

400 Global Travel Agents focus on Chongqing Inbound Tourism

On November 14, 2018, main sub-events of the Chongqing Global Travel Agents Conference 2018 took place in Chongqing, China. The event hosts are the Chongqing Municipal Commission of Culture and Tourism Development and the People's Government of Nan'an District. Themed with "inbound tourism", it promotes to build Chongqing into the pioneer of opening-up in hinterland China and a world famous tourist destination, thus boosting the municipal inbound tourism in a faster and better way.



Main sub-events of the Chongqing Global Travel Agents Conference 2018

400 global travel agents gather to purchase inbound travel products

Chongqing Global Travel Agents Conference 2018 has invited about 400 travel agents, representatives from overseas tourism institutions and international tourism experts from more than 20 countries and regions, including the U.S., the U.K., Belarus, Uzbekistan, Thailand, Canada, Hong Kong and Macao Special Administrative Regions and Taiwan.



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At the event occasion, all attendants had in-depth knowledge about the new Chongqing tourism image—A Land of Natural Beauty, A City with Cultural Appeal, from five aspects, namely downtown, the Three Gorges, arts & culture, hot springs and county. At the same time, products about Chongqing culture and tourism image were presented.

In addition, newly-advised Chongqing Tourism Marketing Incentives during the 13th Five-Year Plan (2016-2020) offered a series of facilitated policies on tourism. It aims to encourage global travel agent to bring more guests to Chongqing. Moreover, the facilitated measures for overseas tourists include port visas of overseas tourist groups to Chongqing, 72-hour visa-free policy and tax refund before leaving.

Chongqing promotes tourism overseas

At the conference, there was an unveiling ceremony of exchange and cooperation platforms for international culture and tourism, including Chongqing International Communication Center for Culture and Tourism as well as 10 overseas promotion centers for Chongqing culture and tourism. These platforms facilitate extensive international cooperation on culture and tourism, and help Chongqing tourism “go global and bring in”.

The government and the market play their roles

The global travel agents conference witnesses the signing of 30 inbound tourism markets cooperation projects. Besides, enterprises representatives from major travel agents, scenic areas, cruises and hot springs held one-on-one business talks with global travel agents.