

An aerial photograph of a deep desert canyon with a river winding through its base. The sun is setting directly in the center of the canyon, creating a bright starburst effect and casting a warm, golden glow over the entire scene. The canyon walls are rugged and layered with various shades of brown and orange. The river is a vibrant blue, contrasting with the arid landscape.

ARIZONA

OFFICE OF TOURISM

Willkommen! Bonjour! Welcome to Arizona!
International Breakout Session

CONNECTING YOU TO GLOBAL MARKETS

Christina Parisi
Sr. International Trade Specialist
Tucson, Arizona
Christina.Parisi@trade.gov

Let our global network work for you.

Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

Our unmatched global network with trade experts in more than 75 countries around the world can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

Our Services



Export Counseling

- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about U.S. government export controls, compliance and trade financing options.



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



Commercial Diplomacy/Advocacy

- Address trade obstacles to successfully enter international markets.
- The Advocacy Center can facilitate coordinated U.S. government engagement with foreign governments to protect U.S. business interests.



Our Global Presence

The U.S. Commercial Service, creates jobs in the United States and strengthens U.S. economic and national security by promoting U.S. exports, and ensuring market access and a level playing field in international trade for U.S. companies.

Strategically located in **106 U.S. and 122 foreign locations**, our global network of trade and investment professionals are well-positioned to help U.S. companies succeed internationally and ensure that U.S. businesses and commercial interests have a robust advocate and first line of defense against unfair foreign trade practices and market access barriers.

U.S. Commercial Service Offices Worldwide





Export Counseling

International Business Development

The U.S. Commercial Service provides you with reliable information and personalized counseling at every step of your export journey- from strategy and planning, financing and logistics, market entry and expansion, to advocacy, and even eCommerce counseling. Our trade experts are here to address your concerns and guide you to success in the global marketplace.

eCommerce Innovation Lab

The eCommerce Innovation Lab helps U.S. business by identifying export opportunities across the ecommerce sales channels, through concentration on client digital strategy development, use of Website Globalization Review gap analysis tools, and the online eCommerce Export Resource Center business library to help companies adapt and grow in the digital economy.



INTERNATIONAL
TRADE
ADMINISTRATION

U.S. COMMERCIAL SERVICE Overview

trade.gov/export-solutions



Market Intelligence

Country Commercial Guides

Prepared by trade and industry experts, Country Commercial Guides provide information on market conditions, opportunities, regulations and business customs for over 125 countries. Country Commercial Guides detail important factors to help you decide if a market is right for your product or service.

Initial Market Check

The Initial Market Check is an initial assessment of the market potential of your product or service in the targeted market. The service gauges the potential of a specific product or service in a market by gathering feedback from up to five industry participants and provides recommendations on whether to pursue the target market.

Customized Market Research

Customized Market Research answers questions about an overseas market including; market trends & size, customary distribution and promotion practices, market entry requirements, product standards and registration, regulations, key competitors and potential agents, distributors, and strategic Partners.

International Company Profile

The International Company Profile provides U.S. companies and economic development organizations with a comprehensive background report and full analysis on a specific foreign company. Reports provide general business information, background and product information, key officials, references contacted by ITA, financial data/credit worthiness, reputation, results of site visits and interviews with principals; information sources consulted in preparing the report; and analysis of information.



Business Matchmaking

Single Company Promotion

Provides U.S. companies with promotional services to help increase the awareness of their product or service in a specific market. The promotional event may consist of a technical seminar, press conference, luncheon, dinner, or reception with targeted direct mail or email campaigns.

International Partner Search

Provides U.S. firms with a list of up to five prospective agents, distributors and partners that have expressed an interest in your product or service. Virtual introduction via teleconference to the identified contacts also available.

Featured U.S. Exporter Listing

A listing in the directory of an overseas U.S. Commercial Service's website gives U.S. exporters targeted exposure to more effectively help them find foreign business partners in specific local markets. It allows local importers to find U.S. exporters interested in exporting to a specific local foreign market.

