



**ARIZONA**<sup>®</sup>

Office of Tourism  
**China Strategic Plan**



Alexander Glos  
i2i Group China  
May 1, 2013



# ARIZONA OFFICE OF TOURISM

## CHINA MARKET

2013 – 2014  
STRATEGIC PLAN



## Overview and Summary

Our focus in year one is:

- Development And Implementation Of A Comprehensive Arizona Brand And Tourism Value Message
- To Be Delivered Through Media And Communications, Social Media And Digital Marketing
- Initiation Of A Comprehensive General Marketing And Promotional Effort
- Development And Placement Of Travel Products With Key Resellers And Wholesalers Throughout China

These combined efforts will be designed for the highest possible rate of sales success. Our goal is to increase the overall number of inbound Chinese tourists to Arizona, the total number of room nights occupied as well as overall expenditure in Arizona by each tourist, with a particular focus on shopping, attractions and food & beverage.

These goals will initially be achieved through extensive media and communications outreach, designed to introduce the destination, the variety of experiences available and the depth and extent of tourism opportunities, seasonality. We will highlight iconic destinations such as the Grand Canyon, Monument Valley and Sedona, with a message focus of "You've Seen Us – Now Try Us". Arizona's powerful iconic scenery is well-known and utilized through popular media and culture. Our task will be to connect the imagery with the brand and the opportunity to experience it in real life.

This message will be developed in both travel industry and trade publications, print and digital, as well as general travel publications. There will be additional extensive focus on lifestyle media targeting the key demographic most likely to be interested and capable of experiencing an Arizona holiday. An effort will also be made to target a select demographic of the tourists visiting synergistic destinations including: Las Vegas, Los Angeles, Southern California, San Francisco, Seattle, Utah and Wyoming.

Concurrently, a comprehensive marketing and promotional program will be initiated. This program will be designed to highlight the destination, drive interested consumers to the Arizona China website, as well as select resellers offering Arizona product.

Training programs, educational seminars, exhibition participation, sales missions, familiarization trips for both trade and media, as well as participation in USA based events, collectively will inaugurate development of a deeper understanding of the Arizona brand and product availability.



## Goals To Be Achieved In The First Year

In the first year, our goals will include the following:

- Establishment and build out of a fully comprehensive in China, Mandarin language, Arizona tourism website.
- Establishment, training and support of an Arizona product reseller and wholesale partner program throughout China.
- Establishment and ongoing development of a month-to-month media and communications program designed to inform, educate and brand the Arizona travel experience.
- Establishment and ongoing development of a month-to-month social media and digital promotional program designed to inform, educate and brand the Arizona travel experience to a highly qualified online tourism consumer.
- Production of trade, media and consumer collateral information packages for digital and possible print distribution.

A 50% increase in inbound tourism from China (as measured by OTTI)

A 35% increase in overnight stays by tourists from China (as measured by our partners)

A 25% increase in overall spending by tourists from China (as measured by VISA Vue)

## Strategic Focus

Arizona remains a relatively unknown destination for the most travel capable high-end outbound Chinese tourists. Competition in China for high-end outbound tourism is intense. Similar destinations throughout the United States, including California and Nevada are successfully attracting diversified Chinese inbound tourists from three-star groups to high-end five-star Foreign Independent Travelers (FIT). The opportunity for inbound growth from China is tremendous. But the challenges also remain substantial.

The first step will be to successfully educate and build a recognizable Arizona brand in China, illuminate the travel destination, the worth of a holiday in Arizona, accommodation choices, attraction opportunities and segment this approach to groups, FIT, incentive, family and destination specific inbounds and inbounds from synergistic other USA destinations, especially Nevada and California.



## Target Demographics

Our goal is to target a select demographic of existing and potential Chinese outbound tourism customers who are capable, interested and most likely will appeal to an Arizona holiday experience.

