



最热卖的全球「酒店+」分销平台

The Hottest Selling Global 「Hotel+」 B2B Platform

www.huizhi-intl.com



汇智微信公众号/WeChat

关于汇智

About Convergent

- ▲ 最热卖的全球「酒店+」分销平台
- ▲ 中国领先的海外酒店批发商
- ▲ 10年酒店直采和分销专家
- ▲ 网红酒店推广风向标
- ▲ 海外酒店全方位代运营平台

- ▲ The hottest selling global 「Hotel +」 B2B platform
- ▲ China's leading overseas hotel wholesaler
- ▲ Expert in hotel direct contracting and distribution for 10 years
- ▲ Benchmark of hot selling hotel marketing
- ▲ Comprehensive operation service provider for overseas hotels

汇智国际旅游发展有限公司成立于2015年，在酒店批发行业迅速崛起发展。凭借超强的落地直采能力，全面的营销渠道，专业的系统平台和服务，成为中国领先的海外酒店B2B平台。目前，汇智已顺利完成A轮融资。

汇智在亚欧等主要国家成立了分公司，直接采购酒店和打包产品，向10,000多家旅行社、酒店代理、航空公司、差旅公司、银行等合作客户提供最优质、最热卖的酒店和旅游资源。同时，汇智通过技术直连多个国际酒店集团和B2B平台，为客户提供多样化、高性价比的酒店产品。

汇智汇集了一批经验丰富的酒店、旅游、IT行业精英，主要成员从事酒店行业营销和运营均超过10年。

在丰富的业务经验和优秀的人才团队支持下，汇智成长为“深度酒店直采批发商”和“网红酒店风向标”。汇智逐步整合收益管理、市场营销、技术服务，努力打造成为海外酒店全方位代运营平台。

Founded in 2015, Convergent International Travel is rapidly developing in overseas hotel wholesale industry. It has become China's leading B2B platform for overseas hotels with strong direct contracting ability, multi-dimensional marketing channels and professional system platform and services. Currently, we have a successful A round financing.

Convergent has set up branches in Asia, Europe and other major countries which cooperates with hotels to directly provide the best quality and hottest selling hotels and tourism resources to more than 10,000 travel agencies, airlines, TMC, banks and cooperative customers etc. In the meanwhile, we connect multiple international hotel groups and B2B platforms through technology to provide customers with diversified and cost-effective hotel products.

Convergent is constituted of excellent elites in hotel, tourism and IT. Most of us possess more than 10 years experiences in hotel sales, marketing and operation.

With rich business experience and excellent talent team, Convergent has grown into a "renown hotel wholesaler" and "Benchmark of hot selling hotel marketing". Convergent gradually integrates revenue management, marketing and technical services, striving to build a comprehensive operator for overseas hotels.

