

## Roger Qiu

Mr. QIU Weijun (Roger QIU) is the General Manager of Destination Marketing in Europe, Middle east & Africa Region. Ctrip is the No.1 travel service provider in China, with 300million members and 80% online travel market share in China. He graduated from Tongji University for his bachelor degree. And after obtained his Master of Science in Management degree in Top3 French business school, EM Lyon Business School, Roger QIU started his career in the French biggest event, congress and exhibition company GL Events Group in France. As a subsidiary CEO assistant, Roger QIU participated in the project of Shanghai World Expo and many other MICE projects. He was responsible for bringing Chinese companies to participate European industry congress and exhibitions after then.

Equipped with the management knowledge and 6 years overseas experiences, Roger QIU went back to China and joined the largest Online Travel agency Ctrip. He's now in charge of overseas destination marketing to help overseas destinations upgrade their destination images in China, increase the awareness among Chinese tourists and bring more and more Chinese to go to overseas destinations. Ctrip destination marketing aims to build a wisdom tourism platform and provide one-stop consulting services for local governments and tourists. Roger QIU has successfully launched campaigns with many overseas destinations such as France, Germany, Italy, Guam, Portugal, Spain, Hawaii, Kenya, Denmark, Newark, Israel and Dubai etc. With his experience in both China and overseas countries, Mr. QIU's insight and perspectives in new media integration and digital marketing will better serve the development of destination tourism industry.

## Kontakt Daten

### Roger Qiu

General Manager of EMEA Destination Marketing  
Ctrip



## 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



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



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## ITB Berlin Convention / ITB Berlin Kongress

### CityCube

#### Hall A

- 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

## Kontakt

Bitte wenden Sie sich bei Fragen an uns:

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