

THE 2018 EU-CHINA TOURISM YEAR MAKES A STRONG START

Monitoring the Rapidly-Growing Chinese Travel Market amidst the 2018 EU-CHINA Tourism Year

Brussels/Madrid, 14 June 2018 – In the framework of the [2018 EU-China Tourism Year](#), the European Travel Commission (ETC) will monitor Chinese air traveller trends and evaluate destination performances of 34 countries* in Europe. The findings are based on global air reservation data from ForwardKeys, which monitors 17 million booking transactions a day. ETC's research provides a detailed picture of the social and macroeconomic environment to help Europe's tourism industry tap into the high potential of the Chinese outbound travel market.

The findings of the first report indicate that Chinese tourism to the EU is increasing. In the first four months of this year, Chinese arrivals in the EU were up 7.2% on the equivalent period last year and forward bookings for the period May-August are currently 4.7% ahead. These numbers show the EU competing for market share from the rest of the world, as the comparable worldwide figures for Chinese arrivals are 6.9% up for the first four months and 6.2% ahead for May-August.

The top destinations, in size order, are, Germany, up 7.9% and France, up 11.4%. In terms of growth, the stand out destinations were Turkey, up 74.1%, Ukraine, up 27% and Hungary, up 15.2% and current bookings for the May-August period are even more promising with Turkey ahead 203.6%, Ukraine ahead 38.4% and Hungary ahead 24.8%.

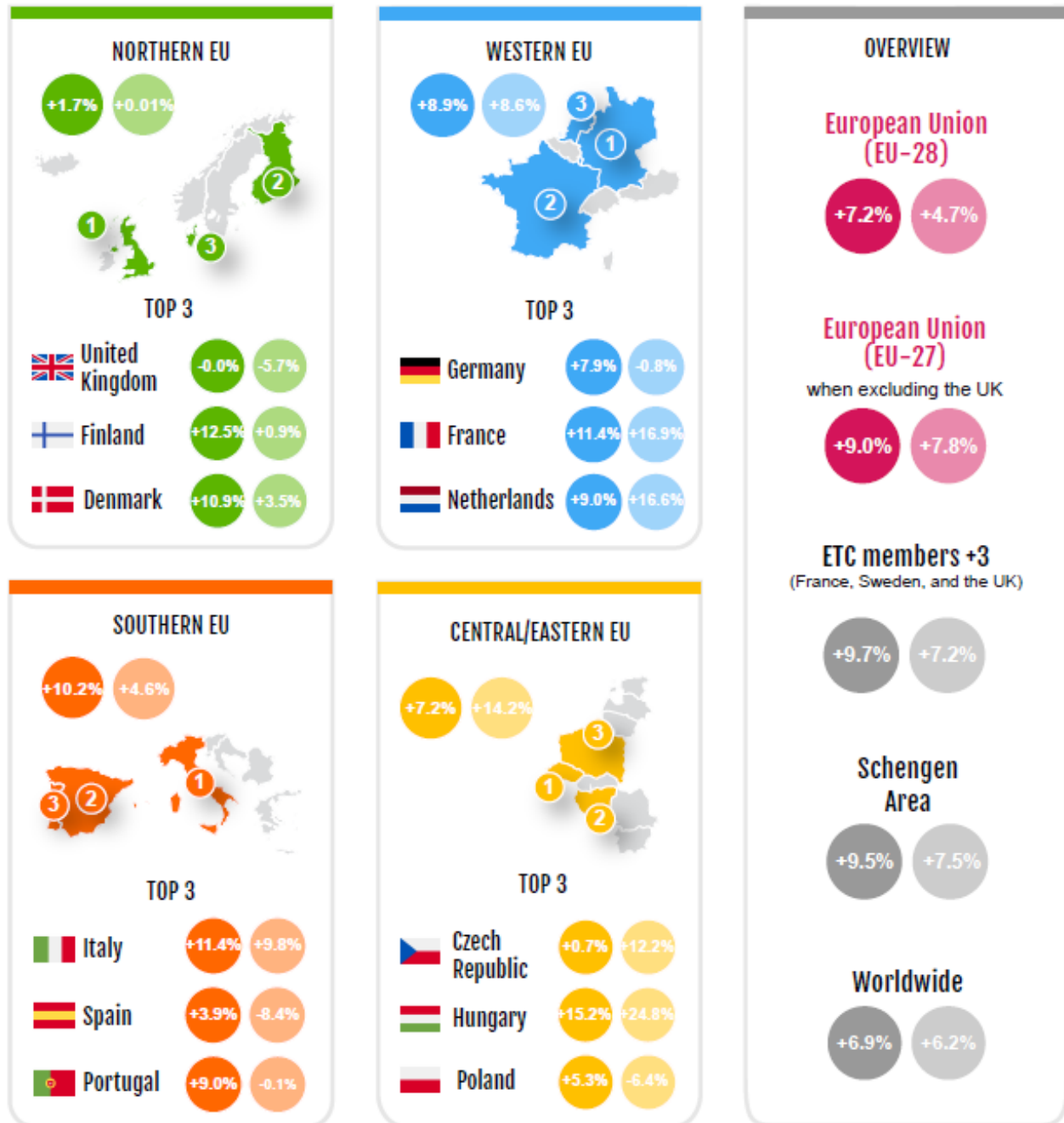
*Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxemburg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Iceland, Montenegro, Norway, Serbia, Switzerland, Turkey, France, Sweden, and the UK.

