

MODERN MARKETING TOOLS TO ATTRACT CHINESE TOURISTS TO KAZAKHSTAN

B2B DIGITAL TRAVEL NETWORKING AND MARKETING
FOR COLLABORATION IMPROVEMENT AMONG
RECEIVING AND SENDING TOUR OPERATORS

CHINA - KAZAKHSTAN & THE SILK ROAD

Ivan Vvedenski

Association for International Cooperation
in Tourism "World without Borders"

Kazakh-Chinese business Dialogue, Astana, November 14, 2024



B2B & DIGITAL & DEALERSHIP

Three main marketing strategies matter for us in 2025:

1

B2B networking:

To attract Chinese tourists, we should attract Chinese tour operators first. They do expertise of our local products, their adjustment and positioning to the Chinese market.

Some of our officials and experts teach us that we should spend money for social networks accounts in China , for video-clips and media, or for exhibitions promotion **without** the adequate work with Chinese tour operators, it is a **mistake**.

2

Digitalization of Networking:

approximately 30% of B2B international networking and marketing will be digital next year, and it will go up to about 50% in 2027.

3

Gathering a professional audience:

professional associations are network dealerships in the local markets.

PROMOTING EUROPE IN CHINA



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Market Intelligence

- European Tourism 2024 – Trends & Prospects (Q2/2024)
- European Tourism 2024 – Trends & Prospects (Q1/2024)
- Long-Haul Travel Barometer 2/2024
- Long-Haul Travel Barometer 1/2024
- Visa Policy and Chinese Travel to Europe
- The Chinese Outbound Travel Market
- Market Insights China

Activities

- Europe Invites the Curious Global Campaign
- ETC Co-op Programme 2024
- ITB China 2024
- How to travel in Europe for Chinese Travellers

Social Media

- WeChat
- Weibo
- Youku
- Douyin
- Mafengwo
- RED



Visit Europe

focus on

...

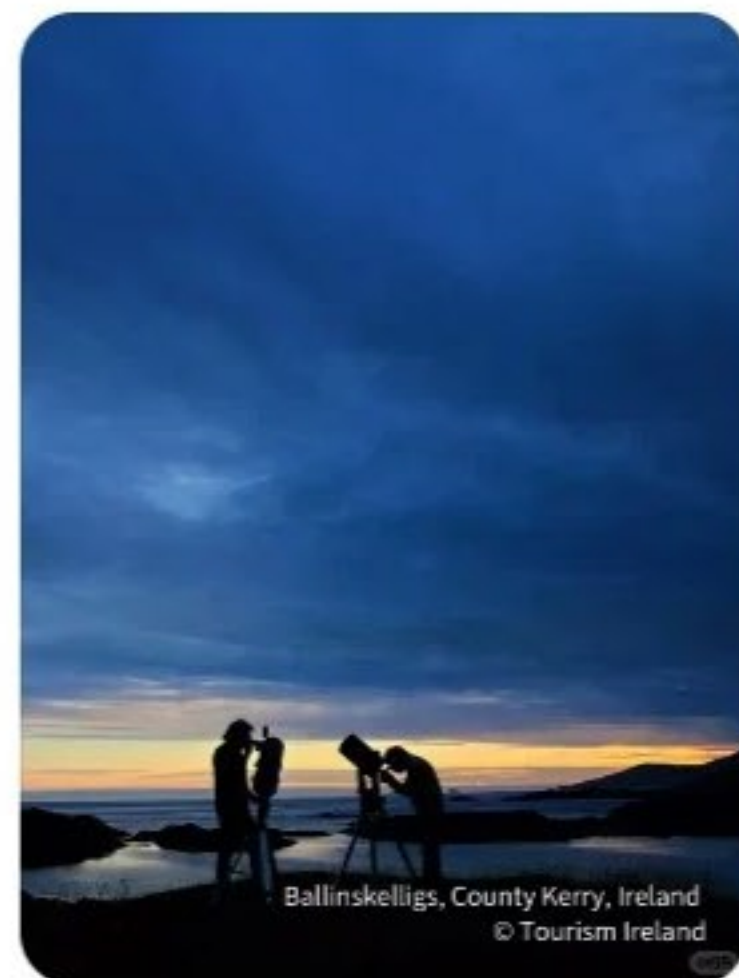
Xiaohongshu account: 1088609195 | IP Location: United States

Europe invites unusual exploration players to explore new ways of playing together

10+ focus on 10+ fan 1,000+ Likes and collections

notes

collect





front page

Strategy Group

Questions and Answers

Around the hornet's nest

group

Bee Head Club

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Accessibility



Level: Lv.30 |

+ focus on

Private Message

“The European Travel Commission (ETC) is a non-profit organization dedicated to promoting travel to Europe to the long-haul inbound market. It shoulders the mission of promoting the sustainable development of travel to Europe. After decades of hard work, ETC is at the forefront of the European tourism industry.”

