



TOURISM IN FOCUS

China Tourism 2018

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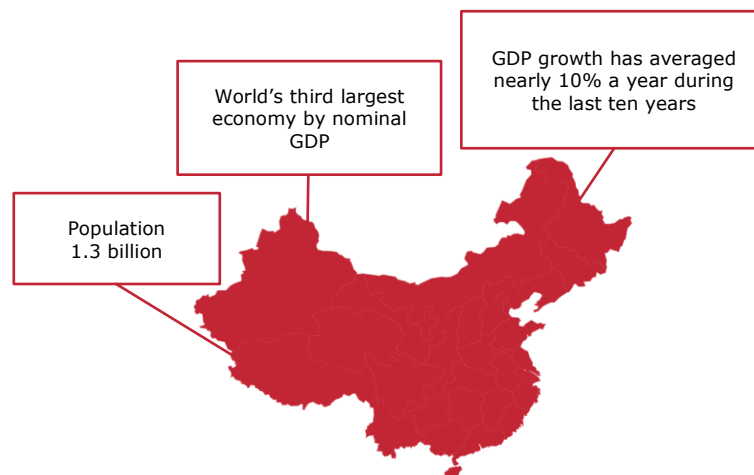
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1. THE CHINESE ECONOMY – AN OVERVIEW ¹

- The Chinese GDP in 2016 was 28 times the size of that in 1980 (based on constant monetary value). GDP growth has averaged nearly 10% a year during the last ten years. Nowadays with a population of 1.3 billion, China is world's third largest economy by nominal GDP, after the US and the EU ^(a).

- Its economy is increasingly becoming more consumption driven. Tourism is one of the sectors benefitting from this, with more Chinese buying tourism services abroad ^(b).

- The Chinese government has promulgated a series of measures and policies in recent years to further develop tourist resources and boost growth in China's tourism industry. Selected measures include:



- The National Outline for Tourism and Leisure (2013-2020) aims at the implementation of a national system of paid holidays by 2020 as a way of boosting leisure consumption from both urban and rural residents ^(c).
- The 13th Five-Year Plan (2016-2020) highlights tourism as one of the pillars of China's strategic industries. The plan laid out the development goal for the tourism industry, aimed at reaching annual increases of 10% in number of tourists, 11% in tourism revenue, and 14% in tourism investment. According to the plan, the sector will contribute with 12% to GDP and with more than 85% of turnover in sectors such as catering, hospitality, civil aviation, and railway passenger transportation ^(d).
- The 515 Strategy promoted by the China National Tourism Administration (CNTA) between 2015-2017 facilitated the transformation and upgrade of the tourism industry, improving its quality and efficiency, speeding up its modernization and internationalization process ^(e).
- In 2016, the total contribution of Travel & Tourism to GDP was CNY6,646.3bn (USD1,000.7bn), i.e. 9.0% of GDP, and is forecasted to rise by 7.2% pa to CNY14,279.9bn (USD2,150.0bn), i.e. 11.0% of GDP in 2027 ^(f).

¹ Source:

(a) The World Bank, The World Bank in China;

(b) ETC, Research Snapshot on the Chinese Travel Market;

(c) Fung Business Intelligence, Chinese Consumers Series Issue 3;

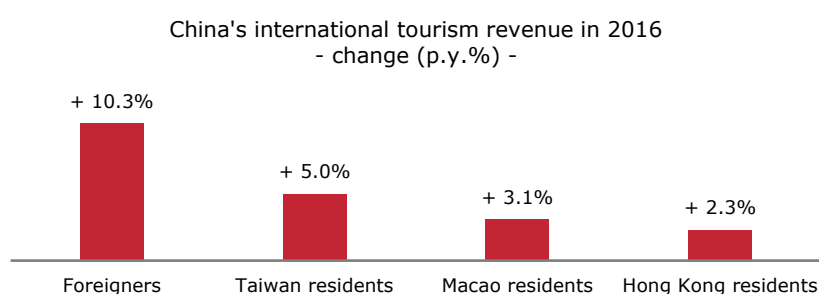
(d) The State Council of the People's Republic of China;

(e) China National Tourism Administration, The "515" Strategy for Tourism Development in China;