- Capable = Minimum Monthly Net Income In Excess Of \$5,000.
- University Educated.
- Working For A Chinese Or International Global Company.
- English Comfortable To Moderate Fluency.
- Experienced Traveler To Similar International Or USA Destinations, Specifically Nevada, California, Seattle, Utah, Wyoming.
- Male And Female - Aged 29-45.
- Geography, Beijing Region, Shanghai Region, Guangzhou Region.
- Home Or Apartment Owner.
- Integrated Demographics: Photography, Skiing, Automobile Owner, Premium Brand Shopper, Apple Owner, Wine Enthusiasts, Fine Diner.

This profile represents our selected recommendation target. Chinese consumer behavior is highly integrated. Consumers who purchase certain products and behave in certain patterns are more likely to respond to similar marketing triggers and choose products from other categories of a similar nature. This is particularly true in the tourism industry. If you are trying to develop and attract outbound tourists to spend \$500 per night on hotel accommodations or \$10,000 a package and to travel 18 hours to a destination, it's necessary to target consumers who are behaving in a way that will most likely lead them to make this type of choice. The profile is based on experience of selling other high-end tourism destinations with a similar price point.



## Media and Communications Overall Approach

A successful media and communications program in China for Arizona needs to tell a great story about unique nature, luxury experiences, outdoor adventure, all season vacation opportunities, real Western Americana, international cultural flavor, American Indian culture, ancient and historic locations, sports and golf, world-class shopping, deluxe to boutique hotels, sophisticated Southwestern USA charm, American hospitality and smiling welcoming faces.

Media development in China is achieved in several ways. Development, writing and placement of story lines that appeal directly to the reader demographic in leading travel consumer, travel trade and lifestyle print and digital publications. In most cases, content can be placed on a complimentary and for reader value basis. In some cases, media placement will have to be paid for, but this will be included in the budget, and will only be exercised when truly necessary. Increasingly, publishers are looking for unique and diversified content to drive better readers, particularly subscriptions, in order to obtain higher value advertisers.

Utilization of planned media familiarization trips in the first year will be of prime importance. Bringing select lifestyle, travel consumer media to Arizona and showcasing firsthand the many unique aspects of the state will be a tremendous stimulus in growing media coverage in the first year. This strategy has worked effectively for us in the past and should yield results, depending on total number of media to participate, in excess of 150 equivalent pages and \$500,000 in advertising value.

Media and communications efforts are the way one defines the destination and the brand in China. Our media and communications effort will focus on producing high value, focused and informational article placement in both consumer print and digital, travel trade print and digital, leading social media including - Weibo, Renren and Youku, as well as others as available; building relationships with bloggers and digital marketing efforts as budget permits.

Story development will be customized to fit reader demographics as well as the target profile mentioned earlier. Articles will be focused on experiences, destination education, what you can do in Arizona, activities, shopping, sports, culture and interactive family and romantic escapes, as well as highlighting potential sponsoring organizations; hotels, airlines, retail outlets, etc. Each article will be largely written specifically for the publication. We will plan certain media content themes based on tour packages being made available through the designated tour operators. Content will also be developed based on seasonal activities and the geographic differences between northern and southern Arizona.



## Story Lines And Content To Be Considered Will Include

- Arizona Is The Real American West – Unique Americana – AKA Marlboro Man Images
- Focus On Great Outdoors, World-Class Hotels And Resorts, Shopping, Unique Food, Adventure Experiences, Native American Culture And History.
- Iconic Destinations - The Grand Canyon, Monument Valley, Route 66, Sedona, Scottsdale, Phoenix, Tucson.
- Luxury Arizona – Resorts, Hotels, Spas, Golf & Shopping

## Specific Media Story Lines

### Primary

- Ancient Ruins And Artifacts, Historic Places.
- Astronomy
- Caverns
- Cowboy Culture
- Culinary & Tasting Tours
- Golfing
- Grand Canyon National Park and Grand Canyon Skywalk
- Native American History And Craftsmanship, Art: Hopi Tribes Navajo Nation, Apache Tribes, Hualapai Tribe.
- Playing Outdoors All-Year Round
- Route 66
- Saguaro Cactus
- Spa Holidays
- Wine Tasting & Wineries



