



2018 EU-China Tourism Year 中欧旅游年

**European Commission
DG GROW F4 – Antonio Cenini**

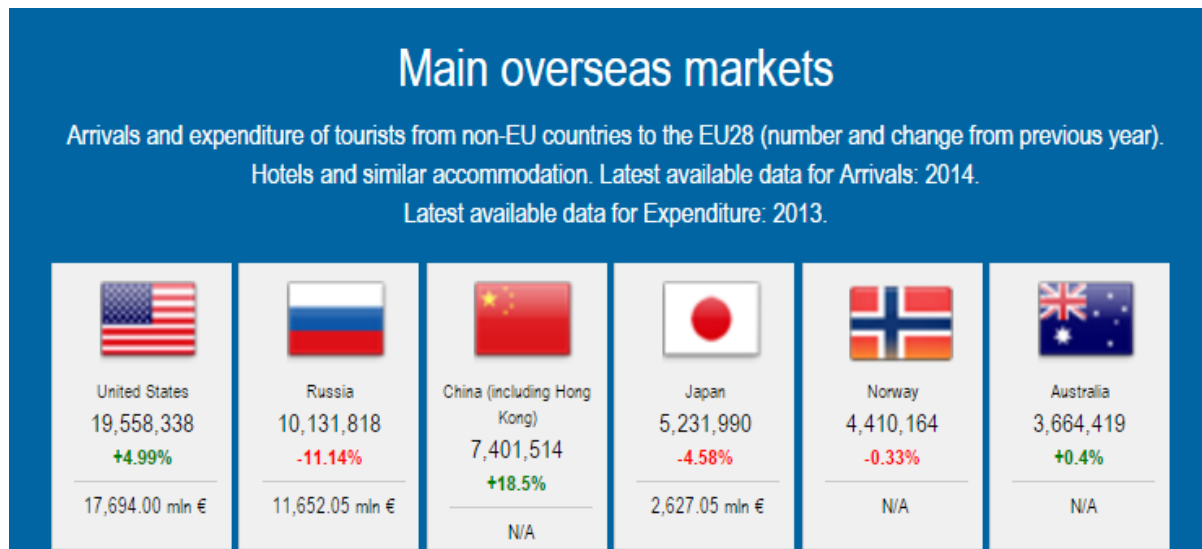


EU China Tourism

BACKGROUND

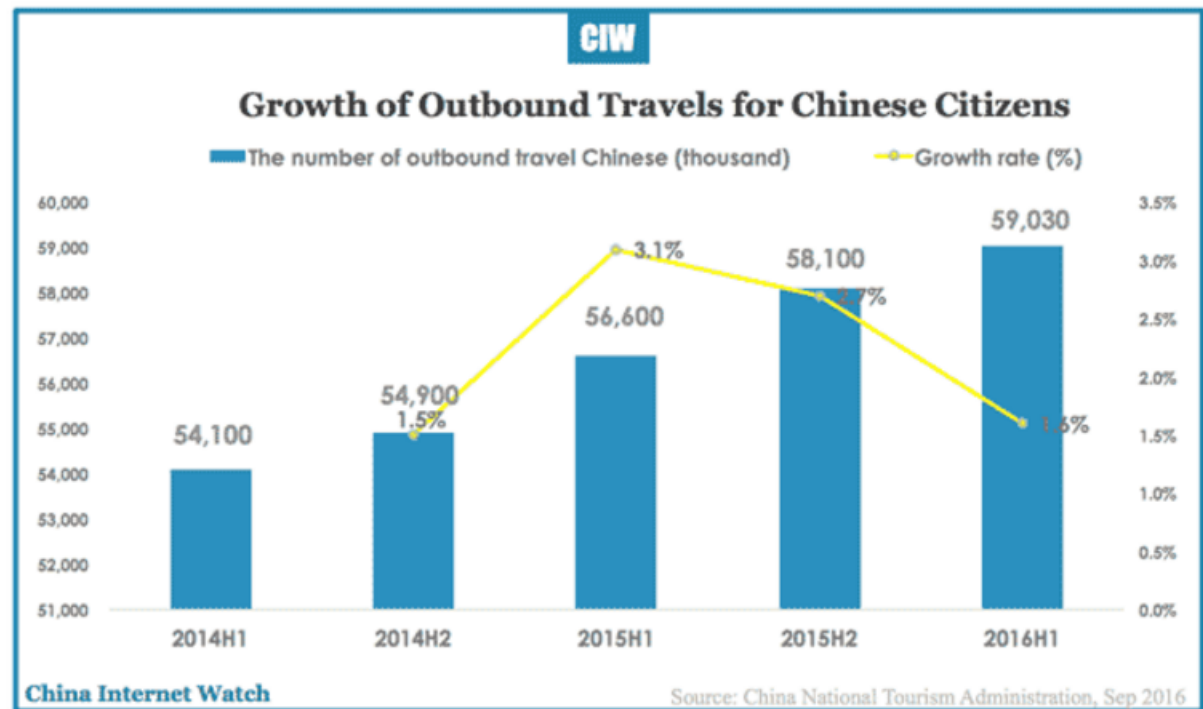
The growing importance of Chinese visitors

