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Comfort Travel

Liaoning Comfort International Travel Service Co., Ltd.

Liaoning Comfort International Travel Service

SHENYANG, CHINA | 2025.04

About Us

01

ABOUT US

Depart | Meet a Better Self

01 About Us

ABOUT US

Company Profile

BTH Group → China Comfort Group → Liaoning Comfort

► A leading large-scale integrated tourism operator in China, combining wholesale, retail and reception.

► Preferred contractor for large-scale conferences and exhibitions hosted by governments, enterprises and public institutions.

► A study-travel service provider focused on K-12 students.

► A pioneer applying internet technology to the tourism industry.

► Providing a full-dimensional service system and diversified value-added services.

Founded	Members	Outlets
2004 year	300k+	100+

01 About Us

ABOUT US

Key Strengths

1

Tech Empowerment

Self-developed ERP and WeChat mini-programs, improving management efficiency and enabling efficient online booking.

2

Product Innovation

"Classroom on the road" study-travel model; launched the "Planet Kids" brand and a series of flagship study-tour products.

3

Local & Inbound

Deep expertise in Northeast China local reception and inbound tourism, delivering quality service for FIT and group arrivals.

4

MICE & Exhibitions

Experienced in organizing large international-brand exhibitions and culture-tourism events throughout Northeast China.

Features & Advantage

Enterprise Culture

Family

The company is one big family where Comfort [illegible] and support one another.

ARMY

School

The company is a school where Comfort people learn lifelong and inspire each other.

Army

The company is an army where Comfort people aim high and compete with courage.

01 About Us

ABOUT US

Enterprise Honor

Honors & Awards

Top 100 National Travel Agency	National Advanced Unit in Tourism
National Civilized Tourism Unit	Innovation Case of China's Ministry of Culture & Tourism
Liaoning Quality-Service Travel Agency	Liaoning 5A Travel Agency
A-Level Tax-Credit Payer	Provincial Civilized Tourism Demonstration Unit
Shenyang Outstanding Travel Agency	Shenyang Credit 5-Star Travel Agency

Member of China Association of Travel Services; Member of its MICE & Study-Tour branches; Vice-chair unit of Liaoning Senior Citizens Federation; Vice-chair unit of Shenyang E-Commerce Association.

01 About Us – Store Network

ABOUT US

Store Franchise

➜ Wide Coverage

Liaoning Comfort has built a dense service network across Shenyang. With nearly 100 outlets, we cover major commercial districts, transport hubs and residential clusters, offering walk-in consultation and booking for both local and out-of-town travelers.

➜ Quality Service

Our team designs premium domestic and international routes end to end — from itinerary planning, hotels and transport, to guiding and emergency support — ensuring every traveler feels cared for and reassured.

Business Segments

02

BUSINESS SEGMENT

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02 Business – Inbound

BUSINESS SEGMENT

INBOUND TOURISM

Backed by 20+ years of tourism expertise and meticulous full-chain service, Liaoning Comfort has built a global reception network for inbound travelers.

International Reception Network

Our service footprint covers Russia, France, Japan, South Korea and over 20 other countries across Asia and Europe.

Wide Recognition

With strong resource integration, multilingual teams and worry-free standards, we have become a key window for international visitors to experience Northeast China.

02 Business – Local Reception

BUSINESS SEGMENT

LOCAL TOURISM

A leading local-reception brand in Northeast China with 18 years of experience. Core offerings: tickets, hotels & B&B, transport, custom Northeast tours, DPRK border tours, VIP small-group tours and inbound reception.

02 Business – Visa

BUSINESS SEGMENT

VISA SERVICE

Global visas with 99.99% approval rate

20	29	10	2	9
Asia	Europe	Americas	Oceania	Africa

Approved group-visa dispatch authority to dozens of countries

02 Business – Study Tour

BUSINESS SEGMENT

STUDY & RESEARCH

Planet Kids

Combining education + travel + technology, our philosophy is "love-led, deep research, solid learning, warm education". We build curious, thoughtful and capable young innovators.

