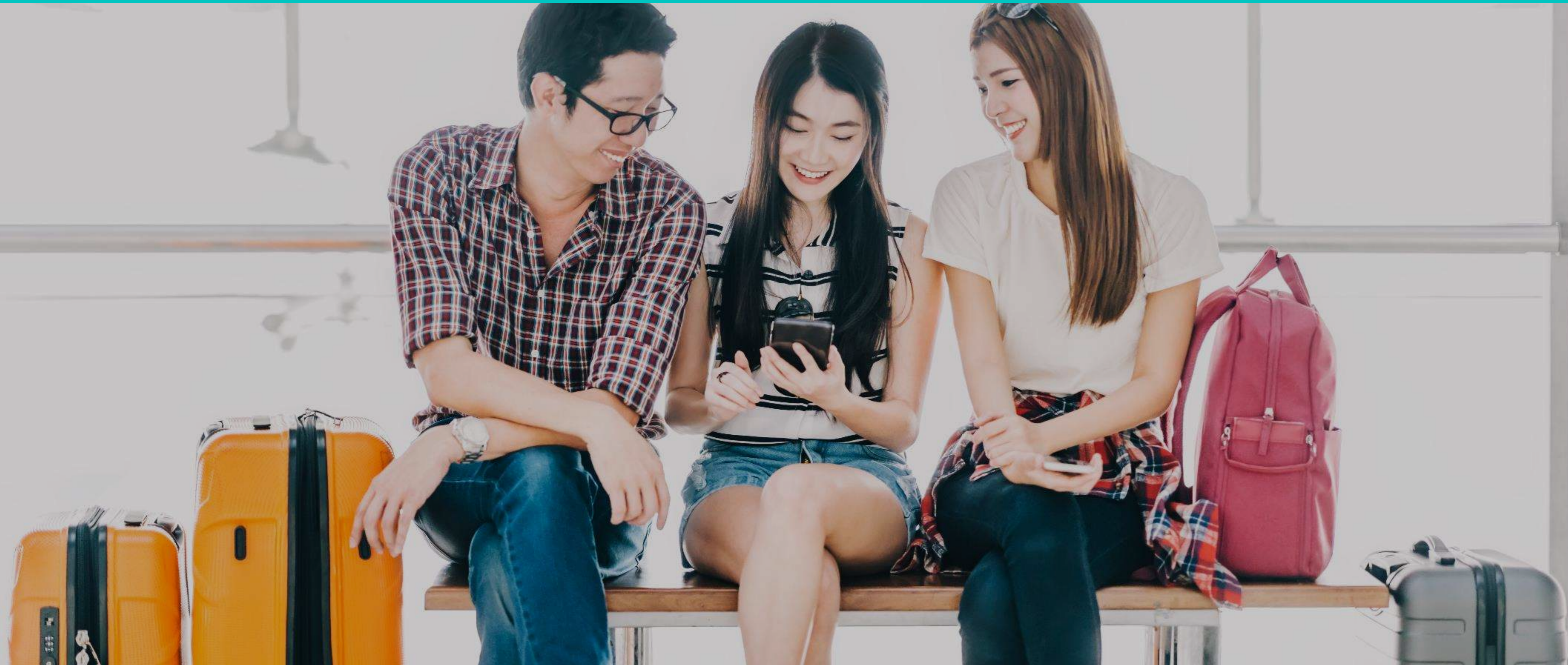
