

# Tour Egypt on a Mobile Phone Solutions

Tencent Smart Tourism helps upgrade Egyptian cultural tourism 2022.12



# • About Tencent

Tencent uses technology to enrich the lives of Internet users.

Our communications and social platforms Wechat and QQ connect users with each other, with digital content and daily life services in just a few clicks.

Our high performance advertising platform helps brands and marketers reach out to hundreds of millions of consumers in China.

Our financial technology and business services support our partners' business growth and assist their digital upgrade.

We invest heavily in talent and technological innovation, actively participating in the development of the Internet industry. Tencent was founded in Shenzhen, China, in 1998, and listed on the Main Board of the Stock Exchange of Hong Kong since June 2004.



SUNWAH 新華集團  
— 1957 —

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- **Successful transition from PC to mobile**
  - QQ IM 808 million<sup>1</sup>
  - Mobile QQ 707 million<sup>1</sup>
- **Young, entertainment-oriented users**
- **Open platform + groups**  
connect users to online content developers and interest groups



- **Mobile-centric creation for smart phones**
  - Weixin & WeChat<sup>2</sup> 1.2 billion<sup>1</sup>
- **White-collar users**
- **Official Accounts + Mini Programs**  
connect users to content and service providers moving onto the mobile platform



**Mini Programs**

- *Mini Programs* facilitates discovery, social sharing and consumption of services and products via *Weixin*
- *Mini Programs* enables offline and online convergence for merchants via QR Code
- *Official Accounts* strengthens brand awareness online and increase sales via content marketing



**Weixin Pay**

- Expedite online/offline transactions in a reliable, secured way
- Multiple means of payment e.g., Scan-to-Buy, QR Code, fit needs of different industries
- #1 mobile payments platform in China; over 500m commercial transactions<sup>(1)</sup> per day



## Pre-travel

- **Info Gathering** – Official Accounts (WeChat), Weibo, Baidu
- **Flight / Hotel Booking** – Ctrip, elong, Qunar
- **Local SIM / WiFi**

## In-travel

- **Navigation** – Dianping, Google Map (Chinese)
- **Tour guide** – Chinese speaking guider
- **Currency Exchange** – ATM supporting UnionPay
- **Emergency** - Embassy

## After-travel

- **Tax Refund**
- **Post in Social Media**
- **Souvenir or Gifts** - for friends and families



- **Info Gathering** – Official Tourism Website, Lonely Planet, Google
- **Flight / Hotel Booking** – Skyscanner, Booking.com
- **Free Roaming in ME**

- **Navigation** – TripAdvisor, Google Map
- **Currency Exchange** – Any ATM, or travelling money
- **Emergency** – local emergency number, insurance company

- **Post in Social Media**
- **Souvenir or Gifts** - for friends and families



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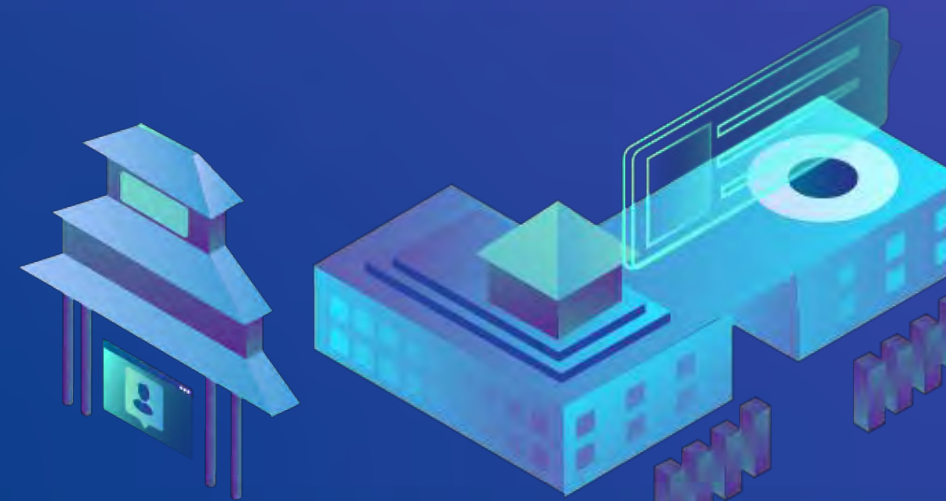
Digital scene display of trip

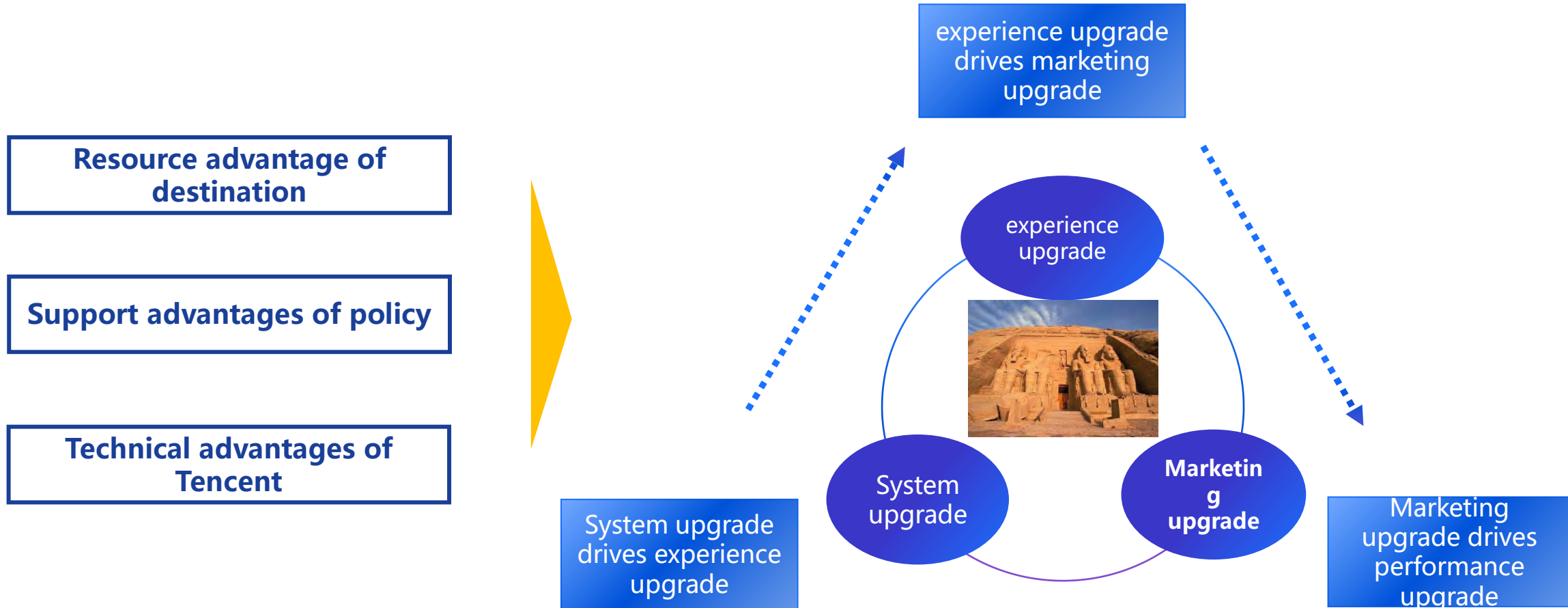
04

Version planning and Design

# 01

## Co-Build an Internet ecological platform for the cultural tourism industry





Make the destination cultural tourism resources more valuable



Realize a comprehensive smart cultural travel experience through "Tour Egypt on a mobile phone"

