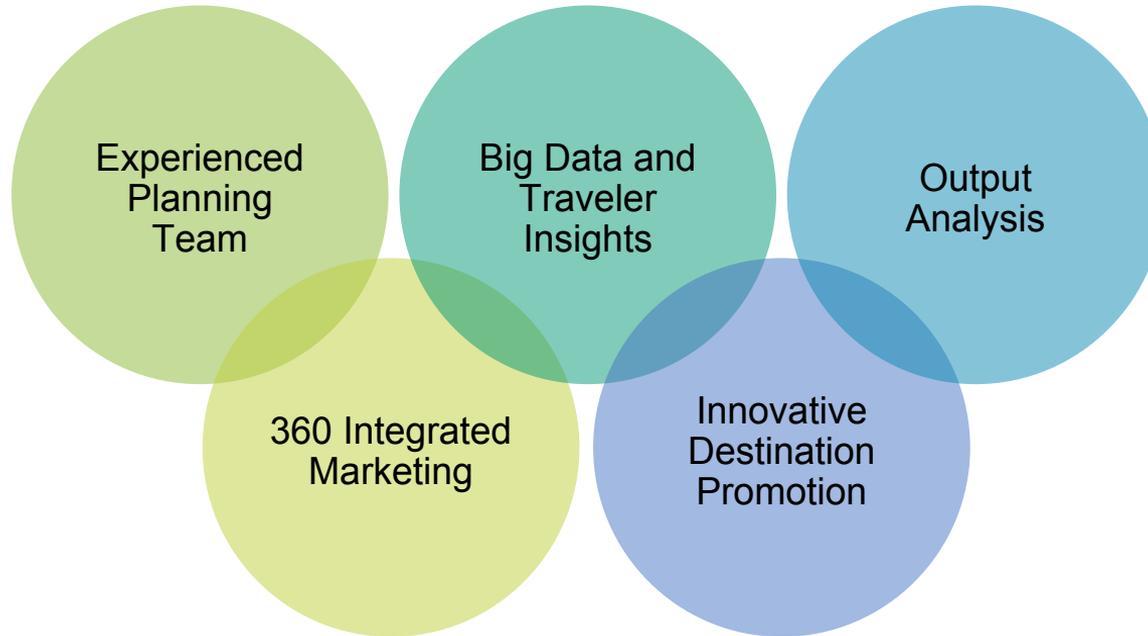
- **Young** - majority of users are born post 80s; **66%** of users are **19-35** years old
- **White collar, educated** Chinese; **76%** of users have a college degree

Value for Brand USA Partners

- Leverage China's largest OTA (Online Travel Agency) to reach a broad base of registered users, and increase hotel bookings in your destination
- Receive a high level of exposure through Brand USA's Ctrip Pavilion
- Feature target hotels on a custom branded landing page



Big Data, Big Platform, Big Products



- **510,000** domestic hotel members and **over 850,000** overseas hotels in **200** countries and areas around the world

Hotel



Trains



- Book domestic and international train tickets
- Over **1 million** monthly users
- Train ticket pickup at all domestic train stations

Flight



- Cooperate with all major domestic and international airlines
- Cover more than **5,000** large and medium-sized cities on six continents
- China's leading direct sales travel agency

Tours



- China's leading online travel service provider in group tours, DIY tours, domestic travel, outbound travel and cruises
- Cover more than **100** countries and areas

Ctrip

- Over **660,000** online group products made available per day in 1,526 cities (including Hong Kong and Macau). Products include hotels, dining and entertainment, tours and tourist attraction tickets

Group Buying



Ctrip

Car Services

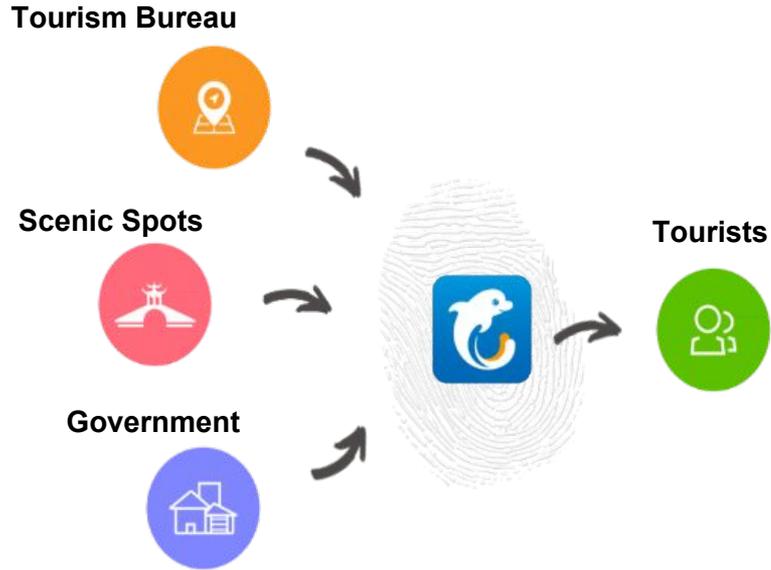


- Airport pickup and drop-off services covering **72** cities in China
- Domestic car rental service covering **145** cities; driver services covering **69** cities
- Overseas car rental service covering **80** countries, **20,000** stores and *2 million* cars

Financial Services



- Design and management of financial products such as payment settlement, prepayment cards and mobile payment for products at home and during travel
- Create a unique travel prepayment card with C-Money
- Launched C-Money package, helping travelers save money



Destination Marketing Service is the department representing Ctrip and all the other business units to conduct **overall marketing cooperation** with destinations, tourists departments, and scenic spots. Destination Marketing Service is responsible for the **professional, comprehensive and interactive communication and execution** between the tourism departments and tourists.

Ctrip Destination Partners



Ctrip has partnered with over **300** domestic and overseas destinations:





Banner Ads



Ctrip Homepage Widescreen Banner(50% Traffic)
PV Estimated: 2,000,000 per day

Vacation Homepage Widescreen banner (Shanghai Station)
PV Estimated: 125,000 per day

Vacation Flight + Hotel Homepage Banner
PV Estimated: 300,000 per day

Vacation Shanghai-stations homepage Button
PV estimated: 10,000 per day

Outbound Tourism Widescreen Banner
PV Estimated: 30,000 per day

Destination Homepage Banner
PV Estimated: 50,000 per day



Banner Ads

Outbound Ticket Widescan Banner
PV Estimated: 30,000 per day

Global Buying Widescan Banner
PV Estimated: 50,000 per day

Beautiful Destination Homepage Banner
PV Estimated: 12,000 per day

热门目的地

国内: 九寨沟, 张家界, 九寨沟, 九寨沟

海外: Overseas Destination Recommendation, PV Estimated: 12,000 per day

Flagship store(PC + H5) WideScreen banner
PV Estimate: 6,000 per day

APP Vacation FIT Homepage Banner

APP Destination Travel Guide Banner

APP Beautiful Destination Homepage Banner

Dedicated Landing Page



It's the information-gathering page where partners can present any information about the destination.

