



the art of
**BUSINESS
TRAVEL**

WWW.THEARTOFBUSINESSTRAVEL.COM



WHAT IS THE ART OF BUSINESS TRAVEL?

The Art of Business Travel is a unique online platform that offers a lifestyle approach to the often complex world of international and domestic business travel. We are about delivering news and views from the perspective of business travellers, to the very people pounding the pavement in the region's largest cities.

While *The Art of Business Travel* offers our road warrior readers all the vital information they need on airlines and airports, hotels and rental cars, loyalty schemes and meeting venues, we deliver it with a humanised perspective – we're not so much about number crunching as ensuring our readers travel safe, travel smart and make the most of their time on the road, whether it's in a boardroom meeting, a boutique hotel, an airport lounge or a newly opened jazz club.

The Art of Business Travel also offers in-depth guides to Asia Pacific's top business travel destinations. These guides not only cover the necessary logistical aspects of any business trip, but suggest restaurants and bars for different occasions and settings, cover up-coming events, offer detailed itineraries for after hours, and connect our readers to leaders in the business travel industry through our profiles and interviews. Our readers also benefit from the experience of the hand-picked, diamond-level guides and commentators of the Mile High Club, our very own expert business traveller panel, while all info is presented for smart phones, tablets or laptops, and can be downloaded with a click of a mouse or the tap of a screen.

WHY BUSINESS TRAVEL?

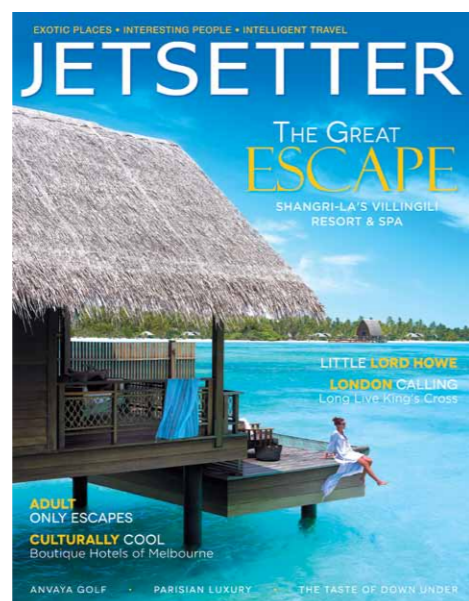
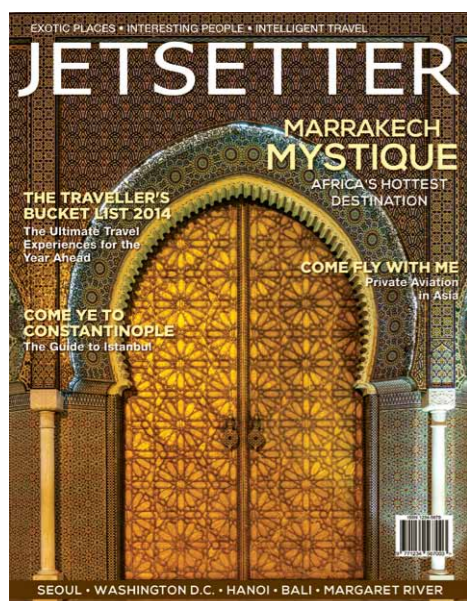
According to the Global Business Travel Association, business travel around the globe topped almost **US\$ 1.2 trillion dollars** in 2014, up **6.9%** from 2013. This is a startling figure that is predicted to increase dramatically over the next three years, led by the growth of business travel – both domestically and internationally – among emerging economies like **Indonesia, China and India.**

Asia-Pacific currently represents almost **40 percent** of the global business travel market, with an additional 5 percent market gain expected before 2020. Regionally Asia-Pacific is the largest business travel region in the world, with a total of **US\$392 billion** spent in 2013. The Global Business Travel Association expects a **10.2% growth** over the next five years.

