

# Workshop to focus on attracting Chinese travelers

Lake Tahoe South Shore Chamber of Commerce is hosting an educational workshop titled China-Ready.

Citcon USA will be conducting the Jan. 25 event from 10am-12:30pm in Stateline.

With Beijing the host of the 2022 Winter Olympics, Chinese tourists have been increasingly visiting winter sport destinations in the U.S. Many rely on Chinese social media platforms to make travel plans and purchases in the areas of lodging, fine dining, shopping, and other entertainment.

The talk is to learn how to connect with these travelers.

RSVP to [yan.mu@citcon.com](mailto:yan.mu@citcon.com).