



匯智
CONVERGENT

The Hottest Selling Global 「Hotel+」 B2B Platform

最热卖的全球「酒店+」分销平台

CONVERGENT MARKETING CHANNELS & PLAN 2019



78%

direct contracting
properties

1,000,000+

room nights
annually

50+

destination
countries

20,000+

hotel
partners

3,000+

clients

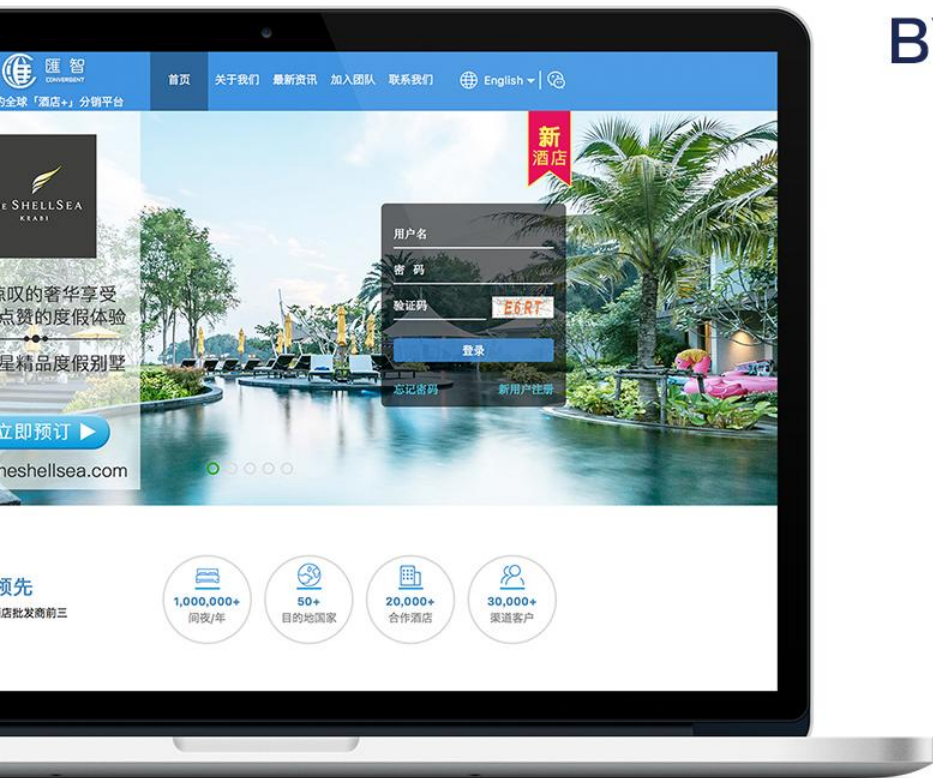
ABOUT CONVERGENT

One of the top 3 overseas hotel wholesalers in China.

+

Hotel marketing services with multi-dimensional channels

EXTEND YOUR MARKET EXPOSURE BY OUR DIVERSE CHANNELS



Social
medias

Banner
Ads

WeChat

Flash Sale
&
Marketing
Campaign

EDM

Exhibition
&
Roadshow

1

SUCCESSFUL MARKETING CASES 2018

B2B road show

8 hotel partners joined in our road shows as sponsors.

All channels promotion for hotel

Taking Sunsuri Phuket as an example ,which had a great outcome with marketing help.

Flash sale

In Double 11 Shopping Festival, we achieved 10,217 room nights in one day.

