Alice He

Alice has two and a half years' experience in Edinburgh Tourism Action Group as the Chinese Social Media Manager. She has launched Edinburgh's first-ever Weibo and WeChat accounts and grew Edinburgh's official online presence from zero to over 74k combined followers and 120m online impressions to date by doing multi-channel marketing campaigns. Alice has been working closely with a wide range of public and private sector partners to manage the ongoing development, growth and successful delivery of Edinburgh's Chinese Social Media Campaign. The campaign helped boost Chinese visitor numbers in Edinburgh, with partners reporting 20% to 40% increases in footfalls/revenues from China.

Kontaktdaten

Alice He
Chinese Social Media Manager
Edinburgh Tourism Action Group

Veranstaltung

Online Marketing: Tipps zur Gewinnung chinesischer Outbound Touristen
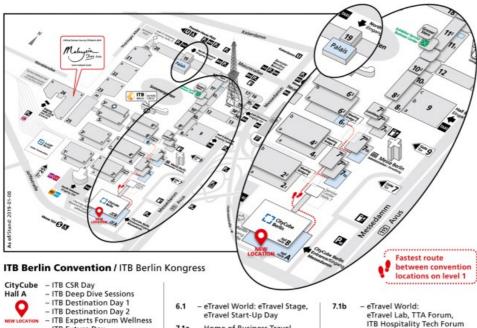Mittwoch, 6. März 2019, 15.00 - 15.45 Uhr
CityCube Berlin, Saal A1

Official Partner Country ITB Berlin 2019
Malaysia Truly Asia
www.malaysia.travel

Co-Host ITB Berlin Convention 2019
WTCF
世界旅游城市联合会
World Tourism Cities Federation

Hochschule Worms
University of Applied Sciences

EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN
Kurzfristige Änderungen vorbehalten.

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ITB Berlin Convention / ITB Berlin Kongress

CityCube Hall A
NEW LOCATION
– ITB CSR Day
– ITB Deep Dive Sessions
– ITB Destination Day 1
– ITB Destination Day 2
– ITB Experts Forum Wellness
– ITB Future Day
– ITB Marketing & Distribution Day
– ITB Tourism for Sustainable Development Day

6.1 – eTravel World: eTravel Stage, eTravel Start-Up Day

7.1a – Home of Business Travel Forum by ITB & VDR
– ITB Business Travel Forum
– ITB MICE Forum
– ITB MICE Hub

7.1b – eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum

11.1 – ITB Young Professionals Day

Palais – ITB Convention Awards

Fastest route between convention locations on level 1

Kontakt

Bitte wenden Sie sich bei Fragen an uns:

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