## Secondary

- Agricultural Tours
- Fishing
- Hot Air Ballooning
- Music And Entertainment
- Salsa Experiences
- Statewide Events And Dates
- Water In The Desert, Exploring The Lakes, Rivers And Streams - A Water Playground In The Middle Of The Desert.
- Art Galleries And Museums
- Gaming – AKA – Special Entertainment
- Mines And Minerals
- Relaxation Centers
- Spanish History

## Targeted Publications, Websites And Bloggers

### Blogger Media

Working with leading Chinese bloggers is an effective method to gain support with millions of enthusiastic outbound Chinese travelers.

Bloggers in China have millions of followers. Bloggers establish trust and confidence in their followers through long-term online connection. The strength of bloggers in China can be best described as having an extended best friend, who you believe, who you trust, and who you expect will give you good advice and recommendations, acting as your eyes, your ears and sometimes like your mother or father in providing advice, commentary and insights regarding travel and holiday experiences. Bloggers in China effectively secure people's perceptions about travel because followers equate the tastes and values of the blogger with their own. This contrasts greatly with traditional print and digital media which often is perceived as being soft advertising. Broadcast media is universally considered government propaganda. Bloggers have filled a unique role in providing a communal message experience online with a higher degree of confidence and attention.

The leading travel bloggers in China are largely syndicated through Sina.com and Sohu.com. These sites are able to drive extensive travel site users to these bloggers and at the same time these sites utilize various blogger sites to also drive traffic to their main sites. Some independent bloggers now exist in China, but they are not as popular or well trafficked as these. In addition, both Sina and Sohu offer micro-blog sites that can be developed for Arizona.



## Suggested Blogger Sites To Target

Sina.com offers some of the most popular micro-blogging sites for travelers from China; please see these links to their sites, including:

<http://blog.sina.com.cn/u/1236937620>  
<http://blog.sina.com.cn/u/1247915174>  
<http://blog.sina.com.cn/u/1272933544>  
<http://blog.sina.com.cn/u/1212717985>  
<http://blog.sina.com.cn/u/1587243893>  
<http://blog.sina.com.cn/u/1440103481>  
<http://blog.sina.com.cn/u/1260849850>  
<http://blog.sina.com.cn/u/1400565967>  
<http://blog.sina.com.cn/u/1181991795>  
<http://blog.sina.com.cn/u/1496935543>

## Additional Bloggers

jordychow.blog.sohu.com  
kangfu.blog.sohu.com  
mydaymyway.blog.sohu.com  
liangzivip.blog.sohu.com  
huoniaoshijie.blog.sohu.com

## Social Media:

Social media uses a more collaborative approach to connect with potential travelers as compared to bloggers. Social media in China offers interactive communication, allowing followers and promoters to link and use promotions, contests, and incentives to assist travelers to choose a destination. Social Media in China also allows for travel consumers to witness other travelers, like themselves, in situations and experiences that they too can enjoy. This interactivity also drives tourism behavior more effectively than traditional media. Chinese tourists trust seeing their peers in situations they wish to enjoy and hence increases conversion from dream to purchase.



## Suggested Social Media Sites To Target

The largest sites offering micro blog platforms are:

- Renren - The Chinese Version Of Facebook With Approximately 200,000,000 Members.
- Weibo - The Chinese Version Of Twitter With Approximately 100,000,000 Members.
- Youku - The Chinese Version Of YouTube With Approximately 200,000,000 Members.
- Qzone - A Social Media Network Produced By Tencent, China's Largest Internet Services Provider And Owner Of The QQ Messaging System, With Nearly 700,000,000 Members, Which Is Used Extensively By Business And Consumers.
- We Chat - A Social Media And Messaging Communication Platform, 100,000,000 Members.
- Pengyou - Another Social Media Network Being Developed By Tencent.

