

Agreed in 2016 by the Chinese Prime Minister and the President of the European Commission, the 2018 EU-China Tourism Year (ECTY) was a unique opportunity to **attract more Chinese travellers off the beaten path, stimulate European investment in China, and give extra impetus to EU-China visa facilitation** (negotiation launched in May 2017) **and air connectivity** (Horizontal Agreement initialled in Dec 2017).

The Year was implemented by the European Commission and the Chinese Ministry for Culture and Tourism.

What follows illustrate more than **270 actions and events** **(co)initiated and/or (co)funded by the EU.**



ENGAGING WITH CHINESE AUTHORITIES

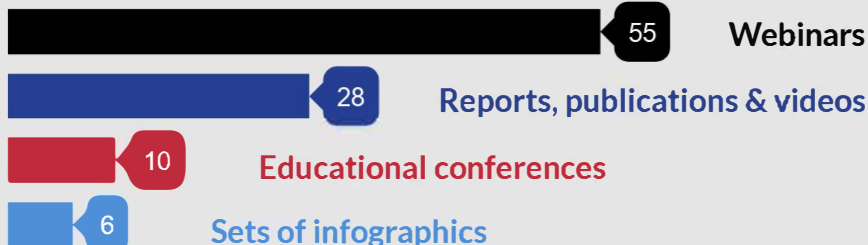
15 high level events where EU authorities held bilateral discussions on ways to develop EU-China tourism cooperation in a sustainable and balanced way.

In the context of multisectoral events (EU-China Annual Summit, Strategic Dialogue, High Level Economic Dialogue, People-to-People Dialogue ...) and dedicated events (ECTY Official Opening event in Venice, ECTY Closing event in Xi'an, global events where the EU was the guest of honor such as the Global Tourism Economic Forum in Macao or China International Travel Mart in Shanghai, ...).

<https://ecty2018.org/events>



LEARNING HOW TO ATTRACT AND WELCOME CHINESE



"Ready for China" section on ECTY website with 100 items available for free including Chinese Travel Market Studies & Statistics, recommendations on how to do business with Chinese partners and welcome Chinese travellers, promotional materials, ...

<https://ecty2018.org/ready-for-china/>

50.000 users for ECTY website specially designed to mobilize EU tourism actors (companies, museums, destination marketing organisations ...) and train them.



FINDING NEW BUSINESS PARTNERS

- 1030 EU operators + 770 Chinese operators
- 21 000 one to one meetings
- 66% declaring positive impact on their work in China
- +27% increase in business anticipated by EU operators
- +36% increase in European products listed by Chinese operators

10 large Business-to-Business Matchmaking Events

between European and Chinese operators in 2017 and 2018 (Beijing, Berlin, Chengdu, London, Macao, Shanghai, Venice, Xi'an).

<https://www.eutravelpartnerships.org/events/>

Extra visibility for European participants at dedicated EU booths during major Trade Fairs (CITM, COTTM, GTEF, ITB, WTM, etc).



European
Commission



DEVELOPING NEW TOURISM NICHEs

The EU co-funded workshops, seminars, conferences and congresses dedicated to the development of **off-track and off-season products**. The (trans-European) niches selected include:

- **World Heritage Journeys in Europe** (Ancient, Romantic, Royal & Underground Europe) developed by UNESCO with National Geographic <https://visitworldheritage.com/en/eu>
- **Tourism in European Heritage Cities** with the Sorbonne, Bologna and Leuven universities
- Trans-European itineraries around **European Spas, European Route of Ceramics, Destination Napoleon, European carnivals** (100 millions television viewers & 7.500 media reports for joint parade), ...
- **Youth Tourism** with the EU Federation of Youth Hostels Associations, **Rural Tourism** with the European Congress on Rural Tourism



PROMOTING LESSER-KNOWN EUROPEAN ITINERARIES

Priority was given to Online Tools preferred by Chinese Free Independent Travellers, the main target of the EU campaign. Set up by the European Travel Commission, the Joint Promotion Platform alone funded 62 marketing actions thanks to the financial support of the EU, with more than 25% of its contents dedicated to coastal and maritime tourism.

Covered by Chinese national media, the main Offline Actions included Shanghai's Tourism Parade, European Christmas Market in Chengdu, exhibition on EU Hidden Gems and 3D show using World Heritage site as a giant screen in Xian.

