



Greater China Region

Jingyi(Sisi) LV



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Market Situation.

- **How does market situation after market reopening?**

China market is recovering since beginning of this year. The market recovery has been started since March. Covid-19 is no longer a barrier for travels, instead of limited travel resources. E.g. flights, accommodation availabilities in CH.

- **How is the situation with your agencies?**

MICE agencies are extremely busy for quotations and new requests. Big movements to Europe or long-haul destinations are much less than before pandemic.

- **How is the market trend?**

More high-ending, quality-focused and smaller groups confirmed in 2023.

Asia Trophy 2023



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- Date: 23-28 March 2023.
- First Asia Trophy after Pandemic incl. whole Greater China market participants.
- Jointly worked with SWISS and Kuoni Tumlare.
- Heidi team: Incl. buyers from Taiwan and Mainland China, 9 pax in total.
- Destinations: Basel, Zurich, Lucerne and Engelberg.





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IMEX Frankfurt with Accorhotel Pre-tour

- Date: 18 – 22 May 2023
- Destination: Geneva, Vaud and Zurich.
- Jointly worked with Accorhotel delegation, 4 nights in CH.
- 10 agencies from Beijing, Shanghai and Chengdu were invited.

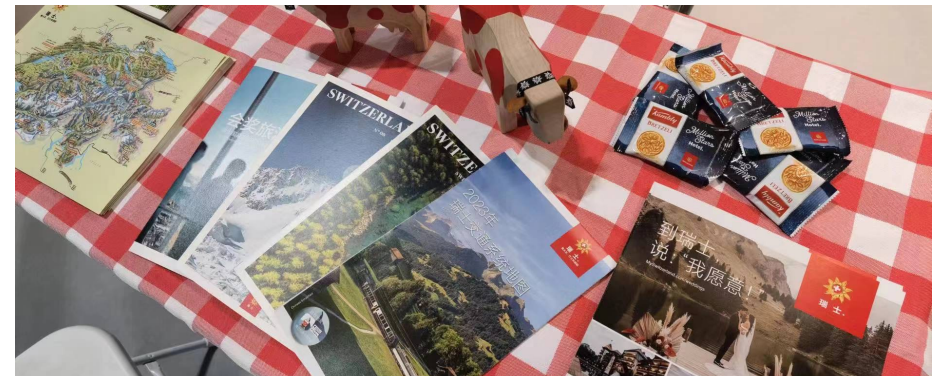


KAM: 11th Macau International Travel (Industry) Expo



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- **Date:** 30 June – 2 July 2023 Macau
- **Description:** B2B & B2C fair in Macau with B2B sessions.
- **Topics:** Jingyi LV for destination wedding & MICE, Nina SHI GTToS, Rosa LAU for leisure.
- **StraPas:** Kambly.
- **Results:** ca. 37000 pax, incl. international & domestic buyers (agencies, corporates, wedding planners) & public audience.





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Destination Wedding Brunch Gathering

- **Date:** 22nd of August 2023
- **Place:** Beijing Swissotel
- **Description:** Jointly worked with Hicoconut DW platforms to invite wedding planners from Beijing and Tianjin for swiss brunch meeting, introduction of destinations and support from SCIB.
- **Result:** 15 pax.



Destination Wedding Registration Office Event



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- **Date:** 22nd of August 2023
- **Place:** Beijing Registration office
Shijingshan district
- **Description:** Offline promotion with swiss decoration on Chinese Valentine's Day.
- **Result:** 120 pax.





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Highlight: Market activities 2024.

- **SCIB Sales Call Tours** (Virtual **New** / Onsite calls)
- **MICE Study trips**
IMEX pre or post tour, IBTM pre or post tour, Asia Trophy, FAM trip with Hotel groups.
- **WeChat Mini App MICE Guide: **New****
Integrated Webinar training and news for destinations.
- **Events:**
Educational event for corporate clients, Destination wedding planner event.

An aerial photograph of a red car driving on a winding asphalt road. The road curves through a landscape with autumn-colored trees and green grass. The car is positioned in the center of the road, moving towards the right side of the frame. The surrounding vegetation is dense and shows a mix of green, yellow, and orange hues, suggesting a late autumn or early winter setting. The road is bordered by a concrete curb on the right side.

Finally, China is back and looking forward to meeting you all soon!

To be Swisstainable, virtual hugs from Beijing! 🤗

Danke. Merci. Grazie. Grazia.



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