Landing page sections including:

- Partner LOGO
- Marketing theme and slogan
- Destination introduction (picture, video, etc)
- Scenic spots recommendation
- Travel products recommendation
- Information about the partners' destination/products

Landing page can be designed according to the partner's specific demands and requirements.

Destination Flagship Store



Global Sites | 客服中心 | 国内: 400-630-6666

首页 酒店 旅游 机票 火车 汽车票 租车 门票 团购 攻略 全球购 礼品卡 邮轮 海淘邮轮 更多

旅游及社区 > 美国旅游旗舰店

美国旅游旗舰店

目的地动态

- 17-06-22 首都地区酒店指南: 华盛顿特区、弗吉尼亚州和马里...
- 17-06-22 在「日落之乡」遇见那位老人与那匹马, 还有个解...
- 17-05-31 高达和德州的最妙旅行胜地 |
- 17-05-31 佛罗里达州的美食之旅 | 萨拉索塔和夏洛特港 |
- 17-05-31 加州1号公路的浪漫情怀 |

旅游产品推荐

目的地: 景点, 住宿, 美食, 购物, 游记, 行程

住宿

更多住宿 >

- 特色酒店**
- 人气酒店**
- 比佛利山庄洛杉矶世纪...**
131条点评
4.7分
¥ 1658 起
立即预订
- 纽约贝尔维尤酒店(B...**
138条点评
4.2分
¥ 1566 起
立即预订
- 西雅图大学区万豪居家...**
438条点评
4.7分
¥ 1805 起
立即预订

洛杉矶世纪城市酒店 (InterContinental Los Angeles Century City) 体验了真正的好莱坞风格。酒店占据西区 (West...)

随着您在纽约的时代广场, 那么纽约贝尔维尤酒店(Belvedere/Hotel/Titel/7York) 将是一个绝佳的选择。周边交通是...

西雅图大学区Residence Inn酒店位于西雅图的大学区, 距离市中心仅6公里, 距离 Burke Museum of Natural History/Yard...

美食

更多美食 >

- 当地风味**
- 特色餐厅**
- 小龙虾 (时代广场店)**
80条点评
4.7分
- Crab House At Pier 39**
120条点评
4.7分
- Old Ebbitt Grill**
49条点评
4.5分

跟朋友聚餐很喜欢Red Lobster, 用餐环境好, 食物味道也不错, 虽然价格稍贵... 来自 Gossip 的点评

我很喜欢午两点半去逛 Crab House Pier39 时, 里面也是人满为患, 我吃了一个... 来自 isamajo 的点评

下午三点半去的, 门口排队二十分钟, 因之前看过好评, 进去就点了牛排, ... 来自 139****280 的点评

游记

更多游记 >

问答

更多问答 >

实用 精华

10 海外酒店有游记, 精彩故事有征集 16-07-29 立即查看

GoUSA Ctrip Flagship Store



Social Promotion

USA
VisitTheUSA.com

Brand USA



Weibo Promotion



WeChat Promotion



Toutiao Promotion
(Chinese news platform)

EDM Precise Marketing - Target Potential Travelers Directly



Different from the mass marketing, EDM is precise marketing, which can target directly at users who are interested in the destination.

- After filtering the target customers, Ctrip will send emails to them at an appropriate time according to the analysis of customer behavior.
- High open rate: 15%-20%



EDM Examples



KOL Promotion

KOLs travel to the destination and use social media to share their experience to the followers.

Leverage “KOL + tour + live streaming + social media” to reach the target market and create a unique experience, maximizing the destination’s brand awareness.





Ctrip Case Studies

USA
VisitTheUSA.com

Brand USA

Case Study: Newark

Promotion purpose:

- ✓ The campaign aimed to raise awareness and promote room night in Newark.

Cooperation Mechanism

Newark:

- Destination Information Providing
- **Recommended Hotel list**
- **Recommended Hotel information**
- Local tourism resources integrating
- Fund support
-

Ctrip:

- Choose promotion hotel from the hotel list
- Develop **hotel product discount activity** and use social media to promote Newark.
- Develop an official landing page to recommend hotel, iconic scenic spots, fun experience, travel products, and travel guide.

Result:

- ✓ **Total room nights sales (Group tour & FIT Individual hotel room nights): 5,628**
- ✓ **YOY Growth: 35% increased** in February to October 2016.



Case Study: Hawaii



Promotion purpose:

- ✓ Upgrade the six islands of Hawaii tourism image and develop a trend of going to the six islands of Hawaii.
- ✓ Develop and enrich theme products with destination of Hawaii.
- ✓ Increase the total PAX number to Hawaii.

Cooperation Mechanism

Hawaii:

- Local itinerary Recommendation
- Local tourism resources integrating
- Fund support
-

Ctrip:

- Develop new theme product
- Promote Hawaii via ads exposure on PC & APP end
- Article posts on social media
- H5 interactive game

Result:

- ✓ **Total PAX (During 2016/6/1-11/30): 28,906 YOY Growth: 41%**



Case Study: Las Vegas 2016 May - June

Promotion purpose:

- ✓ Upgrade Las Vegas' tourism image and develop a trend of visiting Las Vegas.
- ✓ Increase sales of Las Vegas hotels and travel products.

Cooperation Mechanism

Las Vegas:

- Recommended Hotel list
- Hotel detail information
- Destination Information Providing
- Fund support
-

Ctrip:

- Promote Las Vegas Hotel via KOL event, H5 interactive game, email precise marketing, third party media release, etc.
- Upgraded Las Vegas' tourism image and develop a trend of visiting Las Vegas.



Result:

- ✓ Total room nights sales: 39,471
- ✓ YOY Growth: 151% increased in February to June 2017
- ✓ Total Impression: 52, 914, 731



Fliggy

USA

VisitTheUSA.com

Brand USA

Fliggy Overview



Platform Overview

- Fliggy, formerly known as Alitrip, is an online travel agency providing plane tickets, hotel booking services, tour guide services, visa application services, and vacation packages.
- The brand's reorientation aims to offer the best quality outgoing travel services to meet millennials' travel demands.

Coverage

- **220 million** registered users
- **15 million** daily active users
- **100 million** app downloads
- **10,000** merchants

User Demographics

- **Independent Millennials** who want to experience solo travel
- Mostly interested in international travel

Value for Brand USA Partners

- Fliggy is an OTP (Online Travel Platform), allowing your destination to be featured on multiple OTAs (Online Travel Agency) within the Fliggy platform.
- High level of exposure through a virtual booth featured on Brand USA's Pavilion
- Fliggy packages (excluding Tier 3) feature advertising through the Alimama Ad Network: Let your ad travel further and expand DMO potential by reaching **over 800 million users** through the Alimama Ad Network



Fliggy Introduction



飞猪消费者热线 (境内) 400-1688-688
飞猪消费者热线 (境外) +86-571-56888688
飞猪商家热线 0571-26883165



首页 国内机票 国际机票 酒店 旅游度假 景点门票 客栈公寓 火车票 团购特卖 **目的地** 我的旅行

飞猪 > 目的地 > 澳大利亚



Country Banner & Brand Video

达人带你玩儿

精彩达人 靠谱推荐

新浪旅游独家合作



澳大利亚旅游指南



澳大利亚8大冲浪天堂, 你...
澳大利亚是冲浪爱好者的天堂, 这些冲浪胜地都在哪里, 你知道吗?



