

# EMPOWERING CHINESE TOURISTS TO DISCOVER EUROPE BY TRAIN



# TO GUIDE CHINESE TOURISTS TOWARDS ADOPTING A MORE SUSTAINABLE APPROACH TO TRAIN TRAVEL AND LIFESTYLE

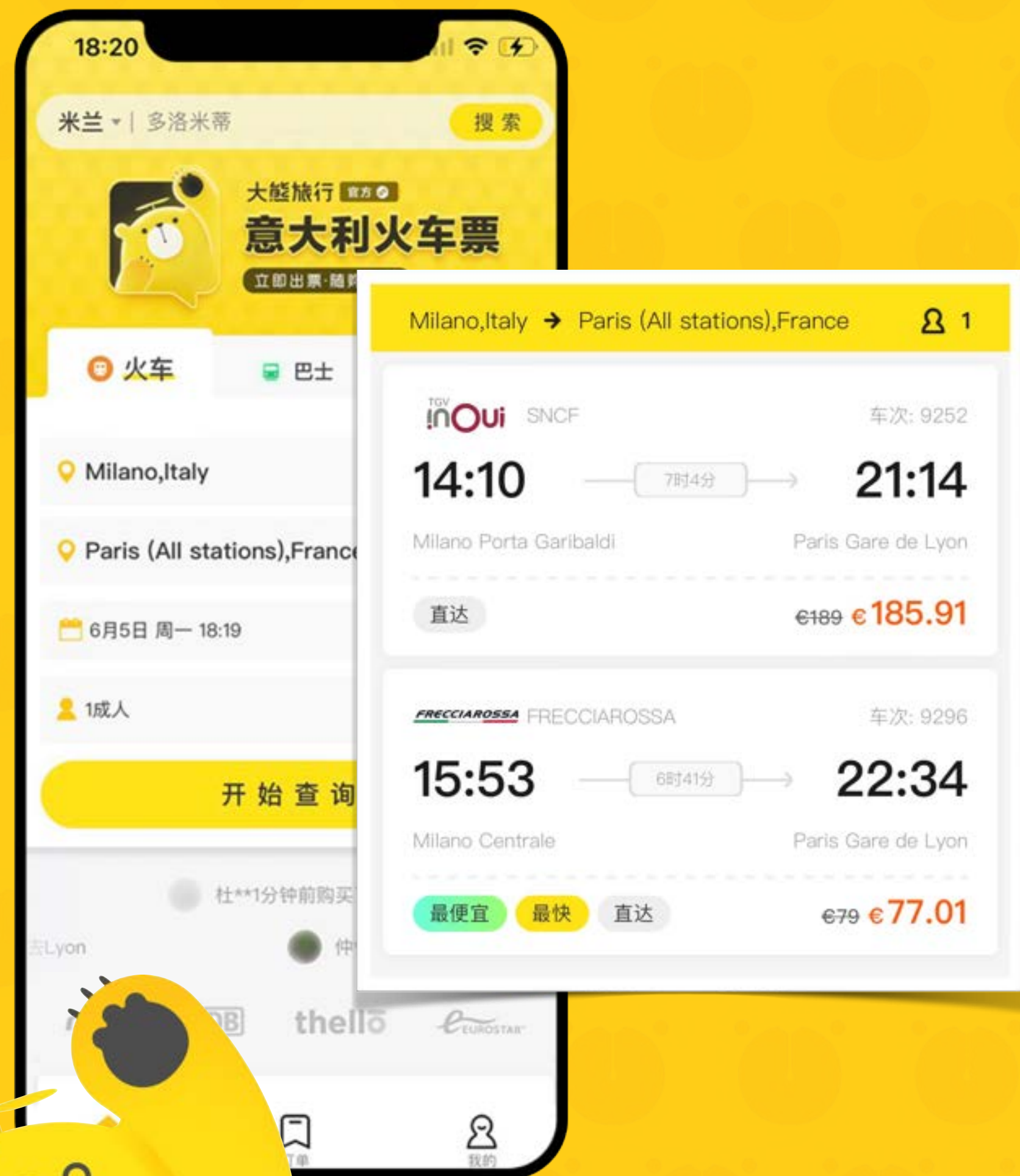
## EUROPEAN COUNTRIES

SUSTAINABLE DEVELOPMENT  
SLOW LIVING  
COMFORTABLE  
SCENIC BEAUTY

## CHINA

FAST  
EFFICIENT  
HURRIED  
CROWDED

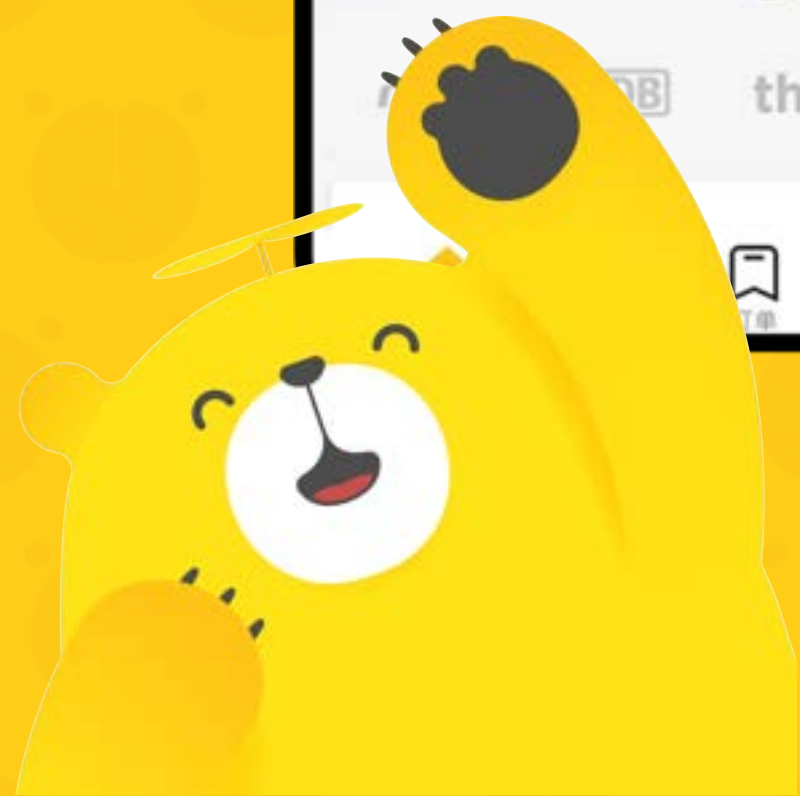
Life in China is characterized by its fast-paced and hectic, which contrasts with the slow-paced lifestyle in Europe. In China, everyone is driven by the pursuit of efficiency and the rapid advancement of technology, resulting in the bustling pace of life. If you were to ask a friend, "How long has it been since you last traveled by train?" you might receive an answer from a distant year. It seems as though people are eager for success, often forgetting to appreciate the beautiful scenery along their journey and neglecting the importance of sustainable development for the future of humanity. We aim to encourage them to "slow down" and embrace the traditional and environmentally friendly mode of travel by train, allowing them to immerse themselves in the breathtaking natural landscapes of Europe.



## WE ASSIST CHINESE TOURISTS IN OVERCOMING LANGUAGE BARRIERS DURING THEIR TRAVELS IN EUROPE.

One of the challenges tourists from the Far East face when visiting Europe is the language barrier. They often struggle to understand the local languages, making it difficult for them to communicate with railway agents, navigate through different countries, inquire about routes, and purchase tickets.

At DASIO TRAVEL, we have developed a user-friendly app platform that provides Chinese travelers with a comprehensive summary of all European railway lines. Our platform enables Chinese passengers to conveniently pay online and purchase e-tickets, eliminating the language barrier and simplifying the ticketing process. By offering this solution, we aim to enhance the travel experience of Chinese tourists in Europe and make their journey more enjoyable and hassle-free.





## **COMMITTED TO ASSISTING THE APPROXIMATELY 15 MILLION CHINESE TOURISTS TRAVELLING TO EUROPE EACH YEAR**

Collaborating directly with local tourism resources, maintaining strict control over quality and price.

## **WE PROMOTE EUROPEAN PRODUCTS TO CHINESE CONSUMERS**

We offer self-guided travel products, making life easier for travelers, covering travel at 360 degrees.