Tourists integrated service platform

Marketing management service platform

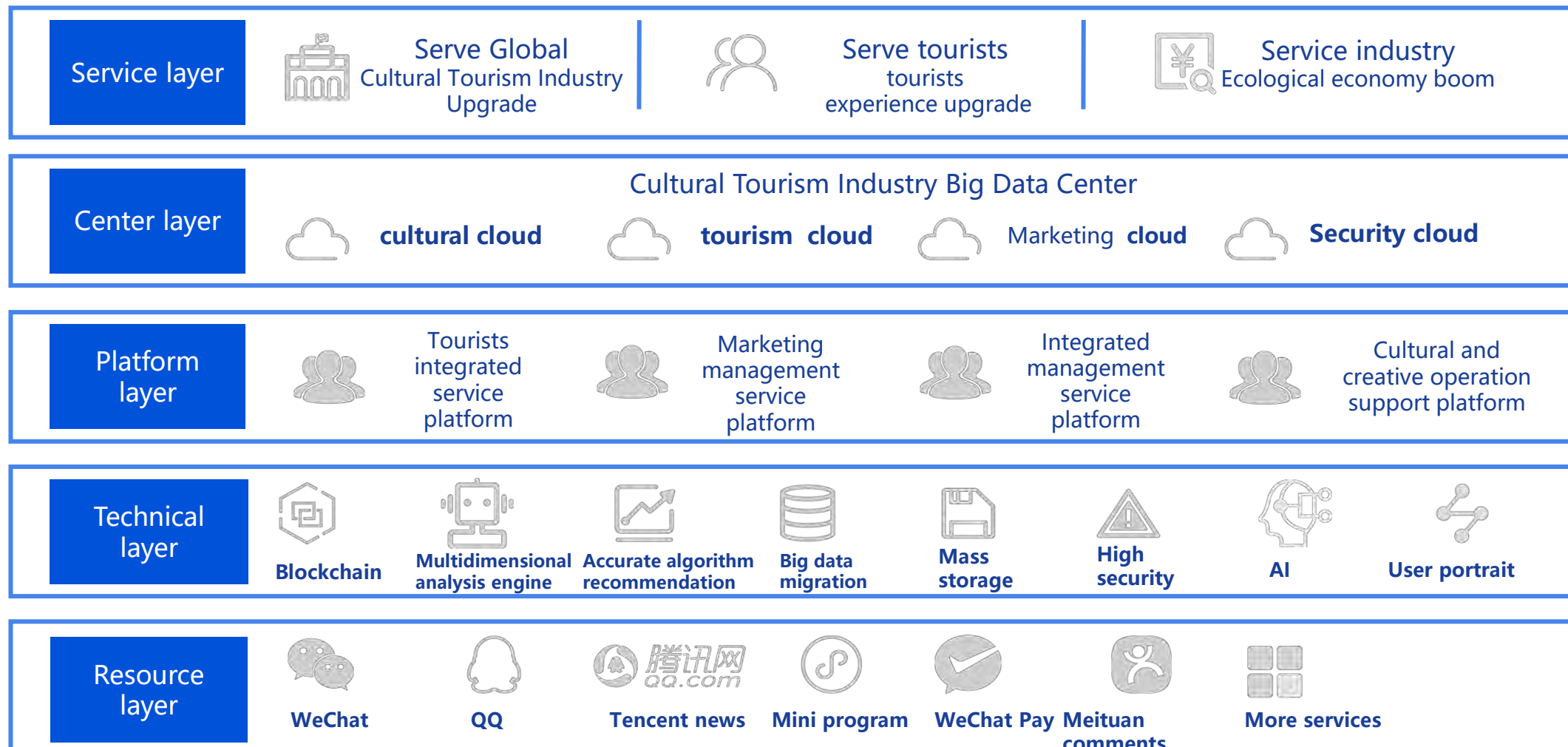
Integrated management service platform

Cultural and creative operation support platform

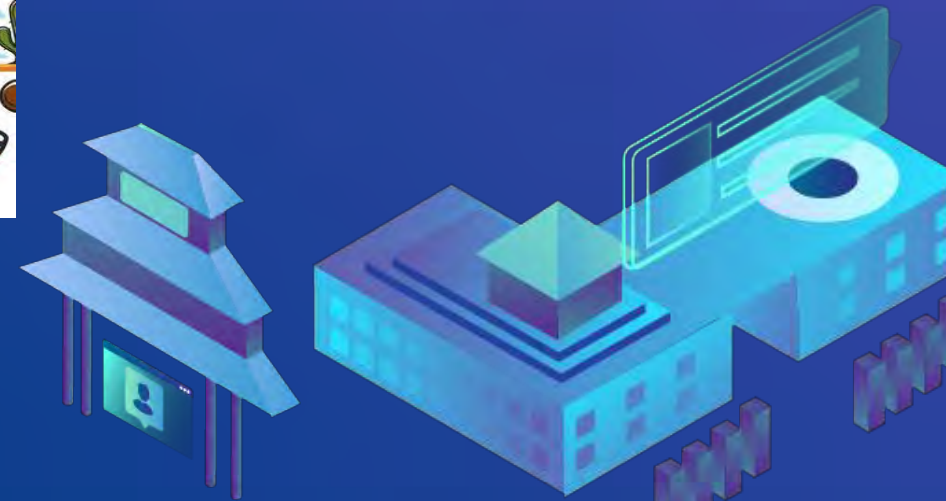
Big Data Decision Platform

Product first, Experience first, Data driven, IP matrix, Scene empowerment, Focus on local tourism

# The overall structure of Tencent's smart cultural tourism industry



# 02 Product Solutions



# Project construction goal

Focusing on the Seven-Goods, to meet the intelligent and self-service services in before-trip、During-trip and after-trip , and realize the interactive and immersive travel experience in all scenarios