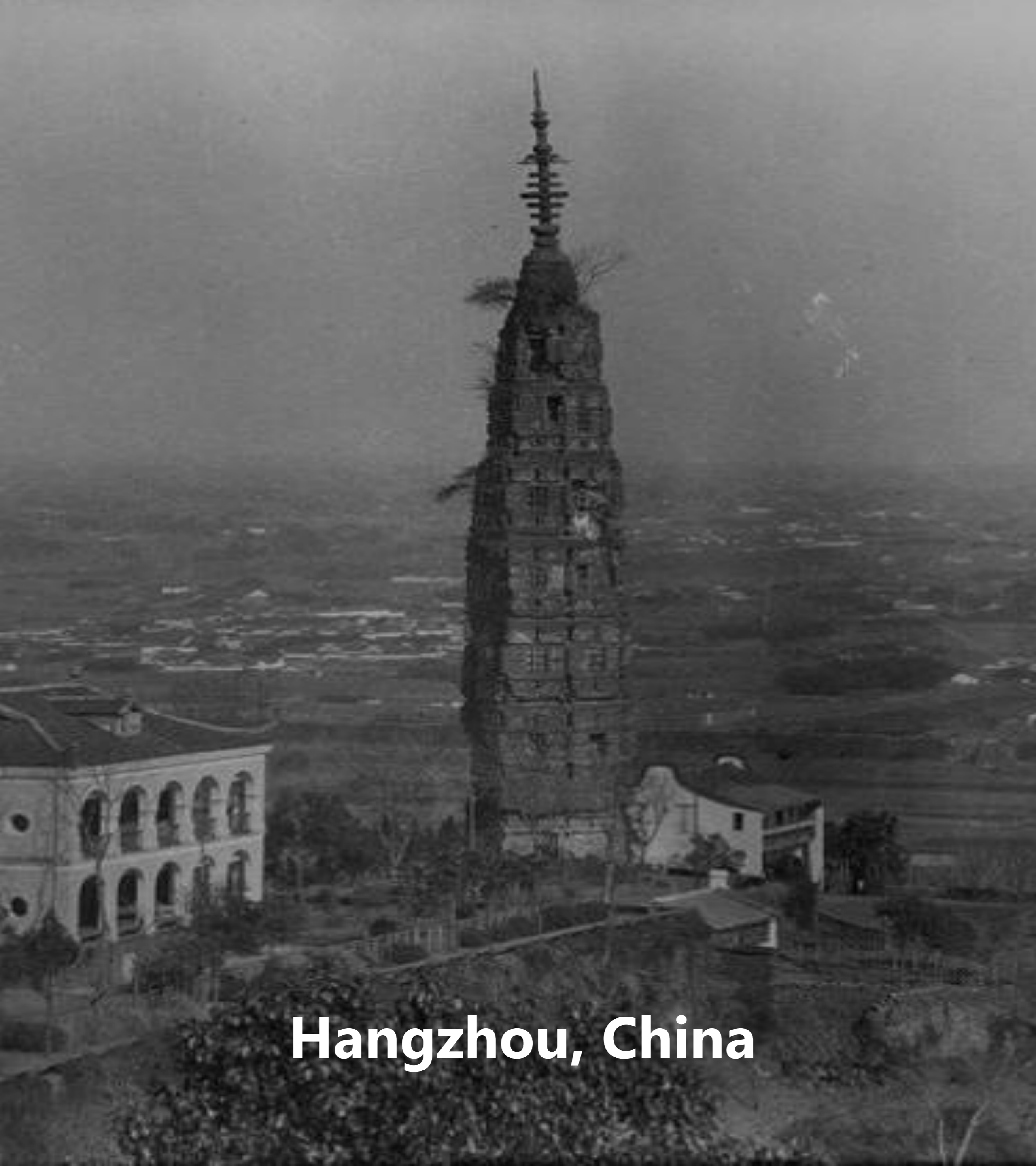