## **THE CONNECTING BRIDGE BETWEEN COMPANIES IN EUROPEAN DESTINATIONS AND CHINESE TOURISTS**

Working to help European companies serve Chinese tourists.

A family of three—a woman in a red shirt, a young boy in a red t-shirt with an airplane graphic, and a man in a white polo shirt—are taking a selfie in front of a classical building. The building features large arches and intricate stone carvings. In the background, other tourists are visible, including a woman in a light-colored outfit and another in a dark top. The scene is brightly lit, suggesting a sunny day.

Since DASIO TRAVEL was founded in 2022, we have helped more than 150,000 Chinese tourist passengers travel on Rail Europe's train lines.

**150,000 PASSENGERS  
CHINESE TOURISTS**

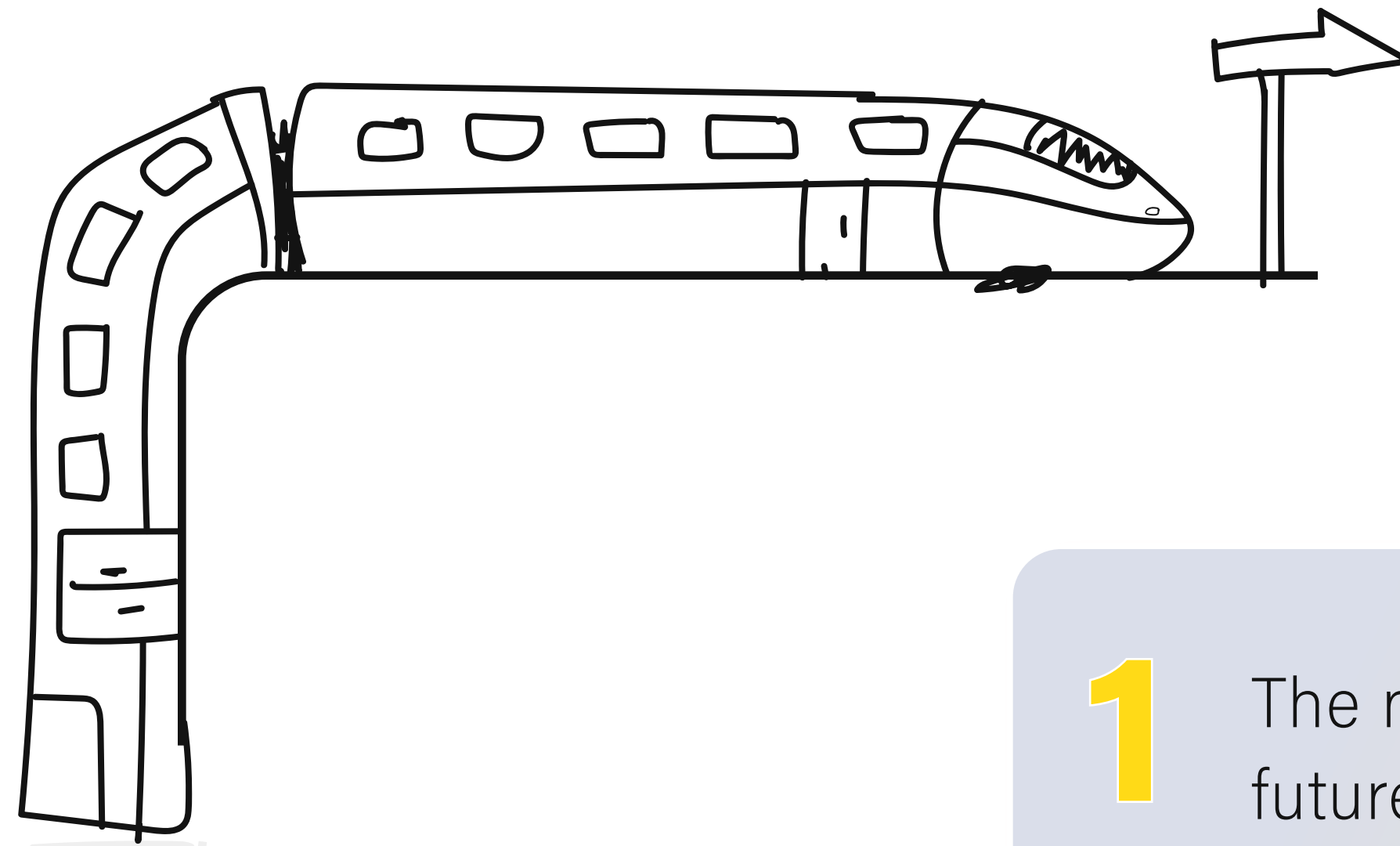


## 10+ RAILWAY OPERATORS INTEGRATE WITH DOZENS OF OPERATOR SYSTEMS.



**DASIO TRAVEL** has a extensive experience in the services sector for Chinese tourists traveling in Europe. We are a startup founded in Milan, Italy. We want to become the bridge between Chinese tourists and European destinations, make overseas travel easier, help Chinese tourists better understand European culture, and bring more tourists to the old continent.



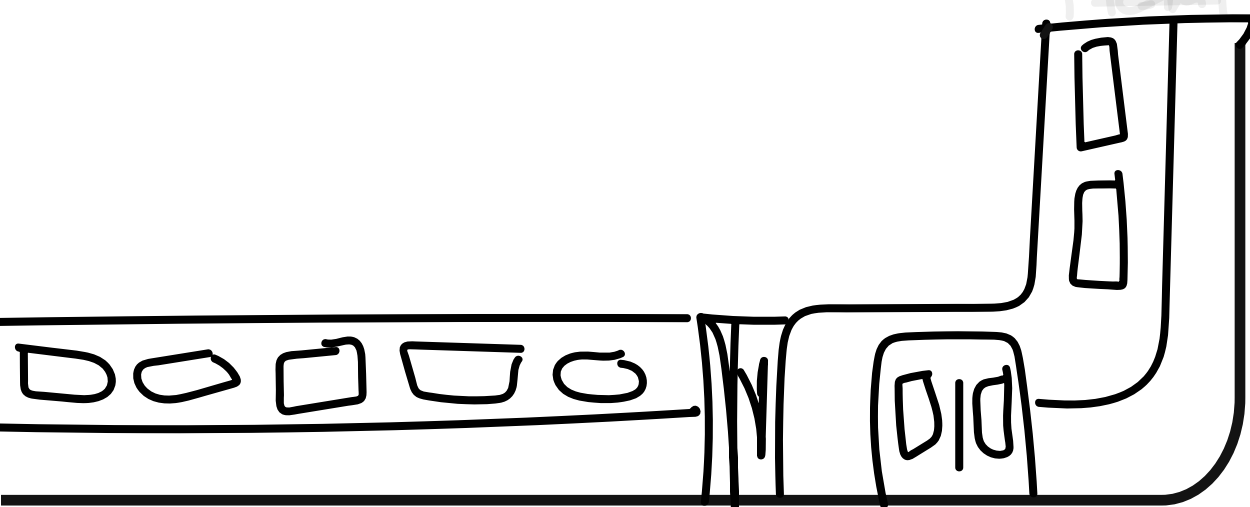


there will be a significant increase in the number of Chinese tourists visiting Europe in the future, with an estimated

**1.5 MILLION  
CHINESE TOURISTS**

Since DASIO TRAVEL was founded in 2022, we have helped more than 150,000 Chinese tourist passengers travel on Rail Europe's train lines.

