



Webinar on Sep. 21st, 2017 offering practical advice to European SMEs and smaller destinations as part of the World Bridge Tourism Project

The World Bridge Tourism Project, funded by the European Union and organised by the European Travel Commission (ETC) and the European Tourism Association (ETOA), will offer the second instalment of its free webinar series on Thursday September 21st, 2017 from 14:00 to 15:15h GMT+1 (14:00h London; 15:00h Berlin; 16:00h Athens).

This free webinar will offer practical advice and best practice examples for the Chinese outbound market focused especially on European SME tourism service providers and on destination managers in locations currently less frequented by Chinese visitors.

The English-language presentation is part of a wider programme aimed at increasing understanding of the needs of Chinese visitors within the European tourism community. The World Bridge Tourism Project will be the curtain raiser for the 2018 EU–China Tourism Year, which will see an unprecedented level of attention being paid to the growing importance of China as an origin market, and the changing preferences and behaviour patterns of Chinese visitors.

The webinar will start with a short presentation of the latest market developments in Europe by COTRI China Outbound Tourism Research Institute Director Prof. Dr. Wolfgang Georg Arlt, followed by feature interviews with five relevant industry personalities from Europe and China. The European speakers include a traditional Spanish leather merchant sharing his experiences of selling regional handicrafts to Chinese customers, a Belgian China specialist from a regional tourism board explaining the stages of development of a new kind of themed oeno-gastronomy tour for Chinese visitors, and the Sales and Marketing Director of a touristic region in the UK, which achieved through SME network management to attract many Chinese travellers despite being far away from the main cities visited by them.

A Chinese perspective will be added by insights of two major Chinese tour operators, giving tips on how to prepare for the new Chinese tourism trends and growing number of special interest and individual travellers from China in Europe.

In gaining first-hand advice directly from a range of tourism experts and practitioners, participants will learn how to leverage their potential in the Chinese outbound market, gain understanding how they can link up with network partners and learn how to use the right stories and branding to attract Chinese tourists to lesser-known regions.

Viewers will be able to post topical questions before, during or after the webinar, with answers being provided by COTRI's Prof. Dr. Arlt during the Q&A session at the end of the webinar.

In order to register to take part in the webinar free of charge please follow this link:

<https://register.gotowebinar.com/register/1025550064466960643>

More information regarding the World Bridge Tourism Project can be found at:

<http://etoa.cvent.com/events/world-bridge-tourism-london-part-of-ecty-2018-/event-summary-c9957cae3ef444c5b4c7612a67e6ef4a.aspx>