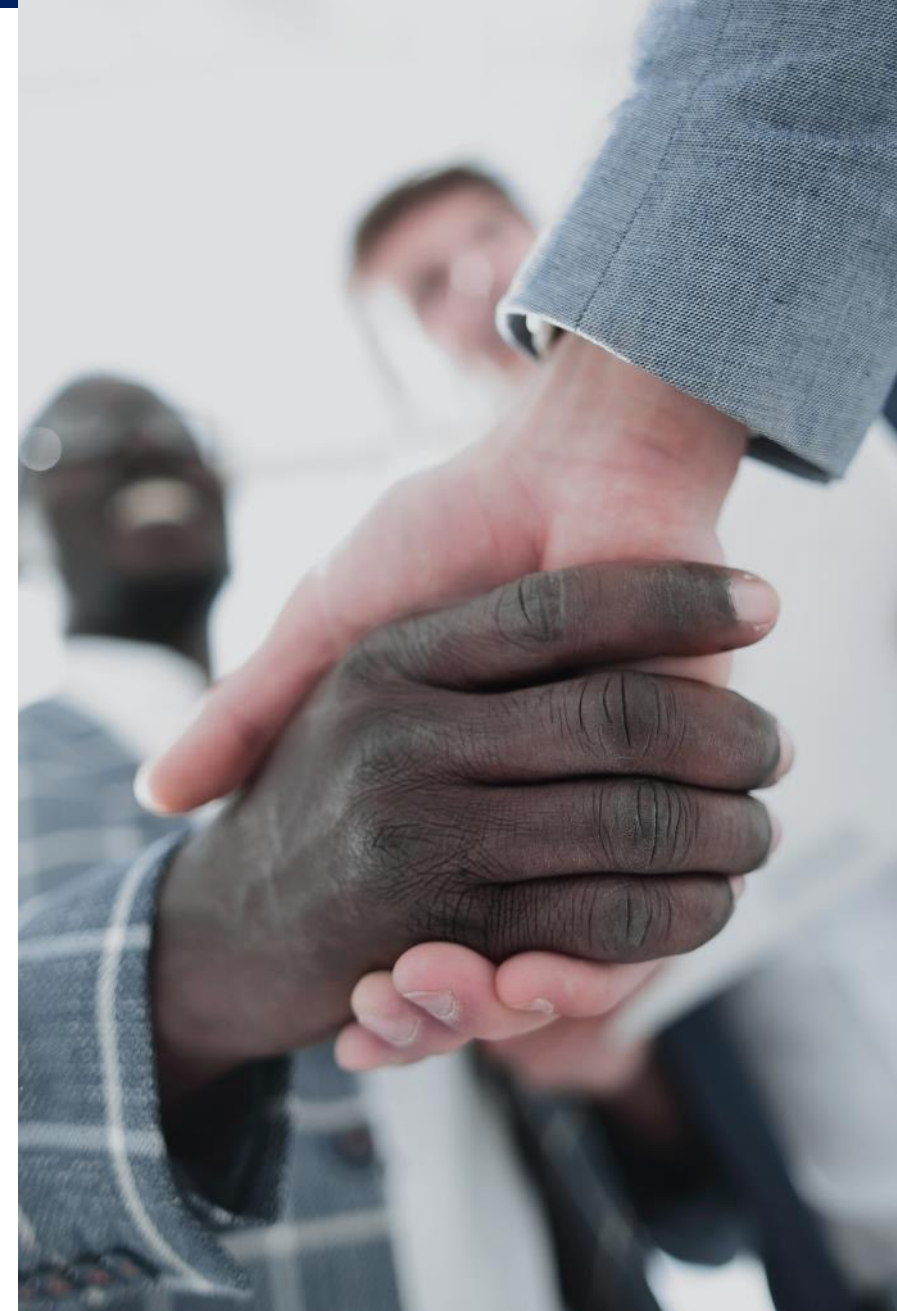
Business Service Provider Listing

An online program to help U.S. exporters identify a professional export service provider to support them in the assessment, financing, or completion of an export transaction.



Gold Key Service

Provides U.S. firms traveling to a foreign market with up to five pre-screened appointments to establish relationships with potential overseas agents, distributors, sales representatives, business partners and other local, in-country entities.



Commercial Service Presented Events

DISCOVER GLOBAL MARKETS

Organized by the U.S. Commercial Service, these annual business development forums focus on an industry and/or world region. The conferences feature one-on-one meetings with U.S. Commercial Service diplomats visiting from abroad; panel discussions on the latest industry trends; export education; and extensive networking with U.S. trade officials and leading private sector experts.

TRADEWINDS

Organized by the U.S. Commercial Service, Trade Winds missions include a business development forum in its host city, consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Diplomats representing commercial markets throughout the region. Participating companies can customize a business matchmaking schedule with multiple stops, based on input from our in-country Commercial Specialists, and grow their international sales through meetings with pre-screened potential buyers, agents, distributors and joint-venture partners during the mission.



Trade Events

Certified Trade Missions

Organized with select trade organizations, missions are customized to meet the needs of groups of U.S. companies participating. Missions may include activities such as market briefings, Gold Key Service, receptions, site visits, and technical seminars.

Trade Show Representation

The Trade Show Representation Service provides U.S. companies and economic development organizations with the ability to increase their marketing exposure at an overseas trade show when they are unable to attend in-person. Multiple clients' products and services may be showcased by the Commercial Service at the event.

International Buyer Program

At major domestic industry trade shows, the U.S. Commercial Service provides services including on-site introductions to foreign buyers; networking; export counseling; market analysis; and business matchmaking.

International Trade Fairs

Certified trade fairs feature a U.S. Pavilion and represent a U.S. Department of Commerce endorsement that the fair offers a high-quality, multifaceted opportunity for American companies to successfully market their product/services overseas. Participating companies receive U.S. Commercial Service assistance with access to prospective foreign buyers, agents, and industry representatives. Other services include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.



