2018 EU–China Tourism Year

EU destinations registered a year-on-year increase of 5.1% in Chinese arrivals during the 2018 EU-China Tourism Year (ECTY). All four EU sub-regions reported positive growth during the year. Central/Eastern EU posted a double-digit increase (+10.6%) and led the growth rates while the traditionally popular Western EU (+6.1%) and Southern EU (+5.2%) also registered robust growth. Northern EU (+2.7%) saw different dynamics among countries, but overall recorded a positive sub-regional performance. During the ECTY, the top three EU destinations in terms of number of Chinese arrivals were the United Kingdom, Germany, and France, growing by 2.4%, 2.6%, and 7.7%, respectively. The top three fastest growing destinations were Croatia (+45.7%), Estonia (+35.8%), and Hungary (+25.1%).

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 9.3% increase in Chinese bookings to worldwide destinations.
**2018 EU-China Tourism Year**

**Chinese arrivals in the European Union**

Growth in the top 3 destinations in terms of volume by sub-region

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

### OVERVIEW

**European Union (EU-28)**

+5.1% +16.9%

**European Union (EU-27)**

when excluding the UK

+5.8% +17.7%

ETC members +3

(France, Sweden, and the UK)

+7.2% +18.0%

Schengen Area

+6.1% +16.9%

**Worldwide**

+6.5% +9.3%

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**NORTHERN EU**

**TOP 3**

United Kingdom +2.4% +13.9%

Denmark +3.2% -6.1%

Sweden +7.2% +75.3%

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**WESTERN EU**

**TOP 3**

Germany +2.6% +23.0%

France +7.7% +1.8%

Netherlands +8.2% +26.3%

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**SOUTHERN EU**

**TOP 3**

Italy +4.6% +10.3%

Spain +1.4% +27.4%

Greece +22.6% +64.8%

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**CENTRAL/EASTERN EU**

**TOP 3**

Czech Republic +7.3% +17.1%

Hungary +25.1% +18.6%

Poland -0.4% -10.0%
Chinese arrivals in the EU during the three busy periods in ECTY:
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 ECTY. 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 the Chinese New Year are the UK, Germany, France, Italy and Spain accounting for 19%, 17%, 14%, 13% and 11% respectively of the total number of Chinese arrivals to the EU. These five countries manage to keep their leading positions among Chinese bookings for the upcoming 2019 Chinese New Year.

<table>
<thead>
<tr>
<th></th>
<th>2018 Chinese New Year Golden Week</th>
<th>2018 summer school break (July–August)</th>
<th>2018 Mid–Autumn &amp; China’s National Day Golden Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide destinations</td>
<td>+ 3.8 %</td>
<td>+ 7.1 %</td>
<td>- 0.6 %</td>
</tr>
<tr>
<td>European Union (EU–28)</td>
<td>+ 5.1 %</td>
<td>+ 3.4 %</td>
<td>+ 0.4 %</td>
</tr>
<tr>
<td>Northern EU</td>
<td>- 8.7 %</td>
<td>+ 1.8 %</td>
<td>+ 2.3 %</td>
</tr>
<tr>
<td>Western EU</td>
<td>+ 3.7 %</td>
<td>+ 4.1 %</td>
<td>- 1.1 %</td>
</tr>
<tr>
<td>Central/Eastern EU</td>
<td>+ 22.8 %</td>
<td>+ 15.7 %</td>
<td>+ 4.0 %</td>
</tr>
<tr>
<td>Southern EU</td>
<td>+ 20.8 %</td>
<td>+ 1.3 %</td>
<td>- 0.3 %</td>
</tr>
<tr>
<td>European Union (EU–27)</td>
<td>+ 10.9 %</td>
<td>+ 2.4 %</td>
<td>+ 0.03 %</td>
</tr>
</tbody>
</table>

Chinese arrivals in the EU vs worldwide destinations during the monitored period below:
2018 summer school break – 1 July to 31 August 2018 vs 2017.