

2018 EU-China Tourism Year

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.



Chinese departures to the European Union

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

History

Forward
looking



Mainland China

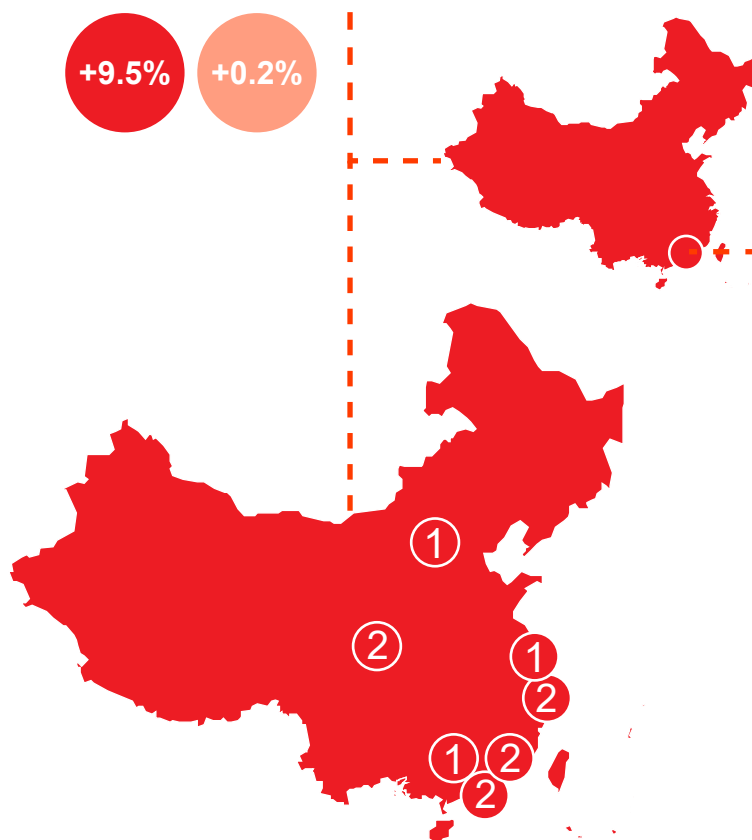
+9.5%

+0.2%

Hong Kong and Macao SARs

+3.8%

+9.8%



1 Tier-1 cities

+6.4%

-4.3%

Beijing
Shanghai
Guangzhou

2 Tier-2 cities

+17.1%

+19.1%

Chengdu
Shenzhen
Hangzhou
Xiamen



2018 EU-China Tourism Year

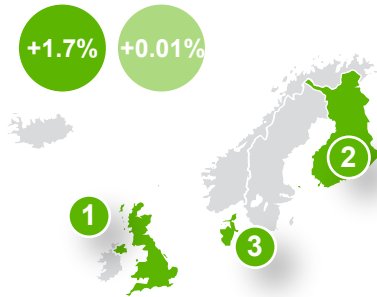
Chinese arrivals in the European Union

History Forward looking



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

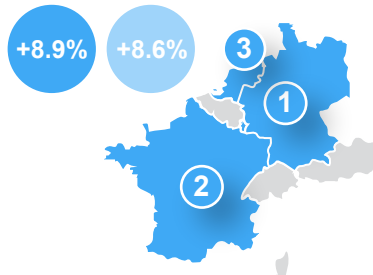
NORTHERN EU



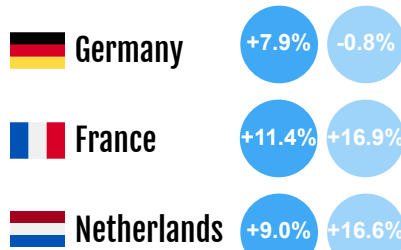
TOP 3



WESTERN EU

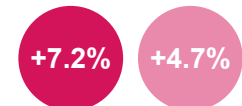


TOP 3



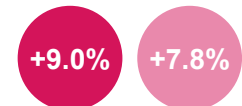
OVERVIEW

European Union (EU-28)



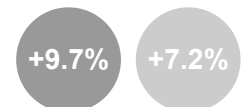
European Union (EU-27)

when excluding the UK



ETC members +3

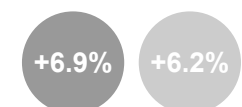
(France, Sweden, and the UK)



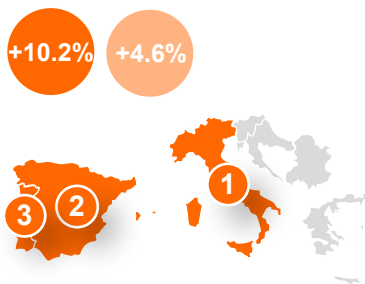
Schengen Area



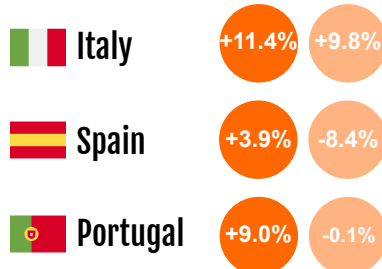
Worldwide



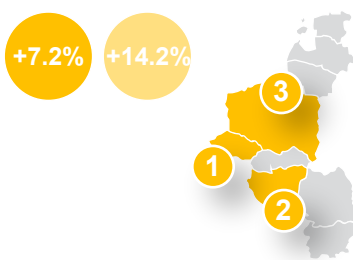
SOUTHERN EU



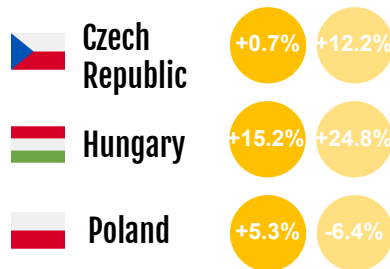
TOP 3



CENTRAL/EASTERN EU



TOP 3



Forward looking ECTY2018 summer

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.

