The first four months of the Europe-China Tourism Year (ECTY2018) registered a healthy performance for Chinese arrivals in the European Union, thanks to the busy 2018 Chinese New Year period and the new air connections launched in the early spring. Tier-1 cities upheld their dominant position, but demand from Tier-2 cities and other mainland cities rose at stronger rates.

The next four months of ECTY2018 (May-August) continue to see that Chinese forward bookings give preference to EU destinations: bookings for arrivals in EU destinations are 4.7% ahead of last year’s situation, slightly above the global average of 6.2%. The most outstanding forward booking situations are for trips to Belgium and Ireland.
2018 EU-China Tourism Year
Chinese arrivals in the European Union

History Jan-Apr 2018 & forward looking May-Aug 2018

NORTHERN EU

TOP 3
- United Kingdom: +1.7% +0.01%
- Finland: +12.5% +0.9%
- Denmark: +10.9% +3.5%

WESTERN EU

TOP 3
- Germany: +8.9% -0.8%
- France: +11.4% +16.9%
- Netherlands: +9.0% +16.6%

SOUTHERN EU

TOP 3
- Italy: +11.4% +9.8%
- Spain: +3.9% -8.4%
- Portugal: +9.0% -0.1%

CENTRAL/EASTERN EU

TOP 3
- Czech Republic: +7.2% +14.2%
- Hungary: +15.2% +24.8%
- Poland: +5.3% -6.4%

OVERVIEW

European Union (EU-28)
- +7.2% +4.7%

European Union (EU-27)
when excluding the UK
- +9.0% +7.8%

ETC members +3
(France, Sweden, and the UK)
- +9.7% +7.2%

Schengen Area
- +9.5% +7.5%

Worldwide
- +6.9% +6.2%
The 2018 FIFA World Cup will attract a huge wave of Chinese travellers to Russia in the second half of June, many of whom make use of the Dragon Boat Festival holiday to take their trips. However, Chinese bookings for post-World Cup summer trips are behind: Russia is seeing 4.7% fewer bookings for the summer break period.

Travel demand for Chinese travellers to visit destinations in the European Union (EU) during the summer break is very solid, with the forward bookings 10.2% ahead of last year’s booking situation. Central/Eastern EU as well as Western EU are increasingly popular, while France and Italy welcome over 20% more forward bookings as of 30 April 2018.
Forward looking ECTY2018 summer

Top 5 EU destinations on the book for summer break
Forward looking Jul-Aug 2018

- United Kingdom: 1, -1.1%
- France: 2, +29.8%
- Germany: 3, +7.9%
- Denmark: 4, +2.6%
- Italy: 5, +23.4%
- Russia: VS., -4.7%

Summer break
Monitored period
2018: 1 Jul to 31 Aug
2017: 1 Jul to 31 Aug

European Union on the book for summer break

<table>
<thead>
<tr>
<th>Northern EU</th>
<th>Western EU</th>
<th>European Union (EU-28)</th>
<th>Schengen Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>+2.6%</td>
<td>+17.7%</td>
<td>+10.2%</td>
<td>+13.3%</td>
</tr>
<tr>
<td>Southern EU</td>
<td>Central/Eastern EU</td>
<td>European Union (EU-27)</td>
<td></td>
</tr>
<tr>
<td>+13.7%</td>
<td>+32.5%</td>
<td>+14.7%</td>
<td>+14.4%</td>
</tr>
</tbody>
</table>

Note: European Union (EU-28) includes all 28 member states, while European Union (EU-27) excludes the UK. Schengen Area includes France, Sweden, and the UK.