## Leading Social Sites

These listed sites are the leading social sites, offering extensive travel chat areas where Arizona can establish a presence. We have worked for clients on all of these sites and have extensive experience providing information, assistance and promotions through these sites. In addition, there are some newer developing sites that might also be utilized, and of course social media sites are always being introduced, so our staff is constantly monitoring social media patterns and interest by consumers in China.

(En)	Publication (Ch)	(En)	Publication (Ch)
t.Sina.com	新浪微博	Tom.com	Tom 社区
Sina Blog	新浪博客	t.163.com	网易微博
Sina Live	新浪播客	163 blog	网易博客
Renren.com	人人网	163.com	网易社区
Kaixin001.com	开心网	Tudou.com	土豆网
t.Sohu.com	搜狐微博	56.com	我乐网
Sohu blog	搜狐博客	youku.com	优酷网
sohu Live	搜狐播客	ku6.com	酷6 网
t.QQ	腾讯微博	ifeng.com	凤凰网博客
QQ space	腾讯博客 (空间)	t.ifeng.com	凤凰网微博
QQ Live	腾讯播客		



## Media - PR Strategy

Our goal is to create an ongoing PR and media management program for Arizona in China, including ongoing message, communication, article development and placement in print, electronic and broadcast media on a monthly basis.

In China, we typically write and develop custom stories for publications based on their particular content needs throughout the year. In addition to focusing on travel publications, we have had great success placing articles with media that offers demographics similar to the target audiences we are attracting to a particular destination, including men's and women's publications, business and financial publications, weddings, outdoor activities, automotive, lifestyle and more. Some research suggests that the percentage of travelers reading these types of publications is actually higher compared to traditional travel publications.

We are also becoming more focused on utilizing electronic media for our PR strategies as compared to print publications. In respects to the target tourist for Arizona, we believe they obtain the majority of their travel holiday information online and this trend will continue to accelerate in the coming years. Additionally electronic media offers us faster penetration into the market, more time sensitive stories, hitting a more specific demographic target and providing better results by developing traceable and executable response mechanisms by the reader.

## Monthly Tasks To Be Performed

- Develop Arizona Stories For Placement With Major Travel And Integrated Consumer Audience Media.
- Develop And Distribute Monthly Press Releases For Circulation To Travel Industry Print, Electronic And Broadcast Media, As Well As Integrated Media Contacts.
- Electronic Media Room Production, Making Stories, Photos, Video And Information Available Specifically For Media.
- Weekly Media Visits And Presentations Of Written Articles Promoting Arizona (Focus To Support Travel Trade Promotion). Media Efforts To Be Measured In The Monthly Media Tracking Report.
- Prepare A Chinese Media Kit, With Feature Stories, General Information, Facts And Figures, Available In Electronic Form.



## Steps

- Target Specific Media For Placement
- Develop Content Based On Their Needs
- Introduce Appropriate Stories For That Target
- Deliver Stories
- Track Story Placement

### Target Media

The following list is of leading print and digital media outlets that we will target for placement of Arizona feature articles and news stories on a regular basis.

- Top Travel: the leading travel magazine focused on high-end lifestyle, luxury shopping and natural experiences.
- Travel Trends : leading professional travel magazine from one of the largest media's in China.
- Lifestyle Magazine : daily national newspaper with extensive special travel section published every Wednesday, focused on middle to high-end consumers willing to travel globally.
- Travel & Leisure: leading consumer magazine offering travel feature content, lifestyle and destination profiles.
- Condé Nast Traveler: China version of the world's premier travel magazine, offering travel tips, vacation ideas, destination summaries and information, how to plan your itineraries, general news and information.
- Travel Weekly : leading B2B magazine, delivering the most updated news and information about the industry, focused on airlines, hotels, destinations, travel agencies and other industry providers.
- China Travel Agent: a highly influential business to business direct mail magazine with a circulation of over 80,000 travel agencies and tour operator professionals.
- Cosmo Bride : leading magazine providing the latest fashion and popular news for prospective brides and wedding planning as well as honeymoon preparation.
- Beijing Youth : a weekly newspaper publication focused on the economy, travel, lifestyle, culture and fashion. One of the largest circulating weekly publications in China.
- Global Times: the largest circulating daily publication in China, 450,000 daily readers, offering a special travel section each Wednesday.
- Life Week: leading publication with a high number of readers, focused on culture, lifestyle, food, wine, fashion, style and the good life.
- Modern Weekly: China's top culture, lifestyle and living publication with high circulations in Shanghai, Guangzhou and Beijing.
- Rely Her lifestyle: readers range in age from 25 to 40, largely female with high income and consumer consumption trend.



