

CHECK-IN

— ASIA —

HOTELS & TRAVEL

INSPIRED
KNOWLEDGE-DRIVEN
CREATIVE MARKETING ACROSS
ASIA'S NEW TRAVEL LANDSCAPE

ASIA IS DRIVING CHANGE IN GLOBAL TRAVEL AND TOURISM

But connecting with discerning travellers across this vast continent presents both opportunities and challenges.

The competition for brand space is intensifying, and the importance of storytelling is growing. Asian travellers are accustomed to words, images and video content that evoke a passion to explore and discover – and share with their friends. By contrast, unimaginative messaging is easily overlooked.

WWW.CHECK-IN.ASIA

With bases in Hong Kong, Shanghai and Kuala Lumpur,

CHECK-IN ASIA

provides bespoke content, research and marketing consultancy services tailored for world-leading hotel brands and travel companies across Asia's shifting travel landscape.

“Check-in Asia has always provided us the best English content with the right strategy we would want to communicate to the market.”

GLORIA CHANG
Bulgari Hotels

WHY WORK WITH US

Benefit from an **integrated solution for ALL your content, communications and research needs** – from press releases and promotions to CEO speeches and specialist surveys and white papers.

Tap into **creativity PLUS strategic industry insights and local knowledge** in one streamlined package.

Enjoy the **highest standards of quality and inspiration**. Check-in Asia counts many of the world's most discerning hotel and travel brands as long-term clients who trust us to deliver high-quality content on time.

Engage more effectively across your different markets in Asia. Check-in Asia offers **seamless regional coverage** with offices located in three Asian gateway cities: Hong Kong, Shanghai and Kuala Lumpur.

Partner with creative collaborators who **intrinsically understand the travel and hospitality market**, and are able to effectively share this passion with fellow discerning travellers.

Take advantage of a **flexibly tailored approach with a boutique** agency that prides itself on being smart, innovative, adaptable and vital. Each member of the Check-in Asia team is an experienced senior creator, and we work closely with in-house teams to elevate the quality of your communications campaigns and enable them to focus on what they do best.

WWW.CHECK-IN.ASIA

“ I have used Check-in Asia/Scribes of the Orient's services for more than 10 years for a wide variety of editorial jobs, and have found them to be one of the best agencies for high-quality B2B content in Asia. They have always delivered work of high quality - on topic, on length and on time. ”

GEOFF DE FREITAS
CEO, Global Media Solutions Ltd.

“ I've known Amy and Gary of Check-in Asia/Scribes of the Orient for years. You can count on these two professionals if you want a masterpiece. Without hesitation, I recommend their services. ”

SELINA CHAN
The Langham Shanghai, Xintiandi

HOW CAN WE HELP?

CAMPAIGN CURATION

We curate inventive, targeted content across all platforms. Our savvy, carefully fashioned campaigns add creative depth and invention to each client's messaging and brand strategy.

PR & MARKETING COPYWRITING

Global and local hotel brands rely on Check-in Asia to craft evocative marketing and communications materials, ranging from websites, brochures and EDMs to brand stories, ads and press kits.

BRAND MAGAZINES & ONLINE PUBLICATIONS

From concept planning and editorial direction to managing contributors and creative storytelling, Check-in Asia produces inspiring brand magazines and online publications.

WEBSITE PROJECTS

Crafting polished digital content to engage readers and integrate effective SEO requires expert writers and editors. From entire websites to incisive articles and promotions, Check-in Asia can manage all your online needs.

DESTINATION CONTENT

Creating inspirational destination showcases, itineraries and mini guides is a Check-in Asia specialty. The world's leading publishers and hospitality and travel companies commission Check-in Asia to bring alive destinations across Asia.

Check-in Asia plans, produces and delivers powerful social media campaigns and specialised digital content that your KOLs and customers will love to share again and again.

When a CEO needs to deliver a keynote speech or presentation, or a video storyboard is required, top hospitality brands turn to Check-in Asia. We zone-in on the key messages and create intelligent content that engages and inspires.