Commercial Diplomacy

Advocacy Center

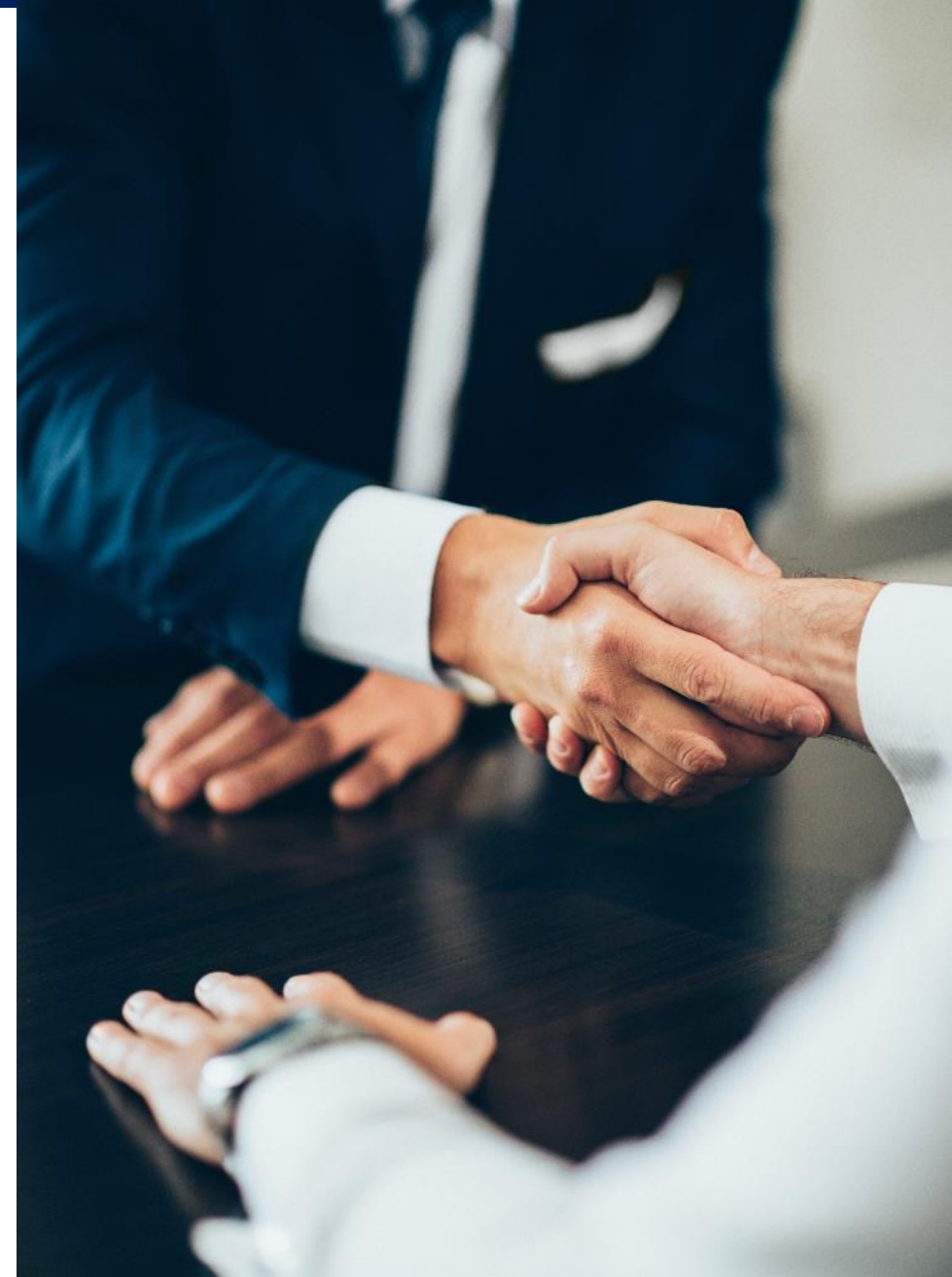
The Advocacy Center coordinates U.S. Government Advocacy efforts for U.S. exporters competing on foreign projects or procurement opportunities that involve foreign government decision-makers, including foreign government-owned corporations. U.S. Government Advocacy assistance helps level the playing field on behalf of U.S. exporters and workers competing for international contracts against foreign firms and to promote the growth of exports of U.S. goods and services around the world.

Report a Trade Barrier

File a complaint with the International Trade Administration's Trade Agreements Negotiations and Compliance Office. This office works with U.S. businesses to help ensure that foreign governments adhere to and do not impose trade barriers inconsistent with their trade agreement obligations.

Trade Dispute Resolution

We can provide information to help you resolve common trade disputes like customs issues. In some instances, we may be able to make inquiries directly with the foreign government.





**Events & Solutions for
Your Industry.**



Travel & Tourism Team

Upcoming Events

2023 LGBTQI+ Mexico Executive Matchmaking Forum

August 2-4, 2023

Mexico City, Mexico

The U.S. Commercial Service Mexico in partnership with the National LGBT Chamber of Commerce invites you to participate in the 2023 LGBTQI+ Mexico Executive Matchmaking Forum.

U.S. Destinations Showcase 2023 - The Americas

August 28 - September 1, 2023

Virtual

The U.S. Commercial Service Travel & Tourism Team welcomes you to join us for a 5-day virtual program where you can connect with key travel trade contacts, highlight your destination, hear market and policy updates, and more!

Brand USA Travel Week U.K. & Europe 2023

October 16 – 19, 2023

London, U.K.