● 汇智荣誉

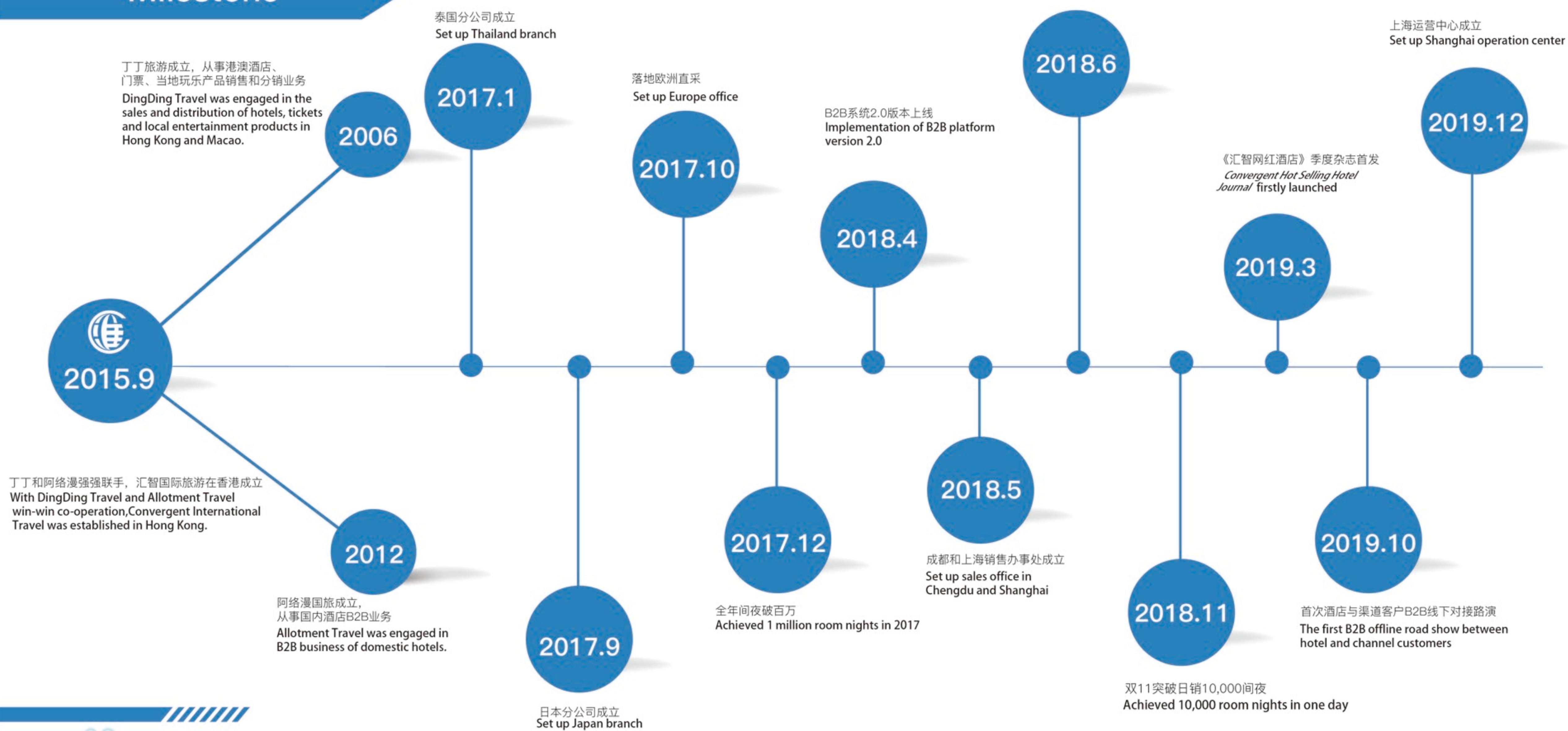
Awards for Convergent

• 国家旅业颁发“最佳酒店直采批发商”称号
“The Best Hotel Wholesaler” awarded by National Tourism Magazine

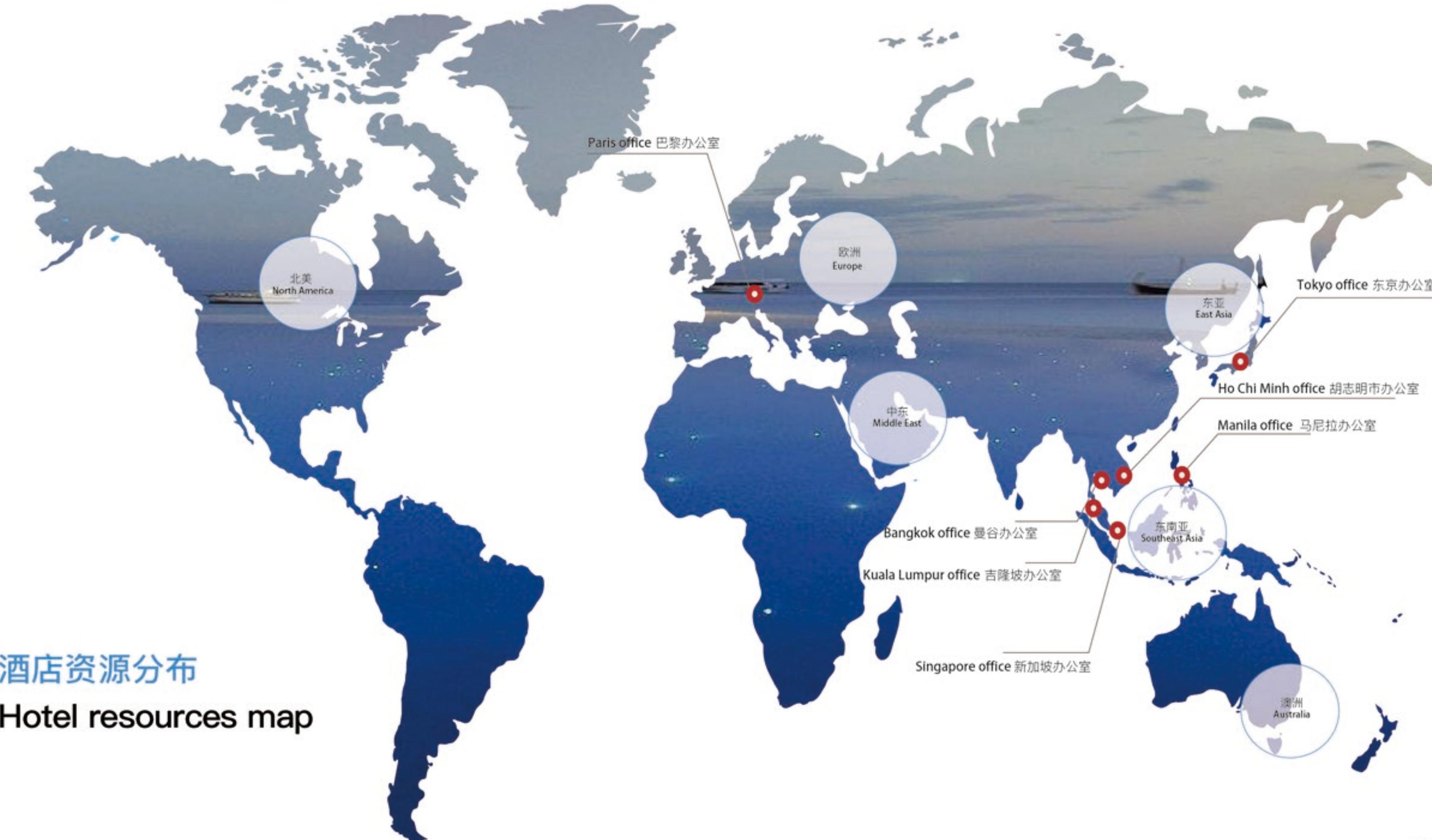
• 劲旅网颁发“2018年度、2019年度创新劲旅奖”称号
“2018 ,2019 Innovation Award” awarded by Tourism China Club