Pragmatic development



Continuous development

← Create a intelligent tourism with the characteristics of Egypt →

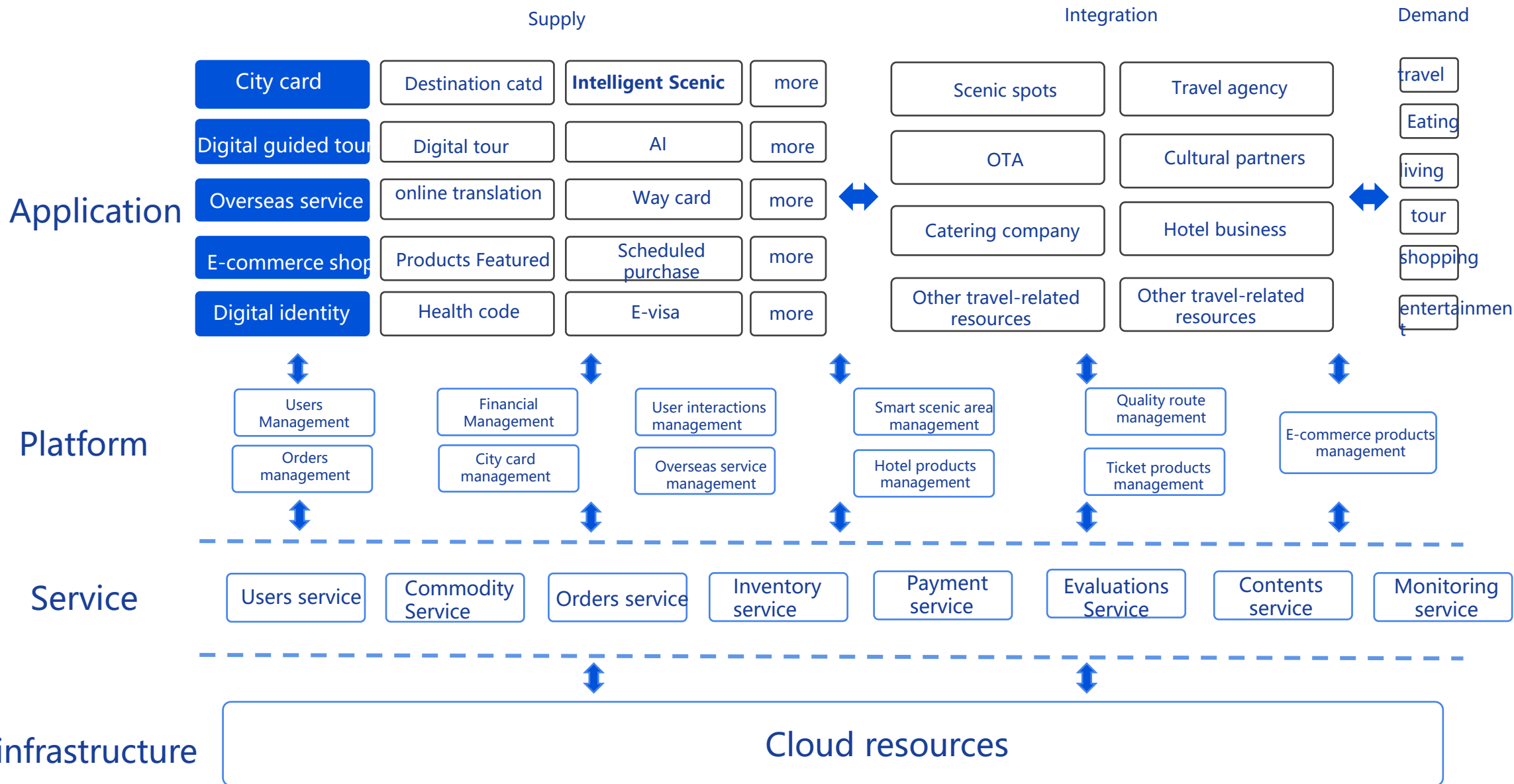
Scientific development

Resource Integration

Highlight features



# Solutions: Product architecture



# • Solutions: Product Service realization

Provide coordinated development for destinations, tourists, etc. by integrating technologies such as the Internet, the Internet of Things, big data, and artificial intelligence.

A intelligent tourism application system based on full-process service and management, to promote the coordinated development of tourism services, tourism experience, tourism management, tourism marketing, tourism resource utilization, industry promotion, etc.

## Location Based Services

Accurate mapping | Positioning optimization | Data reconstruction  
Destination navigation and positioning

## Digital tour

Audio guide | 360° Panorama Scenic | AI /AR

## AI

AI Identify flowers and plants | AI Identify the scenery | AISmart Customer Service

## Overseas service

Chinese tour guide | online translation | Way card



## Real-time weather

Real-time display of destination weather

## Online booking

Scenic spots | Tickets | Lines | Hotels online booking |  
Online payment | E-commerce shopping | Tax refund

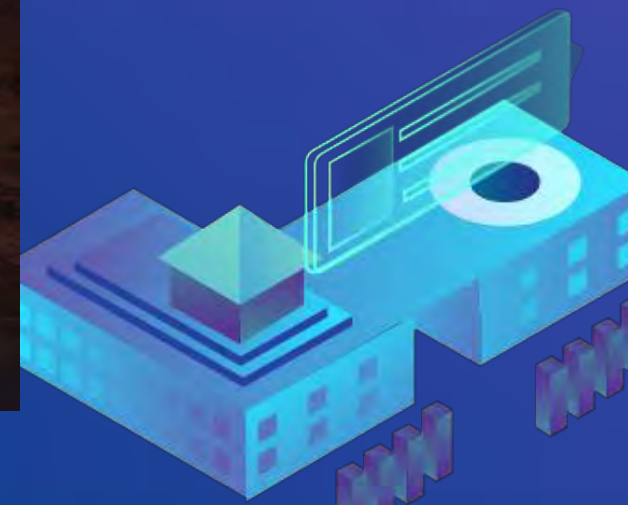
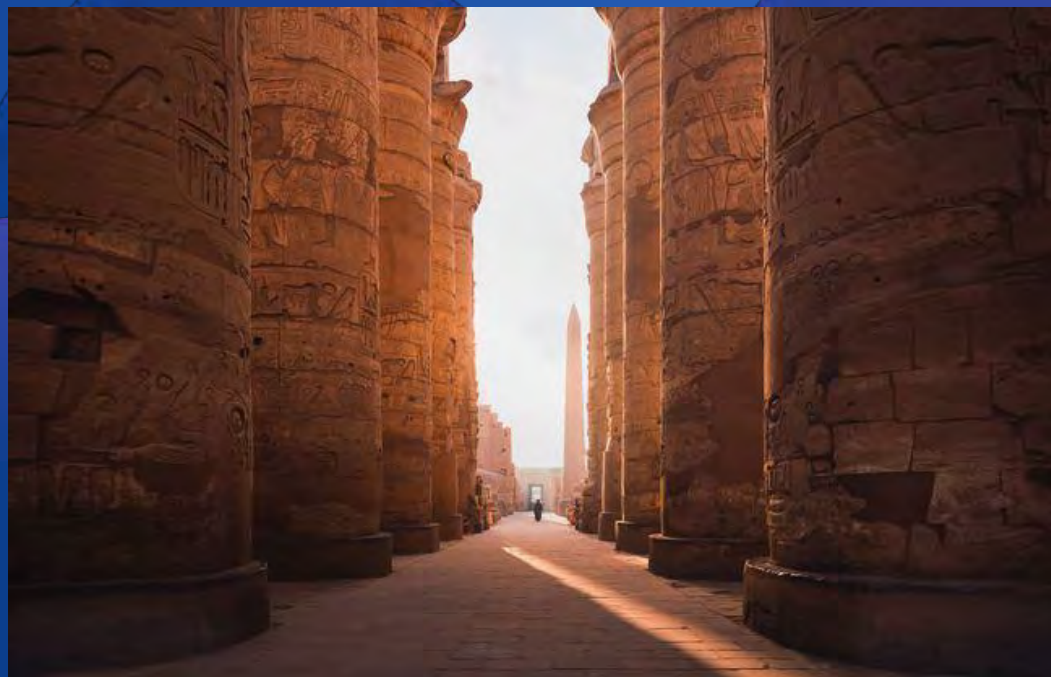
## User interaction