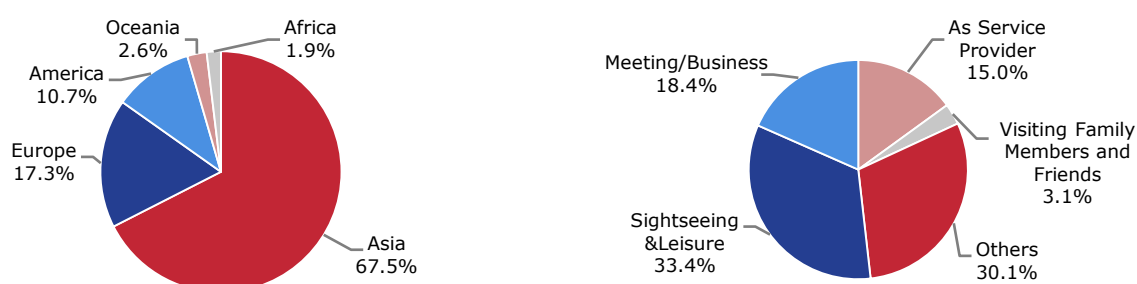
(f) WTTC, Economic Impact 2017 China.

2. THE CHINESE INBOUND TRAVEL MARKET – AN OVERVIEW ²

- In 2016, China tourism economy witnessed a quite rapid growth thanks to the development of all-for-one tourism. The advent of mass tourism brought with it a further consolidated market foundation, more industry investments and innovations, and deeper economic and social impacts. The domestic tourism industry catered to 4.44 billion domestic tourist trips in 2016, up 11% compared with the previous year ^(a).
- In 2016, China's international tourism revenue reached USD 120 billion, up 5.6% from the previous year, of which USD 66.8 billion by foreigners (+10.3%), USD 30.5 billion by Hong Kong residents (+2.3%), USD 7.6 billion by Macao residents (+3.1%) and USD 15 billion by Taiwan residents (+5.0%) ^(a).



- In 2016, inbound tourist trips by foreigners reached 31.48 million, of which 67.5% came from Asia, 17.3% from Europe, 10.7% from America, 2.6% from Oceania, and 1.9% from Africa. In terms of the purpose of travel, 18.4% came to China to attend meetings or for business purposes, 33.4% for sightseeing and leisure, and 3.1% to visit family members or friends, 15.0% came as service providers while another 30.1% came for other purposes ^(a).



From the European Union

- China is becoming a popular travel destination for Europeans. The EU residents made 2.1 million trips to China in 2016, staying on average 15.6 nights. The number of trips by EU residents³ to China increased by 16% in the five-year period 2012–2016 ^(b).
- In 2016, total spending on trips with China as main destination was EUR 5.1 billion (China climbed to third place in expenditure terms after the US and Turkey) ^(b).

² Source:

(a) China National Tourism Administration, China Tourism: 2016 Statistics and 2017 Economic Predictions;


(b) Eurostat, Tourism statistics – EU and China;

³ Data based on 20 countries, representing 76% of trips made by EU residents.

3. THE CHINESE OUTBOUND TRAVEL MARKET – AN OVERVIEW ⁴

- In 2016, China continues to consolidate its position as the world's largest travel market in terms of both outbound travel and expenditure ^(a).
- From the growth of China's outbound travel benefited many destinations in Asia and the Pacific, most notably Japan, the Republic of Korea and Thailand, but also long-haul destinations such as the United States and Europe ^(b).
- Particularly, in 2016, outbound tourist visits by Chinese nationals reached 122 million, which is an increase of 4.3% over the previous year ^(c). The top destinations for mainland Chinese tourists were Hong Kong, Macao, Thailand, South Korea, Japan, Vietnam, Taiwan, Singapore and Malaysia, indicating that neighboring countries and regions were still the most popular destinations ^(d).
- Consumption patterns are changing, with larger shares of disposable incomes used for travelling. All age groups are traveling internationally more often and for longer periods, with the number of days per trip increasing from 5 to 7 days ^(e).
- Expenditure on outbound tourism amounted to 109.8 billion USD in 2016, an increase of 5.1% compared with the previous year ^(c).
- Some of the key factors to support the surge in Chinese travel over the next years are an expanding middle class, improving air connectivity, easier visa procedures and more Chinese-friendly destinations ^(b).

4. THE CHINESE TRAVELLERS' PROFILE – AN OVERVIEW ⁵



Chinese travellers become more sophisticated in their tastes and expectations, they want more time to travel and adventure experiences.

Along with their growing preference for long-haul destinations, Chinese travellers are choosing more and more independent travel rather than group and packaged tours.