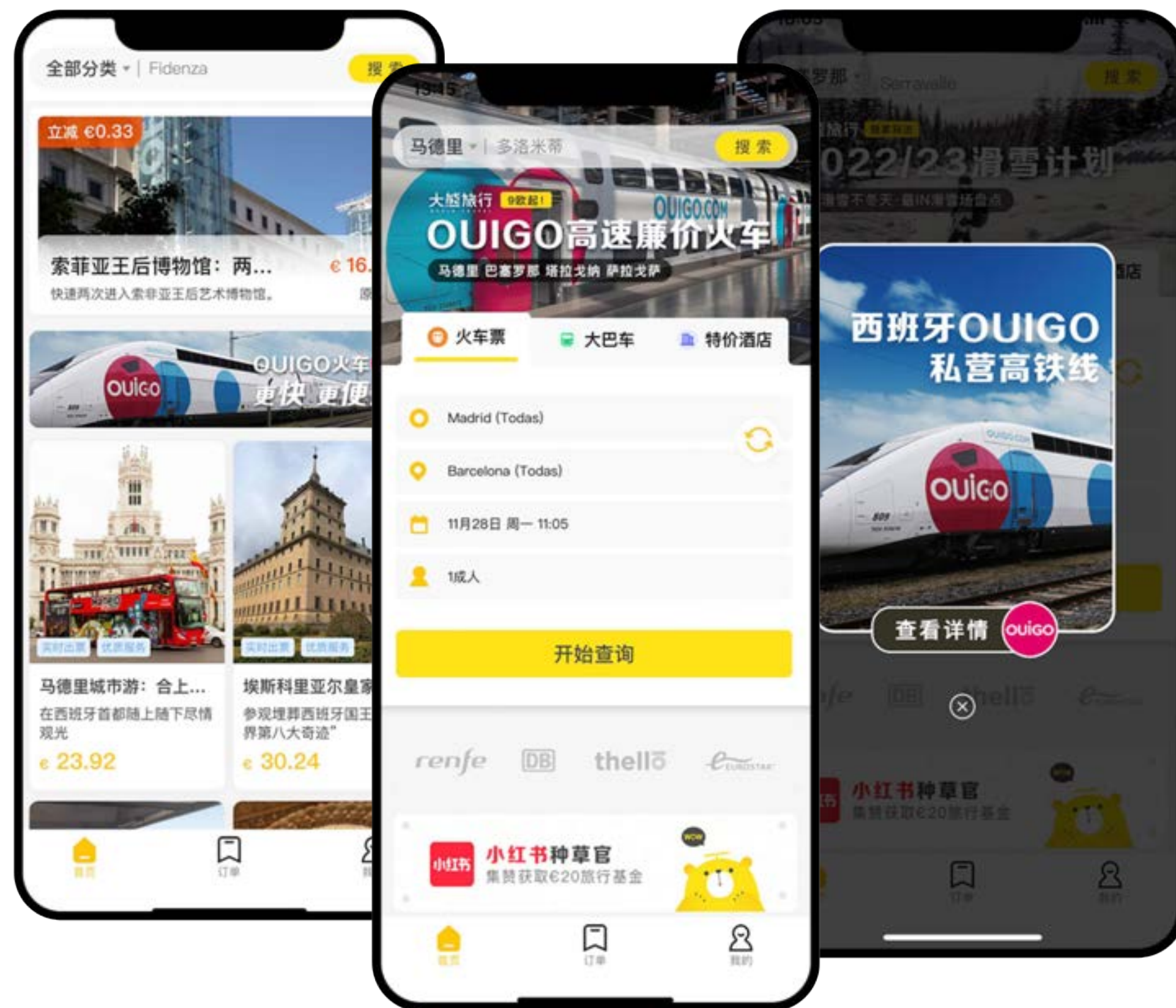
**150,000 PASSENGERS  
CHINESE TOURISTS**



- 1** The number of Chinese tourists travelling to Europe in the future is projected to rebound to pre-pandemic levels, with a growing preference for independent travel by train.
- 2** In the past, Chinese tourists predominantly traveled in organised groups and relied on buses to visit European attractions. DASIO TRAVEL's app recommends experiencing the diverse landscapes of European countries through train travel.
- 3** Chinese tourists who visit Europe are accustomed to using printed tickets. However, our platform exclusively offers electronic tickets, eliminating the need for paper tickets and providing a more convenient experience for passengers.

①The data from the European Travel Commission (ETC)

# DASIO AND RAILEUROPE HAVE JOINED FORCES TO PROMOTE TRAINS AS A PREFERRED MODE OF TRAVEL FOR CHINESE



In addition to ticket sales, we have collaborated with Eurail Group to promote OUIGO in Spain and SNSF in France. We aim to familiarise Chinese tourists with the unique features of railway operators in each country, encourage them to opt for train travel, and advocate for an environmentally sustainable and development-focused lifestyle.

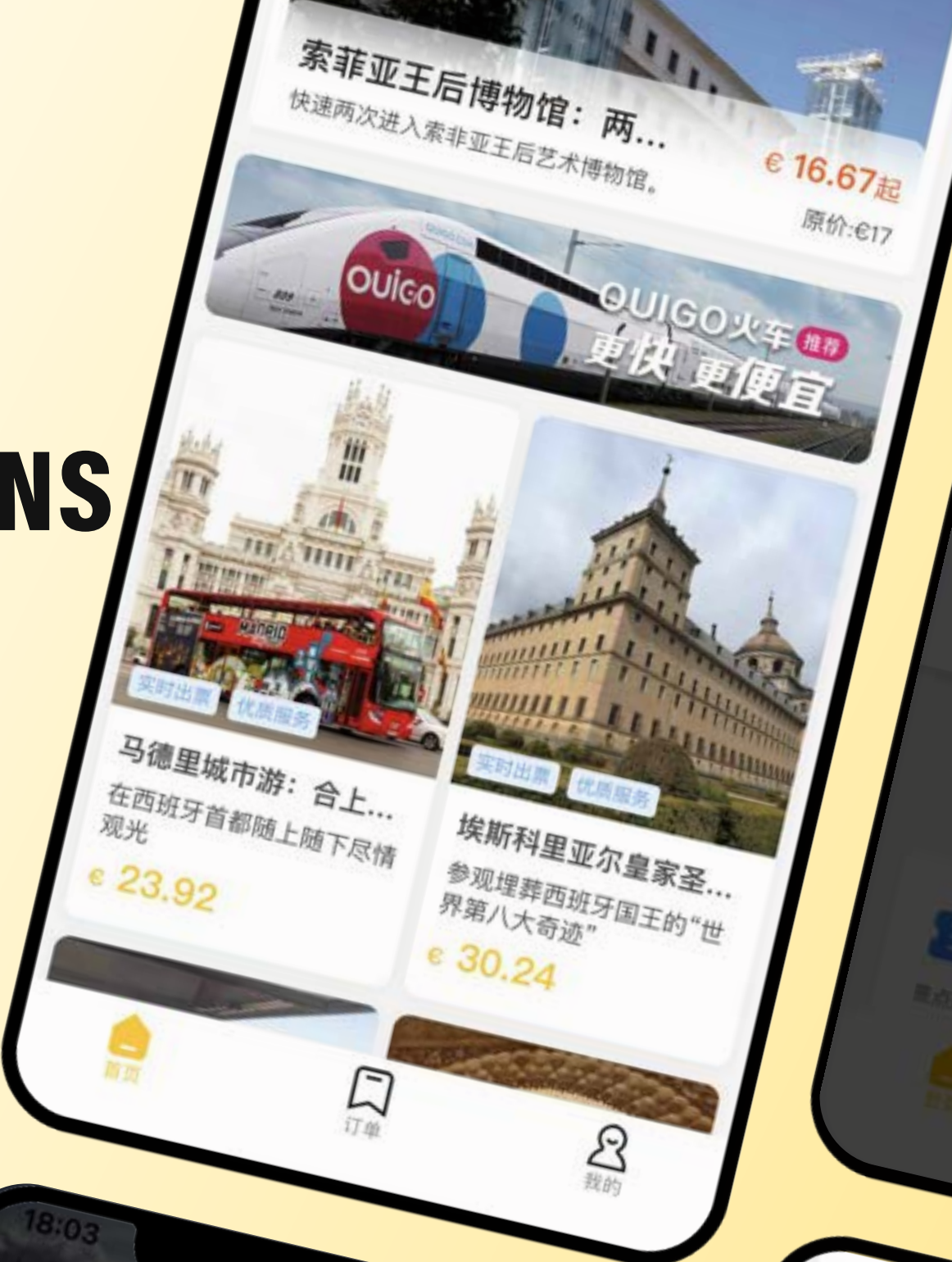
We have designed a dedicated page on the DASIO app for French and Spanish railway companies, created magazine articles on Chinese social media platforms, produced short videos, and organised special promotions. Our goal is to provide Chinese residents in Europe with valuable information about European railways and encourage cultural exchange between Chinese tourists and local residents.





