

Changing Chinese Traveler and Travel Trends

Destination on the Left Virtual Summit Hylink Downloadable Worksheet

Collect booking data of Chinese travelers for your destination, and cross reference with Chinese OTAs' data, do they match?

What's the ratio of group products vs FIT (free and independent) travel products of your destination, does it match 40% : 60%?

If you're a gateway destination, how are you collaborating with brands in your area to maximize your influence?

Learn more about marketing to China at <https://hylinkgroup.com/>