SUCCESSFUL CASE IN MARKETING 2018

B2B ROAD SHOW



B2B road show Guangzhou
5 September 2018
200+ travel agents
4 hotel partners



B2B road show Shenzhen
8 November 2018
300+ travel agents
4 hotel partners

SUCCESSFUL CASE IN MARKETING 2018

B2B ROAD SHOW

Hotel video display



Hotel presentation time



SUCCESSFUL CASE IN MARKETING 2018

B2B ROAD SHOW

Face to face communication



Lucky draw sponsor



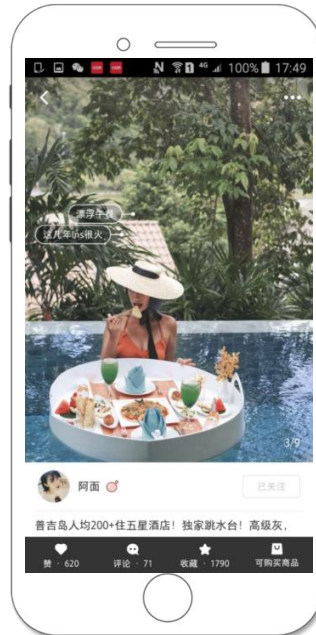
SUCCESSFUL CASE IN MARKETING 2018

SUNSURI PHUKET

- *All channels marketing in 6 months
- *20+ Channels
- *10,000,000+ Exposures



Off-line Road show,
Banks, Airlines



CONVERGENT MARKETING 2018

SUNSURI PHUKET

ROI

100 room nights barter

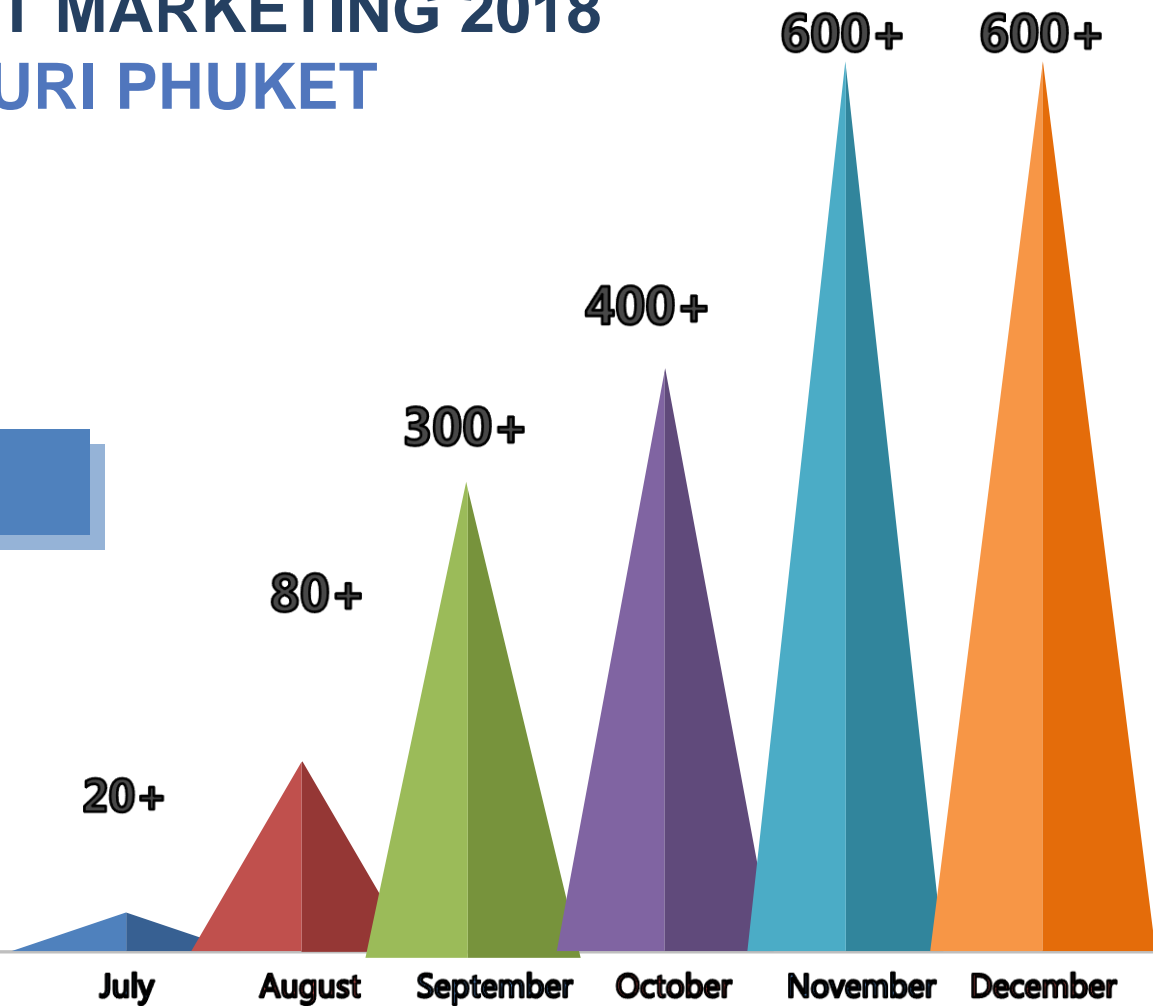


500+ orders,
2000+ room nights



20 times outcome

Sales Volume
Room nights



SUCCESSFUL CASE IN MARKETING 2018

DOUBLE 11 SHOPPING FESTIVAL

10,217
room nights

sales volume in
all channels of
Convergent

- Flash sale on 11th, November
- a Chinese “Black Friday” marketing campaign
- Crossover cooperation

