

COTRI China Outbound Tourism Research Institute Exclusive Product Launch at ITB China

On the occasion of the inaugural ITB China trade fair in Shanghai between May 10th and May 12th, 2017, official event partner COTRI China Outbound Tourism Research Institute will be launching two new products: the *CTW Chinese Tourist Welcome Online Training Programme* and the Spring 2017 issue of the *COTRI Market Report*.

The *CTW Chinese Tourist Welcome Online Training Programme* is based on the full day face-to-face CTW training, which has provided certified competency in dealing with the Chinese outbound tourism source market to more than 1,000 participants around the world. Successful participants of the CTW Online Training are granted the same *Chinese Tourist Welcome Quality Host* certification. While CTW Online Training is especially suited for individual self-study, it can also be purchased by groups.

The training consists of four main modules and includes a mixture of self-tests, quizzes and a final multiple-choice test that participants have to complete before being awarded with CTW Quality Host certification. The programme requires approximately eight hours to be completed successfully. Additional study material for those wishing to go deeper into the subject is provided within the training. The CTW Online Training is powered by our technology partner Dragon Trail Interactive.

The Spring 2017 issue of the *COTRI Market Report* is the latest edition of COTRI's biannual publication, which provides in-depth analysis of the Chinese Outbound Tourism Market and presents expert insights into the current market developments and trends, factors influencing the Chinese outbound environment. It details qualitative and quantitative characteristics of different market segments and traveller groups, as well as major changes taking place within the Chinese tourism industry.

In addition to a review of 2016's market trends and an analysis of contemporary source markets and travel seasons, the *COTRI Market Report* Spring 2017 issue features a focus on distribution and marketing in China including a list of Chinese outbound tour operators specialising in customised tours, a special regional analysis of Oceania and exclusive insights into the topics of smog-induced tourism and the 2018 EU-China Tourism Year.

To celebrate the Spring 2017 issue on the occasion of ITB China, the *COTRI Market Report* is offered with a 20% discount for both the single issue of the *COTRI Market Report* and for a two-issue annual subscription.

Representatives from COTRI China Outbound Tourism Research Institute will be available to answer any questions regarding the *CTW Online Training Programme*, the *COTRI Market Report* and all of COTRI's other products and services during ITB China at **Booth 772**.

Further information is available at www.chinesetouristwelcome.cn and www.china-outbound.com.

To sample a free demo of the *CTW Chinese Tourist Welcome Online Training Programme*, please scan one of the following QR codes:

WeChat platform:



Facebook platform:

