

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.



Chinese departures to the European Union

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

History

Forward
looking



Mainland China

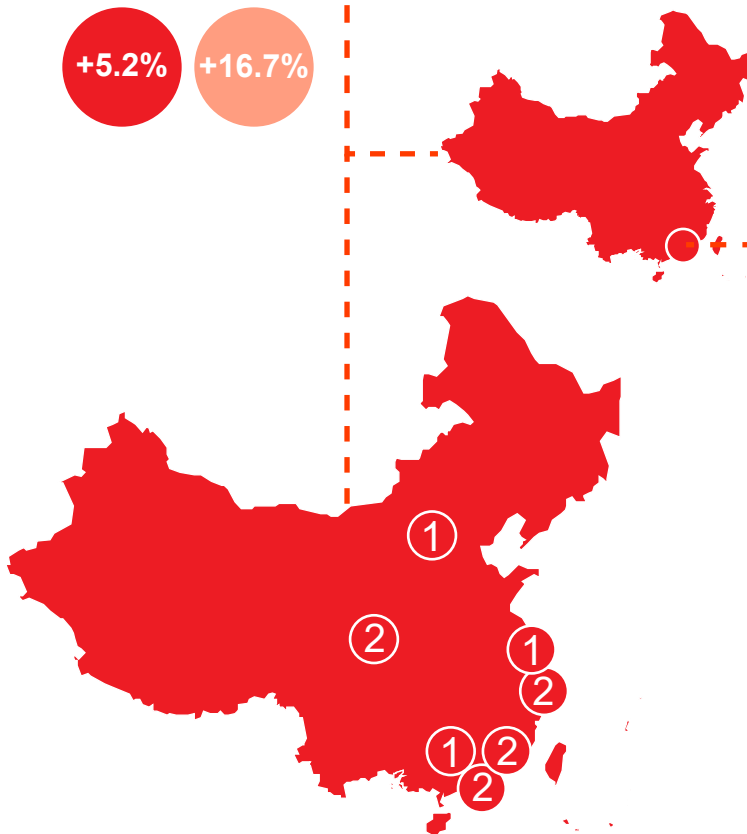
+5.2%

+16.7%

Hong Kong and Macao SARs

+7.6%

+35.4%



1 Tier-1 cities

+1.8%

+13.1%

Beijing
Shanghai
Guangzhou

2 Tier-2 cities

+18.1%

+51.3%

Chengdu
Shenzhen
Hangzhou
Xiamen



2018 EU-China Tourism Year

Chinese arrivals in the European Union

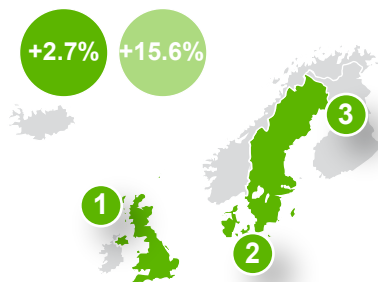
History Forward looking



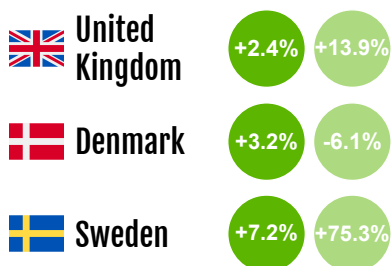
Growth in the top 3 destinations in terms of volume by sub-region

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

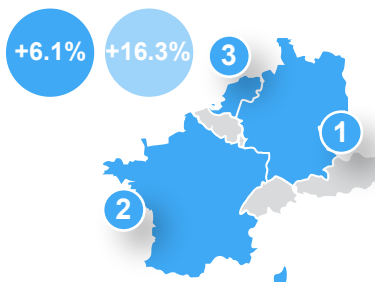
NORTHERN EU



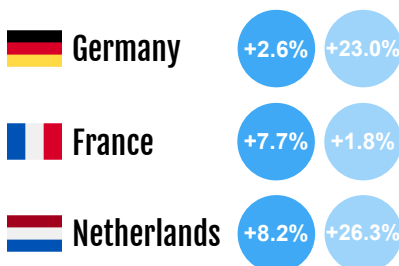
TOP 3



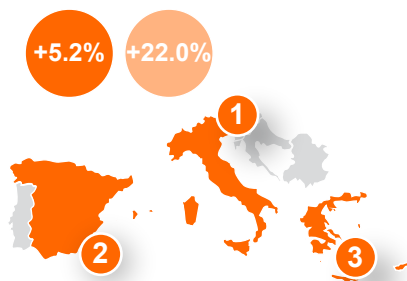
WESTERN EU



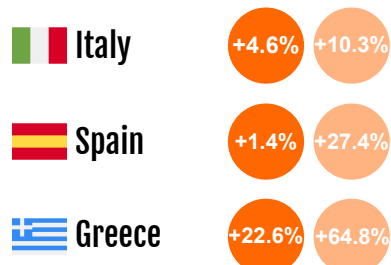
TOP 3



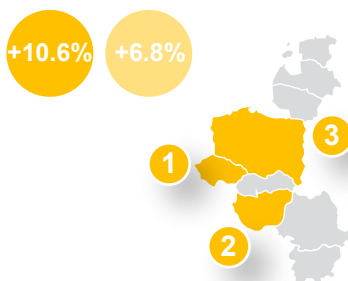
SOUTHERN EU



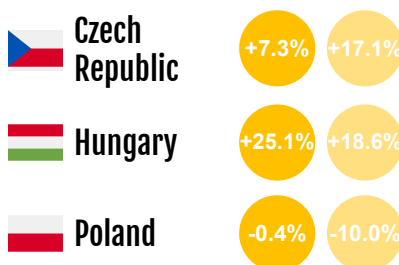
TOP 3



CENTRAL/EASTERN EU

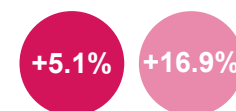


TOP 3



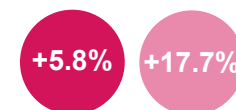
OVERVIEW

European Union (EU-28)



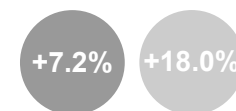
European Union (EU-27)

when excluding the UK

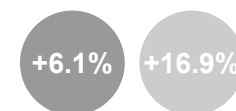


ETC members +3

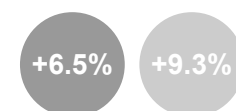
(France, Sweden, and the UK)



Schengen Area



Worldwide



Chinese arrivals in the EU during the three busy periods in 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.



**2018
Chinese New Year
Golden Week**



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



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

Worldwide destinations	+ 3.8 %	+ 7.1 %	– 0.6 %
European Union (EU–28)	+ 5.1 %	+ 3.4 %	+ 0.4 %
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 %
European Union (EU–27)	+ 10.9 %	+ 2.4 %	+ 0.03 %

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. same dates in 2017.