



TOP 5 MARKETING STRATEGIES TO WIN OVER CHINESE TRAVELERS

Tourists from China are becoming a group increasingly targeted by tourism organizations and travel companies all around the world. The truth is that a lot of them are traveling and they spend a lot. Moreover, the potential is perhaps even much bigger. European and American companies have been analyzing strategies to reveal the full potential of China and who knows, perhaps soon the majority of worldwide tourists will be Chinese. Tourism-Review.com introduces TOP 5 Marketing Strategies to Win Over Chinese Travelers.

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SPANISH TOURISM INDUSTRY IS QUITE VULNERABLE

The tourist season has already left its best months behind but it is still not showing signs of decline – at least for Spanish tourism industry. In October, according to official statistics, overnight stays totaled 30 million, 6.5% more than in the same month last year, with an average occupancy of 3.2 nights per person and a little over 9 million visitors. Of these, just over 5 million were foreign tourists and the rest were Spanish visitors.

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ST. PETERSBURG - THE BEST DESTINATION TO LEARN RUSSIAN LANGUAGE AND CULTURE

A growing number of people all around the world learn Russian. The language is experiencing a boom in popularity for many reasons. It is a beautiful language and though it is not very widespread, many seem to be enthusiastic about the Slavic language. The truth is that Russian is excellent especially for the fans of literature. Russia is home of some of the most

notable writers in the world. For example Chekhov, Tolstoy or Dostoevsky among many others were all Russian...

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70% OF RUSSIAN TOURISTS IN ITALY BOOK THEIR HOLIDAY ONLINE

Russian tourism inflow to Italy is registering signs of revival, with significant developments in the ways of booking. 70% of Russian tourists coming to the country for holiday book their accommodation online, according to Carlo Biraschi, consultant of the Emilia Romagna region and former director of ENIT Moscow.

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E-TOURISM: DATA MANAGEMENT PLATFORMS PERFECT FOR PERSONALIZATION

Personalization is becoming the challenge of e-commerce and e-tourism as well. The success of tomorrow will depend on this technological and strategic approach. data management platforms will become the tools of recourse.

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30% OF LUXURY GOODS WORLDWIDE IS BOUGHT BY CHINESE

Luxury goods are back in popularity. China, for instance, takes advantage of the increased purchasing power of the population to create a niche in the high-end products market.

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DAILY SKI-PASSES IN EUROPE COST 54 EUROS ON AVERAGE

This winter season, skiers must pay few euros more than last year for daily ski-passes in Europe. In most winter resorts, the price is 54 euros for one day of enjoying the slopes.

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COLOMBIA TO PROMOTE THEIR GASTRO TOURISM

Colombian authorities came up with a new way of attracting more visitors – by promoting their rich cuisine and typical dishes. The emphasis on gastro tourism is the new marketing strategy announced by the Ministry of Commerce at the Caribbean Food and Rum Festival.

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BOOKING PLATFORMS IN GERMANY MAY EXPECT MORE REGULATIONS

The German Minister of Economic Affairs, Sigmar Gabriel has called for a stronger regulation of booking platforms and portals such as Airbnb.

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