

TRAVEL AND HOSPITALITY

## Milan partners with WeChat to connect with Chinese travelers

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*Milan is home to many luxury brands and historic landmarks, such as Teatro Gerolamo. Image credit: Miu Miu*

By STAFF REPORTS

Milan's official promotional agency has teamed with Tencent's WeChat as the Italian city caters to Chinese consumers with luxury appetites.

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YesMilano is launching an official WeChat account and mini program to better engage with Chinese travelers. As the demographic expands its travel horizons, WeChat is one of the primary resources that Chinese consumers use to plan trips.

YesMilano and WeChat

Chinese visitors account for more than a third of the spending by intentional tourists in the city. Milan is also relatively accessible to Chinese tourists, with its two airports flying direct routes to Beijing, Shanghai and Nanjing.

The YesMilano WeChat account helps Chinese consumers more easily discover the city's attractions, including Duomo di Milano, Teatro Alla Scala and the luxury fashion district, Quadrilatero della Moda.

By collaborating with Tencent, YesMilano can also learn more about the behavior and preferences of Chinese visitors through WeChat user insights. This will help the agency better adapt its marketing strategies for the inbound Chinese market.

[View this post on Instagram](#)

A post shared by YesMilano (@visit\_milano) on Oct 4, 2019 at 8:45am PDT

*The YesMilano Instagram account shares visitors photos from around the city*

Local stakeholders in Milan will also be encouraged to build or improve their own presences on WeChat to increase brand awareness in China.

By the end of 2019, YesMilano will also debut its mini program, which will help Chinese visitors take a more active role in planning their trips to the city.

"We aim to be remembered by Chinese visitors as the most Chinese-friendly city in Italy," said Giuseppe Sala, mayor of Milan, in a statement. "Milan and the Chamber of Commerce are strongly committed in reaching that goal, as supporters of YesMilano.

"We both consider this initiative as a pivotal action for the growth of Milan and its enterprises system," he said. "We are sure that WeChat will unlock all the barriers for Chinese visitors to have an incredible experience."

Leveraging mobile technology is also crucial for destinations that want to attract Chinese tourists, especially millennials. Eighty percent of millennial Chinese travelers engage with official WeChat accounts of destinations they visit on an occasional or daily basis, according to a report from Resonance Consultancy.

Additionally, mobile payment platforms, including WeChat Pay and Alipay, are commonplace in China and are becoming more expected by tourists going abroad. Ninety-one percent of respondents claim that they would be more willing to purchase goods or services if more overseas vendors supported Chinese mobile pay platforms ([see story](#)).