C.O.M.I. China Outbound Market Intelligence provides useful analyses and forecasts

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C.O.M.I. China Outbound Market Intelligence,

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the new online publication by COTRI China Outbound Tourism Research Institute, was published for the first time on July 31st, 2013. As with any new publication there was a certain level of excitement and anticipation as to how it would be received. COTRI’s hard and innovative work has not gone unnoticed and the publication has been well received from people across the tourism industry. C.O.M.I. is fabulous, the forecasts were there, the Prof. Zhang article was good. Impressive, you see a lot in the press, but that is not very substantial, C.O.M.I. is a one stop venue for China information", said Alastair Morrison, CEO at Belle Tourism International Consulting.

C.O.M.I.

Claude Bernard, Founder and Manager at HoteliTour, had this to say: "

has been welcomed by academics and industry people alike. From Lima to Sydney and Cairo to Los Angeles, C.O.M.I. provides vital information and forecasts on China’s outbound tourism. The publication has traversed the globe and its benefits have been acknowledged by a wide variety of important individuals within the tourism sector. C.O.M.I. provides sharp and updated analysis, shows the identification of market trends and new opportunities and interviews and views from experts. C.O.M.I. will allow you to customise your China strategy and better understand one of the largest tourism markets in the world."

C.O.M.I.

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Zane Smith, Director at Vation Limited Marketing Solutions, New Zealand, was glowing about its elasticity, "

One of

"The COT Index is great. I think the index is interesting and very relevant for strategists," said Rudy Snippe, expert in strategic innovation and owner of Trigger Consult in the Netherlands.

cannot be pigeon-holed, it is not wholly academic nor is it exclusively commercial, it is however very practical for those hoping to gain a greater insight into Chinese Outbound Tourism. C.O.M.I. is a great tool to efficiently develop my business as a Luxury Tour Operator in Peru," said Alberto Wirz, General Manager of Jin Journeys, Peru. C. O.M.I. is very strong academic material, but at the same time very digestible."
C.O.M.I.’s greatest assets is its COT Index which is provided monthly by a group of experts, the China Outbound Tourism Expert Panel, established by COTRI. The COT Index provides in-depth forecasts for China’s outbound tourism.

C.O.M.I.

Further information about

has been welcomed with open arms by those heavily involved in the tourism industry, both from an academic and a commercial perspective. The next issue of C.O.M.I. will be available from October 15, 2013.
C.O.M.I. can be found on www.china-outbound/50.com.

COTRI China Outbound Tourism Research Institute

is the world's leading independent research institute for information, training, quality assessment, research, and consulting relating to the Chinese outbound tourism market.

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