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**CHINESE LUXURY TOURISTS -
THE MOST EXCITING OPPORTUNITY FOR THE INTERNATIONAL TRAVEL INDUSTRY**
Asia to Be the Main Beneficiary

New Report Shows How Hotels, Airlines and Other Tourism Businesses Can Take Advantage of This Major Opportunity

SINGAPORE - Chinese Luxury Tourists (CLTs) – very rich mainland Chinese who regularly holiday overseas - represent the most exciting opportunity for the international travel industry. There are over 1 million CLTs, who fly first or business class, stay at four or five star hotels, shop for leading brands and dine in the best restaurants. Chinese tourists are big spenders, they are travelling more and seeking new venues.

Traditionally, CLTs have holidayed mainly in Asia but are beginning to look further afield to Europe, the USA, Middle East and Australia.



A major new report by Market Probe Asia-Pacific identifies how travel companies – hotels, airlines, airports, tourist authorities, retailers, restaurants, etc. – can take advantage of the CLT opportunity. A key finding is that only a small proportion of CLTs aim to travel outside Asia, so Tourist Authorities in other parts of the world will need to aggressively promote their “products” in China. US Hotel companies are very strong in China; four of the top five brands are American. The top airline brands, however, are mainly Asian.

Key Findings Include:

- Many CLTs are “last minute” holiday makers, they plan and book late
- There is no seasonality – CLTs holiday throughout the year
- They prefer international airlines to domestic carriers
- They are looking for safe, stable, healthy destinations – with good shopping
- At present, Asian countries are their main destinations; this is changing and Europe and US are becoming more important
- CLTs have their own distinct needs on food and drink language, type and level of customer service, shopping, sightseeing, etc.
- The Internet and Social Media are vitally important for CLTs
- OTAs are a major distribution channel, especially to the Shanghainese
- Shangri-La, Sheraton and Hilton are their preferred Hotel brands

2010 Survey of CLTs

Market Probe Asia-Pacific has recently completed a major survey among CLTs, interviewing 300 respondents based in Beijing, Shanghai and Guangzhou.

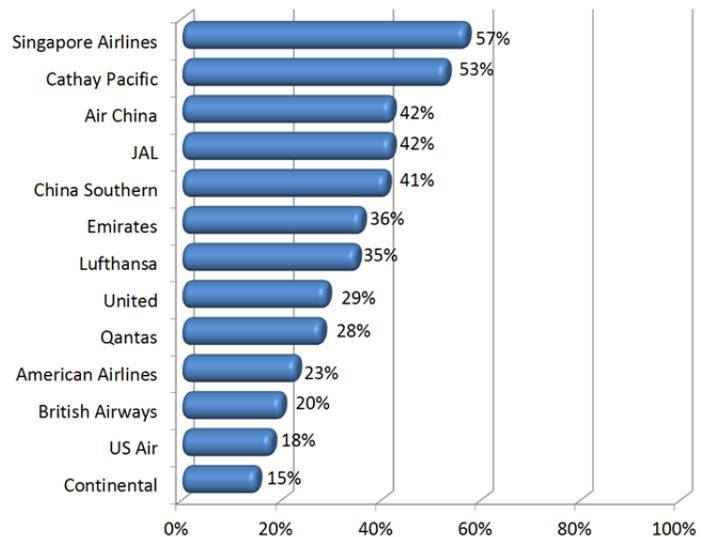
For the first time, in-depth information is available on this most valuable target market and is essential reading for any travel company wishing to attract rich Chinese travelers.

The report shows that CLTs are a distinct market, with their own special attitudes and requirements when traveling overseas, and to take advantage of this massive opportunity, the travel industry will need to fully understand these tourists and ensure they are offering the appropriate type and level of service and products. They will also have to ensure they are promoting appropriate marketing messages through the most effective media

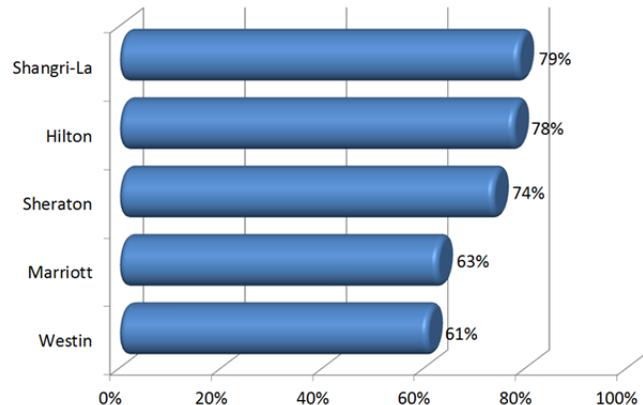
The report shows clearly how Airlines, Airports, Hotels, Credit Card Companies, Shops, Restaurants and Tourist Boards can most effectively cater to CLTs, ensuring they provide the optimum level and type of service that Chinese travelers need and expect.

The survey also shows how travel companies can attract CLTs by identifying (i) the important sources of information that CLTs use when planning their overseas holidays and (ii) the marketing methods and messages they see as most effective. The survey explores in-depth CLTs' use of the Internet and Social Media when planning foreign holidays.

