



# 2018 EU-China Tourism Year 中欧旅游年

**European Commission**

**DG GROW F4 – Antonio Cenini**

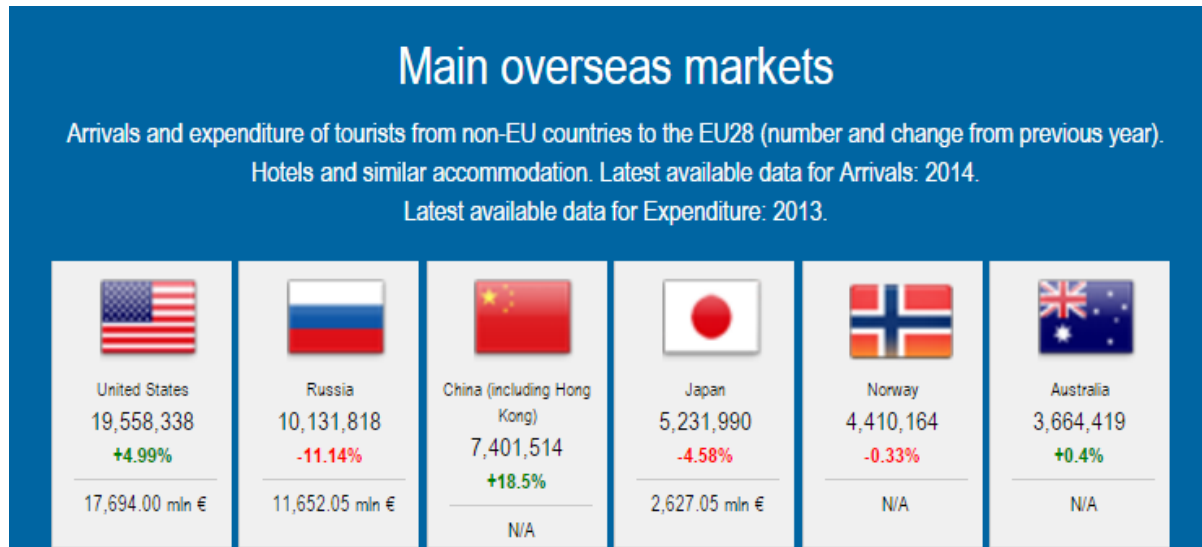


**EU China Tourism**

**BACKGROUND**

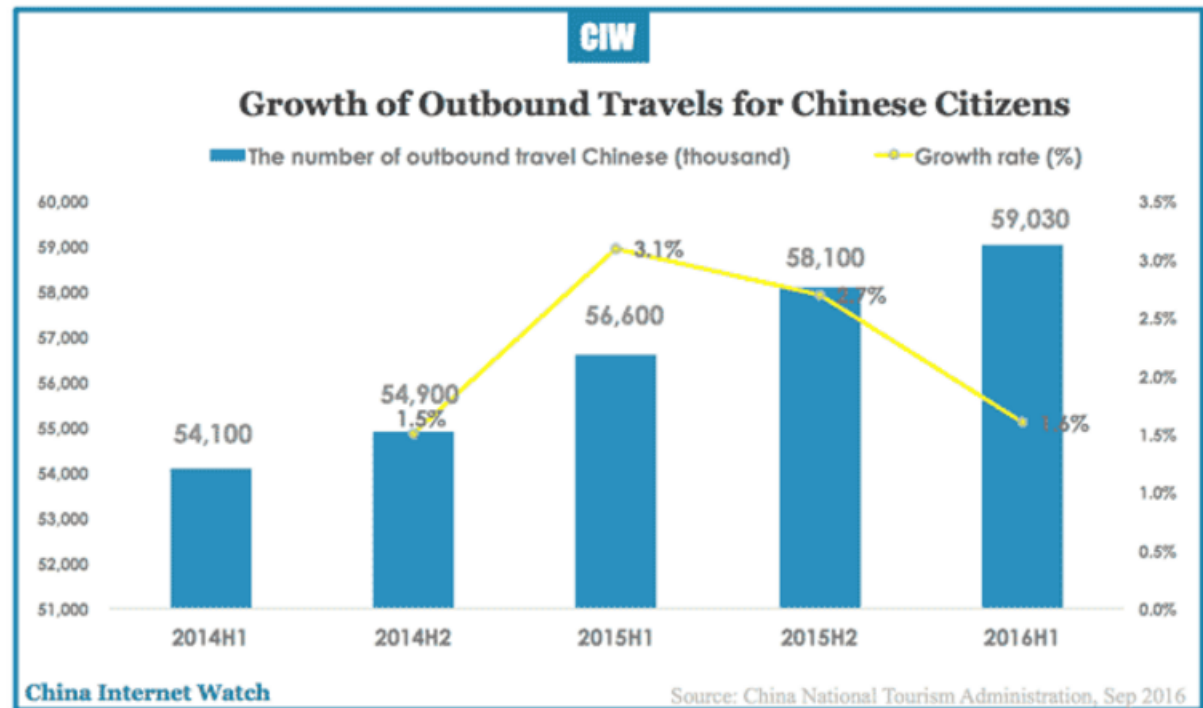
# The growing importance of Chinese visitors

