

2018 EU-China Tourism Year

European Union destinations saw a year-to-date increase of 4.0% in Chinese arrivals for the first eight months of EU-China Tourism Year (ECTY2018), along with a year-on-year increase of 2.2% during May-August. Increasing interest in travelling to the EU was seen for the Labour Day and Dragon Boat Festival long weekends, while travel demand during the summer break (July-August) registered solid growth. Thirteen new routes were launched in the past four months, improving the air connectivity between China and the EU.

Forward bookings from China to the EU for September to December of ECTY2018 are ahead by 4.7% as compared to last year's booking situation. These numbers are more positive than average as Chinese bookings to global destinations are only 3.6% more advanced.



Chinese departures to the European Union

History May-Aug 2018 & forward looking Sept-Dec 2018

History

Forward
looking



Mainland China

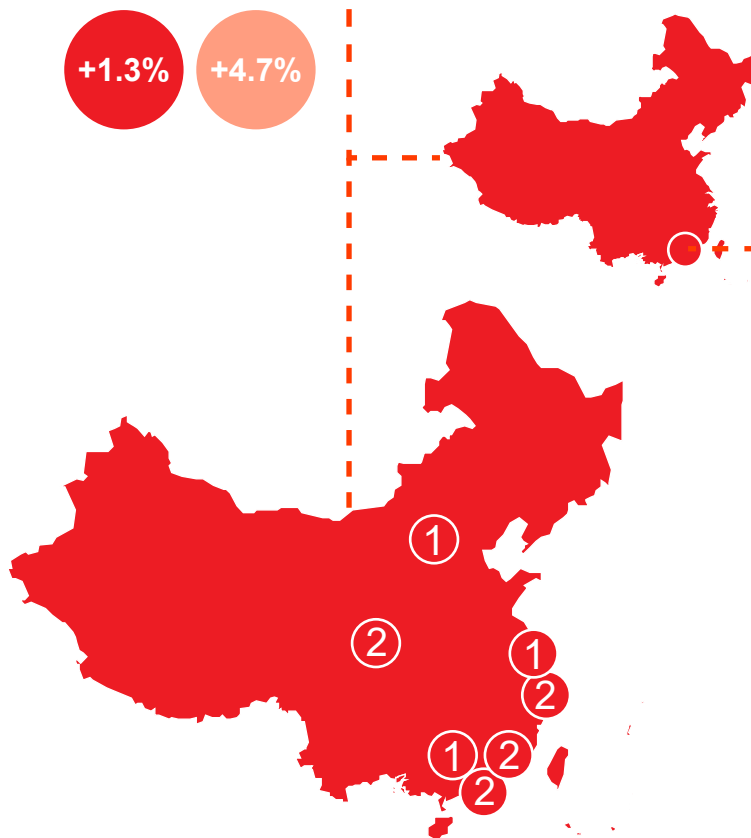
+1.3%

+4.7%

Hong Kong and Macao SARs

+5.1%

+6.8%



1 Tier-1 cities

-2.6%

+1.4%

Beijing
Shanghai
Guangzhou

2 Tier-2 cities

+13.5%

+22.6%

Chengdu
Shenzhen
Hangzhou
Xiamen



2018 EU-China Tourism Year

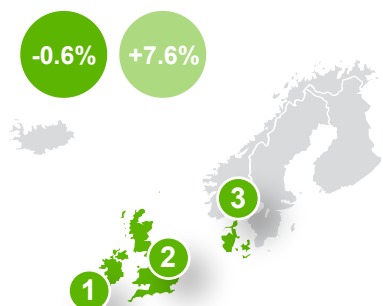
Chinese arrivals in the European Union

History Forward looking

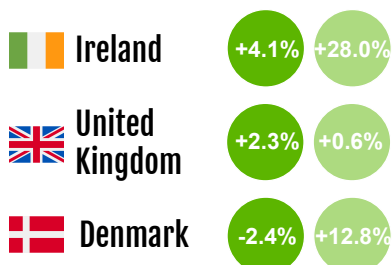
Top 3 most growing destinations by sub-region during May-Aug 2018

