



Dragon Trail
INTERNATIONAL

Hotel Marketing for Chinese Outbound Tourists

Dragon Trail International | March 2025

Webinar Speakers



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Communications*
Dragon Trail International



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*Director of Business
Development China*
Small Luxury Hotels of the World



Xiao Dan
Travel Vlogger
Dandan Around the World



Agenda

- Essentials of Hotel Marketing for China
- Introduction: Small Luxury Hotels of the World
- Introduction: Dandan Around the World
- Panel Discussion
- Q&A

Dragon Trail International

Dragon Trail International is a marketing solutions company with roots in China and extensive experience in the global travel and MICE industries. Our full suite of marketing services includes B2C and B2B digital marketing and content creation; offline, virtual, and hybrid events; research and strategy consulting; and market representation in China.

- Founded in 2009, the company has offices in Beijing, Shanghai, Xi'an, and London.
- We are proud to work with major international brands, such as VisitBritain, Singapore Tourism Board, the Royal Commission for AlUla, Air Canada, Cambodia Airports, Avis Budget Group, Small Luxury Hotels of the World, Disneyland Resort California, English Heritage, and Galería Canalejas.
- **Learn more about our work and access free resources at www.dragontrail.com**



Dragon Trail
INTERNATIONAL

Our Experience with Hotels



Essentials of Hotel Marketing to China



Hotel Preferences: Cultural Basics

Standard Requirements

- Chinese speaking staff at front desk
- Electric kettle/hot drinking water
- Signage & print materials in Chinese (e.g., service guides, emergency exit directions)
- Wireless internet
- Chinese food in restaurants
- Bookable on Chinese OTAs