DANIELLE PAMELA NEBEN

# Chinese Digital Marketing





**Hangzhou, China**



**Chinese Consumers: 1970**



**Hangzhou, China**



**Chinese Consumers: 2019**

# Chinese tourism



**7-10 %**  
have a passport



**Highest  
spending**

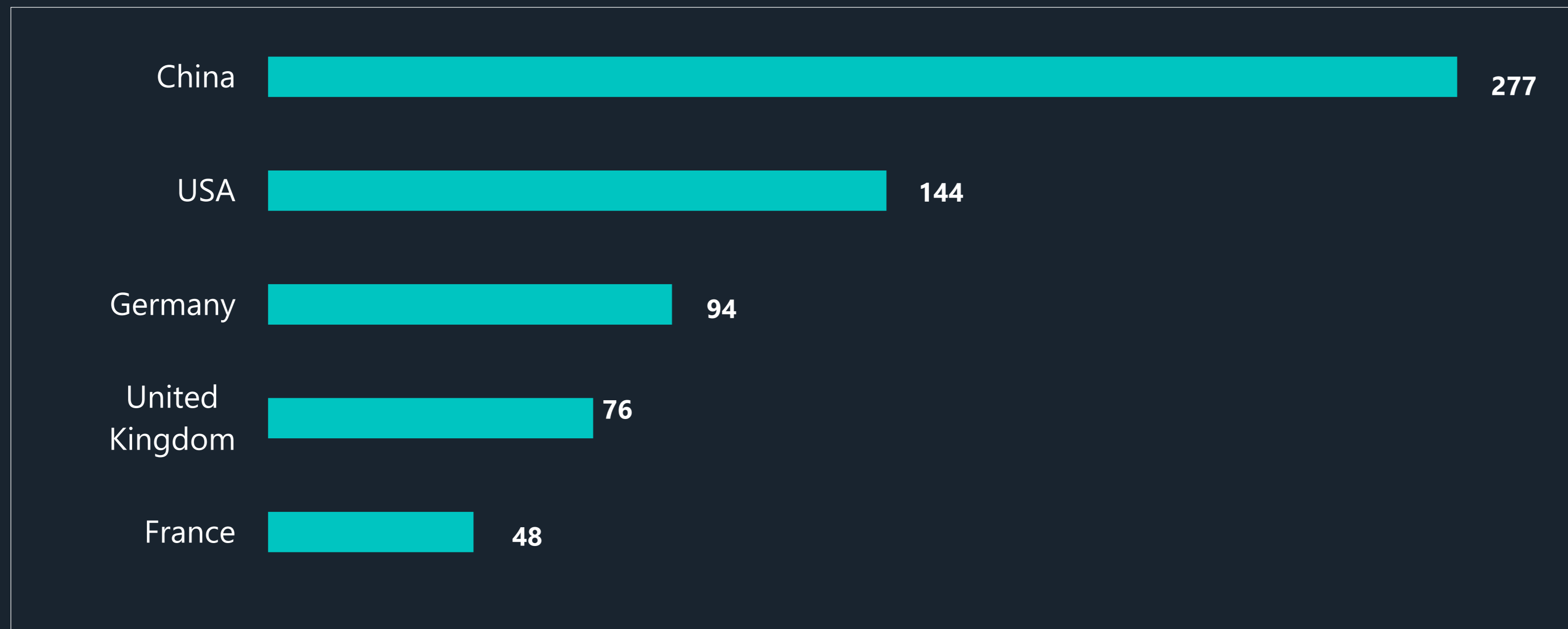


**2030**

Chinese tourists are expected to account  
for 25% of all international traveling