- **Europe Pavillions on the main Chinese Online Travelling Platforms** (Ctrip, Tuniu & Tongcheng), **custom-made digital travel guides** (MaFengWo) and **360° videos** of each Member State <http://visiteurope.com.cn/media/video.html>
- **1st EU-China Virtual Travel Fair on Cultural Tourism** through a fully immersive 3D platform. 900 participants, including 600 Chinese businesses interacting with exhibitors representing 22 trans-European itineraries, 150 Eden destinations and the 2019 European Capitals of Smart Tourism. <https://www.ecvtf.org/en/>
- **1st EU-China Exchange Platform for TV programmes on tourist destinations**. Catalogue of 50 TV digitalised and subtitled programmes featuring EU destinations, that Chinese Public Televisions may broadcast free of charge till December 2019. <http://exchange.urti.be/>
- **Wechat Mini-Programme** (Tencent) providing information on travelling through Europe & advanced functionalities including visa application information, on-line vat refund, automatic translator and emergency call.



450 millions views of EU marketing materials on top Chinese Online Platforms

23 EU countries represented among co-exhibitors of "Europe" booths at top Fairs

85% Satisfaction rate of co-exhibitors

15 Trans-European Familiarisation Trips covering 18 European countries

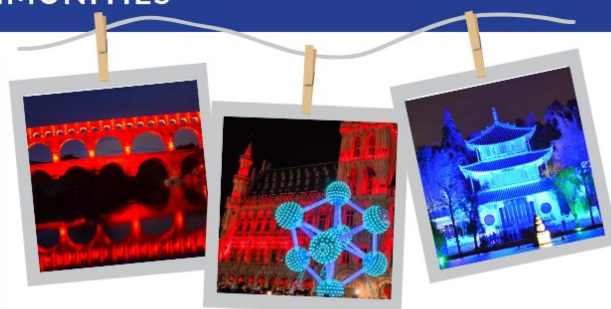
12 Key Opinion Leaders and ECTY Ambassadors (singers & actors) hosted

8 Trans-European campaigns in China



INVOLVING LOCAL COMMUNITIES

Grass-roots and festive initiatives included the **EU-China Light Bridge with more than 100 landmarks** illuminated in red in Europe to celebrate the Chinese Lantern Festival and in blue in China on the occasion of Europe Day.





Thanks to the joint efforts of European Institutions, Member States and the European tourism industry, the **EU managed to attract more Chinese travellers off season and off the beaten path.**

Building on the Tourism Year's good results, the EU intends to deepen the EU-China Dialogue on Sustainable Tourism launched in 2016 and support more EU-China B2B matchmaking events and promotion campaigns in 2019-20.



GROWING IMPORTANCE OF THE CHINESE MARKET

The number of Chinese going overseas has increased dramatically since 2000. **China is now the world's largest outbound market in terms of travellers and expenditure** (UNWTO), yet only 9.3% of Chinese hold a passport.

Main destinations

Regional: Japan, South Korea & Thailand

Long-haul: Europe, the United States and Australia

China is the **3rd largest source of international visitors for the EU** after the US & Russia (ETC). This market **grows faster** than global international trips, projected to increase on average by 3.3% a year (UNWTO).

10 billion euros

Chinese expenditure on travel services in the EU in 2017 (Eurostat)

2.3 million visas

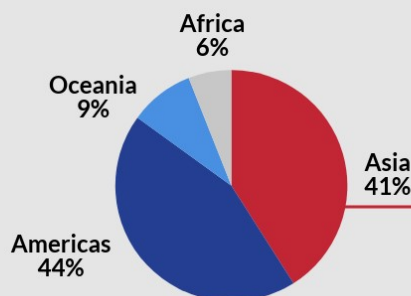
issued to Chinese travellers in 2017 giving access to the Schengen area, a third of which allowing for Multiple Entries over 12 months (European Commission)

28 million nights

spent by Chinese at tourist accommodation establishments in the EU in 2017 (Eurostat)

9% of nights

share of Chinese among travellers from long-haul markets at tourist accommodation establishments in the EU in 2017 (Eurostat)



China including Hong Kong : 9%
Japan : 4%
South Korea : 3%
Other Asian countries : 25%

Chinese travellers' profile





BRINGING MORE TRAVELLERS TO ALL CORNERS OF THE EU

Joint efforts during the **EU-China Tourism Year** contributed to increase Chinese arrivals by **7.9% for September-December 2018** as compared to the previous year. The top three fastest growing destinations were Croatia (+59.0%), Sweden (+40.9%), and Malta (+36.3%).