In fact China's business travel industry alone has grown by **16.2%** annually since 2000, compared to the US, which has grown at 1%. China alone represented **US\$225 billion** in business travel in 2014, and is expected to surpass the US

in business travel spend by 2016. This new generation of business travellers will be increasingly reliant on concise and insightful information to help ensure their trips are efficient and successful.

The Art of Business Travel offers an entirely new editorial approach to the world of business travel. Dedicated to true road warriors looking to make their business trips as efficient and effective as possible, as well as specialist corporate travel managers, *The Art of Business Travel* offers a **refreshing, lifestyle approach to business travel in Asia Pacific.** Rather than bore our readers with seasonal fuel surcharge increases, complex code share developments and endless hotel packages, *The Art of Business Travel* taps into Artemis Communications' extensive lifestyle travel experience to bring avid travellers the latest hotel, airline, airport and destination news, insightful profiles, interviews and reviews, up-to-the-minute entertainment, dining and meeting insights, and comprehensive guides to the region's top business travel destinations.



WHO WE ARE

The Art of Business Travel is produced by Hong Kong-based boutique content and publishing company Artemis Communications Limited (Hong Kong). Artemis' team of editors and writers is led by founder Nick Walton, a former travel editor for the South China Morning Post, managing editor for private jet lifestyle magazine *Elite Traveler*, and regular commentator on international business and leisure travel trends.

Artemis Communications Limited (Hong Kong) has extensive experience in the travel media scene and in addition to *The Art of Business Travel*, produces leading travel titles, *JETSETTER* and *Explorer Magazine*, as well as men's lifestyle title *NecesCity*. The group is also currently developing sister sites *The Art of Luxury Travel* and *UltimatEncounters.com*, the one-stop-shop for experiential travellers.



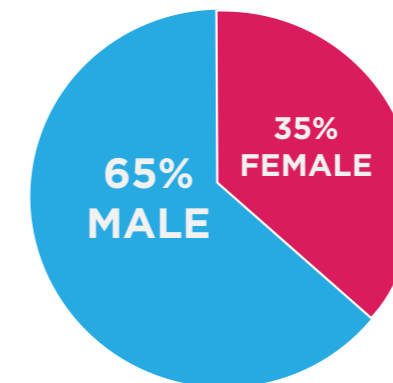
WHO ARE OUR READERS

Our readers fit into three distinct but often overlapping demographics:

- Business travellers based in and travelling within Asia Pacific, including key destinations like Hong Kong, Shanghai, Bangkok, Jakarta and Singapore.
- Business travellers from outside Asia-Pacific bound for the region for work.
- Business travel support personnel, responsible for booking business travel for their companies and clients, including travel management companies and corporate travel agents.

A little insight into our business traveller readers:

- 65% male, 35% female
- Each travels an average of 16 times a year for work
- Approximately 72% of those trips are international



- Over half book directly with hotels/airlines
- The readership includes middle management; C-level management (CEO, COO etc); and business owners and entrepreneurs
 - Readers are very brand aware and brand loyal
- More than half are from the millennial generation, which will dominate business travel over the next decade.
- Our readers are technologically savvy and pride themselves on being information rich travellers
- Travellers are increasingly 'socialising' business travel, with higher expectations on entertainment and socializing whilst on the road.

THE ART OF BUSINESS TRAVEL

To provide insightful and relevant information to these business travellers, The Art of Business Travel is split into several sections:

Airports & Airlines: News and views from key airports and airlines within the Asia-Pacific region, including dedicated guides to Asia-Pacific's top airport hubs, info on dining, lounges and leisure options, and insight into effective transportation options.

Hotels: News and features on hotels across the region, including new openings, facility developments, property profiles and mystery visitor reviews of key business hotels.

Loyalty: Updates and commentary on hotel and airline loyalty schemes, what these programs do to incentivize their members, how the loyalty scene is changing, and how our readers can make their loyalty work for them.

