


Reuter:  
Intelligence



Connecting with  
Chinese Luxury Travellers:  
Elevating Emotion in Digital China

OCTOBER 2019

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**Charmaine Lin**

GM Client Services

*Reuter Communications*

When we hear about 'connecting with the Chinese consumer', it's usually in relation to the much-referenced unique digital eco-system of China. Yet instead, it's perhaps even more crucial to look at connections of a different kind – emotional connections.

Technological capabilities in China are no longer the 'trend', they are the truism: it's not so helpful to simply hype up new whizz-bang apps and platforms. Rather, the focus should be on how to create the content that will stand out among countless official accounts, that are all asking for views, likes, comments and following.

With China's unique digital landscape in front of you, WeChat remains the core foundation. The app is rightly labelled a super-app and, despite the buzz surrounding other platforms in China, WeChat is still the app that does it all. It's safe to say that more or less 'everyone in China' uses WeChat – over 1.1 billion Monthly Active Users.

Performing both initial and ongoing research on what your target audiences want is vital for finding success on WeChat, as well as on the exciting other platforms. Two of these – RED and Douyin – are also covered in this report. Both are evolving in their usage, regulation and style, with both worth exploration and experimentation for content that engages users.

The big content wins in the last decade have not merely been about the technology, but the emotion – emotions that are aroused by story-telling that is based on true consumer insight. Brands already know they must inspire in order to build fans, they know that the experience should be immersive and so on – but what do these and other marketing labels mean literally? What can hospitality learn from brands in other market sectors that are winning?

Our report looks at what it means to truly engage your audience. We hope it provides insight and inspiration into creating quality digital content and making emotional connections with Chinese travellers.

We'd also like to thank ILTM for this partnership, continuing on from our co-published report on Affluent Chinese Families in 2018. If you have any questions about luxury Chinese travellers, are looking for more reports or would like to get in touch, reach us at [hello@reutercomms.com](mailto:hello@reutercomms.com).

Best wishes,

A handwritten signature in black ink, appearing to be 'Merrill', with a long horizontal line underneath.

