

# 2018 EU-China Tourism Year

EU destinations welcomed a 7.9% increase in Chinese arrivals during September-December 2018, as compared to the same months of the previous year. Robust growth was fuelled by the good performances of traditionally popular and rising destinations in the region. The top three EU destinations in terms of number of Chinese arrivals were Germany, the United Kingdom, and France, growing by 3.6%, 5.0%, and 6.5%, respectively. The top three fastest growing destinations were Croatia (+59.0%), Sweden (+40.9%), and Malta (+36.3%).

Forward bookings from China to the EU for January-April 2019 are up by 16.9% as compared to last year's booking situation, which is well ahead of the increase of 9.3% in Chinese bookings to worldwide destinations.



## Chinese departures to the European Union

History Sept-Dec 2018 & forward-looking Jan-Apr 2019

History

Forward-looking



Mainland China

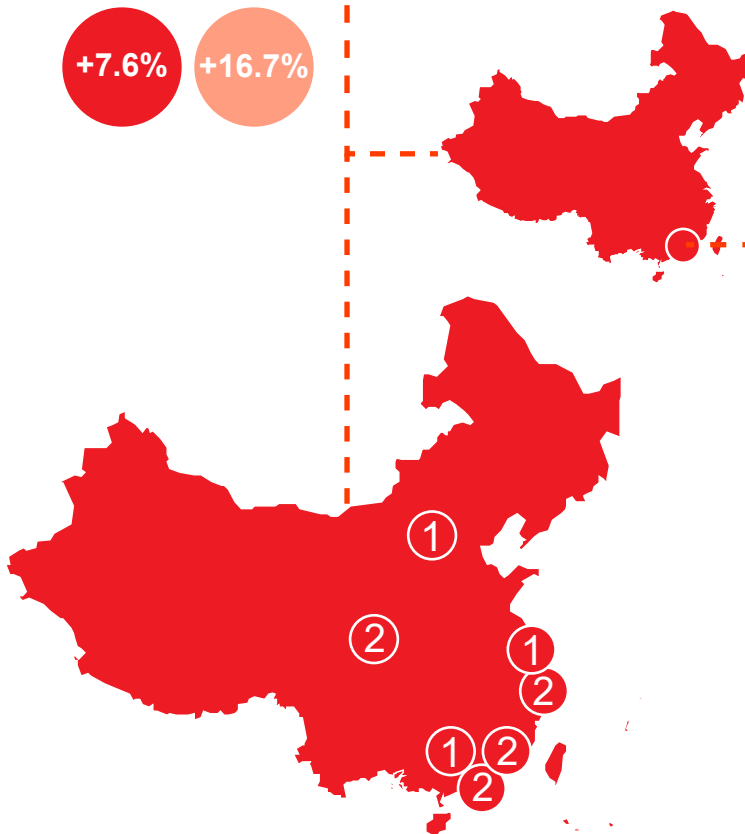
Hong Kong and Macao SARs

+7.6%

+16.7%

+12.2%

+35.4%



1 Tier-1 cities

+4.7%

+13.1%

Beijing  
Shanghai  
Guangzhou

2 Tier-2 cities

+26.6%

+51.3%

Chengdu  
Shenzhen  
Hangzhou  
Xiamen



# 2018 EU-China Tourism Year

## Chinese arrivals in the European Union

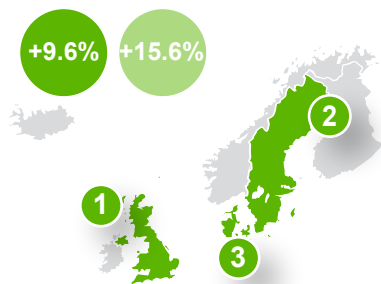
History Forward-looking



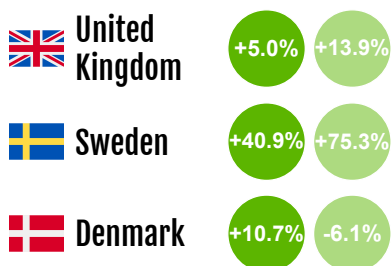
### Top 3 destinations in terms of volume by sub-region