Each day, we monitor and research travel and tourism trends across Asia. Our on-the-spot insights and detailed analysis are invaluable for clients seeking to expand their knowledge in fast-changing markets.

Check-in Asia's translation team has rich hospitality experience and can transliterate and target content so that it reads as powerfully and smoothly in Chinese as it does in English.

Put your product to the test before your discerning customers arrive. Our exclusively developed pre-opening report offers a targeted cross-department appraisal, covering hotel facilities, services, website, marketing collaterals, guest experiences and more.

SOCIAL MESSAGING

CREATIVE PRESENTATIONS, SCRIPTS & SPEECHES

MARKET RESEARCH & TRENDS ANALYSIS

ENGLISH/CHINESE TRANSLATION

CHECK-IN CHECKUP

CASE STUDIES

A closer look at our
diverse portfolio

WWW.CHECK-IN.ASIA

01 WORLD-CLASS MESSAGING, ASIA MARKET INSIGHTS

CLUB MED

A globally renowned French resort brand with new Chinese stakeholders, Club Med want to reflect their world-class quality as they expand into new Asian markets. Check-in Asia delivers the quality and local market insights required. Since 2012, we've provided a variety of creative content, including corporate press releases, sales presentations, niche brochures and CEO speeches.



02 INSPIRING MULTI-CONTENT DELIVERY

MANDARIN ORIENTAL PUDONG, SHANGHAI

Since the pre-opening phase, Check-in Asia has worked with the in-house sales and marketing teams to prepare and edit high-quality content, ranging from press releases to monthly newsletters and EDMs. We also work with MO's London-based publisher to curate Shanghai and Kuala Lumpur destination features and celebrity interviews for the global brand magazine and website.



03 CREATING A NEW-GEN HOTEL BRAND

AMBA HOTELS & RESORTS

ambA Hotels & Resorts is a hip Taipei-based design hotel brand targeting millennial travellers across Asia. Prior to launching the brand, Check-in Asia was commissioned to define and communicate the brand messages, develop a media kit and interview designers to create a series of profiles. We continue to work with ambA as they expand, researching local history, culture and cuisine to create meaningful, fun stories to inspire guests.

04 SUPPORTING INNOVATIVE GLOBAL INITIATIVES

THE PENINSULA HOTELS

Each October, The Peninsula Hotels raises funds for breast cancer charities worldwide. Since 2014, Check-in Asia has crafted the Peninsula in Pink group campaign release, individual hotel materials and website articles. In addition to working with the head office in Hong Kong, Scribes also works with The Peninsula hotels in Shanghai, Beijing, Paris and Bangkok.



05 THOUGHT LEADERSHIP IN ASIAN TRAVEL

THE POLARISATION OF ASIAN TRAVELLERS

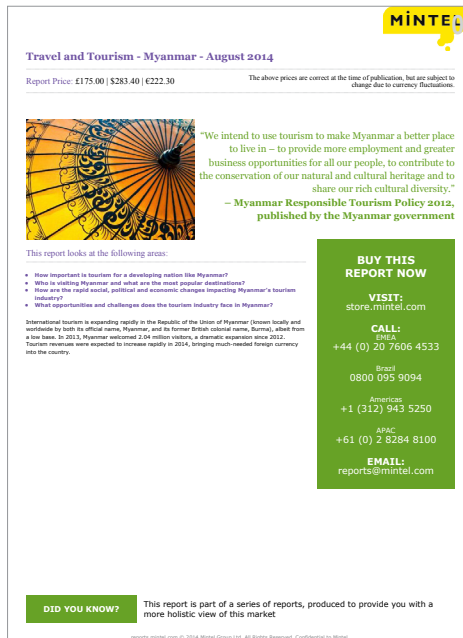
Check-in Asia was part of a select panel of contributors – including Cathay Pacific Airlines, AirBnB and the Association of Asia Pacific Airlines – for Sabre’s The Polarisation of Asian Travellers white paper. This compelling report introduced a new way of thinking about Asian travellers – going beyond standard segmentations to explore polarisations in behaviour and motivation.