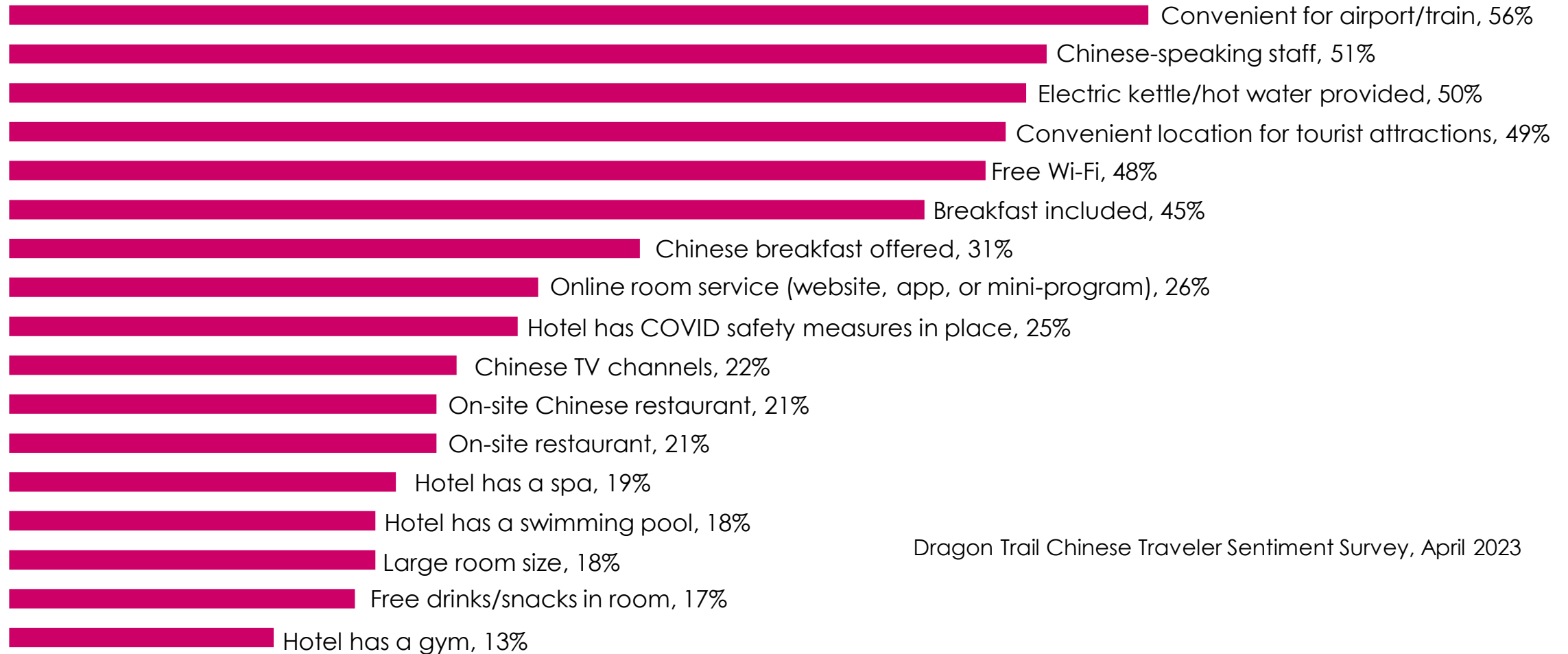
Common Expectations

- Slippers and green tea
- Accepts Chinese payment methods
- Chinese menu in restaurants
- Floor and room numbers do not contain unlucky numbers
- Authentic and not “too Chinese”
- Double/queen bed size



Hotel Preferences: Dragon Trail Consumer Research

When choosing a hotel, which of the following are important to you?



Dragon Trail Chinese Traveler Sentiment Survey, April 2023

Hotel Preferences: Dragon Trail Trade Research

Factors to consider when choosing partner hotels

N=465



Dragon Trail Chinese Outbound Travel
Trade Survey, December 2024

Hotel Marketing Pillars for China

Brand Awareness Pillar

Building a presence in China through owned digital channels

- Brand voice: Regular social media content and website
- UGC and social influencer content
- PR and media engagement

Booking Pillar

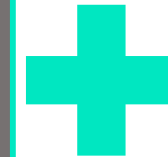
Building up an ecosystem that can generate direct bookings for the hotel

- China-hosted website with a Chinese booking engine API connected to centralized system
- Higher conversion through mini-program with booking ability

Loyalty Pillar

Connecting a global loyalty system to be China friendly

- Integrating through website and mini-program



B2B Pillar

Ensuring presence on key OTAs, agent platforms and bed booking sites

- Localized sales teams for MICE and group offers
- Partnerships with OTAs, agents, room banks and B2B partners for sales channels

International Hotels: Website and Booking Engines for China

China has a regulatory and technical environment that is often challenging for international players trying to enter and grow in China.

- The national firewall (aka GFW) blocks many popular internet services outside of China, including Meta, Google, Twitter/X, and YouTube.
- GFW blocks some common web resources (fonts, javascripts, CSS, etc.) needed to run websites not optimized for China.
- All websites are required to have ICP to be legally available in China. Sites without ICP cannot be hosted in China and are subject to GFW blocking or other censoring measures.
- All native Android, and iOS apps are required to have ICP to be legally available in Chinese app stores (Apple app store included).
- Apps that reference resources from blocked sources may not function as expected.



International Hotels: Common Website Problems

- Website blocked entirely by GFW
- Extremely slow load time in China because of links to content hosted on blocked sites (e.g., Facebook)
- Language accessibility issues (e.g., search bar does not allow for Chinese script searches)
- Signup/login only through email – should have mobile and ideally WeChat options
- Name fields do not accept Chinese characters or Chinese names

让我们开始吧
第 1 步 (共 3 步)

语言 简体中文
称谓 选择

名字 您的名字
姓氏 您的姓氏

电子邮件 您的电子邮件地址

城市 您的城市
国家/地区 选择您的国家

下一步

激活您的在线账户

Login is done through email only rather than WeChat or mobile phone, preferred methods for Chinese users

城市 北京

请只使用英文字符

名字 婷

这个值太短了。

姓氏 张

这个值太短了。

Sign up requires English language input and Chinese names are not accepted as they are too short

