

WORLD
TOURISM
MARKETING
SUMMIT
Nanjing, China
NOVEMBER 21-23, 2004



The
Power
of Marketing

A WTU Global Platform Initiative
Integral Part of the World Trade Forum - a UN Global Partnership Mechanism

Host Organization:
China National Tourism Administration
The People's Republic of China



Host City:
Nanjing, China
The People's Government of Nanjing



Organizing Partner:
Economic Daily, China

In Cooperation with:
China Tourism News
China Tourism Daily
TCDC-UNDP, New York
UNCTAD, Geneva
PANICARO Foundation, Canada

China National Coordinating Agency:
Beijing STARTER Mass Communication Inc.

Global Organizing Headquarters:



WTMS Lead Global Patron:



Please contact WTMS at:

tel: + 1-416-736-5646
fax: + 1-416-736-5693

email: wtms@wtuglobal.org
web: wtms.wtuglobal.org

Box 204, 4 Assiniboine Rd.
Toronto ON M3J 1L2 Canada

ABOUT THE 2004 WORLD TOURISM MARKETING SUMMIT (WTMS) IN CHINA

Tourism is marketing

Whether promoting an attraction, establishing joint ventures, or promoting high quality standards for hospitality – *all* aspects of tourism are marketing led.

In today's industry, many new and increasingly complex marketing challenges continue to arise. As today's travelers are more sophisticated and discerning in their travel choices, tourism marketers must implement complex strategies that reflect a complete understanding of different travelers' expectations. Often, they want more for less and demand sensitivity to special interests, including the environment and personal security. Overall, the market has become more segmented and specialized.

In order to be competitive, tourism entrepreneurs and executives must stand out in an existing, highly competitive market. Furthermore, they must search for new markets, which includes finding new sources of inbound and outbound travel consumers. In today's dynamic global environment, this stretches skills, knowledge and resources, and calls for renewed strategies.

Marketing is relationships

Learning to compete and grow is a continuous process. It requires relationship building with consumers and other players in the industry. These relationships can bring new knowledge about emerging travel consumer segments, market trends and opportunities. They can attract new resources, trigger new growth opportunities and help formulate well targeted branding and image building for global destinations. They promote understanding of the nature of the flow of inbound and outbound travelers between countries, and how to capture the resulting opportunities. The 1st World Tourism Marketing Summit will help tourism entrepreneurs and marketing executives forge these relationships and formulate new strategies.

The WTMS will also provide a timely opportunity for tourism entrepreneurs and marketing executives to converge in China, the world's fastest growing tourism market, to acquire solid understanding and relationships to help market and promote their destinations and attractions. Foreign delegates will have first hand exposure to China's emerging tourism culture, and learn how to best capitalize on the country's growing travel consumer market segments for outbound Chinese travelers. Similarly, Chinese tourism marketers will be able to meet foreign destination marketing executives, and learn how to promote their own destinations to foreign markets for inbound travelers.

The Summit's aim is to unleash creative forces and concepts in tourism and destination marketing, and help foster industry growth and stability by facilitating high value strategic relationships among industry peers around the world. A key aspect of achieving this aim for the 1st WTMS is to enhance cooperation between China and the global tourism industry, and explore new techniques in marketing for inbound, outbound and domestic tourism.

GOALS OF THE WTMS-2004

- ◆ To converge on a global platform by bringing Executives and Institutions together to form high value added relationships, and package and promote tourism opportunities;
- ◆ To assist tourism marketing executives evaluate existing and future marketing and promotion strategies with global tourism experts, in alignment with the changing expectations and demands of today's sophisticated and complex travel markets;
- ◆ To provide a forum for international joint ventures, networking and partnership opportunities among tourism executives; and
- ◆ To facilitate a mechanism for shared dialogue and better understanding among global tourism entrepreneurs, government agencies, and private sector organizations worldwide.

SUMMIT PARTICIPANTS

Participation at the WTMS-2004 is by invitation only, on a first come, first served basis. Approximately 500 participants representing over 30 select countries will attend the Summit, including:

- ◆ Senior executives from provincial, regional, national, and international destination marketing organizations (i.e. travel associations, tour operators, tourism boards, tourism administrative authorities, destination management agencies);
- ◆ Senior executives in institutions involved in the management of ecotourism sites, heritage properties, tourist attractions;
- ◆ National and international transportation agencies (i.e. airlines, railways, tours, cruises);
- ◆ Public or private tourism associations involved in the promotion of tourism;
- ◆ Senior executives from private and public cultural institutions;
- ◆ National and international hotel chains; and
- ◆ Senior executives from private and public media institutions (i.e. radio, TV, newsprint) involved in the promotion of tourism.

