

How to boost your local economy after the Covid crisis

Chinese “Free Independent Travellers” will soon be returning to visit Europe. The challenge is to appeal to them before they book their trip and then guide them during their stay.



- 2 out of 3 of Chinese travellers expect to start travelling internationally again during the next 12 months. ¹
- There are 250 million FIT Chinese, averaging 34 Years old ² and on average they spend between €300 and €400 per day in the local economy.
- Post-Covid foreign visitors will tend wealthier and younger. They will thus have higher expectations and be more demanding.
- Chinese travellers prefer paying via WeChat Pay and Alipay

Only the Tencent mini-program is proven to attract this target group

The Tencent mini-program is the proven solution for attracting Chinese visitors. First deployed in 2018, Helsinki quickly became a hub for visiting Chinese with 41 direct flights from six different Chinese cities every week during the Summer of 2019.

- Only a mini-program, customised to your unique region, will be the ultimate enticement for FIT Chinese and give them the unique and unforgettable experience of a lifetime.
- Your own customized mini-program will be created, personalized and operated by the original mini-program creators, tech giant Tencent.
- You will direct and control the content, showcasing your favourite attractions and maximising the total experience of the visitors.
- Tencent operates the no. 1 news service in China, ideal to ensure the best promotion of your mini-program in the Chinese tourist marketplace.
- CooCooShop supports independent shops and designers and will assist the local businesses to be prepared for the FIT Chinese travellers.



Contact us on info@city-look.com to learn more.