

Are You China-Ready?

Southwest China Tourism Market Webinar

May 19, 2016



China is rapidly becoming one of the most important outbound tourism markets in the world. According to the China National Tourism Administration, Chinese outbound travelers reached 109 million in 2014. The United States is becoming an increasingly popular destination for Chinese travelers. In 2014, China ranked as the 6th largest international market for the United States. According to the National Travel and Tourism Office within the U.S. Department of Commerce, China is expected to become the largest source of overseas travelers to the United States by 2020 (overseas excludes Canada and Mexico).

Is Your Destination China-Ready? Join us May 19 at 8PM (ET); 5PM (PT) to gain best practices from travel & hospitality industry experts on how to cater to Chinese visitors AND learn how to effectively market to Southwest China's growing travel market.

This webinar will cover the following topics:

- **Overview of Southwest China Outbound Travel & Tourism Market**
Speakers: Consul General Raymond Greene and Commercial Consul Eric Hsu, US Consulate Chengdu
- **Best Practices from the travel & hospitality industry on how to be China-ready**
 - **Best practices on how to receive Chinese guests in the hotel**
Speaker: Richard Deutl, General Manager of St. Regis Chengdu (TBC)
 - **How to effectively cater to the local market in promoting your destination**
Speaker: Yaseen Yin, Travel Trade Manager, Choose Chicago Chengdu Office
 - **Southwest China tourists' habits and preferences and the impact of social media and digital marketing on Chinese tourists**
Speakers: Ms. Lucy Wang, Vice GM of Toursforfun.com; Ms. Judy Gao, GM of Chengdu Overseas Tourist (Yakego)

Date/Time: Thursday, May 19, 8:00PM (ET); 5:00PM (PT), 90 min.

Location: Your computer (webinar access details provided upon registration)

Cost: FREE

Register today online [here!](#)

Questions? Contact Dave Fiscus, david.fiscus@trade.gov or 801-524-3092.