

A woman with long brown hair, wearing a white sleeveless jumpsuit and a black bag, stands on a balcony with a metal railing. She is looking out over a city skyline at night, with many lights visible in the background. The sky is a deep blue, and the city lights create a bokeh effect.

RENAISSANCE

LUXURY TRAVEL & LIFESTYLE WORKSHOPS

CHINA

Your ultimate rendez-vous

## 5 DAYS OF RENDEZ VOUS

BEIJING 2 & 3 November 26

SHANGHAI 4 November 26

CHENGDU 5 & 6 November 26

## RENAISSANCE EVENTS, THE SMART SOLUTION TO MEET WITH KEY TRAVEL ADVISORS IN CHINA

After a record influx of Chinese tourists to Europe (12 to 13 million in 2019), this number plummeted (-90%) due to health restrictions and border closures, remaining marginal until 2022. Thanks to the gradual lifting of Chinese restrictions since 2023, a partial return of these tourists to Europe has been observed (a cautious but steady recovery) until 2025.

Today, Chinese outbound tourism is rebounding strongly: **165 to 175 million international trips** are expected, with a **growing proportion destined for Europe** :

- **Chinese tourist arrivals in Europe are projected to increase by 28% in 2026** compared to 2025, according to the European Travel Commission (air-journal.fr).
- **Spending by Chinese tourists is expected to rise by 20% to 30%**, driven by the affluent classes and younger generations. This new traveler profile-younger, more connected, and more focused on sustainability and culture than luxury shopping-**seeks personalized and cultural experiences and is highly sensitive to the quality of accommodations.**
- **For 2027, projections anticipate a further increase of 10% to 15%**, driven by the widespread adoption of direct flights between China and Europe and the rise of China's urban middle class.
- **The trend thus points to a near-complete recovery by 2027, with France, Italy, and the United Kingdom as the main beneficiaries, but with a profoundly transformed tourist profile-more attentive to sustainability, culture, and the quality of hospitality.**

### Main Outbound Hubs to Europe

#### 1. Beijing – political capital and second largest international departure hub.

- Frequent direct flights to Paris, Frankfurt, London, Rome, and Zurich.
- Travelers are often business travelers or affluent families with an appreciation for European cultural heritage.

#### 2. Shanghai – the leading source of long-haul tourists.

- Economic and financial center with the wealthiest clientele; numerous daily connections to European capitals.
- The “France-Italy-Switzerland” and “UK-France” itineraries are the most popular.

#### 3. Chengdu – capital of Sichuan province, a major hub in Western China.

- Direct flights have resumed to London, Paris, Frankfurt, and Rome.
- Travelers to Chengdu are predominantly young and drawn to the cuisine and cultural experiences.

This is why we decided to launch **Renaissance Rendez-Vous in these 3 key cities** :

- **to connect with the most high-end players in the region.**
- **to optimize relevant qualified and pre-scheduled meetings**
- **in a minimum of time**
- **at a reasonable cost**

**The perfect solution to deliver real ROI.**



In China, we propose 2 different formats of events:

- « **Renaissance Rendez-Vous** » in **Beijing & Chengdu**
- « **Renaissance Networking Lunch** » in **Shanghai**

## RENAISSANCE RENDEZ-VOUS

There's no better way to connect with the finest travel designers than meeting them on their turf, within their own agency, or in their city.

« Renaissance Rendez-Vous » has been designed to achieve exactly this. The number of exhibitors is limited to 5 participants **to optimize the personal one-on-one interactions and maximize the ROI.**

In **Beijing** and **Chengdu** each « Renaissance Rendez-vous » is a **2 days session including 8 to 10 visits of agencies** in which you will be able to meet several travel advisors of their different departments.

## RENAISSANCE NETWORKING LUNCH

In **Shanghai**, « Renaissance Networking Lunch » consists of 2 sessions:

- one session of **presentation** of each exhibitor,
- followed by a mingle event: interaction will be continuing over a **lunch between exhibitors and around 30 visitors.**

## OUR LOCAL PARTNERS

In each country where we organise « Renaissance » events, we rely on local partners strictly selected thanks to their expertise, their perfect awareness of their market and our common philosophy to oversee this important role of buyers' relations and invitations.

Among them, **Cristina Tang** from **MEI YaZhou (Meeting Expectations in Asia) is our partner in China.** Established in 2020 with the idea to offer tailor-made communication, sales and marketing services to outstanding destinations, independent hotels, hotel brands and local DMC's, that are willing to increase their awareness and visibility in China and rest of Asia.

## EXHIBITORS' PROFILE

Exhibitors come from all over the world:

- 5\* and 4\* hotels (luxury and boutique)
- Hospitality groups and chains
- National or regional tourist boards
- Destination Management Companies
- Luxury travel brands
- International airline/railway/cruise companies,
- Jet and yacht brokers
- Luxury shopping malls & retails

## BUYERS' PROFILE

We select the best high-end travel industry buyers in the districts around the chosen cities as well as key «hosted buyers».

We invite the following profiles :

- Tailor-made and upscale travel agencies
- Online networks
- Tour-operators
- VIP concierges
- Wedding planners
- MICE agencies

Our rigorous selection process begins several weeks before each event. Thanks to **our exclusive booking platform**, developed in close collaboration with top local tourism experts, **we pre-select only senior buyers, ensuring strong business potential for each event.**

This powerful technology is systematically supplemented by direct phone calls from our teams to ensure exhibitors are connected with genuine potential buyers, not casual visitors.

