

CHINA CROSSROADS

Sunday, December 19th 2021, 16:00 – 18:00

Covid-19 and the Tourist Industry: Trends in China and Beyond

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Delimuses and Magpie Bar | 363 Kangding Road
150rmb including drink ticket | FREE for members
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COVID-19 has massively affected and changed the global economy, and consequently many industries. One particular industry has been affected more than anything else. Tourism's basic requirement is that people can freely and easily travel. Tourism also ties into local economies by combining accommodation, food and beverage services, recreation and entertainment, transportation and travel services, as well as other industries. While tourism has seen a massive hit, China has fared a bit better than most, due its large domestic market. We're also seeing changes in people's travel behavior, choice of destinations and a shift of focus in how tourism is being marketed. Will the industry be forever changed, and what are recent trends we expect to survive after COVID?

[Yereth Jansen](#) is an entrepreneur, a marketing and product development expert on projects for the UNWTO, and was honored in China National Travel Magazine with the China National Tourism Travel New Talent Award. His company CloudBridge in Yunnan runs GoKunming.com and helps local government with international marketing projects. Jansen recently moved to Shanghai to set up the China branch of Darling Advertising + Design, a creative marketing agency offering companies of any size big agency quality and thinking without the big agency pricing. Jansen has been in China since 2009, spending most of his time traveling across the country while being based in Kunming. He is a regular speaker at high-profile forums and conferences on topics such as marketing and tourism. After finishing his degree in computer science, Jansen built websites for a living for about five years before moving to China. He is also an award-winning photographer and was in charge of branding and marketing of the China Macao Digital Cinema Festival from 2010-2011.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.