Connecting the U.S. travel industry with the U.K. and Europe, this exclusive event will offer hand-picked buyers from across the U.K. and European markets and U.S. exhibitors the opportunity to participate in up to 33 one-to-one appointments.

<https://trade.gov/travel-tourism-industry>



Canada

Charmaine Singh

reach REACH GLOBAL
MARKETING LTD.

CANADIAN TRAVEL LANDSCAPE 2023

- **Canadian residents made 2.5 million trips to the United States in February 2023**
 - Almost four times the number taken in February 2022 (686,300) and 81.6% of the pre-pandemic level from the same month in 2020. ([Statistics Canada](#))
- **Tourism spending in Canada grew 2.6% to \$20.8 Billion in Q1 2023**
 - the eighth consecutive quarterly increase. ([Statistics Canada](#))
- **Canadians continue to indulge in vacations despite higher flight prices and hotel costs**
 - They are cutting back spending on goods, restaurants, groceries, and cars. ([Royal Bank of Canada](#))



CANADIAN TRAVEL TRENDS 2023



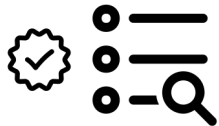
Canadian searches for flights have now surpassed 2019 levels. According to the Head of Travel Industry at Google Canada, this trend reveals that Canadians are past “revenge travel” and are prioritizing travel as a core value. [Travel Press](#)



Seventy-five percent (75%) of Canadians list relaxation and disconnecting as the primary incentive for taking a leisure trip, followed by adventure which is almost twice as important for Canadians than for global travelers (41% vs 25%). [Newswire](#)



Based on traveler demand, most of the destinations seeing the largest increases are all culture-rich cities. Increasing interest in arts and cultural festivities, major events back in full swing. [OpenJaw](#)



Canadians are showing a desire to go on bucket list trips. Since they haven’t traveled in three years, they have more money to spend on travel. [Travel Industry Today](#)



New research from Booking.com reveals that 65% of Canadian travelers say they want to travel more sustainably over the coming 12 months and 70% confirm that travelling more sustainably is important to them. [Travelpress](#)

EARNED MEDIA: July-June 2023

Total Impressions:
47,963,392

Total Ad Value:
\$1,017,861

Total Articles
Generated:
106

Top-Tier Media Coverage Includes:

- The Globe & Mail
- Vancouver Sun
- Calgary Herald
- Edmonton Journal
- Toronto Sun
- Ottawa Citizen
- The Calgary Sun
- Le Devoir
- Daily Hive

CANADIAN TRADE RESULTS

Key Performance Indicators: Leads, Sales Calls, Trainings & Webinars

GOAL KPIs: 365 /Achieved: 399

Sales Calls

- Completed 73 sales calls as we are still facing a post-pandemic recovery and constant economic inflation rates

Events & Trainings

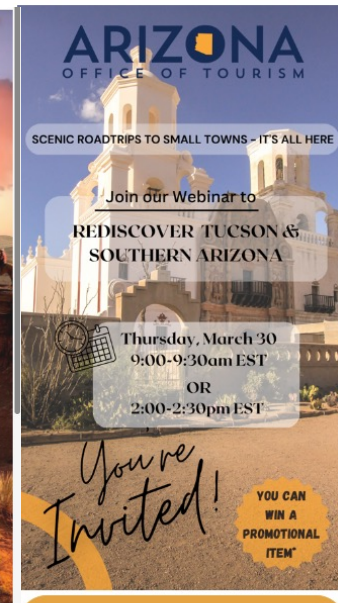
- Hosted 15 virtual trainings
- Agents from top-producing travel agencies, nationally and in both English and French. (ex: AMA, Group Voyages Quebec, CAA Quebec, Autentik USA, Travel Only, Toundra Voyage)
- **Trainings reached a total of 313 agents**

Canadian Trade Activities

- 12 e-newsletters sent to **28,963 agents nationally**



CLICK HERE TO JOIN OUR
WEBINAR



CLICK HERE TO JOIN OUR
WEBINAR



REGISTER FOR WEBINAR





CANADIAN TRADE RESULTS

CAA Manitoba B2B/B2C event Sept 2023

- 1200 consumers attended the event
- AOT conducted a 20-minute presentation
 - Highest attendance
 - 40 consumers /11 CAA Manitoba reservations staff

Vancouver Mission October 2022

- 56 travel agents & airline representatives
- *More lift for Arizona sun-seekers, with new gateways opening-up*

AMA Marketing Campaign

- Targeting the right audience
- Tools to increase conversion
- Tools Included dedicated articles, emails, social media

AZ FAM (Tucson, Benson Bisbee, Mesa)

