



Dragon Trail
INTERNATIONAL

Chinese Tourism Recovery To-Do List



Social Media: General

- Find out who the administrator accounts are for all of your social media platforms. Check if these accounts are still valid.
- Check that the accounts' annual verifications have been carried out.
- Check to see if there is any out-of-date information in the automatic replies for different platforms.
- Check to see if the custom menus on WeChat and Weibo are still valid. Are there any broken links that need to be redirected?

Social Media: WeChat Mini-Program

- Search for your mini-program through the WeChat “Discover” menu to check if it can be found and accessed.
- For hotels and restaurants, check to see if there are any closed properties listed in the mini-program and remove them if so.
- Update images and videos. Incorporate high-quality images, videos, and other multimedia to showcase the destination and attract users.

Website

- Check that the domain can be visited in mainland China.
- Check that the ICP (Internet Content Provider) license is valid.
- Check whether the SSL certificate is out of date.
- Check the website for outdated content. Update it as soon as possible.
- Update relevant information on entry and exit policies (for destinations), and update FAQ content related to Chinese visitors.
- Check the Chinese title, keywords and description of the website and update the information as necessary.

B2B

- Re-launch media activities on B2B channels in China.
- Update your B2B contact database by running digital campaigns or offline road shows.
- Launch new Chinese B2B training programs to introduce new travel resources and activities.
- Re-establish your network in the Chinese B2B market by attending offline or online travel events or exhibitions.

Strategy

- Identify your target market. Should it be the same as pre-pandemic? Or should you make adjustments based on the status of group travel, market trends, recovery forecast etc.?
- Understand your brand image. You can do this in a number of ways. One would be by conducting a digital audit of Chinese travel platforms, social networks, and online searches. Beyond this, find out even more through consumer and trade research.

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- Chinese social media maintenance (including verification)
- Website audit
- B2B marketing
- Digital audit/social listening
- Custom research
- Strategy consulting