



**WORLD
TRAVEL
FAIR**
上海世界旅游博览会



WORLD TRAVEL FAIR 2015 上海世界旅游博览会

2015.5.7-5.10

Shanghai Exhibition Center
上海展览中心

WWW.WORLDTRAVELFAIR.COM.CN

THE LEADING FAIR IN CHINA'S MOST DYNAMIC TOURISM MARKET

中国华东地区第一旅游产品采购与交易盛会

TRADE VISITORS & MEDIA

专业人士及媒体参观时间

5.07	THU 周四	09:00-17:00
5.08	FRI 周五	09:00-17:00

GENERAL PUBLIC

公众参观时间

5.08	FRI 周五	09:00-17:00
5.09	SAT 周六	09:00-17:00
5.10	SUN 周日	09:00-15:00



World Travel Fair Means Business...



Co-host:	Shanghai Municipal Tourism Administration VNU Exhibitions Europe
Co-organizer:	Shanghai International Conference Management Organization (SICMO) VNU Exhibitions Asia
Supporting Organizations:	World Tourism Organization (UNWTO) Pacific Asia Travel Association (PATA)

Why Exhibit?



World Travel Fair (WTF) Shanghai has been successfully held 11 times since 2004.



Shanghai, as the host city, is much recognized for its booming economy, tremendous vitality and robust spending power.



WTF is a prominent and most influential annual gala for the international tourism industry in China.



WTF is a top deals-oriented event in the Yangtze River Delta region that attracts the attention of both industry players and consumers.



WTF brings together destinations, tourist attractions as well as organizations and business in the fields of civil aviation cruise, hotel and business travel around the world.



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.



WTF provides the latest information and service of the global travel market and the collection of special offers.



WTF is aimed to become an international travel fair that attracts the attention of both domestic and international industry players and consumers, a travel fair that involves outbound tourism, domestic tourism, business travel, leisure travel, medical health tourism, themed entertainment tourism and culinary tourism.



2014 is the second time that Czech Tourism Shanghai office participated in the World Travel Fair exhibition and it was really successful for us as well for our co-exhibitors. We look forward to participate next year and it would be really great if the organizers added one B2B day to the schedule, because Czech companies really appreciate this opportunity and they would like to use the special section even more!

Mr František Reismüller, Director of Czech Tourism Shanghai



Switzerland Tourism participated World Travel Fair since 2008. During the past 7 years, we have seen tremendous increase for Chinese tourists outbound to Switzerland. We do appreciate World Travel Fair great service, as well as innovations, which support us for successful marketing in Shanghai and East China market. We look forward to future cooperation with World Travel Fair as always.


**Ms Grace GAO, District Manager East China,
Deputy Director China, Switzerland Tourism**

What We Deliver for You?



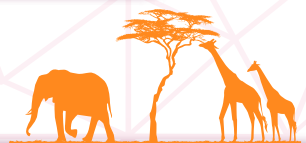
World Travel Fair, one of the most influential travel fair in the Yangtze River Delta Region, has demonstrated its experience, professionalism, systematic organization among others during its 10 years devotion in the tourism industry. As a exhibitor, I appreciate all the consideration. World Travel Fair organizer has put into the fair and trust this wonderful hair has met both the needs of the Exhibitors and Consumers.

Seychelles Tourism Board



For being one of the most important platforms for the promotion of tourism in China, Brazil chose the world Travel Fair to show the Chinese people what could be do to make their visit to Brazil an unforgettable experience.

**Mr Andre Saboya Martins, Consul for Trade and Investment,
Consulate General of Brazil in Shanghai**



Kenya Tourist Board have been participating in World Travel Fair each year since 2007. World Travel Fair is a gala of the tourism industry in the Yangtze River Delta region, a holistic tourism-centric carnival that offers a wide range of culinary, entertainment and shopping options.

Koko WU, Kenya Airways

World Travel Fair 2015 Outlook

700+

Exhibitors

55+

Countries /
Regions

450+

Hosted
Buyers

12,000+

Trade Visits

15,000+

Business
Meetings

43,000+

Consumer
Visits

25,000,000+

Onsite Selling
Turnover (RMB)

Onsite Selling Turnover

7,500,000

WTF 2011

8,780,000

WTF 2012

13,470,000

WTF 2013

18,016,000

WTF 2014

25,120,000

WTF 2015 (E)

Unit (RMB)