- China third largest source of international visitors from outside Europe, after the USA (growing) and Russia (sharp fall)
- Significant spending per visitor
- Upward trend till 2014 (between 10 to 18% annual growth)



## Medium to Long Term Investment

- Chinese growth slowing down
- Toxic assets in real estate & manufacturing sector (zombie companies)
- But thriving in new economy sectors
- Soft landing expected



## Relevance of the European level for China

- Europe is seen as a single destination by many Chinese tourists (gateways and spillover effects)
- EU is seen as a single market opportunity for Chinese operators (cf. massive acquisition of European tourism assets by Chinese buyers over the last 3 years)
- China looking – also – for pan-European relations (more manageable than dealing with 28 countries; cf. 16+1 formula based on former communist links)



## EU added value

- Pan-European Political leverage  
annual EU-China summits (President level),  
High Level People to People Dialogue (Vice President Mogherini),  
missions from the European Parliament (EP) to China
- Financial leverage (EU funds used as a basis for public private partnerships backed by operators across the EU)  
Preparatory Action voted by the EP (World Bridge Tourism)  
EU Programmes such as COSME (Programme for the Competitiveness of enterprises and SMEs)
- Regulatory leverage  
EU has a roadmap with China on visa facilitation  
Sectoral dialogues about market access





**EU-China Tourism Year**

**UNIQUE OPPORTUNITY**

## China Tourism Year

- “China tourism year” is a key component of Chinese soft power approach  
(cultural diplomacy, People to People dialogue ...)
- Previous “China Tourism Years” show that China invests more when dealing with major entities  
(2016 US-China TY with 1000 Americans on the Great Wall)





## China Tourism Year (2)

- 20 January 2016 – Exploratory talks between the European Commission and CNTA (China National Tourism Authority) on the occasion of the EU-China Cooperation Workshop
- 12 July 2016 – President Juncker and Chinese Prime Minister Li announce at the beginning of the China-EU Summit announced that 2018 will be the “EU-China Tourism Year” (in Sept 2016, PM Trudeau announce that 2018 will also be Canada-China Tourism Year – EU & Canada to take a cooperative approach)

## China Tourism Year (3)

- 11 October 2016 – High ambitions set by European Commissioner Bienkowska, responsible for the internal market  
at the European Tourism Forum (Informal Meeting of Tourism Ministers)
- 26 October 2016 – High Level EU-China Preparatory Meeting in Beijing between Director General Evans (DG GROW – European Commission) and Mr Li, Vice Chairman of CNTA
- 03 November 2016 – Public launch of the preparation phase on the European side (mobilisation of tourism operators) in London by ETC and ETOA



**EU-China Tourism Year**

**OBJECTIVES ON THE EU SIDE**

## Priorities for EU actions

	Inbound (Chinese visiting Europe)	Outbound (Europeans visiting China)
Institutional	++	+
B2B	+++	++
B2C	+	?

Priorities for EU actions (events, campaigns, ...):

- attracting more Chinese visitors and investors in Europe, but also
- helping EU investments in China, European tour operators sending Europeans to China, ...



# Become more attractive for Chinese visitors

Training EU travel & tourism industry to better welcome Chinese visitors (signage, ...)

Building on EU specific assets

- cultural heritage (around World Heritage sites in Europe)
- gastronomy
- sophisticated artefacts
- Asian collections in EU museums, ...

but also

- natural beauties
- authenticity ...

## Looking for win-win approach with China

Facilitating the work of those selling Chinese destinations to European tourists

- Recommending organisers of EU major trade fairs to invite China as the guest country
- Activating museums and other cultural entities to host Chinese events
- B2B matchmaking events at most important European Tourism Fairs  
where Chinese operators will meet European operators to build win-win partnerships
- ...