Dragon Boat Festival holiday makers heading to Russia for FIFA World Cup

Dragon Boat Festival

18 June 2018

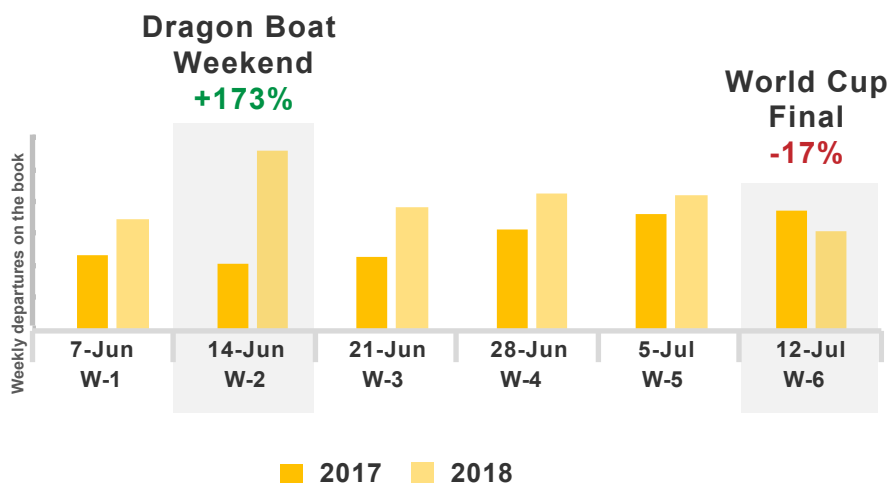


Monitored period

2018: 08 Jun to 23 Jun

2017: 19 May to 03 Jun

Chinese departures to Russia on the book



FIFA World Cup

14 June to 15 July 2018

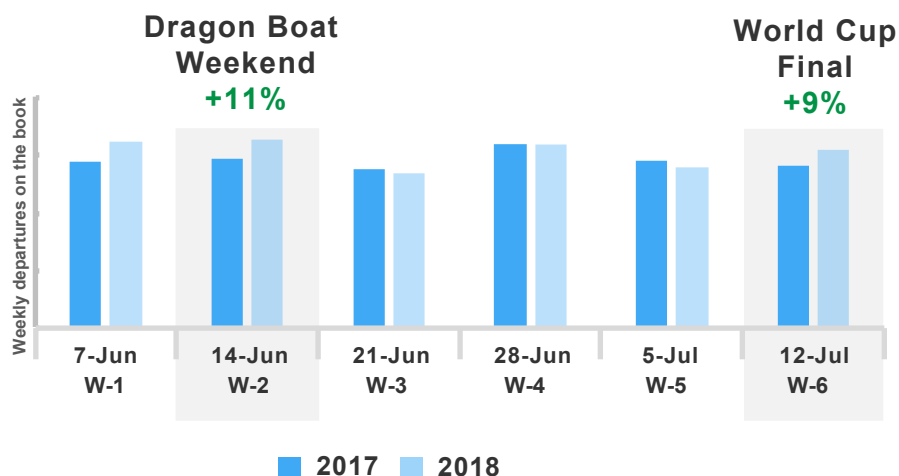


Monitored period

2018: 7 Jun to 18 Jul

2017: 8 Jun to 19 Jul

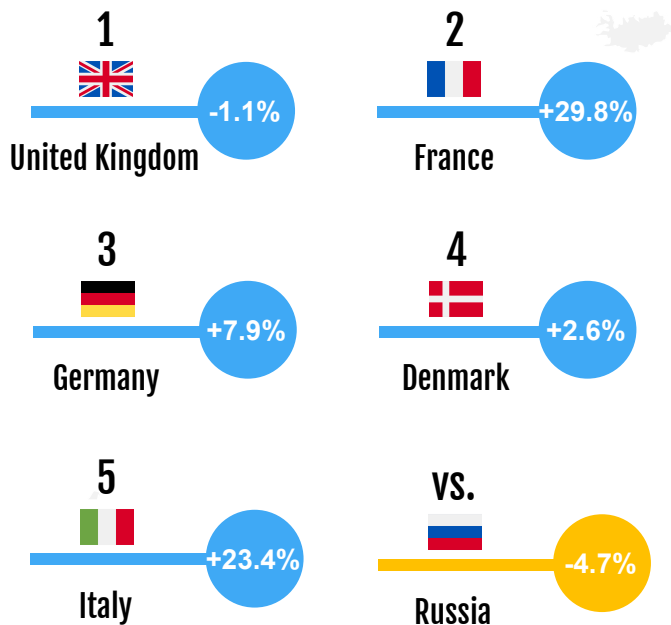
Chinese departures to the EU on the book



Forward looking ECTY2018 summer

Top 5 EU destinations on the book for summer break

Forward looking Jul-Aug 2018



Summer break

Monitored period

2018: 1 Jul to 31 Aug

2017: 1 Jul to 31 Aug

European Union on the book for summer break

Northern EU

+2.6%

Western EU

+17.7%

Southern EU

+13.7%

Central/Eastern EU

+32.5%

European Union (EU-28)

+10.2%

Schengen Area

+13.3%

European Union (EU-27)

when excluding the UK

+14.7%

ETC members +3

(France, Sweden, and the UK)

+14.4%

