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Access **China**

Capability Statement

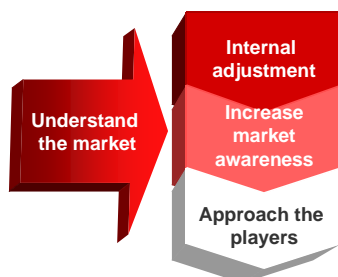
Our Profile

AccessChina is an independent Tourism Consulting firm providing marketing advice to tourism attractions, hotel groups, state and regional tourism offices that intend to either enter the Chinese market or improve their current market presence.

We have extensive knowledge and experience of the Chinese market and keep close contact with key Chinese wholesalers and retailers. Our team works dynamically and passionately to achieve success for our clients.

Our Approach

AccessChina's marketing consultancy comprises 4 steps:



Understand the market

Based on customized market research and tourist surveys we help our clients to formulate their individual marketing strategy. Furthermore, we also encourage our clients to visit the Chinese market accompanied by us meeting key players and building relationships with them.

Internal adjustment

We help our clients to develop products that meet the specific requirements of the Chinese travel agents and their tourists. Additionally, we assist our clients by translating their website into Chinese and providing them with brochures and other collaterals that suite the Chinese market.

Increase market awareness

To have the market recognize our client's products and updates, we offer e-news letter and in-market product training, which will achieve a maximum effect and at the same time minimize our clients' costs.

Approach the players

To change the behaviour of Inbound Tour Operators (ITO), which usually tend to buy 'as cheap as possible' products, we facilitate product training for key ITO's operational staff.

In joint sales calls we advise our clients in the work with ITOs, key wholesalers and retailers.

Services

Our clients can either choose selectively the services that address their individual needs and budget or choose a packaged solution that includes FREE trainings.

Our services are:

- Market research
- Product development
- Collaterals revision consultancy
- Website translation

- Product trainings to ITOs and key agents in China
- Chinese E-Newsletter writing and distribution (B2B and B2C)
- PR and media consultancy and planning
- Tourist Satisfaction Survey
- Market familiarization visit arrangement
- Special group caring
- Sales call to China (half yearly)
- Event attendance
- Translation service (marketing/sales collateral, internal documents, signs, inscriptions etc)
- Culture awareness trainings
- Online travel agent training

Experience

Selective experiences of our advisors are listed below:

Tourism Offices

- Tourism New South Wales
- Tourism Heidelberg
- Tourism Barcelona
- Tourism Strasbourg

Tour Attractions and Hotels

- Qantas
- Sydney Aquarium
- Sydney Tower
- Manly Ocean World
- Matilda Cruises
- Captain Cook Cruises
- Rydges Hotels and Resorts

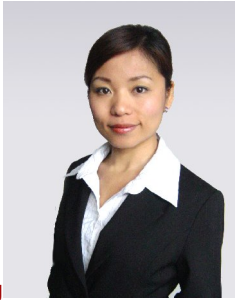
For more information, please contact:

info@accesschina.org

Phone: **03 9671 3360**

Fax: **03 9671 3360**

The Team



Joanna Deng

B.E. Insurance, M.M. Tourism Mgt.

Joanna is in charge of all business enquiries. With 8 years professional experience in the travel industry and having worked in 3 different continents, Joanna has gained extensive knowledge of the Chinese outbound travel market with responsibilities in marketing, program development and tour operation. Joanna holds a Master of Tourism Management from the University of Technology, Sydney and a B.A. Insurance degree from the University of Wuhan, China. Prior to founding AccessChina she held various management positions:

- Market Development Manager for Matilda Cruises, Rydges Hotel and Resorts, Sydney Aquarium Group (Sydney Attraction Group) in Shanghai, China
- Sales Manager and Operation Manager for FTS Favor Travel Service in Shanghai, China and Frankfurt, Germany.

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- Operations Manager for The Great Australian Holidays (Sensation Travel) in Sydney, Australia.
- Assistant Product Manager, Tour Operator, Tour leader and Tour Guide for Chengdu Overseas Travel Co., Ltd. in Chengdu, China.

Ping Ye

B.A. Tourism Mgt.

Ping spent 10 years working in different roles within the travel industry. He has extensive knowledge of the Chinese outbound travel market and is considered a marketing and sales expert in the tourism field. He has been responsible for and participated in many marketing campaigns and new product launches. He maintains close contact with managers and decision makers of major Chinese media companies, in-market National Tourism Boards and Regional Tourism Boards, airlines and PR management firms.

Prior to focusing on tourism marketing, Ping has taken responsibilities in sales for a number of European inbound tour operators and ticketing corporations, for which he has successfully established representative offices in China and thus significantly increased their reputation.

In 2004 Ping and his team have worked together with Tourism

Scandinavia on joint marketing campaigns to develop the East China market and successfully created a first wholesaler module specialized for this destination. The outstanding result of this campaign led to an engagement by Tourism New Zealand in 2005 using the same approach to develop a series of regular departure products.

Testimonials

Tony Chen

Deputy Director
China International Travel Services,
Shanghai

"Without Joanna, her team and their up-to-date product knowledge, we might have not been able to win the biddings for several incentive groups. We always welcome her and her team to walk into our office for a sales call, training or just a friendly visit."

Bob Shen

Manager, Australia & NZ Dept
Shanghai Spring International Travel Services

"We are the travel agent with the most widely spread retail network in China and therefore training to our staff is a key factor of our success. Joanna and her team provided trainings to our retail staff that was highly appreciated by our travel consultants' and helped increasing their confidence in selling Australian products. The Australian brochures translated into Chinese brought by Joanna also tremendously helped our front desk staff to talk to customers and selling them trips to Australia."