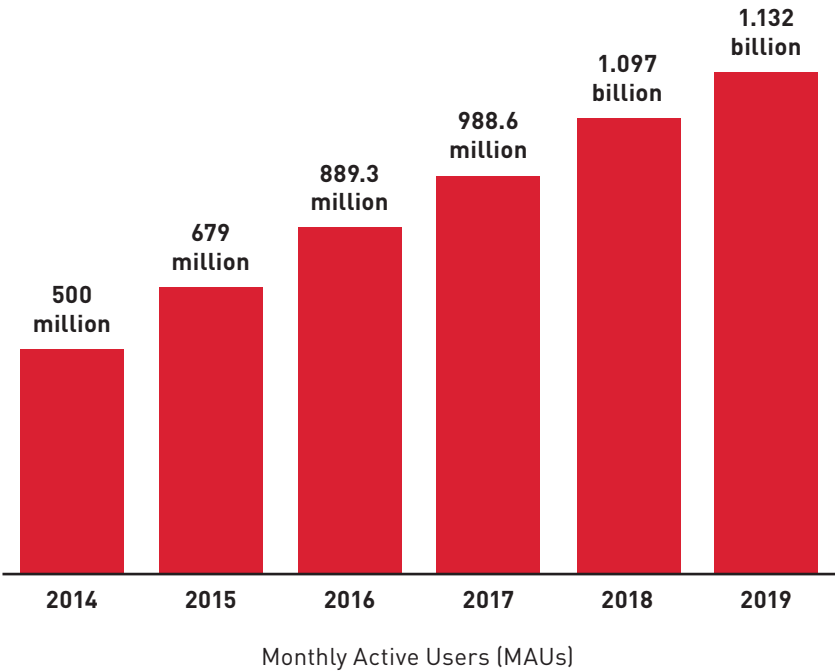
# WeChat Still Leads the Way



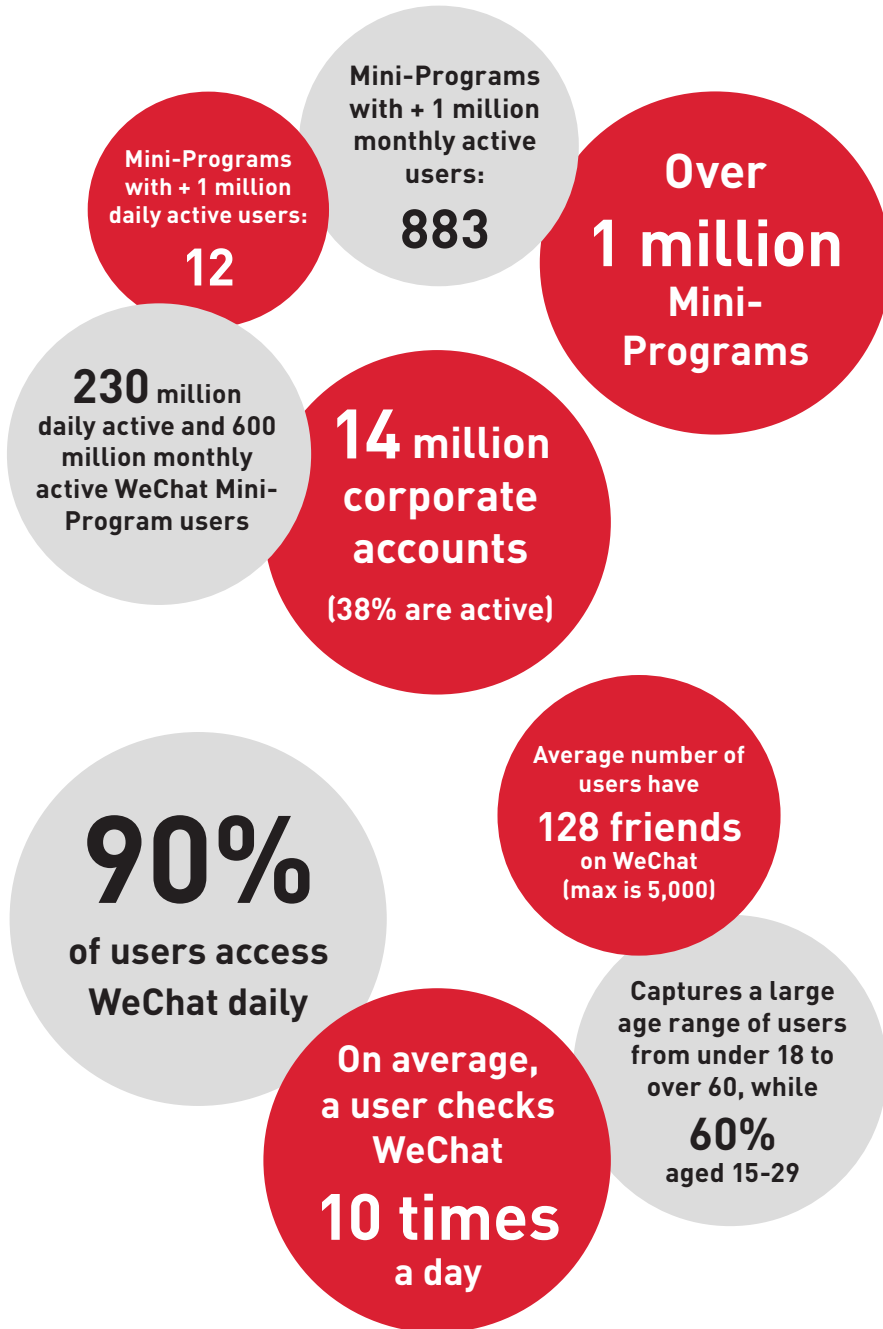
WeChat is your third hand in China. It's your social media, work messaging, it's your personal branding – as well as your source for media and news. You make every payment with WeChat, whether in daily use, paying bills or booking tickets, or instantly transferring money between friends. WeChat's social CRM capability means that for a business, it's the equivalent of a brand's website, loyalty program, payment gateway, social campaigns and advertising all in one.

There's no getting away from WeChat. While other platforms in China are certainly useful for specific purposes, worth monitoring and experimenting with, WeChat is still the power-tool for building out your digital foundation in China. Each month there's a click-bait headline somewhere that WeChat is being 'dethroned' by another app that's good for speaking to Gen Z, or teens, or lower-tier rural villagers, or whatever the flavour of the month is. While it makes for an easy article, not all different platforms are in direct competition with each other, vying for an individual user, but can complement each other if done well. More importantly, despite the growth of other apps, WeChat remains the main meal for China communications and harnessing its reach and capability should remain the order of the day and of the years to come.

