

# MADRID IS CLOSE TO RECOVERING 100% OF AIR CONNECTIONS WITH CHINA



Since the return of international markets to Madrid after the Covid-19 pandemic, the City Council's Tourism Department has prioritized the recovery of Asian tourists, particularly from China. This strategy has been effective, as the capital has regained 83% of its air connections with Chinese destinations from 2019. The goal is to reach 100% by 2024. The Tourism Department of the Community of Madrid is also actively working to improve air connections with China to restore pre-pandemic levels.

Currently, Madrid is linked to four cities: Beijing, Chongqing, Hong Kong, and Shanghai. The new route between the Spanish capital and Hanzou will be opened in August.

Since March, Madrid has been implementing the "Plan Asia" initiative, which aims to attract travelers from China, Japan, South Korea, and India by developing a promotional program with a budget of four million euros. The Department of Tourism emphasizes the importance of China as a significant spending market for Madrid due to the high average stay of over five days and the high daily expenditure of around 370 euros.

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