

**2018 EU-China Tourism Year Webinar recording and supporting documents available to download for FREE**

**Hamburg, 2.3.2017.** In advance of the 2018 EU-China Tourism Year, and as part of the World Bridge Tourism Project, funded by the European Union and organised by the European Travel Commission (ETC) and the European Tourism Association (ETOA), COTRI China Outbound Tourism Research Institute hosted a free English-language webinar on Feb. 23rd, 2017 which introduced the latest information on China's Outbound Tourism to Europe.

The webinar – as presented with live commentary from Prof. Dr. Wolfgang Georg Arlt and Dr. Minjuan Deng-Westphal – is now available to be viewed at the links below. Furthermore, an accompanying PDF version of the presentation, which provides the opportunity to clearly examine all included graphs and statistics, can also be downloaded for free from the link below.

Watch the video here; <https://attendee.gotowebinar.com/register/1907213250057728770>

or here; <https://www.youtube.com/watch?v=dOfloiPMAIQ>

Download a PDF from our webpage here: <http://china-outbound.com/wbt/>

The webinar presented never before seen results from an EU-funded survey by KAIROS - *Report on the latest and future developments in tourism flows from China to Europe*. 26,000 reviews about European attractions and activities were downloaded and analysed for information about the positive and negative opinions expressed by Chinese travellers in relation to European destinations and travel products.

Further parts discussed the characteristics of the demand structure of different segments of the Chinese international tourism source market, introduced the specific structure of the Chinese tourism industry and gave hints for the successful interaction with Chinese business partners.

Serving also as preparation for the World Bridge Tourism Shanghai event held in conjunction with the ITB China on the 9<sup>th</sup> and 10<sup>th</sup> May, 2017, the webinar provided information about the ITB China, and activities in connection with the WBT project in Shanghai in May. Following two Q&A sessions, the presentation finished with an outlook to the 2018 EU-China Tourism Year.

For further information please contact [WBT@China-outbound.com](mailto:WBT@China-outbound.com), Tel. +49 40 558 99 576.

More information regarding the World Bridge Tourism Project can be found at: <http://www.etoa.org/WBT> and about the EU-China Tourism Year 2018 at <http://ecty2018.org/>

COTRI China Outbound Tourism Research Institute is the world's leading independent research institute for consulting, research, information, training, and quality assessment relating to the Chinese outbound tourism market.

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