

China Outbound Tourism Research Institute  
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## Online Masterclass for a sustainable Recovery and Resilience programme for the Chinese outbound tourism market

ADVANTAGE: TOURISM program promises more fun and profit from Chinese visitors

Hamburg, 7.12.2020. The ADVANTAGE: TOURISM Masterclass is an online event organised by COTRI China Outbound Tourism Research Institute providing an update on the changed needs and behaviour of China's post-virus outbound tourists and about the way to achieve a better and more sustainable engagement with the Chinese outbound market.

The majority of Chinese outbound travellers say that they are eager to start going abroad again. Their demands and expectations however are different from before the CoViD-19 crisis. Family, Nature, Experiences and new Destinations have become more relevant, shopping trips to big cities are seen as less attractive now especially for the more experienced travellers.

The ADVANTAGE: TOURISM Masterclass will explain how deeper knowledge, digitalisation, better adapted products and consequently higher levels of satisfaction can be the base for recommendation marketing, directing the coming wave of Chinese customer to new destinations and services.

The ADVANTAGE: TOURISM Masterclass is free of charge and will be staged three times for the different global regions (75 minutes presentations plus 30 minutes Q&A):

On Dec. 9<sup>th</sup> 16:00 h (Beijing Time) for Asia and the Pacific,

on Dec. 10<sup>th</sup> 10:00 h (Berlin Time) for Europe, Africa and the Middle East, and also

on Dec. 10<sup>th</sup> 11:00 h (New York Time) for North, Central and South America.

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## AGENDA

Richard Adam, CEO Trend Transfer	Introduction: ADVANTAGE: TOURISM participants
Prof. Dr. Wolfgang Georg Arlt, CEO COTRI	Keynote: China's outbound tourism post-virus
Gary Bowerman, Director Check-in Asia	China's outbound tourism restart: Experiences in Asia
Gazi Haxhia; CEO Landways International	Entrepreneurial view on the new Chinese customers
Dr. Rudy Snippe, CEO Stocastic.World	Creating value by thinking differently about organizing
Pascal Beij, CEO PLANET Germany	Digital Readiness in the New Normal
Olivier Henry-Biabaud, CEO TCI Research	Sentiment measurement and Data provision for the Chinese market
Richard Adam, CEO Trend Transfer	Summary: Operationalisation ADVANTAGE: TOURISM
Live Question and Answers with the audience	30 min. Regional specific Q&A provided by panelists

## Application:

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Dec. 10<sup>th</sup> 11:00 h (New York time) for North, Central and South America [CLICK HERE](#)

For further inquiries please write to [masterclass@china-outbound.com](mailto:masterclass@china-outbound.com) or call +49 40 8450 8531.

As Winston Churchill said: Never waste a good crisis.

## ABOUT COTRI

COTRI China Outbound Tourism Research Institute, based in Hamburg and Beijing, is one of the leading research institution for the Chinese outbound market and has been working for companies and governments around the world for more than 15 years, including training more than 2,000 tourism practitioners.

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