大玩啦说: 原来你是这样的...
澳洲不仅有像大滑梯121号令人窒息的美景, 任何一个城市随时随地可...



最新的澳大利亚直飞航班...
中国飞澳大利亚的航班好多, 如何快速找到你想要的航班? 小编今天...



轻装上阵, 徒步+划船玩转...
穆瑞河是澳大利亚最长的河流, 其流经南澳境内时更是气势磅礴, 景色壮...

Travel Strategy/Guide

KOL Recommendation

精选线路

出游方式 **全部** 跟团游 自由行 当地玩乐 一日游 酒店及景点门票

目的地 **全部** 悉尼 凯恩斯 墨尔本 黄金海岸 布里斯班 惠岛 珀斯 展开



凯恩斯出发 | 离自游澳大利亚凯恩斯太阳恋人号摩外保礁潜水一日游花儿与少年 ¥299

探索世界自然遗产大堡礁, 0距离接触珊瑚礁群
贴心的服务团队为您保驾护航

浙江胜景国际旅行社

57笔成交

查看详情



北京出发 | 【中青旅】澳大利亚凯恩斯悉尼墨尔本黄金海岸7晚9天自由旅行 ¥7000

【航班】全国出发, 南航广州/深圳中转, 可自主安排进出澳大利亚的口岸!
【酒店】全程安排高性价比市中心四星酒店住宿, 地处繁华地带, 交通便利!
【DIY行程】墨尔本/悉尼/黄金海岸/凯恩斯任选, 自主安排进出口岸!

中青旅旗舰店

5笔成交

查看详情



悉尼出发 | 悉尼中文一日 (蓝山缆车观光+日落游船 可升级海鲜自助餐) ¥1144

中文导游全程服务
返程乘坐游轮
可选升级美食美景一日游

同盛假期专卖店

26笔成交

¥572

查看详情

Featured Travel Package

热门推荐



非利普岛自然公园

非利普岛自然公园坐落于墨尔本城市开车90分钟的东郊外。公园是非利普岛的机构进...



帕罗尼拉公园

帕罗尼拉公园被誉为是日本动画大师宫崎骏制作《天空之城》的灵感源泉。Twins曾...



悉尼大桥攀登

登上悉尼港大桥 (Sydney Harbour Bridge) 之巅, 以不同视角俯瞰悉尼这座城市。

Destination Recommendations



Leverage Fliggy on Both PC and Mobile



Highlight your destination on Fliggy's PC and mobile platform

Fliggy vs. Ctrip



Category	Ctrip	Fliggy
Market Share	China's #1 OTA (75% Market Share)	China's #2 OTA
Users	300 million	220 million
Advertising	Ctrip's internal site only	Alimama Advertising Network → broad exposure to over 800 million users
Targeting Ability	None	Ability to target specific demographic
Age	All ages	Millennials
Content Location	Partner content is solely within the GoUSA pavilion	Partners can create their own booth on Fliggy, and link this booth to the GoUSA pavilion
Focus	Domestic + International Travel	Primary focus is international travel

7 Items to Understanding Fliggy Opportunity



1. Fliggy is an OTP (Online Travel Platform): Reach multiple OTAs by being on one platform
2. Reach Millennials With High Buying Power
3. High Exposure Through Brand USA's Pavilion
4. Customized Virtual Booth- Showcase Your Destination
5. **Leverage the Alimama Ad Network**-Let your ad travel further and expand your destination's potential by accessing over **800 million** users through the Alimama Ad Network
6. High Value in Kind: Receive \$4 in Value For Every \$1 You Spend on Fliggy
7. Drive Revenue Through Single's Day

Singles Day, which is equivalent to Black Friday in the US, is a nationally recognized day created by Alibaba celebrating ecommerce! In 2016, Fliggy hit a new record for total sales on 11.11, reaching **over \$2.17 billion in revenue**. In the first **90 seconds** alone, Fliggy received over **100 million bookings**, and **50 sellers** made over **\$10 million USD in just 1 day**. Don't miss out on this incredible opportunity to drive your brand's revenue and bookings!

11.11.2017 Single's Day promotional packages will become available in early September. Promotional periods for Single's Day typically run between 11.4.2017-11.18.2017.

Leveraging the Alimama Ad Network- Let Your Ad Travel Further



As Alibaba Group's core business data owner, Alimama seamlessly connects Ali's data assets, which includes demographic attributes, consumption data, physical location, browsing behavior, payment method and social data, among other data points, to a customer base of more than **800 million users** -- which, is virtually every internet user in China. Ads will be featured throughout Alibaba owned sites including Taobao.com, Tmall.com, junhuasuan.com. AliExpress, Alibaba.com, 1688.com, alimama.com, aliyun.com, Ant Financial, and Cainiao. Standard packages will display ads on all sites on the Alibaba Ecosystem; custom packages will allow partners to choose which sites to display ads on. Expand your destination's potential through the Alimama Ad Network.