City Guides: A unique collection of lifestyle-driven guides to key business travel cities, including airport information, transport advice, hotel guides, and dining out information to ensure our readers always know where to be for any business scenario.

Mile High Club: A unique invitation-only panel of true business travellers, commenting on their real time experiences whilst on the road through social media engagement and dedicated columns. The panel gives unbiased and real-time commentary on business travel trends and issues facing true road warriors.

Meet & Greet: All the latest news and views from the Asia-Pacific meetings and incentives scene, including new facility developments catering to everything from intimate gatherings to large-scale expositions. The section also includes discussion pieces on meeting destinations, and trend features on incentive travel.

Road Style: From new state-of-the-art 'smart' carry-on luggage to quick drying ties and limited-edition duty free selections, these are essential packing items for every road warrior.

Technology: We cover the apps, devices, connections and technological advances business travellers need to know about, whether they're planning a trip, on the road with a thirst for information, or hoping capturing the memories of their last foray.

Entertaining: A sushi spot with a jazz band that takes AMEX? A quiet corner for deliberation and libation? We ensure our readers know the perfect setting for their next meeting, intimate work dinner, corporate celebration or colleague catch-up with up-to-date restaurant and bar reviews and features.

Profiles & Interviews: Learn how to be a better business traveler and gain insight into the business travel scene from industry insiders in our unique series of interviews and profiles.



PROMOTION OPPORTUNITIES

Be Seen By Those That Count

Banner advertising is an effective brand awareness technique that ensures your company is being seen by your target audience. The Art of Business Travel.com has several banner advertising opportunities that can be purchased as stand alones or as part of our cost effective packages.

Making Content Work for Your Company

Advertorial content on *The Art of Business Travel.com* is different from editorial, although it is constructed by the same experienced team and to the same exacting standards as all content on the portal. Advertorials allow companies the opportunity to highlight aspects of their business that are important but might not meet the usual editorial requirements for coverage. It's a chance for clients to steer the conversation, create a lasting dialogue with our readers and highlight important aspects of their offering through dedicated content, whether it's new innovations in MICE facilities or dining, or profiling important new additions to the team. All advertorials are created in consultation with the client and are signed off before publication. Once the advertorial content is live, the rights of the original copy, beyond use in *The Art of Business Travel.com*, revert to the client, allowing an ever great ROI thanks to tailor-made copy that can be used in additional mediums like social media, in-house newsletters and corporate websites.

Use our Social Media Platforms to Help Bolster your Campaign

Clients of *The Art of Business Travel.com* will also have their messages broadcast through our dedicated social media channels. This allows the narrative of your advertorials to reach even more readers around the world. We use popular mediums like Twitter, LinkedIn and Facebook as well as others to broadcast our news and features and can use these channels to further create ROI for your advertorial campaigns. In addition *The Art of Business Travel.com* can engage our followers, as well as yours, in real-time interviews and forum discussions, led by managing editor and experienced travel expert Nick Walton. These real-time sessions can help bring additional awareness both to your company and what you offer corporate travellers.

The 2016 Business Travel Leaders Awards

Select clients of The Art of Business Travel.com will have the opportunity to participate in the annual Business Travel Leaders Awards. This unique award series is a great vehicle for creating additional exposure to your business and to the key leaders that make it tick. The awards will be presented in an annual print supplement which will showcase the industry's most dynamic businesses and business travel leaders from across the Asia-Pacific region for the year past. A coveted award of excellence will also be bestowed on selected companies and individuals as part of the award series, which takes place in December each year.



