

China Roadshow Cancelled

18th May 2020

Dear partners,

Though the Covid-19 pandemic in China is getting well controlled, but its global spread is still ongoing and unpredictable. Due to the uncertainty of the timetable of border reopening of different countries and the quarantine measures which will be implemented in the future, we have to regretfully inform you that the 2020 China Roadshow in October will be cancelled.

For the partners who have signed up for the "Basic/Online Promotion Package":

Your package will be remained unchanged.

For the partners who have signed up for the "Premium or Standard Full Package":

Your package will be automatically downgraded into the Basic/Online Promotion Package and the price will be reduced to 19,800RMB accordingly.

For the partners who have signed up for the "Premium or Standard Roadshow Package":

Your package will be cancelled without any charge. But if you still consider to maintain your marketing activities in China then we will strongly suggest you to join in our Basic/Online Promotion Package.

As a matter of fact, STB positively marketed both Denmark and Norway through our digital B2B and B2C channels during the Covid-19 outbreak, which had greatly gained the confidence of the post-pandemic recovery and willingness of working with us among tour operators and consumers. For example, STB has done 9 webinars with more than 4,000 travel trade participants; 1 travel trade digital campaign-Super Brain which lead to over 3,400 new tour operators' registration and completion of our online training courses; 8 joint PR projects with different leading media platforms such as Sina, Dianping, Tiktok, Voyage, Global Times, Qyer, Mafengwo, etc. and more than 3.2 billion exposures; 57 WeChat posts with more than 200,000 views; 289 Weibo posts with over 13,000,000 views; 214 PR releases with more than 9 billion reach.

As the pandemic is almost over in China, we believe that the tourist boards of all over the world will start to resume their promotion in China and STB will proactively take the opportunity to promote our destinations and try to gain more market share for our partners. So please join in us on our Basic/Online Promotion Package to ensure your visibility in the market.

We sincerely apologize for the inconvenience caused but we are always open to look into the new possibilities of doing similar workshops or webinars at a later stage if the pandemic is over globally and the travel is back to normal. We will keep you posted and please keep in touch.

Please feel free to contact us if there is any question.

Ingunn Sakshaug

Market Specialist Tourism Asia and New Developing Markets

Visit Norway