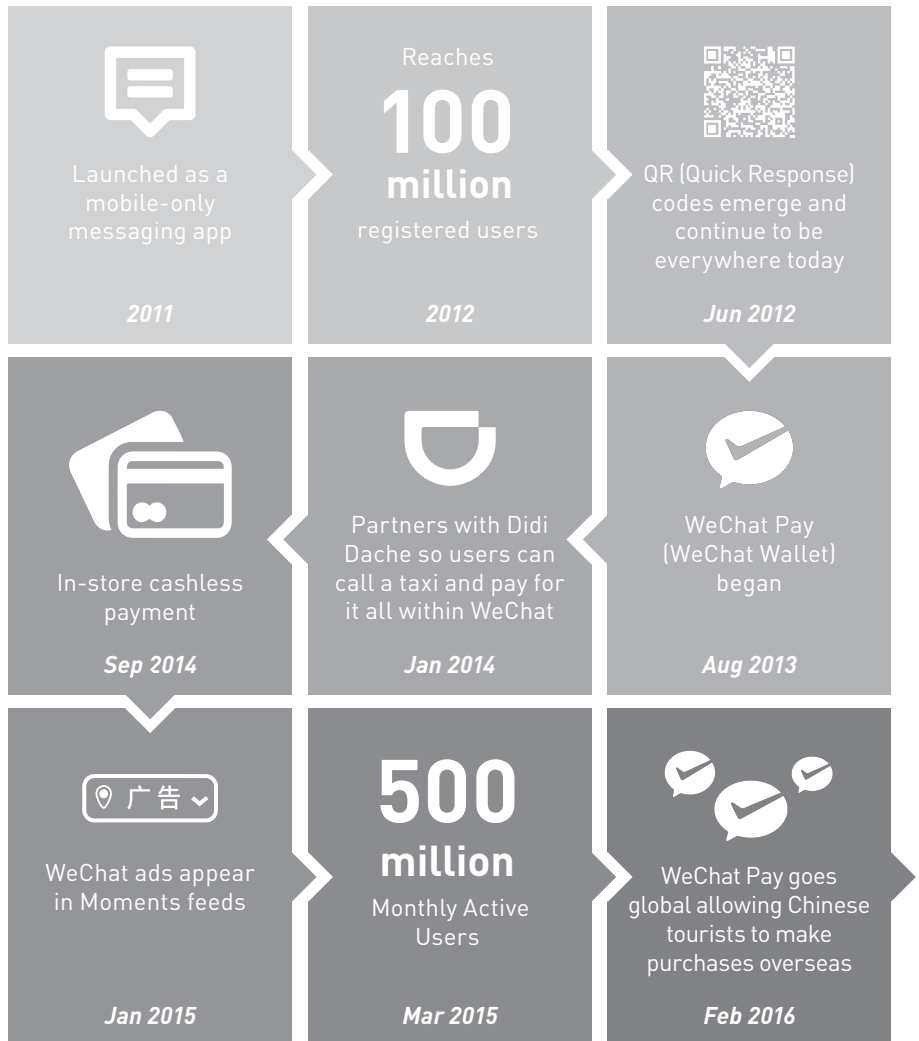
## WeChat: Eye-opening Numbers



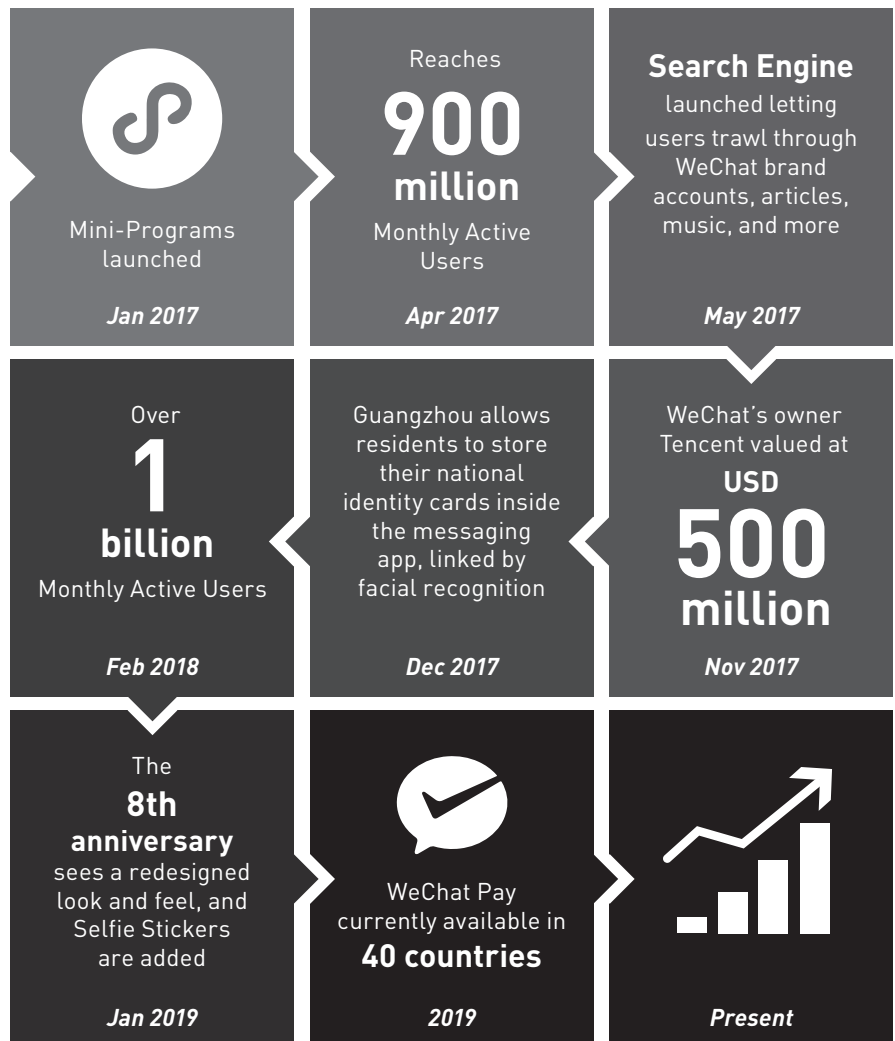
*DMR, 110 Amazing WeChat Statistics and Facts (2019), <https://expandedramblings.com/index.php/wechat-statistics/>, 6 September, 2019.*



## WeChat: Milestones Through the Years



\* Continue on the next page.



Tech in Asia, 7 Years of WeChat, <https://www.techinasia.com/history-of-wechat>, 21 January 2018.



## Expert voice



Andrew Hogg  
Regional General Manager  
North Asia  
Tourism Australia

“

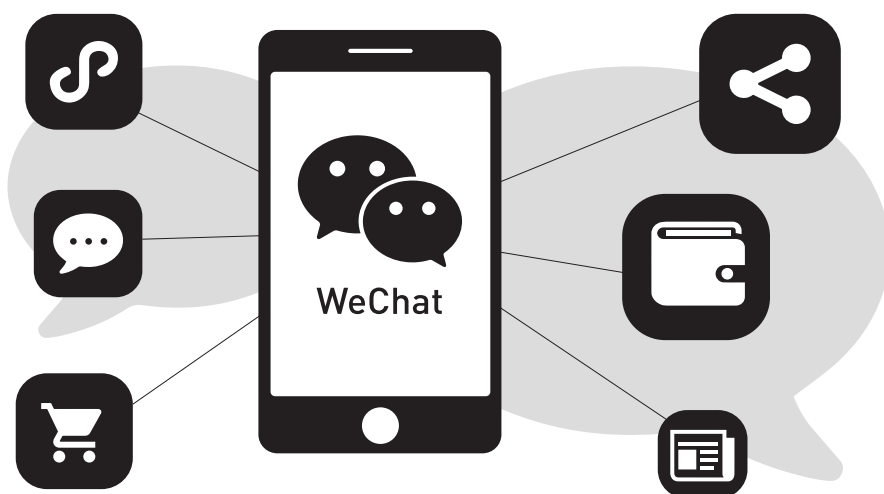
*China has been and will continue to be our most important tourism market. Tourism Australia uses multiple channels such as digital and social media as well as partnerships with travel platforms, airlines, media, influential ambassadors, and KOLs to reposition Australia as a fashionable and vibrant destination to Chinese tourists.*