Q&A community | Online evaluation

## Digital identity

E-visa | Health code

# 03 Digital scene display of trip

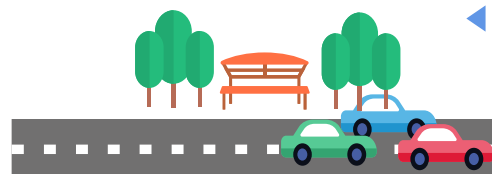


# • Full digital service experience

## Before the trip

- ▶ **Auxiliary plan** : Assist tourists in making travel decision plans
- ▶ **Consultation service** : Accept inquiries from potential tourists, provide personalized design and diversified options.

▶ Online information service



## During the trip

**Intelligent service** : Intelligent self-service guide, tour guide, navigation and other information services and various services such as catering and entertainment.



- ▶ Guided tour service
- ▶ Tourist experience
- ▶ Online booking

## After the trip

- ▶ **Travel sharing** : Provide a way for tourists to share travel .
- ▶ **Information communication**: user evaluation, .

▶ Information sharing





# Intelligent service: Before the trip

## Destination card

城市名片

展示城  
区风貌

City  
card



湿地名片

展示湿  
地风情



景区名片

展示景  
区风采

Scenic  
card



## Information & interaction :

Destination weather real-time query

Destination card

User evaluation information for hotels, scenic spots,  
catering, etc.

## Tour guide :

One minute to learn about the theme of the scenic spot, Recommended routes, etc.



游客可在出行前搜索城市、区县、景区实时天气，并查看未来七天的天气状况，包括空气质量和湿度等信息，为旅游出行提供更多方便。

# • Intelligent service: During the trip



Audio guide

360° Panorama  
Scenic

Tickets booking

Chinese tour guide

online translation

Scenic marketing

AI Identify flowers  
and plants

AI Identify the scen  
ery

AR

Gourmet search

Hotel screening

E-commerce  
shopping

# Intelligent service: During the trip

Gourmet Column :  
Special gourmet screening, recommendation, booking  
payment and comments,etc.



Hotels Channel :  
Hotel recommendation,  
screening, online booking, etc.

# • Intelligent service: During the trip

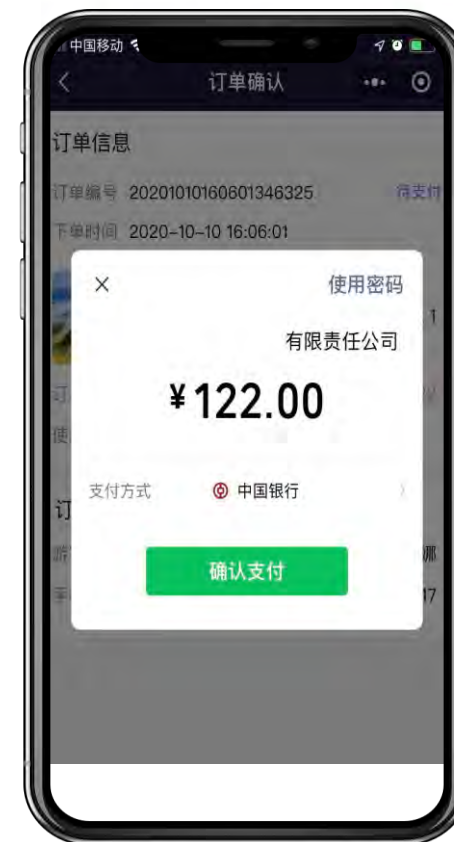


E-commerce shopping :  
Products display and search, products recommendation, shopping cart and orders payment, etc.



Quality routes :  
Recommend and display boutique routes, book routes, purchase, etc.

# Intelligent service: Online booking payment service



Tickets, routes, hotels and product recommendation and display, online product reservation and orders payment