History Sept-Dec 2018 & forward-looking Jan-Apr 2019

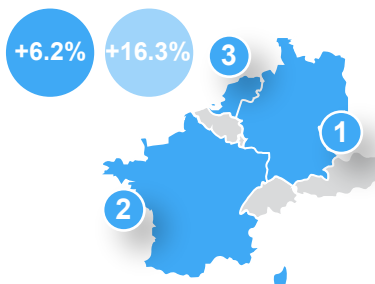
#### NORTHERN EU



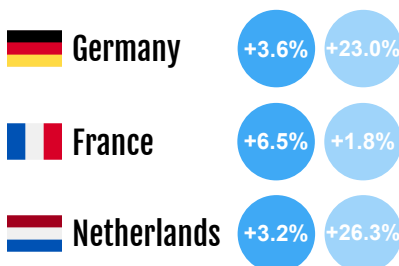
#### TOP 3



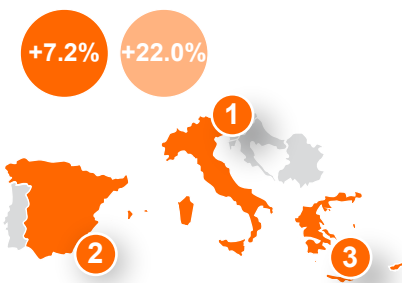
#### WESTERN EU



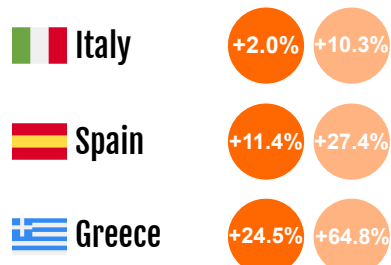
#### TOP 3



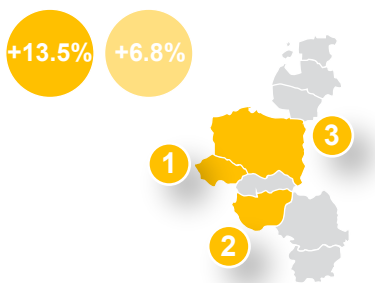
#### SOUTHERN EU



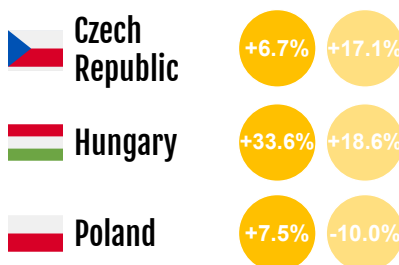
#### TOP 3



#### CENTRAL/EASTERN EU

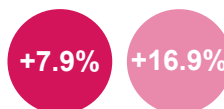


#### TOP 3



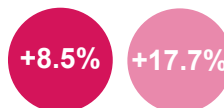
#### OVERVIEW

##### European Union (EU-28)



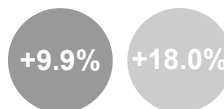
##### European Union (EU-27)

when excluding the UK



##### ETC members +3

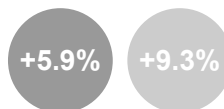
(France, Sweden, and the UK)



##### Schengen Area



##### Worldwide



# Chinese arrivals in the EU during the three busy periods in ECTY2018: the EU outperformed worldwide destinations in all three busy periods

The two Golden Weeks and the summer school break are the key periods for Chinese travellers to visit long-haul destinations. The EU registered above-global-average performance for the two Golden Week periods during ECTY2018. Central/Eastern EU recorded positive year-on-year variations in the number of Chinese arrivals during all three key periods. The top 5 destinations in the EU in terms of number of Chinese arrivals during 2018 Chinese New Year were the United Kingdom, Germany, France, Italy, and Spain. These five countries manage to keep their leading positions among Chinese bookings for the upcoming 2019 Chinese New Year.



**2018  
Chinese New Year  
Golden Week**



**2018  
summer school break  
(July-August)**



**2018 Mid-Autumn &  
China's National Day  
Golden Week**

<b>Worldwide destinations</b>	<b>+ 3.8 %</b>	<b>+ 7.1 %</b>	<b>- 0.6 %</b>
<b>European Union (EU-28)</b>	<b>+ 5.1 %</b>	<b>+ 3.4 %</b>	<b>+ 0.4 %</b>
Northern EU	- 8.7 %	+ 1.8 %	+ 2.3 %
Western EU	+ 3.7 %	+ 4.1 %	- 1.1 %
Central/Eastern EU	+ 22.8 %	+ 15.7 %	+ 4.0 %
Southern EU	+ 20.8 %	+ 1.3 %	- 0.3 %
<b>European Union (EU-27)</b>	<b>+ 10.9 %</b>	<b>+ 2.4 %</b>	<b>+ 0.03 %</b>

Chinese arrivals in the EU vs worldwide destinations during the monitored period below:

2018 Chinese New Year Period – 25 January to 28 February 2018 vs 6 January to 9 February 2017

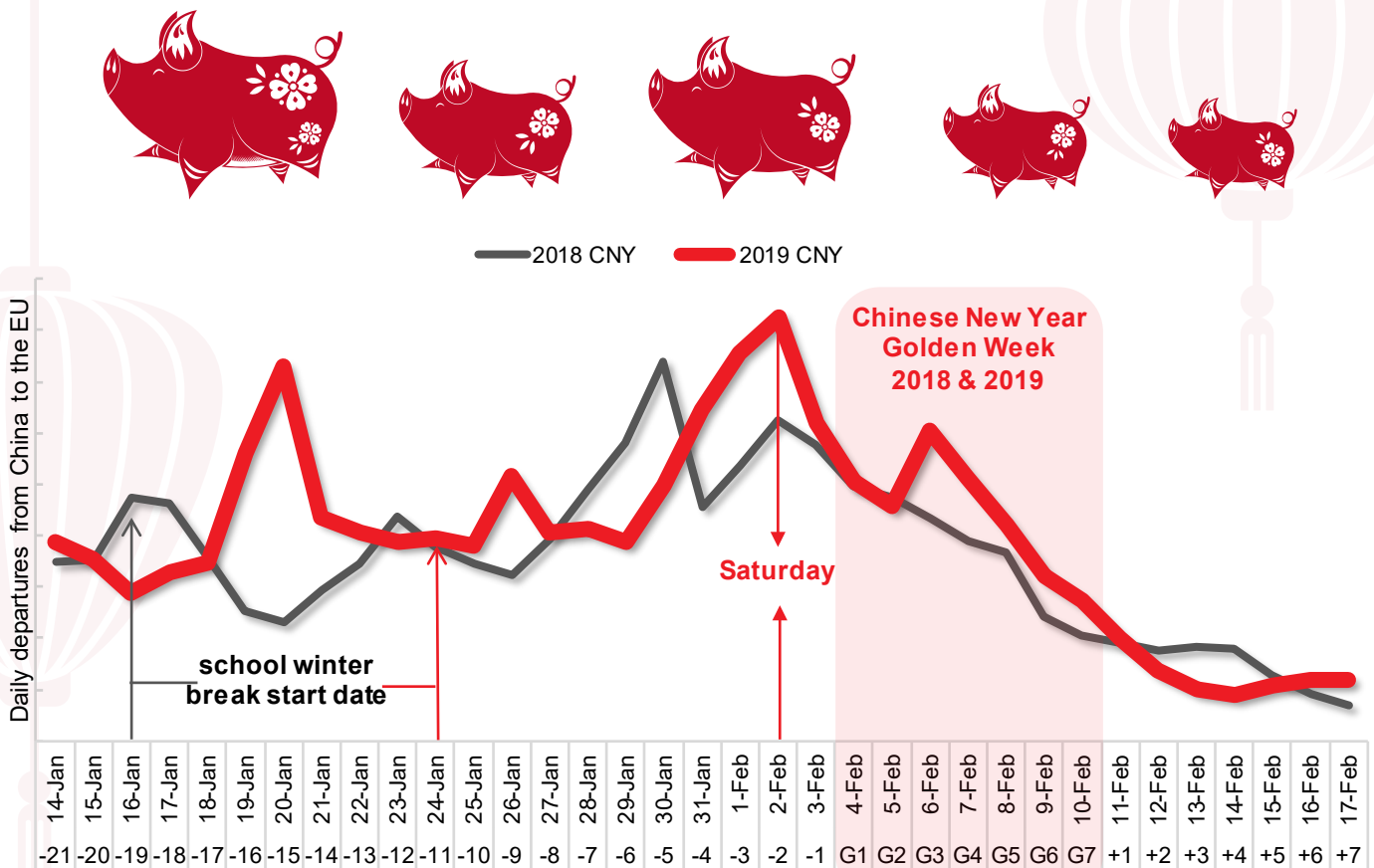
2018 summer school break – 1 July to 31 August 2018 vs 2017

2018 Mid-Autumn & China's National Day Golden Week – 18 September to 8 October 2018 vs 2017

# Forward-looking 2019 Chinese New Year Golden Week

## Chinese bookings to EU destinations are up by 9.2%, well ahead of global average

Chinese bookings for trips to EU destinations during the 2019 Chinese New Year (CNY) period are up by 9.2%, when compared to last year's booking situation. This is well above the global average, which is just 0.2% ahead of last year's situation. The EU welcomes an early crowd of Chinese travellers two weeks before the Golden Week in 2019. The trip duration patterns show two kinds of holiday needs: either to celebrate the CNY with a long trip to the EU, or off-peak visits to the EU and heading back to China for local celebrations during the Golden Week.



### Chinese bookings to

European Union (EU-28)

**+9.2%**

WORLDWIDE

**+0.2%**

### European Union on the book

Northern EU

**+19.0%**

Western EU

**+6.0%**

ETC members + 4  
(France, Sweden, Turkey and the UK)

**+11.1%**

Southern EU

**+6.1%**

Central/Eastern EU

**-3.7%**

European Union (EU-27)  
when excluding the UK

**+8.1%**

According to air bookings made as of 31 December 2018 for 2019CNY vs. those made during an equivalent period ending 11 January 2018 for 2018CNY. Chinese travellers stay at least 1 night at the destination countries.