The screenshot displays the website's interface. At the top, the logo reads "the art of BUSINESS TRAVEL Asia Pacific". A navigation bar includes links for HOME, HOTELS, AIRLINES & AIRPORTS, TECHNOLOGY, ENTERTAINING, LOYALTY, GUIDES, ROAD STYLE, and MEETINGS & INCENTIVES. A prominent banner at the top right says "YOUR AD HERE!". Below the navigation, a featured article titled "BAMBOO'S BACK" is shown with a photo of a bar interior and the sub-headline "The Iconic Bamboo Bar at the Mandarin Oriental Bangkok Returns". To the right, a "MILE HIGH CLUB" section features a profile for Dirman Suharno with the text "A Packing List Introduction". Below this, another "YOUR AD HERE" banner shows a woman working on a laptop in an airplane cabin. Further down, a "To The Pampas" article is featured with a photo of a steak and the text "London Steakhouse Icon Opens in Central Hong Kong". A grid of smaller article thumbnails includes "A Landmark Reopens", "Following the Herd", "Italy Down Under", and "Get Your Grill On". A "View all Entertaining news" link is positioned below the grid. At the bottom, a wide banner reads "YOUR AD HERE" over a city skyline at night.

SPONSORED CONTENT

Entry

1 x single advertorial feature (based on 500 words) written by The Art of Business Travel.com's editorial team. Client retains rights to all copy after publication.

Price US\$499

Standard

3 x single advertorial feature (based on 500 words) written by The Art of Business Travel.com's editorial team. Client retains rights to all copy after publication.

In addition clients get the following complimentary elements:

1 x banner position for 3 months

Comprehensive social media support through The Art of Business Travel.com's channels

1 x posted video

1 x editorial feature (topic upon consultation).

Price US\$1,800

Elite

6 x single advertorial feature (based on 500 words) written by The Art of Business Travel.com's editorial team. Client retains rights to all copy after publication.

1 x banner position for 12 months

Social media support including a dedicated real-time discussion forum mediated by The Art of Business Travel.com managing editor Nick Walton

4 x posted video

4 x editorial features (topic upon consultation)

Position in the 2016 Business Travel Leaders Awards

Price US\$6,500

Banner Dimensions:

Header Leaderboard: 480 x 80 US\$500p/m

Sidebar Square: 300 x 250 US\$600p/m

Footer Leaderboard: 900 x 65 US\$450p/m

the art of **BUSINESS TRAVEL** Asia Pacific

HOME HOTELS AIRLINES & AIRPORTS TECHNOLOGY ENTERTAINING LOYALTY GUIDES ROAD STYLE MEETINGS & INCENTIVES

HOME > ALL NEWS > HOTELS > PROPERTY PROFILE: ST REGIS CHENGDU

Property Profile: St Regis Chengdu

March 2, 2015 | 5 HRS | 8 | 10

MILE HIGH CLUB

Dirman Sukarno
▲ Packing 1st Introduction

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- @ArtBusTravel The iconic Bamboo Bar at the #MarsdenOrientalLangkai has reopened and looks better than ever bit.ly/1F3KXG2 pic.twitter.com/314phQ611N
- @ArtBusTravel Need a spot of pampering between boardroom battles? bit.ly/1v1MGBL
- @ArtBusTravel Loved their Bali resort and love their Taipei and Phuket hotels but why can't Regent hold on to their hotels? bit.ly/1v4E0ll

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Suhartika

LATEST REVIEWS ALL REVIEWS

- Going Continental ★★★★★
- An Ode to Italy ★★★★★
- Pride in the Skies ★★★★★

With its distinctly old world charm, combined with cutting-edge technology and unrivaled service levels, the new St Regis Chengdu is a fitting addition to this ancient city's business travel hospitality offerings. Part of China's portion of the Silk Road, Chengdu has been welcoming traders and dignitaries for centuries, and its newest indulgent house of slumber sets a new benchmark for high-end corporate travellers bound for the gateway to the West. Known as the Silicon Valley of China and home to more than 250 Fortune 500 companies, including Apple, Motorola, IBM, Coca Cola, and Toyota, Chengdu is no stranger to corporate travellers, while its panda breeding facilities and stunning mountain landscapes welcome millions of domestic and international holiday makers each year.

