

CHINA

CULTURE, CONTENT, CONTRACT



Join the Moab Area Travel Council and the Utah Office of Tourism for an hour long presentation as guest speakers walk you through the nuances of working with the Chinese market. The session is designed to offer an in-depth look at best practices and contracting while providing ideas on how to welcome Chinese visitors to your business.

STAR HALL

159 E Center St
Moab

MAY 23, 2017
6:00PM – 7:00PM

FREE

Tianyu Yu & Rachel Bremer will identify how Chinese travelers consume content and best practices for the Industry to reach potential visitors through strategic marketing practices.

Tianyu Yu has actively promoted both Utah and Yellowstone tourism to those living in the greater China region. He has served as a member of the China Association for Science and Technology, the US-Jiangsu General Chamber of Commerce, and the Chinese Society of Utah (Taiwan). He is the founder and general manager of U.S. Day Joys Inc., which specializes in accommodating in-bound tourists traveling from the greater China region to Salt Lake City, Utah's national parks, and the Yellowstone & Grand Teton region.

Rachel Bremer, UOT Global Marketing Manager, will discuss the tourism inventory contracting process. A question and answer period will follow.



Moab Area Travel Council
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