汇智发展史 Milestone



关键数据 Key Data



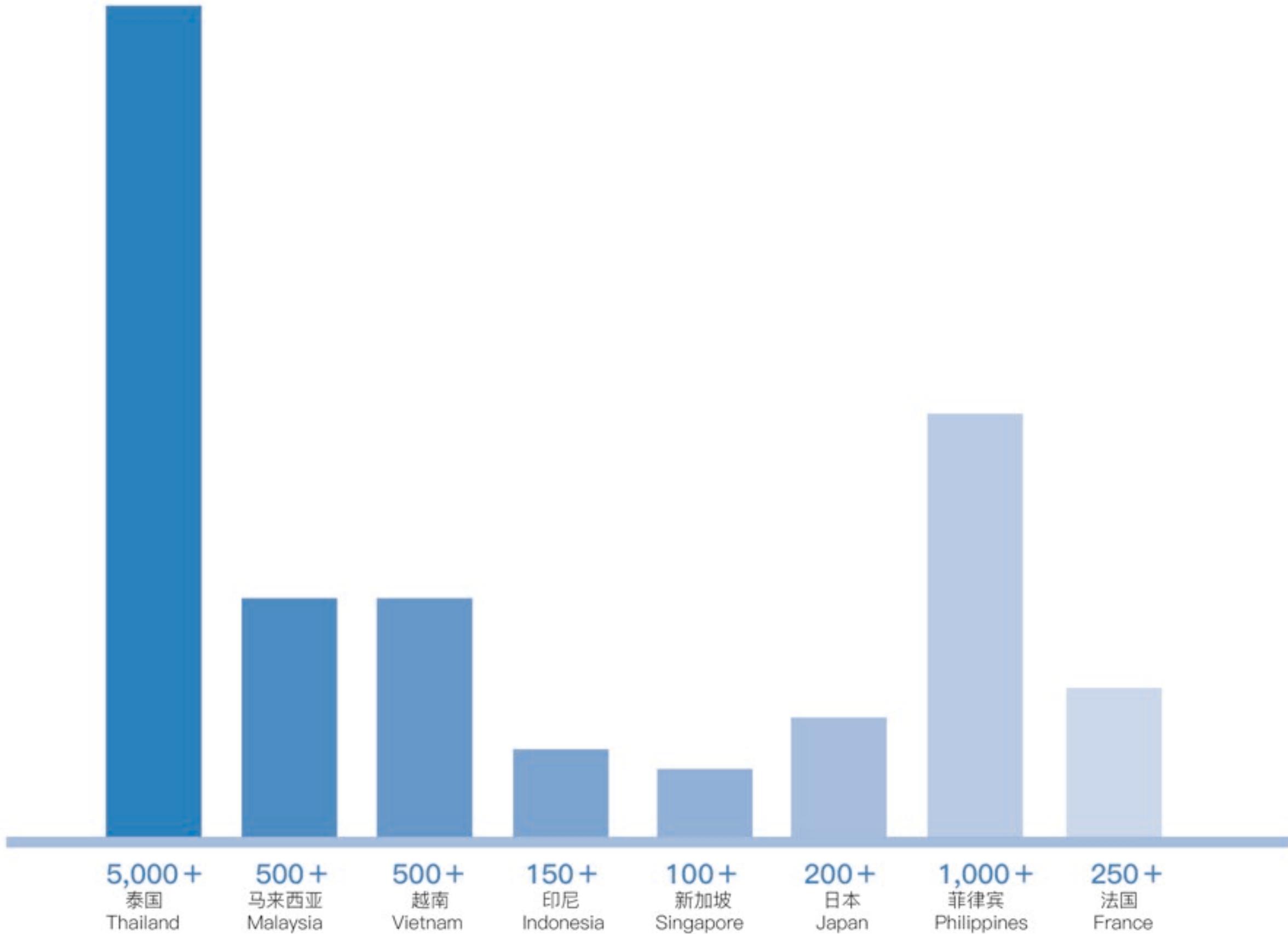
汇智通过全球布点直接采购酒店资源。这种方式直观甄选到热门和优质酒店，并保证拿到最高性价比的酒店和旅游产品组合。目前汇智实现核心酒店资源100%的直采，约90%的订单出自汇智的直采酒店。

汇智在重点直采国家和地区成立了公司，并安排了大量的产品采购人员驻点。特别是在泰国、马来西亚、越南、印尼、新加坡、日本、菲律宾、法国这几个国家，汇智与酒店建立了良好的合作关系，拥有非常强的采购谈判能力和产品价格优势。

Convergent directly purchases hotel resources through global office, which ensures hot selling and high-quality hotels are selected intuitively, and guarantees that the hotels and product portfolio is the highest cost effective. At present, we realize 100% direct contracting of core hotel resources, and about 90% of orders come from our direct contracting properties.

Convergent established companies in valued countries, arranging a large number of product managers. Especially in Thailand, Malaysia, Vietnam, Indonesia, Singapore, Japan, the Philippines and France, Convergent has established a good cooperative relationship with hotels, and has a very strong negotiation ability and price advantage of product.

● 主要直采国-直采酒店数量
Quantity of direct contracting hotels in major countries



汇智关键词 Key Words

「酒店+」
「Hotel +」



hotel+shuttle



hotel+flight



hotel+dining



hotel+activities

汇智不断丰富酒店产品的形式与内容，设计酒店+X打包产品，为下游渠道与客户提供更匹配需求的细分产品，为酒店增加更多的收益方式。

同时，汇智在行业内进行不断创新，为合作伙伴，酒店分销行业提供更大的合作空间和良性的发展平台。

Convergent constantly enriches the form and content of hotel products, designs Hotel + X package products and provides the subdivision products matching demand for downstream channels and clients to increases more revenue method for hotels.

Meanwhile, Convergent keeps innovating to provide greater cooperation opportunity and benign development platform for partners and hotel distribution industry.