This increase in the number of Chinese independent travellers is reflected in the rising popularity of theme tours, eco tours, backpacking and luxury tours.


Shopping is no longer the prime reason for travelling but leisure

and discovering local culture and heritage.

Chinese travellers want to explore the local street life, festivals, markets and performances without renouncing to China-friendly services. The less exploited places are gradually more preferred than the major tourism destinations and attractions.

A trip is a way for strengthening relationships and sharing moments with friends and family.

Chinese tourists prefer to visit multiple cities per trip and not to return to previous destinations.



⁴ Source:

(a) UNWTO, Tourism Highlights;

(b) UNWTO, World Tourism Barometer;

(c) China National Tourism Administration, China Tourism: 2016 Statistics and 2017 Economic Predictions.

(d) China Travel News;

(e) Hotels.com, Chinese International Travel Monitor 2017.

⁵ Source:

(a) Hotels.com, Chinese International Travel Monitor 2017;

(b) ETC, Tourism flows from China to the European Union.

5. CONNECTIVITY ⁶

- Air transport is the dominating form of transport for Chinese travellers and the growth in this sector will fuel Chinese outbound tourism ever more. The Chinese Government's 2010 aviation strategy aims to turn China into a strong global player in the next 20 years through three goals: internationalization, mass air travel, and safety ^(a). China aims to build more than 500 airports across the country and to possess more than 5,000 aircrafts by 2020 ^(b).
- China's three biggest airlines dominate internal routes but they started to carve out a prominent position abroad, too. Air China, through its Star Alliance ties with Lufthansa and United Continental, commands many of the routes to Europe and North America. China Eastern is the biggest carrier to Japan and South Korea and China Southern is strong in Australia and Southeast Asia ^(b). A Beijing's new airport is foreseen to operate in 2019. By 2025, the two Beijing airports would share 170 million passengers, including 25 million on international flights ^(b).
- China built 20,000 km of newly passenger-dedicated high-speed railways that connect 28 of the country's 33 provinces, with ambitious plans for expansion to other countries ^(a). Rail Europe works with Europe's largest rail companies (e.g. Eurostar, TGV, Trenitalia, etc...), enabling travel agents in Europe and other countries, including China, to book train tickets and rail passes to travel across Europe ^(c).

6. PASSPORT AND VISA ⁷

- The number of holders of regular Chinese passports reached 129 million in 2016. This accounts for 9.3% of the total population, showing that there is still a substantial potential for growth ^(a).
- China and a large number of countries have concluded agreements on mutual visa exemption ^(b).
- Chinese travellers to the European Schengen area need visa to enter any of the 26 participating states (of which 22 of the EU). The Schengen common visa policy is presently overhauled to facilitate travel to legitimate travellers, while strengthening EU internal security ^(a).
- Some countries have simplified the visa procedure and opened more visa application centres around China. These measures stimulated the growth of Chinese outbound trips to these countries, as the convenience of procedures is important in the travellers' decision when choosing destinations ^(a).
- European countries are facing increased competition in simplifying visa procedures from other long-haul destinations such as Australia, Canada, Singapore, South Korea and the U.S., which now issue 10-year visas to Chinese tourists. In May 2017, China and the European Union initiated negotiations for a visa facilitation agreement ^(a).
- China is one of the member countries of the APEC (Asia-Pacific Economic Cooperation), which has created an APEC Business Travel Card (ABTC). The ABTC allows business travellers facilitated short-term entry to member countries, removes the need to apply individually for visas or entry permits and allows multiple entries into participating countries during the 3 years of the card validity. Cardholders also benefit from faster immigration processing on arrival via access to fast-track entry and exit lanes at major airports ^(c).