- 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
- ...

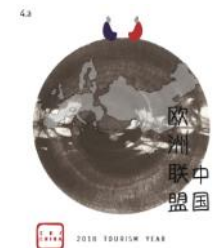
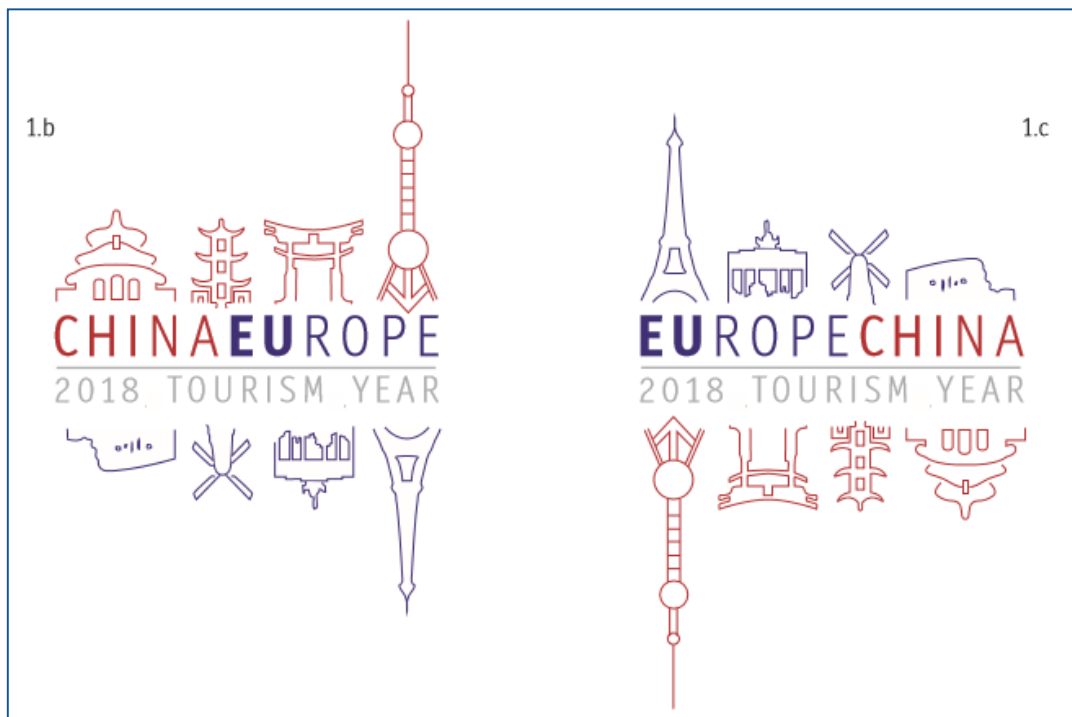


EU-China Tourism Year

HOW TO MAKE THE MOST OF IT

Early 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

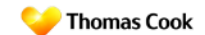
- Member States tourism authorities
- the National Tourism Offices of 17 MS with a representation in China
- UN World Tourism Organisation (Silk Road Programme – Western part of the silk road)

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.