twenty one focus on

498 fan

1037 Honey

Privileges



From None

European Travel Commission Published a new travelogue to unveil the mystery of traditional festivals: A three-country festival tour in Europe 2024-10-10 19:18:43

European Travel Commission Published a new travelogue of three unpopular European music festivals: Summer with music never ends! 2024-10-18 17:11:31

European Travel Commission Published a new travelogue : A feast for the senses | Three food festivals to make all your taste buds dance 2024-10-22 12:23:41

European Travel Commission Published a new travelogue : Visit three unpopular fashion capitals and meet three city styles 2024-10-25 17:35:57

European Travel Commission Published a new travelogue: The medieval city is undefended today, feeling the passage of time and the precipitation of years 2024-10-28 12:51:27

Europe/



和真实旅行者实时交流



3:15 PM 欧洲旅游委员会

Articles Videos Services

欧洲春日治愈城市：住进巴森林、樱花巷、海滩中感受春光!
368 reads 4 likes

Apr 18

透过新艺术运动浪潮看欧洲三大首都
269 reads 5 likes

Apr 9

早春四月，拥抱暖洋洋的南欧三岛
322 reads 7 likes

Mar 18

SPRING AWAKENING

和我们一起拥抱春天的温暖、奇迹和奇思妙想
206 reads 4 likes

3:16 PM 欧洲旅游委员会

Articles Videos Services

带着海鲜美食图鉴，吃遍南欧三国
323 reads 5 likes

May 30

带着海鲜美食图鉴，吃遍南欧三国
323 reads 5 likes