2018 EU-China Tourism Year

Chinese arrivals in the European Union

History Forward looking

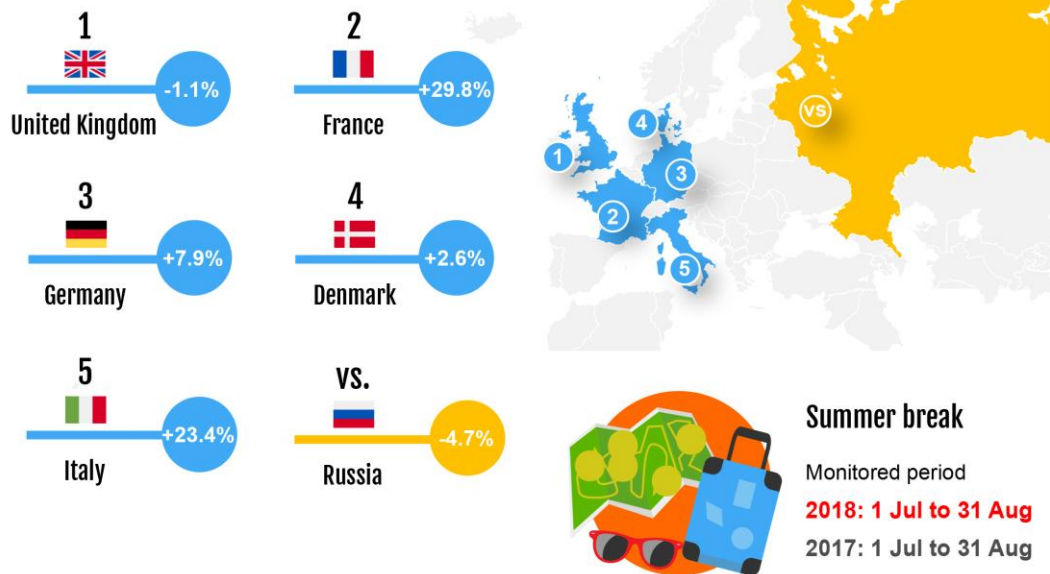
History Jan-Apr 2018 & forward looking May-Aug 2018



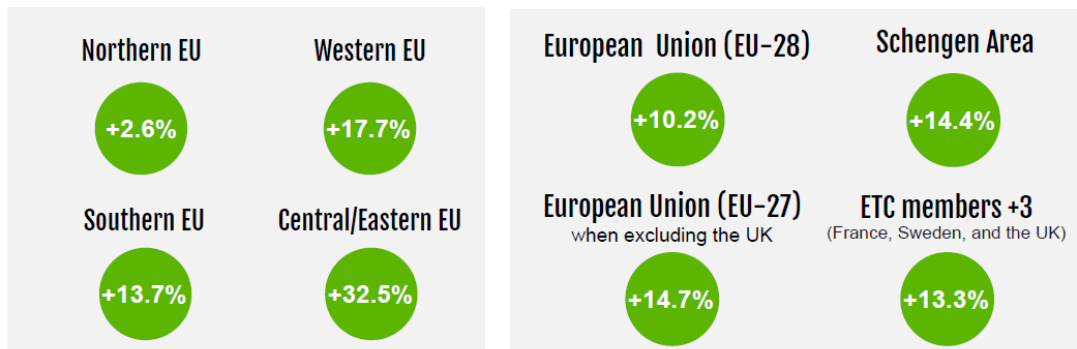
Looking at current bookings for the main summer months of July and August, the EU as a whole is 10.2% ahead. France is set to overtake Germany for the no.2 spot, with bookings running 29.8% ahead of last year. In terms of growth, Central & Eastern EU steals the show, with bookings currently 32.5% ahead of last year. It is followed by Southern EU, 13.7% ahead, Western EU 17.7% ahead and Northern EU 2.6% ahead.