# DASIO TRAVEL AND EURAIL JOIN FORCES TO PROMOTE TRAINS AS A MODE OF TRAVEL FOR CHINESE TOURISTS

ADS ON DAISO TRAVEL APP



票价低至9欧元！西班牙最便宜的火车？OUIGO高铁你还不知道？

西班牙生活通 2022-11-28 18:00 发表于西班牙

不知道小伙伴们有没有发现，在西班牙境内旅游时，交通费是真的挺贵的。普通火车时间长，坐飞机还要早去机场候机也很费时间。

现在西班牙有了廉价高铁的线路，马德里到巴塞罗那600km的路9欧就能搞定！到另一大旅游城市瓦伦西亚也可以购票啦！成人票价最低9欧！9欧买不了吃亏，9欧买不了上当！

### 1.OUIGO高铁是什么



你想怎么旅行？

比较我们的报价

#### 基本的

总预订量 9 欧元

每位旅客：

1个手提行李

每位旅客 1 件随身行李

选择

#### OUIGO Plus

总预订量 18 欧元

每位旅客：

XL 座位的优先分配（视情况而定）

座位选择（包括 XL 座位）

1个手提行李

1 个随身行李

1 件额外行李或 XL

1 访问高级娱乐服务

选择

坐火车去旅行 | 从马德里到巴塞罗那，花9欧去看世界上最迷人的建筑

大熊旅行 DasioTravel 2022-11-27 18:01 发表于意大利



西班牙，位于欧洲西南部的伊比利亚半岛，与非洲、欧洲交界处，是古罗马人、西哥特人和阿拉伯人文化的融合。

它拥有的世界自然及文化遗产数量位居世界前列，多元文化给西班牙留下了风格各异的街区。

我们的行程从首都马德里开始，一起来品味这些建筑中深厚的历史文化底蕴。

坐火车去看高迪啦！票价低至9欧！西班牙最便宜的火车？

晓岛ITALY 2022-11-28 18:17 发表于意大利



晓岛晚报



大熊旅行在法国 Prestige de Menton 已关注

芒通 Menton

交通：

从夏纳出发：1h18min 到达芒通

火车票价：(图4)

推荐在大熊旅行上购票喔，价格比官网更便宜，

支持中文

SNCF官网：12.10 欧

大熊旅行：12 欧

芒通的车站距离沿海的景点需要走一段距离，街道的风景很美，小镇里随意逛逛，到处都是标志性的黄色建筑，随便一个路边的小巷子都很

整个小城不大，一天的时间足够逛完主要景点，温度比较高的话，更要做好补水，别晒晕啦~

06500 Menton, 这样就可以一直沿着海滩走，到了之后，来上一杯现榨酸爽果汁，看着大海吹

说点什么... 77 124 2

大熊旅行在法国 Prestige de Menton 已关注

6月28日 周三 大熊旅行

08:08 09:26 12.10 €

08:38 09:56 12.10 €

09:08 10:26 12.10 €

09:38 10:56 8.80 €

09:08 10:26 12.10 €

大熊旅行在法国 Prestige de Menton 已关注



大熊旅行在法国 Prestige de Menton 已关注

2023南法柠檬小镇 省钱+出片指南

因为夏纳电影节，尽最很多小伙伴到南法来玩~大家来蔚蓝海岸玩除了夏纳以外，千万不要错过这个南法宝藏小镇呀！不仅有绝美海景，而且整个城市的色调超级夏天！

说点什么... 77 124 2

09:38 10:56 8.80 €

09:08 10:26 12.10 €

09:38 10:56 8.80 €

法国本地玩乐... 3人

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说点什么... 77 124 2



# WeChat & Xiaohongshu are the most popular social platforms among Chinese tourists.

We write articles on WeChat and Xiaohongshu to promote European railway routes.