# The world's top tourism spenders

International tourism expenditure (2018) in USD billions

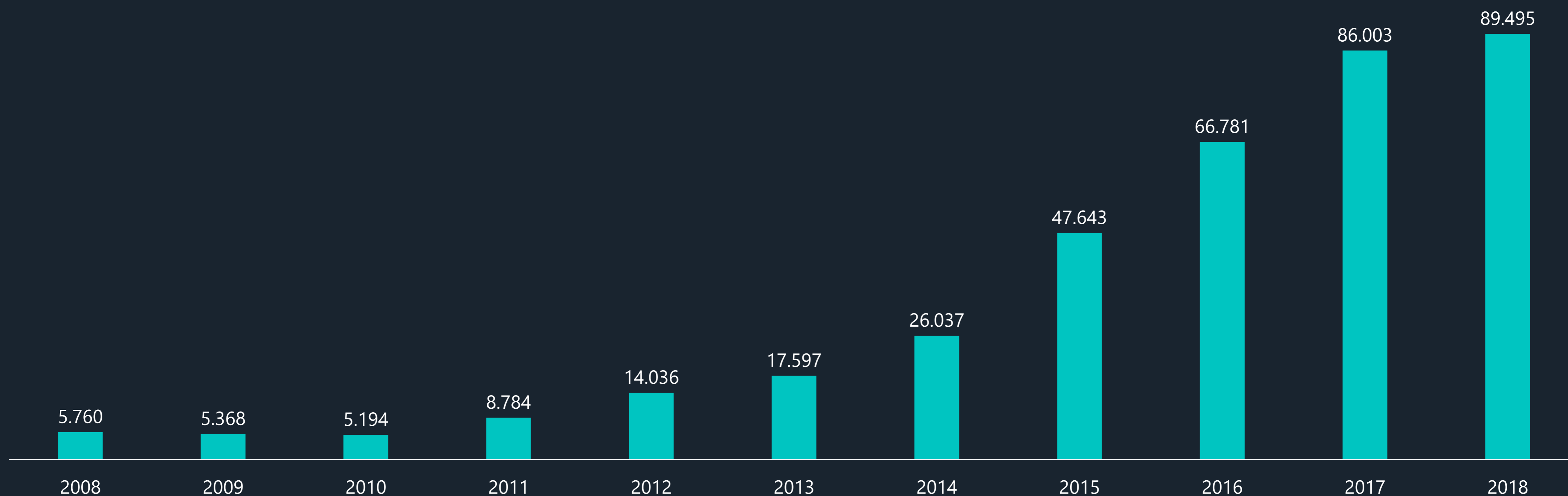


- Overtook the USA as #1 in 2012
- Nearly twice that of the USA

Source: United Nations World Tourism Organisation

# 90.000 Chinese Visitors to Iceland in 2018

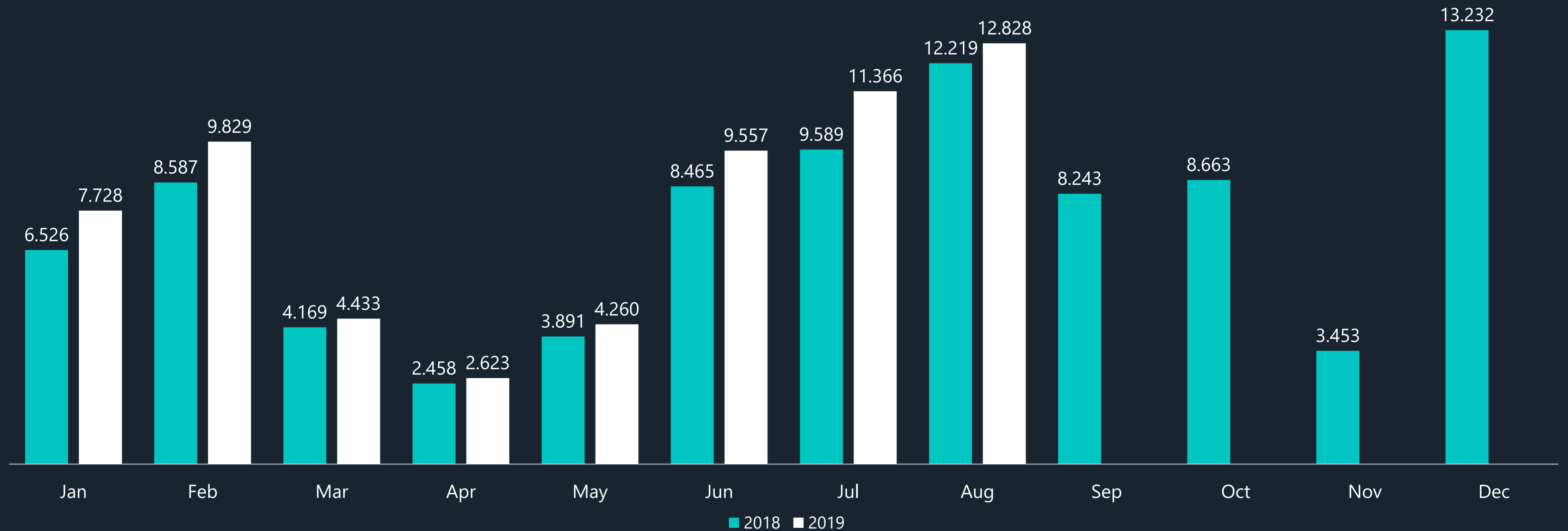
Visitors from China to Iceland through Keflavik Airport