CWW Mexico

Mauricio Gonzalez



connectworldwide

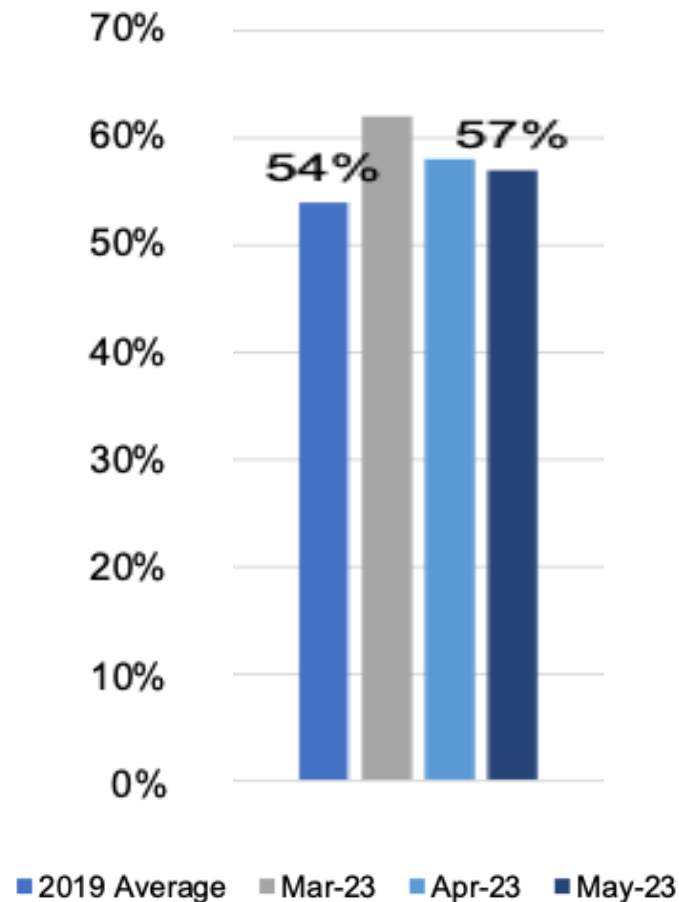
— méxico —



- **30,000** copies
- Custom made culinary and travel guide
- **Spanish speaking** markets
- 14 Online Articles
- Social Media activations
- Tailored itinerary to develop content and photography
- Total Reach: 4.46M

Trends

- More open to personalized travel experiences, they will seek help from travel professionals.
- Social Media has become a huge influencer in the travel decision-making process, always consider having Spanish-speaking content or channels for the Mexico market.
- Continue to have a Spanish version of all contents on the destination website and collateral



Likelihood to travel to USA in the Next 12 months slightly above 2019 levels



Thursday
is the preferred
travel departure
day for Mexicans.

Mexicans travel **3 times** on
average per year.



**50% of travel
reservations** will be made
through mobile devices by
2023.

63% of Internet users in
Mexico have access and share
their trip planning to social
media.

TRAVEL TRADE

142 SALES CALLS

19 TRAINING SEMINARS

+820 AGENTS TRAINED

13 TRADESHOWS

1 TRADE FAM TRIP

TOTAL REACH: 983

Pe-Tra Roadshows



Brand USA Sales Mission Expo ARLAM



Brand USA Outdoors



American Airlines MTY-PHX Presentation



NAO The Best



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OFFICE OF TOURISM

France

Kim Todd and Jessica Remington



FRANCE MARKET TRENDS

France is the 5th inbound market with 1.31 million French visitors in 2022

RECOVERY IS STRONG

- Agencies/tour operators are **doubling their activity in 2023**
- **Holidays remain “a necessity”**
- **Package travel offerings increased** in March 2023 by 15% to 25%

BOOKING BEHAVIORS

- Travelers book **ahead of time** (about 6 months)
- They favor **flexible booking policies**
- **No interest in booking non-refundable** for international travel
- Travelers **book more insurance** than before, and **more activities**

FRANCE MARKET TRENDS

TRENDY / ECO-FRIENDLY TRAVELERS

- Experience Seekers
- Memories Makers
- Travel Tech-fluencers
- Pioneer Scouts

TRAVEL THERAPY

*Travel is a source of well-being for **96% of French people***

- **Top 5 favorite well-being activities:**
 1. Rest and do nothing (45%)
 2. Sightseeing (41%)
 3. Go on an adventure (18%)
 4. Play sports (18%)
 5. Meet new people (14%)

FRANCE TRADE & MEDIA MISSION 2023

OBJECTIVES

- Showcase AZ as a diverse destination
- Establish/strengthen relationships with travel trade partners
- Generate media interest and positive coverage
- Reinforce AOT's commitment to the French market

TACTICS

- Media activities with travel editors and influencers
- Meetings/training sessions with key tour operators
- VIP event with trade, airline, and media reps

RESULTS

- Met with **17 journalists and influencers**
- Met/Trained **31 product managers, sales agents and airline representatives**
- **60 French travel professionals, travel agents and media representatives** attended VIP event to learn more about Arizona



MEDIA AND TRADE RESULTS FY23

Media KPIs

- **16 French** journalists & photographers visited AZ
 - **119** Generated Placements (articles/broadcasts/social posts)
 - **43,573,397** Total Reach
 - **\$1,472,623** Media Value
- **13** press releases and newsletters translated and distributed
 - **28.09%** average monthly opening rate
- **31** journalists and influencers hosted during AOT France Trade & Media Mission

Trade KPIs

- **1** Trade FAM
- **125** Sales calls
- **48** Trade Show Appointments
- **11** Trade Newsletters
- **232** French Travel Professionals Trained

