



ITALY SYMPOSIUM

EDUCATIONAL TOUR DEDICATO AL MERCATO CINESE

4-8 GIUGNO 2012

I PROFILI DEI BUYERS CINESI



BUYER

Company Name: Beijing Caissa International Travel Service Co., Ltd

Participant: Mr ZHANG CHI

Job Title: Manager of Retail Dept.

Beijing, China

In 1993, CAISSA Touristic was founded in Hamburg, Germany. At present, after nearly 20 years of vigorous development, it formed a worldwide operating network with the core of Beijing, reaching other major cities such as Paris, London, Shanghai, and Guangzhou. It becomes Chinese largest comprehensive tourism operator combining wholesale, retail and reception, receiving more than 0.3million Chinese visitors.

Kind of accommodation & service mostly interested in:

Destinations	Lazio 拉奇奥大区	Toscana 托斯卡纳大区	Emilia Romagna 艾米利亚·罗马涅大区
Service			
Hotel ***			
Hotel ****	■	■	■
Hotel *****	■	■	
Historic Villa	■	■	
B&B mid cat.			
B&B high cat.			
Holiday farm			
Holiday house	■	■	■
Apartment			
Campsite			
Holiday village	■	■	■
Mountain hut	■	■	■
Youth hostel			
Congress centre			

Main Activity:

Tour Operator

Travel Agency

Wholesaler

Other (please specify):

Retailer

Products and Services:

Transfer service

Cultural tours/events

hopping tours

Social holiday

Gastronomy & wine tours

Sporting tours/events

Incentive travel

Religious tourism

Health & Wellness

Business travel

School travel

Events/congress organis.

Kind of clients:

Single

Other (please specify):

Group

Company

Seasons of main activity:

Spring

Winter

Summer

Autumn

BUYER

Company Name: Beijing UTour International Travel Service Co.,Ltd.

Participant: Ms Lu Jiqing

Job Title: Product Manager

Chaoyang District, Beijing, China

With a registered capital of 51 million yuan, Utour International Travel Service Co., Ltd. (Utour) is a joint-stock enterprise with independent legal status established with the approval of the National Tourism Administration (CNTA) and Beijing Administration for Industry and Commerce. Headquartered in Beijing, the company mainly engages in outbound travel wholesale, retail, and incentive, business travel and meetings, and has established five branches in Shanghai, Chengdu, Shenyang, Harbin and Xi'an. The company is a member of China Association of Travel Services, Beijing Travel Industry Association, Pacific Asia Travel Association (PATA) and International Air Transport Association (IATA), passed ISO9001 quality management system certification in late 2007, and ranked fourth in the national rankings of profits and tax payments released by CNTA in 2010. As a professional e-commerce travel service website, Utourworld.com (www.utourworld.com) under the company provides tourists with one-stop and all-around travel services such as group travel, FIT travel, hotel reservation, visa application and member services. Utourworld.com was listed among China's top 10 travel agency websites by the Tourism Research Center of the Chinese Academy of Social Sciences.

Kind of accommodation & service mostly interested in:

Destinations	Lazio 拉奇奥大区	Toscana 托斯卡纳大区	Emilia Romagna 艾米利亚·罗马涅大区
Service			
Hotel ***	√	√	√
Hotel ****	√	√	√
Hotel *****	√	√	√
Historic Villa	√	√	√
B&B mid cat.			
B&B high cat.			
Holiday farm			
Holiday house			
Apartment			
Campsite			
Holiday village	√	√	√
Mountain hut			
Youth hostel			
Congress centre	√	√	√

Main Activity:

Tour Operator

Wholesaler

Retailer

Travel Agency

Other (please specify):

Products and Services:

Transfer service

Cultural tours/events

hopping tours

Social holiday

Gastronomy & wine tours

Sporting tours/events

Incentive travel

Religious tourism

Health & Wellness

Business travel

School travel

Events/congress organis.

Kind of clients:

Single

Other (please specify):

Group

Company

Seasons of main activity:

Spring

Winter

Summer

Autumn

BUYER

Company Name: CHINA BAMBOO GARDEN INTERNATIONAL TRAVEL SERVICE CO., LTS
 Participant: Ms FENG ZHEN
 Job Title: Product Manager
 Chaoyang District, Beijing

China Bamboo Garden International Travel Service Co., Ltd., established in 1996, has officially registered in the State Administration for Industry and Commerce and is authorized by the China National Tourism Administration to operate Chinese citizens' outbound travel (permit No. L-BJ-CJ00043). It's also a member of the World Tourism Association (WTA); the International Air Transport Association (IATA) and Pacific Asia Travel Association (PATA).