# TOTAL IMPRESSIONS: 8 MILLION

出发	到达	票价
08:08	09:26	€12
08:38	09:56	€12
09:08	10:26	€12
09:38	10:56	€12

法国本地玩乐... | 3人

### 2023南法柠檬小镇 省钱+出片指南

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说点什么... 77 124 2

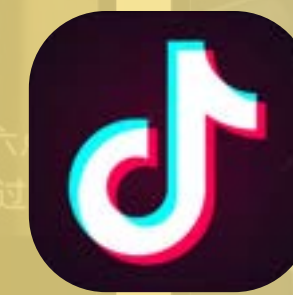
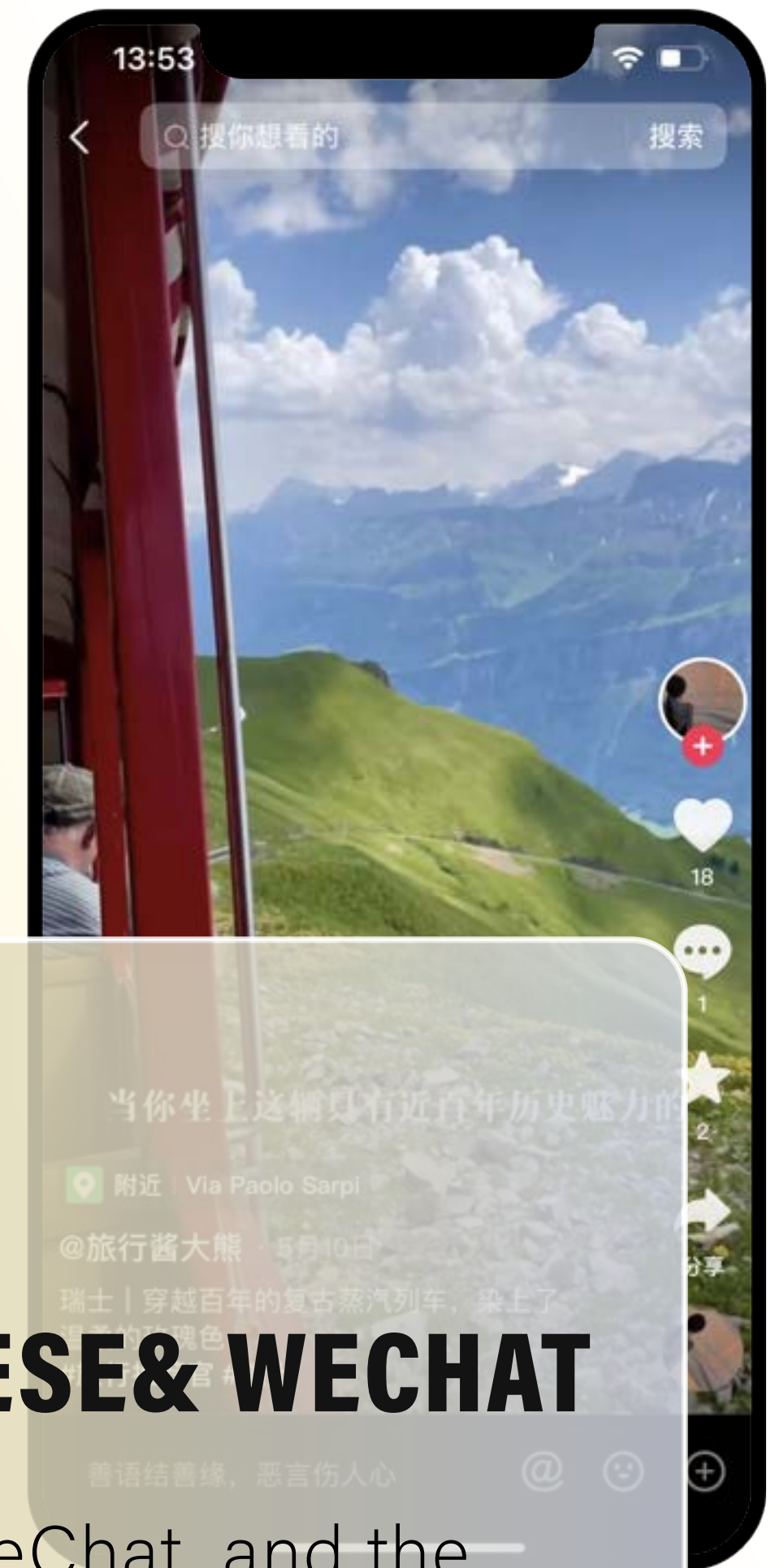
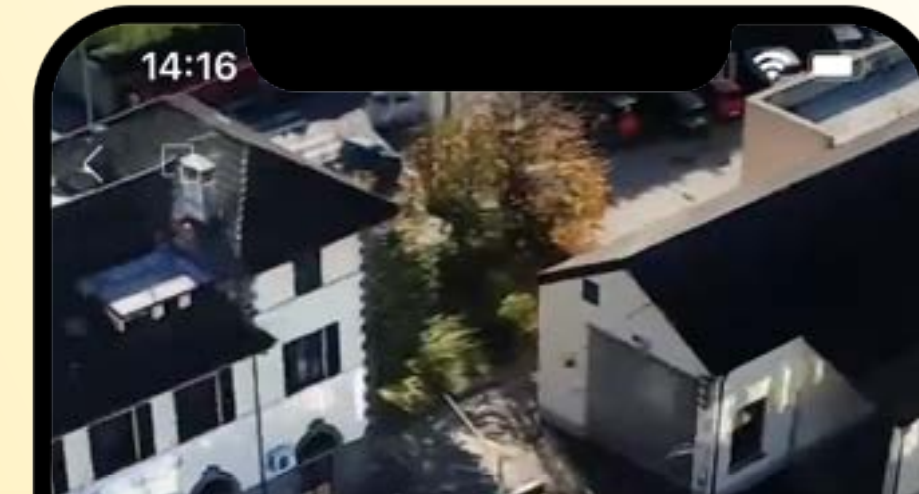
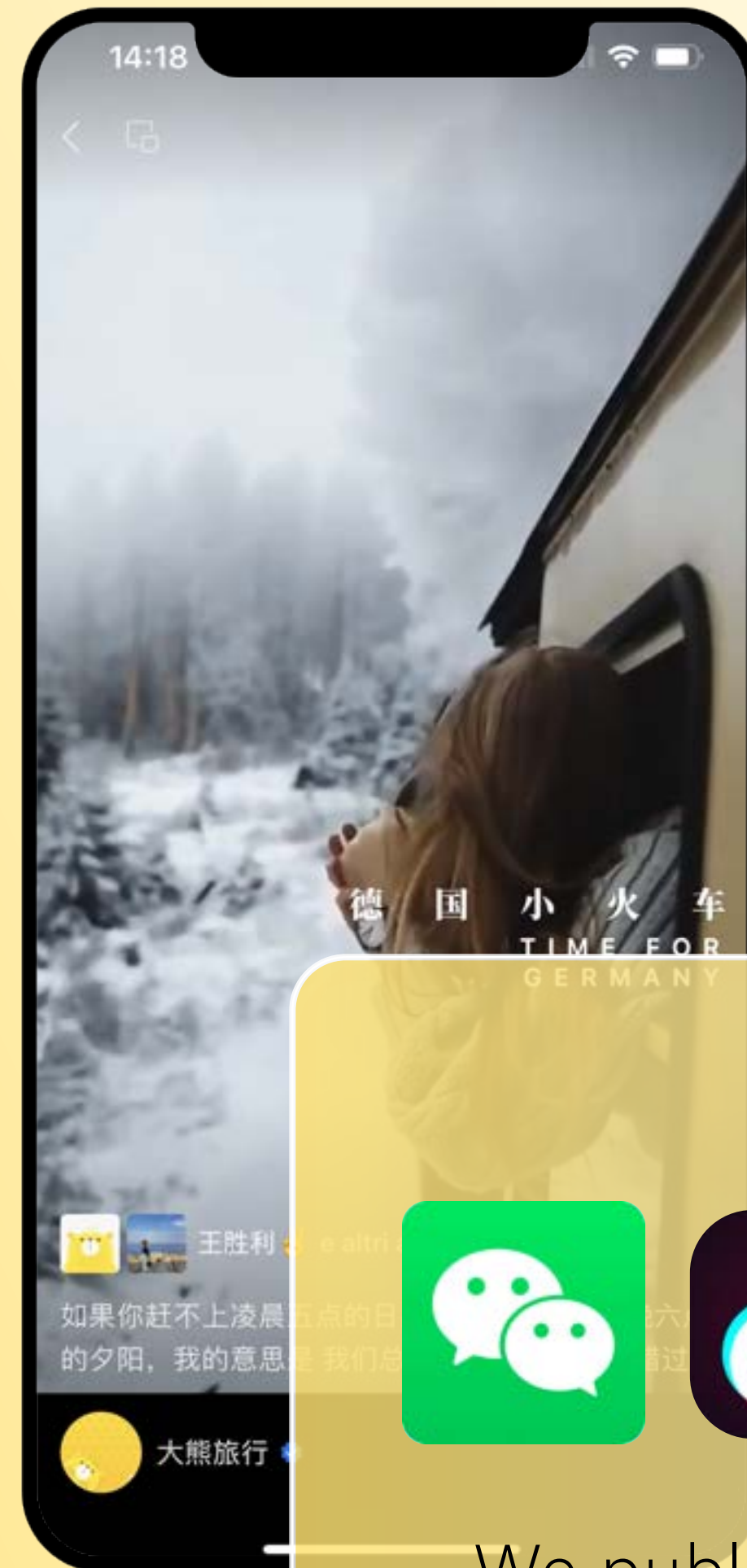
大熊旅行在法国 Prestige de Menton 已关注

### 2023南法旅行 | 详细交通与城市安全篇

- 关于交通：
- 从尼斯出发：
- 16分钟到达埃兹小镇
- 27分钟到达摩纳哥
- 43分钟到达芒通小镇
- 25分钟到达 Antibes小镇 (毕加索博物馆+普罗旺斯市集)
- 30分钟到达夏纳

在南法玩坐火车是非常方便的，因为游玩地点基本就是沿海岸线分布，火车班次也是非常多，临时买票都完全没有问题 (手机 下载 大熊旅行 app)，在大熊旅行就可以直接查价和买票，比官网便宜很多，支持rmb支付，实时出票 (图4、5、6)

- SNCF官网：
- 尼斯—Antibes 5.2 欧
- 尼斯—摩纳哥 4.4 欧
- 尼斯—Eze埃兹小镇 3.10 欧
- Antibes—夏纳 5.2 欧



# REEL VIDEO - TIKTOK CHINESE & WECHAT

We published REEL videos on WeChat, and the cumulative exposure reached

# FIVE MILLION



**1.4M**  
**CHINESE PEOPLE**

Google ads  
Impression: 1.4m  
Click: 13.3k



9欧起特价火车 | 西班牙特价火车票

Ad • 大熊旅行



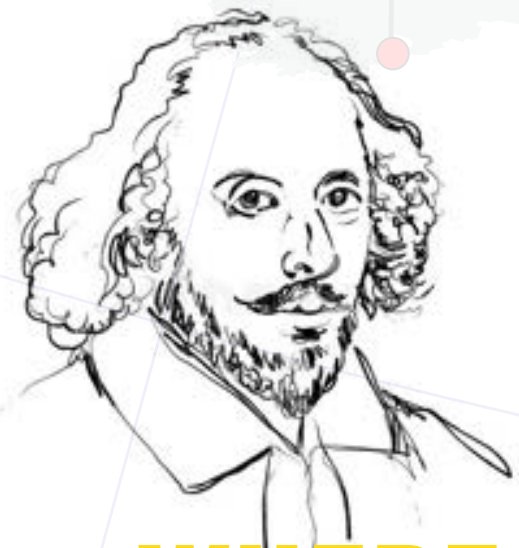
**14556**  
**CHINESE PEOPLE**

INSTAGRAM (Meta Business)  
Should this be Followers14556  
Male, 7160; Female, 7396



**We have a presence on YouTube and Instagram platforms, where we placed Chinese advertisements for Rail Europe and targeted them specifically to Chinese individuals living in Europe.**





# EMBARK ON A MULTI-DIMENSIONAL VOYAGE, WHERE BODY AND SOUL UNITE, IMMERSE IN THE TAPESTRY OF EUROPEAN RAILWAYS.

In the time of William Shakespeare, there were commonly reckoned to be five senses



**VISION**



**HEARING**



**TASTE**



**TOUCH**



**SMELL**

Chinese tourists, unfamiliar with local dialects and European cultural customs, find solace in a journey guided by their five senses. We foster an immersive European experience, unveiling the wonders of this continent through a holistic approach.