United Kingdom

Imogen Frew and Lauren McKeever

BLACK DIAMOND

TRAVEL MARKETING DATA

Sales & Media Mission London, March 2023

AOT and 9 Partners:

- x 2 product manager workshops - meeting with 10 key tour operator partners
- x2 media workshops - meeting with 9 top tier media
- Interactive activities and Joint evening event - networking opportunity with 35 key trade and media contacts




FY22/23 year end - UK activity	
Sales calls & tradeshow appointments	187
Agents trained	159
Fam's (group and individual)	5
Online training sign ups	45
Coverage	176
Press Trips	10

UK Market Overview	UK Media Overview	UK Trade Overview
<ul style="list-style-type: none"> • UK economy avoided a recession and is expected to grow • Office work increasing - helps the sense of normality • UK consumer is amongst one of the most resilient • Affluent travellers are least affected by economic headwinds and are therefore continuing to travel • UK consumers regard their holidays as too important or valuable to be interfered with and intention to travel remains high 	<ul style="list-style-type: none"> • The UK has one of the strongest and most varied media landscapes • Continued travel magazine launches include Roadbook, Mail Luxury, JRNY, Loupe and more • Digital media consumption has increased drastically • Increased popularity in Podcasts • Strong appetite for US stories from travel editors • 23/24 Travel Trends <ul style="list-style-type: none"> - Sustainability - Value for money & all-inclusive - "Set jetting" holidays - Wellness travel - Indigenous travel 	<ul style="list-style-type: none"> • Overall booking values to the US continue to rise • The UK travel trade has become relevant again, mainly due to the personalised service and financial security - it's incredibly important for AOT to continue to communicate with the trade • Some operators are shifting business focus to higher margin destinations making it easier to influence new product inclusion • UK travellers are now seeking out milestone holidays, opting for longer stays, upgraded accommodation and more extravagant in-destination experiences

Germany-Public Relations

Axel Kaus



A desert landscape at sunset with a dirt path leading towards the horizon, flanked by saguaro cacti and low-lying shrubs. The sky is filled with soft, golden clouds.

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PR-Activities & Market Trends

Germany, Austria & Switzerland
FY 2022/23

Kaus Media Services

Public Relations & Communications Highlights

Monthly

- Press Releases / Newsletters

Media Visits

- 14 Top-Tier Travel Writers from Germany, Austria and Switzerland
- Top-tier outlets: magazines, newspapers and TV production

Media Events

- Visit USA Germany (Hamburg, Munich)
- TravMedia IMM

Newswire

- Three (3) articles distributed by DPA

Results

- 325 Placements with Reach of **576,484,378**
- Media Value: **\$17,887,216**



MARKET TRENDS & TACTICS

CURRENT HEADWINDS

- Ukraine Crisis
- Energy crisis led to increased energy rate (fuel, households)
- High inflation rate
- Recession in Germany; High airfare to the U.S.
- High room rates and high car rental rates

TACTICS

- Targeted Communication Focusing on Top Target Groups:
- Affluent and high-demographic profile
- Market Segments (i.e., golf, spa, luxury, wine etc.)
- LGBTQ+
- Swiss Travelers
- Media Partnerships



Germany-Travel Trade

Thomas Vogler



TRAVEL**MARKETING** ROMBERG

ARIZONA

GRAND CANYON STATE

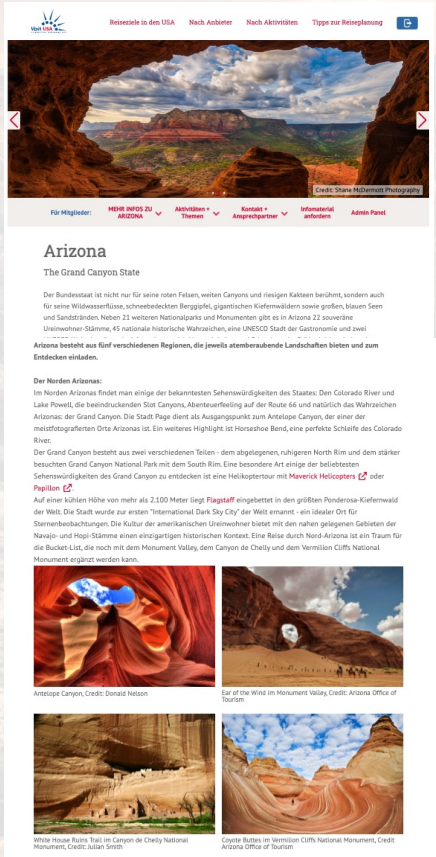
TRADE ACTIVITIES FY 2022/23
GERMANY, AUSTRIA, SWITZERLAND



TRAVELMARKETING ROMBERG

HIGHLIGHTS OF TRADE ACTIVITIES

CRD Touristik – Out-of-home fitness club campaign



Visit USA Germany website

DER Touristik Travellounge



FTI Academy

Condor – B2B & B2C activities



Trade Fam with top tour operators



TRENDS & TACTICS FOR THE GERMAN MARKET

TRENDS

- High demand for consumer shows & printed material
- Travel agencies - point of sale for long-haul travel

