

2022 China Marketing Packages

By STB China

January, 2022

Standard Packages



China Digital Promotion Package -Basic

- Partners' landing pages built on STB's official website
- Partners' profiles/products promoted through STB official travel trade focused B2B WeChat account (4 times/year)
- Highlight partners' profiles/products in seminars, sales trainings and routine promotions

Package Price: RMB 7,000

China Digital Promotion Package -Premium

- Partners' landing pages built on STB's official website
- Partners' profiles/products promoted through STB official travel trade focused B2B WeChat account (4 times/year)
- Partners' profiles/products promoted through STB official consumer focused B2C Weibo accounts (Chinese Twitter) and/or WeChat accounts (4 times/year)
- Highlight partners' profiles/products in seminars, sales trainings and routine promotions

Package Price: RMB 10,000

Travel Trade Seminar Package

- Offline travel trade seminars in Beijing, Shanghai and Guangzhou at the last week of October, 2022 under the condition of well controlled Covid-19 and free travel of the people.
- The format will be morning business visit to one key tour operator and afternoon seminar session at hotel. Partners are supposed to give short presentation of your products and services and followed by free talking.
- Targeted tour operators will be the ones who are focusing on FIT, tailor-made, small groups, business groups and package tour groups with in-depth and long stay programs.
- Minimum number of partner required: 10 companies.

Package Price: RMB 20,000 excluding travel and meals cost

Possible Extra Cooperation Opportunities



Media Cooperation Opportunity

- Cooperation with potential influential media partners for suitable joint marketing project to create good quality content and wide media exposure in Chinese market.
- The content will be but not limited to articles, images, short and long videos, livestreaming, etc.
- The project may involve interviews, filming, media trips, etc.
- The prospective project partners could be hotels, transportations, destination marketing organizations, activity companies, incoming agencies, etc.

Price: case by case

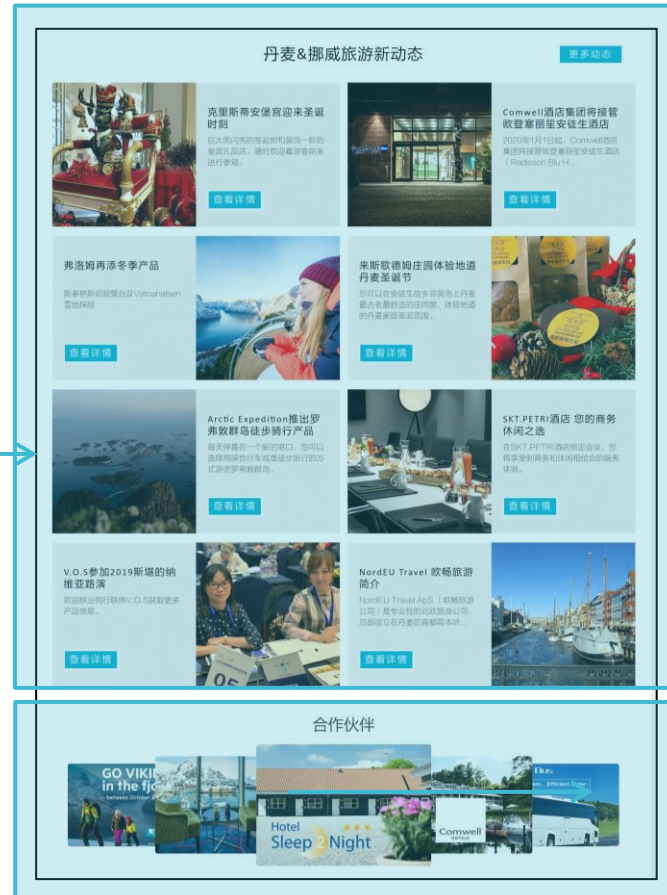
STB Digital Profiles

- Featured on STB Website
- STB Sina Weibo Promotion
- STB WeChat Promotion

Featured on STB Website (I)