The structure of China's outbound travel market is undertaking a big reform. With advanced management concepts and market orientation, we intend to grasp the opportunity to enter the prosperous market of "Chinese outbound business travel," thereafter, we began operating professional tour groups to Europe. From 2000, we also set up our branches in other cities in China such as in Shanghai, Chengdu and Shenyang. In 2007, we became one of the first-level agents of Eurail Pass, which laid the foundation for the company to develop more diversified products. So far, the company has developed Europe Dept., Sales Dept., Australia Dept., America Dept., Southeast Asia Dept, Dept. of International Commerce, FIT Dept., Visa Dept., Marketing Dept., and Networks Dept. and so on. Our tourism products involve(have involved) in wholesale and retail, business incentive travel, global hotel reservations, Eurail Pass's first level agent's tickets reservation, domestic and international air tickets reservation etc.

The company has about 380 employees so far, and we have around 30000 tourists to visit Italy in 2011. I hope to get to know some hotel suppliers

Kind of accommodation & service mostly interested in:

Destinations Service	Lazio 拉奇奥大区	Toscana 托斯卡纳大区	Emilia Romagna 艾米利亚·罗马涅大区
Hotel ***	■	■	■
Hotel ****	■	■	■
Hotel *****			
Historic Villa	■	■	■
B&B mid cat.			
B&B high cat.			
Holiday farm	■	■	■
Holiday house			
Apartment			
Campsite			
Holiday village			
Mountain hut	■	■	■
Youth hostel			
Congress centre			

Main Activity:

Tour Operator

Wholesaler

Retailer

Travel Agency

Other (please specify):

Products and Services:

Transfer service

Gastronomy & wine tours

Health & Wellness

Cultural tours/events

Sporting tours/events

Business travel

hopping tours

Incentive travel

School travel

Social holiday

Religious tourism

Events/congress organis.

Kind of clients:

Single

Group

Company

Other (please specify):

Seasons of main activity:

Spring

Summer

Autumn

Winter

BUYER

Company Name: CHINA SPACE TOURISM ORGANIZATION

Participant: Ms Zhou Ling

Job Title: Marketing Manager

Beijing, China

China Space Travel Service Ltd (ACTS), founded jointly by China Space Travel and China International Travel Service in 1997, is an international travel service authorized by National Tourism Bureau to deal in outbound tourism.

China Space travel was established in 1997. By way of 15 years of development, we could provide services in the following area: Visa, Ticketing, Outbound and inbound travel, Business Visiting, Exhibitions, conference and so on.

We had already established many branches in other cities, such as Shanghai, Chengdu, Kunming, Wuhan, Xi'an. And we also have three subsidiaries: Beijing Phoenix international business & exhibition Ltd. and China Space Travel Aviation Services Ltd. China Space Travel Visa Services Ltd.

Nowadays, the company has kept good and close business relationships with several thousand domestic travel agencies, and hosts thousands of tourists per month.

Our European outbound tourism year-round maintains the top 5 in the industry, now the number of employees reached more than 600 people, and the number of tourist to Italy in 2011 reached 50000.

Kind of accommodation & service mostly interested in:

Destinations	Lazio 拉奇奥大区	Toscana 托斯卡纳大区	Emilia Romagna 艾米利亚·罗马涅大区
Service			
Hotel ***			
Hotel ****	√	√	
Hotel *****	√	√	
Historic Villa	√	√	
B&B mid cat.			
B&B high cat.			
Holiday farm			√
Holiday house			
Apartment			
Campsite	√		
Holiday village			
Mountain hut	√		
Youth hostel			
Congress centre			

Main Activity:

Tour Operator

Wholesaler

Retailer

Travel Agency

Other (please specify):

Products and Services:

Transfer service

Gastronomy & wine tours

Health & Wellness

Cultural tours/events

Sporting tours/events

Business travel

hopping tours

Incentive travel

School travel

Social holiday

Religious tourism

Events/congress organis.

