



Dear colleagues and friends,

The *CTW Chinese Tourist Welcome Award* has been organised by COTRI China Outbound Tourism Research Institute since 2004. The time has come for the 2019 edition. The CTW Award is proud to be a partner again with Ctrip, the largest Chinese travel service provider.

COTRI has the pleasure to invite your company/organisation to submit an application for the *CTW Awards 2019*.

China, as you may already know, is by far the biggest international tourism source market, and more and more Chinese travellers are developing special interests and a deeper understanding of the quality they are looking for in their travel experiences.

*The CTW Awards*, being organised by COTRI for the 16<sup>th</sup> time this year, celebrates best practice solutions on how to attract and satisfy Chinese visitors around the world. COTRI therefore invites all tourism organisations, destination marketing companies, tourism service providers and private companies around the world from the leisure, tourism and hospitality sector, as well as transportation and retail companies, to apply with their products, services or projects for the *CTW Chinese Tourist Welcome Award 2019*.

The *CTW Awards* are presented during an annual ceremony at ITB China every year in five categories:

- Product Innovation
- Internet/Media
- Service Quality
- Marketing
- Overall Performance

Gold, Silver and Bronze awards are presented in each category and jury of COTRI members and Ctrip experts will evaluate applications and select the winners in each category.

**Winners' benefits:**

The CTW Awards Ceremony will be held at ITB China in the Shanghai World Expo Exhibition and Convention Center on May 16<sup>th</sup> on the Presentation Hub in ITB China from 15.40 until 17.00 h. ITB China focuses entirely on the Chinese outbound travel market and will be attended by leading exhibitors, top Chinese buyers and industry professionals, as well as international press and media.

Winners will receive Gold, Silver or Bronze CTW Awards certificates, which not only carry global recognition, but also add to an image of prestige in the eyes of Chinese tourists and tourism companies.



The details of winners will be listed both on COTRI's global website <https://china-outbound.com/> as well as its dedicated Chinese website at <http://www.chinesetouristwelcome.cn>. Furthermore, the event and its winners are covered each year in a wide range of printed and digital media publications.

COTRI will further promote the winners through its own COTRI Blog, its publications and social media channels including Facebook, Twitter and LinkedIn.

More than 120 tourism service providers, Destination Management Organisations, National Tourism Organisations, retailers, marketing and communication companies and others involved in the Chinese outbound tourism source market have been awarded a *CTW Award*. It is recognised inside and outside China as the most important award for the international Chinese outbound tourism market, with wide coverage in print and electronic media.

Having first taken place at ITB Berlin in 2004, this year's *CTW Awards* ceremony will be held for the third time at ITB China in Shanghai. ITB China is the main tourism fair for Chinese outbound tourism and will be held in the Shanghai World Expo Exhibition and Convention Center May 15-17, 2019.

The application is, as always, free of charge. Applicants are asked to provide information about their products, services and/or planned projects related to the Chinese source market and examples in the form of brochures, pdf files, online information links, videos, press releases or other materials before **April 18th, 2019**.

The materials for the application should be sent by e-mail to [awards@china-outbound.com](mailto:awards@china-outbound.com). Physical materials (brochures etc.) should be sent by letter mail to:

COTRI  
West India House  
Eiffestr. 68  
20537 Hamburg  
Germany.

For the application, please use the online application form provided on:

<http://china-outbound.com/ctw-awards/>

For any questions, please contact [awards@china-outbound.com](mailto:awards@china-outbound.com), Tel: +49 (0)40 558 99 576

We look forward to receiving your application!

Best regards,

PS: Please feel free to recommend to us companies or organisations you think worthy of receiving the award and/or to encourage them to apply.