淘宝网
Taobao.com



穷游
QYER.COM



2

MARKETING CHANNELS & PLAN 2019

B2B
channels

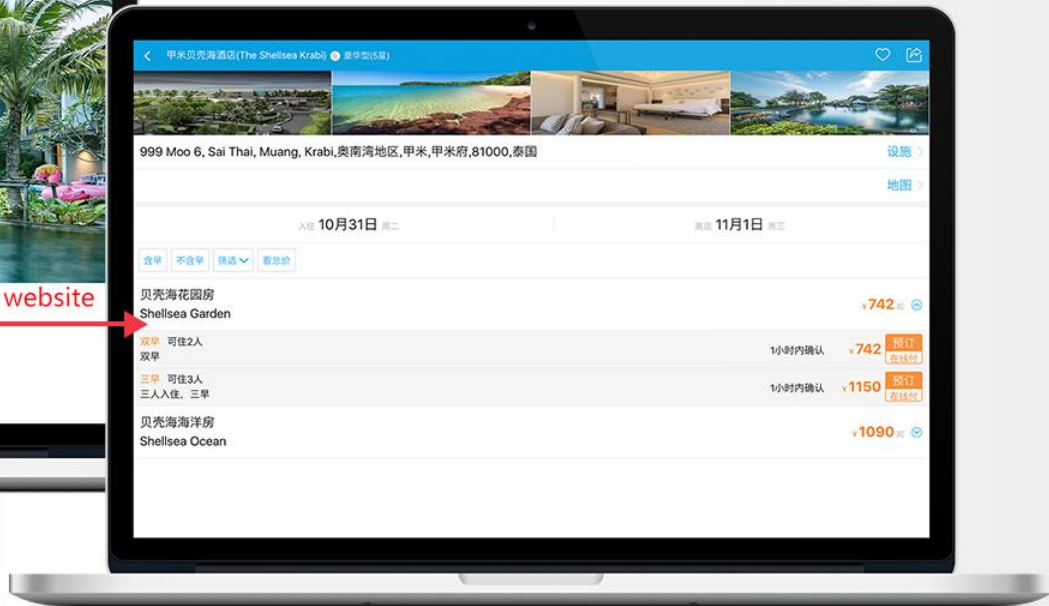
Exhibition
&
Road show

Package
&
crossover
cooperation

Flash
sale

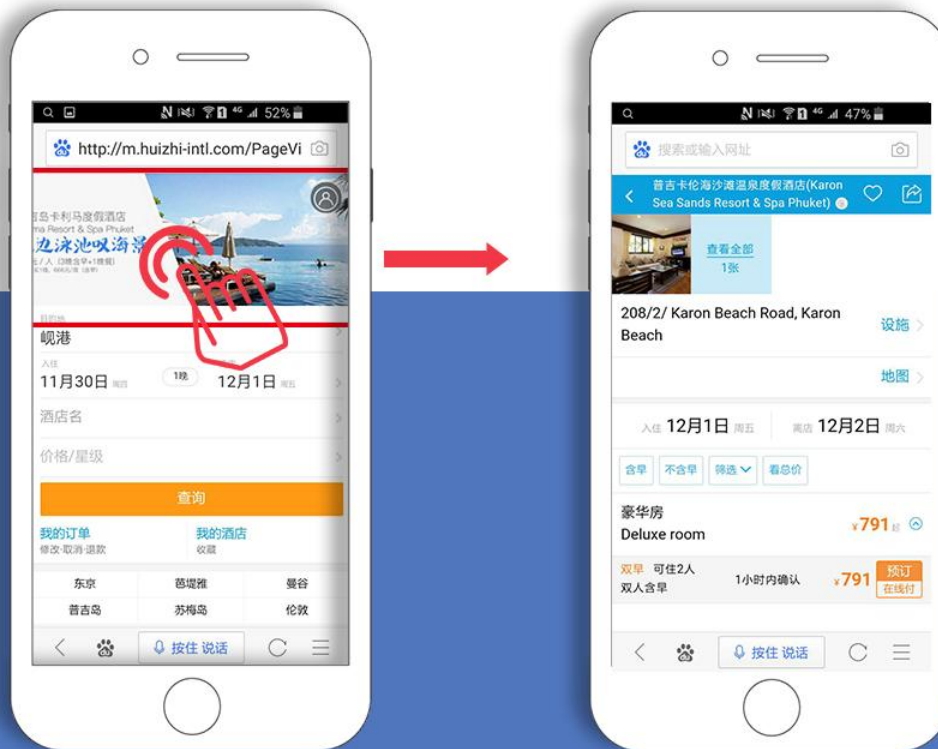
Social
medias

4,000+ Registered clients & Channel partners
500 page views a day & **high click-through rate**



CONVERGENT B2B PLATFORM

MOBILE WEBSITE BANNER





B2B CHANNELS CONVERGENT WECHAT

4 topics a month to **5,000+** WeChat subscribers and followers



B2B CHANNELS EDM

苏梅岛独享度假酒店
发信: Elaine Wei <247100312@qq.com> 详情

普吉岛桑苏丽酒店
Sunsuri Phuket



高级房 530元/晚起 含双早
豪华房 630元/晚起 含双早
超级景观泳池别墅 1320元/晚起 含双早

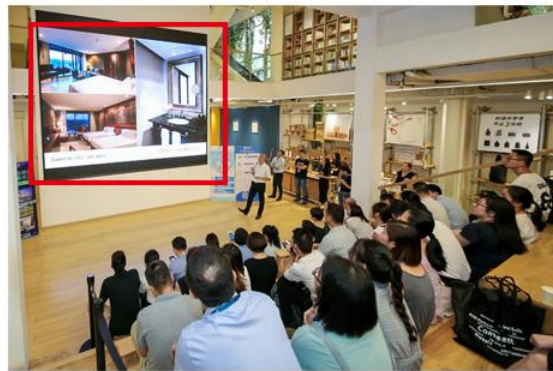
连住3晚更有惊喜价格!