汇智关键词 Key Words

收益管理
Revenue Management

汇智是酒店B2B领域少有的成立“收益管理部”的企业。以专业收益团队数据、人工智能算法等技术为依托，通过判断什么样的资源会热卖、什么样的售卖价格最合理、什么样的节奏出货最合适，以及相应的资源应该卖给什么渠道，帮助汇智B2B平台做到投入与产出最优，同时也保证渠道客户得到最高性价比酒店产品。

Convergent is one of the few enterprises in the field of hotel B2B to establish "revenue management department". Relying on professional revenue team data, artificial intelligence algorithm and other technologies, we can help Convergent B2B platform achieve the best input and output by judging what kind of resources will be hot sale, what selling price is the most reasonable, what rhythm is the most appropriate for sales, and what channel corresponding resources should be sold to. Meanwhile, we can ensure that clients get the highest cost-effective hotel products.



汇智不只是一家传统酒店批发商和B2B平台，也是行业内网红酒店推广的标杆。除了精心挑选网红酒店产品，还亲自打造网红酒店，为酒店提供专业的包装、宣传。

借助网红、社交媒体、APP平台、《汇智网红酒店》杂志等渠道，联合多方资源，汇智成功打造一批网红酒店。

Convergent is not only a traditional hotel wholesaler and B2B platform, but also a benchmark for hot selling hotel marketing. In addition to carefully selecting the products of hot selling Hotel, Convergent also provides professional marketing service to the hotels.

With the help of KOLs, social media, APP platform, *Convergent hot selling hotel journal* and other channels, Convergent has successfully built a number of hot selling hotels by combining various resources.

Convergent explores potential hotels and builds up hot selling hotels brands to help cooperative hotels match more accurate channels. Meanwhile, clients can quickly and conveniently know Convergent's hot selling hotels, clearly understand the highlights of hotels, to provide guidance and help for their own sales.

