

ITB BERLIN CONVENTION PROGRAM 2020



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Event Details

BOOMING MARKET CHINA. WHAT CHINESE TRAVELERS LOOKING FOR IN EUROPE'S HEALTH MARKET.

Date	Time	Location
March 4, 2020	14:00 - 14:30	Hall 21b

- The general interest of potential Chinese tourists in the holiday activities "Using health offers (self-paying, not cure)", "Using wellness offers" and "Using thalassotherapy offers (e.g. treatments with seawater, algae, sand)" as well as
- The main sociodemographic characteristics of the target groups withan interest in the three holiday activities mentioned above.
- And: In which holiday activities are potential Chinese health tourists also interested in?

Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Asia](#)

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