TACTICS

B2C → Participate in consumer shows

B2B → Visit USA activities: train travel agents and share useful resources

→ Focus on coops with North America specialists for a tailor-made marketing approach

- *Awareness activities to show Arizona's diversity and inspire*
- *Performance campaigns to promote customizable itineraries and generate room nights*

AVIA REPS China

Cynthia Zhou and Kevin Zhou



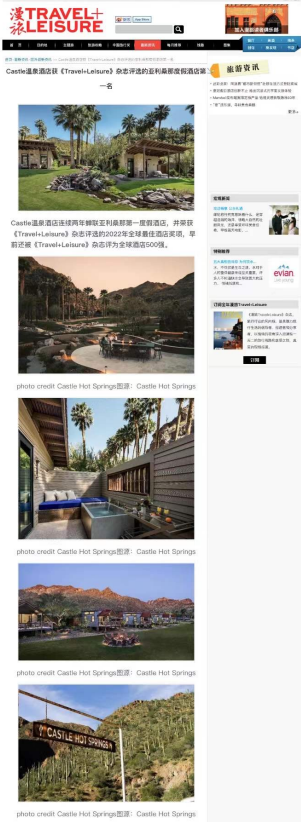


- 77 Destination Trainings to 500 Travel Trade Professionals
- Attended Road Shows in: Chengdu, Beijing, Shanghai and Guangzhou
- Trade & Media Event in Beijing and Shanghai

Media Publicity: AD Value US\$884,414

Number of Impressions: 73.6 million

travelandleisurechina.cn



premium-traveler.com



mp.weixin.qq.com





浙江新闻在线



Trade & Media Event: Beijing and Shanghai April 2023

Media Publicity: AD Value US\$62,900

Number of Impressions: 2.31 million

× TimeOut上海 > ...

来玩亚——重聚亚利桑那

亚利桑那旅游局于中国举行贵宾午餐



亚利桑那旅游局近日在上海举行贵宾午餐，吸引了近30位媒体以及旅游业界代表参加。亚利桑那州位于美国西南部，拥有一年超过330天的晴好天气，适合全年游览度假，活动现场嘉宾们了解了亚利桑那州的各种户外及探险活动，包括经典的66号公路自驾游，在西部度假牧场骑马，游览地标景点羚羊峡谷，在科罗拉多河上划皮划艇穿过马蹄湾，以及在亚利桑那壮阔的索诺兰沙漠中徒步。亚利桑那州

返回 COMFORT 舒适 加关注 ...

近日，亚利桑那旅游局在上海举行贵宾午餐，吸引了近30位媒体以及旅游业界代表参加。亚利桑那州位于美国西南部，拥有一年超过330天的晴好天气，适合全年游览度假。活动现场嘉宾们了解了亚利桑那州的各种户外及探险活动，包括经典的66号公路自驾游，在西部度假牧场骑马，游览地标景点羚羊峡谷，在科罗拉多河上划皮划艇穿过马蹄湾，以及在亚利桑那壮阔的索诺兰沙漠中徒步。当天的活动还设有旅游及户外达人的现场分享环节，不同线路的多元体验，户外探险与都市生活相得益彰。打开亚利桑那的不同方式，为大家下一次的旅行注入了全新的灵感。大峡谷之州亚利桑那欢迎您！



转发 评论 赞



Current Travel Situation

- The processing times for visa applications at US Embassies and Consulates can take anywhere from 60 to 180 days
- 9 million Chinese already hold 10-year U.S. tourist visas and can travel to Arizona immediately
- U.S. lifted COVID testing requirement on all flights from China
- 72% of China's outbound travelers intend to take an overseas trip in 2023
- By 2030 outbound will reach 228 million or double pre-pandemic levels
- A total of 2.24 million international air passenger trips were made in Q1, a year-on-year increase of 717%
 - equivalent to just 12.4% of international trips taken in the first quarter of 2019
- The Russia overflight issue remains a key challenge.
- On February 6th, China allowed travel agencies to re-shelf group and FIT packages to 20 countries of all packaged outbound travel products. Another 40 countries starting March 15th as the second batch of destinations to which outbound group tours were approved
- No FIT restrictions

China Social Media China Luxury Advisors

Rex Lyu



China Travel Trends FY23



Rebound tourists are planning their trip around experiences. Outdoor and scenic trips remain the most popular travel theme. Culture & history, beaches & resorts, and health & wellness gained more attention—solidifying the trend for experience-driven travel.



Mobile technologies and social media are at the core of the Chinese consumers' daily life. In the first half of 2022, Chinese consumers spent 30 percent of their mobile internet time engaging with short videos. Besides looking for travel inspirations online, digital payment usage experienced significant growth too.

