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2017 Brand USA Sales Mission to China

- Dates: Arrive March 21 – Depart April 1, 2017
- 12-Days, 6 Cities: Beijing, Shanghai, Guangzhou, Chengdu, Wuhan & Shenyang

Proposed Mission Itinerary

Subject to Change

- Option 1:** Beijing & Shanghai
- Option 2:** Guangzhou, Chengdu, Wuhan & Shenyang
- Option 3:** All 6 cities

Day 1: Arrival & Briefing (March 21, 2017) Tuesday

- Arrive in Beijing before afternoon
- 2017 market briefing for delegates
- Welcome reception for delegates

Day 2: Beijing mission day (March 22, 2017) Wednesday

- Whole day B2B appointments / media session
- VIP dinner with key local travel agents and tour operators

Day 3: Beijing mission day and travel to Shanghai (March 23, 2017) Thursday

- Panel discussion with Chinese travel trade
- Travel to Shanghai
- Dinner for delegates

Day 4: Shanghai mission day (March 24, 2017) Friday

- Whole day B2B appointments / media session
- VIP dinner with key local travel agents and tour operators

Day 5: Week-end break in Shanghai (March 25, 2017) Saturday

- Free time

Day 6: Travel to Guangzhou, welcome reception and China market briefing (March 26, 2017)

- Travel to Guangzhou by recommended flight (CZ3524 11:45 – 14:15)
- Welcome Reception & China market briefing for those partners just joining

Day 7: Guangzhou mission day (March 27, 2017) Monday

- Whole day B2B appointments / media interviews
- VIP dinner with key local travel agents and tour operators

Day 8: Travel to Chengdu and Chengdu mission day (March 28, 2017) Tuesday

- Travel to Chengdu by recommended flight (CZ3403 07:35 – 09:55)
- Half day B2B appointments / media interviews
- VIP dinner with local key travel agents and tour operators

Day 9: Chengdu mission day and travel to Wuhan (March 29, 2017) Wednesday

- Panel discussion with Chinese travel trade
- Travel to Wuhan by recommended flight (3U8985 14:30 – 16:20)
- VIP dinner with key local travel agents and tour operators

Day 10: Wuhan mission day and travel to Shenyang (March 30, 2017) Thursday

- Either a) B2B appointments or b) sales visit to leading travel agents and tour operators in Wuhan
- Travel to Shenyang by recommended flight (ZH9710 18:55 – 21:40)

Day 11: Shenyang mission day (March 31, 2017) Friday

- Either a) B2B appointments or b) sales visit to leading travel agents and tour operators in Shenyang
- VIP dinner with key local travel agents and tour operators
- Mission completes

Day 12: Delegates departure (April 1, 2017) Saturday

- Delegates departure from China