06 CURATING CONTENT FOR A CHINESE LUXURY MAGAZINE

BAI PUBLISHING

For the past four years, we’ve managed the English copyediting and proofing for Kempinski’s brand magazine, which is distributed across Greater China. Working with the Beijing-based magazine publisher, we transform translated Chinese language articles, interviews and reviews into sparkling English prose that upholds the upscale appeal of this glossy bilingual guest magazine.



07 DELIVERING IN-DEPTH ASIAN TRAVEL RESEARCH

MINTEL

Since 2011, Check-in Asia’s expert researchers have examined the myriad challenges and opportunities in Asia’s most talked-about travel destinations. Our detailed analysis reports for Mintel provide invaluable context about the tourism economies of Malaysia, Myanmar, Japan and Pakistan. We have also assessed the growth of free independent travel in Southeast Asia and Australian outbound travel patterns.

08 ONSITE CONTENT CONSULTATION

HYATT HOTELS & RESORTS, CHINA

Popular with new hotels and resorts looking to launch with refined, powerful and on-brand messaging, Check-in Asia’s onsite consultation service has assisted various pre-opening properties, from Sanya to Changsha and Dalian to Shanghai. We work intimately with different teams and departments to capture both group-wide brand messages and unique, localised USPs during this dynamic and crucial stage of a hotel opening.



09 UNDERSTANDING CHANGES IN ASIAN BUSINESS TRAVEL

HRS

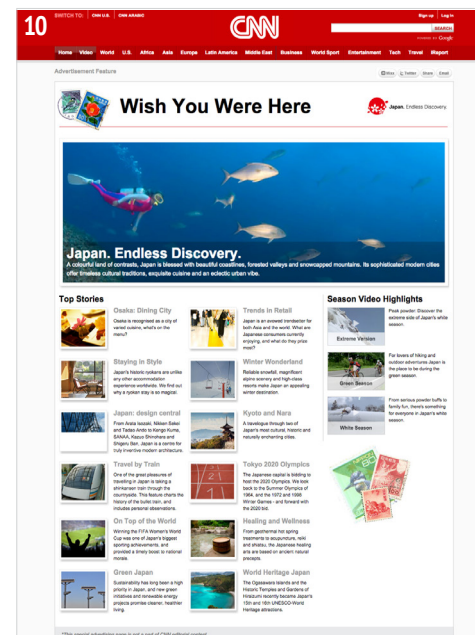
Check-in Asia thrives on researching and analysing the region's fast-changing business travel markets. Teaming up with online hotel booking service HRS for publication projects in China, Japan and Southeast Asia, we compared average hotel room rates in Asian cities, scrutinised smartphone travel booking trends, and assessed the projected growth in Asia's hotel pipelines.



10 ONLINE DESTINATION CAMPAIGN

JAPAN NATIONAL TOURISM ORGANISATION

In 2011, we partnered with Turner Commercial Productions and the Japan National Tourism Organisation for an online content campaign. Six months after the March 11 tsunami, we toured southern Japan to produce insightful, on-the-spot articles for a specially created online portal. The 12 distinctive themes ranged from Japanese Art and Design to Tokyo's 2020 Olympics Bid and Travelling by Shinkansen Train



11 PAINTING ASIA WITH WORDS

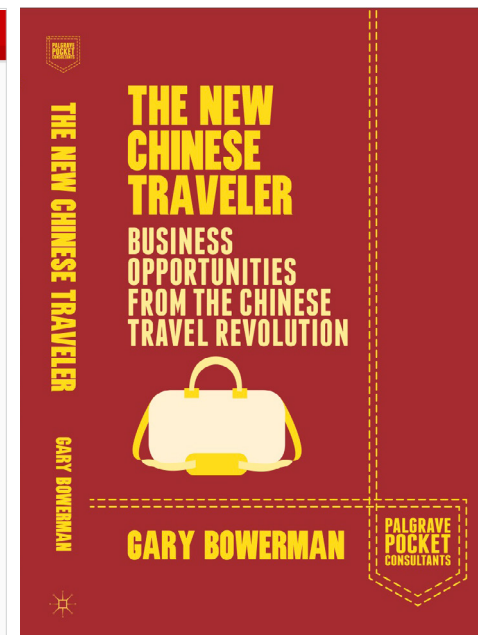
CONDÉ NAST TRAVELLER ASIA SUPPLEMENT

Since 2012, Condé Nast Traveller has hired us to manage the editorial content for its annual Asia travel supplement. The 16-page Asia: Ancient & Modern; Asia: Land & Water, Colours of Asia and Streets of Asia themed booklets present eclectic experiences across 14 countries, including the finest historic and hip hotels, unique tours, spa journeys, gourmet delights, guided walks and yacht trips.

