

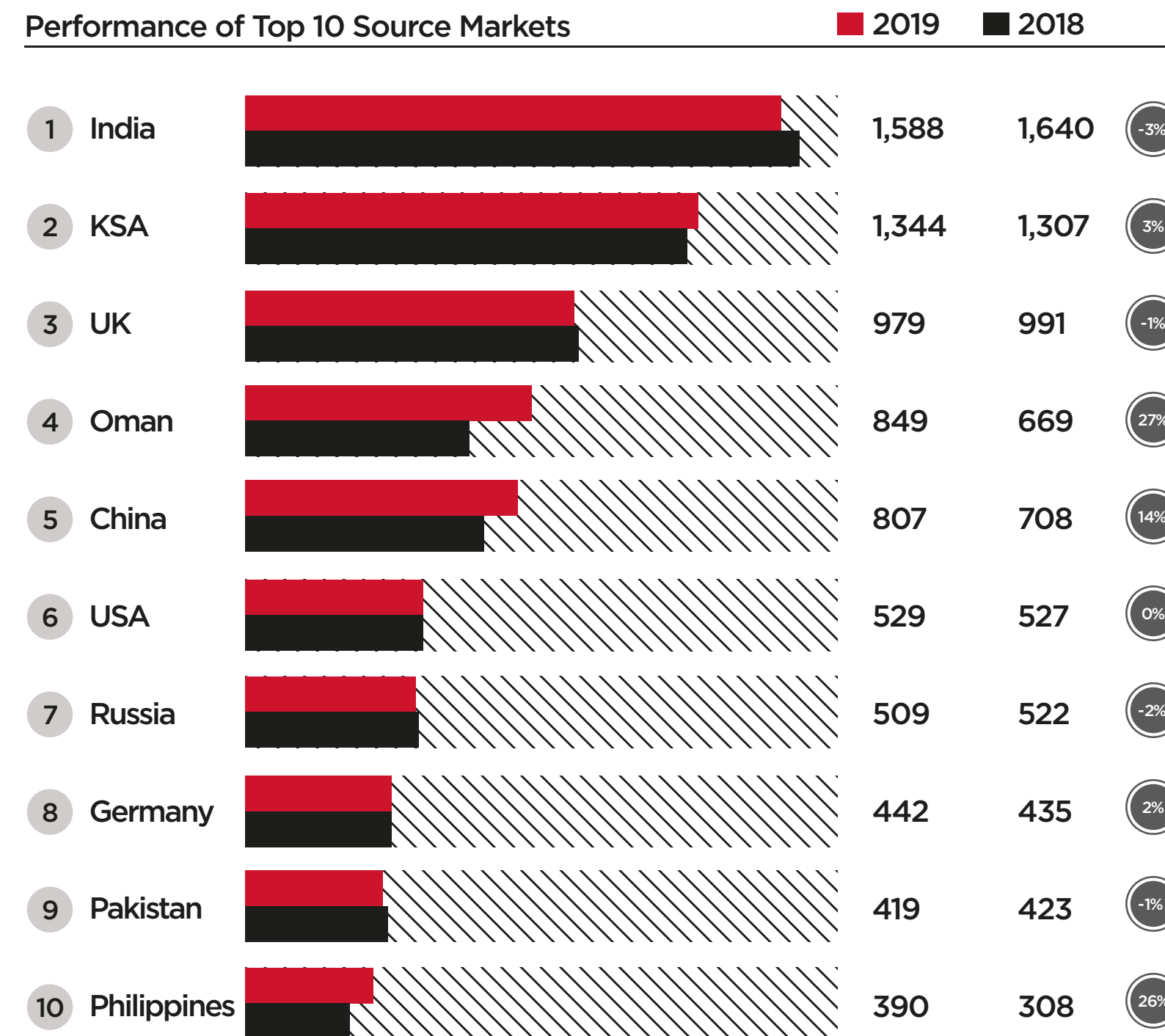


HOTEL MARKETER'S GUIDE TO CHINA

INTRODUCTION

Only 5% of China's 1.3 billion people hold passports, and yet the country is already the top global tourism spender.

With more than 70% hotel bookings being made online, now, more than ever, it is important to know how to market your hotel to the Chinese tourists effectively with the right online marketing tools.



According to DTCM, China was the 5th largest source market for Dubai in 2019 and showed a 14% growth as compared to 2018



KEY FACTORS FOR CHOOSING A HOTEL

A survey done by Hotels.com in 2018 showed that safety was rated most crucial when Chinese tourists choose accommodations abroad.