Research | Thought | Fun | Awakening

6 Course Pillars

Covering aerospace, botany, paleontology, world heritage, folklore and more — 17 disciplines across 37 fields.



Awarded Study-Tour Operator in Liaoning

Selected among 51 cross-border routes for Hong Kong & Macau youth; winner of 2023 quality-route award; case study by the national Ministry of Culture & Tourism.

Expert Faculty

20+ contracted experts across domains ensure academic accuracy and professional standards.

02 Business – Study Tour

Planet Kids – Contracted Expert Team

BUSINESS SEGMENT



Liu Sen

Paleontology Lecturer

Museum curator, member of Liaoning Writers Association; author of popular paleontology books; lead instructor for our paleo courses.



Qi Ji

Aerospace Lecturer

MSc in aerospace engineering; national-level referee; trainer for youth science & aerospace camps.



Huang Yanqing

Biology & Ecology Lecturer

Associate researcher at CAS Institute of Applied Ecology; senior engineer; led 10+ national research projects.



Li Guoxu

History Lecturer

Founder of Liaoning Youth Reporters; senior study-tour mentor; Level-2 national psychological counselor.

02 Business – Study Tour

BUSINESS SEGMENT

STUDY & RESEARCH

02 Business – Wellness

BUSINESS SEGMENT

Health-preserving Sojourn

Wellness Sojourn

Step 01 – Diversified Route Planning

Leveraging premium natural and wellness resources; launched the "Jiangnan – Zhejiang / Jiangxi / Hunan / Shanxi / Henan" five-province special train product in Mar 2025, highly praised by clients.

Step 02 – Life-cycle Product Customization

For active seniors, we develop long-stay wellness holidays in Europe, Southeast Asia and other premium destinations.

Step 03 – Deep Wellness Service Integration

Partnering with professional wellness institutions; offering medical care, rehabilitation, health lectures and psychological counseling.

2021

Founded "Kangfu Sojourn" wellness brand; branches in Shenyang, Dalian, Changchun, Harbin.

02 Business – Wellness

BUSINESS SEGMENT

Health-preserving Sojourn



Tanggangzi Mud Therapy, Anshan

Founded 1950; famous hot-spring resort praised as "Asia's No.1 Mud Therapy Center"; 140+ physical therapies; a provincial wellness destination integrating convalescence, tourism and leisure.



Bo'ao Lecheng Medical Zone

Approved by the State Council in 2013 with nine preferential policies; special medical treatment, health management, rehabilitation, anti-aging; the only pilot in China for real-world world-data applications.



Hailing Island Wellness

Surrounded by sea, golden beaches and clear waters; annual avg. 22.8°C; one of China's top 10 most beautiful islands.

02 Business – MICE

BUSINESS SEGMENT

EXHIBITION

Our project-management and service standards are continuously upgraded. We have long served government and enterprise clients, handling domestic and international conferences, exhibitions, commercial performances, video production, brand planning, stage/lighting/audio rental, protocol and print.

- Professional Team
- Rich Experience
- Fast Response
- Fast Response

2024 Selected Conferences & Exhibitions

- Huanren All-for-One Tourism Roadshow
- 2024 Beijing International Culture & Tourism Consumption Expo – Liaoning Pavilion
- China Tourism Day (May 19) city event
- Cultural & Natural Heritage Day main-venue event
- China Good Netizens Shenyang Tour
- Liaoning Museum "5.18 International Museum Day" special stamp launch
- Universal Beijing Resort Northeast roadshow
- Hushan-Great Wall to Jiayuguan East-West Route launch
- 2024 Northeast Asia (Shenyang) Culture & Tourism Creative Expo
- Global Public Security Cooperation Forum (Lianyungang)
- 33rd Annual Conference, Architectural Society of China, Interior Design Division (Jinan)
- 75th Anniversary PRC founding – Liaoning Intangible Cultural Heritage Exhibition
- "Huahaidao Champion Night" roadshow Shenyang
- 2024 Shenyang Ice & Snow Season Staff Winter Games
- 2024 Northeast Asia Tourism Destination Development series

02 Business – MICE

BUSINESS SEGMENT

EXHIBITION

2024 Northeast Asia (Shenyang) Culture & Tourism Creative Expo

📍 Shenyang Imperial Palace South Square

First market-operated, first outdoor-hosted, first with sports elements — highly praised by provincial and municipal leaders.

