

CNTA plans for the development of tourism relations with the CEE countries for 2016

Ms. Li Yaying

Deputy Director-General of the Department of Marketing and International Cooperation
China National Tourism Administration





游丝绸之路·品美丽中国
VISITING THE SILK ROAD
TASTING THE BEAUTIFUL OF CHINA



1. further strengthen the cooperation between China-CEEC governments , expand the scale of people-to-people exchanges.





游丝绸之路·品美丽中国
VISITING THE SILK ROAD
TASTING THE BEAUTIFUL OF CHINA



2. organize more activities to promote tourism resources and products, expand the scale of mutual visits and increase publicity.



(1) September, 2015. Three Chinese media groups and two Chinese groups of tour operators will come to CEE countries.

(2) September, 2015. CNTA will launch the tourism promotion campaigns in Russia, Czech and Hungary (12 provinces 50 persons)

21 Sep. in Prague & 24 Sep. in Budapest



游丝绸之路·品美丽中国
VISITING THE SILK ROAD
TASTING THE BEAUTIFUL OF CHINA



(3)China International Travel Mart(CITM) Yunnan, China, Nov.13-15th,2015



3. jointly develop the tourist routes and products.
4. strengthen exchange of tourist statistics.
5. strengthen cooperation in tourism training and education.



6. strengthen tourism investment,
accelerate connectivity building in
infrastructure.

7. strengthen the exchanges among local
tourist departments and enterprises.



丝绸之路
THE SILK ROAD

游丝绸之路·品美丽中国
VISITING THE SILK ROAD
TASTING THE BEAUTIFUL OF CHINA



Welcome to China!

