

CHINA LINK

Connecting Chinese Inbound
Travelers with the Best of America

2020

❖ The Chinese Market Opportunity




- 3.1 Million Chinese Arrivals 2018
- \$22 Billion Spent Annually in USA
- \$8,000 - \$10,000 Spend Per Person
- 50% Higher Than Average Intl. Traveler to the USA
- #4 Arrival Source 2014-18
- 16 USA Cities with Direct Arrivals

- 42% FIT Arrivals
- Average Age 34
- Party Size 1.87
- 1.8 States Visited Per Trip
- 14 Day Medium Trip Length
- 34% Visit Friends & Family

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❖ Connect With USA-Bound Travelers

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- A person in a dark suit is shown from the chest down, sitting at a desk and typing on a silver laptop. Overlaid on the scene is a glowing digital network of white nodes connected by thin lines. Three speech bubble icons are also part of this network. In the bottom left corner, there is a graphic of the American flag, showing the stars on a blue field and the red and white stripes. The background is a blurred office setting.
- FIT Travelers
 - Pre-formed groups
 - Shoppers
 - Investors
 - Residents
 - Students From China!



- A Social, Digital and Direct marketing, communications and sales ecosystem
- Connects travel-related businesses directly with verified and guaranteed Chinese travelers, shoppers, investors and students
- Target Chinese consumers interested in and traveling frequently to the USA

❖ Custom WeChat Social Ecosystem



- Shared WeChat platform channels around popular, marketable travel styles and intentions within North America.
- We seed these channels with content that's relevant to the subject.
- Advertisers share the platform with like-minded companies, building followers and results.

❖ Unique Social Vertical Perfect For...

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- Destinations with cluster attractions
- State tourism groups
- Themed tourism trails and regional tourism groups
- Hotel Chains and Management Groups
- Museums & Tourist Attractions



❖ Shared WeChat Platform Benefits

Branded Platform Created Around a Central Travel Theme or Concept:

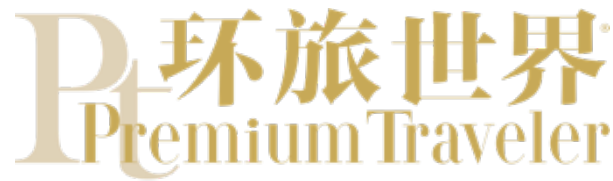
- No set-up, no build!
- Includes regular pushes to followers
- Expert translation included
- Banner advertisements available
- Link to your URL or WeChat
- Ongoing Follower Development
- Monthly Reporting



Using The China i2i Wechat Ecosystem –
Invites and Messages on these Platform Populate the Platform



TravelUSA – For Chinese Travel Shoppers USA Bound And Frequent Repeat Travelers. (95,000 Followers)



China Premium Traveler – For Frequent Business And Leisure Travelers To North America And The World. (930,000 Followers)



Galerié North America – For Chinese Travel Shoppers Bound To And Frequenting The USA. (340,000 Followers)



Additional WeChat Platform Promotion

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- Push Messages On China i2i WeChat Platforms – 7 Million Total Followers
- Banner Advertisements on China i2i WeChat Platforms – 800,000 Weekly Readers
- Friends Moments Messages – Focused to certain WeChat followers based on determined demographics and geography

❖ Best of America Inserts at Visa Processing Centers

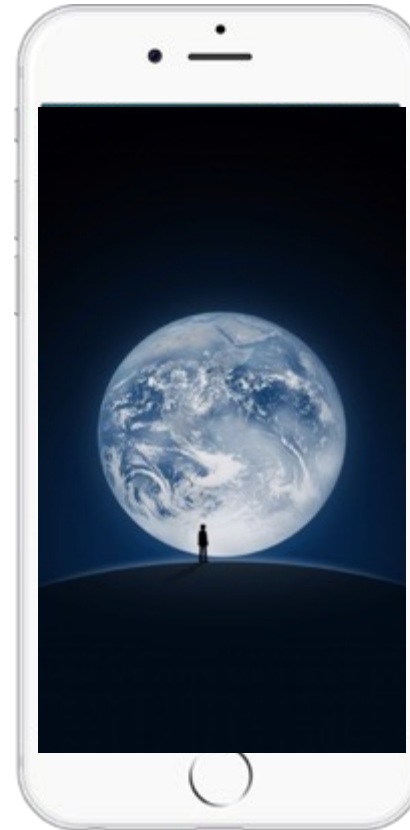


- Your single page insert or 2-sided brochure delivered directly to USA-Bound Visa Applicants at USA Consulates and Visa Service Centers In Beijing, Shanghai, Shenzhen and Guangzhou.
- Translation Included!
- Retailers, ask about the Red Envelope Program

❖ Dedicated WeChat Platform

Your Own WeChat Platform in China!
Service Includes:

- Registration of a Service WeChat Account in China
- License, Certification, Design, Population, Translation
- Four Pushes Per Month
- Monthly Reporting
- Account Manager and Consultation



❖ Rate Summary

- Shared WeChat & China Social Media Ecosystem: \$1595 Annually
- Dedicated WeChat Platform: \$10995 Annually
- WeChat Promotional Pushes: \$895 Each
- WeChat Banner Advertisements: \$1595 Each
- WeChat Friends Moments: \$150 Per 1000 Impressions
- Publication Inserts: Available on request



Let's Get Started!



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