

Free Webinar on April 11th, 2017 Discussing the Latest in Online Tools Suited for the Chinese Outbound Travel Market

Hamburg, 30.03.2017. On Tuesday 11th April, 2017 COTRI China Outbound Tourism Research Institute and China based and travel focused digital marketing agency Dragon Trail Interactive will offer a free webinar entitled: *“Keeping up the Pace: New Online Information and Marketing Sources for Chinese Outbound Tourism”* from 9:00 to 9:45 GMT+1 (9:00 London, 10:00 Berlin, 16:00 Beijing). The webinar will be delivered in English by COTRI Director Prof. Dr. Wolfgang Georg Arlt and Dragon Trail’s Marketing Director Michaela Mentasti, consisting of two experts’ presentations, followed by a Question & Answer session. Participation is free of charge, however prior registration at the link below is advised:

Register: <https://attendee.gotowebinar.com/register/4702166311449538563>

Examining the possibilities in the field of Chinese outbound tourism enabled by contemporary online services, the webinar will analyse market opportunities from the perspective of both Chinese customers and international service providers. This will include a discussion of the most up-to-date Chinese social media tools including WeChat and beyond, as well as the many opportunities provided by Dragon Trail Interactive’s China Travel Academy training and e-learning platform. The platform can be used both as a means of disseminating destination information directly to potential Chinese clients, as well as a tool to train tourism service providers around the world via the recently-released online version of COTRI’s CTW Chinese Tourist Welcome Programme.

Gaining a valuable insight into the newest, most innovative online tools that have become indispensable to Chinese outbound travellers, as well as platforms through which international tourism providers can both reach the market and learn about visitors’ needs, webinar participants will be able to craft marketing strategies suited to their rapidly-evolving customer base and equip themselves for future developments.

A second live webinar on the same topic will be held two weeks later on Tuesday 25th April from 17:00 to 17:45 GMT+1 (17:00 London, 18:00 Berlin, 12:00 New York City, 11:00 Lima, 9:00 Los Angeles). Registration details to be made available at a later date.

For further information, please contact:

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