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.
## 2018 EU–China Tourism Year

### Chinese arrivals in the European Union

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

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

<table>
<thead>
<tr>
<th>Sub-region</th>
<th>Country</th>
<th>Change during May-Aug 2018</th>
<th>Change during Sept-Dec 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORTHERN EU</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ireland</td>
<td>+4.1%</td>
<td>+28.0%</td>
</tr>
<tr>
<td></td>
<td>United Kingdom</td>
<td>+2.3%</td>
<td>+0.6%</td>
</tr>
<tr>
<td></td>
<td>Denmark</td>
<td>-2.4%</td>
<td>+12.8%</td>
</tr>
<tr>
<td><strong>WESTERN EU</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Austria</td>
<td>+17.1%</td>
<td>+20.3%</td>
</tr>
<tr>
<td></td>
<td>Belgium</td>
<td>+13.1%</td>
<td>+14.3%</td>
</tr>
<tr>
<td></td>
<td>Netherlands</td>
<td>+11.9%</td>
<td>+6.0%</td>
</tr>
<tr>
<td><strong>SOUTHERN EU</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Croatia</td>
<td>+46.2%</td>
<td>+66.4%</td>
</tr>
<tr>
<td></td>
<td>Cyprus</td>
<td>+27.9%</td>
<td>+13.2%</td>
</tr>
<tr>
<td></td>
<td>Greece</td>
<td>+17.6%</td>
<td>+14.1%</td>
</tr>
<tr>
<td><strong>CENTRAL/EASTERN EU</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Estonia</td>
<td>+45.3%</td>
<td>+48.2%</td>
</tr>
<tr>
<td></td>
<td>Bulgaria</td>
<td>+43.4%</td>
<td>+21.6%</td>
</tr>
<tr>
<td></td>
<td>Hungary</td>
<td>+23.2%</td>
<td>+23.3%</td>
</tr>
</tbody>
</table>

#### Overview

- **European Union (EU-27)**
  - History: +2.2% over May-Aug 2018, +5.7% forward looking September-December 2018
  - When excluding the UK: +2.2% over May-Aug 2018, +5.7% forward looking September-December 2018

- **ETC members +3**
  - + France, Sweden, and the UK: +3.9% over May-Aug 2018, +8.3% forward looking September-December 2018

- **Schengen Area**
  - History: +1.9% over May-Aug 2018, +6.0% forward looking September-December 2018

- **Worldwide**
  - History: +6.9% over May-Aug 2018, +3.6% forward looking September-December 2018

© ForwardKeys, 2018. All rights reserved.
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

**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

1. Sweden +26.3%
2. Austria +13.1%
3. Netherlands +8.7%
4. Spain +5.7%
5. Denmark +4.5%

Top 3 best performers among other European countries

1. Serbia +174.9%
2. Turkey +86.5%
3. Montenegro +49.1%

European Union on the book

- Northern EU +1.5%
- Southern EU +0.1%
- Western EU -0.6%
- Central/Eastern EU +4.3%

- European Union (EU-28) +0.6%
- European Union (EU-27) when excluding the UK +1.3%
- Schengen Area +1.1%
- ETC members +3 +4.0%

Monitored period
2018: 18 Sep to 8 Oct
2017: 18 Sep to 8 Oct