



China Eastern Partners with Disney

China Eastern Airlines Corp Ltd and Disney Destinations International signed a memorandum of understanding on January 24 to promote their respective businesses in China's tourism market.

The cooperation will focus on three key areas: developing holiday packages that include Disney Destinations; conducting co-branded marketing and promotional activities; and leveraging distribution channels for popular Disney products and services, said Aliana Ho, vice president of Walt Disney Co., (Asia-Pacific) Ltd Regional Sales and Travel Operations.

Latest data from the United Nations World Tourism Organization show that China was the largest outbound tourism market for the second consecutive year, having outstripped Germany in 2012, with 98.2 million person-trips in 2013.