Your company will be presented on STB's official website: <http://www.beiou.org>

On the front page

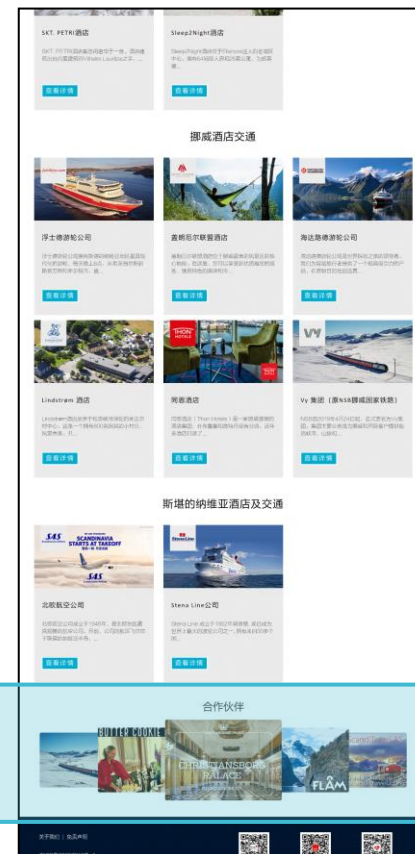
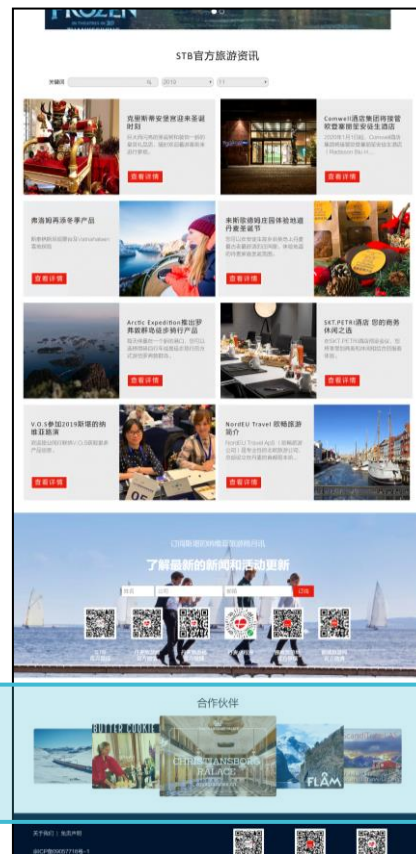
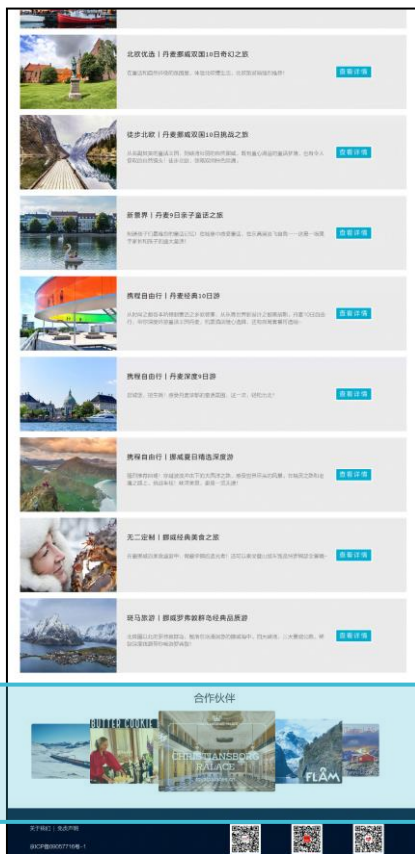
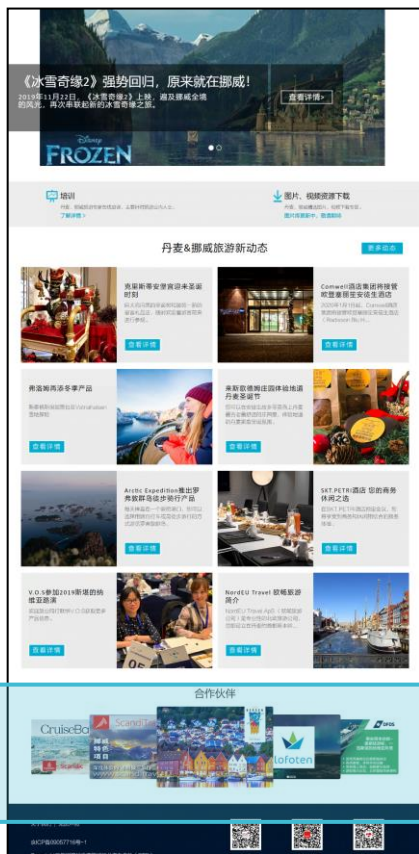


