

Jing Travel is the ultimate resource for culture and tourism organizations looking to attract a larger portion of China’s outbound travel market. Jing Travel’s mission, through its website, newsletters, videos, white papers, and events, is to help industry professionals identify opportunities and capitalize on the world’s fastest growing and most lucrative travel segment.

CONTENT HIGHLIGHTS



Editor Q&A

From museum curators to DMO executives to cultural live streamers, Jing Travel’s interviews offer diverse insights into the worlds of art, culture, and travel.

Deep-Dive Features

What’s the latest Chinese travel trend? Who is the future cultural consumer? Jing Travel answers key market questions with multi-source investigative analysis.

Culture-Tech

Culture-Tech is the latest Jing Group vertical that examines how technology is changing culture and society.

February 28, 2020

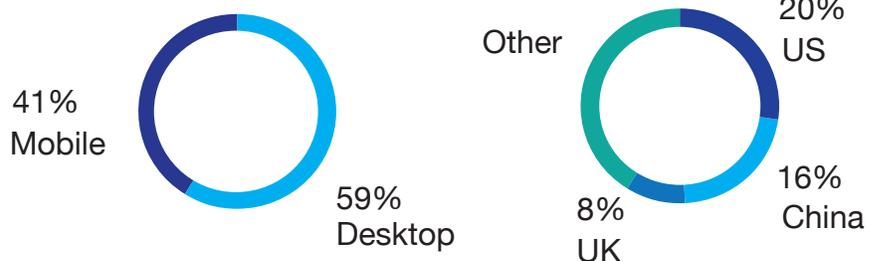
This week, the Art Institute of Chicago unveiled the largest Andy Warhol retrospective in 30 years. While the opportunity for museums to generate hype with exhibition openings is self-evident, additional effort is required to attract China’s cultural devotees. Timely posts on WeChat and Weibo, for example, should be the bare minimum, but the Art Institute Chicago has gone further. Aside from connecting with local Chinese tour operators to facilitate ticket sales, it invited a Chinese KOL to promote pop art across her social media channels—hopefully a guarantee for 15 minutes of fame!



POP SMART
MoMA reopened to the public on October 20, led by curator videos and deep dive posts its WeChat strategy is also undergoing a revolution.

NEWSLETTER

Our weekly roundup goes out to more than **14,000** subscribers each week. It offers readership key insights into the world of Chinese cultural travel.



For inquiries, please contact: zara@jingtravel.com

SPECIAL REPORTS

Jing Travel Special Reports present strategies for cultural institutions engaging China's dynamic cultural tourism market. Insights are based on key data points, timely case studies, and expert interviews.

2.5K+

DOWNLOADS AND VIEWS



"We loved your report and the graphic design!"

– UCCA, Beijing

"I am really impressed at the great and pioneering reports the platforms are doing on Chinese market and digital realms."

– Johanna L. Arts PR,
Hong Kong

"I'm very impressed by what Jing Travel provides, especially the prompt special report."

– ARTouch Consulting, London

JT INDEX



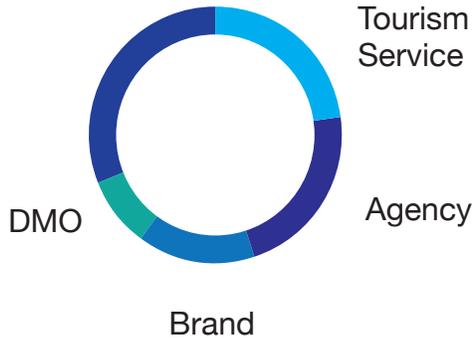
JT Index is a monthly look at how cultural institutions and attractions perform on China's popular social media platforms. Performance graphs are accompanied by analysis offering insights on successful strategies.

Chinese / Western Museums
Monthly Ranking and Analysis

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AUDIENCE

Museums and Others



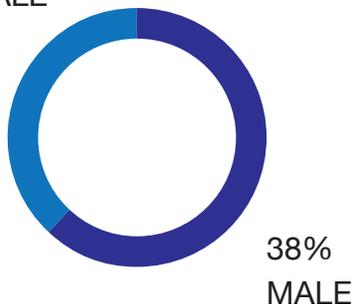
Jing Travel's audience is broadly comprised of cultural community professionals and tourism industry professionals. We reach museums, non-profit organizations, specialist agencies representing cultural destinations, Destination Marketing Organizations, and Tourism Boards.

Read by Museums, Tourism Boards, DMOs and Businesses globally



GENDER AND AGE

62%
FEMALE



55%
AGE 25-44

TOP COUNTRIES AND REGIONS REPRESENTED

US	33%
UK	8%
FRANCE	7%
SINGAPORE	6%
CHINA	4%
HKSAR	3%