*Building on people's natural desire to share their holiday experiences with family, friends and colleagues, we created our Friends of Australia program, where we work with influential ambassadors and opinion leaders who act as storytellers. The program allows them to share their own personal and authentic Australian stories to their networks as well as in the mainstream media, social media, consumer-facing platforms such as travel related apps, as well as through Tourism Australia's networks.*

*Friends of Australia include both Australian and international opinion leaders such as sports stars, fashion designers and celebrity chefs, environmentalists, entrepreneurs, media personalities, and artists like Australian actor and Hollywood star Chris Hemsworth, who is the global ambassador for Tourism Australia's campaign. Focusing on the country's world-class aquatic and coastal experiences, the campaign featured over a dozen unique and distinct Australian aquatic and coastal experiences showcasing Australia as "a place you feel". It was the first time a national tourism organisation adopted virtual reality and 360-degree technologies on such a size and scale.*

”

# Evoking Emotion to Stand Out Among Millions



The power of WeChat is obvious. Yet being the “one app that rules them all” means that users follow literally hundreds of accounts from news, media titles and brands. More than this, WeChat Pay means that at the time of payment, every shop or restaurant that you go to is asking you to follow their WeChat for one or more of loyalty programs, deals, updates and content.

As more brands aim to succeed in the lucrative China market, more are opening WeChat (and other platform) accounts. Simply having a WeChat account is as bland as having a website. The challenge is not just to be followed, but to stand out of the enormous list of accounts that an individual consumer follows. Having your posts actually opened, read and enjoyed is the challenge that brands face.

Looking at the big marketing moments of the last few years, it's been emotional, highly culturally-relevant campaigns based on solid consumer insight that have achieved virality. These campaigns employed the various functionalities of WeChat in some cases, yet the popularity and household-name success were achieved through looking at more than technological wizardry. They won over consumers thanks to content that tugged on the heart-strings and was cultivated to reference not a 'unique digital eco-system', but unique cultural traits.

## Apple



An ideal representation of story-telling; no product details, information or 'advertising' promotion crowbarred in, but simply a story told. Called 'The Bucket', it told the story of a young man who has to lug an awkward bucket back after Chinese New Year at home (and through China's impressive landscapes).

Toward the end, we see that his mother had given him fresh country eggs to take away with him, also glimpsing others who are taking local foods away with them too. The idea of Chinese family values and a uniting, familiar tale that connected diverse Chinese regions prompted extensive sharing on social media in China. There was both gushing praise for the culturally-relevant story-telling – and the way that it was filmed using an iPhone, made by a Chinese Director.

Apple in China has suffered in business headlines during the last year, yet this story moved beyond the economy, trade war and such, generating warm appreciation of the short movie that symbolised national identity at the most important time of the year: Spring Festival.

*Photo credit: Apple, 'The Bucket' video, 2019, YouTube screenshot*

## SK-II



Nailed it. SK-II couldn't have got this one more right, as they broached a cultural trait that's famous in China but perhaps not fully understood overseas. The 'left-over women' (un-married women over the age of 30) culture was boldly confronted in this campaign and, where other brands have seen their culture-related attempts in China go so, so (so) wrong, there was no controversy, anger or offence at a non-Chinese company talking about culture, but instead appreciation, empathy and applause for SK-II.

A beauty brand talking openly about age and social pressure in relation to women and sexism was risky, but it paid off in spades for SK-II, as they saw revenues increase strongly in the year following the campaign.

*Photo credit: SK-II, 'Left-over Women' video, 2016, YouTube screenshot*

## British Airways



An only child travelling overseas, away from the loving, warm nest of their Chinese parents. It's a common occurrence as a Chinese student goes to study overseas and the family struggles with the separation, with the student also struggling to adapt.

British Airways' 'Flying the Nest' campaign built on these family feelings with a video of a Chinese student who goes to college in London, leaving her mother and father in Chengdu. She narrates about her trepidation in departing her family home – before her parents give her a surprise visit, reuniting in a Chinese restaurant in London. We then see the family touring the capital (high tea, gastro-pub meals, Harrods and so on), and finally British Airways offers a QR code for viewers to download an HTML5 guide in WeChat with travel information, translations, immigration tips and more.

*Photo credit: British Airways, Flying the Nest video, 2016, YouTube screenshot*

## China Merchants Bank



While it's usually queueing in a bank that brings you close to tears, it was China Merchants Bank's viral campaign that made Chinese viewers tear up with emotion. In a scene not dis-similar to the feeling that British Airways created, the video showed a young Chinese man living abroad. Needing to cook a meal for his friends, he realised he didn't know how to cook his mother's signature tomato and egg dish, and so he called them for help – yet forgot the time difference.

Despite it being night time in China, his parents got up and filmed a video tutorial for him. The connection between Chinese parent and their child away from home made this stand out and fly on social media.

*Photo credit: China Merchants Bank, 'Egg and Tomato' video, 2017, YouTube screenshot*

## Expert voice



Wendy Huang  
SVP and Commercial  
Director Greater China  
& Mongolia  
Hilton

“

*Innovation is in Hilton's DNA. Throughout its history, Hilton has introduced numerous innovations offering convenience to all guests and to win the hearts of Chinese customers. Digital innovation is one of the key strategies in China.*

*Keenly aware of the importance of seamless connectivity in Chinese consumer preferences, Hilton has been leveraging China's digital ecosystem to improve the guest experience and travel efficiency. It has now launched a series of WeChat Mini Programs which together offer a complete journey of online services, including booking, hotel information and local exploration, payment, invoicing, meal ordering, member enrollment and social sharing. Guests are now able to book with mobile devices at all Greater China hotels. The Chinese Hilton Honors iOS and Android app, the industry's first end-to-end in-language app, has been downloaded more than 150,000 times and continues to prove to be extremely popular with guests. Digital Key, one of Hilton's pioneering achievements that allows guests to choose their room from a digital floorplan and digitally check-in from their smartphones, has been gradually equipped by newly opened hotels in China.*

*In addition to official digital platforms, we are exploring opportunities with up-rising platforms and enhancing the collaboration of OTAs to capture the evolving consumer trends and deliver the best experience in multiple platforms.*

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# Breaking Down Emotional Engagement



Similar words are often used when talking about what consumers want – but what do they really mean, and how have leading brands employed them? We analysed 12 luxury hospitality brands' Official WeChat accounts and identified five key themes for content that is most successful on WeChat: aspirational, experiential, inspirational, immersive and engaging. Not just gimmicks, but these marketing labels offer noteworthy campaign content if understood and applied well on WeChat. Below we look at how brands have used consumer insights to deliver strong campaigns on the super app.