PS: Expected to support Payment methods: UnionPay and WeChat Pay

# Intelligent service: AI application

我想了解下中山大桥在哪里，请帮忙提供下地址。

中山大桥位置已经发送至您手机，请查看。驾车前往需要15分钟。

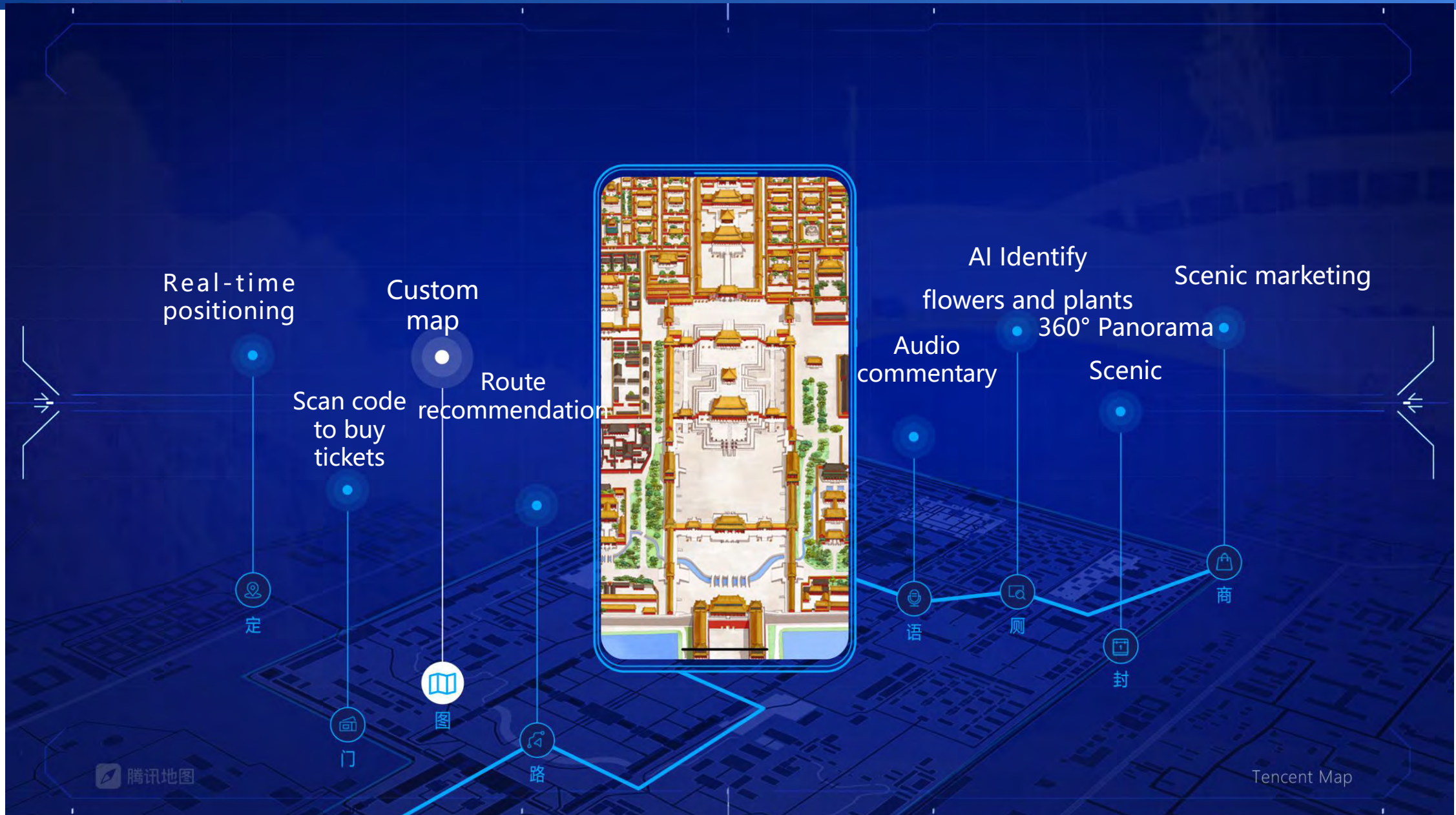


游客位置 组工大厦  
接待人员 智能小Q  
旅游意向 高

您好，您可以酒店详情页点击**详情-设置**，在**交通服务**中查看酒店是否有接送服务。温馨提示：如没注明免费字样，则表示接送服务需要收费。



# Intelligent service:-Digital guided tour service



# • Intelligent service: After the trip



Poster sharing



Personalized recommendation



Theme activity



Marketing tools





Differentiate various groups of people by the color of the QR code, Quickly and effectively complete the online health declaration for tourists , Realize timely grasp and report on the information and health status of high-risk groups 。



## Scan code to enter and exit scenic

After registering personal health information, tourists can enter and exit the parks and scenic spots by scanning the QR code



## Make enter and exit rule

Conditions can be edited for the entry and exit rules of the prevention and control area ; Make effective prevention and control isolation management tips.

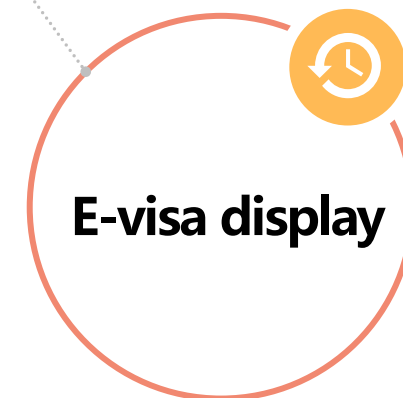
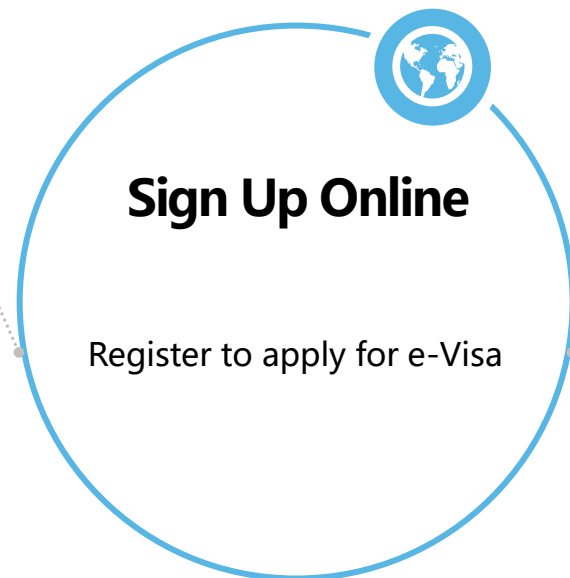


## Health code color changes dynamically

Based on the requirements of hierarchical prevention and control management, different personnel are classified into different access isolation management



View the required materials, policies, application process and other information for applying for a visa



# Core functions of the management platform system



✓ Tickets

✓ hotels

✓ Routes

✓ Gourmet

✓ E-commerce shopping

游桂林平台管理系统

商品管理 > 门票管理

商品编号	店铺名称	商品名称	销售状态	价格	审核状态	状态	操作
2000091003	招商高速旅游活动	【高速】夜游两江四湖(豪华版)儿童票	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091007	招商高速旅游活动	【高速】冠舟	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091006	招商高速旅游活动	【高速】夜游两江四湖(豪华版)成人票	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091005	招商高速旅游活动	【高速】漓江游(门票+游船+游船50分钟)	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091004	招商高速旅游活动	【高速】全州大寨头景区·漓江门票	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091003	招商高速旅游活动	【高速】平乐潘神炮台(景区内停车不收费)	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091002	招商高速旅游活动	【高速】神农架原始森林酒店(山谷景观民宿·双床)	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091001	招商高速旅游活动	【高速】龙脊温泉中心酒店(双床+早餐+温泉)	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091000	招商高速旅游活动	【高速】龙脊温泉酒店(经典双床房·双早·温泉)	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091008	招商高速旅游活动	【高速】桂林千古情	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091007	招商高速旅游活动	【高速】恭城文江·武宣·南溪村游	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091006	招商高速旅游活动	【高速】银子岩·千古情	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091005	招商高速旅游活动	【高速】夜游两江四湖(豪华版)成人票	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091004	招商高速旅游活动	【高速】夜游两江四湖(豪华版)儿童票	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>

设置价格

序号	时间段/星期几	库存	销量	窗口价	类型	采购价	零售价	张数要求	佣金比例	佣金	红包比例	可抵扣红包	推广佣金比例	推广佣金	销售佣金比例	销售佣金
0	2018-06-28 至 2019-06-28 周一-周二-周三-周四 周五-周六-周日 全周	00		105	散客(RMB) 团体(RMB)	0.01	0.01	1 张	0 %	0	0 %	0	0 %	0	0 %	0
1	周一-周二-周三-周四 周五-周六-周日 全周	0			散客(RMB) 团体(RMB)			1 张					0 %		0 %	

