



World Wander Partners

Experience the World. Link up Your Journey
Success Begins with Right Choice



Innovative

Pragmatic

WWP

An Expert of the Chinese Outbound Tourism Industry



About Us

Who We Are

Founded in 2013 by a group of experienced Chinese travel experts, World Wander Partners is committed to delivering tailored marketing solutions and reliable representation services to tourism & hospitality companies worldwide.

In a decade of development, we have established long-standing relationships with mainstream tour agencies, tourism academies & associations, media & press, and tourism officials in China.

Today, we have employed 25 Chinese travel specialists in 4 offices throughout China, helping global tourism enterprises tap into the Chinese market effectively.

Meet Our Leadership Team



We pride ourselves on being professional, knowledgeable and easy to work with



CEO

**Liu Panbi
(Panbi)**



Sales & Marketing Manager

**Tian Lixia
(Della)**



Head of Operations

**Gao Eling
(Caroline)**



Projects Manager

**Chen Yuan
(Betty)**



Company Story



2013 Company Foundation

Founded in Hong Kong in 2013 by a group of enthusiastic Chinese entrepreneurs in the travel industry, World Wander Partners is on a mission to help global tourism service providers enter the Chinese market and make their tours or activities business thrive in China.

2014-2023 Company Development

World Wander Partners expanded its services even further and set up offices in Beijing, Shanghai, and Chengdu from 2014 to 2015. By offering a comprehensive marketing strategies such as using multiple Chinese OTAs, building up marketing campaigns on Chinese social media, holding roadshow/events/conferences for national tourism boards, arranging B2B meetings for foreign tour operators, organizing fam tours, World Wander Partners has helped 30+ businesses open the Chinese market.

In 2019, World Wander Partners is already a renowned tourism marketing agency, working with some of the biggest Chinese travel agencies and wholesalers.

Company Future



Company Future

Today, World Wander Partners continues to be one of the leaders in tourism marketing to China.

We have achieved remarkable milestones for innovative approach to promoting tour/activity operators, hotels, and shops, helping tourism sector business reach new customers.

After the catastrophic impact of the global pandemic, China's tourism industry is preparing for a robust rebound in 2024. World Wander Partners is staying ahead of the curve and helping clients succeed.

**Reconnect with Chinese Tourists and Grow
Your Business in China**

Our Services



Trust us to be your partner in China



□ Marketing

World Wander Partners has a decade of experience in integrated marketing in the tourism sector. We can help with:

- Planning and implementing suitable marketing strategies
- Introducing new partners to our client
- Providing support to contract negotiation
- Escorting client visits

□ Website Development

World Wander Partners can help build a Chinese website and promote your business in China.

□ Representation

Our representation services include:

- Presence at Chinese travel trade events
- Fam tours organization
- Product/destination training
- After-sales customer care

□ Translation

World Wander Partners provides a wide range of professional translation services to meet your project needs.

Why Choose Us



➤ Focused & Specialized

WWP is not a do-it-all marketing agency. We focus solely on the tourism industry. Our close relationships with Chinese travel agents, tourism academies & associations, tourism officials, and media allow us to provide targeted and effective marketing solutions for our clients.

➤ Experienced Professionals

The team at WWP is highly knowledgeable about the Chinese outbound tourism industry. With an in-depth understanding of the industry, extensive experience, WWP professionals can identify opportunities in the Chinese market, provide unique insights, and help clients get the best possible results.



➤ Tailored Solutions for Every Budget

WWP understands that every client has a budget for planning and executing marketing campaigns in the Chinese market. WWP provides tailored solutions for any budget, helping clients pick the right tactics to achieve their goals.

Our Clients & Strategic Partners



Work Case



World Wander Partners has helped 30+ brands to access the Chinese market and reach their goals. Some of our successful work cases:

Client: Yael Group - Israeli Tour Operator

Yael has been organizing tours to Israel since 1988 and offers a complete tour experience (including tours, meals, accommodations and special activities) tailored to meet the needs of every group. In 2014, Yael Group designated World Wander Partners as its Chinese representative, responsible for all marketing and sales work in the Chinese market.

Through cooperation with Chinese travel agencies, World Wander Partners helped Yael enter the Chinese market and achieve significant sales results. In 2015, World Wander Partners successfully organized more than 50 Chinese groups to Israel. As of the end of 2020, World Wander Partners has organized nearly 600 Chinese groups for Yael Group.

World Wander Partners is Trusted By 30+ Brands worldwide

Work Case



Client: Dan Hotels Ltd - Leading Hospitality Brand In Israel

Dan Hotels Ltd is the most prestigious hospitality brand in Israel that offers a great selection of hotels in different cities. Since 2015, Dan Hotels Ltd has partnered with World Wander Partners to develop its business in the Chinese market.

World Wander Partners helped Dan Hotel complete the localized translation of marketing materials, and assisted in participating in major Chinese travel trade events such as conferences, roadshows and exhibitions. In addition, World Wander Partners also provided a various of constructive suggestions for Dan Hotel to attract Chinese tourists, such as making Chinese travel brochure, adopting Chinese mobile payment such as AliPay, WeChat Pay, making some hot dishes breakfast for the Chinese stomach, providing Chinese television in room, etc. Through joint efforts, Dan Hotels Ltd has now become the most popular Israeli hotel chain brand among the Chinese tourists.

World Wander Partners is Trusted By 30+ Brands worldwide

Work Case



Client: Darna Travel - Jordan Tour Operator

Established in 1986, Darna Travel is an inbound tour company (DMC) based in Amman - Jordan, that offers travel arrangement services and tour packages for overseas visitors to Jordan. As the Chinese tourism market continues to grow, Darna Travel teamed with World Wander Partners in 2016, aiming to grow Chinese market share.

