



January 5th 2015

Letter of Reference

To whom it may concern,

I am writing this letter to give my highest recommendation for Mr Reindl (Austrian citizen, born on November 26th 1982), whom I have known since 2011, when he started working for me at China Travel Trends, an international communication and consulting organization focused on the Chinese Travel Market.

During his time at China Travel Trends, Mr Reindl has held several functions throughout a variety of projects, leading to his overall assignment as General Manager in 2013. Mr Reindl was in charge of several research and publication projects for China Travel Trends. Key projects included:

- **The 2012 Essential China Travel Trends Book**
a 90+ page print and eBook publication about current trends and developments on the China Travel Market with articles from 18 industry experts along with a booklet website.
- **The 2012 China Travel Social Media Report**
a 40+ page research report (and presentation materials) about the use of social media in travel marketing in China for Think!.
- **ATDW 'Online in China' eKits (2012)**
a series of 4 eKits about how to be successful online in China (Introduction, Developing a Chinese Website, Search Engines, Social Media) for the Australia Tourism Data Warehouse.
- **China Market Entry Research Report (2013)**
a 50+ page market entry research report for Prestige Cruises including focus groups, online survey, industry web and social media analysis.
- **Marketology China Representation Concept (2013)**
a China representation strategy and concept for Brand USA as a collaborative effort between China Travel Trends, Dragon Trail, Travel Link Marketing and BRIC Marketing.

In addition to managing various projects and co-operations with diverse partners, Mr Reindl was also in charge of China Travel Trends websites' content management and editorial as well as ongoing business administration.

Mr Reindl is among the most qualified people I have worked with: He takes each project to heart, works with great attention to detail, and makes sure to be within deadlines while managing several project partners around the globe. His productivity and efficiency have impressed not only me, but also many involved partners and customers, and his deliverables are consistently of the highest quality.

Next to his solid skills set and his professionalism, it was his motivation, creativity and independence which impressed me most. Mr Reindl has profound knowledge of both, the China Travel market as well as social media and digital marketing, for which he is highly respected by colleagues and project partners.

Throughout his many projects he skillfully managed a plethora of personalities in intercultural and virtual collaboration settings. His enthusiastic, optimistic attitude is contagious and serves to motivate and energize the people he works with. Mr Reindl is also very calm and collected under pressure and has demonstrated both, superb problem-solving skills as well as excellent communication skills - verbal and written.

In summary, Mr Reindl is among the strongest employees I have had over the years. He leaves China Travel Trends with the end of 2014 to tackle new challenges and I give him my full-hearted endorsement and recommendation as an employee, team member or researcher - I am convinced he would be an outstanding asset to your program and team and I hope to collaborate with him again on future projects.



Jens Thraenhart

The image shows a red circular stamp with the text "CHINA TRAVEL TRENDS" at the top and "Content - Community - Consulting" at the bottom. In the center of the stamp is a smaller red square with the text "CHINA TRAVEL TRENDS" and "COM" below it. A blue ink signature, which appears to be "Jens Thraenhart", is written over the stamp.

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