May 22

我们期待在2024年ITB CHINA展会与您见面!
488 reads 1 likes

May 17

EUROPE'S TIME CAPSULES

欧洲时间胶囊：穿越时空庆祝国际博物馆日!
83 reads 1 likes

国际博物馆日独家福利：欧洲宝藏博物馆指南快收好!
168 reads 2 likes

3:17 PM 欧洲旅游委员会

Articles Videos Services

OLYMPIC

巴黎奥运会，探索欧洲的最佳时机!
151 reads 6 likes

Jul 17

去欧洲自然地带探险：航海、潜水，观鲸，沉浸式体验海洋世界
157 reads 3 likes

塞尔维亚，罗马帝国与奥斯曼帝国夹角中的存在
107 reads 3 likes

Jul 6

当咖啡成为一种生活方式：欧洲咖啡文化揭秘
262 reads 8 likes

罗马尼亚的绿色百口：走进多瑙河绿



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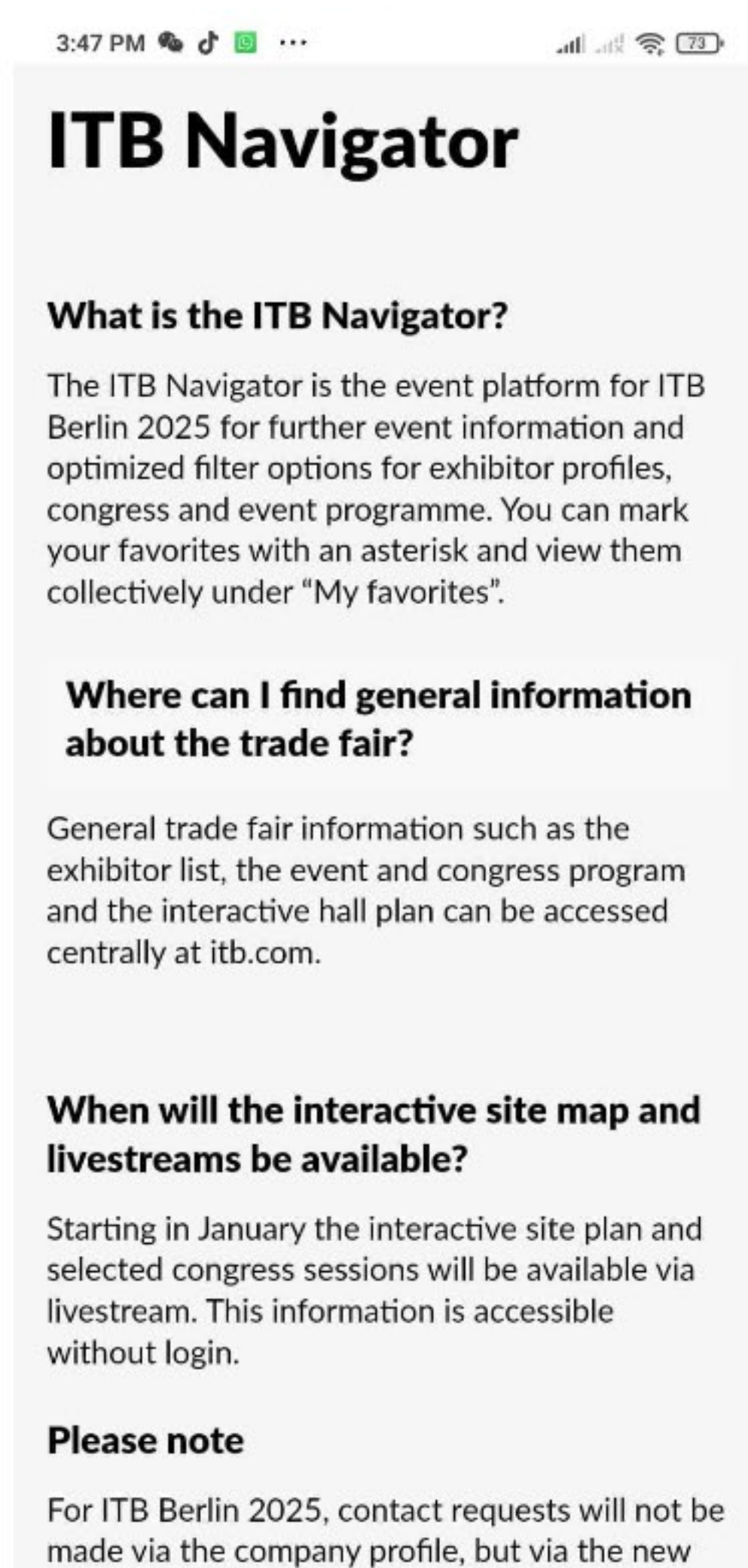
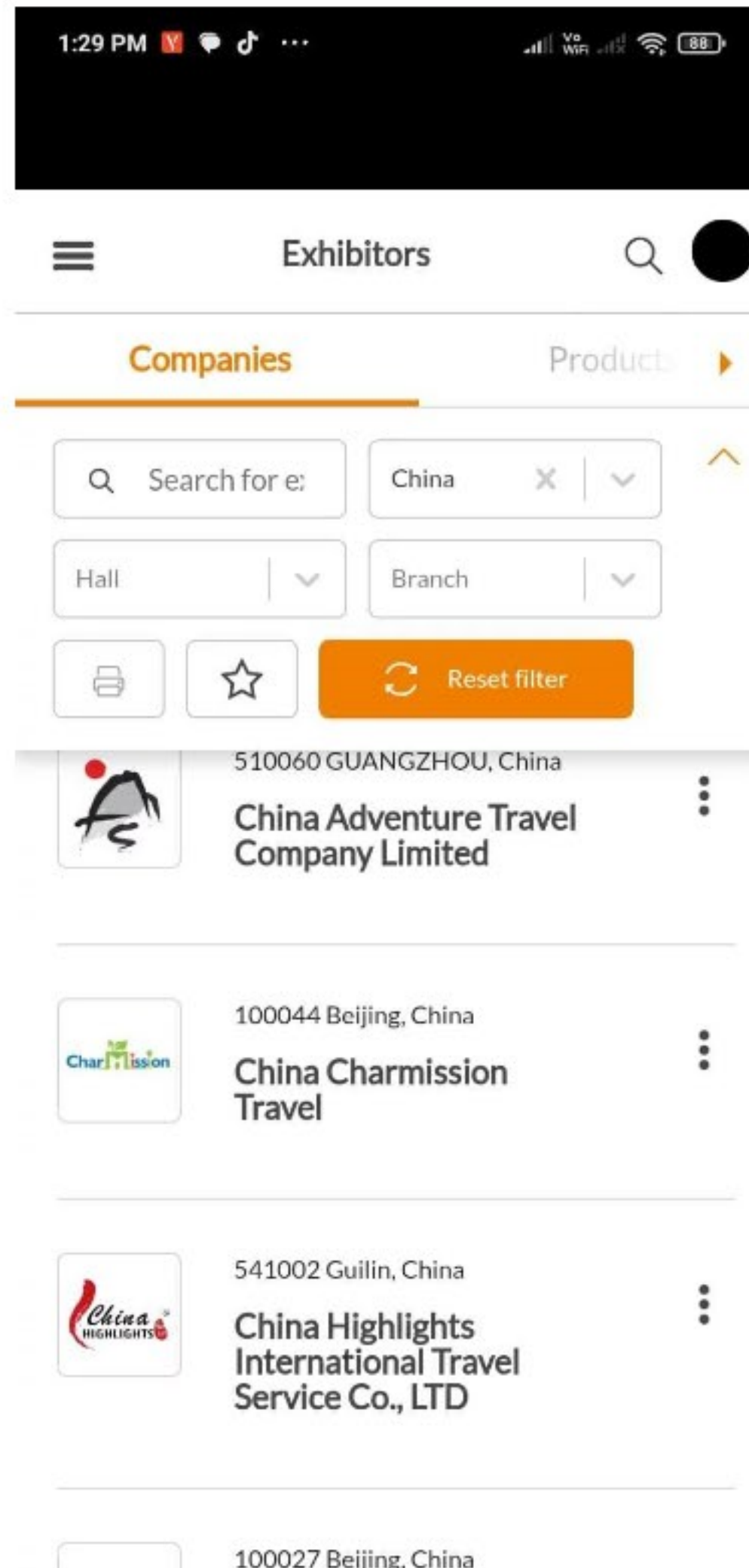
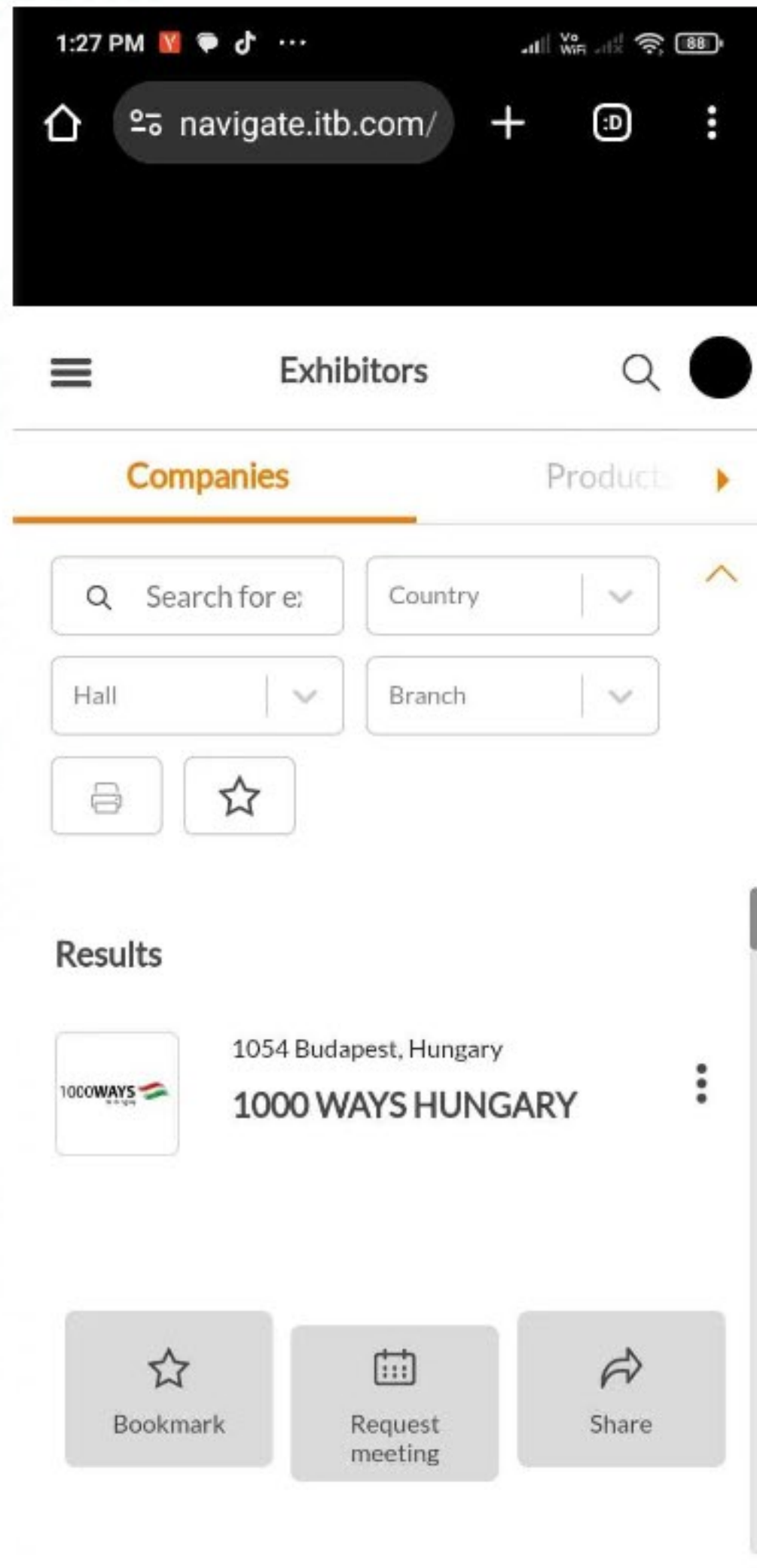
2025 ETOA Event Packages.