To **5,000+** e-mail Inboxes of travel agencies & tour operators. **Direct and precision marketing.**

B2B CHANNELS

EXHIBITION & ROAD SHOW



Hotel presentation on road show

We join more than 30 exhibitions & road shows a year. **As an co-exhibitor** with Convergent, reaching **2,000 potential buyers every show.**



Hotel flyers on exhibitions

B2B ROAD SHOW PLAN 2019

JOIN AS A SPONSOR

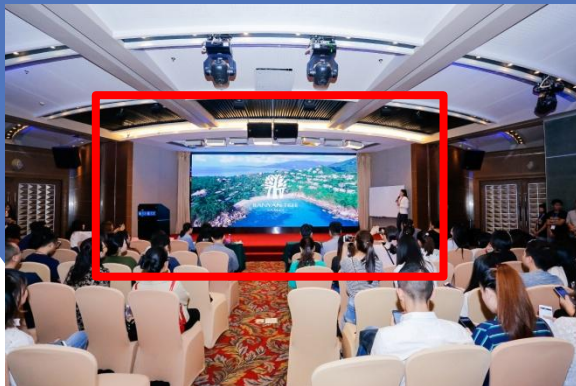


NEXT

Road show

Chengdu –April
Shenzhen-September
Kunming-October

- 200-300 agents & partners every city
- Good opportunity for hotel branding
- Maintaining good relationship with agent partners
- Developing new channels



Presentation



X-Banner



Hotel logo

EXHIBITION PLAN 2019

JOIN AS A CO-EXHIBITOR



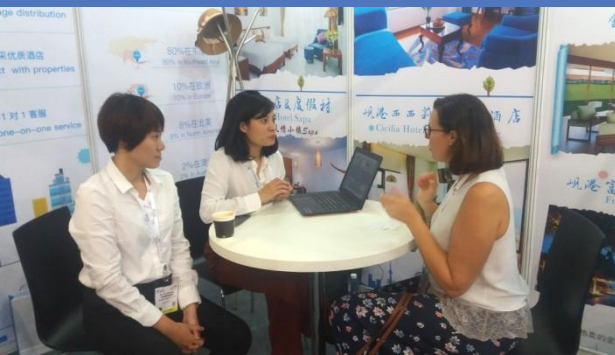
- *Good branding opportunity
- *Marketplace for China's travel industry
- *Face to face communication with agents



Shanghai
15th -17th May



Shanghai
30th October -1st November



B2B FAIR PLAN 2019

CHINA-OUTBOUND MARKET EXCHANGE

JOIN AS A CO-EXHIBITOR



COME
中国出境城市旅游交易会
China Outbound Travel Market Exchange



- Held in 15 cities 2019
- 800+ agents & partners every city
- Good opportunity for hotel branding
- Face to face communication with agents

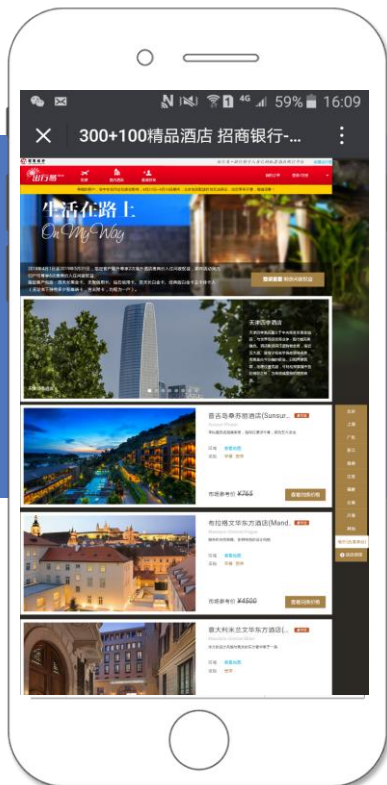


PACKAGE&CROSSOVER COOPERATION CHINA SOUTHERN AIRLINES



- Pack accommodations with air tickets
- Shown on CSA' e-shop & WeChat menu
- 4 big sale campaigns per year
- 10,000,000+ members
- 20,000+ clicks&readings per day

PACKAGE&CROSSOVER COOPERATION CHINA MERCHANTS BANK



- **5,000,000+ VIP members**
- Shown and promoted on bank's mobile App
- A target group with strong purchasing power