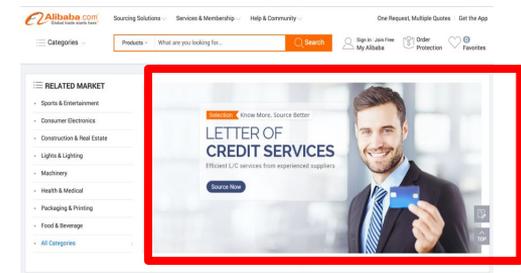
T-mall Homepage Ad



Juhuasuan Homepage Ad



Aliexpress Homepage Ad



Alibaba Homepage Ad

Increase Mobile Traffic Through the Alimama Ad Network



Taobao Mobile Banner Ad



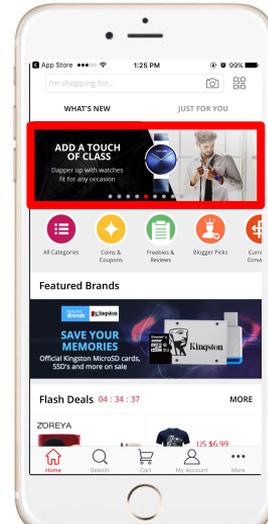
T-mall Mobile Banner Ad



Alipay Mobile Banner Ad

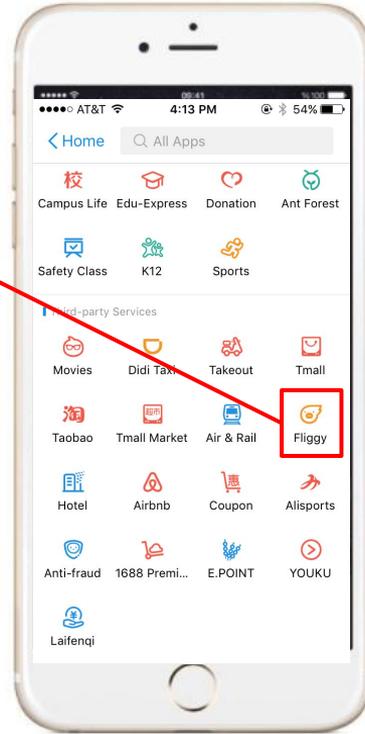
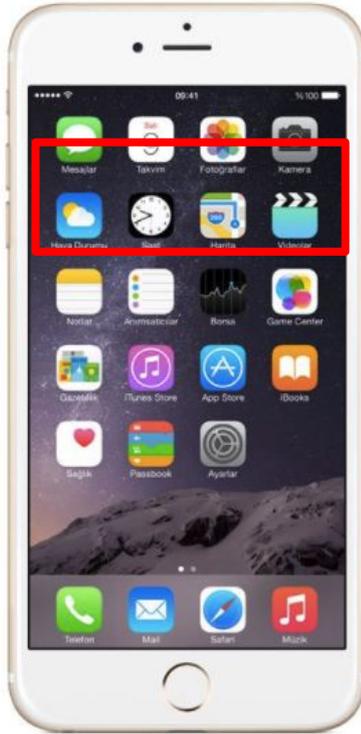


Juhuasuan Mobile Homepage Ad



Aliexpress Mobile Banner Ad

Increase Mobile Traffic Through the Alimama Ad Network



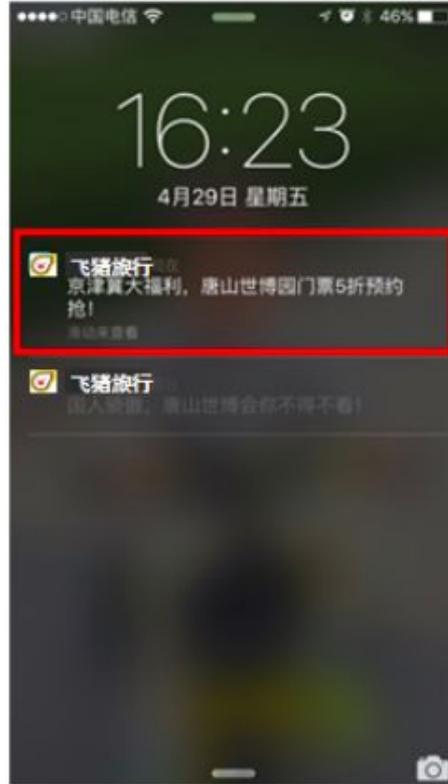
Use the Alimama ad network to drive traffic from Alibaba owned sites to your destination's page on Fliggy



Fliggy App Resource Demo



APP Opening Screen (2-3 sec)



App Push Message



Home Screen
Widescreen Banner

Fliggy App Resource Demo



FIT Channel
Widescreen Banner



Destination Channel
Widescreen Banner



Travel Headline



App Search Bar
Suggestion Ad



App Suggested
Destinations

Partner Packages: Social Media



Weibo Account



Alipay Service Window



Weitao Account



WeChat Account

Partner Packages: Creative



Didi



Youku



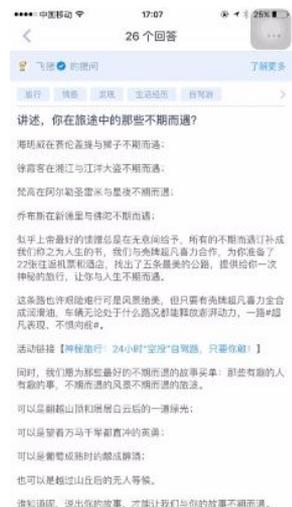
UC



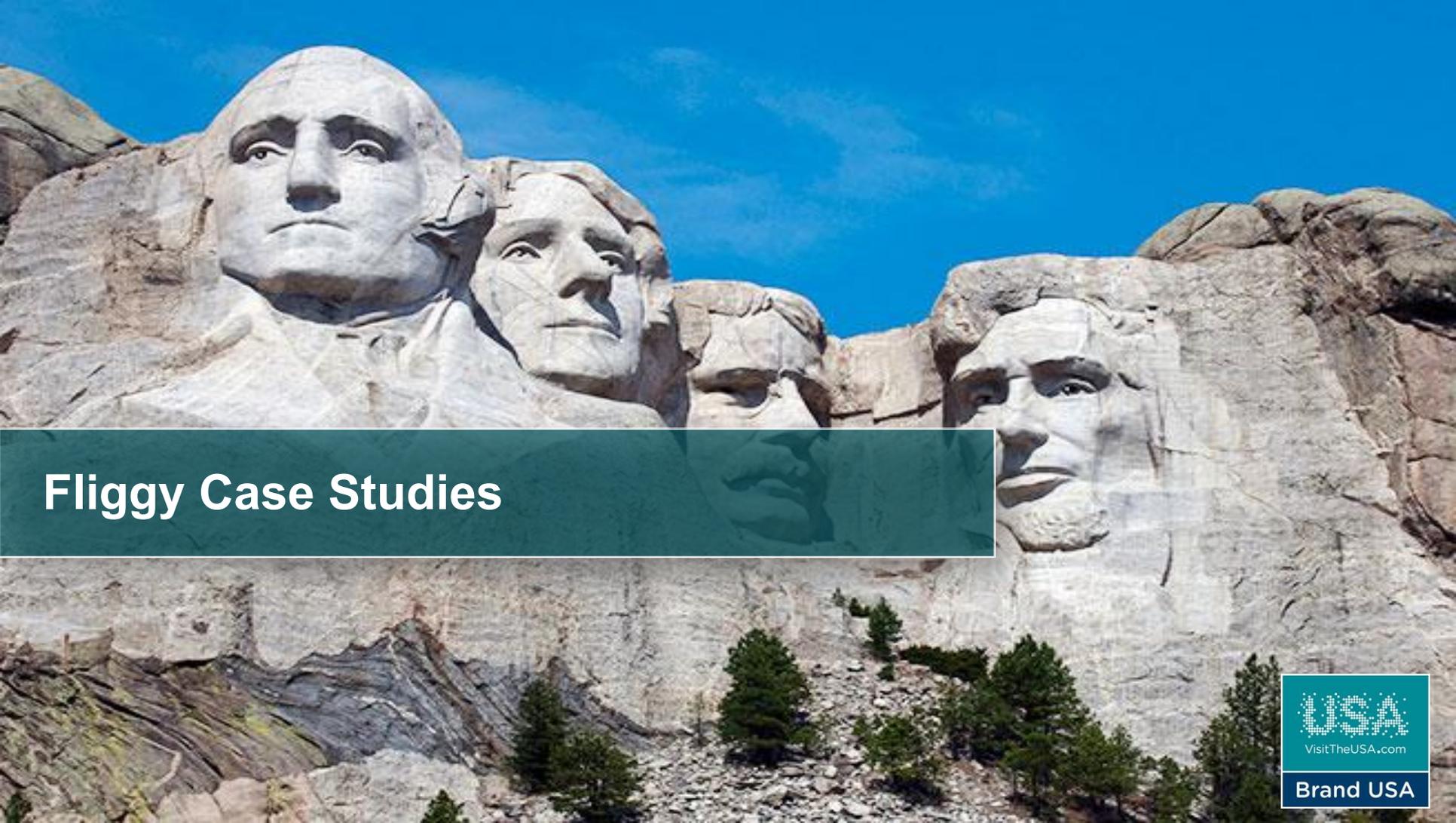
Miaopai



Yizhibo



Zhibu



Fliggy Case Studies



Fliggy Case Study: Dubai



Background:

In March 2017, Fliggy launched a campaign with Alitrip to promote Dubai's free visas on arrival policy, enhance destination brand awareness, and increase Chinese tourism to Dubai.