## Aspirational

create the moment that  
lets them imagine their ideal self



### Closer Family Ties

Hilton touched on the meaning of Mid-Autumn festival. Also known as moon-cake festival, the celebration harks upon times when families are in different locations, yet all look at the same moon no matter where they are.

Known as a time of reunion, users could take part by sending a warm and emotional message to their parents, sharing it to the Hilton official WeChat account in order to win prizes such as a special edition 'moon lamp' from Double Tree hotels.



Living Your Most Lux Life

Bulgari Hotel collaborated with Hu Bing, a famous Chinese actor, to let followers imagine how they would make the most of the Bulgari experience.

The rich content posed suggestions of how, as a guest, the customer could best interact with the service points, room highlights and the like, prompting them to yearn for the same experience and chance to show off their star lifestyle on their own social media.

## Experiential

activate the consumer from digital content  
to visiting a property/venue  
and taking part in something 'real'



### WeChat Flash Sales

Everyone loves a special offer – and Kerry Hotel Pudong, Shanghai, told WeChat followers to be quick and take advantage of a flash sale taking place across their F&B venues.

Followers had just 48 hours to buy e-vouchers (which could also then be sent to a contact within WeChat) using WeChat Pay to buy the vouchers on the hotel's WeChat account.



Exclusive Workshops

Ritz-Carlton’s campaign brought together seven Michelin-starred chefs, travelling to their properties in three culinary capitals of Tokyo, Kyoto and Guangzhou for a feast of taste and art.

On the same trip, the properties’ bar-tenders and pastry chefs taught interactive workshops related to the chefs culinary themes. Followers could sign up after reading the related posts on the campaign.

## Inspirational

touches their heart  
and speaks to a greater good



### Doing Good And Giving To A Rural Charity

Accor Hotels told the story of their campaign to visit rural areas and teach blind children to ride bicycles with special teachers. Followers could donate directly to the related charity via the WeChat post, which told the stories of the children, the charity's people who help in the area and how Accor staff felt about the experience and what it meant to them.



Green Living with Melia

Green actions have received plenty of press in 2019, particularly with Chinese cities’ new recycling guidelines for sorting trash. Melia Hotels furthered their intentions of building a green hotel with guidance on how to recycle when staying in the hotel, details about their environmentally-friendly room features and how followers can improve their own eco credentials.

## Immersive

offer detailed guidance on deeper brand stories, product explanation and extensive information



### Behind The Scenes And Under The Water

Hilton Group invited China's most famous pianist Lang Lang and his wife Gina Alice Redlinger to Conrad Maldives Rangali Island, on their honeymoon. As well as showing Lang Lang's honeymoon (and coinciding birthday) news, the posts went into fine detail about the resort's star feature – The Muraka – the first underwater villa in the world.



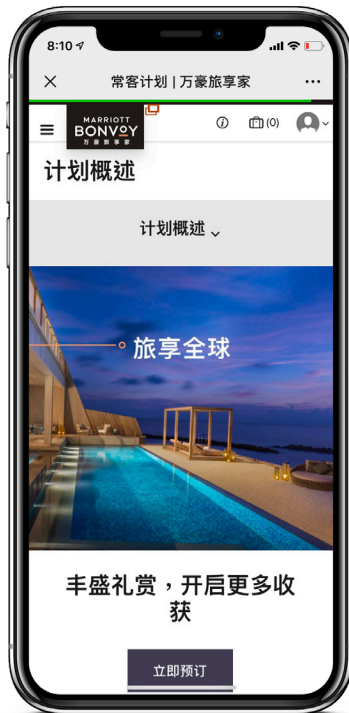
Going Behind The Festive Scenes

Going beyond the usual Chinese New Year celebrations, Aman used the opportunity to create detailed information about the entire property, right through to the building itself and design ethos of the building. Followers could learn about the background behind the New Year special activities, programs and menu creation, with the content focusing on the history and meaning of Spring Festival, the most important time in the calendar year for China.



## Engaging

sync up WeChat's functionalities to take the user in a closed loop from content to purchase



## Rewarding Loyalty Seamlessly

Marriott Bonvoy's official account has one of the largest WeChat followings. Their guests have no need to look elsewhere, with the WeChat account enabling members to make reservations at the lowest prices and having the loyalty program held within WeChat. Members can check points, redeem gifts, explore destination guides, shop at the Marriott Shop and speak with customer service staff all in one place.



Enter A World of Langham

Each Langham hotel has a WeChat store, from which customers can purchase special deals on e-vouchers for the property’s F&B, spa, seasonal offers (such as Langham mooncakes and gift-boxes) for themselves or sent to other WeChat contacts.

# A Look Outside of Travel & Hospitality



Taking learnings from non-hospitality brands shows what else is possible when giving Chinese consumers something fresh and new. Particularly in the case of beauty, fashion and higher-end luxury brands, they are boldly innovative, know how to play with celebrity pull and, despite some famous examples of failure, there are those who are experts at being culturally appropriate in the right way.