Other important factors include a **hotel's star rating, facilities, price, reputation** and **easy access to transport**. When it comes to services in the hotel, Chinese tourists prefer one with **'Free WIFI'**.

Almost every Chinese is using WeChat to stay connected with friends and family. It is important for them to share their wonderful travel experiences on WeChat Moments.

Other hotel services that Chinese think is important are **Mandarin speaking staff** and Chinese payment platforms such as **WeChat Pay, Ali Pay & UnionPay**.



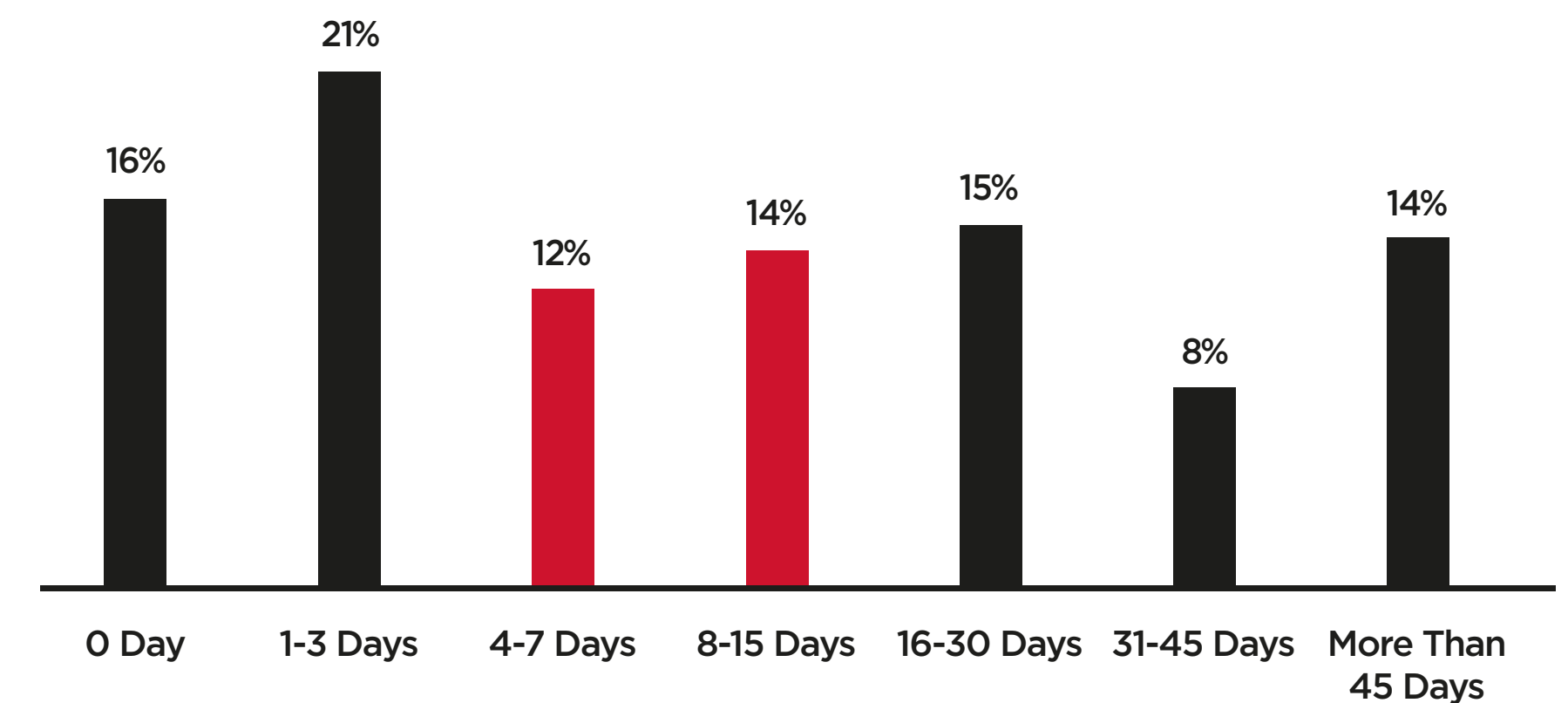
KEY TRAVEL TIMES TO GCC

As per C-Trip's Data on total bookings of flights, hotels and travel products, we can see that the highest number of bookings were made during the summer holidays followed by Chinese New Years & Golden Week.