保存所做修改 刷新价格规则

价格规则定义: 没有价格的日期则表示不能销售  
以上价格设置的货币单位都是人民币 CNY  
"库存" 数量为 0 时表示不限购

游桂林平台管理系统

商品管理 > 酒店管理

商品编号	店铺名称	商品名称	销售状态	价格	审核状态	状态	操作
2000091000	平乐县罗江宾馆	双床	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091037	桂林特特智汇酒店	智汇生态套房	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091036	桂林特特智汇酒店	智汇豪华双床房	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091035	桂林特特智汇酒店	智汇豪华大床房	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091034	桂林特特智汇酒店	智汇高级大床房	0	已设置	申请通过	已上架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091478	阳朔宏源柏公山酒店	特惠房(无空调)	0	未设置	未提交审核	下架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091477	阳朔宏源柏公山酒店	豪华套房(1厅+1大床+1榻榻米)	0	未设置	未提交审核	下架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091476	阳朔宏源柏公山酒店	豪华亲子房(两房+1大床+1榻榻米)	0	未设置	未提交审核	下架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091475	阳朔宏源柏公山酒店	亲子房(一大一小房)	0	未设置	未提交审核	下架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091474	阳朔宏源柏公山酒店	豪华双床房	0	未设置	未提交审核	下架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091473	阳朔宏源柏公山酒店	豪华双床房	0	未设置	未提交审核	下架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091470	在水一方酒店	大床房	0	未设置	未提交审核	下架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>
2000091479	在水一方酒店	大床房	0	未设置	未提交审核	下架	<a href="#">编辑</a> <a href="#">下架</a> <a href="#">删除</a>

商品详情

商品名称: 桂林-老村山休闲度假木屋 (15:00-15:59分时段)

商品编号: 2000091000

所属店铺: 招商两江四湖夜游活动

封面图片:

封面尺寸: 1960x1060, 大小: 100K以内

门票种类: 单人票

有效天数: 1 天

限购规则: 不限

限购: 每人限购 1 份

限购: 同一用户 1 份

限购: 同一手机号 1 份

限购: 同一身份证 1 份

限购: 单站订单限购 1 份

默认已售数量: 0

订单说明: 用户在意的内容均可使用

用户需要支付押金: 0 元

预订时间: 产品提前1天预订

【预订须知】

- 游客预订成功, 请凭购票、凭票入园, 每场限乘四名游客, 不足四人可与其他游客拼车(行程和目的地相同方可拼车)
- 乘客须听从工作人员安排和指挥, 须穿戴好救生衣后方可乘筏漂流, 且中途不得擅自下筏; 如游客要求中途停筏上岸结束行程的, 不予退票;
- 贵重物品(如手机、相机、摄像机等电子产品)不得携带上筏, 不得携带宠物和易燃易爆品上筏;
- 请爱护景区环境卫生及设施, 不能在竹筏上走动, 不得戏水, 不得下河游泳, 不得撑伞, 不得弄无人机等飞行器;
- 高血压、心脏病、心脑血管疾病患者, 孕妇、醉酒者、行动不便者以及7岁以下、1.2米以下的儿童及70岁以上的老人谢绝乘坐竹筏和乘筏进筏;
- 请妥善保管此票, 以备查验;
- 游客违反上述规定的, 概产生的一切后果自负;
- 咨询电话: 0773-8885068; 投诉电话: 0773-8709886 (杨理), 0773-8701980 (火特)

使用说明: 1. 兴坪-九马山(往返)漂流筏票, 船头码头为兴坪码头;  
2. 杨堤-九马山漂流筏票, 船头码头为杨堤码头。

# Core functions of the management platform system



✓ Orders management

✓ refund application

✓ Order reports

✓ Online payment

✓ Orders Details

✓ Payment details

销售管理 > 订单管理

支付时间: [ ] 至 [ ] 产品类型: [ ] 请选择状态: [ ] 物流状态: [ ] 确认状态: [ ] 输入昵称、手机号搜索微信: [ ]

订单编号, 产品名称, 客人姓名, 客人手机号, 身份证号 [ ] 查询 [ ]

订单编号	订单金额	优惠金额	实际支付金额	订单内容	家庭订单号	状态	操作
239028	¥ 5000	¥ 0	¥ 5000	山鸟家居桌面装饰品玄关摆件现代新中式客厅电视柜摆设创意工艺品 (礼盒包装) (2) 下单时间: 2019-12-02 17:31:45 游玩时间: 2019-12-02 18:15:13 店铺: 桂林鸡血玉 客人: [ ]		已完成	查看
239027	¥ 2500	¥ 0	¥ 2500	山鸟家居桌面装饰品玄关摆件现代新中式客厅电视柜摆设创意工艺品 (礼盒包装) (1) 下单时间: 2019-12-02 17:30:49 游玩时间: [ ] 店铺: 桂林鸡血玉 客人: [ ]		已完成	查看
239026	¥ 4000	¥ 0	¥ 4000	独立用车小团 桂林阳朔3日 (2) 下单时间: 2019-12-02 17:29:59 游玩时间: 2019-12-02 2019-12-02 18:15:09 店铺: 康辉国际旅行社南宁青秀区门市部 客人: [ ]		已完成	查看
239025	¥ 4000	¥ 0	¥ 4000	独立用车小团 桂林阳朔3日 (2) 下单时间: 2019-12-02 17:28:34 游玩时间: 2019-12-02 2019-12-02 18:15:04 店铺: 康辉国际旅行社南宁青秀区门市部 客人: [ ]		已完成	查看
239024	¥ 3000	¥ 0	¥ 3000	独立用车小团 高瀑喀地貌 桂林阳朔3日游 (2) 下单时间: 2019-12-02 17:27:51 游玩时间: 2019-12-02 2019-12-02 18:15:00 店铺: 康辉国际旅行社南宁青秀区门市部 客人: [ ]		已完成	查看
239023	¥ 4000	¥ 0	¥ 4000	独立用车小团 高瀑喀地貌 桂林龙脊梯田4日游 (2) 下单时间: 2019-12-02 17:27:15 游玩时间: 2019-12-02 2019-12-02 18:14:52 店铺: 康辉国际旅行社南宁青秀区门市部 客人: [ ]		已完成	查看
239022	¥ 38	¥ 0	¥ 38	桂林鸡血玉白酒礼盒装 三花酒 老桂林 桂花香小瓶装白酒两瓶小瓶 (三瓶盒装) (1) 下单时间: 2019-12-02 16:02:12 游玩时间: [ ] 店铺: 桂林三花酒 客人: [ ]		已完成	查看

销售管理 > 订单报表

下单时间: 2019-12-02 至 2019-12-03 查询 [ ]

产品订单销售汇总

序号	类别	销售订单	订单人数	销售金额	销售成本	优惠金额	销售利润
1	线路	4	8	¥15000	¥12000	¥0	¥3000
2	特产	1	2	¥5000	¥5000	¥0	¥0
总计:		5	10				¥3000