By providing location insights and crafting train routes in Chinese, we enable Chinese tourists to explore European destinations. As they traverse these routes, they embrace sustainable practices, environmental consciousness, and the essence of Europe's unhurried and refined lifestyle. Through these multifaceted encounters, their perspectives are enriched, and a deeper connection with the continent is forged.



# VISION ON THE RAILWAY

## CAPTURE AND SHARE THE ENCHANTING LANDSCAPES WITNESSED FROM THE TRAIN'S WINDOW.

Promote train travel and captivate a wider audience by sharing the scenic views observed through train windows. Through the "Scenery from the Train Window" topic on Chinese social media, we invite train passengers in Europe to share the diverse landscapes they encounter during their journeys.



瑞士车窗外的风景 🇨🇭

分享在列车上看风景的视角  
看着窗外发呆是一种享受

📍 Switzerland

#火车旅行#瑞士 🇨🇭 #  
#自然风光#欧洲度假  
#火车旅行

🗨️ 说点什么... 🌟 2163 ⭐ 638 💬 33



我收集了一些，春夏秋冬的窗外风景

透过窗看世间美好的风景  
雪山，大海，湖泊，河流，山川  
这些自然万物构成的神奇色彩

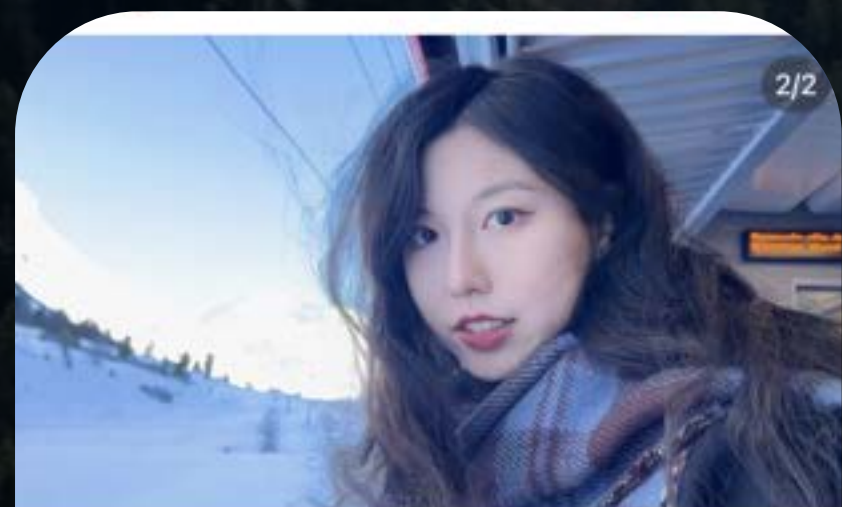
🗨️ 说点什么... 🌟 1.5万 ⭐ 3007 💬 436



🐻 旅行酱大熊

“瑞士 | 坐红色小火车去圣莫里茨发呆 - 听别人说过，他觉得在火车上的时间是最无聊又最精彩的。...”

# CAPTURE AND SHARE THE ENCHANTING LANDSCAPES WITNESSED FROM THE TRAIN'S WINDOW.



火车窗户打开去看瑞士的冬日美景吧!

瑞士圣莫里兹  
红色小火车

从意大利 Tirano—瑞士 St.moritz  
行程是在大熊旅行 app 上订的  
跟着当地的旅行团去的

@薯队长 @大熊旅行  
#旅途中的美景 #笔记灵感

编辑于 2022-12-07

共 2 条评论



在瑞士一定要坐好多好多火车!

瑞士的火车基本都是大玻璃! 也太漂亮 w  
图 123 是上马特洪峰的火车, 车窗可以打开的。我们上山下山都坐了左手边, 刚好看两边不一样的

说点什么... 112 93 9



开往意大利火车上的风景

依依不舍的告别瑞士自然风光, 开往意大利的火车风景叫人不敢挪开眼睛, 湖光山色交相辉映, 远处白雪皑皑的木屋与触手可及的森林, 这是真实的存在! 好想下车好好欣赏风景呀~

火车班次和发车时间在最后一张图, 感兴趣的同学们真的可以试试这趟车, 太美了🥰🥰  
#火车 #欧洲旅行 #意大利 #瑞士 #风景

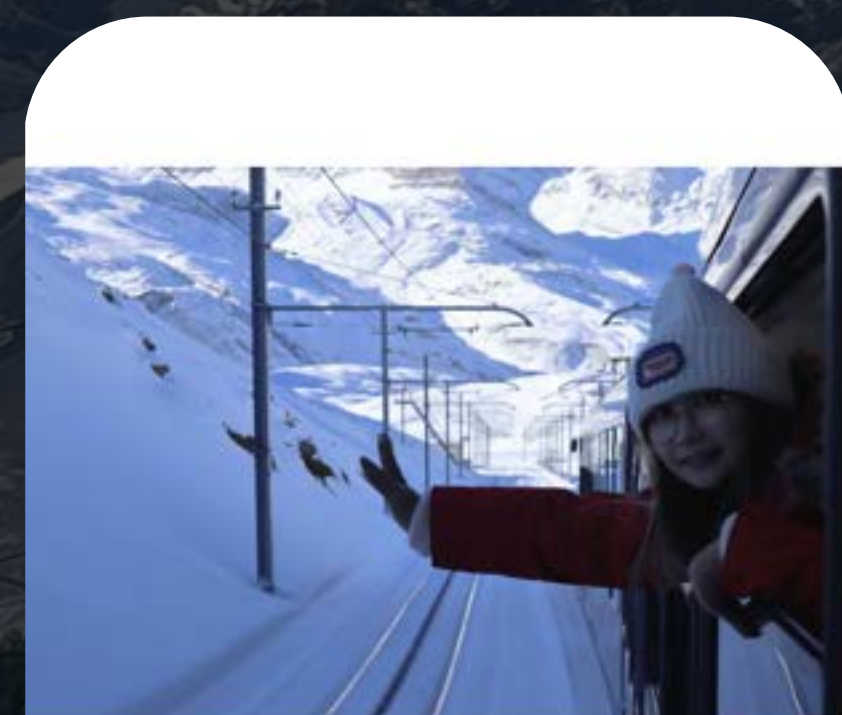
编辑于 03-31

说点什么吧, 万一火了呢~



在瑞士一定要坐好多好多火车!

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说点什么... 112 93 9



# HEARING BY THE RAILWAY

## TAKE A TRAIN JOURNEY WHILE ENJOYING MUSIC AND EXPLORING THE BIRTHPLACE OF THE VIOLIN.

By introducing renowned musicians and cities that are the birthplaces of musical instruments, we've planned train routes to allow Chinese tourists to embark on a musical journey. For instance, we include destinations such as the birthplace of — violin—Cremona, the capital of music;Vienna and the birthplace of Antonio Vivaldi.