## Marketing And Promotions - Recommended

The following are recommended marketing and promotional activities to be initiated in the first year, including:

### **Trade shows & Events –**

CITM – Kunming 2013 (Oct 24 - 27) - this is the leading government-sponsored travel industry and consumer trade fair, produced in alternating years in Kunming and Shanghai. BrandUSA will have a Pavilion participation at the event this year, however, to date prices for this event have yet to be published. We recommend participation as the first opportunity for Arizona to showcase its brand in the year. Staffing and support for the event can be provided from our staff in China. We recommend a minimum participation of a standard exhibition booth as part of the Discover America Pavilion. Other activities surrounding the event would also be included: media luncheons, tour operator and travel agency sales meetings, training sessions and select promotional dinners.

Pow Wow - although based in the USA, the event typically attracts a large contingent of Chinese qualified buyers. We recommend at least one representative from the China office to attend the event, be involved in selected Chinese buyer appointments as well as possible entertainment options with the most important potential resellers.

Arizona Governor's Travel Conference - we also recommend participation in this event, in order to strengthen support throughout the state for the China effort and gather potential participation in China focused marketing, sales and promotion.

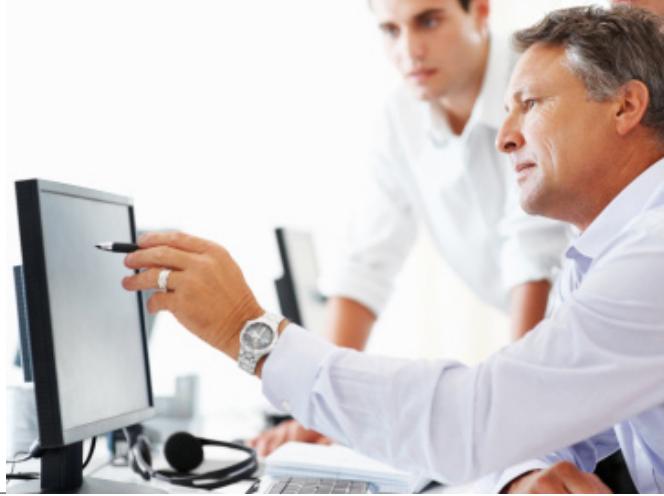


## Sales Mission

We recommend the production of a sales mission in January 2014, including stops in Beijing, Shanghai and Guangzhou. The one week mission would be focused on production of both media and trade conferences and seminars, allowing participants from Arizona to present and meet with Chinese travel buyers and leading media. A typical format includes an arrival into China on the weekend, meetings on Monday in the gateway city, Tuesday travel to the next city, Wednesday both media and trade meetings, Thursday travel, Friday media and trade meetings again, with a Saturday or Sunday departure to the USA. Typically we recommend a hosted media luncheon in each city, followed in the afternoon by a trade specific event comprised of tabletop meeting areas, staged presentations, networking and one-on-one meetings, ending with a lucky draw for participating visitors. Previously produced sales missions of this type normally result in meetings with approximately 200 trade buyers and as many as 50 media.