Source: Iceland Tourist Board - Visitors to Iceland through Keflavik Airport, 2003-2019

# 90.000 Chinese Visitors to Iceland in 2018

Visitors from China to Iceland through Keflavik Airport



Source: Iceland Tourist Board - Visitors to Iceland through Keflavik Airport, 2003-2019





# | The customer journey



Pre-trip



During-trip



Post-trip

If I already have

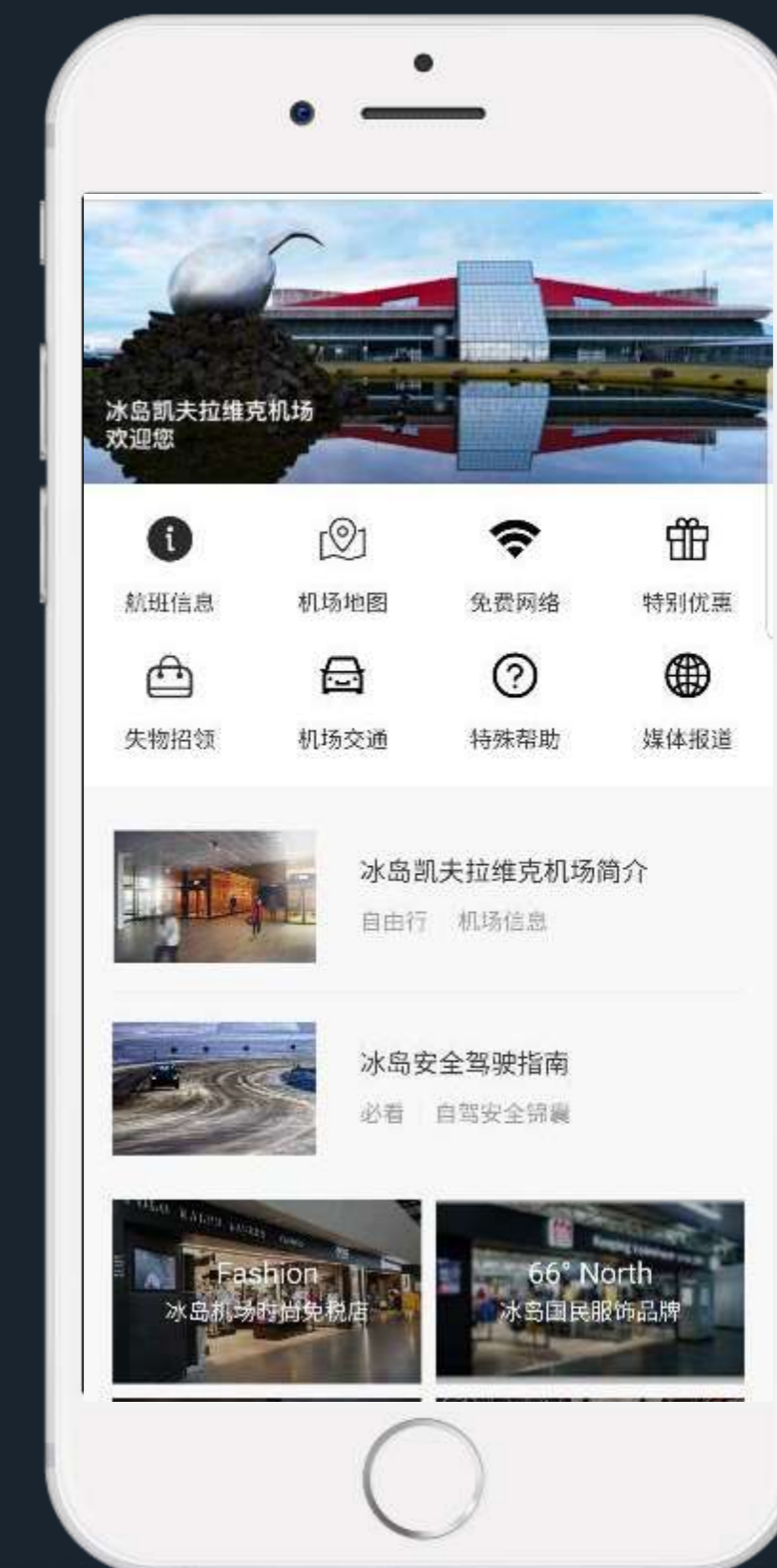




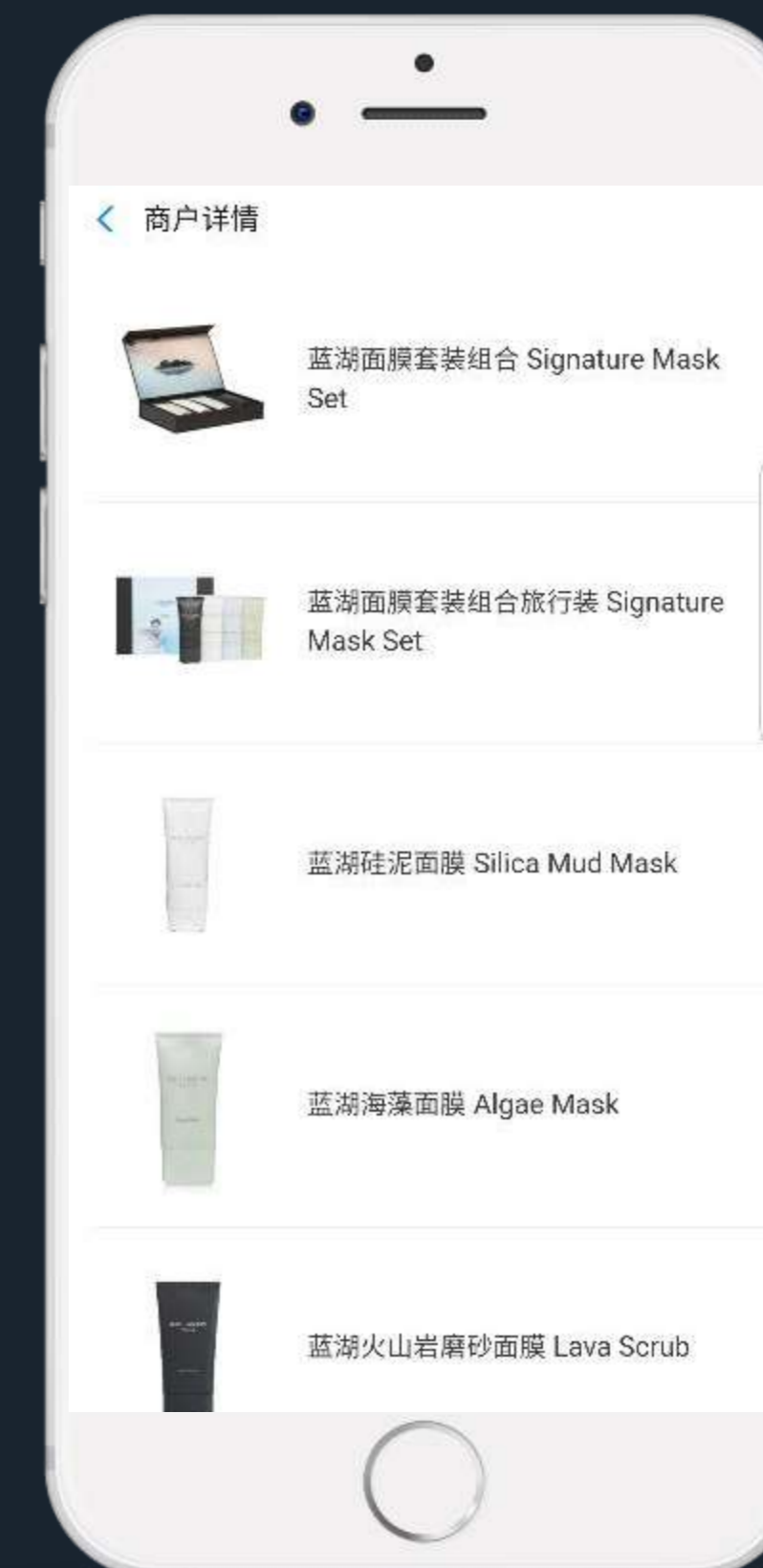
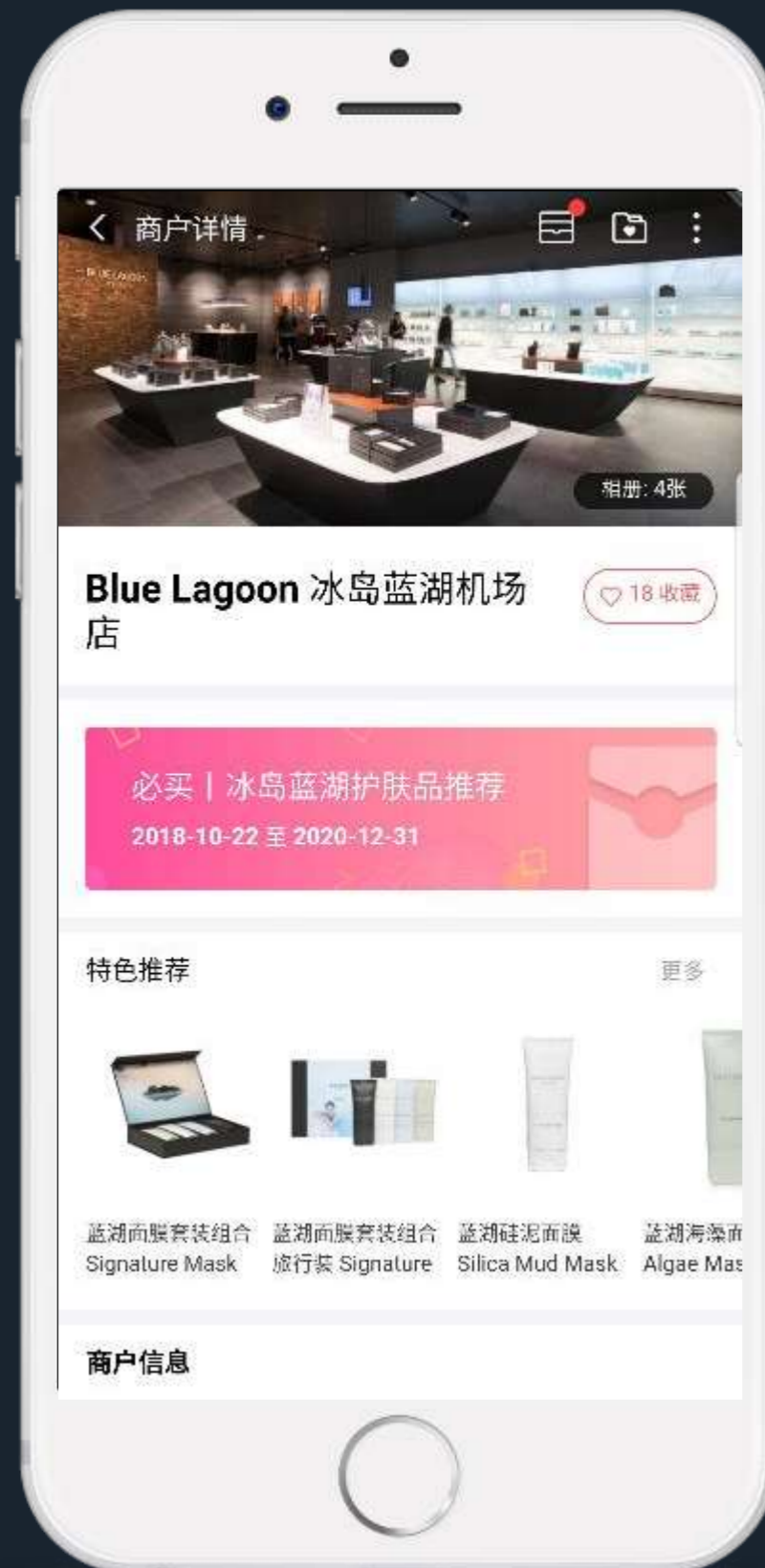
# | Mobile payments