热销产品TOP10销售明细

产品名称	销售订单	订单人数	销售金额	销售成本	优惠金额	销售利润
独立用车小团 桂林阳朔3日	2	4	¥8000	¥6000	¥0	¥2000
独立用车小团 高瀑喀地貌 桂林龙脊梯田4日游	1	2	¥4000	¥4000	¥0	¥0
山鸟家居桌面装饰品玄关摆件现代新中式客厅电视柜摆设创意工艺品	1	2	¥5000	¥5000	¥0	¥0
独立用车小团 高瀑喀地貌 桂林阳朔2日游	1	2	¥3000	¥2000	¥0	¥1000

订单详情

产品ID: 2008091630 产品名称: 桂林鸡血玉 | 山鸟家居桌面装饰品玄关摆件现代新中式客厅电视柜摆设创意工艺品

订单信息

订单状态: 已完成 订单号: 239028  
下单时间: 2019-12-02 17:31 有效时间: 起1天内有效

付款信息

游客名称: [ ] 手机号码: [ ]  
微信昵称: 88 微信用户ID: 104733  
成人单价: ¥ 2500 购买数量: 2  
订单总额: ¥ 5000 红包优惠: ¥ 0  
实付金额: ¥ 5000 配送费用: ¥ 0.00  
身份证号: [ ]  
订单备注: [ ]  
订单支付时间: 2019-12-02 17:32 游玩时间: [ ]  
商家收款账户: 建设银行 商家收款账号: [ ]

操作日志

操作时间	日志
2019-12-02 17:31	239028订单下单成功

销售管理 > 退款申请

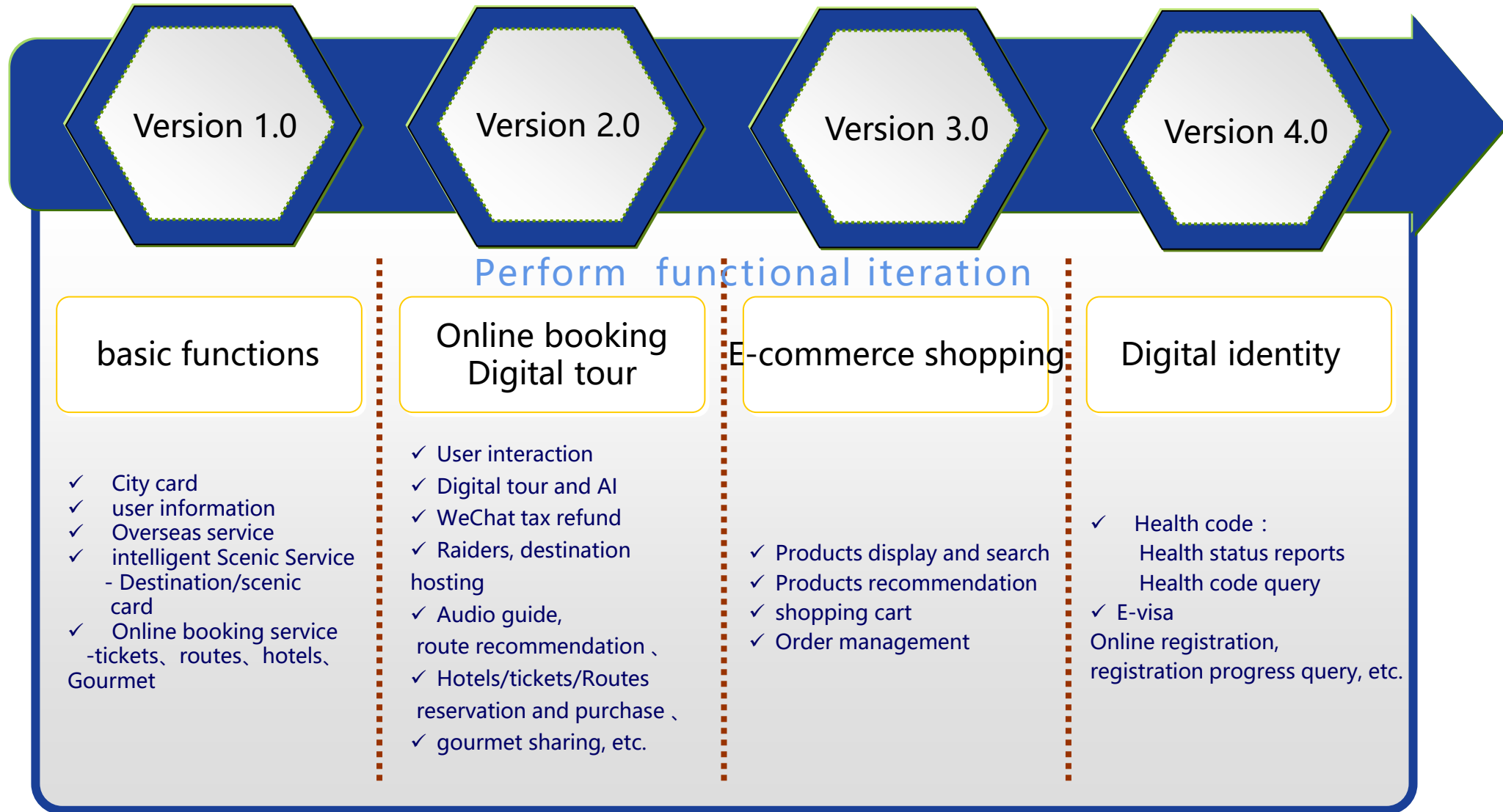
订单编号, 产品名称, 客人姓名, 客人手机号 [ ] 查询 [ ]

订单编号	订单金额	退款内容	状态	操作
238582	¥ 796	客人: [ ] 退款金额: 796; 退款数量: 0; 申请时间: 2019-12-02 10:59:27 退款原因: [ ]	待审核	审核
238899	¥ 9.9	客人: [ ] 退款金额: 9.9; 退款数量: 0; 申请时间: 2019-11-24 20:06:01 退款原因: 这是在测试软件, 确保软件安全	通过	
238897	¥ 8	客人: [ ] 退款金额: 8; 退款数量: 0; 申请时间: 2019-11-24 20:03:12 退款原因: 有别的安排, 不能去了	通过	
238736	¥ 30	客人: [ ] 退款金额: 30; 退款数量: 0; 申请时间: 2019-11-20 16:13:02 退款原因: [ ]	通过	
238737	¥ 20	客人: [ ] 退款金额: 20; 退款数量: 0; 申请时间: 2019-11-20 16:12:56 退款原因: [ ]	通过	
238738	¥ 78	客人: [ ] 退款金额: 78; 退款数量: 0; 申请时间: 2019-11-20 16:12:50 退款原因: [ ]	通过	
238739	¥ 150	客人: [ ] 退款金额: 150; 退款数量: 0; 申请时间: 2019-11-20 15:57:42 退款原因: [ ]	通过	

# 04 Version planning



## Perform functional iteration



# Canada: Discover Vancouver



城市指南



当地特色  
主题活动



专题攻略



LBS地图服务



推荐路线



语音导游



景点/美食/购物/酒店  
资讯



打卡



腾讯旅游 | 探索之旅小程序

说走就走，境外无忧

腾讯旅游 | 探索之旅小程序

# Sweden: Discover Stockholm



城市指南



当地特色  
主题活动



专题攻略



LBS地图服务



推荐路线



语音导游



景点/美食/购物/酒店  
资讯



打卡



STOCKHOLM  
斯德哥尔摩

即使迷失在风光里，  
也不能迷失地图上的方向。

腾讯旅游 | 探索之旅小程序

说走就走，境外无忧

腾讯旅游 | 探索之旅小程序



## Helsinki City Travel Bag Mini program

Cooperate with Helsinki Marketing



## General Solution of Tencent Tourism Overseas Travel

To help Chinese visitors overcome the language barrier, get accurate information to understand local custom and travel guide, also includes visa application, map, locations, navigation, recommended routes, online tax refund, overseas emergency call, etc.

