

## COTRI IN THE NEWS



**ALJAZEERA**

**On April 15th COTRI CEO Prof. Arlt participated in a AJL online conference in a virus-induced format. For one hour all nine panellist discussed with the AJL CEO Simon Lehmann live on Zoom the future of Short-Term Rentals.**

By Professor Dr. Wolfgang Georg Arlt for Al Jazeera Consulting

15th April 2020

The COTRI presentation and the talk between Simon Lehmann and Prof. Arlt can be seen following the link below. Simon Lehmann, at that time leading a Swiss holiday home rental company, by the way was one of the very first customers of COTRI 15 years ago, seeing already the potential of the Chinese market. It was a bit too early then, but it will be the right time now after the re-start of international travel. Offering save, small group or family size accommodation close to local people and local culture, or bespoken luxury experiences with history more important than brand, will find more interest in the relevant Chinese market segments than ever before.

Link to the video:

<https://pillowtalkmedia.com/short-term-rental-industry-resources/ajl-profitability-hub-news-from-china-snapshot-of-a-recovering-market/>