Solution:

- Fliggy's solution was to identify three phases: destination, user compatibility, and promotion. First, Fliggy developed Dubai Pavilion, a PC homepage and mobile app, to strengthen destination awareness.
- Next, Fliggy initiated Secret Journey, a multimedia campaign that engaged users to register, share, and comment in order to win a free trip to Dubai. Over the course of 24 hours, total exposure reached over 100 million people.
- Finally, Fliggy had Dubai-travel themed campaign pages for PC and app.



Dubai's Pavilion on PC

Fliggy Case Study: Dubai

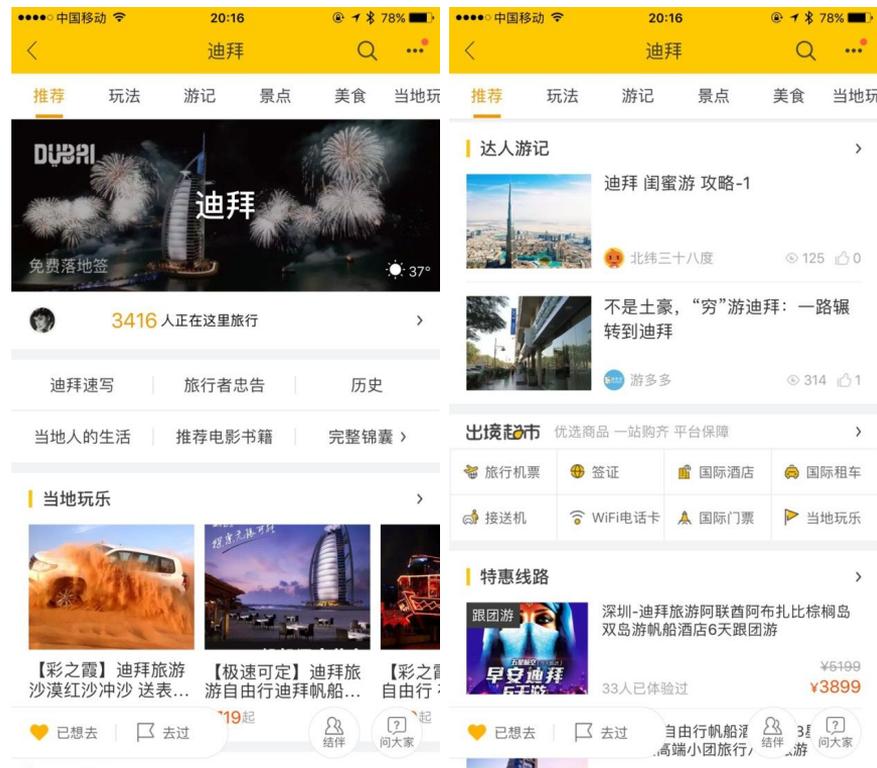


Channel:

- Full marketing channels including Fliggy App/PC, Taobao App, Alipay App, social media (Fliggy Weibo/ Wechat), creative (Weibo Blue V accounts reposts/KOL), Didi, Youku, UC Forum, MiaouPai, ZhiHu, Yi zhibo

Results:

- Total impressions: **300 Million+**
- Campaign serviced: **14 Million+ Travelers**
- YOY increase: **44%**
- Dubai tourism growth (w/Fliggy): **2X**
- Total assessed: **80 Million+**
- Total interaction: **600,000**



Dubai's Pavilion on Mobile



A wide-angle landscape photograph of Mafengwo, China, during sunset. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. In the foreground, a layer of mist or low clouds fills the valley. Several prominent, dark, rounded rock formations (hoodoos) are silhouetted against the bright sky. One large, rounded rock formation is on the right, and another with a smaller spire is on the left. A semi-transparent teal banner with a white border is positioned across the middle of the image, containing the text 'Mafengwo'.

Mafengwo

USA

VisitTheUSA.com

Brand USA

Mafengwo Overview



Platform Overview

- Mafengwo, China's version of TripAdvisor, is the **largest travel social network** in China.
- Site features include travel guides, special tourism products, hotel reservations, insurance, visa services, and other travel services covering more than **60,000 destinations** worldwide.
- Much of its content, such as travel guides and reviews, is written by users, helping billions of travellers from their travel plans.



Coverage

- **100 million** registered users as of 2015
- **12.2 million** daily active users
- **490 million** app downloads
- **500 million** travel guide downloads

User Demographics

- **Young** - 71% are between 19 – 35 years old
- **Financially able** - 68% have a monthly salary above 12k RMB

Value for Brand USA Partners

- Mafengwo is the key decision engine for affluent millennial travelers' trip planning process- reach this high powered demographic through a campaign on Mafengwo.
- Utilize UGC (User Generated Content) travel information and travel guides as a pre-destination selection influencer. Establish your destination as an ideal location for Chinese travelers to stay during their trip.





Mafengwo Introduction



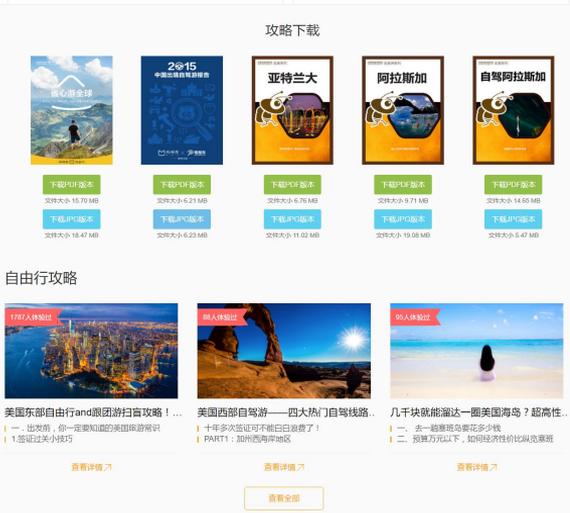
Travel Itineraries



Download Travel Strategies



KOL Recommendations



Travel Packages



UGC





- Mafengwo currently offers **26 travel strategies** for various US destinations
- Yet, there is not an official travel strategy for the US as a whole
- Number of Travel Strategy downloads for top destinations:
 - Los Angeles: 825,451
 - New York: 801,660
 - San Francisco: 632,064
 - Las Vegas: 582,761
 - West Coast: 427,178
 - Yellowstone: 149,513

