

Destinations throughout the Middle East and North Africa (MENA) have seen extraordinary growth in Chinese tourism in recent years, with significant opportunities to expand further, supported by extensive marketing activities from many countries and destinations in the region. Dragon Trail's 2025 white paper aims to provide an in-depth understanding of the Chinese tourism market to the MENA region, its future potential, and what kinds of marketing activations are resonating best. Published in both English and Chinese, the white paper is written to provide valuable information and insights to regional stakeholders, the Chinese travel trade, and Chinese and global media.

### Content will include:

- Country profiles – Chinese tourism data and marketing overview
- Interviews with regional stakeholders, the Chinese travel industry, and Chinese travelers
- Exclusive Chinese consumer and trade survey data
- Articles on cultural differences, regional highlights, marketing case studies

**Final content deadline:** August 2025

**Launch date:** 22 October 2025

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Dragon Trail's  
White Paper on  
Chinese tourism to  
Latin America,  
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