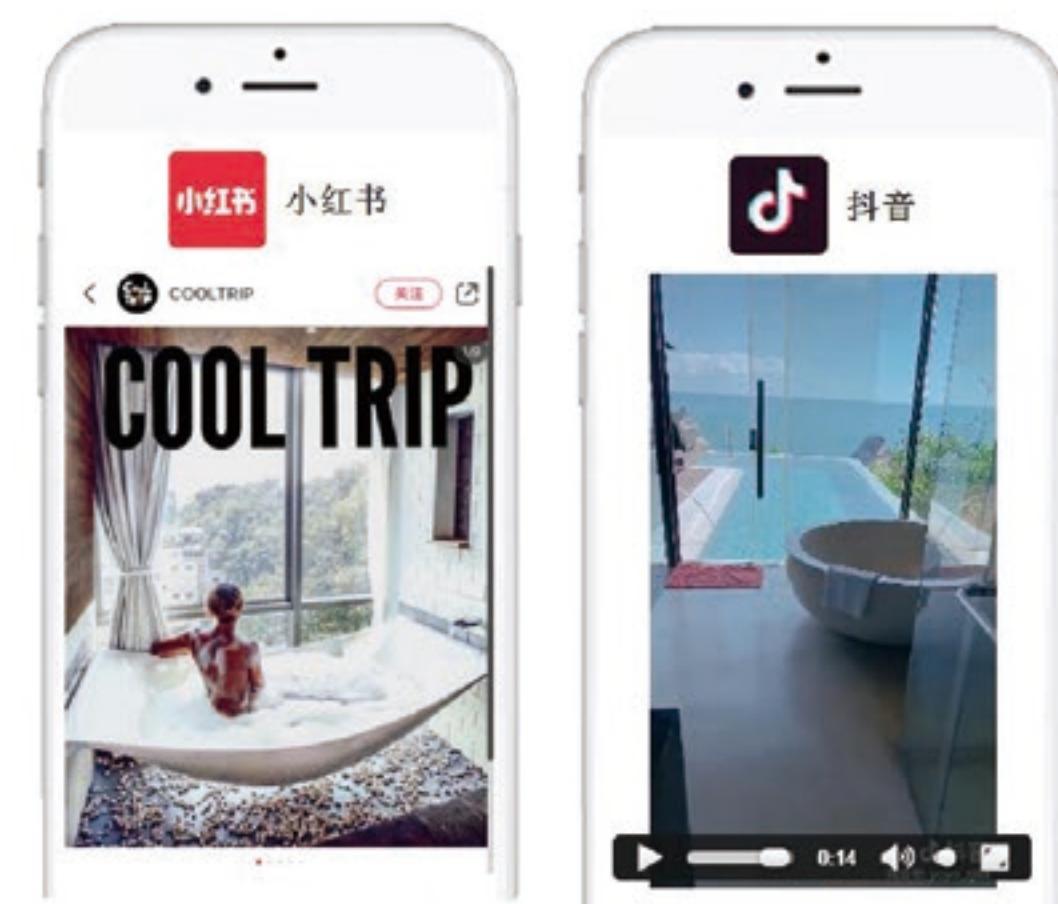


● 网红酒店页面

Hot selling hotel page in B2B platform



● 《汇智网红酒店》杂志
Convergent Hot Selling Hotel Journal



● 小红书App
Red

● 抖音App
Tik Tok

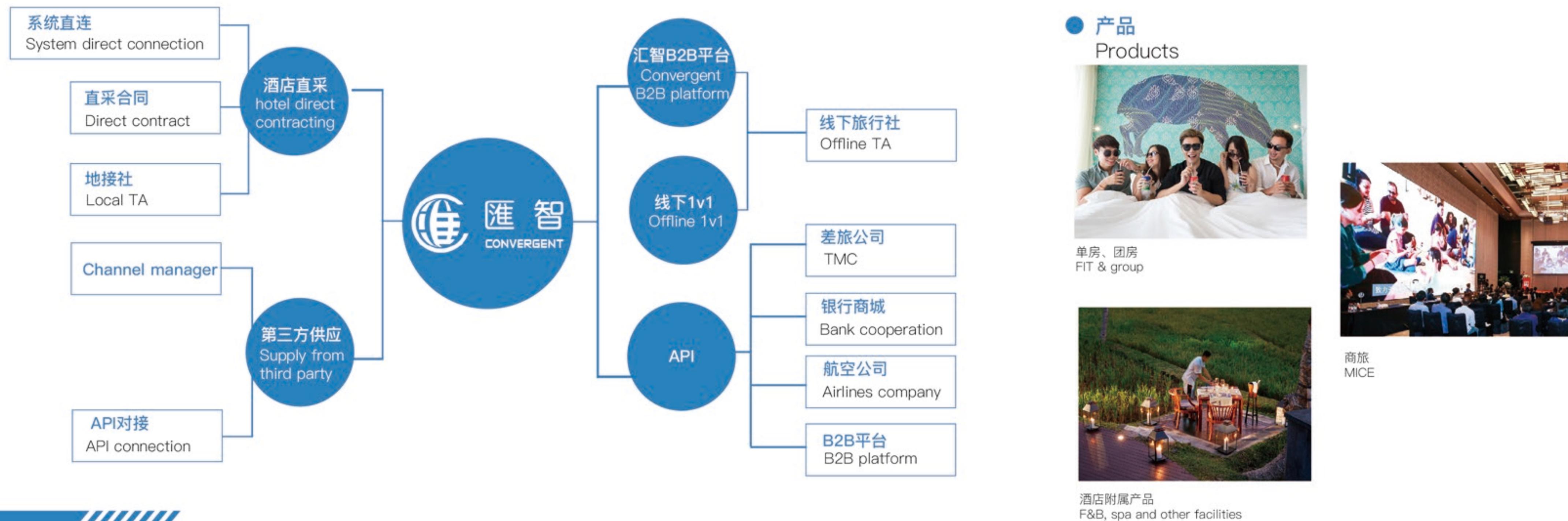


汇智汇集最热卖最优质的酒店资源，通过B2B平台、技术直连、人工服务给客户提供便捷、高效的采购流程，具备强劲市场竞争力的价格。通过包房、预售、限时促销等降低渠道客户的采购成本，提高产品吸引力。

在满足基本酒店产品之外，汇智有专业的一对一客服，针对客户的不同需求来推荐、采购合适的酒店，满足FIT和MICE团房的需求。同时，针对酒店内服务，如宴会、特色餐厅、接送、SPA、高尔夫等提供安排，对当地玩乐体验提供推荐。

Convergent gathers the most popular and high-quality hotel resources, through B2B platform, technology direct connection and artificial services, provides customers with convenient and efficient purchasing process and strong market competitive price. We could reduce the purchase cost of clients and improve the product attraction through pre-buy, pre-sale, flash sale promotion, etc.

Besides hotel basic products, Convergent has professional personalized service to the different requirement of clients, so as to meet the demands of FIT and MICE groups. Meanwhile, we also provide professional recommendation to you, such as banquets, F&B, shuttle transfers, spa, golf, etc., and recommend local experience.



业务版图 Business Segments

B2B平台 B2B Platform



系统亮点 System highlights

- 一键式查询
One click query
- 多种价格选择, 最低价格排序
Multiple price options, lowest price ranking
- 游客资料只需姓名, 特殊选项备注
Only name required in booking, special option notes
- 多种支付方式
Multiple payment methods
- 确认号自动更新
Automatic update of confirmation number
- 优势产品特定推送
Pushing promotion



1-查询
Inquiry

2-预定
Reservation

3-填写姓名
Name filling



5-预订成功
Confirmation number

平台促销 Promotion

1 V客户计划 V Client Plan

单一客户自然月内对单一酒店每月达成目标间夜, 最高享酒店优惠4%
Client reserve a certain hotel, reaching target room nights / month, could get up to 4% off discount

2 预售 Pre-sale

在汇智定期预售专场购买酒店产品, 可享多达市场价20%的优惠
In Convergent pre-buy campaign, clients could obtain up to 20% off discount from the market price

3 现金券 Cash Coupon

汇智通过各种渠道不定期派发酒店现金券, 直接抵扣产品价格
Convergent will distribute the hotel cash vouchers through various channels to directly deduct from the product price



3



业务版图 Business Segments

市场营销 Marketing Service

● 推广架构 Marketing Channels

汇智在线上线下多渠道帮助海外酒店在中国市场进行推广，并成功打造多个网红酒店案例，有效地为酒店进行品牌传播和销售引流。

在B端上，汇智有自有平台的EDM、网站广告、微信等推广，也在各个城市自办路演活动，线下对接洽谈会，推广酒店品牌及亮点。

在C端上，汇智长期签约KOL、网红，进行酒店体验，在多个社交媒体、分享平台发布酒店推文、短视频，引爆酒店品牌，制造裂变传播，吸引消费者关注。

汇智在酒店推广上不断创新，与银行、航空公司、旅游局、旅行品牌等跨界营销，全面深入推广目的地酒店。

Convergent provides marketing service through multi-dimensional channels, and we successfully forge a number of hot selling hotels cases to effectively carry out brand communication and sales effect for hotels.

For the B2B part, Convergent has its own platform with EDM, website advertising, WeChat, etc., and also has its own road show in various cities, offline sales communication meetings to promote the hotel brand.

As for the B2C part, Convergent has signed a long-term contract with KOL who experiences the hotel, releases their tweets and short videos on social medias and travel platforms. We could help popularize the hotel brand by fission marketing in order to attract more clients' attention.

Convergent continues to innovate its method of hotel marketing, and has successfully achieved cross-border marketing with banks, airlines companies, tourism bureaus and travel brands, achieving comprehensively and in-depth promotion of destination hotels.

市场渠道 Marketing Channels



- ◆ 路演 Road show
- ◆ 《汇智网红酒店》杂志 Convergent Hot Selling Hotel Journal
- ◆ 日历广告页面 Advertising calendar
- ◆ 官网广告, 网红酒店专栏页面 Website banner, hottest selling hotel page
- ◆ 微信公众号, 营销电邮, 海报 WeChat account, EDM, E-Flyer
- ◆ ITB/ILTM/中国出境旅游资源交易会 ITB / ILTM / COME exhibition

- ◆ 社群营销 Online community marketing
- ◆ 短视频营销 Short video marketing
- ◆ KOL体验营销 KOL marketing
- ◆ 品牌跨界营销 Crossover cooperation

汇智为海外酒店与酒店集团提供在主流旅游平台上开设并运营官方旗舰店的服务，以及在主要新媒体平台上开设并运营官方账号的服务，以帮助海外酒店更好展现自身品牌、产品与服务等内容，更好连接并服务中国游客。

汇智深度洞察酒店行业本身与大众消费心理，并在旅游平台运营、新媒体运营积累了丰富的经验，以及代运营服务案例，更能够理解海外酒店合作伙伴需求，提供兼具专业度与预期效益的服务解决方案，致力于通过自身专业服务实现汇智与合作伙伴的共赢。

目前，汇智已经成为飞猪、Agoda等平台的生态合作伙伴，积极参与平台生态的完善与升级，联合平台方优势资源，共同为酒店供应方提供优质服务内容。

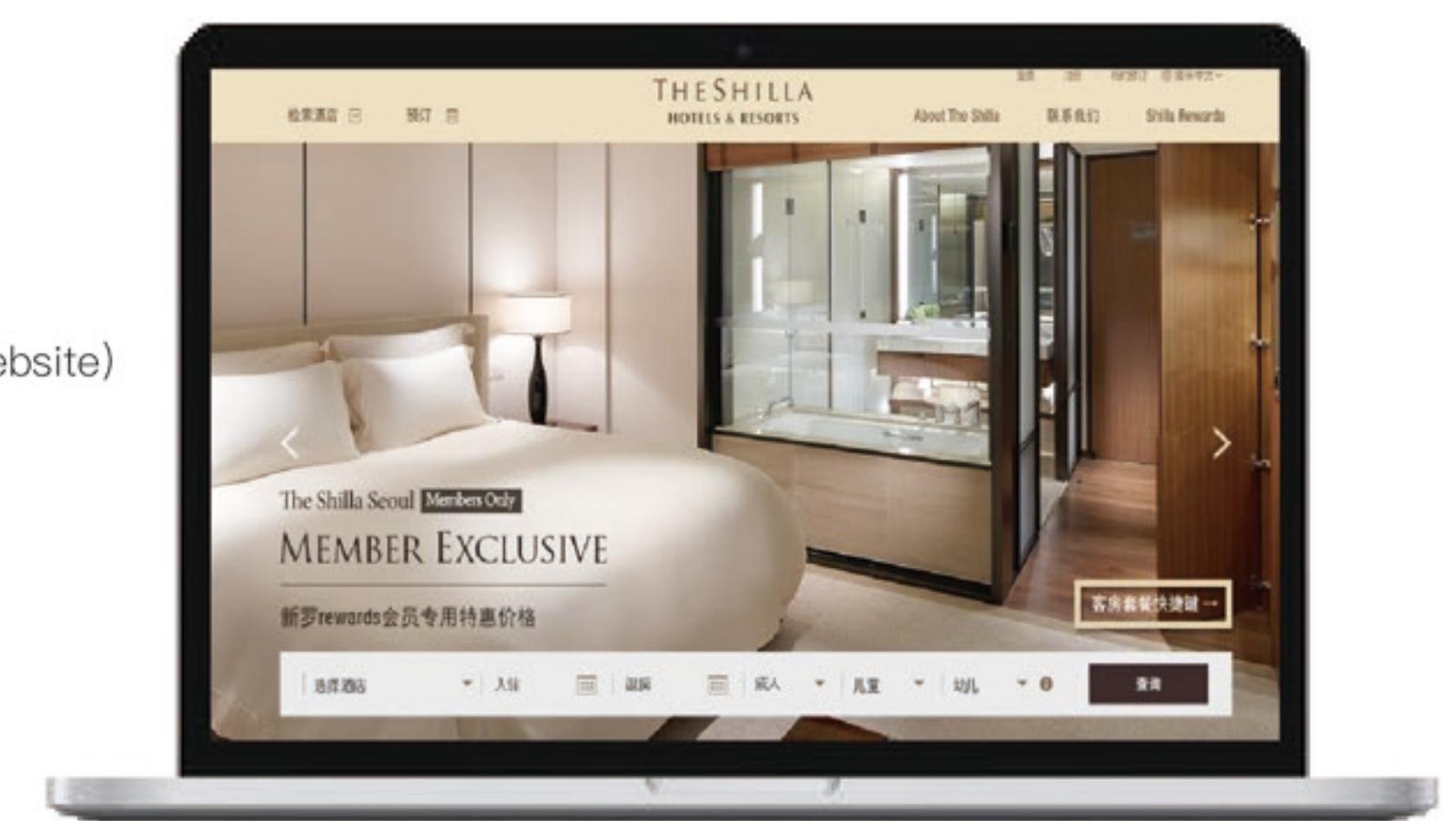
Convergent provides services for overseas hotels and hotel groups to set up and operate official flagship stores on mainstream travel platforms and official subscription account on renown new media platforms, so as to help overseas hotels better display their brands, products and services and better connect and serve for Chinese tourists.