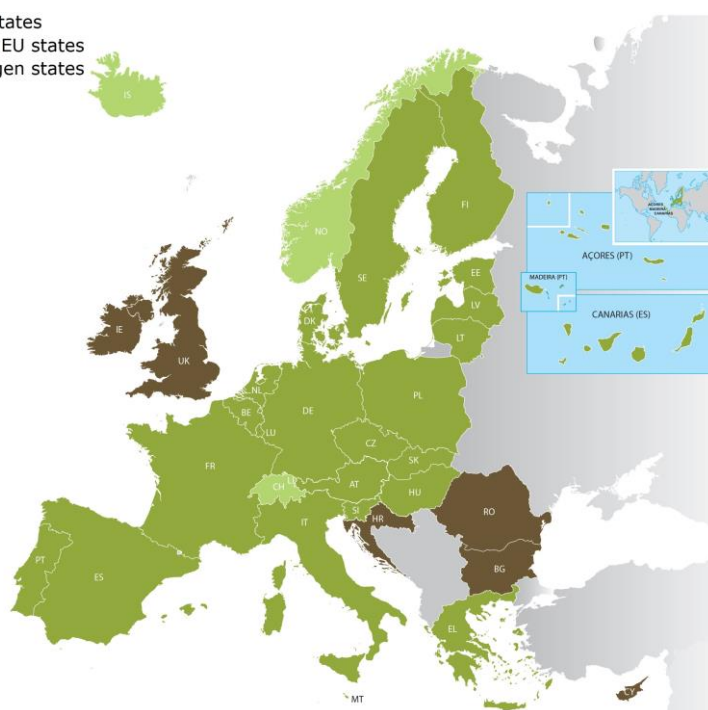
⁶ Source: (a) ETC, Tourism flows from China to the European Union; (b) China Travel News; (c) Rail Europe.

⁷ Source: (a) ETC, Research Snapshot on the Chinese Travel Market; (b) Embassy of the People's Republic of China in the Republic of the Philippines; (c) Asia-Pacific Economic Cooperation, APEC Business Travel Card.

7. THE CHINESE TOURISM TO THE EU

In the EU Schengen Area⁸

- EU Schengen states
- Non-Schengen EU states
- Non-EU Schengen states



- Over the years 2014-2015, the number of **total uniform visas**⁹ issued by the EU Schengen States to Chinese travellers has recorded an increase of 32.9%, with France, Germany, Italy and Spain as destinations with the highest number of visas issued. In 2016, however, there was a downturn of 8.8%, possibly because of 2015/6 security incidents. In 2017, the situation started to recover, reaching almost 2.3 million uniform visas issued ^(a).
- Noteworthy is the growth recorded by the share of **multiple entries visas ("MEVs")** in total visas: 16.3% in 2014 (about 263 thousand), 19% in 2015 (about 408 thousand) and 35.5% in 2016 (about 694 thousand). The MEVs are awarded for 12 months to business travellers who usually make more than one trip during the year in the Schengen area. This surge in the number of Chinese business travellers may be an indication of their increased interest in business activities in the EU Schengen area ^(a).
- An estimation of total 3.34 million **trips** in 2016 by Chinese travellers can be made by assuming an average of three trips per each MEV issued (about 694 thousand) which results in 2.08 million trips, which add to 1.26 million single entry visas (1 trip each) ^(a).
- Chinese trips to the EU Schengen area are expected to increase by 1.5 million trips until 2020, which is a year over year growth of 10% since 2016 ^(a).

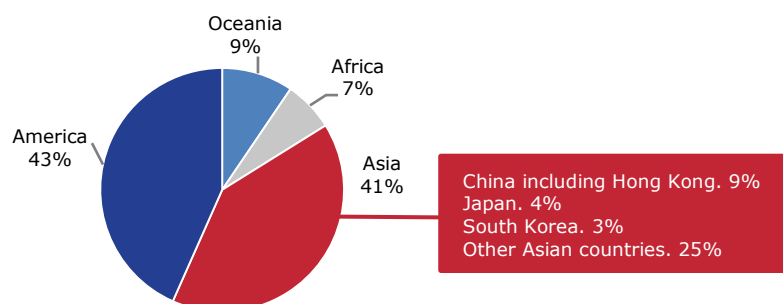
⁸ Source:

(a) European Commission, Visa policy. Complete statistics on short-stay visas issued by the Schengen States. Data of this section is referred to the 22 EU countries of the Schengen area: Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Slovakia, Slovenia, Spain and Sweden.

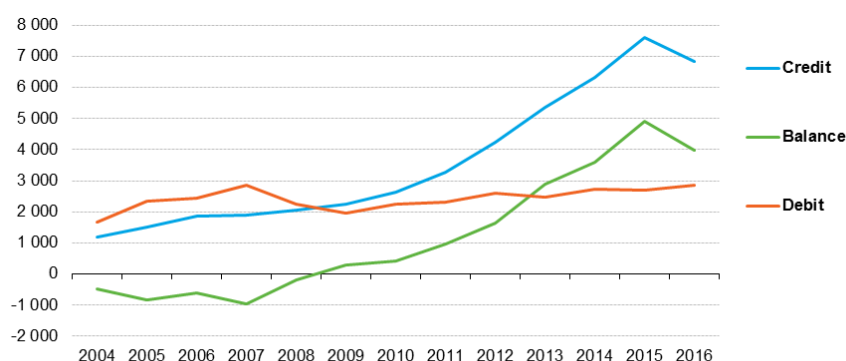
⁹ Uniform short stay visas entitle the holder to stay in the territories of all Member States for a period of maximum 90 days/180 days. Such visas may be issued for the purpose of a single entry ("uniform visas") or multiple entries ("MEVs")