## Proposed Mission Schedule

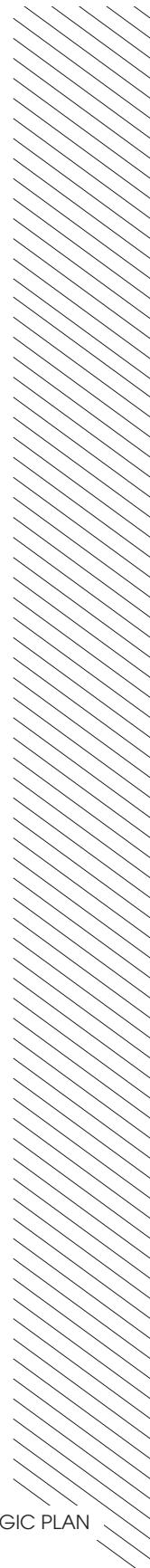
<b>Saturday</b>	<b>All-Day</b>	<b>Arrival Beijing</b>			
<b>Sunday</b>	<b>All Day</b>	<b>Arrival Beijing</b>			
	<b>1800</b>	<b>Pre-Mission Meeting - Last Minute Updates</b>			
<b>Monday</b>					
	<b>1100 - 1400</b>	<b>Media Luncheon - Presentation</b>			
	<b>1600 - 1900</b>	<b>Trade Presentation &amp; Cocktail</b>			
<b>Tuesday</b>	<b>All-Day</b>	<b>Visit Travel Agent - Transfer to Guangzhou</b>			
<b>Wednesday</b>	<b>1100 - 1400</b>	<b>Media Luncheon - Presentation</b>			
	<b>1600 - 1900</b>	<b>Trade Presentation &amp; Cocktail</b>			
<b>Thursday</b>	<b>All-Day</b>	<b>Visit Travel Agent - Transfer to Shanghai</b>			
<b>Friday</b>	<b>1100 - 1400</b>	<b>Media Luncheon - Presentation</b>			
	<b>1600 - 1900</b>	<b>Trade Presentation &amp; Cocktail</b>			
<b>Saturday</b>	<b>All-Day</b>	<b>Tour / Departure To USA</b>			
<b>Sunday</b>	<b>All-Day</b>	<b>Tour / Departure To USA</b>			



**Promotional Initiatives:** throughout the course of the year, various promotional initiatives in conjunction with travel resellers and marketers, consumer companies and media groups are regularly available. However, many of these initiatives are not publicized until several months before the programs begin. Typically we allocate a contingency budget for promotional initiatives to be used as opportunities arise. Throughout the year, we will be looking for promotional initiatives that are designed to showcase the Arizona brand and travel experience in conjunction with a sales mechanism that will drive real business to our resellers and ultimately to the state. Programs in conjunction with consumer companies are also possible, although more expensive, and typically require partnerships with multiple organizations potentially diminishing the brand impact of Arizona's participation. We prefer to analyze promotional opportunities on an ongoing basis and report to the home office as they become available in relationship to budget availability and potential value in our overall mission. These initiatives will be recommended to AOT and can only be initiated pending written approval.

**Digital Marketing:** in China this applies to marketing which leads to brand development by using a variety of digital channels such as email, social networks, mobile and internet based communications and promotional tools designed to reach travelers and/or potential travelers in a timely, relevant, personal and cost-effective manner.

Increasingly this is an important part of the overall marketing approach to consider. Our target demographic is highly Internet and mobile communication focused. Especially in the mobile realm, with new products and marketing opportunities becoming increasingly available, the opportunity to promote through digital promotions and marketing is increasing and the cost related to impact is decreasing. 50% of the mobile phones used in China have Internet capability. The average commute time for the average employee in China is over 90 min. each day. Much of this commuting is done on public transportation, allowing easy mobile communication and Internet access and usability. Digital marketing allows us to target our approach to the demographic we most desire, as well as initiate seasonal programs, special initiatives and marketing to select destinations or in conjunction with other marketing partners such as airlines and car rental companies.