## Unparalleled user reach



QQ.com  
Tencent News App



Video Portal  
Video App

### Banner

Embed image ads in apps to direct traffic to advertisers' website



### In-feed

Integrate ads relevant to content feed to achieve higher click-throughs



### Video pre-roll

Play video commercials before users' selected programme



More relevant ads via user targeting lead to more click-throughs and higher ad efficiency



QQ KanDian



Qzone



Official Accounts



Mini Programs



Moments



QQ Browser



YingYongBao

## In-feed ads

With customised design for interaction on Qzone



## Promotional video ads

Get in-program rewards by watching ads on Mini Programs



## Location based ads

Bid for ad space in the "Mini Programs Nearby" list



## Promotion Coupon ads

Insert promotion coupons in moment ads



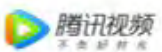
# Tencent News KOL Promotions



WeChat



Helsinki Special Columns



# • Tencent promotion 1.2 billion wechat users

Delivery Content	Delivery Strategy	Cooperation Platform	Strategy	Description	Platform Influence
Deep content production	Specific Platform bundling cooperation	tencent video	Leverage the head program to build brand effect	Bundle stars and IP programs to cooperate, improve destination awareness through head TV programs and star influence, and promote the destination	544 Million
			Actively launch the destination theme, stimulate users' curiosity and attract attention	In response to China's tourism holidays (New Year, May 1 ST, National Day, Summer), Tencent Video will create a destination theme tourism season, launch a travel offensive in an all-round way, and create a reputation	
			Official high-quality content reserve, providing products and publicity materials	Head tourism experts conduct in-depth interviews, covering city overview, city strategy, city play, city travel notes, etc., fully displaying the city's basic style, features, activities, city stories, customs, history and culture, deeply exploring the city's cultural background and displaying the city's connotation.	



微信



腾讯新闻



腾讯视频



# • Tencent promotion 1.2 billion wechat users

Delivery Content	Delivery Strategy	Cooperation Platform	Type	Scenario	Description	Platform Influence
Content Production & Split Propagation	KOL content creation, manufacturing Internet-famous site, strengthening brand influence, and achieving the purpose of attracting passengers	tencent video	Long video	Online variety show	Cooperate with the head program, dig deep into the destination influence through the program IP, break through the circle, and directly pull the passenger flow	544 Million
		TikTok	live-streaming	Live interactive	Head kol (millions of fans) live stream to recommend, promotes explosive lines, travel products, and promotes conversion rate	700 Million
			Short video	Immersive experience	Head kol (millions of fans) live material clips for secondary dissemination	
		RED	Short video	Scenic spot photo punching	Ten travel kol (more than 500,000 fans) recommend in depth, which directly promoted the conversion rate	400 Million
				Try to live/experience sharing	Five travel kol (more than 500,000 fans) recommend in depth, which directly promoted the conversion rate	
				Play strategy	Five travel kol (more than 500,000 fans) recommend in depth, which directly promoted the conversion rate	
				the parent child tour	Three parent-child kol (more than 500,000 fans) recommend in depth, which directly promoted the conversion rate	
		Promotion	Five gourmet kol (more than 500,000 fans) recommend in depth, which directly promoted the conversion rate			
		The hornet's nest	live-streaming	Travel sharing	Kol, the travel head, provides a comprehensive travel strategy to enrich the user's travel scene	100 Million
			image-text	Travel sharing	Kol, the travel head, provides a comprehensive travel strategy to enrich the user's travel scene	

# • Tencent promotion 1.2 billion wechat users

Delivery Content	Delivery Strategy	Delivery Platform	Delivery Fluency	Delivery Content	Description	Platform Influence
Increase Destination Influence	Reach the whole platform and build brand influence	Wechat	4/year	Wechat moments	Destination video, 4 times according to the season, to establish destination influence	1.2 Billion
			1/year	Wechat moments	Interactive H5, fully interact with users, establish close relationship and understand more needs	
		Tencent news	1/year	Open Screen Advertisement	Open-screen advertisements for target users, and improve the visual impact of destinations with large-size and high-quality advertising content	272 Million
			10/year	Feed	Targeting specific areas, awakening users' willingness to travel with fragmented time	272 Million
		tencent video	1/year	Open Screen Advertisement	Open-screen advertisements for target users, and improve the visual impact of destinations with large-size and high-quality advertising content	544 Million
		Tiktok	1/year	Open Screen Advertisement	Open-screen advertisements for target users, and improve the visual impact of destinations with large-size and high-quality advertising content	700 Million
		RED	1/year	Open Screen Advertisement	Open-screen advertisements for target users, and improve the visual impact of destinations with large-size and high-quality advertising content	400 Million
			10/year	Topic page	Deliver to target users, improve content exposure, and complete secondary dissemination	400 Million
		Bilibili	1/year	Open Screen Advertisement	Open-screen advertisements for target users, and improve the visual impact of destinations with large-size and high-quality advertising content	300 Million
		Weibo	1/year	Open Screen Advertisement	Open-screen advertisements for target users, and improve the visual impact of destinations with large-size and high-quality advertising content	800 Million

### **Benefits of tourism in destination countries:**

1. Increase the number of nights of Chinese tourists in destination countries
2. Increase consumption of Chinese tourists in destination countries
3. Guide Chinese tourists to travel in destination countries in all directions
4. Improve efficiency, deepen experience, build reputation tourism
5. Cultural promotion, creating the IP impression of the destination country

### **Forecast and empowerment of future trends:**

- 1/ Sightseeing tour is transformed into holiday tour, experience tour conversion (traditional tourism industry cannot be treated with care and good quality and low price)
- 2/ Transformation from large-group tours to small-group tours, family tours, and individual tours (Tourists are increasingly demanding their own privacy, freedom, and personalized services)
- 3/ Traditional tourism services are transformed from physical to Internet + (fewer and fewer people go to travel to ask for tour guides and drivers, and more and more people go to travel by mobile phones and the Internet)





# THANK YOU

If you are interested in cooperation or want to know more about the products, please contact tencent smart tourism department