



**WTM-ChinaContact 3<sup>rd</sup> annual forum on  
China's bilateral tourism trade  
The event showing you how to profit from the  
amazing growth of China's tourism sector**

*London, UK 01 July 2008:* With the strong support of VisitBritain, China National Tourism Administration, Visit London, Kunming Municipal Tourism Board and the Pacific Asia Travel Association, top experts from tourism bodies and travel companies intimately involved in China are meeting at World Travel Market in London on the 12th of November. For a full day, these experts are sharing their case studies with delegates from China, Europe, America, Africa and the Middle East at Europe's premier travel trade exhibition.

Since 1999, China has embarked on an unprecedented rate of travel industry growth domestically and internationally. This rate is expected to remain stable at over 10% for the next 12 years, on course to make China the top tourist destination and tourism source market before 2020. While the size of the market for travel products and services is potentially huge, generating real profits has remained an elusive goal for many reasons. Most important of these is the communication and cultural gap, followed closely by restrictive legal and financial policies still in place in China.

2008 has been a turbulent year so far – the euphoria of Beijing holding the Olympic games and the tragic earthquake in Western China. These events and other developments are having serious impacts on the state of the tourism industry in China. The WTM-ChinaContact forum is the only event outside China that can discuss these developments with authority. Through forums and interactive panel discussions delegates deepen their insight of China as a tourism market and destination.

This landmark event held at the premier international travel trade exhibition, World Travel Market, is now in its third year. Support is given from international organisations and industry leaders as well as global travel trade media partners. Following on from the 2008 Olympic Games in Beijing, unprecedented media attention falls on China. No travel organisation can afford to miss this rare opportunity for real knowledge and networking with Chinese travel professionals. A delegation of Chinese tourism officials and travel agents as well as travel trade media will be visiting during WTM. Networking opportunities will be available to maximise the benefits to forum delegates.

Focusing on the need for bi-lateral tourism development, the forum returns to the themes of it's inaugural year as China tries to embrace it's new status as a mainstream destination and sought after source market. With the US added to the list of approved tourist destinations there is almost no limit to where Chinese can travel.

The forum will open with welcome speeches from representatives of Visit Britain, China National Tourism Administration and PATA.

## Highlights of the forum:

### China Outbound tourism

- Eminent China tourism expert Professor Wolfgang Arlt will discuss the impact of various events on China's tourism sector in the coming year.
- Rosita Yiu heads Accor Hotels' Asian sales. She shares her experience of marketing accommodation to Chinese visitors.
- Insights into the experience of different foreign tourism organisations and companies in China will be given by Roy Graff, Managing Director of ChinaContact.
- A full speaker list is available from the [forum website](#)

### China Inbound tourism

- The Chairman of Kunming Tourism Board talks about the growth in special interest tourism in Western China.
- Sportsworld is an official ticketing agent for the Beijing Olympic Games and official China agent for the Wimbledon tennis championships. Paul Lemon, General Manager of Sportsworld Beijing talks about their experiences of operating in this emerging market for sports tourism services.

To learn more visit <http://www.future-of-travel.org>.

Until the end of September, the early bird delegate rate is only £288.00 (USD 568 / EUR 368) for full day event and £148.00 (USD 288 / EUR 188) for half day. Tickets include access to an exclusive online network and all forum presentations. From 1 October and during WTM, the rate is £330.00 (USD 648 /EUR 418) full day and £168.00 half day (USD 328 / EUR 218).

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