

# CHINA CROSSROADS

Thursday, January 19<sup>th</sup>, 2023, 19:30 – 21:00

## China's Coming Tourist Boom: Will Three Years of Big Investments and Reckless Gambles Pay Off?

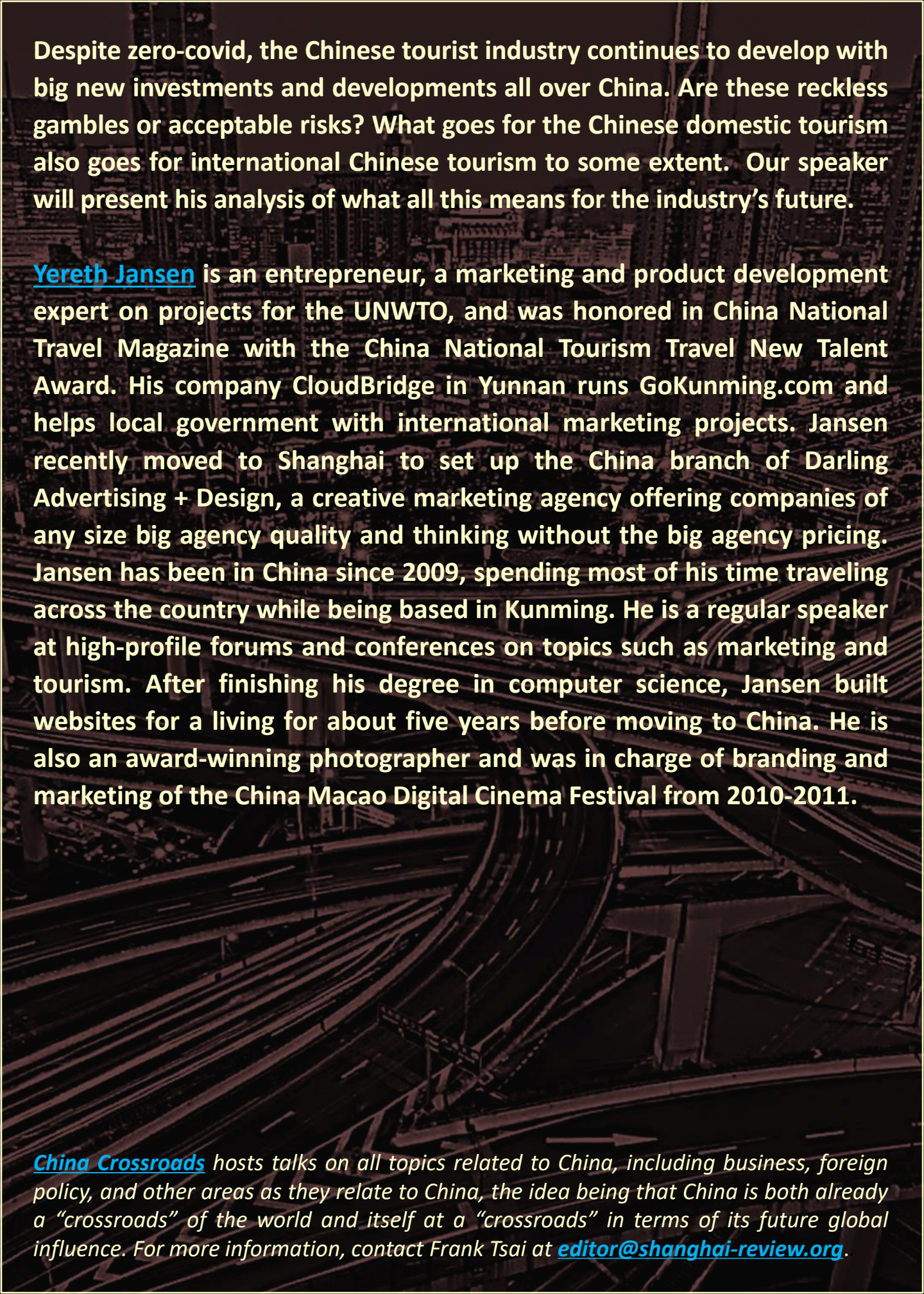
**Yereth Jansen**

United Nations World Tourism Organization  
CEO of Darling China

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Despite zero-covid, the Chinese tourist industry continues to develop with big new investments and developments all over China. Are these reckless gambles or acceptable risks? What goes for the Chinese domestic tourism also goes for international Chinese tourism to some extent. Our speaker will present his analysis of what all this means for the industry's future.

[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](mailto:editor@shanghai-review.org).