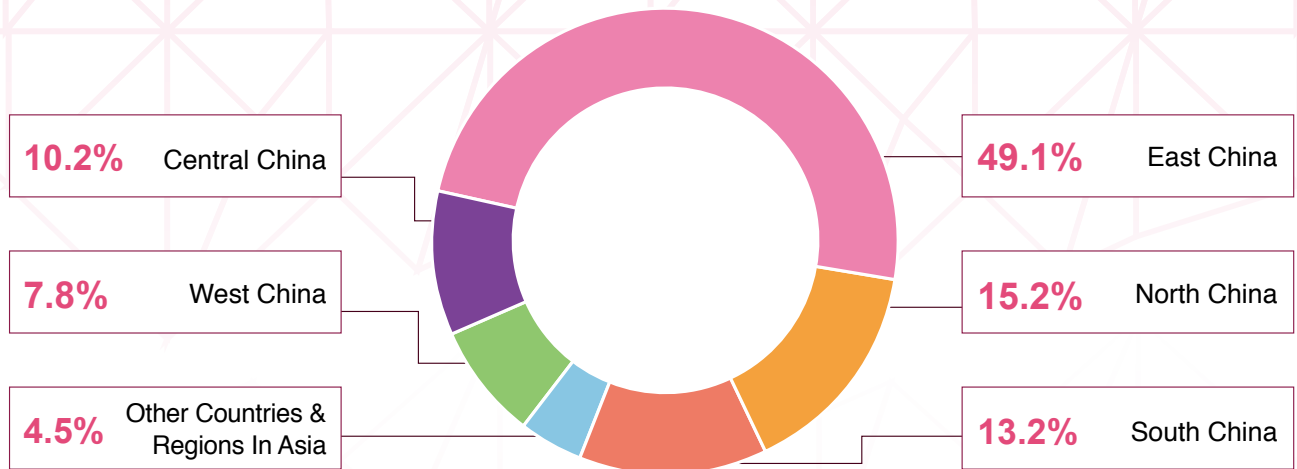
Who Exhibit?

- National / Regional Tourism Board
- Tour Operator & Travel Agency / Association
- On-line Reservation
- Airlines / Air Agent / Airport
- Hotel & Resort / SPA & Health Management
- Scenic Spot / Theme Park & Entertainments
- Cruise / Yachting
- Business Travel / Destination Management
- Personalized Tour
- Theme Tour (Medical Travel, Luxury Travel, Honeymoon, Adventure, Religious pilgrimage & etc.)
- Overseas Studies
- RV/Car Rental Company
- Travel Souvenir / Outdoor Supplier
- Gastronomy / Shopping (DFS)
- Tourism Real Estate
- Finance Service
- Travel Media
- Others

Who Visit?

- Chinese Tour Operator/Travel Agency (Outbound, inbound, domestic)
- Overseas Tour Operator
- Airlines/Air Tickets Agency
- Hotel/Resort
- Association/Chamber of Commerce/Government Organisation
- Car Rental Company/Cruise Company
- Medicial Tourism Hospital & Company
- M.I.C.E Company
- Corporate Travel Management
- Destination Management Company
- Online Travel Reservation
- Company Procurement
- High-end Personalized Travel
- Travel Media

Trade Visitors Origin



Key Buyers (Partial)

- China Travel Service Head office Beijing Co.,Ltd
- Shanghai Jinjiang Int'l Travel Co., Ltd
- GZL Int'l Travel Service Co., Ltd
- China CYTS Tours Holding Co., Ltd
- Beijing Utour International Travel Service Co., Ltd
- Beijing Caissa International Travel Service (Shanghai) Co., Ltd
- Shanghai Ctrip Int'l Travel Service Co., Ltd
- Tong Cheng International Travel Service Co., Ltd
- SET MICE
- Shanghai Overseas Economics And Technology Promotion Association
- China Mobile
- Bank of China
- UnionPay International
- Baosteel Group Corporation
- Shanghai International Port (Group)Co., Ltd
- Bayer
- Siemens Hearing Instruments Co., Ltd
- Ericsson

Our Commitment to You

The Ideal Platform For Your Business

A series of services to make sure business happens.

I Customized Invitation I

Customized Invitations will be sent to target buyers before the show, improve visitors' quality and simplify the hosted-buyer application process.

I Online Match-making System I

Online match-making system will enable exhibitors and trade visitors to easily find potential partners and arrange appointments efficiently.

I Business Center I

The Business Centre provides an environment for professionals to have business talks and strike deals.



Special Features Planned During The Show

Concurrent Events provide more opportunities for new business development, data sharing and exclusive market research.



World Travel Fair
Awards Ceremony



NEW Products
Promotion
Campaign



Outbound Tourism
& Travel Risk
Management
Forum



现场交易

Onsite Selling: Auction,
Group Buying,
Onsite Discount,
Sales Promotion



梦想之旅许愿墙

Lucky Draw:
Dream Destination,
Lucky Order



Fan Club Interaction:
"Tourism Talent"
Competition,
Product Info Meeting

Integrated Marketing Campaign

Media Partners

Over 90 domestic and international media will promote and report the event.

Trade Media (Partial)



Public Media (Partial)



E-Newsletter

Updated exhibitors introduction and products information delivered to over 35,000 professionals.

Show Daily

A Daily event publication for on-site highlights (interview of industry star, on-site activities, etc.) will be distributed to exhibitors and visitors.

Press Conference

Focus on the highlights of World Travel Fair, on-site activities and exhibitors.

Tailor-made Promotion Campaign

Large variety of promotion campaign packages will provide exhibitors a full exposure before, during and after the show.



Join us on Social Media



@WTF旅博会



@世界旅游博览会



@世界旅游博览会



@worldtravelfair



@Shanghai World Travel Fair



@WorldTravel_CN

Contact us Today

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