**BEIJING**

**Sunday, November 1**

Arrival of Exhibitors

**Exhibitors' Welcome Drink  
& Chinese Market's Survey**

Overnight in Beijing

**Monday & Tuesday, November 2 & 3**

**Visits of 8-10 agencies,  
Presentations,  
Networking sessions**

**Tuesday, November 3**

Group transfer from Beijing hotel to Beijing railway station  
Train to Shanghai (3 hours)  
Overnight in Shanghai



**SHANGHAI**

**Wednesday, November 4**

Group Transfer to Shanghai Restaurant

Noon to 3 pm

**B2B "One-on-One" Networking Lunch  
with 30-35 travel advisors**

Group transfer from Shanghai hotel to Shanghai airport  
Flight to Chengdu (3 hours)  
Group Transfer from Chengdu airport to Chengdu Hotel  
Overnight in Chengdu



**CHENGDU**

**Thursday & Friday, November 5 & 6**

**Visits of 8-10 agencies,  
presentations,  
Networking sessions**

Overnight in Chengdu

**Saturday, November 7**

Return flight



## RENAISSANCE RENDEZ-VOUS PACKAGES

in Beijing & Chengdu « Renaissance Rendez-Vous » package includes:

- Visits of agencies (8 to 10 agencies in each city) and presentation
- A car with driver during the day of rendez-vous
- List in Excel format of all the visited agents (the week after the event)
- 2 posts (1 before and 1 after the event) in « Renaissance » Social media: LinkedIn & Instagram.

in Shanghai « Renaissance Networking Lunch » package includes:

- Presentation of each Exhibitor and Networking Lunch with 30 to 35 agencies
- List in Excel format of all the visited agents (the week after the event)
- 2 posts (1 before and 1 after the event) in « Renaissance » Social media: LinkedIn & Instagram.



## CHINESE EVENTS REGISTRATION FORM



We already promoted them in the Chinese market:



IL FALCONIERE



CASAGRAND



Our partners trust us and say about us:

«We register because Renaissance is a business mindset, no frills (pre-post events) but a return on investment and effective solutions to replace no-shows or the Unexpected.»

«No fireworks, nor big screen, nor other visual frills, Renaissance organizers went straight to the point to implement the really useful connections as always !»

## ORGANIZERS LUXURY TOURISM AND PR SPECIALISTS



Since its creation in 1995, **Eric Grandjean, founder of RM Consultants**, has developed a strong expertise in advice, sales, marketing, and PR for the travel industry actors such as luxury hotels, tourism boards, convention bureau and DMCs.

The company which was the representative of several hotel chains (Concorde Hotels, Mövenpick Hotels, Derby Hotels, Relais & Châteaux...), more than 50 luxury hotels worldwide, some retails (Galeries Lafayette, Samaritaine, Le Printemps) as well as many destinations (Jerusalem, Jordan, Kerala, Riviera Côte d'Azur, Cannes...) since its creation is also **a well-known events' organizer having held around 300 networking events worldwide the last 10 years.**

Among its expertise:

- dedicated B2B & B2C events worldwide organised for prestigious brands: *Relais & Châteaux, Paris Aéroports, Cannes & Palais des Festivals, Provence & Côte d'Azur Tourism Board, Kerala, The Caribbean...*

- «**The Luxury Travel Corner**», dedicated to the luxury French speaking market from 2013 to 2019

- «**Renaissance showcases**», «**Renaissance Dolce Vita**», «**A Twist of Luxury**» & «**Mice at a Glance**» reconnecting the best hotels and destinations from all over the world with the high-end European, Middle Eastern, American & Chinese buyers.



**Cristina Tang founder & director of MEI YaZhou (Meeting Expectations in Asia)**, established in 2020 with the idea to offer tailor-made communication, sales and marketing services to outstanding destinations, independent hotels, hotel brands and local DMC's, that are willing to increase their awareness and visibility in China and rest of Asia.

Among her portfolio of hotels partners :

- in Spain: Almanac Barcelona 5\*, Casagrand Luxury Suites 5\* Barcelona, Hotel Camiral 5\* Girona,
- In Italy: VRetreats (9 hotels across Italy), Borgo San Felice 5\* Tuscany, Château Monfort 5\* Milan, Il Falconiere 5\* Tuscany,
- In Switzerland : Cervo Mountain Resort 5\* Zermatt
- In Czech Republic: Almanac X Alcron Prague 5\*
- In France: Vivre Les Maisons Bertrand (5 hotels in Paris)
- In Turkey: The Museum Hotel 5\* Capadocia
- In Morocco: Riad Fes 5\* Fes, Hotel Sahrai 5\* Fes,
- In Maldives: SO Maldives 5\* (Pre-opening) ;

Cristina is a multi-lingual and bi-cultural with Chinese-Spanish background, a passionate Manager, Sales & Marketing high Executive with almost 30 years of experience in the hospitality, travel and luxury hotel industry in some of the most renowned luxury hotel group like Majestic Group and Anima Hotels in Spain, and Relais & Châteaux with a specialization in Operations, Development, Sales & Marketing, PR and Media Relations and Events. Expert in international positioning of upscale individual hotels and brands, among the most exclusive operators based in the main key international markets mainly in Greater China, India and Southeast Asia.

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