



**Presentation of the
EU joint promotion
platform**

Brussels
13/01/2017

2018 EU-China Tourism Year 中欧旅游年

**European Commission
DG GROW F4 – Eric Philippart**

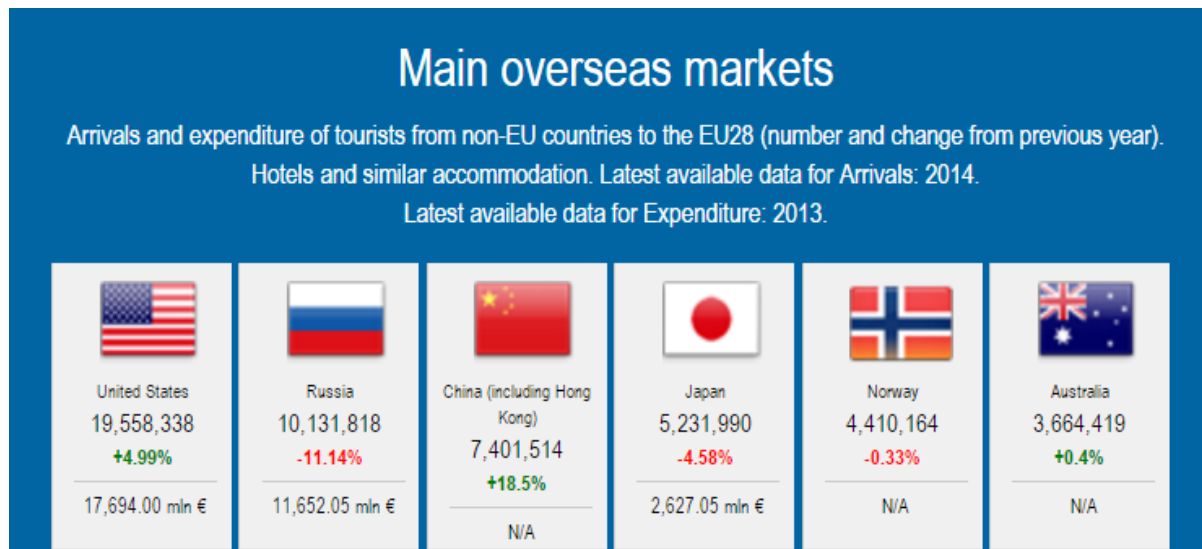


EU China Tourism

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)



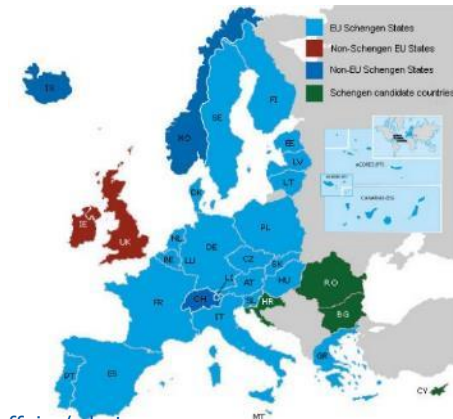
Relevance of the European level for China

- 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)
- Regulatory leverage
EU has a roadmap with China on visa facilitation
Sectoral dialogues about market access