History May-Aug 2018 & forward looking Sept-Dec 2018

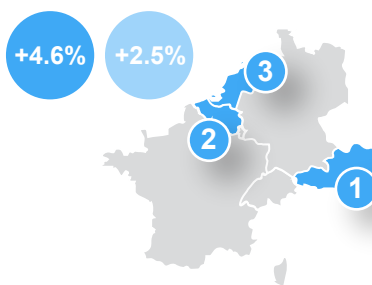
NORTHERN EU



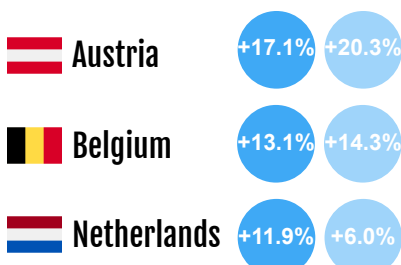
TOP 3



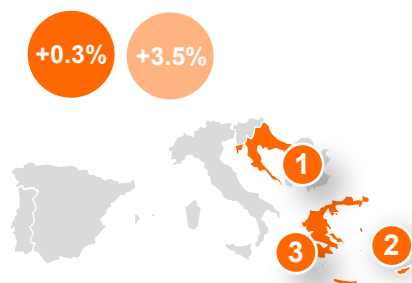
WESTERN EU



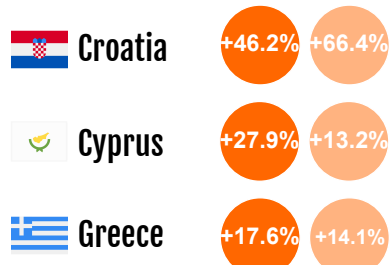
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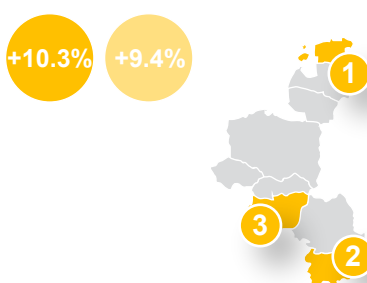
SOUTHERN EU



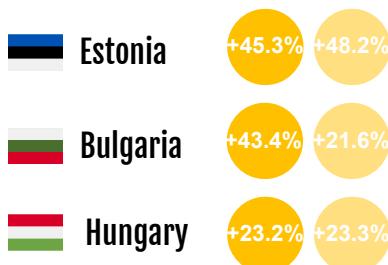
TOP 3



CENTRAL/EASTERN EU

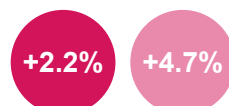


TOP 3



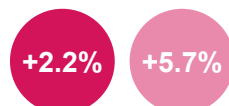
OVERVIEW

European Union (EU-28)



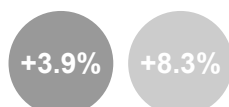
European Union (EU-27)

when excluding the UK

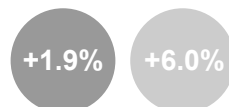


ETC members +3

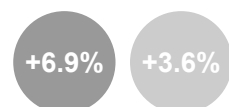
+ France, Sweden, and the UK



Schengen Area



Worldwide



Forward looking Mid-Autumn Festival and October Golden Week in ECTY2018

The EU sees 0.6% more Chinese bookings for the coming Mid-Autumn Festival (24 September) and China's National Day Golden Week holiday (1-7 October), as compared to the same time last year. Despite the small increase, the EU shows its attractiveness: Chinese bookings to other long-haul destinations in the world are 3.2% behind.

During these festivities, traditionally popular EU destinations among Chinese travellers, being the UK (-2.8%), Germany (-7.6%) and Italy (-4.5%) have a delayed booking situation, mainly due to a lack of group bookings. In contrast, smaller destinations including Sweden (+26.3%), Austria (+13.1%), the Netherlands (+8.7%), Spain (5.7%), and Denmark (+4.5%) are on the rise.