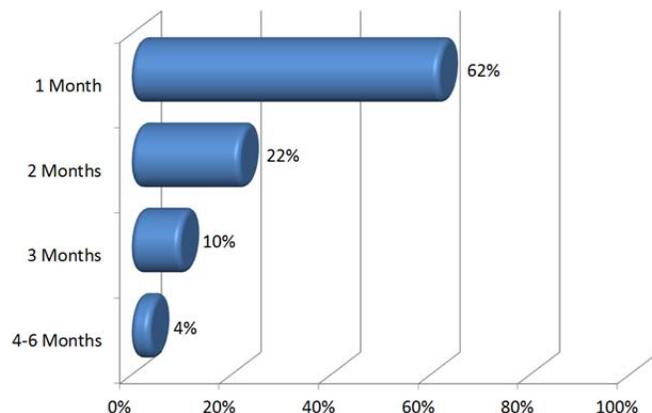
Best Airline Brands in China



Best Hotel Brands in China



Time Ahead for Booking a Holiday



The Report on CLTs Comprises Two Volumes

1. Executive Summary, Evaluations and Recommendations

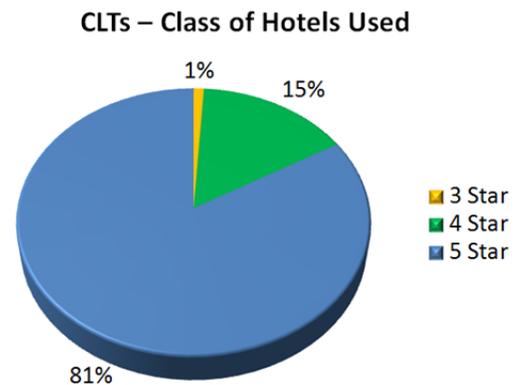
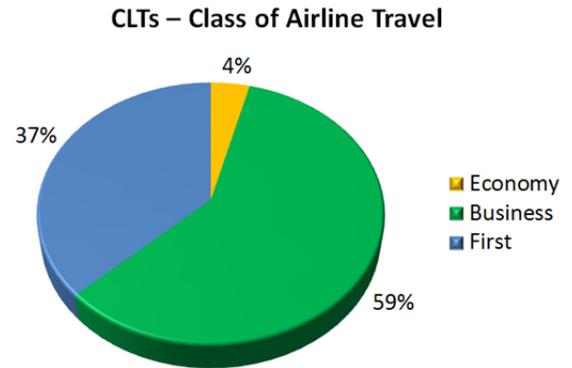
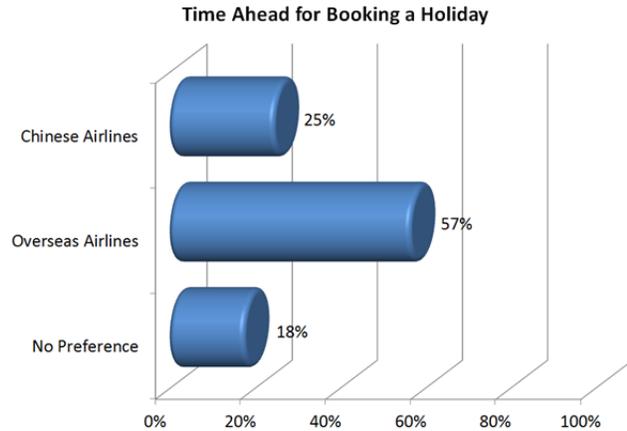
Written specifically for each subscriber, this report covers the main findings and has an in-depth analysis on how to attract CLTs, how to ensure high customer satisfaction and repeat business.

2. The Main Report

The report provides in-depth information on CLTs under the following headings:

- CLTs – The Most Exciting Opportunity in Travel
- CLTs – Understanding Their Holiday Making Attitudes & Practices
- How CLTs Book Their Overseas Holidays
- CLTs and Airlines, Hotels, Airports, Credit Card Companies, Shops, Restaurants
- Awareness and Rating of Travel Brands
- Effective Sales & Marketing to CLTs

All findings are analyzed across the three main regions: Beijing, Shanghai and Guangzhou.



Technical Note

Chinese Luxury Tourists are defined as follows:

Travel Patterns:

96% first/business air travel, 99% stay in four or five star hotels overseas.

Wealth:

Average household income per respondent is RMB 72,000, 97% own at least one property, 84% own a luxury car, 87% own luxury leather goods, 76% own stocks & bonds, 67% own a luxury watch.

The Fee

The report is available for a fee.

To purchase the report, or for more information contact:

Mr. Saji Kumar at saji.kumar@marketprobe.com or info@marketprobe.com.

The CLT Travel Monitor will be a continuing service provided by Market Probe.

Market Probe Asia-Pacific

Market Probe is an international market research company with offices in Singapore, Hong Kong and Beijing and also in the US and Canada, Europe, India and the Middle East. Our Travel & Tourism Unit specialise in conducting surveys for airports, airlines, hotels, tourist boards, credit card companies, car rental firms and other travel organizations.

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