

WONDERFULEXPO: A SOCIAL CAMPAIGN TO ATTRACT CHINESE TOURISTS



WonderfulExpo 2015 and Fireworks, the main Chinese digital agencies, have recently launched a digital campaign called “A Trip to Italy.” The goal is to take advantage of Expo Milano 2015 (1 May - 31 October 2015) and attract Chinese tourists to Milan and Northern Italy.

Despite more than a million tickets already purchased, China remains a difficult market. France, for instance, attracts more Chinese tourists, mainly for shopping purposes (1.4 times more bookings and twice as much for shopping than in Italy).

“Despite the high interest showed by Chinese people towards Italy, China is still a critical market. This is why Explora decided to increase its promotions on social media,” said Josep Ejarque, CEO for Explora.

This is why Fireworks and WonderfulExpo 2015 hired Lili Zhou to show the wonders of Milan through her eyes. Zhou, 29, is on her first European trip. She was asked to tell her Italian experience in words and pictures. Zhou will visit Milan, Turin, Le Cinque Terre and other tourist destinations. The declared goal is to tell China about places and experiences which could make Italy an exciting destination for tourists.

The Universal Exposition in Milano plans to introduce a novelty - **the countries, for the first time, are not grouped into stands according to the geographic criteria but according to the common themes.** Coffee, rice, cocoa, spices, fruit and legumes, cereals and tuber vegetables, agriculture and nutrition in arid areas, seas and islands, bio-Mediterranean ecosystems are the nine Expo 2015 Clusters which will offer the visitors a new experience.

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