Convergent has a deep insight into the hotel industry and the customer's consuming psychology, with the rich accumulated experience in travel platform operation and new media operation, as well as agency operation service cases. We can better understand the needs of overseas hotel partners and provide service solutions with both professionalism and expected benefits, which is committed to achieving win-win between Convergent and our partners.

At present, Convergent has become a platform's ecological operation partner of Fliggy and Agoda platform, actively participating in the improvement and upgrading of tourism platform, combining the advantage resources of several platforms to jointly provide high-quality service for the hotel suppliers.

● 酒店飞猪旗舰店（网页端）

Hotel flagship store in Fliggy (website)



● 酒店飞猪旗舰店（手机端）

Hotel flagship store in Fliggy (App)

业务版图 Business Segments

目的地产品 Destination Products

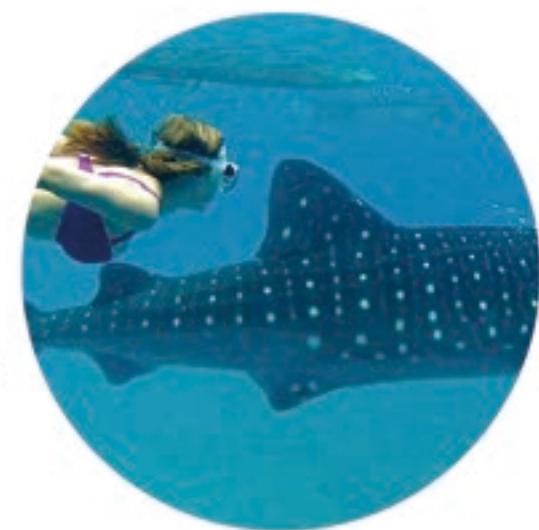
● 餐饮

Food and beverages



● 当地玩乐

Local experiences



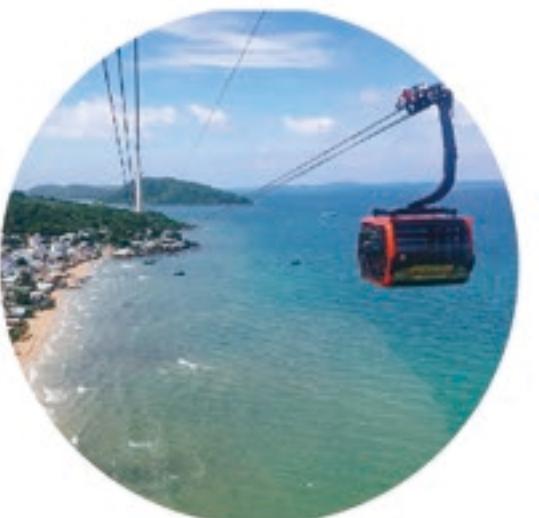
● 高尔夫

Golf



● 门票

Entrance ticket



● 特色体验

Special experiences



● 目的地用车

Shuttle

汇智从自身具有突出优势的“住”的场景出发，在整合目的地“住”的资源基础上，紧密围绕“住”来延展其他目的地生态，进而为目的地提供目的地全视角、长链条的整合营销服务。

“住”，已经成为大众选择旅行目的地的最关键要素，汇智整合营销方案充分挖掘与升华“住”的独特魅力，融合进目的地固有的文化、美食、美景等品牌与内容元素，打造无数个以目的地为大背景、以酒店为主体的小目的地、微目的地，形成空间上星罗棋布、时间上渐次递进的丰富立体的目的地营销布局。

汇智的上游资源包销、下游全渠道运营的独特商业模式，还可以以资源包断的模式，利用自身在泛渠道的媒体资源、会员资源、运营资源，直接承担为目的地输送客源的任务，实现目的地营销的品效合一。

Convergent starts from its own outstanding advantages, the scene of "accommodation", to closely extend the ecology of other destinations around "accommodation", so as to provide integrated marketing and sales with full perspective and long chain for the destination.

"Accommodation" has become the most critical element for clients to choose the travel destination. Besides that we integrate the inherent culture, food, views, other brands and related content elements of the destination, to create a stereoscopic and abundant destination product layout with scattered in space and progressive in time.

Convergent, with its own unique business model of upstream resource underwriting and downstream omni-channel operation takes good use of its own media resources, member resources and operation resources to directly undertake the task of delivering customers for the destination, so that to achieve the integration of the brand and product efficiency of the destination marketing.

汇智上游以API、EBK的等多种方式，打通与全球酒店资源的数字化通道，并以Pull/Push两种方式，建立实时的、高性能的时间价格数据库，酒店数超过20万家。下游，通过API方式向旅游平台、异业分销平台，自动化、周期性输出资源云的产品与价格信息，并以自主开发的模糊匹配算法实现云资源库与各大旅游平台的产品库信息匹配，匹配成功率超过95%。

汇智采集与累积了海量酒店行业大数据，包括销售数据、价格数据等，建立了多维的大数据收益保障模型，帮助汇智更科学的开展资源包断、直采等业务，并进行更策略的收益最大化定价调整。

汇智开发了自主的B2B平台，基于平台实现了全面的产品运营、流量运营、活动运营、会员运营，运营操作可配置化、自动化，可快速发起并执行面向分销商的运营动作；分销商视图友好，下单、支付流程便捷，支持分销商的实时数据统计、财务对账、一键分销等功能。

汇智开发了全行业唯一的券码产品系统，支持券码的可配置生成，券码的推广、展示、购买，以及券码的兑换、消费闭环，成为服务酒店行业爆款营销的功能最为全面的技术平台，同时创新了酒店产品的售卖方式，创新了消费者的购买、消费决策路径。

Convergent upstream adopts API, EBK and other ways to open digital channels with global hotel resources, and uses Pull / Push 2 ways to establish a real-time, high-performance time and price database, with more than 200,000 hotels . For the downstream, the product and price information of resource cloud is automatically and periodically output to travel platform and other distribution platform through API, and the self-developed fuzzy matching algorithm is used to match the product information of cloud resource and each OTA platforms. The success rate of matching is over 95%.