It is expected that approximately 60% of delegates will be Chinese tourism industry executives.

The Summit presents participants with the unique opportunity to:

- Benefit from a learning experience that can be applied immediately to marketing tourism destinations;
- Generate productive networking opportunities amongst private sectors, governments and other sectors resulting in lucrative joint ventures, meaningful strategic alliances, and explore investment opportunities;
- Engage actively with global tourism industry leaders;
- Increase knowledge sharing on the challenges and prospects of tourism as it pertains to China and other emerging markets;
- Learn how to use the latest marketing techniques and strategies;
- Acquire tools for assessing and designing overall strategies for destination marketing (i.e. how to conduct a self assessment of own standards and benchmarks; and how to attain a level of best practice based on global standards).

Please visit WTMS website for updated information:

<http://wtms.wtuglobal.org>

CONFIRMED SPEAKERS among others:

Jean-Claude Baumgarten, *President*,
World Travel & Tourism Council, UK
He Guangwei, *Director General*, China National
Tourism Administration, China
John Enright, *Consultant*,
World Tourism Organization, Spain
David Scowsill, *ex-CEO*, Opodo, UK
Jeremy Harris, *Mayor of the City & County of Honolulu*, USA
Peter Greenberg, *Travel Editor*, NBC, USA
Keith Reinhard, *Chairman & President*, DDB Worldwide
Peter De Jong, *President & CEO*, Pacific Asia Travel
Association (PATA), Thailand
Richard Tsiang, *Senior Vice-President, Managing Director*,
Asia Pacific, Cendant Corporation

Martin Waechter, *Chief Marketing Officer*,
Shangri-La Hotels
Randy Williams, *President & CEO*,
Tourism Industry Association of Canada
Manuel C. Menendez III, *Executive Director*, Office of,
Economic Development, City and County of Honolulu, USA
Wu Chunhe, *Chairman*, Economic Daily, China
David Clifton, *Managing Director*, Interval International, USA
Greig McAllan, *Executive General Manager*,
Tourism Australia, Eastern Hemisphere, Australia
Douglas Gollan, *President*, Elite Traveler, USA
Clement Koh, *Senior VP, Sales and Marketing*,
Mandarin Oriental Hotel Group
Luo Zhijun, *Mayor of Nanjing*, China

COMPONENTS OF THE 2004 WTMS IN CHINA

Among a number innovative, dynamic and pragmatic components, the WTMS' will include:

a) Moderated 'Talk Show' Style Round Tables with Influential Executives in the Hot-Seat:

Participants will have first hand opportunity to interact with the leading global executives in the 'hot-seat'. These Round Table sessions will provide an engaging foundation for the Summit's subsequent interactive workshops by presenting facts, arguments and statistics on the global tourism industry. They will draw together some of the region's and the world's most acclaimed thinkers and doers to present and discuss specific tourism marketing issues facing the industry.

Each session will feature three to four presenters who are experts in the subject matter and several commentators who will reflect on issues raised by the presenters and discuss forthcoming concerns by engaging all attendees. They are scheduled in coordination with workshop schedules so that all participants can attend.

Global Roundtable Topics:

- 1) **The Power of Marketing: The rising importance of strategic leadership in global tourism marketing**
- 2) **Global Expectations: Challenges and opportunities in inbound and outbound tourism**
- 3) **Make it Work: Marketing of services requires service oriented attitudes**
- 4) **Ministers' Panel: Responding to Demand**

b) Interactive Workshops:

There will be 10 Interactive Workshops during the Summit. The workshops are based on a "laboratory" format with a clinical approach providing participants a forum for thought-provoking discussions. They involve prominent speakers and moderated by a senior executive. Case studies and real-time examples of prominent Chinese and global destination marketing challenges will be explored with high-levels of interaction. Emphasis will be placed on best practice strategies: what works, why it works and how it works. For each workshop, a brief summary of the lessons learned will be produced for discussion during the last day of the Summit. This will contribute to a substantive report that will be produced by the WTU Global Secretariat for participants. The workshops are approximately two hours long.