02 Business – MICE

BUSINESS SEGMENT

EXHIBITION

2023 Northeast Asia (Shenyang) Culture & Tourism Creative Expo

📍 Shenyang New World Expo Center

Mayor Lü Zhicheng's instruction: "Achievements and innovation! Summarize carefully and aim higher year on year."

02 Business – MICE

BUSINESS SEGMENT

EXHIBITION

2022 Northeast Asia (Shenyang) Culture & Tourism Creative Expo

📍 Shenyang New World Expo Center

Highly commended by Vice Governor Guo Caiyun and Director Liu Weicai of the Provincial Department of Culture and Tourism.

EXHIBITION

Shenyang Metropolitan Area Tourism Industry Alliance Founding Conference

Co-hosted by Liaoning Provincial Department of Culture and Tourism, Shenyang Municipal Government, Anshan Municipal Government and other parties. 📍 Shenyang Imperial Palace.

02 Business – M

BUSINESS SEGMEN

EXHIBITION

32nd Annual Conference, Interior Design Division, Architectural Society of China (Shenyang)

📍 Luxun Academy of Fine Arts

End-to-end creative planning and meticulous detail execution, providing full support for a national-level academic summit.

EXHIBITION

2023 China International Travel Mart (Kunming)

📍 Kunming

Undertook the Liaoning Pavilion for the Provincial Department of Culture and Tourism, including the tourism promotion event.

Self-Media 03

SELF-MEDIA

Depart | Meet a Better Self

04 Self-Media

SELF-MEDIA

SELF-MEDIA

New technology, new formats, new approaches. In 2017, Liaoning Comfort set up its new-media team, running official Weibo, WeChat, Douyin, Kuaishou, WeChat Channels and RED, delivering articles and video content to followers.

In 2021, we entered short-video and live-streaming, building an integrated media matrix. As of 2023, cumulative followers across platforms have exceeded **1,000,000+**.



Comfort Club

04

COMFORT CLUB

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04 Comfort Club

COMFORT CLUB



COMFORT CLUB

Founded in 2015

For a decade, the club has built a loyal membership of hundreds of thousands, becoming a warm home for travel lovers.

Travel+ New Model

Curated routes worldwide plus rich lifestyle activities around travel.

Staying True to Our Mission

A complete benefits system and meticulous service to help members unlock a wider world on the road.

Informationization 05

INFORMATIONIZATION CONSTRUCTION

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04 Informationization

INFORMATIONIZATION CONSTRUCTION

- **2007** Founded our technology subsidiary
- **2020** Certified as a High-Tech Enterprise

04 Informationization

INFORMATIONIZATION CONSTRUCTION

ERP Connected to Finance

Standardized and controlled business workflows through ERP and finance integration. Mobile ecosystem (Sweet Trip mini-program, Planet Kids) reaches millions of young users.

Authoritative Information Platform

Built provincial-level tourism resource system, Shenyang Tourism Association official website, and "Sweet Trip" integrated platform (2021 Liaoning culture-tourism-tech integration pilot).

Scenario Tools

Developed e-ticket verification system, Northeast Asia Expo app, and "Where to Go in Northeast" regional distribution platform.

2023–2024: as operator of the "Visit Liaoning" smart-tourism platform, supported by cloud computing, big data and 5G, we integrate provincial culture and tourism resources into a one-stop service portal. The "Informationization Project" has been selected as a national innovation case by the Ministry of Culture and Tourism.

www.lncct.com Liaoning Comfort International Travel Service Co., Ltd.

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