

CHINESE TOURISTS DESIRE TO TRAVEL TO EUROPE IS BACK



According to IPK International, China is set to reclaim its position as a key source market for global tourism. European cities are the focus of this recovery. Although there were only a few signs of Chinese tourists during the last season, the prospects are much more optimistic. Europe is a preferred destination.

70 million Trips Before Covid-19

China was among the world's top four tourist source markets in 2019, with approximately 70 million trips. However, due to the COVID-19 pandemic and prolonged travel restrictions, China's ranking dropped significantly in 2022 as many countries recovered faster. But things are looking up now.

According to a recent IPK survey, **Chinese tourists are regaining their interest in travel.** Around 50% of those surveyed plan to travel abroad in the next 12 months and more frequently than before. Another 44% hope to take the same number of trips across the border as in 2019. The number of people who do not intend to travel as much as before the pandemic is negligible.

European Record

It is encouraging to note that European destinations are the preferred choice for Chinese tourists, followed by Asian destinations. At the same time, American trips are unpopular due to a lack of flight options and geopolitical reasons.

Another interesting fact is that Chinese tourists show immense interest in cultural destinations. 44% of travelers intend to focus mainly on European cities. Additionally, the Chinese government's budget for tourism is expected to remain stable because 80% of those interviewed in the IPK survey declared that they plan to stay in hotels during their trips abroad in the next twelve months.

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