Kind of clients:

Single

Group

Company

Other (please specify):

Seasons of main activity:

Spring

Summer

Autumn

Winter

BUYER

Company Name: CITS Group Shanghai Co., Ltd
Participant: Ms Fang Yi
Job Title: Manager of European Dept.
Shanghai, China

European Dept. of CITS Group Shanghai Co., Ltd was established in 2005, now we have totally 71 agencies in Shanghai. As we are the holding company of CITS Wu Xi, CITS Nanjing, CITS Nantong and CITS Zhenjiang, our business scope covers the entire East China market. In 2011, we have sent 7,221 Chinese tourists to Europe. In November 2011, we launched 11 days of pure Italian depth tour in which include Roma, Firenze e Bologna.

Kind of accommodation & service you are mostly interested in:

Destinations	Lazio 拉奇奥大区	Toscana 托斯卡纳大区	Emilia Romagna 艾米利亚·罗马涅大区
Hotel ***			
Hotel ****	X	X	X
Hotel *****	X	X	X
Historic Villa		X	
B&B mid cat.			
B&B high cat.			
Holiday farm			
Holiday house			
Apartment			
Campsite			
Holiday village			
Mountain hut			
Youth hostel			
Congress centre			

Main Activity:

Tour Operator

Wholesaler

Retailer

Travel Agency

Other (please specify):

Products and Services:

Transfer service

Cultural tours/events

hopping tours

Social holiday

Gastronomy & wine tours

Sporting tours/events

Incentive travel

Religious tourism

Health & Wellness

Business travel

School travel

Events/congress organis.

Kind of clients:

Single

Other (please specify):

Group

Company

Seasons of main activity:

Spring

Winter

Summer

Autumn

BUYER

Company Name: GZL INTERNATIONAL TRAVEL SERVICE CO. , LTD.

Participant: Ms LI YING (Shirley)

Job Title: Group operator

Guangzhou, Guangdong Province, China

GZL International Travel Service Ltd. was established on 5th Dec. 1980. It is the largest and most powerful travel enterprise with the highest reputation in southern China. Inbound tour, outbound tour and domestic tour are taken as the three major businesses by GZL. GZL owns a 24-hour call center of international top level and a professional working team of staffs in various specialties. Only in Guangdong Province, its staff number is nearly 1400.

GZL owns over 40 boutiques in Guangzhou City and over 200 stores in Guangdong Province, which builds a large and complete sales network in South China. In 2011, GZL received nearly 2,500,000 tourists home and abroad, sustaining a business income of above 3 billion RMB. According to the results of the satisfaction research and evaluation of tourism services released by the Guangdong Quality Management Association and Guangdong User's Committee, 92.2% surveyors voted GZL as the best travel enterprise in Guangdong Province.

The Center of European Tours is a very important part of the GZL. We have 30 colleagues to provide service about the tours to Europe. In the past 2011, we have received over 10,000 tourists travel to Italy. We will try our best to maintain the good grades and to improve it.

In the coming activity, we hope to know more suppliers including local travel agent, hotels, local restaurants, cruises etc., we believe can do better with powerful support from all of you.

Kind of accommodation & service mostly interested in:

Destinations	Lazio 拉奇奥大区	Toscana 托斯卡纳大区	Emilia Romagna 艾米利亚·罗马涅大区
Service			
Hotel ***			
Hotel ****	√	√	√
Hotel *****	√	√	√
Historic Villa	√	√	√
B&B mid cat.	√	√	√
B&B high cat.	√	√	√
Holiday farm	√	√	√
Holiday house	√	√	√
Apartment	√	√	√
Campsite			
Holiday village	√	√	√
Mountain hut			
Youth hostel	√	√	√
Congress centre	√	√	√

Main Activity:

Tour Operator

Wholesaler

Retailer

Travel Agency

Other (please specify):

Products and Services:

Transfer service

Gastronomy & wine tours

Health & Wellness

Cultural tours/events

Sporting tours/events

Business travel

hopping tours

Incentive travel

School travel

Social holiday

Religious tourism

Events/congress organis.

Kind of clients:

Single

Group

Company

Other (please specify):

Seasons of main activity:

Spring

Summer

Autumn

Winter

BUYER

Company Name: Hua Yuan International Travel CO., Ltd
 Participant: Ms Zhang Xu
 Job Title: Operator
 Chaoyang District Beijing China

Hua Yuan International Travel Co., Ltd. was established in 1993. Approved by China National Tourism Administration of the first batch, it is an international travel agency that operates Chinese citizens to travel abroad services.

