

# VIRTUOSO

# CHINA SMART

A Preferred Partner Program



China now represents the world's largest outbound tourism market, and, as statistics support, this is only the beginning. While the travel world buzzes with excitement about the scale of the "China opportunity," Virtuoso has already taken steps to meet these market challenges – intentionally, strategically, and in collaboration with members and partners. We are focusing our efforts on the luxury and experiential segment of China's tens of millions of outbound travelers, those who share our values as a Virtuoso network.

Virtuoso's growth in China has been significant over the past 18 months. We now have members in Beijing, Shanghai, Hong Kong and Taipei, with more joining in the months ahead. Though fast by international standards, we have been deliberate in our growth, focusing on the quality of each member we invite to join the Virtuoso family. Now, we're inviting key preferred partners, who plan to grow their business in the China region, to participate in a new initiative called **Virtuoso China Smart**.

## GROWING IN CHINA

Virtuoso member agency locations in the greater China region as of August 2019.

### BEIJING

Beshan Travel  
Country Holidays Beijing  
Geostar  
Farers International  
Five Continents Travel Butler & Concierge  
NeWayer Cruises  
Zhixing Lux

### HONG KONG

Charlotte Travel  
Flight Centre Luxury Travel  
Jebsen Holidays  
Luxe Travel Limited  
Scott Dunn Hong Kong

### SHANGHAI

8 Continents Travel  
Charm Deer  
Country Holidays Shanghai  
D-Lux Travel  
Dong Luxury Travel Collection  
Great West Travel  
Zanadu

### TAIPEI

Curators of Travel  
One Style Tour  
Royal Jetway Express





*“By putting partners in a position to learn directly from the foremost experts on the luxury Chinese traveler – our advisors – they’ll be poised to successfully manage the fastest growing and evolving market in the world.”*

*~ Matthew D. Upchurch*

## VIRTUOSO CHINA SMART PREFERRED PARTNER BENEFITS:

Valued at  
\$500 per  
session,  
\$3,000 total

**1. China Smart Insight Series:** An ongoing training series that offers a people-first approach to understanding the Chinese luxury market, featuring insights directly from Chinese luxury advisors and in-market experts. Through webinars and other instructional offerings, we will explore the most effective ways to engage with Virtuoso travel advisors in China, the wants and needs unique to their high-net-worth clients, as well as how to keep up with industry-leading best practices in the fastest evolving market in the world.

- Produced 6 times per year, this series begins in Q1 of 2020. Potential topics include:
  - **China Smart 101** – *Ten essentials to win repeat business with Virtuoso agencies in China, as told by the advisors themselves*
  - **Can WeChat?** – *Agency communication expectations in the world’s mobile-first market*
  - **The Chinese Breakfast and Other “Myths”** – *Separating fact from fiction in travel service stereotypes*
  - **China Speed** – *Keeping up with the fastest moving market—and advisors—in the world*

Valued at  
\$1,000

**2. Events:** China Smart partners will have priority access to Virtuoso China events to leverage the most important asset of the Virtuoso network—human connection. We will elevate China Smart partners’ visibility to China member agencies and advisors at key Virtuoso Events, including:

- 2020 Virtuoso Travel Week Asia Pacific - Sydney event (May) and the 2020 Virtuoso Travel Week on Tour events in China (October)
- China Smart branded seminars at Virtuoso events

Valued at  
\$2,000

**3. Partner Catalog:** An annual reference guide, written in Mandarin for advisors, featuring China Smart partners.

- Distributed to all Virtuoso member agencies and their advisors in Greater China (1,000 copies)
- Available in print and digital formats with expected timing in market Q2, 2020
- 1/2 page listing which includes an image, logo, headline, and 150 words of copy. Note: Full page advertisements can be purchased separately at an additional cost of \$3,000

### RATES & DEADLINES:

**Annual Cruise, Tour, and Tourism Board Investment** – \$4,500 USD (a \$6,000 value)

Program commences January 2020

Deadline to participate is October 30, 2019

Please contact your Virtuoso Account Manager to participate