

APL Media Limited wins Beijing Tourist Board contract

Submitted by: APL Media (Absolute Publishing)

Thursday, 26 March 2015

APL Media Limited wins Beijing Tourist Board contract

LONDON (26 March 2015) — APL Media is working with the Beijing Tourist Board on a series of roadshows in 2015 as it moves into event management.

APL Media, lifestyle and content specialists, has taken the first formal step into event management through its partnership with the Beijing Tourist Board on series of events to raise awareness of Beijing as a leisure and business travel destination.

Three events have been planned with the UK travel trade and media between the 11- 14 May: the first in London 11 May; the second is in Manchester on the 12 May and then the final is the Phocuswright Europe event (12-14 May).

Matthew Jackson, managing director says: "This is a new direction for APL Media but one that seems to be a logical step. We're here to engage and develop conversations with our clients and their audience. And where this extends into events, it makes sense for us to be able to assist them with this too."

Beijing Works Roadshow 2015 aims to:

- Raise awareness of the city among key figures from the UK travel trade including tour operators and travel agents. The aim is drive more business to the city through education and contracting opportunities.
- Meet and greet the travel media from the UK including specialist trade media, national press, and magazines, new media (websites, TV and bloggers). The aim is to further increase coverage of Beijing and encourage media to visit the city in the future.
- Promote forthcoming events and openings: such as the IAAF World Championship (22 – 30 August) and new hotels and openings.

The Beijing delegation will include: Mr. Yu Debin, Vice Chairman of Beijing Municipal Commission of Tourism Development; Mr. Duan Rongyin, Director of Capital Tourism Coordination and Cooperation Department; Mr. Wen Kai, Vice Section Chief of Image and Marketing Department.

Notes

APL Media Limited (formerly Absolute Publishing Ltd) is a content specialist focusing on travel and lifestyle. Clients include ABTA, ASTA, National Geographic and Vacation.com. APL Media produces the award-winning National Geographic Traveller (UK) magazine, a series of lifestyle newspaper supplements for the broadsheets, apps, websites and also events. <http://www.aplmedia.co.uk>

CONTACT:

For editorial enquiries:
editorial@aplmedia.co.uk

Tel: +44 (0) 20 7253 9906

Matthew Jackson, Managing Director

Tel: +44 (0) 20 7253 9909

matthew.jackson@aplmedia.co.uk

Maria Pieri, Editorial Director

Tel: +44 (0) 20 7253 9906

maria.pieri@aplmedia.co.uk