**Brochure Production and Distribution:** although we live in an increasingly digital marketing world, print has not disappeared in China. Many of the travel agencies and tour operators maintain extensive retail operations, which require print brochures as part of their sales package and presentation. Many of these retail agencies have sales rooms, with walls of brochures, tables at which to seat customers and explain the tourism opportunities available. As much as one would like to transfer the budget allocation for brochure production and distribution to other uses, this still is required in China. In the first month, we will provide you with a recommended design for the brochure, a detailed cost of production, printing and distribution. The goal will be to produce a high-quality publication that provides customers with an overall comprehensive sense of the Arizona travel experience with a focus on driving the customer to the website and other social media sites for deeper information. This brochure will be created with an estimated lifespan of at least one year.

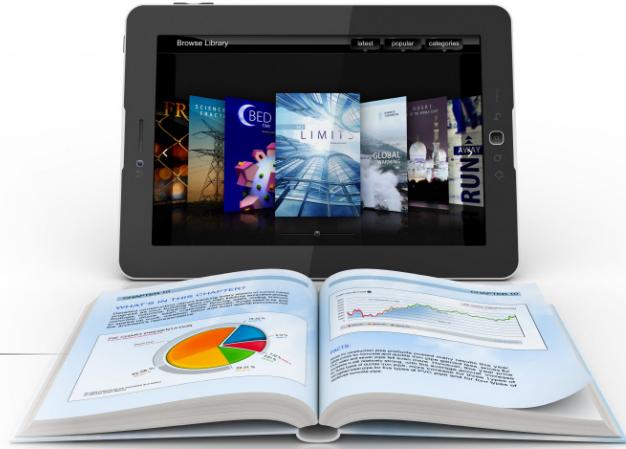
**In-Reseller Marketing:** working with select resellers will require supporting their efforts with in-store marketing and promotional information, posters, pop-ups and other information sources that can be useful in their sales process. A minimum of pop-up displays available in their retail operations has proven to be very effective for other clients. Customers walk in the door interested in participating in a US tour, but with detailed information available about Arizona, they're more likely to choose a package that includes Arizona. We have seen this success with Avis, Seattle, and other clients in the past. Good old fashion retail marketing still works here in China.

**Partnering:** we strongly support and urge partnering with other organizations whenever possible. Chinese tourists are not going to travel exclusively to Arizona, but instead will combine their travels with other destinations most likely on the West Coast. Rental car companies, airlines, hotel groups and financial services companies increasingly offer marketing and promotional joint venture opportunities that we will explore in the next several months. It's hard to estimate what types of programs are available as these are typically custom-designed and have to be budgeted according to the scope of the anticipated program. However, these programs can be planned in accordance with budget allocation, basically they can be sized based on available financing. Successful programs we are considering will be in conjunction with banking and financial institutions, consumer sales companies, credit card processors, airlines, car rental companies, food and drink distributors and potential cooperation with organizations that target our similar focused demographic customer.



## Sales Development and Strategy Overview

We recommend the selection and development of master sales agents and distributors in China, typically no more than five organizations in the early phase of development. We suggest targeting resellers, both tour operators and travel agents, with experience in Las Vegas, as well as Southern California, which may already be offering some type of Arizona product. In our estimation, these resellers are most likely to consider an Arizona add-on package for select groups. We would suggest development of packages that are unique to each company, based on their customer profile and experience, ranging from two nights to one week packages throughout the state. Additionally, packages should be available at three-star, four-star and five-star level. The key in making this happen is our ability to support these resellers through our marketing, promotion and digital resources. Chinese travel resellers are not interested in being our marketing department, they need to be able to offer exclusive sales packages that are unique and less price sensitive.