SOCIAL MEDIA

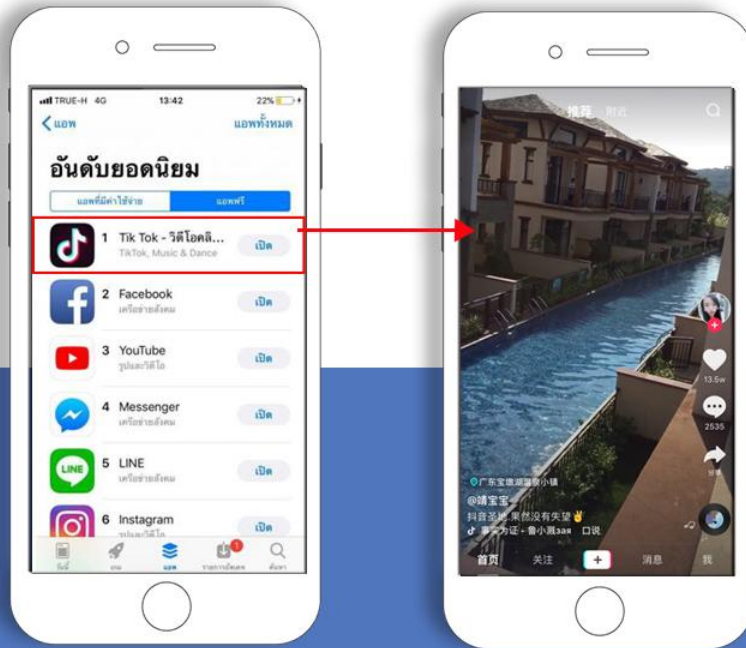


小红书

RED: A Top 5 social, life and travel sharing App in China.



Tik Tok: No.1 short video sharing App in southeast Asia.



- ✓ KOL or hotel connoisseur having an experience in the hotel.
- ✓ Videos/advertorial/ photo sharing in these two APPs.
- ✓ 60,000+ followers, cover 300,000+ users.
- ✓ A new, modern, precise marketing channels.

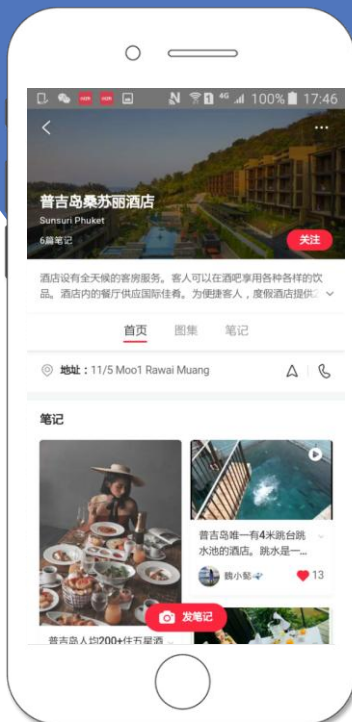
SOCIAL MEDIA EXAMPLE

KOL with **100,000+ followers**

Experiencing hotel

Posted advertorial on social medias WeChat, RED ,TikTok...

Booking from the link on their page

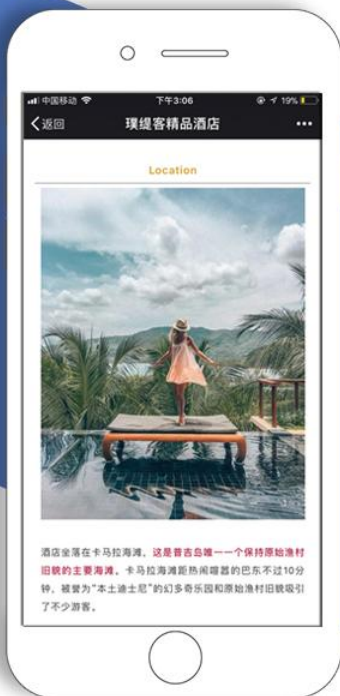


SOCIAL MEDIA WECHAT OF PUTIKE

500,000+ followers
10,000+ click & reading per advertorial
Skip to booking page.

