



2016 Chinese Market Presentation

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Chinese Market General

- Emerging Market
- facing many challenges
- PNG and China has many to do

Our strategy

- Normal promotion method
- more targeted promotion method
- more internet promotion

Normal promotion method

- DRT , COTTM, CITM
- small Expo
- Journal, magazine

more targeted promotion method

- customised travel agent
- theme tourism
- other

more internet promotion

- website, Weibo, We chat
- soft promotion on travel platform
- new internet promotion potential(VR)

Looking ahead at 2017

- hope to see more positive effect in PNG
- we will stick on various promotion methods