Since its establishment, the company repeatedly ranks among the national top 100 international travel agencies, and maintain a continuous honored place of the top 20 among Beijing international travel service. The main business of Hua Yuan International Travel Co., Ltd.: outbound tourism, domestic tourism services etc.

Hua Yuan International Travel Co., Ltd has advanced tourism and market advantages, it supplies the global travel data services and provides one-stop service model for regional wholesalers and 3,000 retail agents of 120 travel agencies across the country.

The number that went to Italy in 2011: 41,300 (That is the total number of Beijing, Shanghai, Chengdu, Wuhan and Kunming).

Kind of accommodation & service you are mostly interested in:

Destinations	Lazio 拉奇奥大区	Toscana 托斯卡纳大区	Emilia Romagna 艾米利亚·罗马涅大区
Service			
Hotel ***	Rome	Florence	Bologna
Hotel ****		Pisa	
Hotel *****			
Historic Villa			
B&B mid cat.			
B&B high cat.			
Holiday farm			
Holiday house			
Apartment			
Campsite			
Holiday village			
Mountain hut			
Youth hostel			
Congress centre			

Main Activity:

Tour Operator

Wholesaler

Retailer

Travel Agency

Other (please specify):

Products and Services:

Transfer service

Gastronomy & wine tours

Health & Wellness

Cultural tours/events

Sporting tours/events

Business travel

hopping tours

Incentive travel

School travel

Social holiday

Religious tourism

Events/congress organis.

Kind of clients:

Single

Group

Company

Other (please specify):

Seasons of main activity:

Spring

Summer

Autumn

Winter

BUYER

Company Name: Shanghai Airlines Tours International(Group) Co., LTD

Participant: Ms Yao Huan - Job Title: Assistant Manager - Shanghai, China

Shanghai Airlines Tours International (Group) Co. Ltd. (SAT) is affiliated with China Eastern Airlines Co. Ltd. SAT has executive membership of 'China Association of Travel Services' (CATS) and vice chairman membership of the International Travel Services division, as well as the Domestic Travel Services division of the Shanghai Association of Tourism. SAT is also the member of Shanghai Association of Quality Management. It has been admitted into many international travel organizations such as PATA, IATA, ICCA, SAT Group, with total assets of 500 million Yuan, has 2 sub-companies under its direct administration, The Inbound Travel Service and the Outbound Travel Service, 6 wholly owned or holding subsidiaries companies: Shanghai Airlines Holidays Travel Service Co. Ltd., Shanghai Airlines Event Management, Shanghai Crane Aviation Travel Service Co. Ltd., Tourist Coach Service Co. Ltd., Shanghai Airlines Personal Overseas Affairs Service Co. Ltd. and Shanghai Airlines Overseas Labour Service Co. Ltd. In addition, SAT Group has the investment in two other companies. In recent years, SAT Group has set up a web site: www.satrip.com and call center 962008 in addition to over 100 retail outlets of "Shanghai Airlines Tours" and "Shanghai Airlines Holiday" which are operated in different parts of Shanghai.

SAT Group is proud of his outstanding team of professional tour guides and tour leaders. Some of English and Japanese speaking tour guides were top winners during "Shanghai Tour Guides Speech Contest" in 2005, 2007 and 2009. Four tour guides were awarded the title of "National Model Guide" in 2005 and 2010. Since 1993, it has been honored as the national "Top 100 International Travel Services" for 18 years consecutively. In 2010, SAT Group ranked the 7th in "Top 10" list. In December of 2010, SAT Group was greatly honored with the title of "Advanced Unit of Shanghai EXPO" by The Central Committee of Chinese Communist Party and The State Council. In 2012, both Shanghai Airlines Tours International (Group) Co., Ltd and Shanghai Airlines Holidays Travel Service Co., Ltd have been rated as 5A travel service.

It is with the great support from China Eastern Airlines Co., Ltd that SAT Group will continue to strive to build up its brand names of "SAL Tours" and "SAL Holidays" and build SAT GROUP into a comprehensive travel group, first rate in China and well-known in the world.

We have arranged 8000 travelers to Italy during 2011.