Monthly news

A running banner with pictures or commercials to promote your company

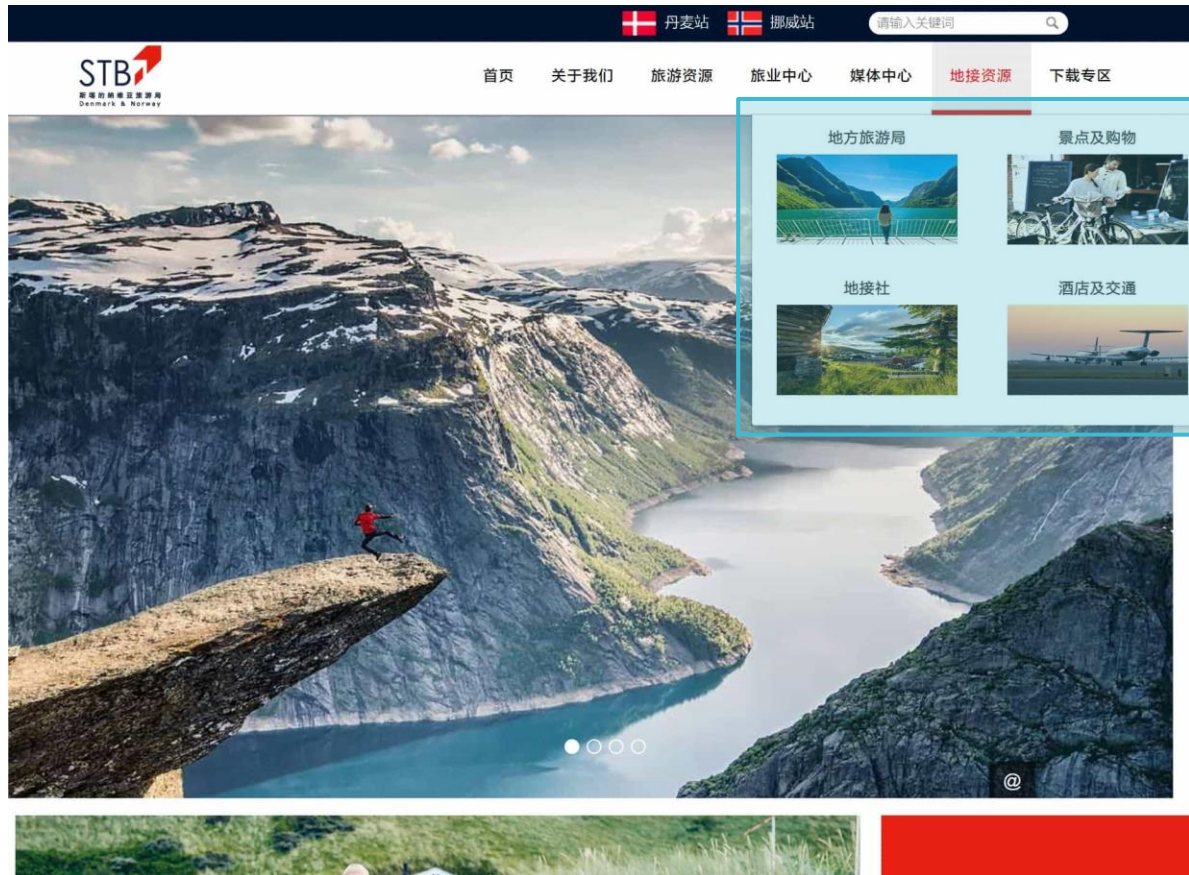
Featured on STB Website (I) Cont'd

The running banner with pictures or commercials to promote your company will be presented on the bottom of every single page of STB's official website.



Featured on STB Website (II)

One landing page about your company will be created.