Approximately 37% of tourists book their hotel within 3 days of departure and the main source of tourists to the GCC are from Shanghai, Beijing and Guangzhou.

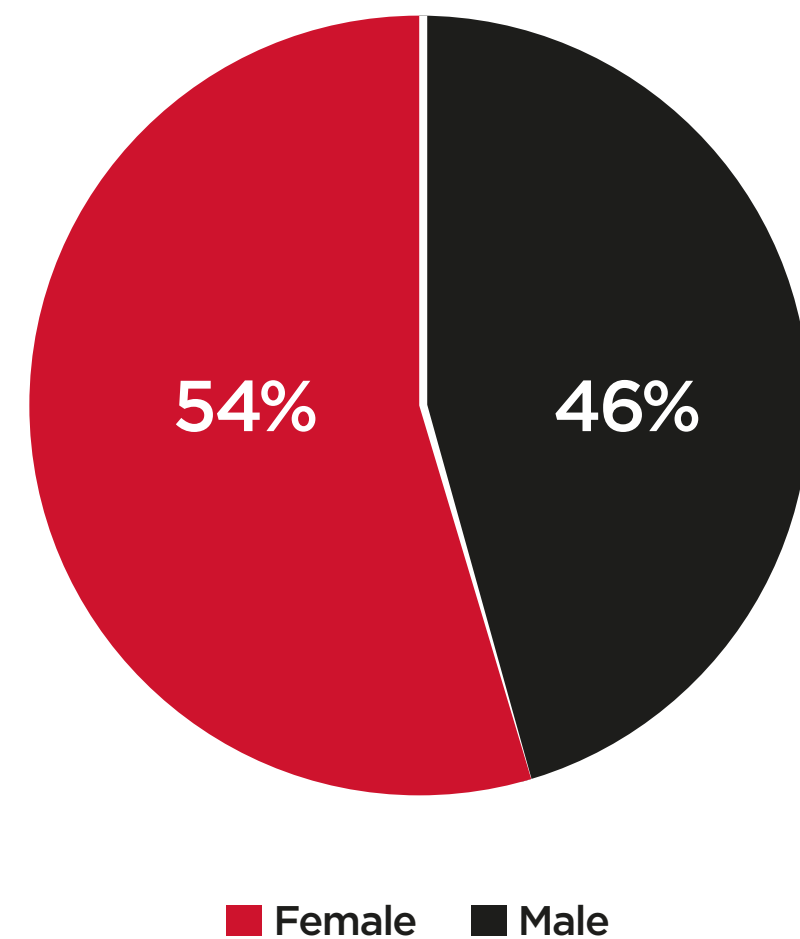
Total bookings of flight+hotel+travel products for each destination (unit: thousand)	UAE	Qatar	KSA
CNY (1/30/2019 - 2/17/2019)	70,500	9	3
Ching Ming Festival (3/30/2019 - 4/11/2019)	25,500	6	1.5
May 1-5 (4/26/2019 - 5/9/2019)	33,000	7.5	3
Dragon Boat Festival (6/1/2019 - 6/13/2019)	40,500	6	1.5
Summer Holiday (Jul - Aug)	193,500	43.5	13.5
Mid-Autumn Festival (9/7/2019 - 9/19/2019)	45,000	9	3
Golden Week (9/26/2019 - 10/31/2019)	64,500	10.5	4.5
Christmas and New Year (12/21/201 - 1/5/2020)	52,500	10.5	7.5