+ 7.9 %

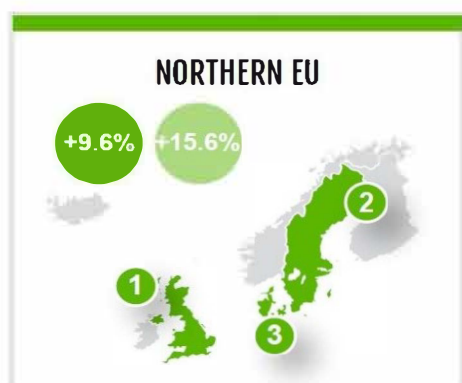
CN arrivals
Sept-Dec 2018

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

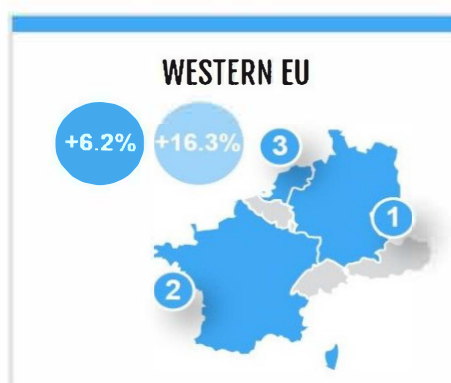
+ 16.9 %

CN bookings
Jan-Apr 2019

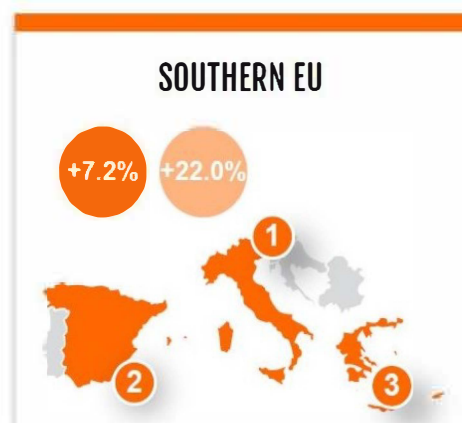
The growth in Chinese arrivals and bookings was **strong in the four corners of the EU**. Unsurprisingly, the top 3 performers in volume are the largest countries with the largest tourism sector in the region (ForwardKeys ©). For growth figures per country, see <https://ecty2018.org/ready-for-china/>.



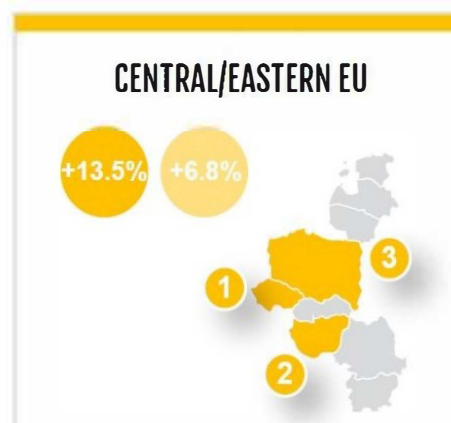
Top 3 : UK, Sweden, Denmark



Top 3 : Germany, France, Netherlands



Top 3 : Italy, Spain, Greece



Top 3 : Czech Republic, Hungary, Poland

The EU managed to **attract more Chinese travellers from new source markets** like Chengdu, Shenzhen or Xi'an (Tier-2 cities), while still **progressing on well-established markets** like Beijing, Shanghai or Hong-Kong (Tier-1 cities) ForwardKeys ©. Chinese travellers from Tier-2 cities often went to lesser-known destinations, their cities benefiting from direct flights with EU regional airports.

Tier-1 Cities

+ 4.7 %

+ 13.1 %

Beijing
Shanghai
Guangzhou

Tier-2 Cities

+ 26.6 %

+ 51.3 %

Chengdu
Shenzhen
Hangzhou
Xiamen