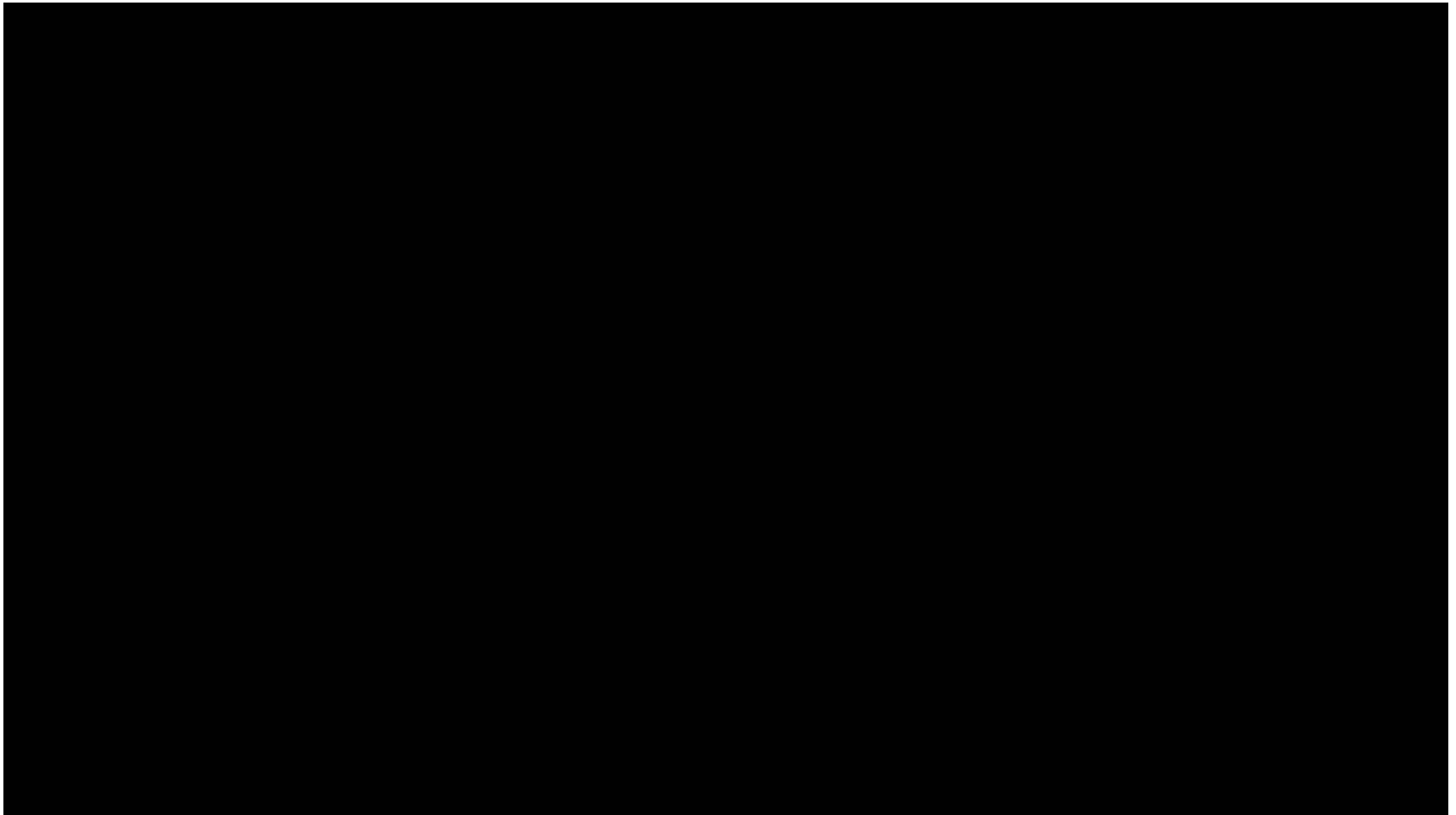




EU-China Tourism Year

HOW TO MAKE THE MOST OF IT

Early advertising of the China-EU Tourism Year



NET

NETWORK FOR THE EUROPEAN PRIVATE SECTOR IN TOURISM

PRESS RELEASE

European Tourism industry welcomes the designation of 2018 as EU-China Year of Tourism

The Network for the European Private Sector in Tourism, which gathers the main travel and tourism trade associations in Europe, sees the designation of 2018 as EU-China Tourism Year as a unique opportunity to increase mutual travel trade between the two regions and stresses the need for a holistic approach.

CLIA Europe
CRUISE COMPANIES OPERATING
IN EUROPE

ECTAA
TRAVEL AGENTS &
TOUR OPERATORS IN EUROPE

EFEO&HPA
CAMP SITES, HOLIDAY PARKS
& HOLIDAY VILLAGES IN EUROPE

ETOA
EUROPEAN INBOUND TOURISM

EUROGITES
RURAL & FARM TOURISM

HOTREC
HOTELS, RESTAURANTS
& CAFES IN EUROPE

IAAPA
INTERNATIONAL ASSOCIATION OF
AMUSEMENT PARKS AND ATTRACTIONS

IRU
BUS, COACH & TAXI OPERATORS
WORLDWIDE



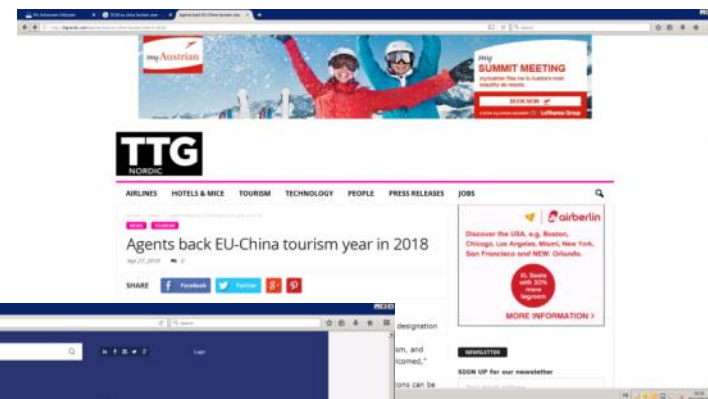
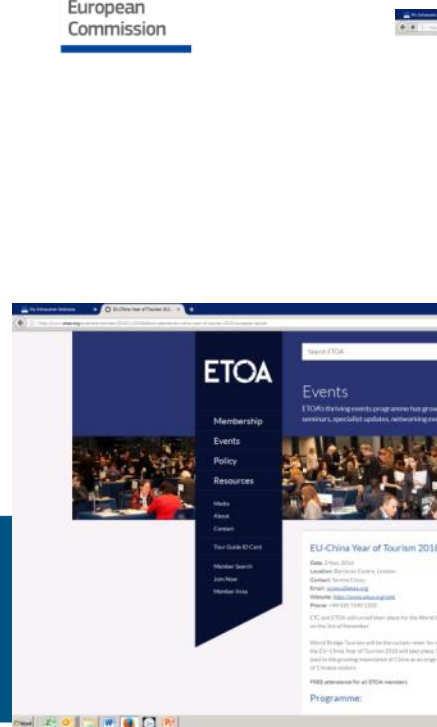
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press@visiteurope.com / www.etc-corporate.org