Convergent has collected and accumulated a large amount of big data in the hotel industry, including sales data, price data, etc., and established a multi-dimensional big data revenue guaranteed model, which helped Convergent more scientifically achieve resources monopoly, direct contracting business, and carry out more strategic revenue maximization pricing adjustment.

Convergent has developed its own B2B platform. Based on the platform, we have realized comprehensive product operation, flow operation, activity operation and member operation. The operation can be configured and automated, and it can quickly initiate and execute the operation actions for distributors. The distributors could have a friendly view, convenient order placing and payment processes, and the platform also support the real-time data statistics, financial reconciliation, one key distribution and other functions.

Convergent has developed the coupon code product system uniquely in the whole hotel industry, which supports the configurable generation of coupon code, promotion, display and purchase of coupon code, as well as the coupon code exchange and closed-loop of consumption. It has become the most comprehensive technical platform serving the hit products marketing in the hotel industry. Meanwhile, Convergent has innovated the way of selling hotel products and the purchase and consumption decision-making path of clients.

服务保障

Service Guarantee



7*24小时服务
7 * 24 hours service



多种服务语言
Multiple languages service



约定时限处理反馈
Feedback in agreed deadline



有责全赔
Responsible for full compensation



快速赔
Quick compensation



有责升级
Upgrade of responsibility



价格承诺
Price commitment

汇智代表渠道、终端客户对酒店质量问题进行监控、反馈，建立分类、分档的问题跟踪机制，对一般性问题及时协调酒店方寻求根本解决方案，做到不仅是资源批发商，也是酒店质检员。

汇智利用自身在供应端与酒店建立的深度合作关系，打通酒店内的多消费场景，为消费者提供酒店内的碎片预定服务，一站式为消费者提供具有性价比的碎片服务。

汇智在目的地落地的商务BD人员，帮助建立通畅的与酒店的特殊服务沟通通道，面对复杂服务问题与个性化服务需求，可快速沟通酒店方予以解决、协调，并可在紧急情况下提供SOS服务通道。

Convergent, on behalf of the channel customers, monitors and feedbacks the quality problems of the hotel and establishes the problem tracking mechanism of classification, to coordinate the hotel to seek the fundamental solution for the general problems in time, so that we are not only a hotels resources wholesaler, but also a hotels quality inspector.

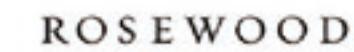
Convergent makes good use of its in-depth cooperation relationship with the hotel at the supply end to get through the multiple consumption scenarios in the hotel, and provides consumers with fragment booking services in the hotel, and provides consumers with cost-effective fragment services in a one-stop manner.

Business development personnel of Convergent in the destination help establish a smooth channel for special service communication with the hotel. In the face of complex service problems and personalized service demands, they can quickly communicate with hotels to solve and coordinate, and provide SOS service channel in case of emergency.

合作伙伴 Cooperative Partners

● 酒店和酒店集团

Some of our hotel partners



● 渠道客户

Some of our clients

旅行社 Travel agencies



航空公司&代理 Airline companies & agents



旅游平台 Travel platform



B2B平台 B2B platform



银行大客户 Banks



定制社 Customized travel agencies

专业团队 Professional team



产品团队
Product team



泰国、印尼、马来西亚、越南、新加坡、日本、韩国、菲律宾、英国、法国
Thailand, Indonesia, Malaysia, Vietnam, Singapore, Japan, Korea, Philippines, UK, France



收益团队
Revenue team



广州、梅州
Guangzhou, Meizhou



销售和市场团队
Sales & marketing team



广州、深圳、上海、成都、北京
Guangzhou, Shenzhen, Shanghai, Chengdu, Beijing



运营团队
Customer service team



梅州、广州、深圳、上海
Meizhou, Guangzhou, Shenzhen, Shanghai



技术团队
IT team



深圳
Shenzhen



客服团队
Customer service team



梅州
Meizhou

汇智由一批200人的高素质团队打造，10%员工为目的地驻地外籍，半数员工具有5年以上的旅游从业背景或海外酒店直采经验，70%的人具备基础的数据管理常识。

这批专业团队以专注的态度帮助公司和合作伙伴创造价值最大化。

Convergent is consist of a high qualified team of 200 people, 10% of the employees are expatriates in overseas destination, half of the employees access more than 5 years of tourism industry background or overseas hospitality experiences, and 70% possess basic data management knowledge.

Our professional teams are with concentrated attitude helping Convergent and its partners create maximize value.

汇智愿景 Convergent Vision

- **使命:** 让酒店更赚钱、让游客更满意
Mission: hotels more profitable, tourists more satisfied
- **愿景:** 成为更专业、更全面的全球酒店赋能者
Vision: be a more professional and comprehensive global hotel enabler
- **价值观:** 专注、协同、伙伴第一
Values: absorbed, cooperative, partner first



市场活动

Marketing Campaigns

汇智B2B全国路演

Convergent B2B Road Show



答谢会

Appreciation Party



展会

Exhibition



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财务支持 Financial Support

E-mail: financial@huizhi-intl.com
Tel: +86-020-88523195

售后服务 Customer Service

 Tel: 0753-2389693

(22点之后仅处理紧急到店问题)
(after 10 pm only deal with emergency arrival issue)

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