*Photo credit: Dior Makeup, 'Rouge Dior Ultra Rouge X Noonooori' video, 2018, YouTube screenshot*



### Boldly Innovative

A separate essay could be written on the psychology of people following CGIs – computer-generated influencers in this case. Noonoouri has huge eyes, light skin, a V-shaped face and is friends with the stars – all cherished traits for her legions of followers. Dior boldly ‘worked with’ Noonoouri on their WeChat with images and videos of the virtual star in order to show their Chinese followers something they hadn’t seen before – not an easy feat.



### Celebrity-laden

Using the power of celebrities is nothing new, yet Tiffany & Co managed to gather 16 A-list Chinese celebrities to their Tiffany Paper Flowers launch in Shanghai. The related social media coverage gave followers more than just images of their idols wearing jewellery but included live-streaming and stories of how the actresses, actors, singers and TV personalities prepared for and attended the event. It shows that with some brands going this celebrity-intensive, simply picking 'a brand ambassador' here and there isn't going to mean much to Chinese consumers anymore. Go big with the stars or let them stay home.



### Respecting Festivals In The Right Ways

Looking at the calendar year and plotting an arc of Chinese festivals to celebrate is the bread and butter (or perhaps rice and soy sauce) of China marketing. Yet there are important learnings to take from those brands who have mastered the art of commemoration communication. If celebrating and well-wishing, focus on the festival itself and the moment – not the commercial opportunity. Chinese consumers are quick to spot fawning in place of felicitations and you don't want to be accused of milking the opportunity instead of simply being involved in the moment.

Commerciality, however, is warmly welcomed on other, less traditional times. Western Valentine's Day, Chinese Valentine's Day and the 'Bonus Valentine's Day' of May the 20th (with 5-2-0 sounding like 'I love you' in Mandarin) are rich with gifting deals and specials, with recipients of these limited edition treasures very keen to show off their gift on social media.

## Expert voice



Helen Song  
Director of Public Relations  
Atlantis Sanya

“

*Even though the usage of social media is immediate and rapid, the strategy should be long-term. Our current targets are WeChat, Weibo and Douyin. We leverage the entire WeChat ecosystem to cover the consumer purchasing process, including building content to inspire and create impact – followed by a clear call to action. The call to action can be still within WeChat, or tapping through to visit our official website or travel agents. Guests at the resort are continually encouraged and incentivized to share their Atlantis experiences on social media through diverse online engagement activations.*

*Besides that, we consistently work with KOLs and top reality shows to leverage their social media influence power. We also recently announced our first ever ‘experience ambassador’, Chinese artist Li Xian, which also helps us maximize the brand volume and gain massive interest online.*

*Live-streaming is another key tool to implement on WeChat, Weibo and Douyin. We have live-streaming schedules every week, with different themes and different KOLs targeting their own audiences. Our facilities work incredibly well with Douyin, with the fun, adventurous and group feeling to different activities at the resort, such as the “Leap of Faith” in the waterpark. This generates very successful sharing and contributes greatly to UGC – one of the most important methods to show the ‘real’ stay experience.*

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# Exciting Platforms for Inspiring Consumers



Where else should travel brands look to leverage digital marketing opportunities? While there's always the next big thing in apps, RED (Xiaohongshu AKA Red Book) and Douyin (TikTok overseas) aren't trying to become the 'next WeChat', but stand out in their own right. Having hundreds of millions of users isn't any sort of special quality in China – many apps can claim enormous numbers as China is a big place. Rather, it's the distinct types of content that makes these two platforms intriguing, with fashion and beauty brands using them more and more. What should you know about working with RED and Douyin?





## RED

stick to the meaning  
of “authentic”

- Created by Miranda Qu and Charlwin Mao in June 2013. Current user-base of over 200 million, 90% are females born after 1980.
- Consists of user-generated content on fashion, beauty, travel and lifestyle.
- Popular for its ‘authentic’ content – so much so that brands are restricted on overly professional or brand curated content.
- Recently purged accounts of over 13,000 small influencers who fell foul of rules – now only influencers with over 5,000 followers with 10,000 post views, are allowed to have a business relationship with brands.

RED is distinct in terms of how users share. Everyone you know – and many that you don’t know well – are your contacts on WeChat, a place where anything can be shared – work events, life moments, news posts and the lot. RED is specifically used by young women who want to talk about shopping and lifestyle. So, it’s a ‘safe place’ to talk in unlimited detail about what you’ve bought and where you’ve been – this means that users on RED don’t want professional, high-production-value brand experience but real, in-depth and informative guidance on what to buy and where to go.

One top example of what works on RED is the hashtag #boxopening (开箱视频). Special editions – especially ones relevant to Chinese festivals – are beloved by users, as are unexpected surprise gifts. Being ‘the lucky one’ that received a limited edition gift from a brand is high cachet to a RED user, keen to show off how well-connected they are in the brand world.

### How to Connect With More Meaning on RED:

- Unless you have the budget to have Fan Bing Bing promote your brand, collaborate with influencers that have the 'girl next door' angle, and are able to present naturally.
- Influencers on RED are in fierce competition with one another. For brands, this means they can take their time analysing who is the right fit and not simply need to pay a fixed fee for view numbers.
- At your hotel property, what product/service experience and information (in Mandarin) are you giving to your Chinese customers that lets them talk more on RED? Consider RED-specific promotions and competitions that reward prizes to customers that create the best RED review of your property and the like.
- While you may want to appear slick, luxurious and on brand elsewhere, RED is the place to go under the cover, beneath the surface and behind the scenes. RED users have seen flashy and slick corporate communications a million times and expect to be able to enter the real world of the brand and product in their own RED world.



