



UCF

UNIVERSITY OF CENTRAL FLORIDA

Rosen College of
Hospitality Management

USA-China Tourism Research Summit and Industry Dialogue

An Invitation to Florida Hospitality & Tourism Industry Professionals

Like to know more about the fast growing tourism market in China and great opportunities for your businesses in the U.S.?

*Please join us for the
2nd USA-China Tourism Research
Summit and Industry Dialogue*

Friday, December 8, 2017

8:00 AM to 7:00 PM

at

UCF Rosen College of
Hospitality Management

9907 Universal Blvd., Orlando, FL 32819

Questions: Dr. Youcheng Wang
Professor and Associate Dean

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China is the world's leading outbound tourism market with 135 million Chinese tourists, spending US\$261 billion in 2016. Over the next five years, Chinese travelers will make 700 million international trips (CTA, 2017; UNWTO, 2017). A Pacific Asia Travel Association report predicts that by 2020, most international tourists to the U.S. will be coming from China. Chinese travelers typically stay between one and three weeks in the U.S. and spend an average of US\$7,201 per person during their visit. Chinese tourists ranked first in U.S. tourism related spending, at US\$33 billion in 2016.

Confirmed speakers:

Mr. Christopher L. Thompson, President and CEO, Brand USA

Dr. Zhongguang LI, Vice President, China Tourism Academy, China National Tourism Administration

Dr. Geoffrey Wall, Distinguished Professor, University of Waterloo

Mr. D.T. Minich, President and CEO, Experience Kissimmee

Dr. Robert LI, Professor, School of Sport, Tourism and Hospitality Management, Temple University

Dr. Daniel Fesenmair, Professor/Director, Eric Friedheim Tourism Institute, University of Florida

Special industry rate at \$30 per person by **Nov. 20, 2017**

Includes keynote speakers, panel sessions, lunch & networking

To register:

http://stars.library.ucf.edu/usa-china_trs/registration.html

For more information please visit:

http://stars.library.ucf.edu/usa-china_trs/