



Destination Europe

Chinese Outbound Tourism Market Trends

Destination: Europe

Chinese Outbound Tourism

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Market Overview

Domestic and outbound tourism have experienced strong growth rates in the 2010s. Although Asian destinations remain the most popular, European countries such as France, Italy, and Germany have entered the top 15 of destinations chosen by Chinese travellers. The educated, wealthier tourists from the largest cities in China are more likely to have travelled to Europe at least once before and to be on the lookout for off-the-beaten track destinations and experiences.

> 90
MILLION

Trips beyond Greater China

Greater China still accounts for about half of border crossings. However, between 2012 and 2019, outbound trips beyond GC more than tripled.



25 million nights in the EU

Only 10% of Chinese travellers outside Greater China went to Europe, but nights spent in the EU went up 200% between the 2000s and the 2010s.



Back in 2024

A return to pre-pandemic numbers of travellers is expected in 2024.



Peak seasons

January-February for Spring Festival, the first weeks of May and October and the summer see the most Chinese travellers on the move.



Trends

Adventure

For experienced travellers who have already done the sight-seeing.



Nature

Camping, sporty destinations and natural spots are in demand.



Discovery

Well-travelled urbanites from 1st-tier cities are looking for new finds.



Exclusivity

Luxury but not only: activities perceived as authentic are prized.



Know your clientele

55+

The 3rd wave

After tour groups and fully independent travellers (FIT), the over 55 are the new wave.



The student crowd

Don't neglect the Chinese market segments already living in Europe, such as students and expatriates. They are likely to spend short breaks in the EU.



Cash is so yesterday

Offer the payment methods most used in China, Alipay and WeChat Pay.

Put your destination on the map



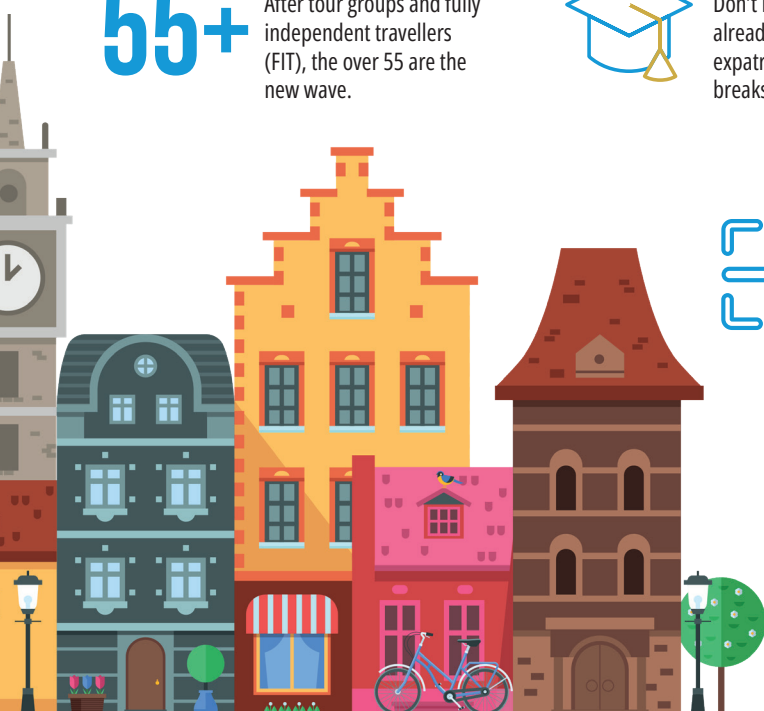
Go on record

Offer to film and photograph travel experiences and use social media marketing.



Make it educational

Families tend to select activities that have educational value.



Watch our webinar

For more information on Chinese outbound tourism, scan the code to watch our webinar:



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