As we see, the **overseas long-distance** events are now online.

Event	Dates, Location	Format
Britain & Ireland Marketplace	24 Jan 2025, London	In-Person
The Nordic Marketplace	17-18 Feb 2025, Copenhagen	In-Person
European Travel Marketplace North America	27 Feb 2025	Online
Destinations Exchange Europe	2-3 Jun 2025, London	In-Person
China European Marketplace	23 & 26 May 2025, Beijing & Shanghai	In-Person
Adventure Europe	TBC	TBC
The Global European Marketplace	30-31 Oct 2025, London	In-Person
European Travel Marketplace Asia Pacific	25 Nov 2025	Online

ETOA is the trade association for tour operators and suppliers in European destinations, from global brands to local independent businesses. The membership includes tour and online operators, intermediaries and wholesalers, European tourist boards, hotels, attractions, technology companies and other tourism and business service providers.

TRADITIONAL OFFLINE BECAME HYBRID



5:33 AM -3°



Skyway LTD
N9-410

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Show on Map

Municipal state institution «Tourism Department of Almaty city» is a state body of the Republic of Kazakhstan, which provides guidance in the field of tourism in the territory of Almaty city. The main objectives are to increase the attractiveness and recognition of Almaty city in the international arena and the domestic market for the formation of the city as a center of attraction for foreign and domestic tourists

Contact

5:34 AM -3°

Skyway LTD
N9-410

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Contact

+7 (727) 341 04 51

info@visitalmaty.kz

https://visitalmaty.kz/en/read/10-reasons-to-spend-a-weekend-in-almaty/

Kazybek Bi 22, Almaty, Kazybek Bi 22, Almaty, Almaty, Almaty region , 050000, Kazakhstan

https://www.facebook.com/visitalmaty kz/

5:35 AM



#WTMLDN



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Floorplan

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Ivan Vvedenski

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Люди

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Группы

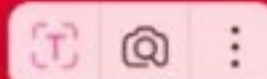
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Ivan Vvedenski

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31-Я МЕЖДУНАРОДНАЯ ВЫСТАВКА
ТУРИЗМА И ИНДУСТРИИ
ГОСТЕПРИИМСТВА

18-20 МАРТА 2025

Сообщения



The 2nd International Forum on Tourism of Shanghai Cooperation Organization (SCO) countries

Silk Road Countries United by Tourism.
Professional Dialogue.