International Hotels: Website and Booking Engines for China

SMALL LUXURY HOTELS OF THE WORLD 全球奢华精品酒店
付无界 享非凡

首页 大中华区酒店 国际酒店 特邀会员 优惠活动 品牌故事 4001 203276
预订查询 | English

目的地 输入国家、城市、酒店名称

入住 2018-08-06 离店 2018-08-07 晚数 1 成人 2 查询酒店

卡蒂勒酒店 Le Mas Candille

赠送房晚 对自己最好的犒赏

目的地 输入国家、城市、酒店名称

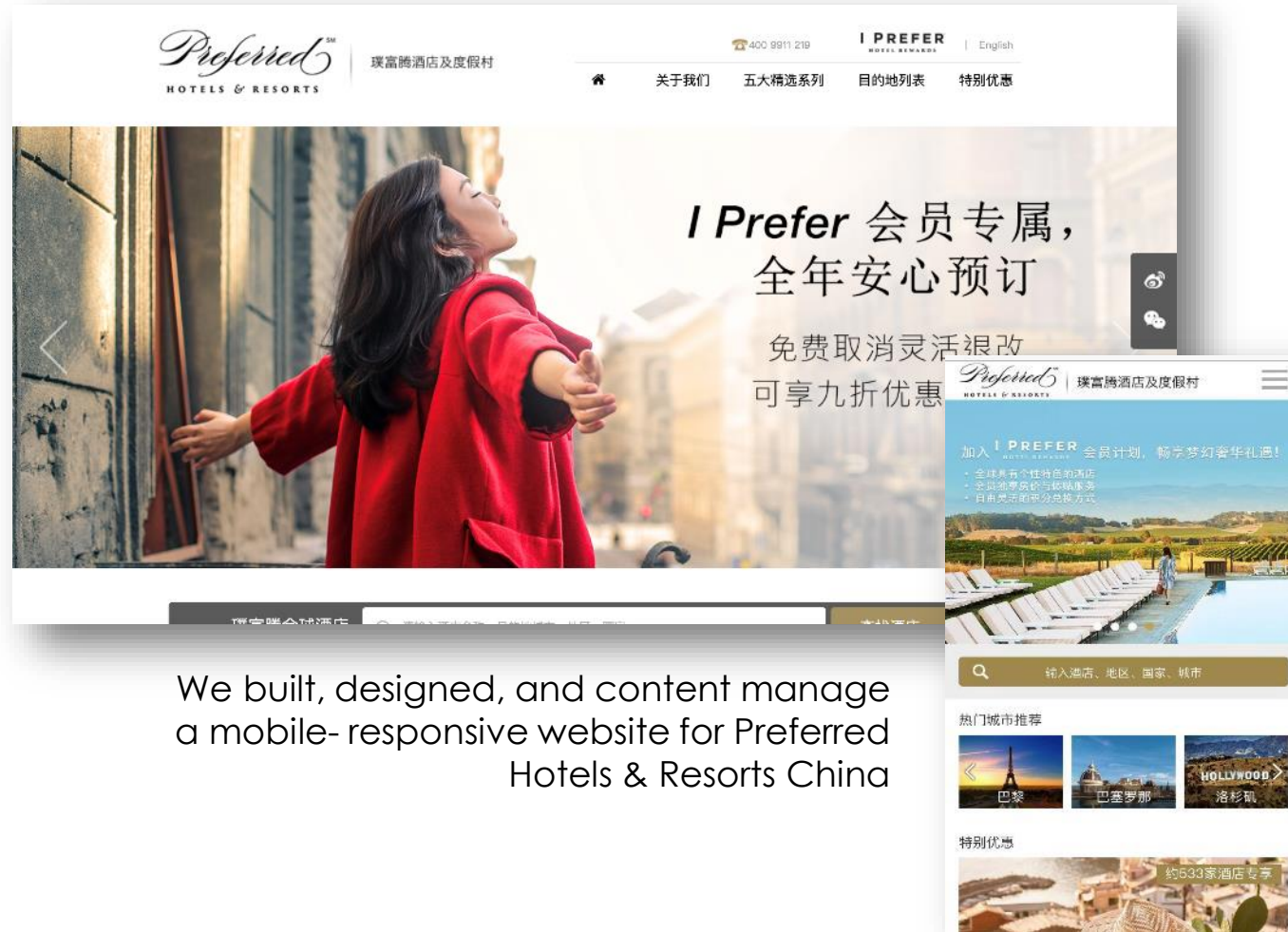
入住 2018-8-6 1晚 离店 2018-8-7 成人 2 查找酒店

推荐主题

米其林酒店 古堡酒店

SLH's desktop site is comprehensive, focusing on destinations and experiences to showcase the brand's global reach. The mobile site has simplified navigation to focus on easy direct booking and decision-making. The website is locally hosted and features a WeChat content feed to continually update the site content.