**EU-China Tourism Year**

**HOW TO MAKE THE MOST OF IT**

# Early advertising of the China-EU Tourism Year



新华网 新闻 新华网 > 旅游 > 正文


欧盟将为2018中国-欧盟旅游年提供全面支持

2018年10月27日 16:00:27 来源: 新华网


中国与欧盟国家目前互为重要的客源市场和出境旅游目的地。今年7月, 中欧商定2018年举办“中国-欧盟旅游年”。26日欧盟在京宣布将为2018中国-欧盟提供全面支持。

TRAVELINKDAILY.COM

CCTV



Type: TV-News  
 Headline: Europe prepares for a rise in Chinese tourists, as the 2018 EU-China Tourism Year launched  
 Base: Beijing  
 Circulation: N/A  
 Frequency: Daily  
 Language: English  
 Size: 2:03  
 Date:2016.10.27



秒拍

at. Tumblr and Google+. For more news, download CCTVNEWS APP, and follow @CCTVNEWS on Twitter, Fa



CHINANews.COM

Type: Website-Financial  
 Headline: 2018 China - EU tourism year started, travel to Europe is expected to more convenient  
 Base: Beijing  
 Circulation: N/A  
 Frequency: Daily  
 Language: Chinese  
 Size: 2P

2018中国-欧盟旅游年启动 赴欧旅游有望更为便利

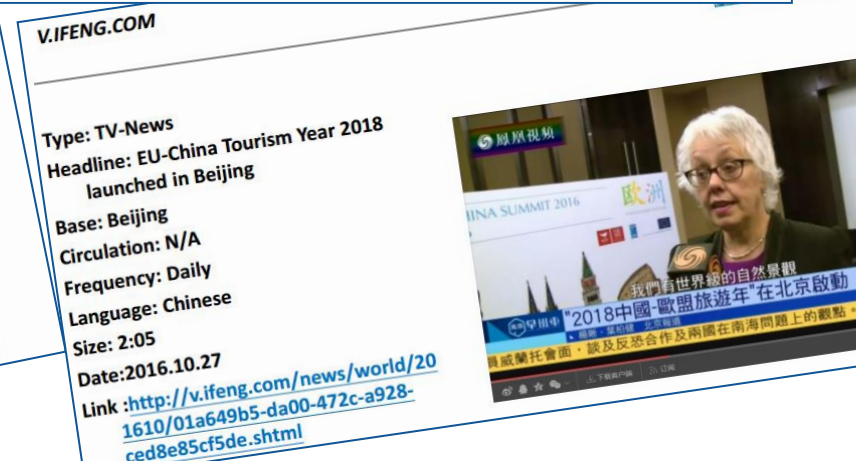
2018年10月27日 16:52 来源: 中国新闻网

中新网10月27日电 10月26日, 由欧洲旅游委员会、“欧洲中国”论坛组委会、欧盟委员会与欧洲旅游委员会共同主办的“2018中国-欧盟旅游年”启动仪式在北京举行。

2016年7月, 中国和欧洲旅游委员会商定2018年为“中国-欧盟旅游年”。无碍为欧洲旅游产业发展带来了一个宝贵的契机, 有助于进一步巩固中国作为欧洲旅游重要客源市场地位。


据了解, 2013年欧洲接待中国游客达千万人次, 欧洲国家已经是大部分中国公民在亚洲旅行的首选地。与此同时, 欧洲旅游委员会也希望看到更多的欧洲游客到中国, 感受中国古老而独特的魅力。

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V.IFENG.COM

Type: TV-News  
 Headline: EU-China Tourism Year 2018 launched in Beijing  
 Base: Beijing  
 Circulation: N/A  
 Frequency: Daily  
 Language: Chinese  
 Size: 2:05  
 Date:2016.10.27  
 Link :<http://v.ifeng.com/news/world/201610/01a649b5-da00-472c-a928-ced8e85cf5de.shtml>