威尼斯解释器：威尼...  
意大利和国际音乐会舞台上的一支新合奏  
€ 25.92

16:25	19:50
17:25	20:50
17:30	20:23
17:33	20:50

### ANTONIO VIVALDI

Milan-----Venice

*From Milan to Venice, you can reach the birthplace of renowned musicians in just three and a half hours by train.*



€56.84  
萨尔茨堡。莫扎特晚餐音乐会  
选择日期

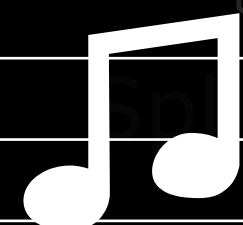


€19.2  
Chiesa Valdese:歌剧咏叹调、那不勒斯歌曲和意大利古典音乐  
选择日期

### ITALIAN CLASSICAL MUSIC

Florence-----Rome

*From Florence to Rome, you can immerse yourself in traditional Italian music in just an hour and a half by train.*



€10.01  
小提琴博物馆  
选择日期

17:09	21:45
17:10	20:21
17:40	23:45
19:37	23:45

### HOMETOWN OF VIOLIN

Rome-----Cremona

*From Cremona to Rome, you can delve into the hometown of the violin by taking a train journey.*





**TASTE**  
by THE RAILWAY

## TAKE THE TRAIN TO EXPERIENCE EUROPEAN FOOD

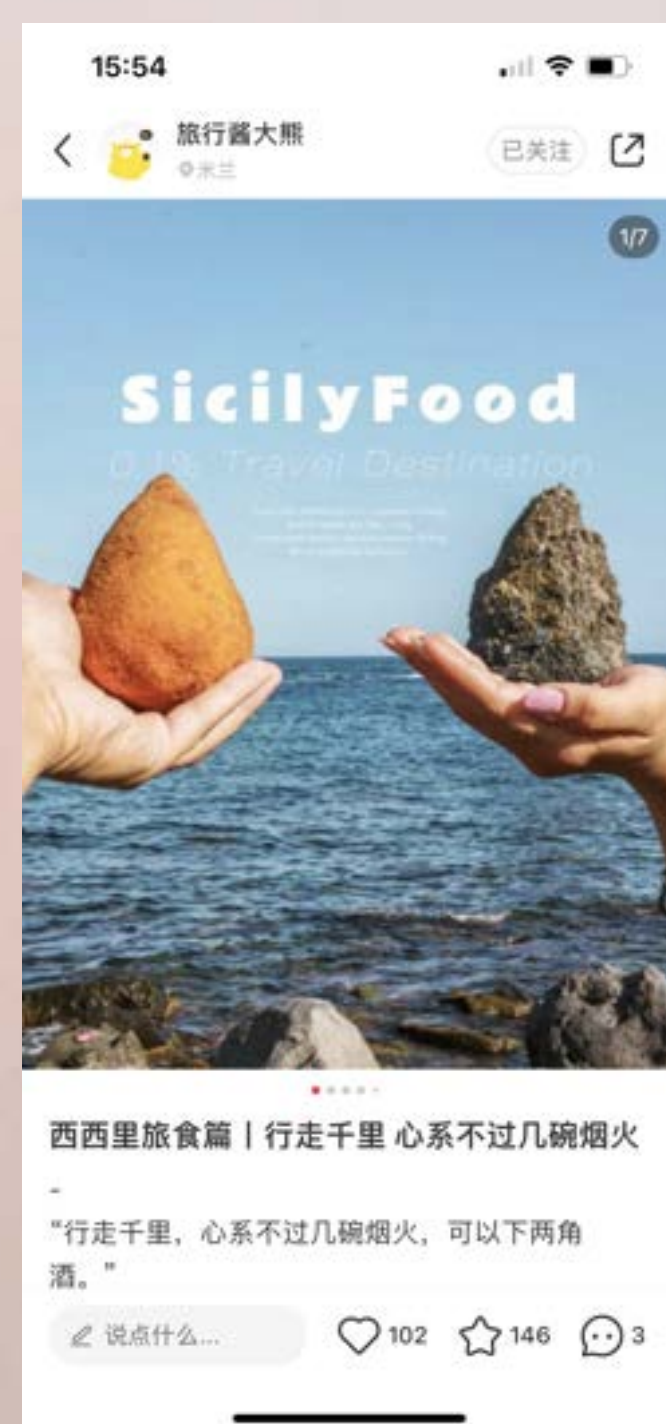
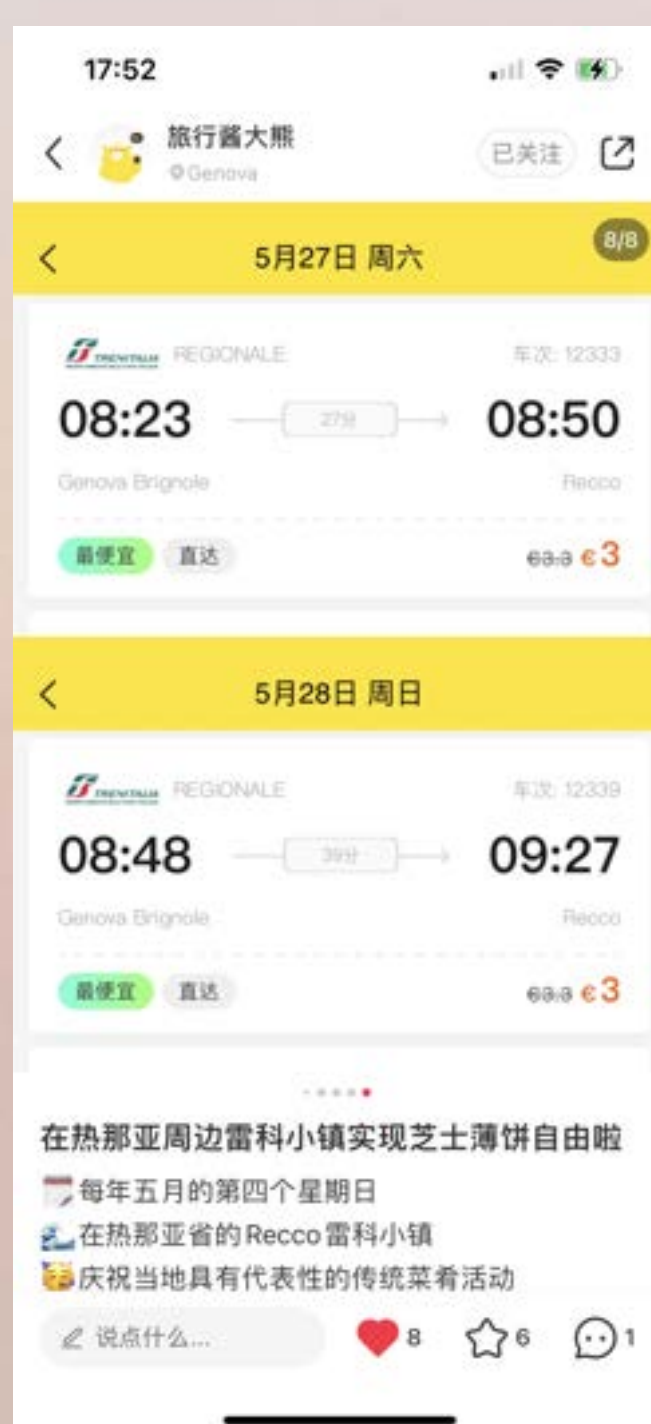
We utilise the unique and diverse culinary offerings in Europe as a captivating attraction. By designing train routes and recommending them to Chinese tourists, we provide them with the opportunity to savor and experience the rich flavors of European food.