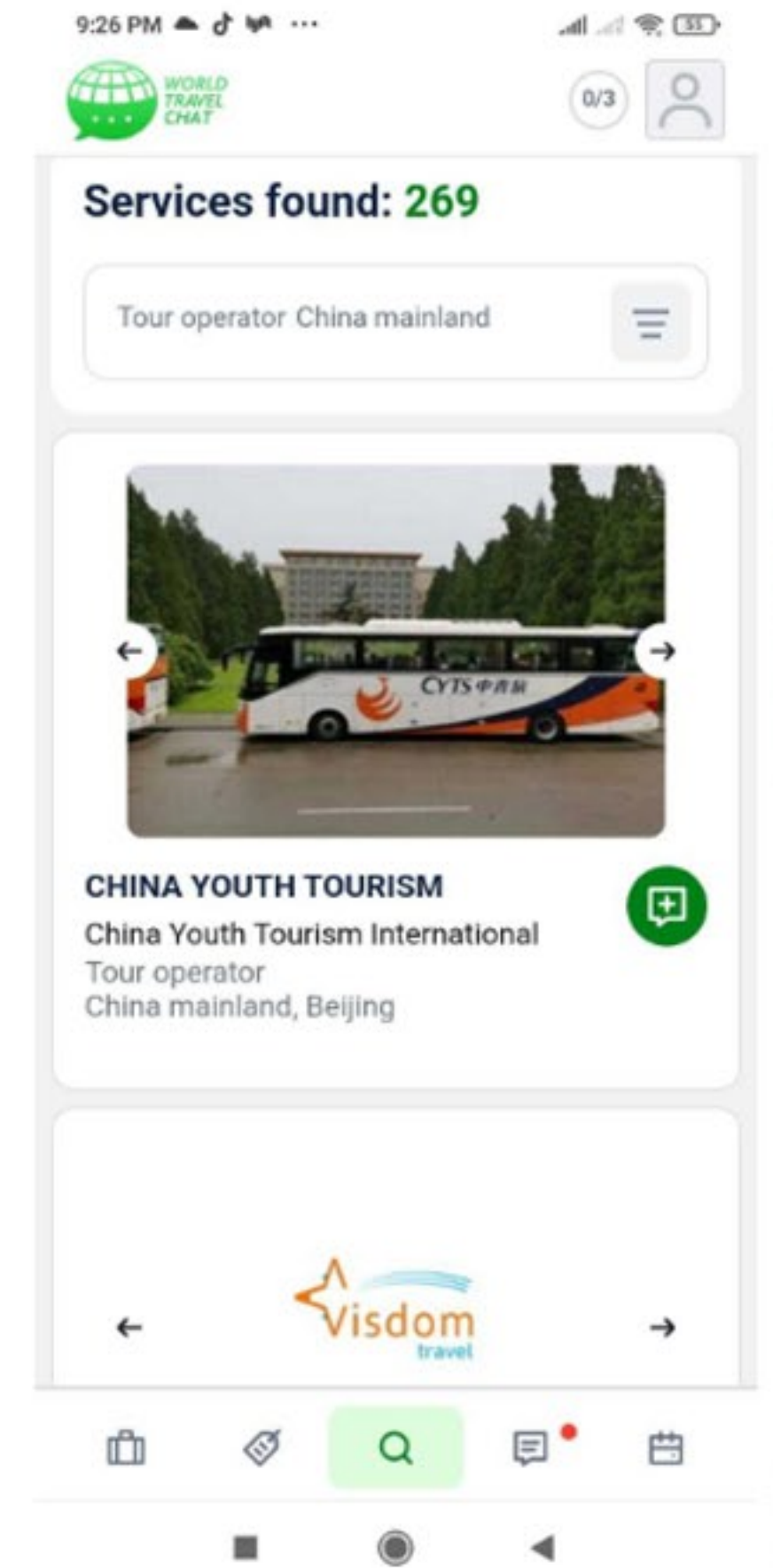
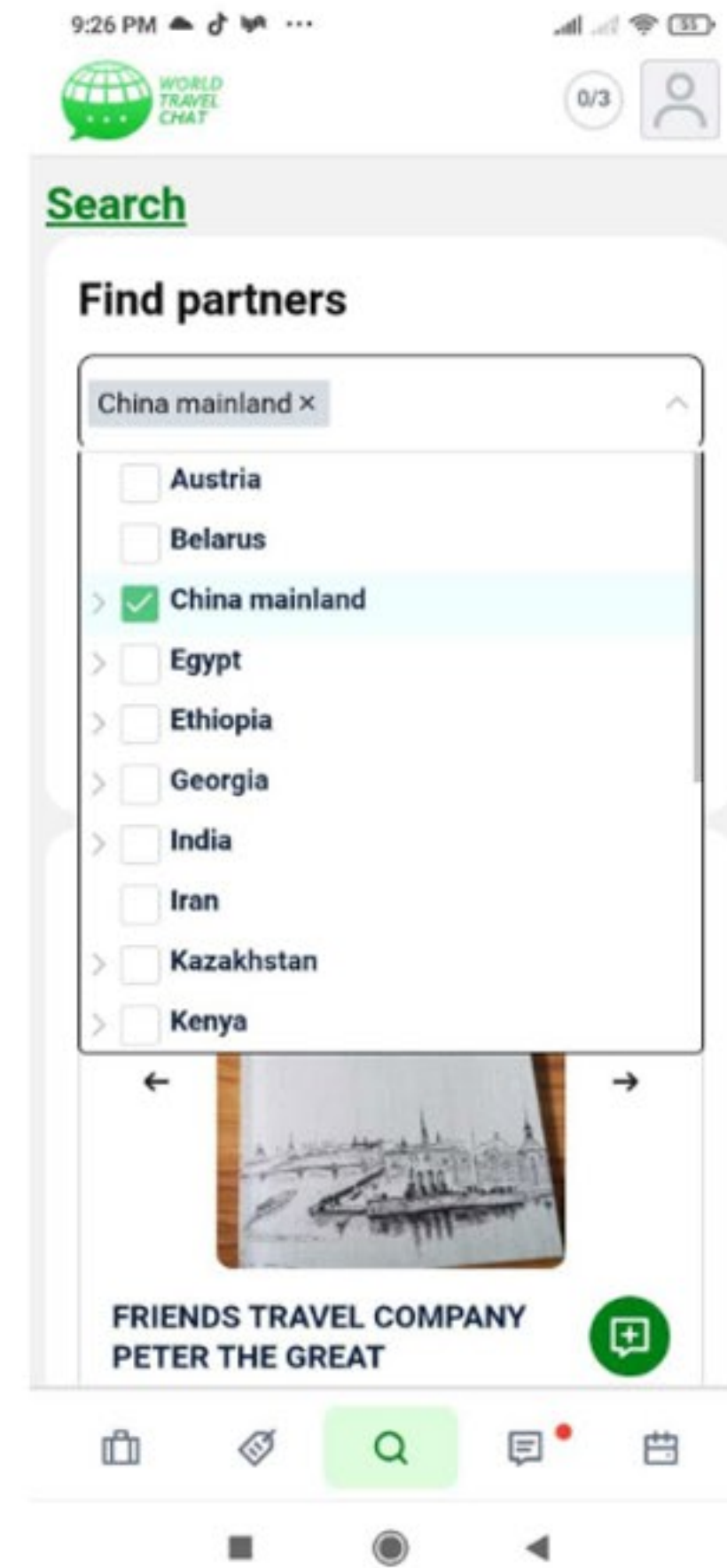