International Hotels: Website and Booking Engines for China



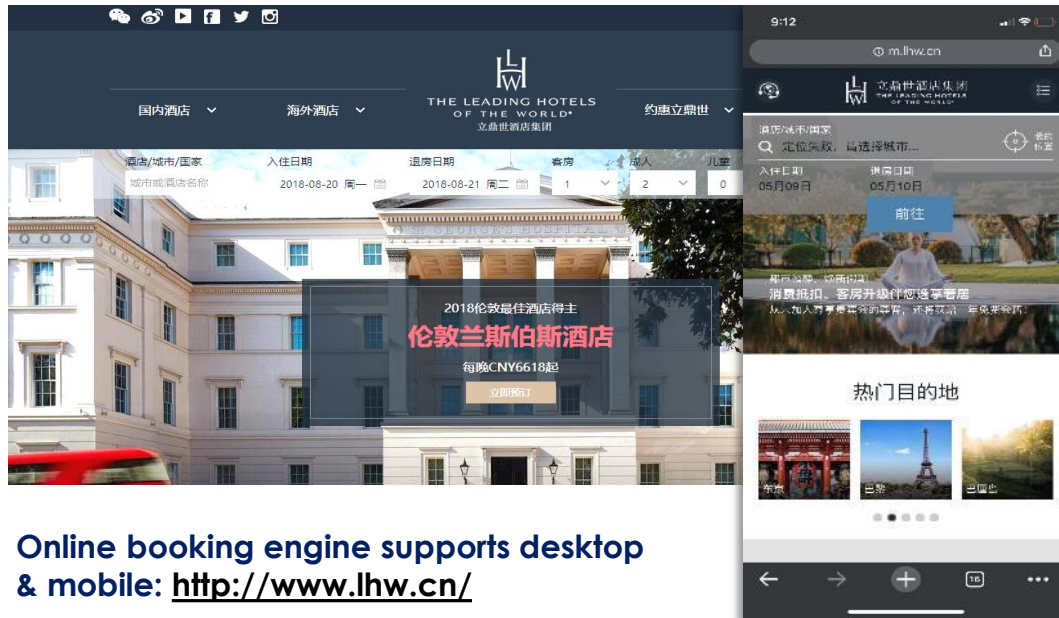
We built, designed, and content manage a mobile- responsive website for Preferred Hotels & Resorts China



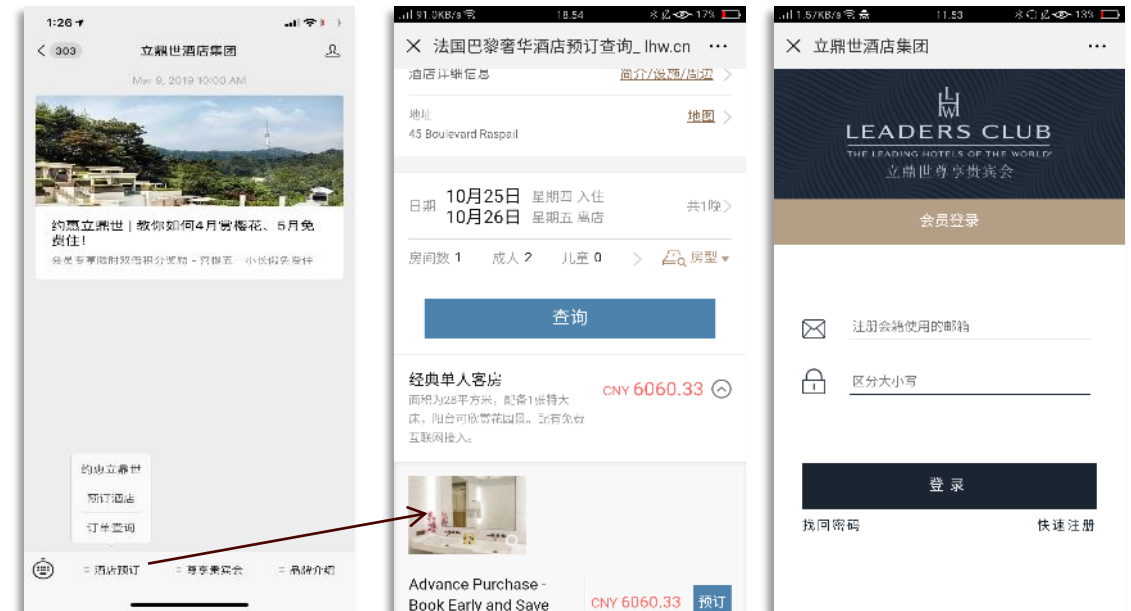
We designed bi-lingual desktop and mobile websites for UrCove by Hyatt

International Hotels: Website and Booking Engines for China

For Leading Hotels of the World our tech team developed a local booking engine, hosted in China and with simplified booking pathway – similar to the experience of booking on Ctrip – integrated with the Sabre API. The booking pages are very fast and the booking process time has been cut in half. We additionally localized their loyalty scheme with convenient sign up and management through WeChat.



