



CTrip CO-OPERATIVE MARKETING OPPORTUNITY

VisitCanberra is delighted to present Canberra tourism partners the opportunity to collaborate with us on a large scale marketing campaign on the **CTrip.com** platform in China.

This campaign will be launched in market in September and run for 3 months.

Who is CTrip?

Ctrip was founded in 1999 and headquartered in Shanghai, with branch offices in 17 other major cities and over 30,000 employees throughout China.

Ctrip provides full range of travel services to more than 250 million members through the model of combining internet with traditional tourism.

Ctrip is the largest hotel distribution platform and the largest OTA in China. Ctrip ranks NO.1 in group tour, fit package, domestic travel, overseas travel, cruise and other subordinate segments

Ctrip has 250 million members and 80% of which are high-end business customers.

VisitCanberra Destination Campaign

The purpose of this campaign is to generate destination awareness of Canberra to high-end Chinese consumers and drive bookings to campaign partners.



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The Opportunity

VisitCanberra invites you to get involved and directly promote your product/ experience directly to the Ctrip audience. Joining this campaign significantly increases the exposure for your product, compared to advertising alone, as it is supported by a destination marketing campaign funded by VisitCanberra.

The following opportunities are available for you to get involved in this campaign. Please note that the entire campaign duration is 3 months and places will be given on a first in first served basis.

Channel	Location	Form	Price	Duration	# available	Av daily views
Ctrip.com	Homepage	Banner	\$9,000 AUD	1 day	1	1.5M
Ctrip.com	Vacations page	Banner	\$4,000 AUD	1 day	2	1M
Ctrip.com	FIT page	Banner	\$2,600 AUD	1 day	2	1M
Ctrip.com	Travel Guides page	Banner	\$1,200 AUD	1 day	2	750K
Social	Ctrip WeChat	Pic + content	\$2,500 AUD	1 post	1	50M followers

VisitCanberra will support the above placements with additional purchases as follows:

Channel	Location	Form	VC purchase
Ctrip.com	Homepage	Banner	2
Ctrip.com	Vacations page	Banner	3
Ctrip.com	FIT page	Banner	3
Ctrip.com	Travel Guides page	Banner	3
Social	Ctrip WeChat	Pic + content	2
EDM	Ctrip subscribers	EDM	2
Baidu ESP	SEO	Pic + content	1 month

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Expression of Interest

If you would like to participate in the VisitCanberra CTrip destination Canberra campaign please complete the following expression of interest and return it to Natalie Dean, Business Development Manager, at your earliest convenience.

Company name:	
Contact name:	
Contact address:	
Contact tel:	
Contact email:	

Are you currently distributed with CTrip? YES NO

Is your product China Ready? YES NO

Please tick your preferred campaign buy in:

Channel	Location	Form	Price	Duration	# available	My preference*
Ctrip.com	Homepage	Banner	\$9,000 AUD	1 day	1	
Ctrip.com	Vacations page	Banner	\$4,000 AUD	1 day	2	
Ctrip.com	FIT page	Banner	\$2,600 AUD	1 day	2	
Ctrip.com	Travel Guides page	Banner	\$1,200 AUD	1 day	2	
Social	Ctrip WeChat	Pic + content	\$2,500 AUD	1 post	1	

*if you would like to purchase multiple opportunities please rank your preference from 1-5, with 1 indicating your most preferred.

All creative will be translated for you and all content must be submitted by 15 August 2017.

Return to:

E: Natalie.Dean@act.gov.au

T: 02 6205 0506

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