

China Outbound Recovery

***Full day Intensive Orientation to develop the China strategy
for the Year of the Water Rabbit***

*Invest one day to find answers for the new chances and
challenges of the New Wave of Chinese Outbound Tourists*

Training and Workshop for Destinations and Service Providers

The Chinese travellers are coming back – What has changed, how to prepare for them?

After three long years, China's borders open up again in 2023, the Year of the Water Rabbit. Business travellers and students, followed by leisure tourists have developed a lot of pent up demand. During the first quarter of the year, passports have to be re-issued, visa officers positions in consulates need to be filled again and airlines have to bring back routes and affordable tickets.

Starting in Q2 2023, Chinese guests will reappear in destinations all over the world.

However, the needs and expectations, the travel motivations and behaviour changed profoundly during the pandemic, for instance:

- Less mass-market package tour groups, more families
- Less shopping, more adventure and experience
- Less famous cities, more landscape and new destinations

Which strategy is the right one for the New Wave of Chinese Visitors, which segments of the source market are fitting with your products and services, when is the right moment to restart engaging with the Chinese market?

China Outbound Recovery offers within one day orientation, information, insights and answers as a solid base for strategic decisions and the next steps.

- The morning session is dedicated to provide up-to-date information using the compact CTT China Tourism Training 2023, focussing on the changes and the new opportunities and challenges.
- The afternoon session is organised as a workshop with enough time and space to go deeper into the most relevant aspects, to revisit previous experiences with the Chinese market and to develop a roadmap for the year 2023 and beyond.

For preparation and follow-up the current COTRI publication and the online version of the CTT China Tourism Training 2023 including certification are part of the offer.

Training and Workshop is conducted by in English by Prof. Dr. Wolfgang Georg Arlt, CEO of China Outbound Tourism Research Instituts, based in Hamburg and/or by Mr. Gary Bowerman, Director of Check-in Asia and Founder of Asia Travel Re:Set, based in Kuala Lumpur.

Spanish, Italian and German language trainings and workshops are also available and will be conducted by a certified COTRI trainer.

Wolfgang Georg Arlt and Gary Bowerman are co-authors of the eBook *88 Practical Ways to Prepare for the New Wave of Chinese Visitors*. *China Outbound Tourism Handbook 2023*, published in January 2023

**88 PRACTICAL
WAYS TO PREPARE
FOR THE NEW
WAVE OF CHINESE
VISITORS**

*China Outbound Tourism
Handbook 2023*



A typical day (can be adapted according to client wishes)

09:00 – 12:00 h **Training**

- Tourism in China during the pandemic: What changed?
- Organisational hurdles (Passport, Visa, Flights)
- New demands and expectations of different Chinese outbound market segments (groups vs. semi- & selforganised trips, age cohorts, regions, special interests, business vs. leisure traveller, old and new Overseas Chinese etc.)
- New importance of Experiences and Adventure activities, outdoor activities, authenticity and sustainability, and of new destinations

14:00 – 17:00 h **Workshop**

- Experiences with the Chinese market before the pandemic
- Achieving better fit between offer and demand
- Roadmap and Strategy
- Next steps for product adaptation and marketing

Offer:

Inhouse event, co-branding possible

Number of participants 1 - 20 persons

Deliverables:

- Training and Workshop face-to-face with Prof. Dr. Arlt and/or Gary Bowerman in English or with certified COTRI expert for local languages (6 hours)
- Content of training customised according to client (City, Hotel, Attraction, etc.)

For Preparation and Follow up:

- 3 copies eBook *88 Practical Ways to Prepare for the New Wave of Chinese Visitors. China Outbound Tourism Handbook 2023*
- 3 COTRI Online Trainings CTT China Tourism Training Basic Edition 2023 including COTRI Certificate of Participation

Cost: One trainer: 1,500 Euro plus VAT (if applicable)

Two trainer: 2,500 Euro plus VAT (if applicable)

Not included: Travel day remuneration and travel cost and accommodation

Born 1957 in West-Berlin, M.A. Sinology FU Berlin,

Mandarin courses Fu-Jen University Hsinchu/Taiwan, Cantonese courses CU Hong Kong

First visit to People's Republic of China 1978

1986-1999 Tour operator for trips to (1986-89) and from (1991-1999) China

2002 PhD (Dr. rer.pol.) FU Berlin

2002-2020 Professor for International Tourism Management FH Stralsund / FH Westküste,

Guest professor in China, United Kingdom, Australia, New Zealand

Since 2004 Founder and CEO COTRI China Outbound Tourism Research Institute

Since 2021 Founder and CEO MTC Meaningful Tourism Center

Fellow Royal Geographical Society (London) und Fellow Royal Asiatic Society (London)

Research Fellow Japanese Society for the Promotion of Science (Tokyo), Fellow International Association of China

Tourism Studies (Guangzhou), Member Expert Committee WTCF World Tourism Cities Federation (Beijing)

Publications include:

Arlt: China's Outbound Tourism (2006/2011), (Routledge)

Arlt: Chinese outbound tourism in the post-SARS-CoV-2 era, in: Wen, J., Kozak, M. (eds.): Chinese Outbound Tourist Behaviour (2022), (Routledge)

Arlt: Meaningful Tourism. Best Practice Examples for a Sustainable Future (2022), (COTRI)

Arlt/Bowerman: 88 Practical Ways to Prepare for the next Wave of Chinese visitors (2023), (COTRI)

Arlt/Bowerman: The Return of Chinese Outbound Tourism (2023), (Routledge)



Director of Check-in Asia, an Asia-focused travel consulting & consumer research firm, and Founder of Asia Travel Re:Set.

Asia Travel Analyst for Phocuswright and Asia Consumer Trends Analyst for Mintel.

Co-host of The South East Asia Travel Show.

Based in Kuala Lumpur. Lived in Shanghai from 2004-2010.

Works across China, Asia Pacific and globally with NTOs, destinations, hotels, OTAs, management consultancies, insurers, banks, consumer brands and market research firms.

Author of The New Chinese Traveler: Business Opportunities from the Chinese Travel Revolution (2014, Palgrave) and China Travel Market Report 2021-25 (2022, Phocuswright)



China Outbound Recovery

Competent, compact and fast to get back on track.

Enactable base for the decision making process about your future Roadmap China.

China Outbound Recovery is available in English, Spanish, German, French and Italian.

Erhältlich in Deutsch.

Disponibles en español.

Disponibles en français.

Disponibili in italiano.

Contact for questions and orders:

COTRI China Outbound Tourism Research Institute

Nordkanalstr. 52, 20097 Hamburg/Germany

Email Trainings@china-outbound.com

Tel. +49 40 8450 8531