Top 5 EU destinations on the book for summer break

Forward looking Jul-Aug 2018



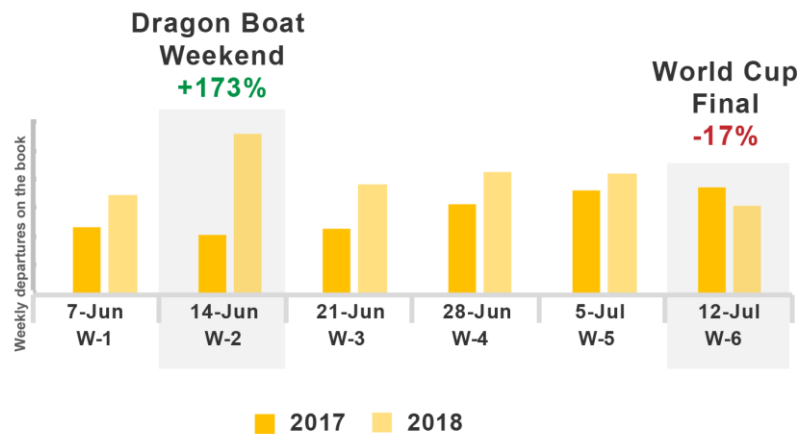
European Union on the book for summer break



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Current Chinese bookings for Russia, during the world Cup finals are generally well ahead of last year but there is an extraordinary peak during the week of 14th June, which coincides with Dragon Boat Weekend, when bookings are 173% ahead! There is also a trough during the week of 12th July, coinciding with the World Cup final, when bookings are 17% behind.

Chinese departures to Russia on the book



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Mr. Eduardo Santander, Executive Director European Travel Commission said: “We firmly believe that monitoring Chinese air travel trends will help the European tourism industry better understand Chinese visitors and enable it to offer them the best experiences. Doing so will reinforce ETC’s and the European Commission’s efforts to secure Europe’s position as the No.1 tourism destination worldwide”.

Olivier Jager, CEO, ForwardKeys, commented: “So far, EU-China Tourism Year looks set to be a resounding success, with strong growth during the first four months of 2018 and potentially even stronger growth possible over the summer, with the less mainstream destinations set to do particularly well.”



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Note to editors

About the European Travel Commission

The European Travel Commission (ETC) is the non-profit organisation responsible for the promotion of European tourism in long-haul markets. For 70 years, the ETC has been a state-of-the-art unique association in the public sector, and it is now representing 33 members National Tourism Organisations in Europe. In accordance with its mission to strengthen the sustainable development of Europe as a tourist destination, ETC works in areas of advocacy, best practice, market intelligence sharing, and promotion, with the long-term aspiration of setting up a new unique forum in which public and private tourism stakeholders can cooperate to create benefits and eliminate disadvantages for the travel industry in Europe. For more information: www.etc-corporate.org and follow us on Twitter @ETC_Corporate and LinkedIn European Travel Commission

For more information, please contact European Travel Commission (ETC) info@visiteurope.com

About ForwardKeys

ForwardKeys analyses more than 17m flight booking transactions a day, drawing data from all the major global air reservation systems and selected airlines and tour operators. This information is enhanced with further independent data sets, including flight search and official government statistics, plus data science to paint a picture of who is travelling where and when. ForwardKeys’ analytics are used by travel marketers, retailers, hotels, destination marketing organisations (DMOs), financial institutions, car rental companies, tour operators, online travel agents (OTAs) and other traveller-focussed businesses worldwide to monitor and anticipate traveller arrivals from a particular origin market at a specific time. This analysis enables parties to anticipate the impact of events, better manage their staffing levels, fine tune supply requirements, adjust and measure the effectiveness of their marketing efforts and anticipate future market trends.

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