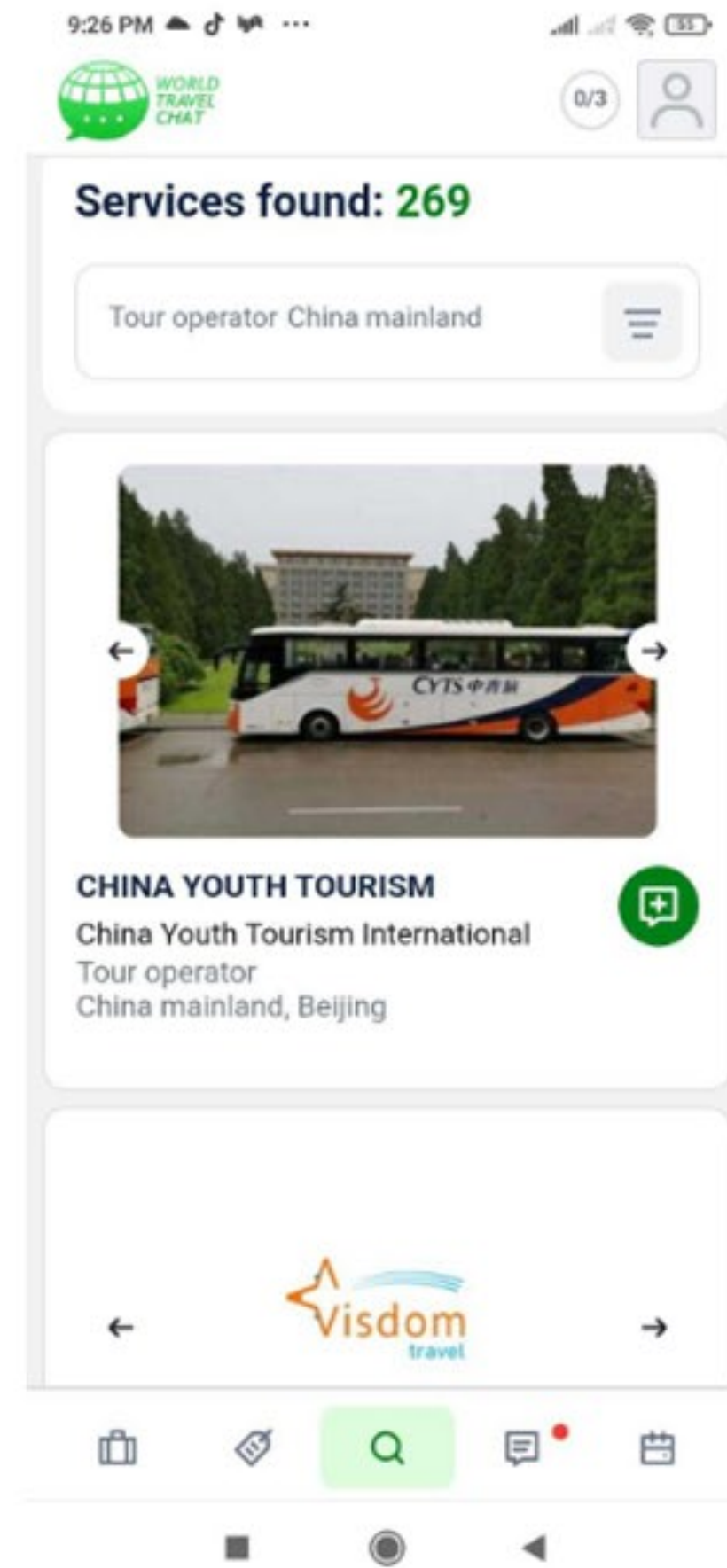
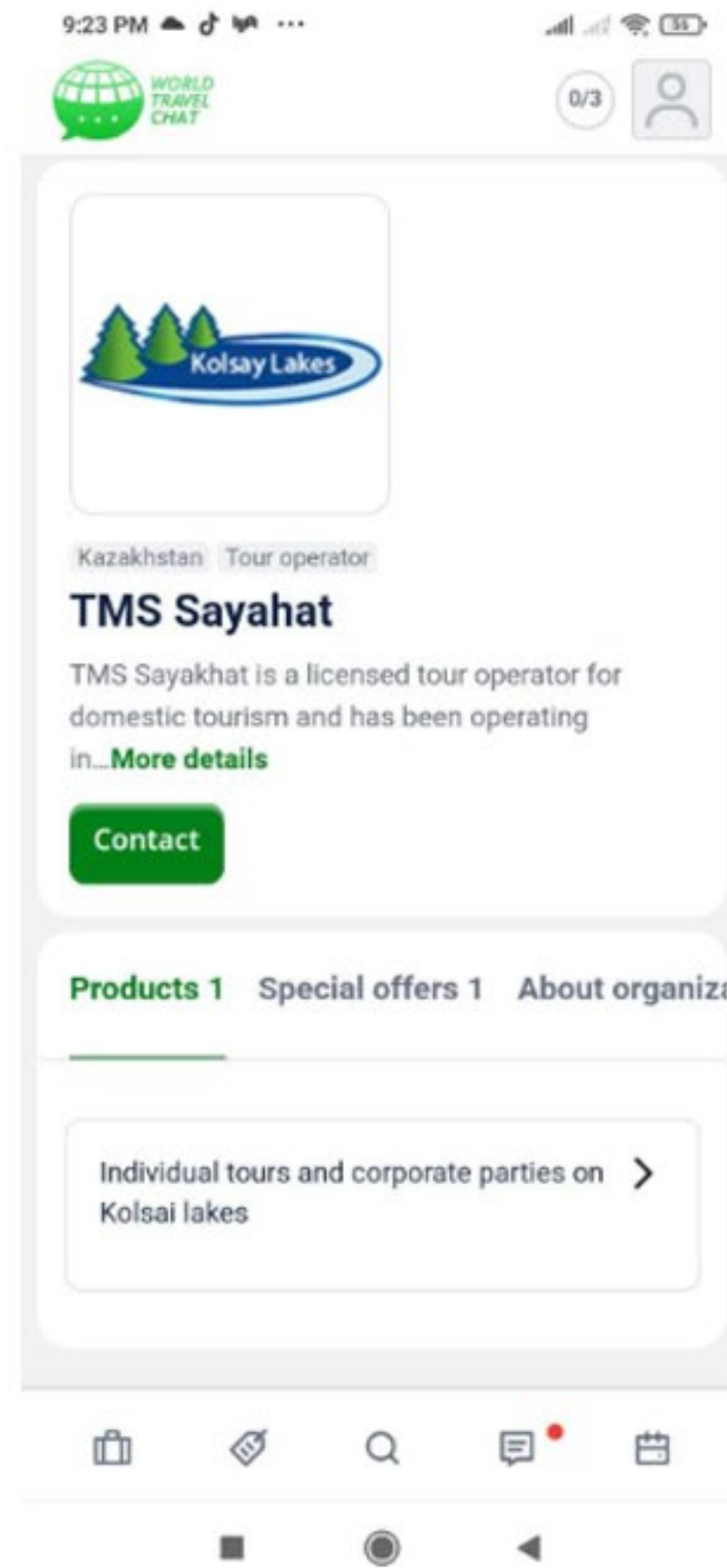