## Douyin

have offbeat fun  
and let fans get involved

- Launched in 2016, Douyin is renowned for being developed in 200 days, by a team of eight people.
- Within a year it reached 100 million users, now with more than 1 billion videos viewed every day. 80% of users are under the age of 29.
- It's a short-video app that lets users add music and effects to their videos, with an ethos of being creative, expressive and entertaining.

Douyin is a place to get a little quirky, a touch wild and have bold attitude for younger users who expect to be entertained in literally the first couple of seconds. If you don't grab them from frame one, there are infinite other short videos they can flick to for a quick hit. On Douyin, they don't only want to watch, they want to give it a go themselves and get involved in whatever's viral; Lancome and Burberry created customisable stickers and encouraged users to upload videos using the stickers. Helena Rubinstein collaborated with celebrity Hua Chenyu on Douyin – followers could make their own selfie video which virtually combined with Hua Chenyu's, looking like they were in the same video. The most creative user uploads won prizes.

### How to Connect With More Meaning on Douyin:

- Make your own version and be part of the action – that’s what gets Douyin users buzzing. If not customisable virtual functionality, then it should be a physical movement that can be copied, a place that can be visited and videoed; inviting and active.
- Hashtags on Douyin should be offbeat, funny and not just ‘be in Chinese’ (obviously) but highly culturally relevant – so much so that an international brand’s decision-makers back in HQ should barely understand what they mean, while the local staff on the ground find them hilarious.
- Influencers used on Douyin should be able to poke fun at themselves – otherwise that’s what users will do if they take themselves too seriously and make a ‘typical influencer pose’. Think outside the usual box for who ‘carries the brand ethos and identity’ and identify figures in subculture, away from just models and actors.

# Key Takeaways

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## Research before reaching out

While this report itself is about how to best connect, a crucial point must still be made about research. The first things to know are who is your target, where are they, what do they respond to, what are your competitors doing – and there's no need for guesswork. The first step in your long-term China strategy should be the research that successfully grounds plans in insight-based analysis and understanding.

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## What works?

The research doesn't only tell you how to set strategy, but your Chinese digital accounts should be continually analysed for weak links, leaks and loss. Through your user's digital journey, when do they get bored and leave your WeChat account? What campaigns, posts, images, wording, functionality keeps them within your digital ring-fence and what loses them? While we've looked at the impressive shop front capabilities of WeChat, it's the 'back end' that allows real analysis of what works and what needs action. Ensure that you have the macro vision and nano understanding of your Chinese digital platforms and performance.

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## **Balancing bravery**

Some international brands have recently served as the example of 'what not to do' in China communications. But that doesn't mean that anyone should fear falling foul of the same mistakes. Culturally relevant, poignant and eye-catching campaigns are the heavy-weight, heart-warming hits that will tip the scales in your favour. Only by trusting your on-the-ground people – whether your own staff or agencies in China – can you hope to be seen, followed and felt on such competitive platforms.

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## **Find room for fun**

Always with cultural sensitivity in mind, the relatively newer platforms – RED and Douyin standing out – are places for pushing creativity and expressiveness. With infinite posts simply one swipe away, you don't have much more than a second to prompt intrigue and ensure that they keep looking on rather than looking around. If WeChat is your digital partner in China communications then RED and Douyin are perhaps lighter, 'funner' bits on the side that you can experiment with – particularly as they are so comparatively young.

# Appendix

## Hotel Group WeChat Ranking

### Ranking the Most Engaging Hospitality WeChat Accounts

In order to identify the most engaging hospitality WeChat accounts, we analysed 12 hospitality groups' official WeChat accounts' posts between 1 Jan and 28 Feb 2019.

Ranking	Hotel Group	WeChat ID	Followers (NewRank.cn)	No. of posts	Post views
1	Mandarin Oriental Hotel Group	MOhotels	100,577	8	56,469
2	Aman Resorts	amangroup	87,311	8	49,932
3	One&Only Hotels & Resorts	OneandOnly_Official	2,962	6	2,685
4	The Peninsula hotels	Peninsula_Hotels	33,461	5	4,829
5	Rosewood Hotels & Resorts	rosewoodhotels	17,904	7	13,269
6	Hilton Group	hiltonworldwide	413,315	7	92,718
7	Shangri La Hotels & Resorts	shangri-lahotels	146,809	7	34,577
8	Hyatt Hotels Corporation	HyattHotels	196,747	7	30,776
9	MELIA Hotels International	MHICChina	170,078	8	52,499
10	Langham Hotels & Resorts	TheLanghamHotels	83,897	1	4,732
11	Accor	AccorHotels_cn	90,894	1	5,067
12	Marriott International	marriottgroup	412,771	9	199,227

\* Continue on the next page.

The criteria for selecting the accounts:

- The hospitality group has to own properties positioned as high-end or luxury
- Have an official WeChat account at a brand or group level, rather than property-level
- Have a large enough WeChat followership so as to appear in [www.newrank.cn](http://www.newrank.cn) estimations of WeChat account followers

The ranking of accounts is based on the average engagement rate during the period analysed. Engagement rate is calculated by dividing total engagement (Wows + comments) by the total number of views. Open rate is calculated by dividing total views by the estimated number of account followers (as per [www.newrank.cn](http://www.newrank.cn)).