Prescheduled Period Hotel Bookings

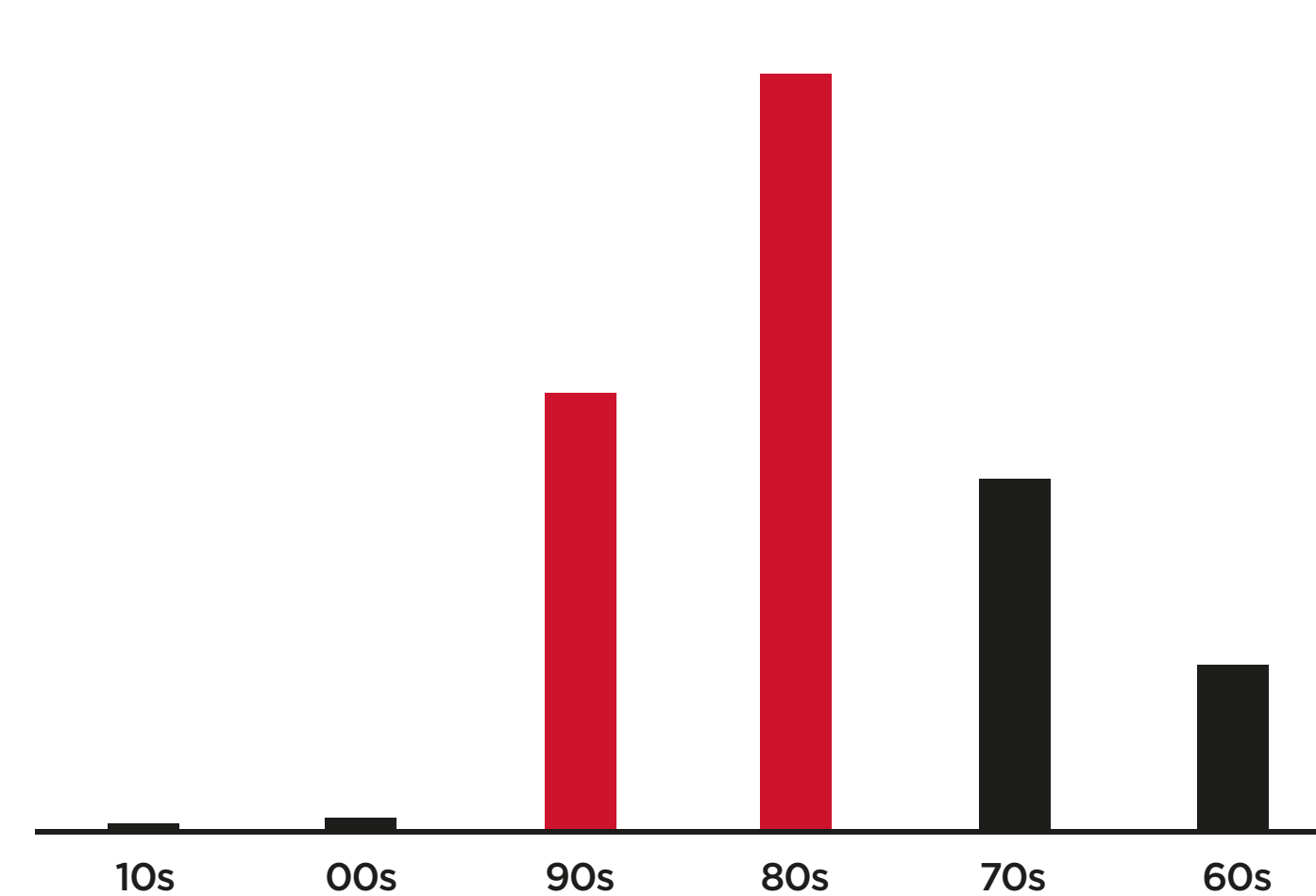


KEY FACTORS FOR CHOOSING A HOTEL

Traveler Gender Distribution (%)



Age Distribution of Travellers (%)



- **Male** travellers contributed a higher percentage as compared to female travellers coming into the MENA region in 2019.
- **Millennials** and **Generation Z** are the main contributors driving growth of tourists into the MENA region.



HOW CAN YOUR HOTEL EFFECTIVELY REACH CHINESE TOURISTS?

Now that we have identified the importance of targeting this highly lucrative audience, let's look at some of the most effective ways to reach out to them.

- Having a presence on online booking platforms such as C-Trip, Mafengwo and Tuniu.
- Developing an effective strategy on WeChat by having an official account and engaging with your audience through captivating content.
- Search Engine Optimization on Baidu so that potential Chinese travellers can find your hotel easily
- A website in Chinese so the hotel ranks higher on Baidu and builds long term trust among the Chinese.



PLATFORM SNAPSHOT



C-Trip: China's #1 online OTA
Monthly Active Users: 300 million



Mafengwo: China's fastest growing peer-to-peer social travel and metasearch platform
Monthly Active Users: 80 million



Tuniu: Tuniu is China's leading online leisure travel company.
Monthly Active Users: 150 million



WeChat: China's #1 Social media and communications platform
Monthly Active Users: 1.1 Billion



Baidu: China's #1 search engine
Monthly Active Users: 665 million



GIVE YOUR BRAND A VOICE ACROSS CHINA



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