**THE EUROPEAN UNION LIGHT SHOW**

EU tourist assets will come to life through light and sound in front of the audience’s eyes.

Images will transform and open up in an exciting light show featuring an explosion of shapes and colours illustrating highlights of the 2018 EU-China Tourism Year, tourist destinations from all over the EU, and celebrating the historical links between Europe and China.

The light show will be projected in the ceremonial square at the South Gate, part of the historical Xi’an city walls.

Featured places: [https://ecty2018.org/closing/](https://ecty2018.org/closing/)

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**CULTURAL PROGRAMME**

**Presented by the European Union**

Culture has always been an ambassador for the European Union, building bridges between people and fostering mutual understanding. To close the 2018 EU-China Tourism Year, the EU is proud to present European sound and images in Xi’an. A light show created specifically to be shown in Xi’an will provide audiences with an original visual travel experience across the EU Member States. The programme also features the inspiring European Union Youth Orchestra performing a selection of musical highlights by European composers.

**MORE INFO:**

[www.ecty2018.org](http://www.ecty2018.org)

#ECTY2018

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**2018 EU – China Tourism Year Closing Ceremony**

Xi’an – 17 November 2018

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**THE EUROPEAN UNION YOUTH ORCHESTRA**

The European Union Youth Orchestra (EUYO), formed from the finest young musicians from across all EU Member States, is one of the world’s pre-eminent symphony orchestras. Described by President of the European Commission Jean-Claude Juncker as “the best possible ambassador for the European Union”, the EUYO has created an exceptional bridge for thousands of aspiring young musicians and the professional music world since its foundation in 1976.

**MUSICAL PROGRAMME**

**EUYO Brass and Percussion Ensemble**

- Aaron Copland: Fanfare for the Common Man
- Claudio Monteverdi: Prologue to Orfeo, Toccata
- Tielman Susato: La Mourisque, dance, from “The Danserye”
- Steve Reich: Music for Pieces of Wood
- Giuseppe Verdi arr. Geoff Batchelor: Overture to Nabucco
- Beethoven arr. Peter Gane: Ode to Joy (European anthem)
THE 2018 EU-CHINA TOURISM YEAR AT A GLANCE

In July 2016, European Commission President Jean-Claude Juncker and Chinese Premier Li Keqiang decided to designate 2018 as the ‘EU-China Tourism Year’ (ECTY).

On the Chinese side, the Ministry of Culture and Tourism and the Chinese Mission to the EU organised various events and actions. On the EU side, the European Commission worked hand in hand with the EU Delegation in Beijing and the European Travel Commission on marketing activities.

OBJECTIVES

The goal of the ECTY was to boost the flow of visitors and investments on both sides. It was also an occasion for European and Chinese peoples to better appreciate each other’s cultures and traditions. Finally, it provided an opportunity to promote lesser-known destinations in both the EU and China.

MAIN ACTIONS BACKED BY THE EU

Grass-roots and festive initiatives included the EU-China ‘Bridge of Light’ which was created thanks to 100 landmarks illuminated in red in Europe to celebrate the Lantern Festival and in blue in China on the occasion of Europe Day.

Sixteen high-level and educational conferences were held on topical themes such as the sustainable exploitation of UNESCO World Heritage sites, family tourism, youth hostels, etc.

Ten EU-China business-to-business match-making events were organised around major travel fairs in the EU and China.

A major communication campaign advertised EU and trans-European itineraries, starting with those linking World Heritage sites.

The first EU-China Virtual Travel Fair on Cultural Tourism presented a customised virtual reality environment dedicated to finding business partners online (27-28 November 2018; https://www.ecvtf.org/en/).

Digital tools tailor-made for Chinese travelling in the EU included a WeChat Mini Program, Europe online pavilions and user-generated guides.

An online platform enabled EU and Chinese public television channels to exchange and broadcast each other's programmes dedicated to tourism and travel in their country.

ACHIEVEMENTS

The 2018 EU-China Tourism Year was an exceptional occasion to reflect and discuss challenges and opportunities for China and the European Union, two major actors on the tourism world stage. ECTY successfully initiated new business agreements between EU and Chinese companies and is expected to contribute to an increase of Chinese visitors to the EU and vice versa. ECTY contributed positively to people-to-people dialogue between Europeans and Chinese and strengthened the bonds of trust between citizens.

More info on: https://ecty2018.org/#ecty2018

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