The St Regis experience begins at Chengdu's Shuangliu International Airport, one of the world's busiest. The hotel's dedicated arrivals team meets inbound guests, escorting them to luxury hotel sedans that whisk them away on the 30-minute ride into the city centre and the St Regis hotel, located at the heart of the city's financial belt, just steps away from Tianfu Square and Chun Xi Road.

Opening exactly 110 years after the first St Regis launched in New York, the new Chengdu hotel not only exemplifies the luxurious virtues of the Big Apple original, but redefines them for the modern China market. Its vaulted yet intimate Art Deco-inspired lobby by interior designers DiLeonardo Design is a far cry from the crowded entrances of mainstream luxury hotels in China's largest cities; dedicated butlers – a signature St Regis amenity that's well received in the Middle Kingdom – is on hand to escort guests to one of 279 elegantly-appointed guest rooms and suites, for an in-room check-in. These well-trained butlers also offer packing and unpacking services, act as extensions of the concierge, and provide pressing, turn-down, and tea services.

The butler's insider knowledge proves indispensable when it comes to navigating our sublime St Regis Suite, one of eight room categories. The suite features floor-to-ceiling windows that bathe an expansive living room and dining table for six in natural light. Beyond is a master bedroom with a king-size bed by Simmons, and a large leather-topped work desk that doubles as a dresser. The master bathroom – there is another off the vestibule – features a soak tub with television, double vanities in Italian marble, Remède bath amenities, and a cavernous rain shower, while a walk-in dressing room is hidden away down a short corridor. It's the attention to detail that will stand out; the bedhead is faux leather the colour of dark chocolate, the woodwork through the suite ranging from maple to espresso. A minibar and coffee machine are hidden away in a stylish Oriental-style hutch beside a glossy dining table and lounges in pale gold, and all the electronics in the room, from the 48-inch LCD television to the Bose surround sound system, are controlled by an iPad mini in a leather case. With dual entrances and plenty of space, the suite is as perfectly suited for intimate meetings as it is for a couple's weekend escape.

The hotel's split personality continues to its six distinctive restaurants. In Unesco's first City of Gastronomy in Asia, food is a religion and the St Regis has a little something for every diner, from the all-day international dining of the Kokai Studios-designed Social, with its live cooking stations and indulgent, lingering breakfasts, to the extensive wine collection of Decanter, the glass-lined private dining room which is a popular spot with local oenophiles. Yan Ting is a specialty Chinese restaurant with a menu laced with Cantonese and Sichuan signature dishes, while the intimate Drawing Room in the lobby is home to the hotel's signatures, a decadent afternoon tea featuring a champagne sabering ritual, and the Chuan Mary, a spicy, Sichuan peppercorn-laced local rendition of the St Regis classic cocktail. On the hotel's upper levels, Yun Fu boasts four expansive private dining suites, complete with electronic mahjong tables, spacious living areas, and beautifully inlaid dining tables, while Vantage XXVII, an outdoor rooftop cocktail bar on the 27th floor, remains the place to be seen by Chengdu's social set.

The St Regis' all-weather potential extends to its many outdoor facilities, from the spa's outdoor relaxation lounge and the alfresco dining terraces, to the expansive pool deck; the St Regis is the only hotel in town to offer both an outdoor swimming pool and an indoor heated pool, ideal amenities in a city where temperatures fluctuate greatly through the year. The indulgent indoor pool, with its adjoined oversized Jacuzzi and St Regis Athletic Club fitness centre, is complemented by one of China's most advanced day spas. The new Indium Spa is a sumptuous urban oasis designed by acclaimed Austrian agency Schletterer that boasts nine treatment rooms – including five signature sky loft-style spaces with cocoon suites – and a menu of holistic wellness journeys punctuated with local ingredients, including the famed organic tea that has drawn travellers to the city for centuries.

St Regis Chengdu; No. 99, Tudu Street, Chengdu, China; Tel: +86 28 6287 6666; www.stregis.com/chengdu

Pride in the Skies ★★★★★

Service Without a Smile ★★★★★

Economy without the Comfort ★★★★★



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