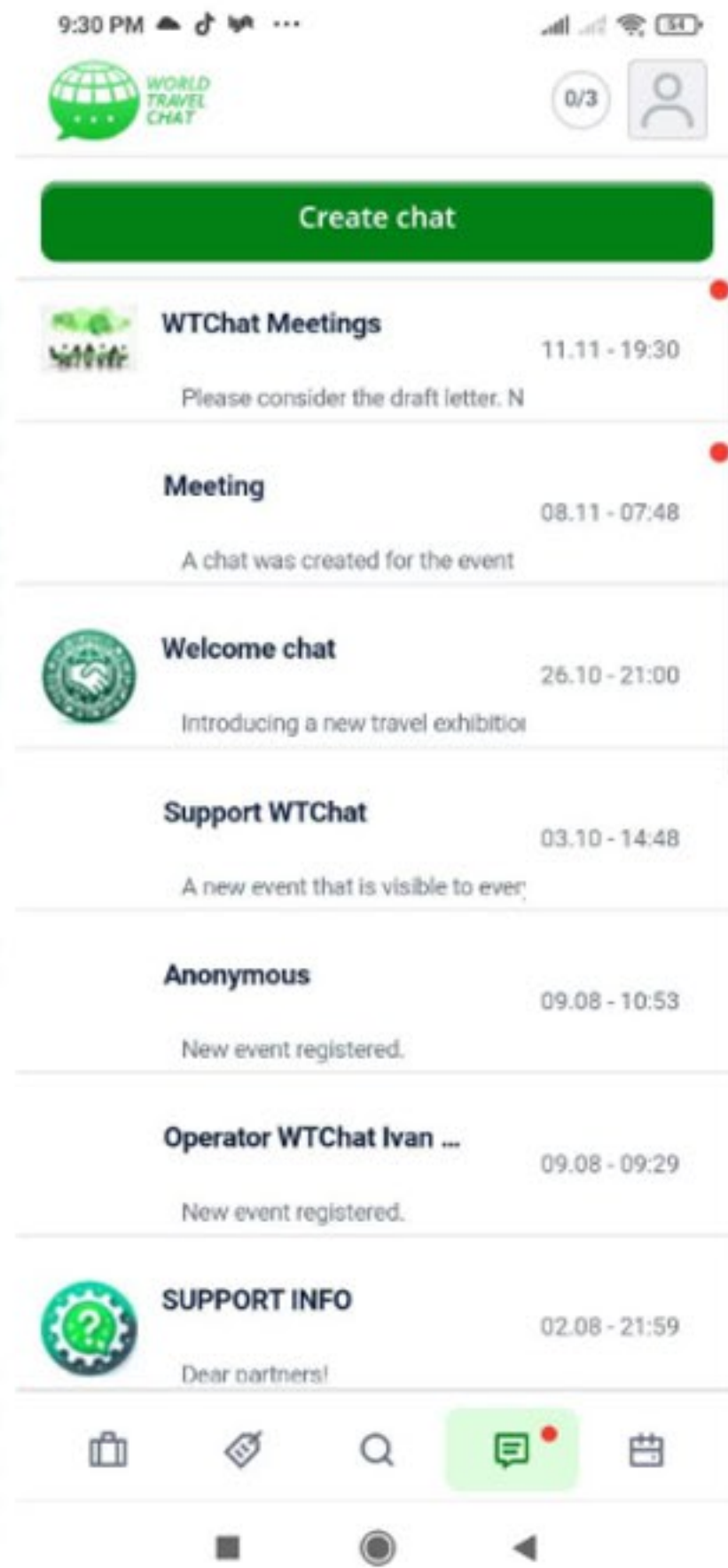


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