



A stylized world map in shades of gray and white, set against a dark background. The map is centered on the Atlantic Ocean. The country of China is highlighted in a vibrant red color, with a small yellow star and four red stars on its flag, positioned in the eastern part of the continent.


REZ CHINA

YOUR WAY INTO THE CHINESE TRAVEL MARKET

HotelREZ
HOTELS & RESORTS

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WHY CHINA?

- Number 1 source market for outbound tourism
- A fast-growing affluent middle class eager to travel abroad
- Over 100 million outbound trips in 2014 and likely to hit 200 million by 2020
- World's Biggest International Tourism Expenditure (US\$165 billion in 2014 and an estimated US\$264 billion by 2019)



HOW TO ACCESS THE CHINESE MARKET?

- Chinese Mobile-Friendly Website and Content
- SEO for China's leading search engines such as Baidu
- A Social Media presence in leading Chinese platforms like Weibo
- Distribution on China's leading OTAs such as Ctrip

Forget your usual Google SEO (search engine optimisation) practices and your Facebook and Twitter profiles. Google, Facebook, Twitter, YouTube and other popular websites are banned in Mainland China.





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WHAT YOU GET WITH REZCHINA

BASIC PACKAGE

- Chinese mobile-friendly & responsive website setup
- Content translation by native Chinese speakers
- Baseline search engine optimisation (SEO) best practices incorporated into the design
- Website domain setup cn.hotelURL.com or www.hotelURL.cn*
- Website hosting in Hong Kong or Mainland China with a Dedicated IP server
- Website submission to Baidu (China's leading search engine) for indexing (SEO)
- Weibo (leading Chinese social media platform) account setup and website integration
- Monthly Weibo postings inclusive of language translation
- Monthly website updates

ENHANCED PACKAGE

- All included in Basic Package, PLUS:
- GDS basic hotel descriptive content translated and loaded on relevant OTAs and Hotel Booking Engine (HBE feature for REZbooker by HotelREZ customers only)
- Distribution and set up (including content translation) on Chinese leading OTAs such as Ctrip:
- Preferred partnerships with Travel Agents acting as wholesalers to the Chinese market for both group and FIT travel**
 - JTB
 - GTA (Kuoni)
 - Omega Travel



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MORE INFORMATION

Want to know more about REZChina?


Contact a member of the HotelREZ Hotels & Resorts team for a commitment-free proposal today.

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USEFUL RESOURCES

[Chinese Outbound Travel](#) 

[Welcoming Chinese Guests](#) 

