



Launch of the 2018 CTW Awards

Hamburg 12.02.2018. China Outbound Tourism Research Institute (COTRI) would like to announce the opening of the application period for the *2018 Chinese Tourist Welcome (CTW) Awards*.

The CTW Awards have been organised by COTRI since 2004. More than 100 tourism service providers, Destination Management Organisations, National Tourism Organisations, retailers, marketing and communication companies and others involved in the Chinese outbound tourism source market have been awarded with the CTW Award. CTW Awards are recognised inside and outside China as the most important quality sign for the international Chinese outbound market, with wide coverage in print and electronic media.

COTRI invites all tourism organisations, destination marketing companies, tourism service providers and private companies globally from the leisure, tourism and hospitality sector, as well as transportation and retail companies, to apply with their products, services or projects for the CTW Awards 2018.

The 2018 awards will be announced at the ITB China event in Shanghai, which takes place 16-18 May this year.

Awards will fall into five categories: *Product Innovation, Internet/Media, Service Quality, Marketing and Overall Performance*.

To apply for free for the 2018 CTW Awards please see the **CTW Awards page** on the COTRI website at: <http://china-outbound.com/ctw-awards/>

To keep up to date with all the latest information in the Chinese outbound tourism market, be sure to subscribe to receive the [free COTRI Weekly](#) in your inbox every Tuesday.

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