



## Welcome to World Travel Fair 2015, The Leading Fair in China's Most Dynamic Tourism Market!

Dear Sir/Madam,

The China's leading event for the travel industry, World Travel Fair 2015, will be celebrated from **May 7<sup>th</sup> (Thursday) to 10<sup>th</sup> (Sunday) in 2015 at Shanghai Exhibition Centre, China**. Now we are inviting you to participate in the Event and showcase your best destinations, products and resources.

### China has become the world's largest tourist source market..

Statistics from China National Tourism Administration show that, the number of Chinese outbound tourists soared to over 98.18million in 2013 and expected to hit **116 million in 2014**. Meanwhile, the overseas spending of Chinese outbound tourists in 2013 rocketed to **\$128.7 billion**.

### World Travel Fair means business..

The World Travel Fair (WTF) is committed to provide an effective platform that helps global tourism sellers develop China market, plus an one-stop solution to promote sales and gain brand awareness.

**In 2014, WTF welcomed over 570 exhibitors from 50 countries and regions** all over the world and attracted more than **38,000 visitors with industry & corporate buyers and leaders**. From statistics, **1800 pairs of pre-appointment business match-making** with exhibitors realized on trade days. It generated about **18.01 million worth of onsite selling products** to end-users, an increase of 34% on 2013.

### What WTF2015 deliver to you..

#### Business Achievements

- ✓ Share data
- ✓ Join in experts' conference and seminars
- ✓ Get networking opportunities
- ✓ Foray into new markets
- ✓ Consolidate business leads
- ✓ Remain competitive in the marketplace

#### Consumer Marketing

- ✓ Enhance public exposure
- ✓ Rev up consumer awareness
- ✓ Launch new products
- ✓ Sell direct to the consumers on-site
- ✓ Get first-hand feedback from the public
- ✓ Enhance customer satisfactions with interactive experience

WTF 2015 will also further intensify the **theme travel tags** that attract the attention of both domestic and international industry players and consumers, which will include: **Business Travel, Personalized Tour, Anniversary honeymoon, Medical & healthy tourism, Island leisure travel, Cruises travel, themed entertainment tourism and culinary tourism...**

### Registration for World Travel Fair 2015 is Live!

You could enjoy an **early bird discount of 5%** if the booking is made before **October 31<sup>st</sup>, 2014**. Enclosed please find the **WTF2015 Brochure and registration form**. For further information, please do not hesitate to contact us:

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Kind regards,

### World Travel Fair Organizing Committee

Shanghai International Conference Management Organization

Shanghai Municipal Tourism Administration

[www.worldtravelfair.com.cn](http://www.worldtravelfair.com.cn)