FOR IMMEDIATE RELEASE

EUROPEAN TRAVEL COMMISSION WELCOMES THE DESIGNATION OF 2018 AS EU-CHINA YEAR FOR TOURISM

Brussels, 12 September 2016. The European Travel Commission welcomes the designation of 2018 as the EU-China Year for Tourism, as announced by Mr Jean-Claude Juncker, President of the European Commission and Mr Li Keqiang, Premier of the State Council of the People's Republic of China, at the opening of the EU-China summit on 12 July 2016.

NET, the Network for the European Private Sector in Tourism is a high-level contact group comprising various trade associations. Its members are [CLIA](#), [ECTAA](#), [EFEO&HPA](#), [ETOA](#), [EUROGITES](#), [HOTREC](#), [IAAPA](#), [IRU](#). Our purpose is to develop common goals for industry and work with policy makers and other partners to achieve them. For more information please email.NET.

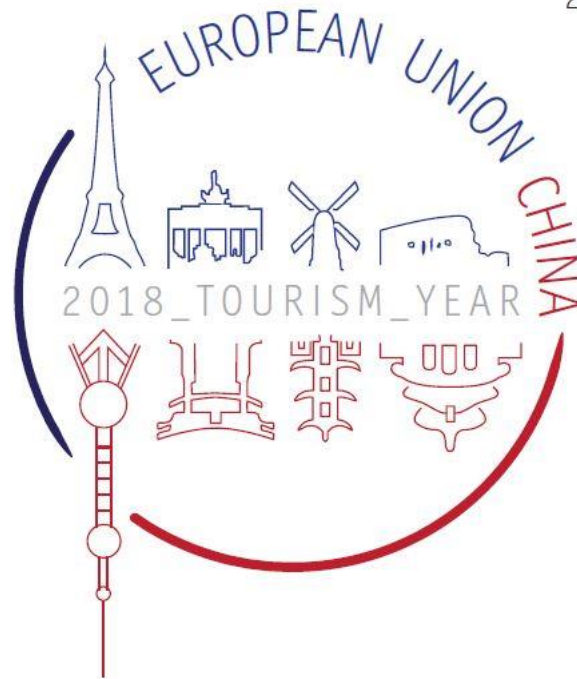


Early adoption of a clear & attractive logo

Iconic mirrors, after US-China Yin Yang?