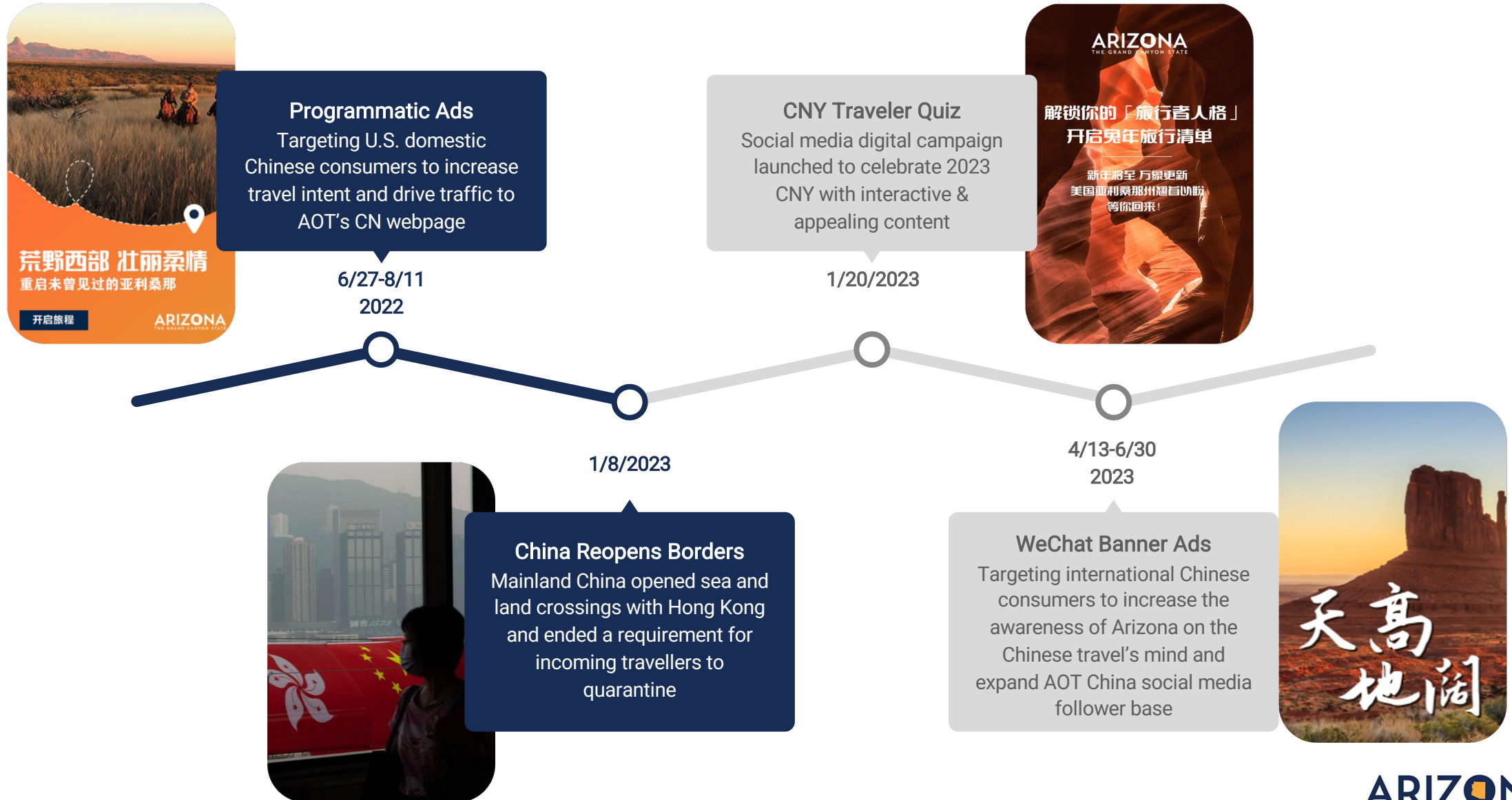


Outdoor tourism continues to grow. Camping & glamping has gained popularity (with a compound annual growth rate of 16.2% in the past 5 years), especially among younger generations, including millennials and Gen Z, who are seeking experiential and adventure-based travel.



Chinese travelers are also keen to explore the world and embark on novel experiences in unfamiliar destinations. Survey respondents were looking forward to visiting new attractions. Instead of revisiting destinations, 45 percent of respondents picked short trips to new sites as their number one choice, followed by long trips to new sites as their second choice.

Project Milestones



Domestic to International: A Two-Pronged Approach

While outbound travel from China was still restricted, we launched a round of **programmatic ads** targeting Chinese consumers based in North America in the second half of 2022, in order to increase travel intent among local Chinese residences and drive traffic to [Arizona's Chinese webpage](#) for trip planning.



377K

U.S. Domestic Impressions

2,500

Website Visits

With outbound travel increasing in 2023 and more flights between the U.S. and China gradually recovering to pre-pandemic level, we launched the **WeChat Banner Ads** in April 2023 to increase the awareness of Arizona on the Chinese travel's mind and inspire the travelers to "Rediscover Arizona". Since the pause of the WeChat ads from the beginning of the pandemic, the restart of this round of WeChat ads achieved the best in ad performance.



29M

China Impressions

241K

Ad Clicks

4,765

New WeChat Followers

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FY23 Social Media By the Numbers

78.7k

Weibo Followers

8.7k

WeChat Subscribers

7.3M

Combined Social Impressions

271

Pieces of Weibo posts
created

23

WeChat articles posted

24

Video content localized

9.4k

Combined user interactions



Questions?