



China Tourism and China Hotel-Branding Forum 2013

16th-18th May 2013 Hotel ICON, Hong Kong SAR, China

“New Tourism, New Strategies”

E-newsletter February Issue

New Tourism, New Strategies

Themed "New Tourism, New Strategies", the China Tourism and China Hotel-Branding Forum 2013 (CTHF 2013) strives to explore the many opportunities and the potential challenges arising from the blistering progress of China tourism, and ultimately provide innovative insights into the country's tourism and hospitality industry. The Forum is jointly hosted by the United Nations World Tourism Organisation (UNWTO) and The Hong Kong Polytechnic University (PolyU), and organised by the School of Hotel and Tourism Management (SHTM). It will be held from 16th to 18th May 2013 at Hotel ICON, Hong Kong SAR, China.

Confirmed Prominent Featured Speakers



Professor Kaye Chon
Dean and Chair Professor,
SHTM, PolyU



Jens Thraenhart
Co-founder and President, Dragon Trail /
Publisher, China Travel Trends



Steve Hood
Senior Vice President of Research, STR
Founding Director, SHARE Centre

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A unique interactive forum, CTHF 2013 is able to connect you through social network. Follow us on Facebook, Weibo, LinkedIn and Twitter and stay tuned for exciting updates. Join us and be a part of the very first CTHF 2013. For more information, please visit: <http://ctf2013info.wix.com/cthf2013>.



Promotions and Celebrations

To further promote CTHF 2013 and gain experience from fellow conference organizers, members of the Organizing Committee visited Bangkok and attended the Conference on Sustainable Business in Asia (COSA), where we had the opportunity to meet many tourism professionals and share all the exciting details of CTHF 2013 with them. We also visited the Siam University, a renowned institution offering excellent tourism and hospitality programs, where we shared our views on tourism development in the future and program highlight of the Forum through various activities and workshops organized.



To celebrate the upcoming Chinese New Year of the Snake, a paper cutting workshop and tea reception were organized in late January in SHTM premises. At the workshop, members of the Organizing Committee and SHTM staff shared fun moments together while making hanging decorations for the Lunar New Year. The tea reception was, likewise, very well received and perceived as the highlight of the day. The CTHF 2013 announcement video was also premiered to good reviews. The Organizing Committee was very grateful to everyone at the SHTM for their tremendous support.

Call for Sponsors

CTHF 2013 connects YOU to industry associations and institutions, as well as an extensive network of professionals, academics and future leaders in the hospitality and tourism industry. Join us to contribute to the advancement of the tourism and hospitality industry.

Seize the opportunities NOW!

Contact Us

CTHF 2013 Organizing Committee

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Website: <http://ctf2013info.wix.com/cthf2013>

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