In the European Union Area¹⁰

- The number of **nights spent** in the EU by tourists from China has more than tripled between 2006 and 2016. Tourism from China has risen more than that from other major non-EU countries such as the United States, Russia or Brazil ^(a).
- In 2016, Chinese travellers stayed for nearly 25 million nights in the EU ^(a). It accounts for 6% ^(a) of the total nights spent by tourists coming from outside the EU and 9% ^(b) of nights spent by tourists from long-haul markets¹¹. More than 7 out of 10 overnight stays were in four countries: the United Kingdom (31%), Italy (18%), France (13%) and Germany (10%) ^(a).



- The number of **arrivals** from China in EU accommodation establishments reached over 10 million in 2016 ^(b).
- The EU export of **travel services** was nearly EUR 7 billion in 2016. In the same year, the EU imported nearly EUR 3 billion from China (i.e. Europeans' spending on trips in China). Thus, Europe was a net exporter of travel services with a positive balance of EUR 4 billion ^(a).



Note: Data from 2004 until 2007 are compiled according to BPM5 methodology and from 2008 onwards according to BPM6 methodology.

- The Chinese expenditure on travel services in the EU are expected to increase by EUR 3 billion until 2020, which is an average year over year growth of 10% since 2016 ^(a).

¹⁰ Source:

(a) Eurostat, Tourism statistics – EU and China;

(b) Eurostat Database, data updated on January 2018.

¹¹ It does not include residents from countries within EU28 or other European countries.

8. EXAMPLES OF CHINESE FDI IN TOURISM IN THE EU ¹²

- In 2016 alone, Chinese direct investment in the EU amounted to EUR 35 billion, all sectors combined, which was 77% more than the corresponding figure for 2015 ^(a)
- The three main destinations of Chinese investment in the EU are the United Kingdom, France and Germany, attracting 44% of total for the period 2010-2015. However, in recent years the Chinese investors are also displaying their growing interest in Southern European countries, notably Italy, Portugal, Spain and Greece. Other European countries that have received a considerable volume of Chinese investment over the past years are Ireland, the Netherlands and Hungary ^(b). The EU tourism sector also features some important Chinese investments, such as:



CZECH REPUBLIC

- The most notable Chinese investment projects in the Czech Republic so far have been made by Shanghai-based China Energy Company Limited (CEFC) with the purchase of 49.9% (EUR 46 million) in Travel Service, the Czech Republic's biggest airline. The Chinese investor acquired also two five-star hotels – the Mandarin Oriental Prague and Le Palais Art Hotel Prague and a majority stake in the largest Czech online travel agency Invia.cz (90%, worth EUR 84.5 million), which also operates in Slovakia, Poland, and Hungary ^(c).

FRANCE

France offers one of the world's most dynamic tourism markets, and with the growing number of Chinese tourists travelling abroad, particularly to France, Chinese investors hope to capture, or repatriate, a certain portion of the industry's value chain. Many of the French companies offer also brand-name recognition and global networks, which took decades to develop ^(c).

- In 2014, Kai Yuan Holdings pays EUR 344.51 million for the luxury Paris Marriott Hotel Champs-Elysees, which includes a management agreement with Marriott International up to 2030 that to be renewed for three successive periods of 10 years ^(d).

¹² Source:

(a) European Economic and Social Committee (EESC);
(b) ESADE, Chinese investment trends in Europe, 2016-17 report;
(c) Egmont Institute, Chinese Investment in Europe - A Country-Level Approach;
(d) Hotel News Now;
(e) Air Transport World;
(f) Aircargonews;
(g) The guardian.