12 ADDING CONTEXT TO THE CHINESE TRAVEL BOOM

THE NEW CHINESE TRAVELER

We have been contextualising Chinese outbound travel since 2004. Published in 2014, The New Chinese Traveler: Business Opportunities from the Chinese Travel Revolution is a compelling account of the explosive growth of Chinese tourism that “casts a light on fast-changing trends, tensions, and opportunities presented by the planet’s largest source of new travellers.”



GARY BOWERMAN



BRITISH-BORN GARY HELD EDITORIAL MANAGEMENT POSITIONS for business publishers in the UK before researching for Rough Guides in El Salvador and Nicaragua. He later became Managing Editor for Columbus Travel Publishing, and managed the post-9/11 relaunch of the publishing programme for the American Society of Travel Agents (ASTA).

After relocating to Shanghai in 2004, Gary spent two years as Editor of Shanghai Business Review, and contributed to Business Traveler, Luxe Guides, ZAGAT Survey and Condé Nast Traveller, before co-founding Scribes of the Orient.

Gary is a respected Asia business and leisure travel analyst and consultant. He has produced market research reports on the tourism economies of Myanmar and Malaysia, the development of FIT in Asia Pacific and backpacking in South East Asia.

An expert on the Chinese tourism industry, his book *The New Chinese Traveler: Business Opportunities from the Chinese Travel Revolution* was published in 2014.

He regularly speaks at tourism conferences and seminars in Asia, and has hosted events for the Association of Corporate Travel Executives (Beijing and Singapore) and Travel Massive (Shanghai).

AMY FABRIS-SHI



SYDNEY-BORN AMY HAS BEEN BASED IN CHINA for more than a decade and co-founded Scribes of the Orient in 2007. She is a respected communications consultant, writer and tastemaker specialising in the travel and hospitality sector.

With a keen eye for hotel, design, spa and lifestyle trends, Amy is frequently called on to research and curate evocative online and offline content and on-brand stories for leading hotels and luxury brands.

Her projects span branding development, trends reporting and promotional campaigns, to historical research and celebrity interviews with brand ambassadors including supermodel Lin Chiling for Mandarin Oriental and fashion designer Jay Godfrey for Cachet Hotels.

Amy also covers stylish travel destinations for global publishers, including Condé Nast Traveler, National Geographic and DestinAsian, and is the author of *Select Guide Shanghai* and the Shanghai Seasonal Cities App. She has been asked to speak at Shanghai Design Week and is a professional contributor to several high profile annual 'best of' lists around the world.

WHO ARE WE?

The Check-in Asia team comprises experienced travel analysts, marketers and creative consultants who specialise in different markets across Asia.

The company founders and managing partners are Gary Bowerman and Amy Fabris-Shi.

OUR CLIENTS

A selection of our valued clients around the world

The world's most inspired hospitality brands, tourism boards,
research agencies and publishers
choose to work with
Check-in Asia Hotels & Travel.