PUTIKE
璞缇客

Feekr



FLASH SALE DOUBLE 11 SHOPPING FESTIVAL



Flash-buy products or other
Eye-catching product TBD

Coupons and lucky
draw entrance

Selected top-selling
voucher product

DOUBLE 11 SHOPPING FESTIVAL

BRANDING+BUSINESS OPTIMIZATION



2.17
BILLION

3
BILLION

130
BILLION

GMV on a day

Exposures

Clicks

越玩越便宜

主会场 >

国内游会场 >

出境游会场 >

机票会场 >

酒店会场 >

周边游会场 >

境外玩乐会场 >

日本会场 >

泰国会场 >

特价海岛会场 >

欧洲会场 >

海南会场 >

云南贵州会场 >

港澳海外

海岛度假

普吉岛奢华度假酒店3晚通兑双早

含无边泳池含私人沙滩

预售 飞越红包

双11 ¥1199起

定金99元

海岛度假

雅高A住年卡含1晚免房券餐饮折扣

1晚免房+5折权益

预售 飞越红包

双11 ¥1488起

定金99元

周边玩乐

帝盛香港湾仔旺角丽悦单双晚任选

多店选+超长有效+特色房

预售 飞越红包

双11 ¥488起

定金50元

周边玩乐

万豪双11香港澳门都市之旅含双早

每日双人自助早餐

预售 飞越红包

双11 ¥1036起

定金99元

各节特惠

周边玩乐

家庭出游

家庭出游

扫码领券

多款精选

港澳海外

江浙沪皖

华北东北

云贵川陕

广东广西

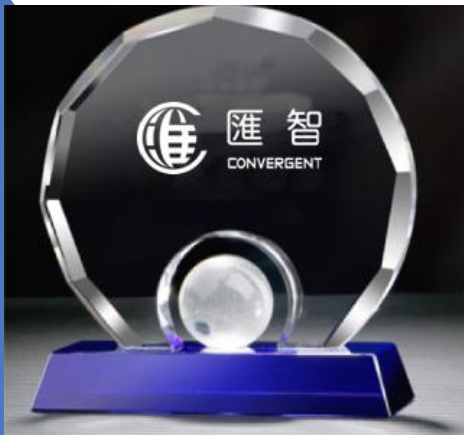
海南三亚

国内其他

美食玩乐

返回顶部

THE HOTTEST SELLING HOTEL AWARD 2019



- The biggest event of Convergent 2019
- one certificate awards by Convergent&media
- 50+ press release&1,000,000+ exposure on social medias
- 20+ hotel awards
- 100+ KOL attendees
- 200+ agents & partners attendees
- 50+ cooperative medias



小红书

全世界的好东西

PUTIKE

璞缇客



ZAKER



3

MARKETING RATE & BARTER 2019

MARKETING RATE

B2B channels	Convergent B2B platform		
	website banner	Size:1920*640 px one month online skip to B2B booking page	US\$1,500
	mobile website banner	Size:420*150px one month online skip to B2B booking page	Free with website banner
	WeChat advertorial& promotion		
	WeChat advertorial& promotion	One full page advertorial of one issue, skip to B2B booking page	US\$1,500
	WeChat advertorial& promotion (share page)	One share page advertorial of one issue. Skip to B2B booking page	Free
	EDM		
	Convergent EDM system	One E-mail to 5000+ agents. skip to B2B booking page	US\$1,000

