



TRAVEL SALES + STRATEGY

PHG Consulting Tapped by Qatar and Reno Tahoe to Lead Destination Marketing Efforts in China
The Qatar Tourism Authority and Reno Sparks Convention & Visitors Authority seek to increase tourism from this fast-growing source market

Newport Beach, California (February 8, 2018) – [PHG Consulting](#), a global leader in crafting creative marketing solutions for the travel and hospitality industries, is pleased to announce the addition of the Qatar Tourism Authority (QTA) and the Reno Sparks Convention & Visitors Authority (RSCVA) to its diverse client list, marking the launch of its China outbound operations. PHG Consulting is tasked with helping both destinations develop market-appropriate tourism product, grow awareness in China, and prepare for the arrival of Chinese travelers. With offices in Beijing, Shanghai, Shenzhen, Chengdu, and Guangzhou, PHG Consulting will use its depth and resources to penetrate the Chinese market, which is the largest, fastest growing outbound tourism market and exhibits immense spending power.

PHG Consulting's teams in China and the United States will work collaboratively to execute results-driven, integrated destination marketing programs consisting of trade outreach, education, product development, media relations, consumer engagement, and website development, as well as launching strategic social media programs on WeChat and Weibo. PHG Consulting will also manage "China ready" programs for the destinations to ensure a tourism infrastructure is in place to meet the unique needs of Chinese travelers.

Qatar will be promoted as a convenient stopover destination where Chinese travelers en route to Europe, Africa, or Indian Ocean beach destinations can experience shopping, ethnic cuisine, desert activities, and Middle Eastern culture. For leisure travelers and those who regularly visit family and friends in the Bay Area, Reno Tahoe is convenient extension from San Francisco offering the types of outdoor activities, gaming, and Americana culture that are popular with Chinese travelers. PHG Consulting will also leverage Reno Tahoe's allure as a gateway to national parks like Yosemite and Yellowstone and a complementary destination for those planning a trip to Los Angeles and/or Las Vegas.

"Though they are vastly different destinations, Reno Tahoe and Qatar each have the types of tourism products that Chinese travelers desire," said Paul Cohen, Vice President of PHG Consulting. "As demand for experience-rich travel continues to grow, both Reno Tahoe and Qatar are well-positioned to increase arrivals from China, and we look forward to helping them achieve their goals."

About PHG Consulting

A division of [Preferred Hospitality Group](#), PHG Consulting offers a vast portfolio of consulting services that brings organizations through the complete marketing process, while providing them with unparalleled access to travel trade decision makers, media, and consumers around the world. PHG Consulting specializes in crafting intelligent, integrated campaigns that drive strategic results to increase revenue and visitor awareness and connect global clients to key source markets. Visit www.PHGConsulting.com to learn more.

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