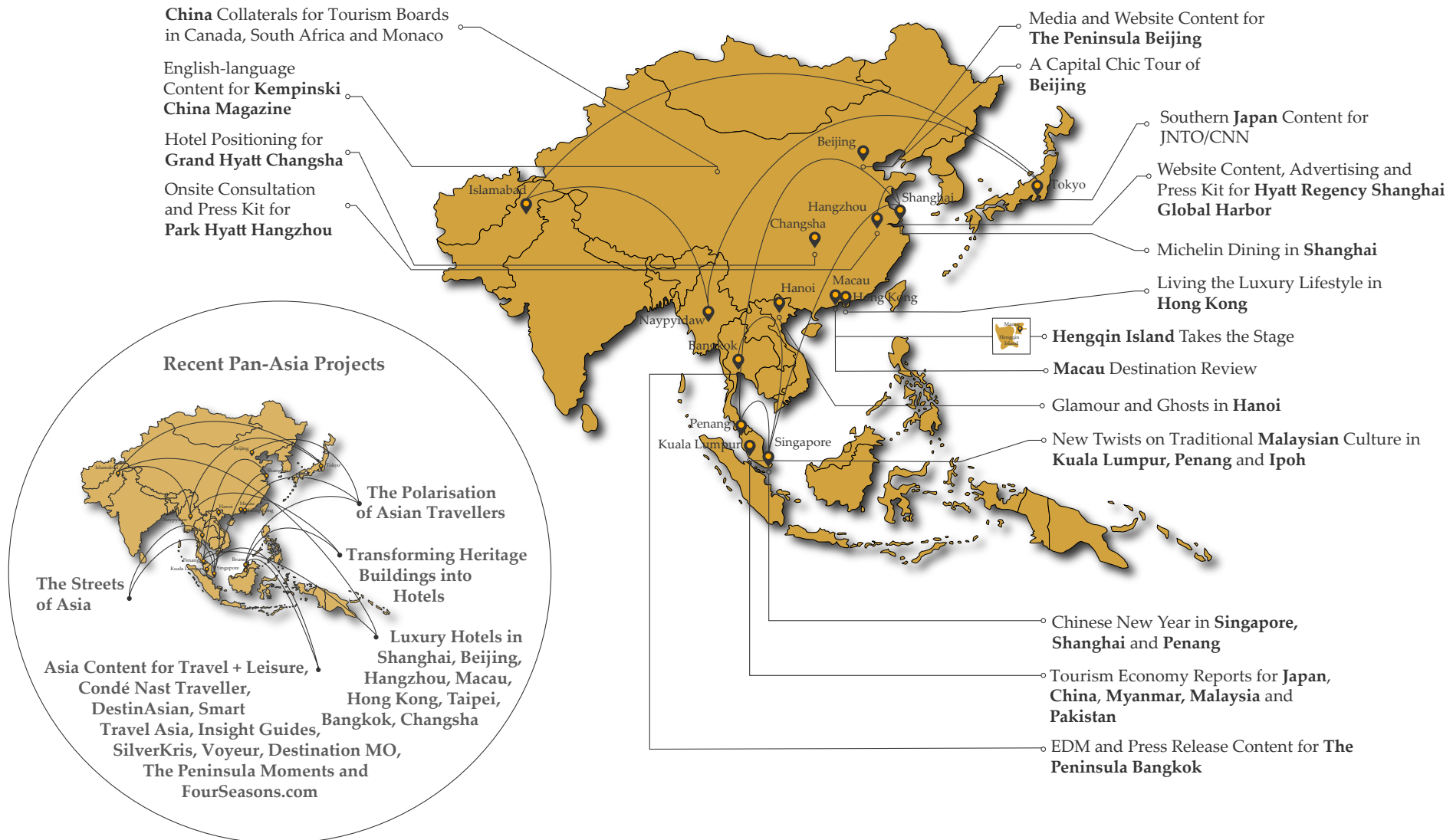
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THE PENINSULA
HOTELS



OUR CLIENTS SPAN ASIA'S TRAVEL MAP

CHECK-IN WITH US



ARE YOU SEEKING TO

Get your
BRAND VOICE
heard in competitive Asian travel markets?

Benefit from a
FRESH PERSPECTIVE
in your tourism or hospitality messaging?

Curate
ASPIRATIONAL BRAND STORIES
that engage and inspire?

Use
INSPIRING CONTENT TO CONNECT
with new travellers across Asia?

Showcase your unique property or destination with
PASSION AND STYLE?

Partner with a
SPECIALIST TRAVEL CONTENT PROVIDER
that understands your brand USPs, your location, your customers
– and your competitors?

LEAVE IT TO US!

WWW.CHECK-IN.ASIA



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