旅游攻略 > 美国 > 纽约



纽约

世界中心 自由女神像 好莱坞 华尔街 这里是纽约

简介 美国人直呼纽约为“The City”，因为她拥有许多世界闻名的博物馆和餐厅、激动人心的景点、丰富多彩的娱乐活动以及无与伦比的购物场所。纽约是美国最大城市和第一海港，也是世界第一大城市，作为世界上摩天大楼最多的城市，她也因此有了“站着的城市”之称。纽约还是美国文化、艺术、音乐和出版中心，有众多的博物馆、美术馆、图书馆、科学研究机构和艺术中心。一句话，纽约不代表美国的一切，但美国的一切你都能在纽约找到。

蚂蜂窝攻略中旅行贴士和照片等信息都来自于旅行者的真实分享，感谢蜂蜂对本攻略的贡献



801660人下载

下载PDF版本

文件大小 6.03 MB

下载JPG版本

文件大小 19.49 MB

更新时间 2015-11-24

An overview of New York's travel strategy



Destination Guide



Travel / Destination Editorial



Travel Guide Channel
Homepage Seasonal
Recommendation
Section Row 1
(Banner + Title, 1 of 8
Featured Articles)



Travel Guide
Channel Homepage
Seasonal
Recommendation
Section Row 2
(Banner + Title, 1 of
8 Featured Articles)



Homepage Newsfeed
5th / 15th Section
(Banner/Video + Text,
1 of the 2/3 Rotating
Articles)



Travel Guide
Channel Homepage
Widescreen Banner



Travel Guide
Channel Homepage
Widescreen Banner



Destination Guide
Channel Homepage
Corresponding
Category (Title)

Partner Packages: Creative



Didi



Youku



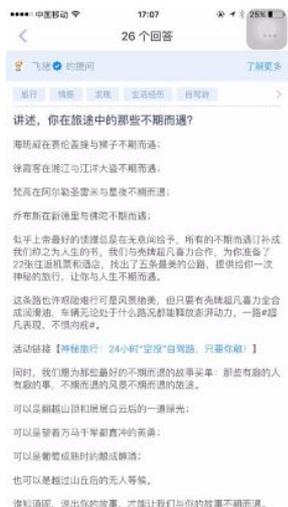
UC



Miaopai



Yizhibo



Zhibu



Mafengwo Case Studies

USA

[VisitTheUSA.com](https://www.visittheusa.com)

Brand USA

Mafengwo Case Study: Singapore Travel Board

Background:

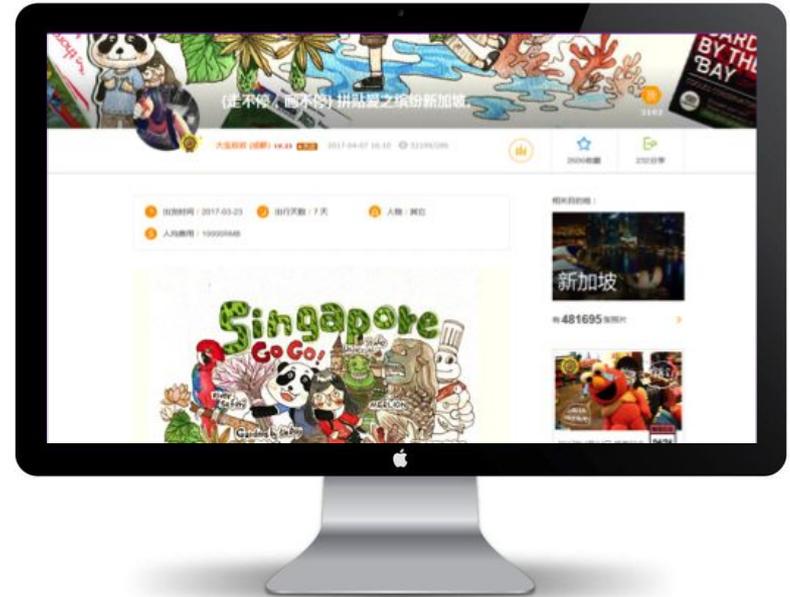
In an increasingly competitive Asian tourism market, Singapore Travel Board launched a campaign on Mafengwo to position Singapore as a unique destination in Asia, and increase tourism.

Solution:

- Parental KOLs, BFF KOLs, and couple KOLs on Mafengwo visited Singapore, and later created travel blogs on Mafengwo to recap their experience.
- Mafengwo integrated UGC and KOL blogs to create a Singapore travel guide, and included various travel themes and partner information including Sentosa Island, Singapore Zoo, Gardens by the Bay, Gasa and Changi Airport.

Results:

- Total Impressions: 16,000,000+
- Total Views for Travel Blogs from KOLs: 250,000+
- Total Travel Guide Downloads: 200,000+





Largest OTA platform in China and owned by **Baidu**

Registered Users: **300 million**

Young, white collar users

On Ctrip, **over 20%** of all international travelers book trips to the USA, making the USA the **#1 long haul destination**.



OTP platform owned by **Alibaba**

Registered Users: **220 million**

Independent **millennials**

Fliggy is actively expanding its **outbound travel** business and seeking partnership with tourism boards around the world



Largest **trip planning platform** in China

Registered Users: **100 million**

Middle to upper class **millennials**

Mafengwo is the **key decision engine** for affluent **millennial travelers' trip planning process**