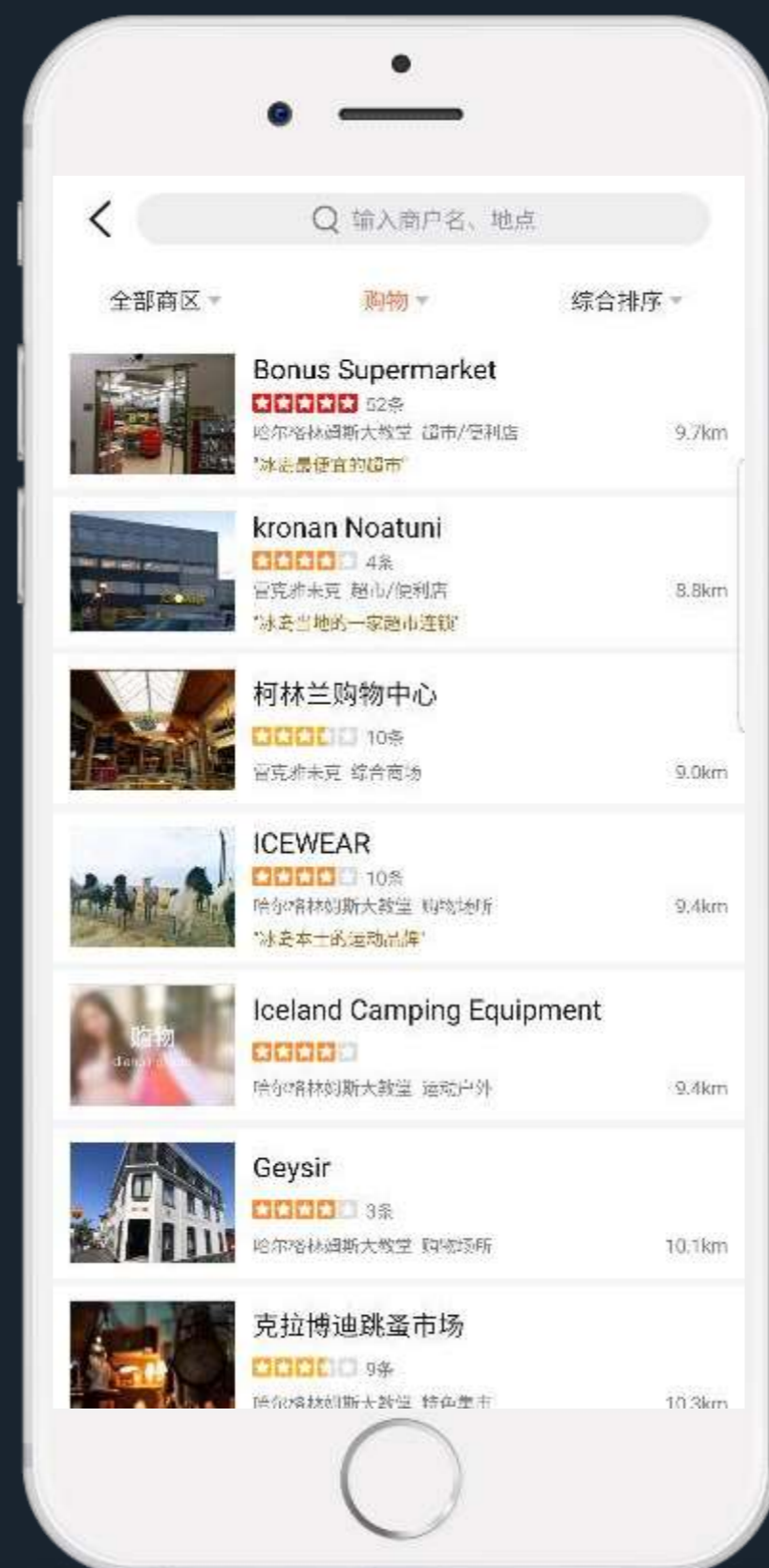
# Alipay - Cost effective marketing



# Alipay - Cost effective marketing



# Dianping – No 1. living guide



# Weibo – Creating brand awareness





# WeChat – Marketing and sales

