

COTRI IN THE NEWS



COTRI to shine the spotlight on restarting Chinese outbound tourism

An interview with Prof. Dr. Wolfgang Georg Arlt FRGS FRAS
by Caroline Boey, 11.November.2020

Quote:

“COTRI, the China Outbound Tourism Research Institute, will unveil details of Advantage: Tourism (A:T), a Covid-19 recovery and resilience programme, in a hybrid summit organised by the Global Tourism Forum Institute on November 27.

Wolfgang Arlt, COTRI founder and CEO, will be speaking on A:T at the summit, and COTRI will be conducting a masterclass on how to restart Chinese outbound tourism for the Asian market on December 8...

...Arlt, who is programme lead, said A:T aims to address the significant changes in how Chinese travellers will travel, work, eat, sleep and spend their money after the end of the Covid-19 crisis.”.

<https://www.ttgasia.com/2020/11/11/cotri-to-shine-the-spotlight-on-restarting-chinese-outbound-tourism>