To better promote Jordan tourism and increase sales, World Wander Partners has launched a series of marketing activities through social media like WeChat and Douyin and cooperated with well-known Chinese tourism bloggers to sell Jordan products together. In addition, World Wander Partners has represented Darna Travel in various tourism exhibitions and seminars to maintain close contact with the Chinese local tour agents and expand business cooperation opportunities. Against the fierce market competition, the strong alliance of the two companies has enabled Darna Travel to occupy a place in the highly competitive Chinese market.

World Wander Partners is Trusted By 30+ Brands worldwide

Work Case



Fattal 



Client: Fattal Hotel Group- International Hotels and Resorts

The Fattal Hotel Group has established a strong, constantly-evolving strategic presence, with premium properties throughout Europe, the UK, and Israel. It is one of the largest hospitality organizations in the world, with 270 hotels under its management. Due to the boost of Chinese outbound tourism, more and more Chinese travelers plan trips to Europe, the UK, and Israel. For that reason, Fattal Hotel Group started working with World Wander Partners to promote brand awareness in China and increase Chinese guests bookings at Fattal hotels.

World Wander Partners has helped Fattal recognize the differences in how Chinese guests interact with hotels. Additionally, World Wander Partners helps Fattal Hotels Group reach a wider range of Chinese tourists by connecting with Chinese online travel agencies (OTAs) such as Ctrip, Fliggy and Qunar.

World Wander Partners is Trusted By 30+ Brands worldwide

Challenges To Break Into The Chinese Tourism Market

01 Language Barrier

02 No Resource, No Connection

03 Others



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Part.1

“WWP – Expert of the Chinese
Outbound Tourism Industry”

Language Barrier

The majority of the Chinese travel agents are not fluent in English. When it comes to the partnership and cooperation, they prefer to speak their native language.

World Wander Partners is made up with 25 dedicated Chinese specialized on the tourism marketing and representation. With offices in Hong Kong, Beijing, Shanghai and Chengdu, World Wander Partners can represent your company in China physically and help you reach potential clients without any language barrier.



World Wander Partners



Part.2

“WWP – Expert of the Chinese
Outbound Tourism Industry”

No Resource, No Connection

Another challenge to succeed in the Chinese market is to identify your ideal client.

Different Chinese travel agencies usually specialize in different destinations. Some offers tour packages in Asia, Europe, Africa, while others offer tour packages in North America, South America and Oceania.

World Wander Partners has ten years of experience in the Chinese tourism industry and works closely with main Tour Operators and Travel agencies in China. We can help you narrow down your ideal client and deliver the best results.



World Wander Partners



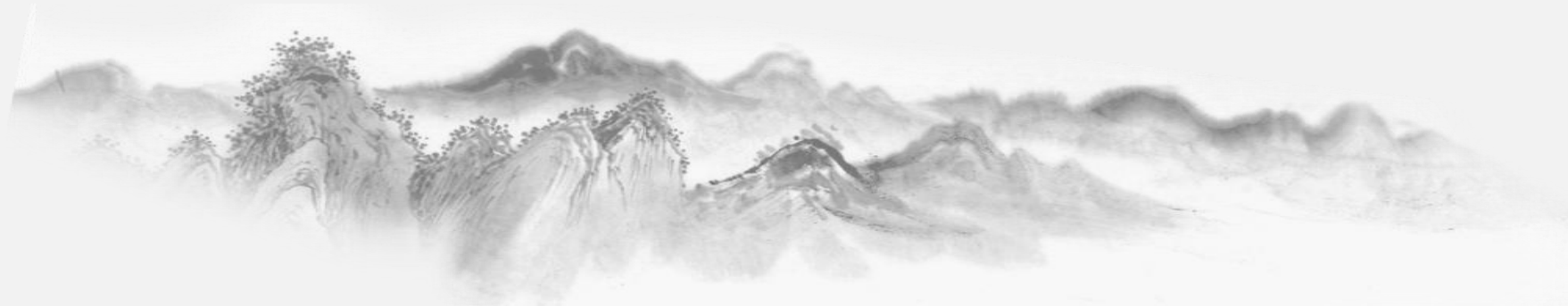
Part.3

“WWP – Expert of the Chinese
Outbound Tourism Industry”

Others

Apart from language barriers and limited resource, many cross-border tourism service providers also underestimate the complexity of the Chinese outbound tourism market. Therefore, a travel marketing agency is essential to help create campaigns specifically designed for the Chinese tourists.

World Wander Partners specializes in all streams of the tourism sector, and is ideal for tour operators, cruise companies, airlines, hotels & resorts, luxury stores, and others.





Contact Us



Not sure what you need to get started? Make a free business enquiry and get in touch!

Contact World Wander Partners and let us know how we can help grow your business in the Chinese market.



HONG KONG Office

9th Floor, Amtel Building, 148 DesVoeux Road Central, Central Hong Kong

Contact: Snow Chan
Mail: snow@worldwanderpartners.com



SHANGHAI Office

2nd Floor, Block B, No. 135 Yanping Road Jing'an District Shanghai, P.R. China

Contact: Liu Panbi
Phone: 008613641219475
Mail: panbi@worldwanderpartners.com



BEIJING Office

Building A1, No. A3 Courtyard, Shilipu Road, Chaoyang District Beijing P.R. China

Contact: Della Tian
Phone: 008615010339752
Mail: della@worldwanderpartners.com



CHENGDU Office

Room 416, Building 2, Aoyuan Plaza Chenghua District Chengdu Sichuan P.R. China

Contact: Gao Eling
Phone: 008618148144237
Mail: caroline@worldwanderpartners.com