Online booking engine supports desktop & mobile: <http://www.lhw.cn/>



WeChat booking & loyalty program

International Hotels: Mini-Programs for China

Mini-programs are a solution offering the benefits of an app with the added value of not needing to be downloaded and can leverage existing user data on WeChat.

- Cloud-based: no installation on phone
- No app store distribution: Search on WeChat or find through brand account
- Fast, smooth UX
- Flexibility: Support bookings and other kinds of services normally found on a mobile app
- Empower offline to online transactions and interactions with a QR code
- Applications for tourism: interactive maps; attractions info; exclusive deals and promotions for partners; concierge services; and much more
- **RedNote has now launched its own mini-apps and can leverage the audience on the hottest social platform.**



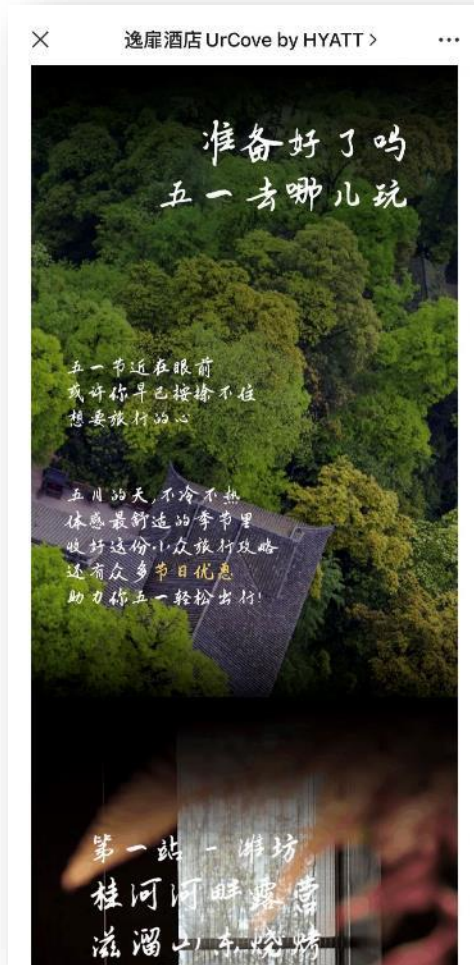
Accor WeChat Mini-Program



Accor RedNote Mini App



International Hotels: Social Media for China



UrCove by Hyatt



Global Hotels Alliance



SLH



RIU

Social Media for China: Content Marketing & Campaigns



Weekly content push

Weekly content push

Menu with quick links to booking engine, loyalty scheme and customer service



Content marketing sample: In-depth, creative content and original designs; hotel and destination content



Special deal push marketing to targeted consumers (e.g., tagged as "interested in Malaysia")

International Hotels: Influencer Marketing for China

带上屁孩去旅行



我家妞今年10岁，进的是8-12岁的club，每天玩得不亦乐乎，第一天回来就告诉我，认识了一个德国小伙伴（这个度假村是德国品牌，来玩的德国家庭比较多），成了好朋友。

每天，专职老师会带他们一起开展益智游戏、儿童体育和创意工坊等活动，因为酒店的私家沙滩很大，也会带他们玩不少沙滩项目。妞每天玩到不想回来。

王威尔 Will



风里有了夏天的味道 31.6万人参与

马德里的大遗憾! 😞 还好酒店帮我圆梦
西班牙之旅的第一站! 跟马德里说个早安先 😊 Ohla!