Close to agreement with CNTA

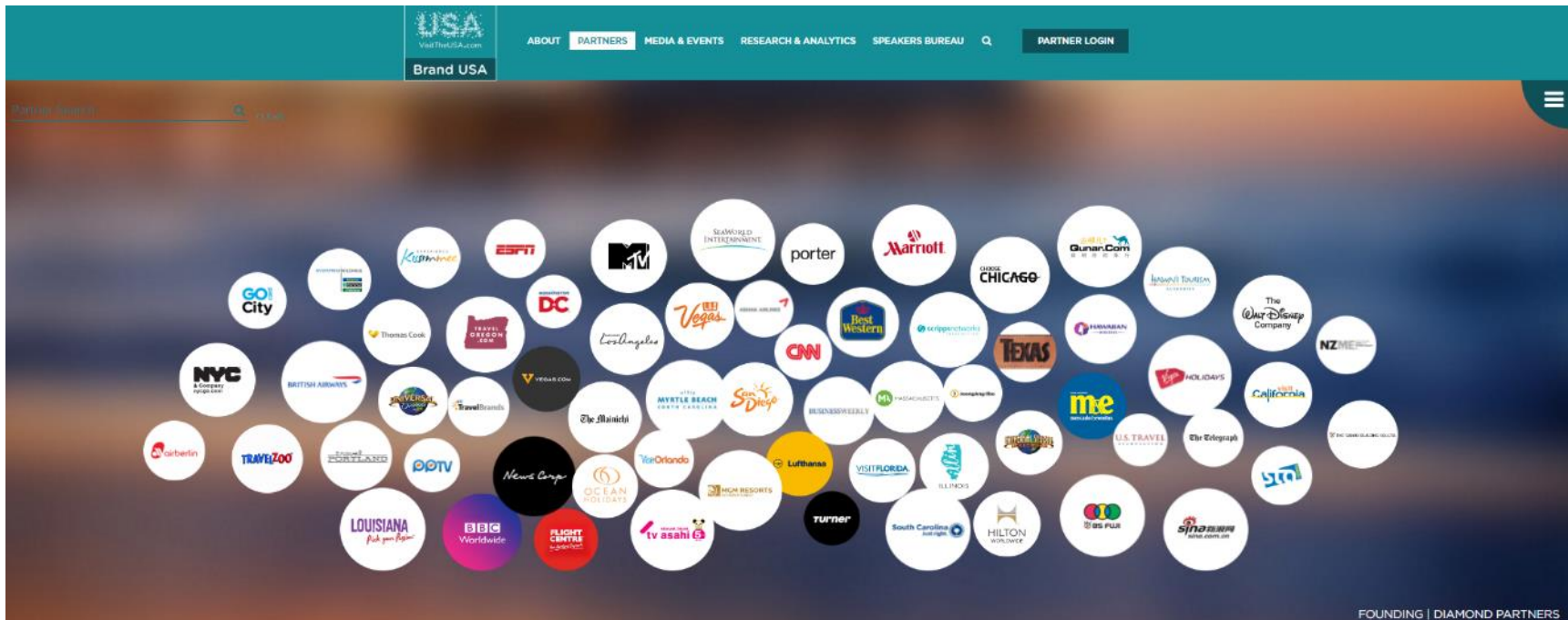
2.b



Forging early partnerships 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)** ...



Building strong coalitions

with interested public authorities and territories

- International organisations (UNESCO, UNWTO)
- EU institutions & services
- National Ministries (Tourism Advisory Committee)
- National Tourism Organisations (through the European Travel Commission - ETC)
- Regions and their Destination Managing Organisations
- Cities

European Cities Marketing (ECM)

2018 European Capitals of Culture



Building strong coalitions (2)

with interested private operators and associations

- European airlines
- Tour Operators
- Hotel chain
- Tourism bookguide
- Asia-Europe Museum Network (ASEMUS)
- ...

Key principles

- Coalition of willing and able (objective criteria for ability)
- Variable Geometry
- First come First serve

To do what? Example of the opening event

Institutional part

- playing on growth, cultural diplomacy & silk road to ensure very high level EU & Chinese representation
- At the most emblematic place of the European part of the Silk Road, i.e. Venice, and in the most prestigious place in Venice, i.e. the Doge's Palace



To do what? Example of the opening event (2)

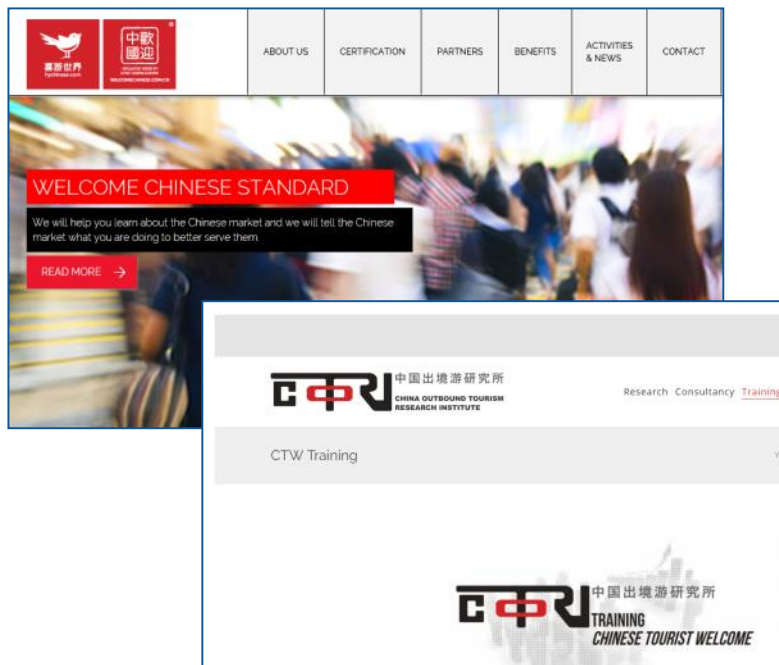
Business part

- first "EU China Summit for tourism industry & government leaders"
- High visibility for sponsors
- One slot for main EU sponsor among opening speeches
- One slot for main Chinese sponsor among closing speeches
- ...



To get what? Example of training & coaching

on how to better welcome Chinese visitors, building on current knowledge





European Commission

Directorate-General for Internal Market,
Industry, Entrepreneurship and SMEs

2018 EU CHINA TOURISM YEAR

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