凤凰网视频

2018中國-歐盟旅遊年 在北京啟動

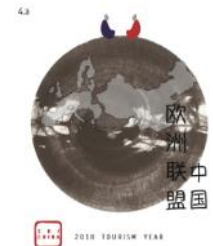
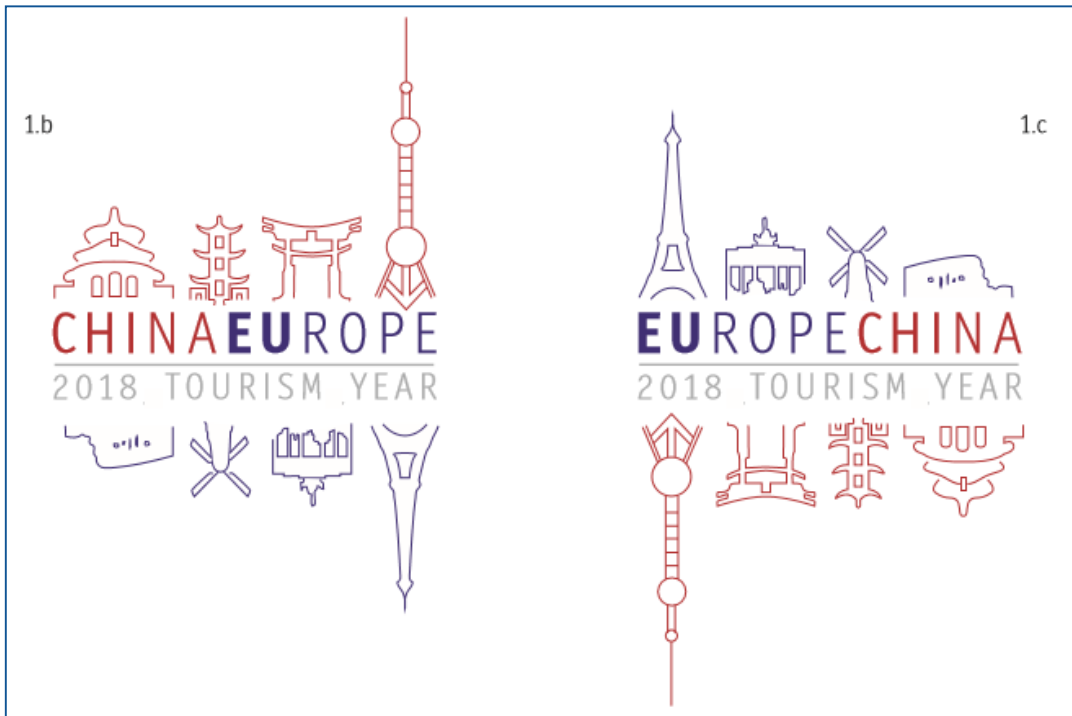
我們看世界級的自然景觀

歐羅巴托會面·談及反恐合作及兩國在南海問題上的觀點



# Early adoption of a clear & attractive logos

Iconic mirrors, after US-China Yin Yang ?





## Building strong coalitions

The European Commission is mobilising the "European Travel Commission" (the European counterpart of China National Tourism Office).

We have the support of

- Member States tourism authorities
- the National Tourism Offices of 17 MS with a representation in China
- UN World Tourism Organisation (Silk Road Programme – Western part of the silk road)



## Building strong coalitions (2)

We are well advanced in collecting expressions of interest from the industry and public authorities at city, regional, national and macroregional level:

- European airlines
- Thomas Cook
- Guide Michelin
- Asia-Europe Museum Network (ASEMUS)
- ...
- 2018 European Capitals of Culture
- The association of all major touristic cities in Europe (European Cities Marketing)
- ....

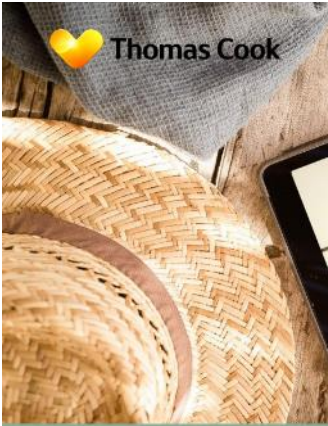
# Building strong coalitions (3)



## Media Opportunities from Fosun

- Social media**
  - Fosun's own media platform, such as two wechat accounts
- Printed media**
  - Fosun publishes an internal newspaper with the circulation of 20,000 copies monthly both in Chinese and English.
- Offline events**
  - Fosun organizes several Top Management Conferences per year in Shanghai and Beijing and HK with + 1000 attendees from Fosun and affiliate companies.

THOMAS COOK HAS ACCESS TO 15 EUROPEAN SOURCE MARKET: INSPIRING MILLIONS OF CHINESE TRAVEL INTENDERS WHY EURO SHOULD BE THEIR NEXT DESTINATION



### forms joint venture with Fosun International Limited

Thomas Cook Group and Fosun signed the joint venture agreement in China on 15 June 2015.

The joint venture will develop domestic, inbound and outbound tourism activities for the Chinese market, under the Thomas Cook brand.

The strategy is to combine Thomas Cook brand heritage, know-how and expertise in international travel with Fosun's in-depth local market knowledge and operational resources to capture the growth of Chinese leisure travel market.

