

# The Forum on Trend of China Self-Driving A New Format of Tourism

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# Self-Drive Tourism

A source of Memories

**Adventure**

**Independence**

**Freedom**

**Exploration**

# Self-Drive Tourism

## A source of Inspiration

Villages

Landscape

People

Nature

Scenery



# Self-Drive Tourism

## The Motivation

Escape the city life

Breathe fresh air

Color your life

Meet “real” people

Get close to nature

# Self-Drive Tourism

An economic driver for communities

In order to facilitate self-driving a country needs to have a well developed infrastructure

Well maintained roads

Signage

Restaurants

Road Facilities

Motels/Camps/B&B

Refueling Stations

Recycling Bins

# Self-Drive Tourism

## The “Pitch”

Many countries have developed very successful marketing campaigns and beautiful web sites promoting self-drive tourism

Australia

France

New-Zealand

Ireland

Canada

Scandinavia

USA

Morocco

Iceland

South Africa

# Self-Drive Tourism

My best memories, a road trip to  
nowhere...