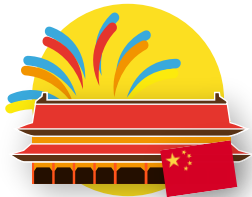
Chinese bookings to EU destinations are pacing steadily for the coming Mid-Autumn Festival and National Day Golden Week

Mid-Autumn Festival



2018: 24 Sep
2017: 4 Oct

Golden Week



2018: 1 Oct to 7 Oct
2017: 1 Oct to 7 Oct

Monitored period



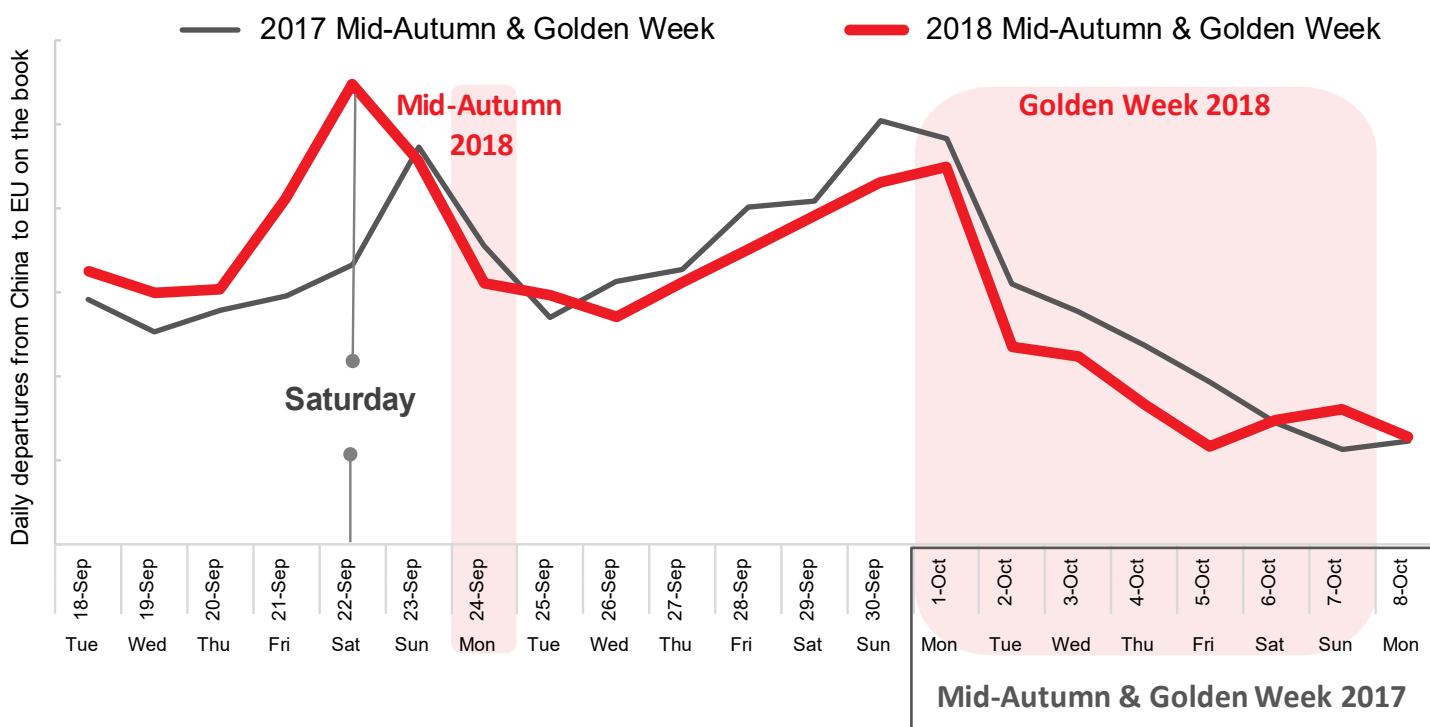
2018: 18 Sep to 8 Oct

2017: 18 Sep to 8 Oct

Air bookings

+0.6%

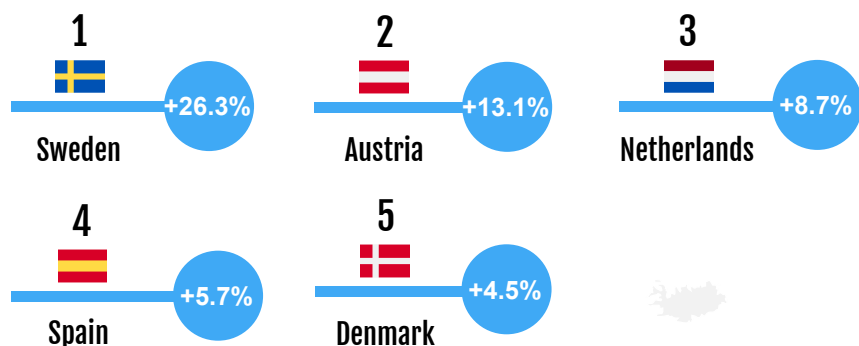
Based on air bookings made by 31 Aug 2018



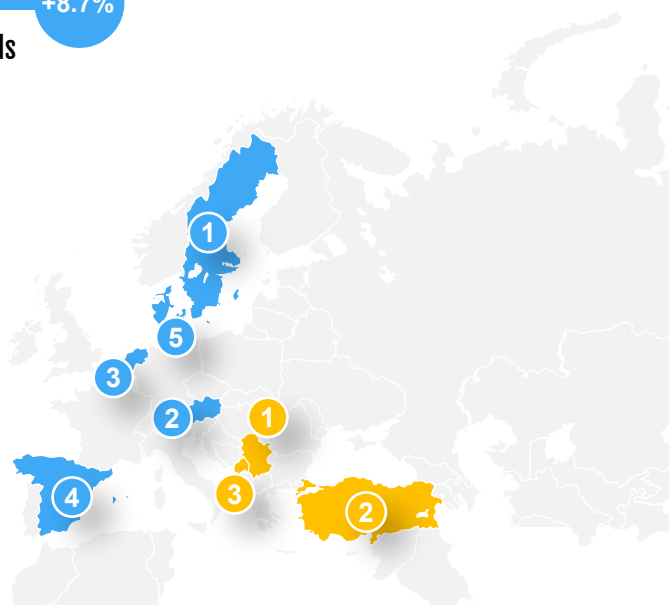
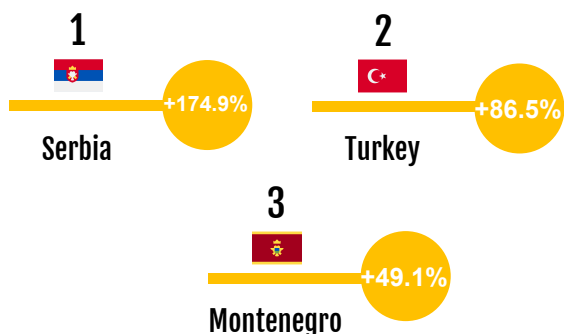
Forward looking Mid-Autumn Festival and October Golden Week in ECTY2018

Top 5 best performing EU destinations

Countries that enjoy at least 3% of current Chinese bookings to EU destinations



Top 3 best performers among other European countries



Monitored period

2018: 18 Sep to 8 Oct

2017: 18 Sep to 8 Oct

European Union on the book

Northern EU

+1.5%

Western EU

-0.6%

Southern EU

+0.1%

Central/Eastern EU

+4.3%

European Union (EU-28)

+0.6%

Schengen Area

+1.1%

European Union (EU-27)

when excluding the UK

+1.3%

ETC members + 3

+ France, Sweden, and the UK

+4.0%