<i>Ranking</i>	<i>Hotel Group</i>	<i>Total Wows</i>	<i>Total comments (if available)</i>	<i>Average open rate<sup>^</sup></i>	<i>Average engagement rate<sup>*</sup></i>
1	Mandarin Oriental Hotel Group	952	118	7.02%	1.58%
2	Aman Resorts	657	16	7.15%	1.32%
3	One&Only Hotels & Resorts	29	4	15.11%	1.29%
4	The Peninsula hotels	47	0	2.89%	0.79%
5	Rosewood Hotels & Resorts	80	10	10.59%	0.75%
6	Hilton Group	292	150	3.20%	0.47%
7	Shangri La Hotels & Resorts	128	26	3.63%	0.46%
8	Hyatt Hotels Corporation	119	17	2.23%	0.44%
9	MELIA Hotels International	51	5	3.86%	0.39%
10	Langham Hotels & Resorts	15	1	5.64%	0.34%
11	Accor	19	0	5.57%	0.37%
12	Marriott International	798	31	5.36%	0.27%

<sup>^</sup> Views / Followers

<sup>\*</sup> (Wows + Comments) / Views



# About

## Reuter: Communications

We are a luxury intelligence, digital, communications and marketing agency connecting luxury brands and businesses with Asia's affluent consumer. We help luxury businesses understand, engage and sell to Asia's growing class of luxury consumers through innovative, insight-led, digital communications and marketing solutions.

With offices in Shanghai, Hong Kong, Dubai and Singapore we deliver campaigns across Asia.

## Reuter: Intelligence

Reuter: Intelligence is the research and insights arm of Reuter Communications.

By harnessing insights from qualitative and quantitative research as well as big data, Reuter: Intelligence specialises in consumer understanding, market landscaping, market entry and strategy, and trends.

We have a proprietary panel of Chinese luxury consumers in addition to an established network of partners, which allows us to handle smaller and larger scale projects in China and Asia.



ILTM is a global collection of invitation-only events that bring together leading international buyers to meet and discover the most luxurious travel experiences. Each event introduces an unrivalled selection of luxury travel brands to ILTM's extensive network of hand-picked luxury travel advisors, through bespoke appointment programmes and networking sessions. Alongside the global flagship events in Cannes and Asia Pacific, ILTM has four core local events; ILTM Arabia, ILTM China, ILTM Latin America and ILTM North America, as well as one specialist event; ILTM Africa.

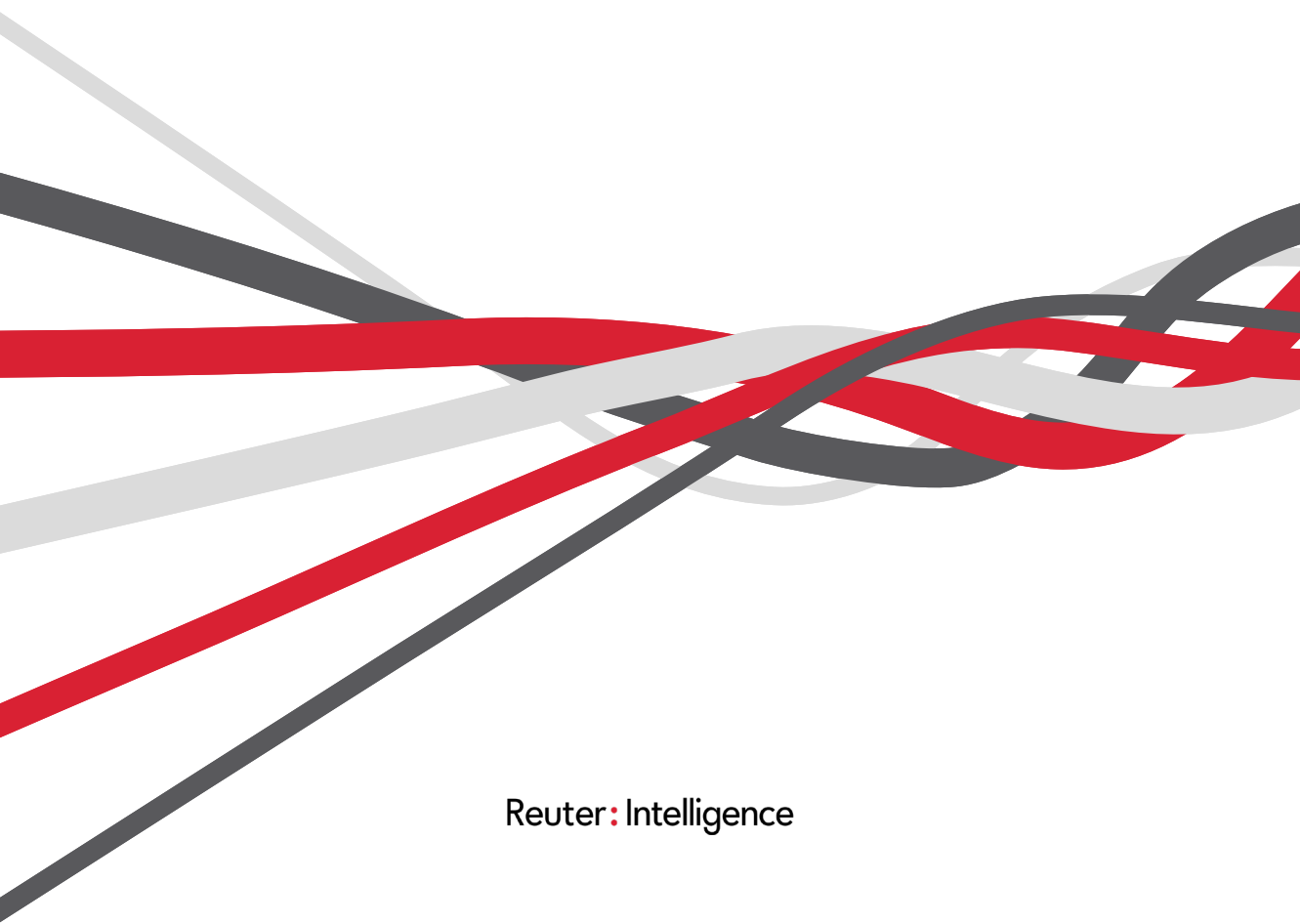
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