## Target Resellers

No.	Company Name	URL
1	China International Travel Service	<a href="http://www.cits.com.cn">www.cits.com.cn</a>
2	U-tour World	<a href="http://www.utourworld.com">www.utourworld.com</a>
3	China Travel Service	<a href="http://www.ctsho.com">www.ctsho.com</a>
4	Byecity.com	<a href="http://www.byecity.com">www.byecity.com</a>
5	CYTS	<a href="http://www.aoyou.com">www.aoyou.com</a>
6	CITIC	<a href="http://www.travel.citic.com">www.travel.citic.com</a>
7	Wuzhouxing Travel Service	<a href="http://www.wuzhouxing.com">www.wuzhouxing.com</a>
8	GZL Travel Service	<a href="http://www.gzl.com.cn/">http://www.gzl.com.cn/</a>
9	Phoenix Travel Worldwide	<a href="http://www.51tour.com/">http://www.51tour.com/</a>
10	JinJiang Travel	<a href="http://www.jinjiang.com/">http://www.jinjiang.com/</a>

In order to achieve this, we need to support their effort in obtaining preferential hotel pricing from suppliers in Arizona. In this early phase of building the business, we need to reach out to hotel owners that are interested in trying inbound Chinese development and help build the cooperation between the supplier and the reseller in China. At the same time, we can advise and consult with the hotels on offering amenities and services that will be complementary to the inbound Chinese. Whether it's Chinese language staff, offering Chinese breakfast items on the menu, CCTV in the hotel room, slippers and hot water pots, or just simply having Mandarin general information available in the hotels, or any of the services will send a message to the Chinese tour operators and travel agents that Arizona is serious about winning Chinese business.

After six months, these resellers need to be reviewed, both in terms of total number of visitors produced, sleeping room nights and overall sales revenue. This is a model for developing a comprehensive sales network featuring Arizona product. As we grow it out over the next several years, we will quickly determine and support organizations more willing to invest in the Arizona product, and at the same time be able to extend product availability deeper into the state as well as offering a more diverse product that will appeal to a broader spectrum of potential outbound Chinese tourists.



## Timeline for All Above Initiatives

### Arizona Project Time Line

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Launch Announcement		X												
Launch Event			X											
Website Outline		X												
Website Phase 1 Online				X	X									
Website Phase 2 Online					X	X								
Website Phase 3 Online						X	X							
Newsletter		X	X	X	X	X	X	X	X	X	X	X	X	X
Social Media			X	X	X	X	X	X	X	X	X	X	X	X
Sales Mission									X					
Trade Familiarization								X						
Media Familiarization								X						
Reseller Selection			X	X										
Reseller Initiation				X	X									
Reseller Training and Education				X	X	X	X	X	X	X	X	X	X	X
Citm Preparation							X	X	X					
Citm								X						
Sales Mission Preparation								X	X	X				
Media and Communications Program	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Brochure Design and Production		X	X		X	X	X	X	X					
Brochure Distribution			X	X	X	X	X	X	X	X	X	X	X	X



## Metrics Analysis And Feedback

We are strong advocates for metrics and analytical review of success and challenges in both marketing and sales. From our side, sales metrics can be ascertained from our resell partners. This will be part of our requirement in working with them and should be relatively easily obtained on a regular basis. This will be highly useful in our ongoing determination of their success and/or challenges and how we can adjust or support their efforts.

Online promotions and marketing, digital efforts and social media all offer us extensive metric feedback on a monthly basis which will include in some cases, demographic statistics as well as general data on visitors, clicks and time on site. Whenever possible we will offer interactive response mechanisms and data collection. This information will be included in our monthly reports and will be used on an ongoing basis to evaluate effort success.

Website metrics and information will be also available on a monthly basis, and will be included in our monthly report. This will include statistics on total visitors, individual visitors, and time on the site, page views, click responses, as well as data collection if the visitor chooses.

## Monthly Reporting

We will provide a detailed monthly report to your specifications, alternatively including summaries of general monthly activities, a sales report, marketing report, general market information, statistical and metric review and analysis, as well as future objectives and initiatives summary.

## Conclusion

Thank you for taking the time to review our strategic plan. In our opinion, this should be a living document, outlining a roadmap with obtainable goals, but utilizing flexibility in implementing marketing, promotions, sales initiatives, media and communications. We look forward to your comments and thank you for giving us the opportunity to share our vision.

Sincerely,  
i2i China