Promote with Food



Train Route Planning



Promote with Food

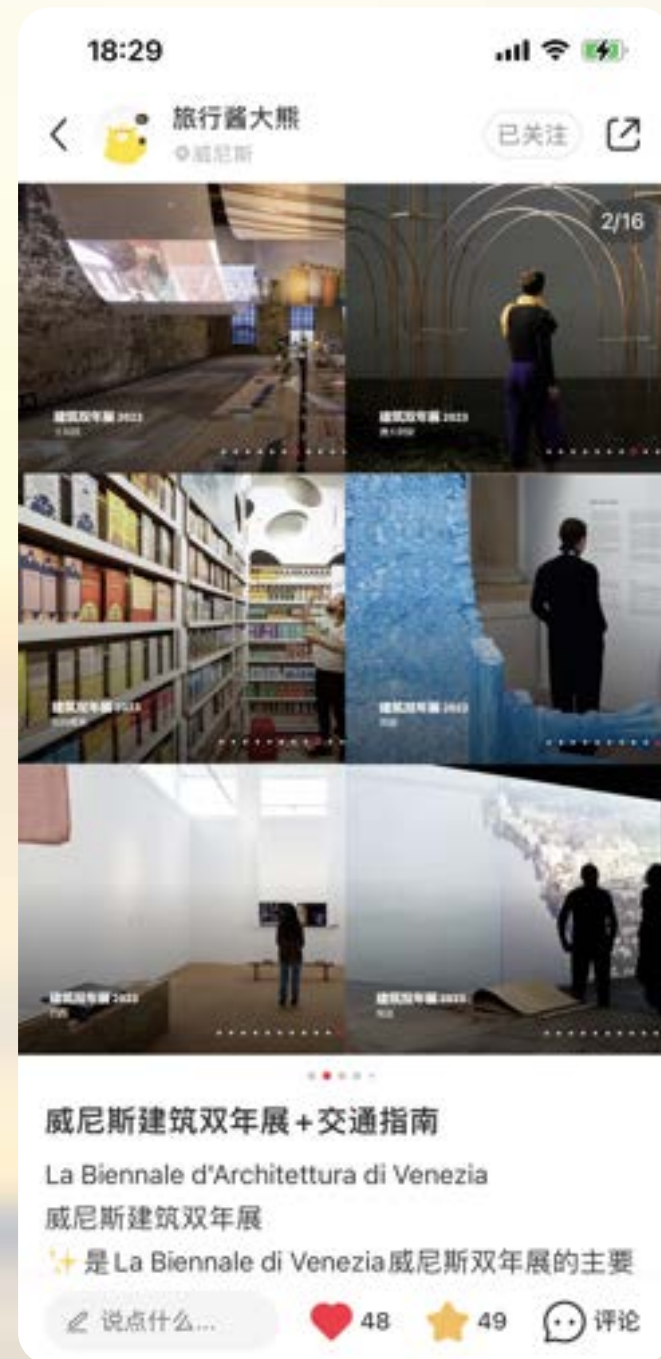


# TOUCH

by THE RAILWAY

## EXPERIENCE EUROPEAN ART EXHIBITIONS THROUGH TRAIN TRAVEL

Our goal is to introduce various art exhibitions and invite Chinese tourists to experience local art and installations by train. Through tactile interaction with different materials, they can immerse themselves in European culture.





# SMELL ON THE RAILWAY

## TAKE THE TRAIN TO EXPLORE PERFUME ATELIERS.

Scent: Blooming Map — April 2023

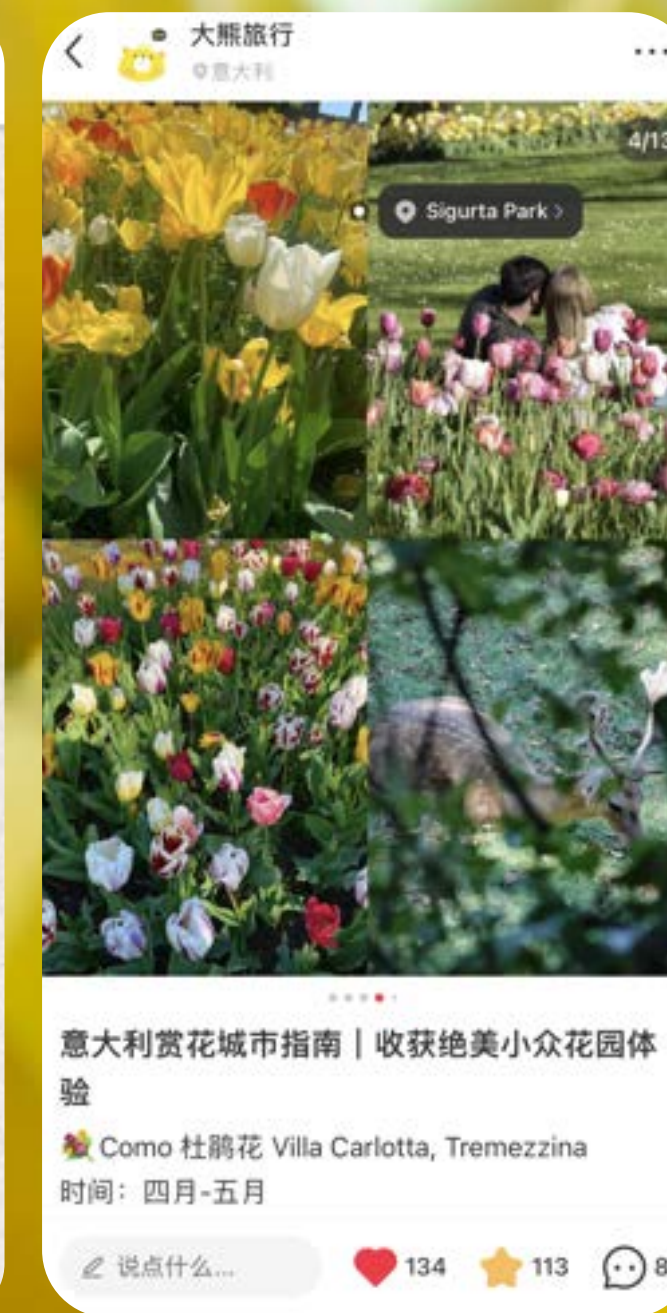
We have compiled a comprehensive guide showcasing the blooming periods of various flowers throughout Europe. Through our articles on Chinese social media platforms, we provide detailed information on the specific months and regions where these flowers bloom. By taking the train, Chinese users can indulge in a captivating visual spectacle and immerse themselves in the delightful fragrances of different flowers along their journey.



Designing Itineraries Centred on City Exploration



Sharing Flower Appreciation Information



Train Route Planning

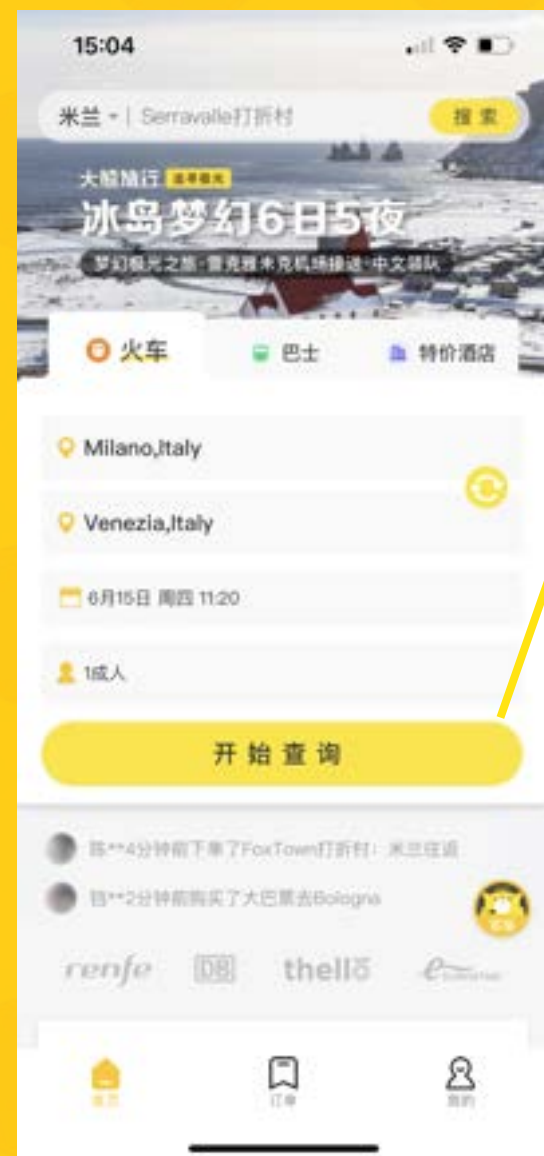


# SMELL ON THE RAILWAY

## TAKE THE TRAIN TO EXPLORE PERFUME ATELIERS.

Promote train routes that lead to perfume workshops as the ultimate destination.





Search Train Tickets



Choose and Pay



Get Travel Credit

## EACH TRAIN JOURNEY ENTITLES YOU TO FINANCIAL REWARDS.

cash back for purchasing train tickets. These points can be used to explore and plan your next destination.

We have also established a rewards programme specifically for train travel, providing incentives for Chinese tourists to choose railways as their preferred mode of transportation in Europe. With each purchase of train tickets, they will receive varying amounts of cash back and travel points.

These points can be utilised to explore and plan for their next destination, as well as be redeemed for discounts on future ticket purchases. This initiative aims to encourage Chinese travelers to opt for this environmentally friendly mode of transportation, reducing carbon emissions and allowing them to fully enjoy their European journey. Through this rewards mechanism, we aspire to inspire more Chinese tourists to embrace sustainable train travel and explore the scenic beauty of the European continent.

This campaign aims to attract, educate, encourage, and reward sustainable travel practices, raising awareness of sustainability among Chinese tourists. We plan to organise educational activities on a long-term basis, promoting the concept of "slow living" in Europe and fostering a greater sense of environmental consciousness.