



**Industry**

Travel & Tourism

**Services**

Travel Trade Outreach  
Public Relations  
Event Strategy  
Social Media and Website  
Development for the  
Chinese outbound market

**Date of Service**

January 2018 - December  
2019

Case Study

# Reno Tahoe Tourism Enters the Chinese Market

## Situation

Reno Tahoe is an easily accessible destination for Chinese travelers from U.S. West Coast entry points and serves as a new and exciting destination for them to explore due to its offerings of both outdoor and gaming pursuits that are attractive to the China market. Reno Tahoe sought to promote further the destination and bolster its brand in the Chinese market, particularly targeting China's top gateway markets.

## Solution

Charged with launching Reno Tahoe tourism promotions in the Chinese market for the first time, PTG Consulting implemented a multidisciplinary strategic plan that catered to Chinese consumers, travel trade, and media . PTG Consulting identified and targeted the ideal traveler for Reno Tahoe - affluent, well-traveled visitors and those interested in niche activities like winter adventure tours and golf. To support sales and marketing initiatives, PTG Consulting endeavored to build brand awareness, establish industry relationships, and support the growth of arrivals from China by targeting travel trade that reached the destination's target consumers and already sold trips to cities in the western region of the United States.



## Results

PTG Consulting ran a successful multidisciplinary campaign with the following results:

- ✔ Conducted 478 face-to-face meetings and sales calls with Chinese tour operators, travel agents, wholesalers, airlines, and OTAs resulting in new Reno Tahoe product development
- ✔ Conducted 11 FAM trips for 31 high-profile tour operators and media partners in key Chinese outbound markets
- ✔ Planned and conducted 29 destination trainings on Reno Tahoe to travel trade partners in Beijing, Shanghai, Hangzhou, Guangzhou, and Shenzhen
- ✔ Engaged Chinese travel trade partners at 11 tradeshow and events, inclusive of the Brand USA Shenzhen Roadshow and Brand USA China Sales Missions in Beijing, Shanghai, and Guangzhou; CITM; IPW; ITB China; and SWTF
- ✔ Developed a Chinese travel trade database for Reno Tahoe consisting of 275 key wholesalers, tour operators, travel agents, key OTAs, and bespoke agent contacts
- ✔ Secured more than 820 media placements with an advertising value of \$297,447,122
- ✔ Developed and managed WeChat and Weibo social media accounts direct to consumer destination awareness resulting in more than 1,000 social media followers and 144,787 impressions over a five month period
- ✔ Launched and managed Reno Tahoe Chinese language website

**820+**

Media placements

**\$297 million+**

Public Relations ad value

**40**

Training sessions,  
tradeshow, and event

**11**

Familiarization trips



**环球时报**

司宣布与雷诺斯巴委会展及旅游局(RSCVA)开始合作,共同致力于在中国境内扩大雷诺太浩湖作为旅游目的地的国际影响力。

**雷诺太浩湖旅游区全面开拓中国市场**

PHG 咨询公司 副总裁 Paul Cohen 评论道:“我们非常高兴与 RSCVA 开展这项多年合作关系。我们期待通过双方共同努力,为雷诺太浩湖旅游区在中国爆发的出境市场带来高度的认知及强劲的需求。”据美国国家旅游局预计,在未来五年的时间里,中国赴美国出境游客数将突破两千万,而 PHG 公司将致力于将这两千万游客吸引至北内华达州。