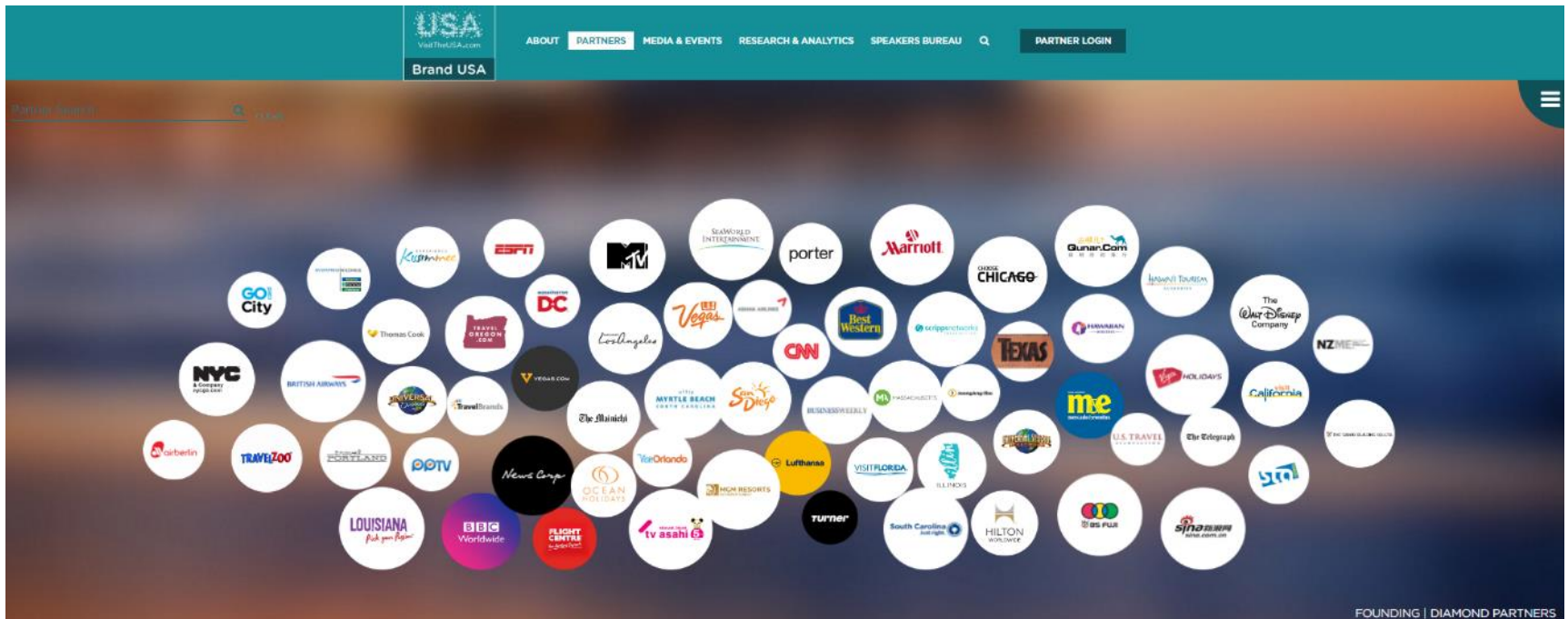
The joint venture will develop domestic, inbound and outbound tourism activities for the Chinese market, under the Thomas Cook brand.

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.

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
EU	"European Tourism Forum" (Ministerial meeting in Austria)	EU-China business summit on city marketing	Social media campaign 2018 European Capitals of Culture (NL & MT)
Transnational	DK, FI, SE & NO - in the wake of "Chinavia"	"Baltic Connecting"	Coop marketing with Thomas Cook & Fosun joint venture
National	Special celebration of Chinese New Year in several MS with the support of CN Culture Ministry
Regional	...	Initiative of Region Ile de france	
Local / City	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.