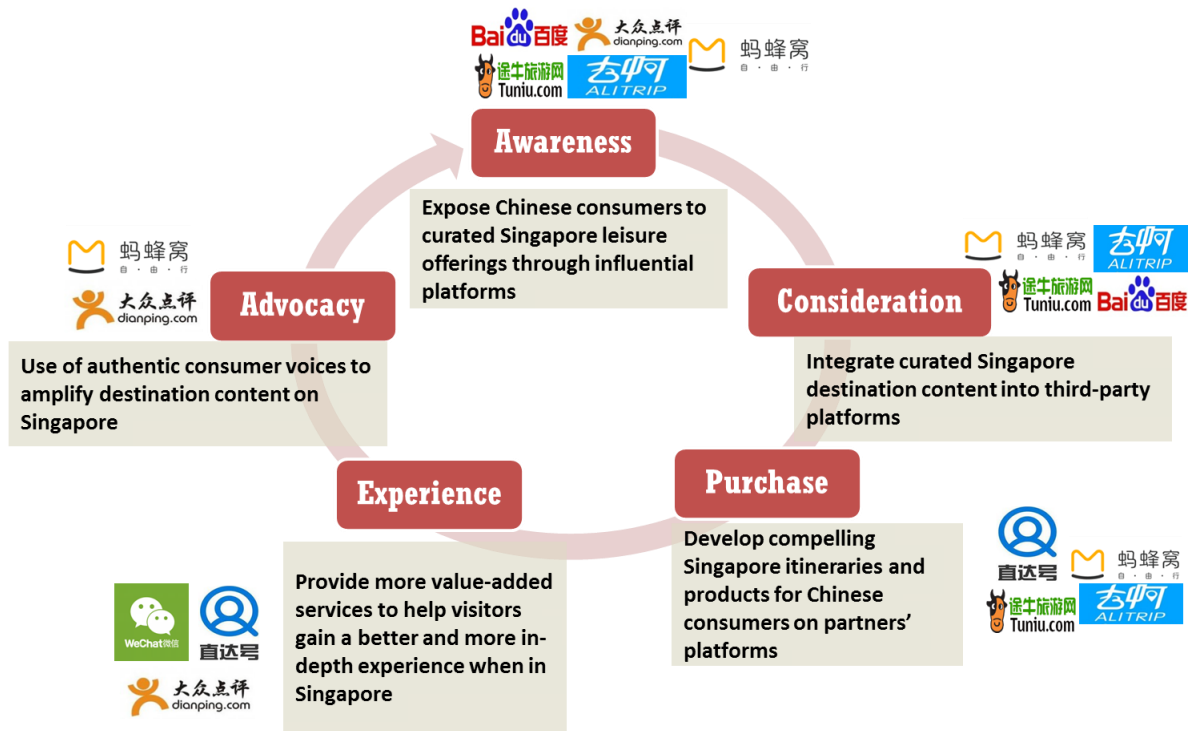


Annex A: Impact of STB’s China digital initiatives launched today

STB has launched a suite of digital and mobile services to target each step of the Chinese visitors’ consumer journey, from pre-trip, in-destination, to post-trip.



Source: STB