Say something... 191 29 45

阿 Sam 的午夜场



新年新气象，从你清晨睁眼开始，就能看到新加坡的第一眼景色，一整天的好心情，从拉开窗帘那一刻开始！这里所有的客房都设计了整面墙的落地窗，喜欢绿色的你，不妨选择不同级别的园景房，呆坐窗边就能欣赏美景，将新加坡的海湾轮廓或花园景观尽收眼底。



Serena 在纽约

18-12-25 from iPhone客户端 Edited

美好的圣诞早晨从时代广场的RIU开始
期待 santa 乘着驯鹿雪橇飘然而至
拉开窗帘望去是专属曼哈顿的 Artdeco
酒店位置超好，就在百老汇剧院区
《歌剧魅影》《芝加哥》《狮子王》
《Kinky Boots》《Anastasia》
热门演出剧场几乎都步行可达... Full Text

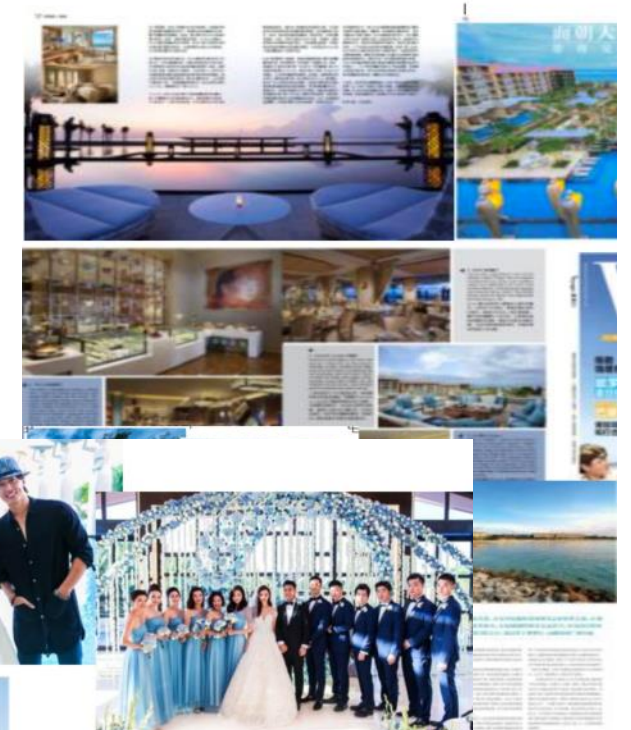


美国·纽约

49 72 372

Influencer types: Celebrity | KOL | KOC | KOS

International Hotels: PR for China



- Media events
- FAM trips
- Press releases/pitches
- Media queries
- Photo shooting



International Hotels: B2B Marketing for China

- Ensuring availability of products on key platforms such as Ctrip and Fliggy
- Localized sales teams for group and MICE bookings
- Grow agent network through roadshows and trade engagement



International Hotels: Common pitfalls for the Chinese Market

1. Assuming brand awareness

2. Limited and inflexible pricing

3. Slow response time

4. Limited payment methods/cultural differences around credit cards

5. Commission expectations from Chinese travel agents

6. Language barriers



环球旅行的丹丹

Dandan Around The World

Travel with a fashion attitude
带着时尚的态度去旅行

- ✔ Travel Vlogger on Weibo with 357 thousands fans
- ✔ Travel Vlogger on Douyin (Chinese Tiktok) with 347 thousands fans
- ✔ Top video blogger and high-end hotel seller on Douyin
- ✔ Certificated Tutor for Douyin (Chinese Tiktok)
- ✔ Travel vlogger on Wechat Channels
- ✔ Travel vlogger on Little Red Book
- ✔ Travel Vlogger on Ctrip
- ✔ 《People's Ch Daily》 Tourism Promotiner
- ✔ Promotion Ambassador of Chile Embassy
- ✔ Promotion Ambassador of Thailand Embassy

环球旅行家

酒店攻略 Hotel Experience

图文拍摄 Fashion shooting

美食体验 Cuisine Tasting

亲子活动 Family activities

运动达人 Sports activities

入住超过1000+ 奢华酒店

Stay over 1000+ luxury hotels

品尝过200+米其林餐厅

Visited many Michelin restaurants

行走过50+国家

Visited more than 50 countries and cities



Specialist for China Outbound Tourism Marketing

Guest speaker for ILTM Shanghai 2019

Guest tutor on how to run social media for China tailor made travel agency academy