Brand USA Packages

USA
VisitTheUSA.com

Brand USA

Ctrip Packages Under the Brand USA Pavilion

USA
VisitTheUSA.com

Brand USA

Tier 1	Tier 2	Tier 3	Tier 4
<p>Opportunity to receive advertising within Ctrip site Includes KOL Custom Branded Posts + Live Streaming</p> <ul style="list-style-type: none"> -Homepage widescreen ad (20 days/40,000,000 Est. Impressions) - Vacation Homepage Widescreen Banner (15 days/1,175,000 Est. Impressions) -Vacation Homepage Button-Shanghai Station (20 days/200,000 Est. Impressions) -Outbound Tourism Widescreen Banner (25 Days/750,000 Est. Impressions) -Flight and Home Homepage Widescreen (15 Days/4,300,000 Est. Impressions) -Beautiful Destination Homepage Banner (120 Days/1,440,000 Est. Impressions) - Overseas Destination Recommendation (60 Days/720,000 Est. Impressions) - App Vacation Homepage Widescreen (10 Days/10,000,000 Est. Impressions) - App Vacation FIT Widescreen (5 Days/5,000,000 Est. Impressions) - Landing Page (PC+H5) (4 Groups) - WeChat Content Marketing (12 pieces/600,000 Est. Impressions) - Weibo Content Marketing (12 pieces/600,000 Est. Impressions) - Weibo Homepage Widescreen Banner (120 Days) - Million Tourists Traveling Media Campaign (50 Media Pieces) - Vacation Booking Confirmation Page (50 Days) - EDM (200,000 Estimated Impressions) - Cooperation Kick-Off Event - Media Announcement - KOL Self-driving Offline Event - Online Recruitment & After Trip Media Release - Product Development <p>TOTAL ESTIMATED IMPRESSIONS: 65.885 MILLION</p>	<p>Opportunity to receive advertising within Ctrip site</p> <ul style="list-style-type: none"> -Ctrip Homepage Widescreen Banner 50% traffic (4 days/ 8 million est. Impressions) -Vacation Homepage Widescreen Banner (10 days/ 1.25 million est. Impressions) -Vacation Homepage Button (100K est. Impressions/10 days) -Outbound Tourism Widescreen Banner (450K est. Impressions/ 15 days) -Flight + Hotel Homepage Widescreen Banner (4.5 Million est. Impressions/ 15 days) -Overseas Hotel widescreen banner (4.2 million est. Impressions/ 14 days) -Overseas Destination Recommendation (485K est. Impressions/ 40 days) -Landing Page PC + H5 (1 page) -PC + H5 (1 store) - WeChat content marketing (10 pieces) -Weibo content marketing (10 pieces) -EDM (150K est. Impressions) -Product development (8 products) <p>TOTAL ESTIMATED IMPRESSIONS: 24.09 MILLION</p>	<p>Opportunity to receive advertising within Ctrip site</p> <ul style="list-style-type: none"> -Vacation Homepage Widescreen Banner (10 days/ 1.25 million est. Impressions) -Vacation Homepage Button (100K est. Impressions/10 days) -Outbound Tourism Widescreen Banner (380K est. Impressions/ 12 days) -Flight + Hotel Homepage Widescreen Banner (3.6 Million est. Impressions/ 12 days) -Overseas Hotel widescreen banner (3.6 million est. Impressions/ 12 days) -Overseas Destination Recommendation (360K est. Impressions/ 30 days) -Landing Page PC End (1 page) -PC + H5 (1 store) - WeChat content marketing (8 pieces) -Weibo content marketing (8 pieces) -120,000 direct emails to target clients -Product development (2 products) <p>TOTAL ESTIMATED IMPRESSIONS: 9.27 MILLION</p>	<p>Opportunity to receive advertising within Ctrip site</p> <ul style="list-style-type: none"> -Vacation Homepage Button (8 days/ 80K est. Impressions) -Outbound Tourism Widescreen Banner (8 days/ 240K est. Impressions) -Flight + Hotel Homepage Widescreen Banner (5 days/ 1.5 million est. Impressions) -Overseas Hotel widescreen banner (8 days/ 2.4 million est. Impressions) -Overseas destination recommendation (25 days/ est. 300K Impressions) -PC + H5 (1 store) - WeChat content marketing (2 pieces) -Weibo content marketing (4 pieces) -Product development (2 products) <p>TOTAL ESTIMATED IMPRESSIONS: 5.02 MILLION</p>
1 year	1 year	1 year	1 year