Kind of accommodation & service mostly interested in:

Destinations Service	Lazio 拉奇奥大区	Toscana 托斯卡纳大区	Emilia Romagna 艾米利亚·罗马涅大区
Hotel ***	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hotel ****	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hotel *****	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Historic Villa			
B&B mid cat.			
B&B high cat.			
Holiday farm	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Holiday house	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Apartment			<input checked="" type="checkbox"/>
Campsite			
Holiday village	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mountain hut	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Youth hostel			
Congress centre			

Main Activity:

- Tour Operator
 Wholesaler
 Retailer
 Travel Agency
 Other (please specify):

Products and Services:

- Transfer service
 Gastronomy & wine tours
 Health & Wellness
 Cultural tours/events
 Sporting tours/events
 Business travel
 hopping tours
 Incentive travel
 School travel
 Social holiday
 Religious tourism
 Events/congress organis.

Kind of clients:

- Single
 Group
 Company
 Other (please specify):

Seasons of main activity:

- Spring
 Summer
 Autumn
 Winter

BUYER

Company Name: Shanghai Spring International Travel Service (Group) Co., Ltd.
 Participant: Ms Wang Xin
 Job Title: Manager of European Dept.
 Shanghai, China

Shanghai Spring International Travel Service (Group) Co., Ltd (Spring International) was established in 1981. After great dedication and hard work, now it has become the single largest private travel service in China with over 4000 employees and affiliate companies and stations in every major tour cities in China and in North America, Europe and Asian countries. Spring International is the first and only travel service in China to own its own airline – Spring Airline. Spring International also conducts business which covers the area of in-bound and out-bound tour markets, MICE (Meeting Incentive Convention & Exhibition), Airline, Hotel reservation, etc. In addition, Spring International has been honored consecutively since 1994 by the China National Tourism Administration Bureau as the “number one of the 100 top travel services” in China.

Year 2011

Customer travel to Italy: above 4,000 persons.

Kind of accommodation & service you are mostly interested in:

Destinations	Lazio 拉奇奥大区	Toscana 托斯卡纳大区	Emilia Romagna 艾米利亚·罗马涅大区
Service			
Hotel ***			
Hotel ****	√	√	√
Hotel *****	√	√	√
Historic Villa			
B&B mid cat.			
B&B high cat.			
Holiday farm			
Holiday house			
Apartment			
Campsite			
Holiday village			
Mountain hut			
Youth hostel			
Congress centre			
Special interests (please specify)	4-5 Star Hotels	4-5 Star Hotels	4-5 Star Hotels

Main Activity:

Tour Operator

Wholesaler

Retailer

Travel Agency

Other (please specify):

Products and Services:

Transfer service

Gastronomy & wine tours

Health & Wellness

Cultural tours/events

Sporting tours/events

Business travel

hopping tours

Incentive travel

School travel

Social holiday

Religious tourism

Events/congress organis.

Kind of clients:

Single

Group

Company

Other (please specify):

Seasons of main activity:

Spring

Summer

Autumn

Winter

BUYER

Company Name: Guangdong Nanhu international travel service

Participant: Mr. ZHOU LEXIAN (Arnold)

Job Title: Vice General Manager

Guangzou, China

Guangdong Nanhu International Travel Service was founded in 1999 and began the European tourism business from the year of 2005. Now Nanhu Travel is one of the biggest travel agencies in Guangdong, China. Now it has over 2,500 employees and over **120 branches** in Hong Kong, Shanghai, Sichuan province, and Guangdong area as well as **60 branches only in Guangzhou city**.

From 2009 to 2011, we have almost sent **8,000** tourists each year to Europe and almost 4,000 to Italy. Now, it grows up at the speed of 30% per year.

Kind of accommodation & service mostly interested in:

Destinations Service	Lazio 拉奇奥大区	Toscana 托斯卡纳大区	Emilia Romagna 艾米利亚·罗马涅大区
Hotel ***			
Hotel ****	√	√	√
Hotel *****	√	√	√
Historic Villa			√
B&B mid cat.			√
B&B high cat.		√	
Holiday farm	√	√	
Holiday house	√	√	
Apartment			√
Campsite	√		
Holiday village	√	√	
Mountain hut	√	√	
Youth hostel			
Congress centre			√

Main Activity:

Tour Operator

Wholesaler

Retailer

Travel Agency

Other (please specify):

Products and Services:

Transfer service

Cultural tours/events

hopping tours

Social holiday

Gastronomy & wine tours

Sporting tours/events

Incentive travel

Religious tourism

Health & Wellness

Business travel

School travel

Events/congress organis.

Kind of clients:

Single

Other (please specify):

Group

Company

Seasons of main activity:

Spring

Winter

Summer

Autumn