Operated China - Tahiti Charter flight from 2013-2019

Operated China - Fiji charter flight from 2014 -2019

Organised celebrity wedding in Tahiti private island

Organised movie shooting <Where we go daddy2> in Fiji

Organised live show <Girlfriend's trip> in Tahiti in 2016



与之对谈
中国顶尖意见领袖

探讨中国社交媒体用户如何与奢华旅游接轨

七色地图 #KOL | 私徒熠 #KOL | Michael MacRitchie 主持人 | 环球的丹丹 #KOL | 行者风雷 #KOL

30.10.19 | 上海 | 10.30AM

Key Social Media Platforms

Little Red Book - more female, prefer good photos, video, more high-end

Douyin (Chinese Tiktok) - more user, widely promoted

Shipinhao (WeChat Channels) - friend's friend



Overseas Hotel Promotion Case Study



Overseas Hotel Promotion Case Study



Overseas Hotel Promotion Case Study



合作过的品牌



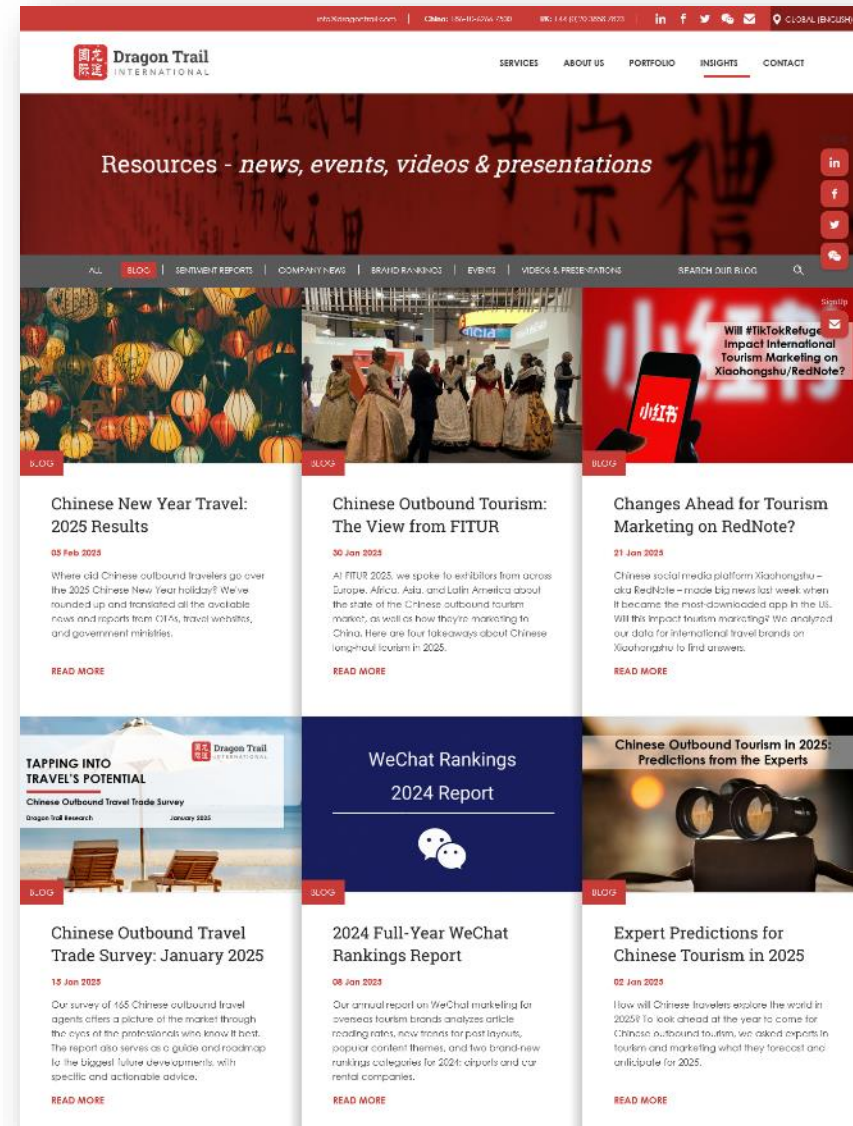
KJUS



Online Resources

Visit www.dragontrail.com for consumer sentiment reports and more information on the latest trends in Chinese outbound travel and digital marketing, catch up on past webinars, sign up for our monthly newsletter, follow our weekly Chinese social media rankings, and more.

You can also follow us for regular updates on LinkedIn, Twitter (X), and WeChat.



Q&A

For business enquiries
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www.twitter.com/dragontrail



HelloDragonTrail

