European Travel Commission

**Mission**
Strengthen the sustainable development of Europe as a tourist destination and to increase competitiveness, through knowledge gathering and sharing amongst members and lobbying as well as by establishing a professional marketing platform for the successful promotion of member countries in overseas markets.

**Members**
32 National Tourist Organisations (NTOs) in Europe.

**Mandate**
ETC is responsible for the promotion of Europe as a tourist destination.

European Tourism in 2015
- 51% of international tourist arrivals
- 9% of European GDP
MEMBERS
Long-haul travel to Europe in 2016

USA (share: 5%)
The upswing of the economy, a strong US Dollar and an ever-increasing disposable income and consumer confidence
Outlook: 🔺

Brazil (share: 0.5%)
Tight fiscal policy puts Brazil in recession.
Outlook: 🔻

Russia (share: 3%)
Improved outlook for oil prices and an economy slowly recovering from recession.
Outlook: 🔺

China (share: 2%)
Economic slowdown is not softening growth from this high potential market.
Outlook: 🔺

Source: ETC Dashboard, Tourism Economics
China dominates Asian outbound travel market

85 million arrivals expected worldwide in 2016
Europe’s market share is 13%

22 million arrivals
Europe’s market share is 22%

14 million arrivals
Europe’s market share is 16%

Source: ETC Dashboard, Tourism Economics
Chinese outbound travel to Europe is growing

Highest spender since 2012
$292

Europe’s share of Chinese Long-haul travel
13%

Annual Average growth 2015-2020
9%

Source: ETC Dashboard, Tourism Economics, UNWTO
Europe is THE place for shopping

...but Chinese travellers remain price conscious
Seeking authentic European experiences

Look for authenticity but also...
for Chinese food & local connections to China
Discovered new Chinese traveller tribes
A thousand mile journey begins with a single step
12/07/2016
Announcement by President Junker and President Li, EU China Summit

21/09/2016
Meeting of EU Tourism Stakeholders

26/10/2016
High-Level EC-CNTA Meeting in Beijing

Timeline

Beginning of 2017: Report on the latest and future developments in tourism flows from China to the EU

ITB Shanghai (2017): Political Event and B2B Matchmaking


EU-China Tourism Year 2018
OBOR Committee

EUROPE – CHINA ONE BELT ONE ROAD (OBOR) CULTURE & DEVELOPMENT COMMITTEE
众人拾柴火焰高

When everybody adds fuel the flames rise high
Thank you for your attention!

Eduardo Santander PhD
Executive Director
European Travel Commission

eduardo.santander@visiteurope.com