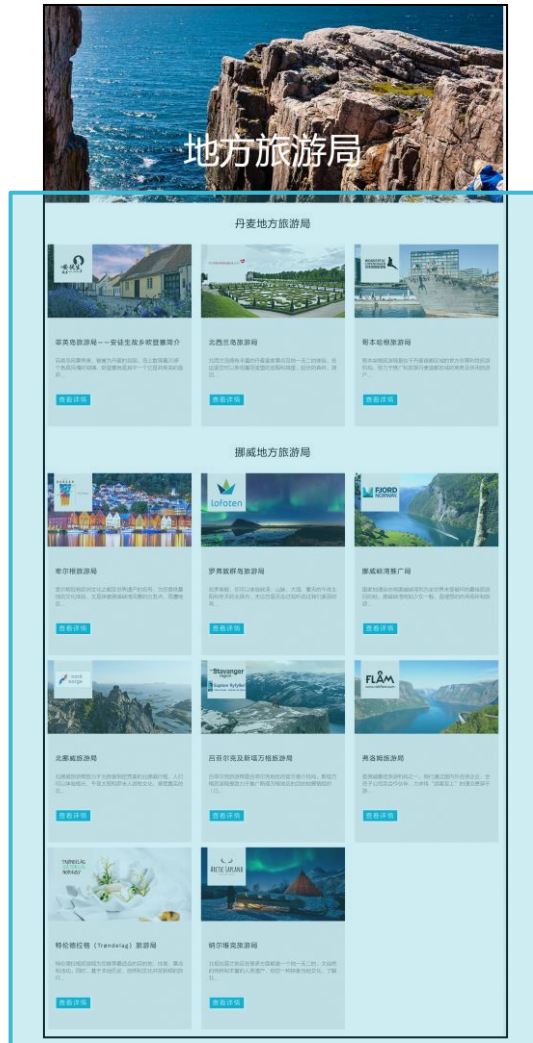


The 6th menu on the top is about STB partners, which is divided in

- Destination tourist boards
- Attractions and Shopping
- Incoming agents
- Hotels and Transport

Featured on STB Website (II) Cont'd

One landing page about your company will be created.



→ The companies will be featured within their respective category with company profile and pictures, and a link to your own webpage.

Featured on STB Website (III)



→ Landing page

→ Company pictures

→ Company profile

← Company LOGO

→ Company representative for China market

← Company brochure download

STB Sina Weibo Promotion



*as of Jan. 2022

- STB has 2 official national tourism accounts: @VisitNorway and @VisitDenmark

- Social media – Weibo Performance

683,000+ Followers

115 million Post Views

1.3 billion Hashtag Topic Views

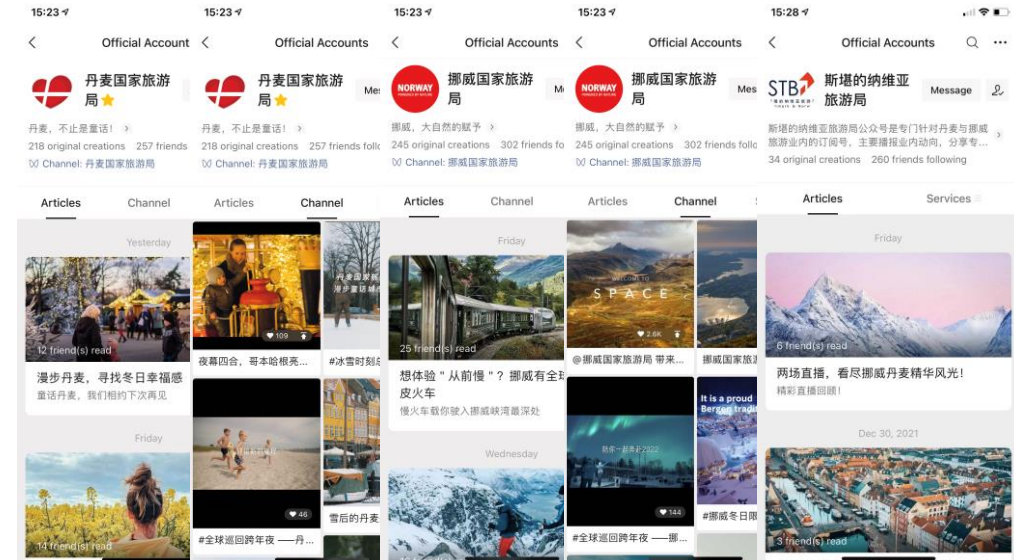


STB WeChat Promotion



*as of Jan. 2022

- STB China's 3 official WeChat accounts @VisitDenmark, @VisitNorway and @STB
- STB China's 2 official WeChat video channels @VisitDenmark and @VisitNorway
- **252,000+** followers on STB's WeChat accounts
- B2B promotion is mainly through @STB's account and B2C through @VisitDenmark and @VisitNorway accounts.
- **Good Quality Content** related to in-depth and engaging content/hot topic/attraction information/up-to-date news
- **Top 10** official WeChat accounts (@VisitNorway @VisitDenmark and @STB) among all NTOs' accounts
- **Earned media reposted** based on good quality content





Thank you!