

GERMAN TOURISM ADVERTISES IN CHINA AGAIN



China's economy is increasingly recovering from the corona crisis together with the desire of Chinese travelers to explore the world. German tourism stakeholders want to seize the opportunity and attract the Chinese clientele again.

In the Middle Kingdom, corona no longer seems to be as big an issue as it is in Europe. The Chinese tourism sector has witnessed a significant recovery during the recent October golden week National Day holiday, with hotel occupancies rebounding to approximately 80% of pre-epidemic levels.

As the first National Tourist Board, the German National Tourist Board (GNTB) is again organizing a roadshow in China - as a real event, not just a virtual one. **With sales events in Beijing and Chengdu this week, the GNTB is offering German suppliers the opportunity to exchange current information with more than 100 representatives of the Chinese travel industry,** present offers and conduct negotiations for the coming year.

Petra Hedorfer, CEO of the GNTB, explains: "The Chinese economy is growing dynamically again, which is boosting the purchasing power, consumer spending and the desire to travel." Hedorfer is referring to the latest survey conducted by IPK International in October, according to which 44% of Chinese people intend to travel abroad again. 25% would like to travel to Germany in the next twelve months.

Another study of Chinese travelers by Hilton revealed that 91% of travelers say they plan to travel again once the travel restrictions ease and they can travel with peace of mind, while 46% say they will travel even more than before. Moreover, 60% of those who plan to travel again say they will stop putting off special trips they have always wanted to take and more than two-thirds (68%) of those looking to travel again will explore places they have never been to before.

"With the presence of our team on site and the realization of the roadshow as a physical event, we are sending a clear signal to our partners in the Chinese travel industry. China is an important source market for German tourism," says the GNTB director.

In the planned conference program, the Chinese representatives will hold various seminars to provide information on the latest developments in Chinese tourism and current demand. The GNTB will present studies on future trends. The workshop will also provide an opportunity for one-on-one meetings between existing and potential business partners.

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