- In 2014, Shanghai Jin Jiang International Hotels, The Thayer Group and Phoenix Global Investment acquire French hotel firm Louvre Hotels Group for approximately EUR 1.2 billion, which gave the Chinese consortium control of the hotel brands Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip ^(d).
- The Jin Jiang Group equity invested roughly EUR 1 billion for a 10 percent stake in AccorHotels in 2016 ^(c).
- Other large deals include the acquisition by Fosun of the tourism and resorts operator Club Méditerranée (Club Med) for an estimated EUR 939 million following a two-year battle ^(d). The Fosun Group shows its ongoing interest in capital investments in the Compagnie des Alpes (CDA), which operates 11 ski resorts in France and 13 leisure parks and tourist attractions in Europe, including Parc Asterix and the Grevin waxworks museum in Paris ^(c).
- The Symbiose consortium has acquired 49.99% for EUR 308 million of Aéroport Toulouse Blagnac ^(e).

GERMANY

- China's HNA Airport Group has completed its EUR 15.1 million purchase of an 82.5% stake in Germany's Frankfurt-Hahn airport, announced previously ^(f).

GREECE

- The largest Chinese project in Greece is the purchase of 51% stake in the Piraeus Port Authority (PPA) by COSCO, a flagship investment made in two steps. After signing the EUR 831.2 million-concession agreement in 2008, the corporation purchased it in 2016 for EUR 280.5 million. Since then, infrastructure development has been under way, with Piraeus rapidly turning into a major logistics centre and cruise hub ^(c).

SPAIN

- The Chinese HNA Group began in 2013 to purchase stakes in Spanish hotel chain NH, and currently holds a 29.5% share. The transaction granted the Chinese group access to the world's second-ranking country in terms of inbound tourists, but also to the hotel network and management expertise of a successful and highly internationalised group such as NH ^(b).

THE UK

- In 2015, HK CTS Metropark Hotels purchases U.K. hotel management company Kew Green Hotels for GBP 400 million, giving it 44 hotels in U.K. and 5,179 rooms ^(d).
- Hong Kong-based Junson Capital buys the 378-room Doubletree by Hilton Hotel London Docklands Riverside for approximately GBP 80 million ^(d).
- In 2015, the Fosun Group acquires 5% of the British tour operator Thomas Cook for GBP 91.8 million (EUR 126 million). Three months later, the two entities announce a 51% (Fosun) - 49% (Thomas Cook) partnership to develop domestic, inbound and outbound tourism activities for the Chinese market under Thomas Cook brands ^(d).
- In 2016, the Scottish travel search website Skyscanner was bought by the Chinese biggest tour operator Ctrip.com for GBP 1.4bn ^(g).

9. OTHER MAIN DESTINATIONS ¹³

USA

- In 2016, the United States has enjoyed thirteen consecutive years of growth in arrivals from China with 2.97 million arrivals (+15%). It accounts for 3.9% of all international arrivals to the United States ^(a).
- China dominates the ranking as the #1 market for U.S. tourism exports—injecting nearly USD91 million a day into the U.S. economy and totaling USD33.2 billion (+10%) in 2016. Travel and tourism exports account for 61% of all U.S. services exports to China ^(a).
- United Airlines is operating 84 weekly flights between US and China. Delta Air Lines projected that its daily passenger volume between China and America will almost double in 10 years, from 7,700 in 2015 to 13,500 in 2025. China is offering the right conditions as a transit hub for US passengers. The American airline companies are not only eyeing the passenger traffic between China and the United States, but also to use China as a base to tap passenger traffic in Southeast Asia, making use of Beijing, Air China's base city, as its transit hub between America and Asia. Delta Air Lines, on the other hand, uses China Eastern Airlines' base city Shanghai ^(b).

CANADA

- Over 610 thousand arrivals from China to Canada were recorded in 2016, a 24% increase over 2015 ^(c).
- The Government is currently working with Destination Canada to augment its marketing programs. In addition, an expansion of the air transport agreement with China is under review. Moreover, seven new Visa Application Centers will open in China in order to make it easier to apply for visa and facilitate travel to Canada ^(d).

AUSTRALIA

- In 2016, there have been 1.2 million arrivals (+17%) from China to Australia ^(e).
- Australia has negotiated a “Work and Holiday Arrangement” with China. This arrangement allows up to 5,000 young Chinese people with tertiary education and English skills to experience a working holiday in Australia. It is also an opportunity for cultural exchange and building closer cultural ties between China and Australia ^(f).

¹³ Source

(a) U.S. National Travel & Tourism Office;

(b) China Travel News;

(c) Government of Canada, Tourism snapshot ;

(d) Government of Canada. Canada's Tourism Vision: Focused on Growth;

(e) Tourism Australia, Interactive Arrivals Dashboard;

(f) Australian Embassy China.

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