Fliggy - Brand USA Pavilion Partner Exposure

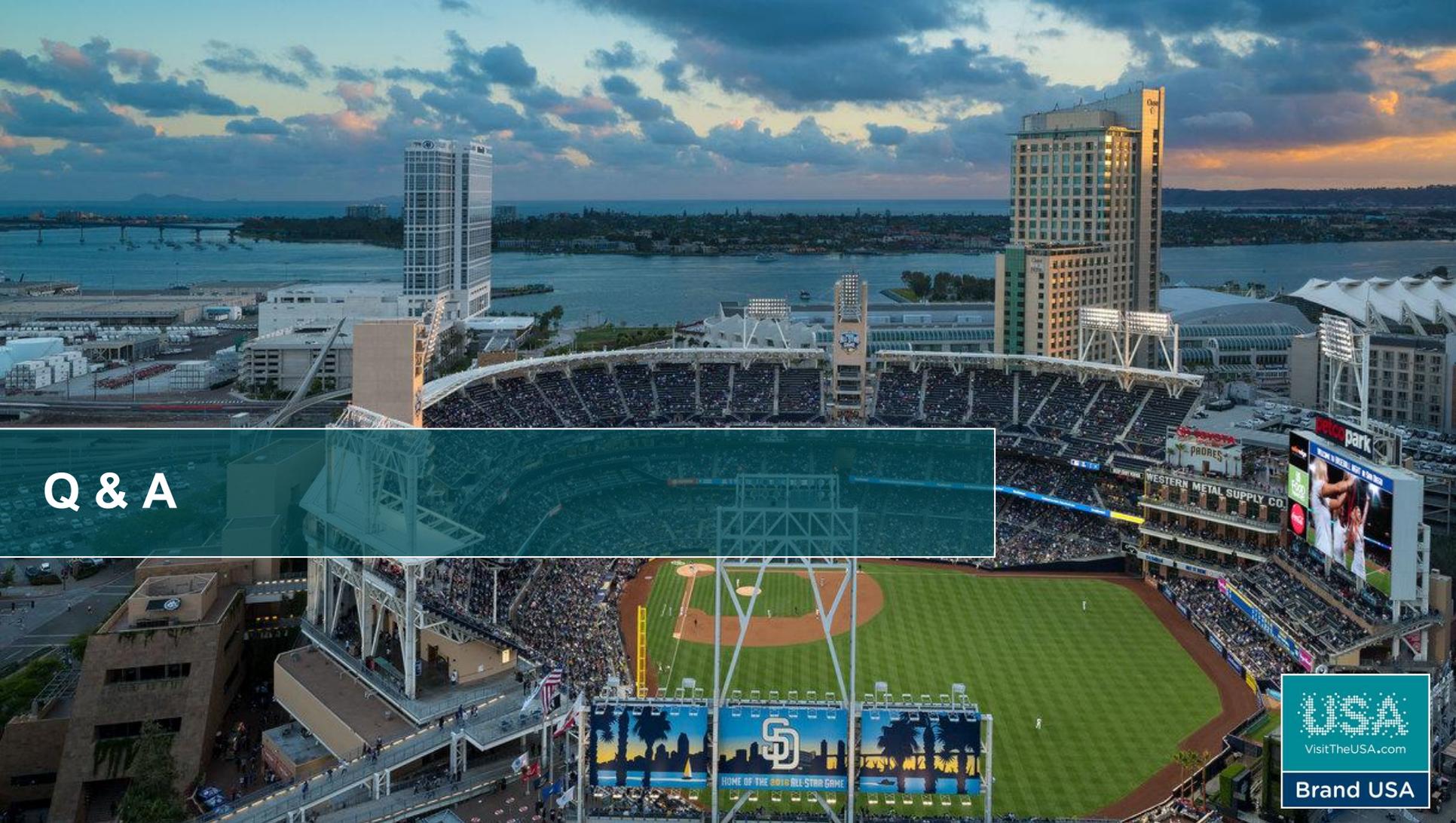
USA
VisitTheUSA.com

Brand USA

Program Tier	Tier 3	Tier 4
<p>Package Description*</p>	<p>Fliggy PC Fliggy home page widescreen banner 1, 2, 3, and 4 (1 day each) Fliggy vacation page widescreen banner (1 day) Fliggy destination page widescreen banner (9 days) Fliggy APP APP push msg (4.28 million recipients) Home screen widescreen banner 1, 2, 3, 4, 5, 6, and 7 (1 day each)</p> <p>Taobao APP Fliggy Page Home screen widescreen banner 1, 2, 3, 4, and 5 (1 day each) Alipay APP Fliggy Page Home screen widescreen banner 1, 2, 3, 4, and 5 (1 day each) Alibaba Network (Fliggy, Taobao, Alipay) Fliggy FIT channel widescreen banner (2 days) Fliggy destination channel widescreen banner (2 days) Fliggy trips channel widescreen banner (2 days) Fliggy APP search bar suggest ad (2 days) Fliggy APP suggested destinations (2 days) Social Media Fliggy Weibo (4 days) Alipay service window feed ad (2 days) Fliggy WeChat pay account (3 days) Fliggy WeChat account (1 day) Creative Weibo Blue V account reposts (3 Accounts) Didi/Youku/UC forum/Miaopai/Yizhibo (1 platforms & 1 post) KOLs (2) Rewards Secret Journey flights + hotels (3 winners/people)</p> <p>TOTAL ESTIMATED IMPRESSIONS: 45,060,000</p>	<p>Fliggy PC Fliggy home page widescreen banner 1, 2, 3, and 4 (1 day each) Fliggy vacation page widescreen banner (1 day) Fliggy destination page widescreen banner (4 days) Fliggy APP APP push msg (2.14 million recipients) Home screen widescreen banner 1, 2, 3, 4, 5, 6, and 7 (0 days each) Social Media Fliggy Weibo (2 days) Alipay service window feed ad (1 day) Fliggy WeChat pay account (1 day) Fliggy WeChat account (1 day) CREATIVE Weibo Blue V account reposts (2 Accounts) Rewards Secret Journey flights + hotels (1 winner/people)</p> <p>TOTAL ESTIMATED IMPRESSIONS: 22,530,000</p>
<p>Minimum Commitment</p>	<p>1 year</p>	<p>1 year</p>

Mafengwo Packages

Opportunities	Option 1	Option 2
<p>Package Description*</p>	<p>Mafengwo App Content Destination Editorial (1 Editorial)</p> <p>Mafengwo App Media Homepage News Feed 15th Section (Banner + Text, 1 of the 2 Rotating Articles) (20 Days) Travel Guide Channel Homepage Widescreen Banner (3 Days) Travel Guide Channel Homepage, Seasonal Recommendation Section, Row 2 (Banner + Title, 1 of 8 Featured Articles) (1 Week) Mafengwo APP: Destination Guide "Popular Articles" Section (Text) (1 Week) Mafengwo APP: Destination Guide Corresponding Category (Text) (6 Months) Mafengwo APP: Homepage Newsfeed, 5th Section (Banner/Video + Text, 1 of the 3 Rotating Articles) (13 Days) 49.35 Million Estimated Impressions</p>	<p>Mafengwo App Content Destination Editorial (1 Editorial)</p> <p>Mafengwo App Media Homepage News Feed 15th Section (Banner + Text, 1 of the 2 Rotating Articles) (6 Days) Travel Guide Channel Homepage Widescreen Banner (2 Days) Travel Guide Channel Homepage Seasonal Recommendation Section Row 2 (Banner + Title, 1 of 8 Featured Articles) (1 Week) Mafengwo APP: Destination Guide "Popular Articles" Section (Text) (1 Week) Mafengwo APP: Destination Guide Corresponding Category (Text) (6 Months) 11.65 Million Estimated Impressions</p>
<p>Minimum Commitment</p>	<p>1 year</p>	<p>1 year</p>



Q & A



A scenic view of a coastline at sunset. The sky is filled with soft, colorful clouds in shades of orange, pink, and purple. The sun is low on the horizon, casting a warm glow over the ocean. In the foreground, a dark teal semi-transparent banner spans across the middle of the image. To the right, a long bridge with multiple tall, thin pillars extends across the water. The overall mood is peaceful and beautiful.

Thank You!

USA
VisitTheUSA.com

Brand USA



Appendix



+ Case Study : Canada

Promotion purpose:

- ✓ Upgrade Canada tourism image and develop a trend of visiting Canada.
- ✓ Increase sales of Canada travel products.

Cooperation Mechanism

Canada:

- Local tourism resources integrating
- Local itinerary providing
- Local tourism resources integrating
- Fund support
-

Ctrip:

- Develop new theme product of Atlantic Canada
- Promote both on online and offline end
- Article posts on social media

Effectiveness Estimate

- ✓ Total Impression Estimate: **41,865,000**
- ✓ 2017 Total PAX to Canada **ROI Estimate: 30%+**



Landing page



Flagship Store



Atlantic Canada Theme Products
Developed by Ctrip

Case Study : Canada British Columbia

Promotion purpose :

- ✓ Upgrade BC tourism image and develop a trend of visiting BC.
- ✓ Increase sales of BC travel products.

Cooperation Mechanism

Canada BC :

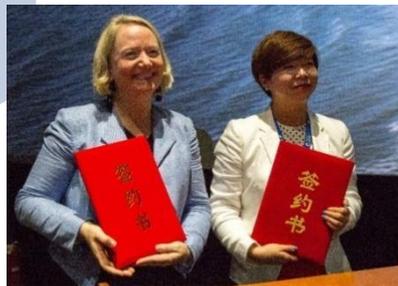
- Local tourism resources integrating
- Local itinerary providing
- Local tourism resources integrating
- Fund support
-

Ctrip :

- Develop new FIT product of BC
- Build Offline theme store for BC
- Integrated marketing
- Hold Ctrip & BC MOU Signing Ceremony

Effectiveness Estimate

- ✓ Total Impression Estimate: **19,100,000**
- ✓ 2017 Total PAX to BC **ROI Estimate: 35%+**



Ctrip & BC MOU Signing Ceremony



BC Theme Offline Store

Case Study : Canada Alberta

Promotion purpose :

- ✓ Upgrade Alberta tourism image and develop a trend of visiting Alberta.
- ✓ Increase sales of Alberta travel products.

Cooperation Mechanism

Alberta :

- Local tourism resources integrating
- Local itinerary providing
- Local tourism resources integrating
- Fund support
-

Ctrip :

- Hold Ctrip & Alberta MOU Signing Ceremony
- Develop an official landing page to recommend hotel, iconic scenic spots, fun experience, travel products, and travel guide.
- Integrated marketing

Effectiveness Estimate

- ✓ Total Impression Estimate: **6,640,000**
- ✓ 2017 Total PAX to Alberta **ROI Estimate: 35%+**

携程与加拿大艾伯塔旅游局签署战略合作协议

2017-04-20 22:1:00 来源: 携程旅游网(通讯)

▲ 举报

- 4 微信
- 0 微博
- 0 朋友圈
- 0 空间
- 0 微博
- 更多

(原标题: 携程与加拿大艾伯塔旅游局签署战略合作协议)

今天(4月20日), 携程与加拿大艾伯塔旅游局, 在加拿大驻华大使馆签署战略合作协议。在加拿大艾伯塔省长诺特拜, 加拿大驻华大使安塞, 艾伯塔省经济发展与贸易部长华康龙共同见证下, 艾省今天与一系列中国优秀公司签署MOU, 携程是唯一OTA, 携程目的地营销商家执行百陈江女士与加拿大艾伯塔省旅游局首席执行官罗以思代表双方签约。



Ctrip & Alberta MOU Signing Ceremony



Ads Exposure on Ctrip



Landing page