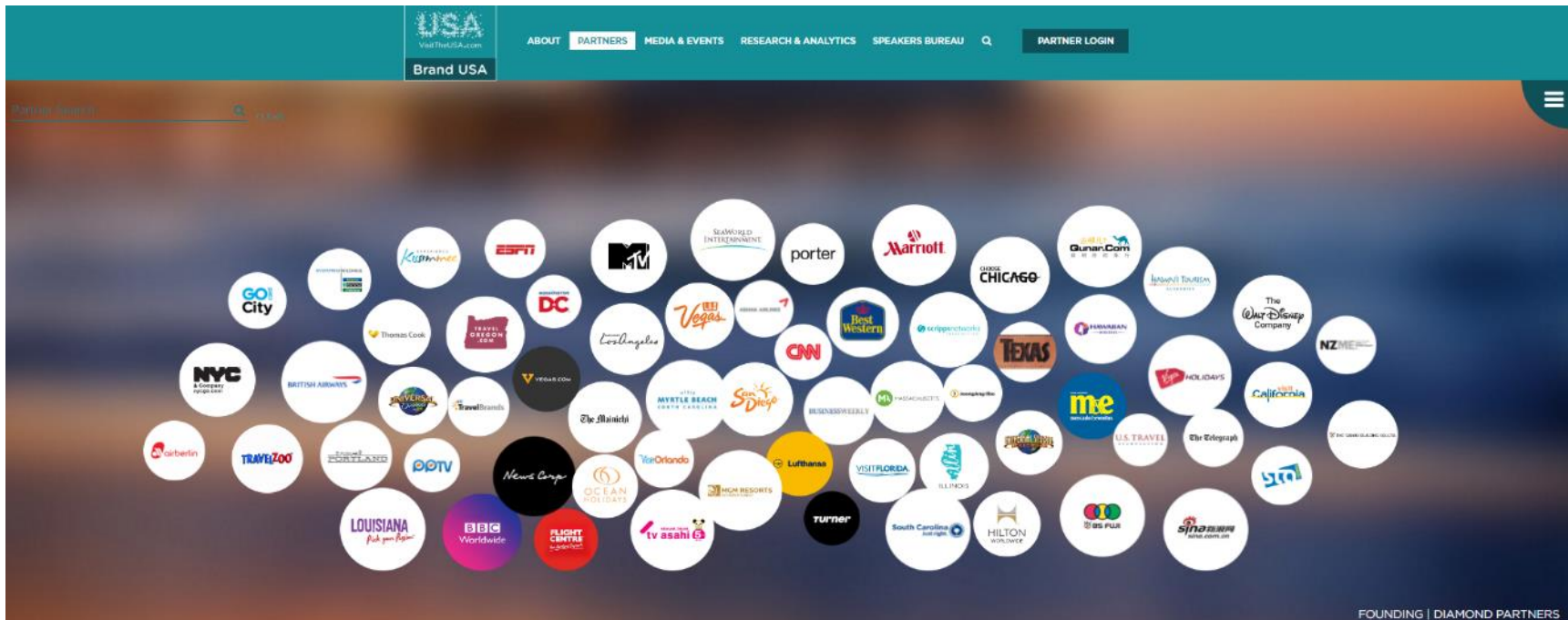


MEDIA & PARTNERSHIPS  
**HOW WE CAN PROMOTE EUROPE IN CHINA & CHINA IN EUROPE**  
**THOMAS COOK & FOSUN JOINT VENTURE**  
**CUSTOMER AT OUR HEART**

# Looking for partners among those active in the EU ...

... and neighbouring countries (via transborder tourism products)

Likewise, the partners of Brand USA include CNN, Walt Disney, Hilton, but also Lufthansa, British Airways, Asiana Airlines, **Sina (Chinese online media company)** ...





## Programme / Contribution at each level (ex.)

	Institutional	B2B	B2C
<b>EU</b>	“European Tourism Forum” (Ministerial meeting in Austria)	EU-China business summit on city marketing	Social media campaign 2018 European Capitals of Culture (NL & MT)
<b>Transnational</b>	DK, FI, SE & NO - in the wake of "Chinavia"	“Baltic Connecting"	Coop marketing with Thomas Cook & Fosun joint venture
<b>National</b>	...	...	Special celebration of Chinese New Year in several MS with the support of CN Culture Ministry
<b>Regional</b>	...	Initiative of Region Ile de france	
<b>Local / City</b>	Capital to Capital Actions (Beijing-Brussels)	...	Valencia (ES) – events around the Silk Road

Bottom-up approach. Bringing Chinese tourists to gateways and beyond, to less visited destinations through actions at different levels.