Interactive Workshop Topics:

- 1) **Success Stories: Dubai, China, Australia, Malaysia**
- 2) **Destination China: The Wealth of Inbound Tourism**
- 3) **The Global Media Reach**
- 4) **How to Measure Performance**
- 5) **The Drive of Outbound Tourism**
- 6) **Tapping the Insurance Gap**
- 7) **The Pull of Culture and Heritage**
- 8) **Hospitality: The Pulse of Destination**
- 9) **Future Trends in Tourism Marketing**
- 10) **Eco-friendly Tourism and Management: Friends or Foes?**

c) Let's Make a Deal Sessions

Interactive deal-making sessions will allow participating tourism entrepreneurs and executives to engage in potential partnerships and joint ventures. This is a well-organized "OPEN FORUM" where entrepreneurs can describe "what kind of joint venture" they are looking for; and then proceed to the bilateral business to business meetings.

d) Business to Business Meetings

These meetings are held throughout the Summit so that participants can explore joint venture opportunities. They will be hosted as 'follow-through' sessions subsequent to 'Let's Make a Deal' sessions.

e) Marketing Show Case

Throughout the conference, participants will have the opportunity to meet exhibitors of marketing goods and services. A selection of approximately 20-30 prominent Chinese tourism enterprises will be showcased. Attendees are encouraged to bring examples of their own ads, brochures, and other marketing tools.

CITY TOURS

A half-day tour – **Know Nanjing** – has been arranged by the Nanjing Tourism Board. Furthermore, provincial/China sightseeing tours may be arranged with local tour service operators so that participants can stay for a few more days to enjoy the city, surrounding areas and indeed the rest of China.

Immediately after the WORLD TOURISM MARKETING SUMMIT in Nanjing, the China International Travel Mart 2004 (CITM 2004), the country's largest travel trade event, will take place in Shanghai between November 25 and 28, 2004. WTMS delegates will have an opportunity to participate in this Travel Mart, which is only few hours away from Nanjing.

WTMS 2004 PROGRAM

Saturday, 20 November: Delegates arrive, city tours available

DAY ONE Sunday, 21 November				Side Events
07:00 – 08:00	Breakfast at the Hotel			Tourism Marketing Showcase Virtual Trade Show
08:30 – 09:30	Registration & Signup for Workshops at the Convention Centre			
Session hours are 09:30 to 18:30 including meals and breaks.				
09:30 – 10:30	Opening Ceremony & Official Welcome			
10:30 – 11:30	Executive Hot Seat Panel: The Power of Marketing			
11:30 – 12:00	Break: Tea, Coffee and Snacks Served			
12:00 – 12:45	Let's Make a Deal			
12:45 – 14:30	Lunch Provided – Let's Make a Deal Continues			
14:30 – 16:00	Simultaneous Interactive Workshops			
	Success Stories	How to Measure Performance?	The Global Media Reach	
	The pull of Culture and Heritage	Destination China: The Wealth of Inbound Tourism		
16:00 – 17:30	Let's Make a Deal			
17:30 – 18:30	Let's Make a Deal			
19:00 – 22:00	Welcome Dinner: Nanjing People's Government Banquet			

DAY TWO Monday, 22 November				Side Events
07:00 – 08:30	Breakfast Networking and Business to Business Meetings at the Hotel			Tourism Marketing Showcase Virtual Trade Show
Session hours are 09:00 to 18:30 including meals and breaks.				
09:00 – 11:00	Executive Hot Seat Panel: Challenges and Opportunities in Inbound and Outbound Tourism			
11:00 – 11:30	Break: Tea, Coffee and Snacks Served			
11:30 – 12:30	Let's Make a Deal			
12:30 – 14:30	Lunch Provided – Let's Make a Deal Continues			
14:30 – 16:00	Simultaneous Interactive Workshops			
	The Drive of Outbound Tourism	Tapping the Insurance Gap	Eco-friendly Tourism and Management: friends or foes?	
	Hospitality: the Pulse of a Destination	Future Trends in Tourism Marketing	Distribution panel	
16:00 – 17:30	Let's Make a Deal			
17:30 – 18:30	Let's Make a Deal			
19:00 – 22:00	Fuzi Temple Banquet			

DAY THREE Tuesday, 23 November				Side Events
07:00 – 08:30	Breakfast, Networking and Business to Business Meetings at the Hotel			Tourism Marketing Showcase Virtual Trade Show
Session hours are 09:00 to 13:00 including meals and breaks.				
09:00 – 10:30	Executive Hot Seat Panel: Make it Work: Marketing of services requires service oriented attitudes			
10:30 – 11:00	Break: Tea, Coffee and Snacks Served			
11:00 – 12:30	Ministers' Panel: Responding to Demand			
12:30 – 13:00	Closing Ceremony			
13:00 – 14:00	Lunch Provided			
14:00 – 18:30	Nanjing City Tours			
19:00 – 23:00	Gala Dinner and Cultural Evening: Presentation of WTMS Awards and Recognition			

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