MARKETING RATE

Exhibition & Road show	Convergent Road show		
	sponsorship in one city	10 minutes Presentation to 300+agents, X-banners, Logo and video display	US\$1,000-3,000
	ITB China Co-exhibitor		
	Shanghai	1 Backdrop of sharing booth , flyers,1 badge	US\$2,500
	ILTM China Co-exhibitor		
	Shanghai	sharing booth , flyers, badge	US\$3,000-9,000
	B2B FAIR CHINA-OUTBOUND MARKET EXCHANGE		
	sponsorship in one city	one of 15 cities, 1 Backdrop of sharing booth, flyers, sponsorship	US\$800

MARKETING RATE

Package & crossover cooperation	China Southern Airlines		
	CSA' e-shop & WeChat menu	Package of accommodations and air tickets. booking page in China Southern Airline' e-shop	US\$5,000
	China Merchants Bank		
	bank's mobile App	One page advertorial . booking page in bank's e-shop	US\$5,000
Social Media	Top and popular Apps		
	RED,TikTok	Inviting KOL or hotel connoisseur to experience the hotel. Advertorial ,photos and videos sharing in these two Apps.	US\$5000 &extra rooms for experience
	Wechat of Putike		
	WeChat advertorial&sale	One full page advertorial of one issue. Skip to booking page	US\$5,000

MARKETING RATE

Flash sale	Double 11 Shopping Festival		
	sales page on Fliggy	One day flash sale on 11 ,Nov. Advertorial and e-shop	US\$5000 &exclusive room rate
Awards	The Hottest Selling Hotel Award 2019		
	one certificate awards by Convergent & media	The biggest event of Convergent 2019 50+ press release&1,000,000+ exposure on social medias 20+ hotel awards 100+ KOL attendees 200+ agents & partners attendees 50+ cooperative medias	US\$4000 &exclusive room rate

▲Equal amount of room nights, striking balance is accepted if **using barter**.

▲The rights of accommodation for room nights shall come into effect within 5 days after the publication and shall be valid for a long period.

MARKETING PACKAGE



B2B marketing package

~~US\$8000~~

20%OFF

US\$6400

- Website banner(2 months) **US\$3000**
- WeChat advertorial& promotion(2 issue of full page advertorial) **US\$3000**
- Convergent EDM system(2 E-mail to 5,000+agents)
US\$2000

MARKETING PACKAGE



Multi-channels package

~~US\$12000~~

20%OFF

US\$9600

- Sponsorship in Convergent road show(1 city) **US\$3000**
- RED , TikTok (KOL experience and Advertorial ,photos and videos sharing in these two Apps)**US\$5000**
- website banner(one month)**US\$1500**
- WeChat advertorial& promotion(One full page advertorial)**US\$1500**
- Convergent EDM system(One E-mail)**US\$1000**

MARKETING PACKAGE



Exhibition & road show package

~~US\$15500~~

20%OFF

US\$12400

- Sponsorship in Convergent road show(2 cities) **US\$5000**
- ITB China Co-exhibitor **US\$2500**
- B2B FAIR :CHINA-OUTBOUND MARKET EXCHANGE(choose 5 of 15 cities) **US\$4000**
- website banner(one month) **US\$1500**
- WeChat advertorial& promotion(One full page advertorial) **US\$1500**
- Convergent EDM system(One E-mail) **US\$1000**

MARKETING PACKAGE

Social media package

~~US\$19000~~

20%OFF

US\$15200

- RED , TikTok (KOL experience and Advertorial ,photos and videos sharing in these two Apps)**US\$5000**
- Wechat of Putike(One full page advertorial and e-shop)**US\$5000**
- China Merchants Bank(Advertorial and e-shop on bank's App)**US\$5000**
- website banner(one month)**US\$1500**
- WeChat advertorial& promotion(One full page advertorial)**US\$1500**
- Convergent EDM system(One E-mail)**US\$1000**

FEEDBACK REPORT

After the marketing campaign, a general feedback report including the data such as **total audience**, **Page view**, **click rate**, **effective reach**, **click value rate** will be created, which make sure all the processes are monitored and can be improved.

