

# JANUARY WILL BE CRITICAL TO SEE IF CHINESE TOURISM WILL RECOVER



A significant holiday on the Chinese calendar is expected to boost intercontinental travel. Next January will be a pivotal time for the recovery of the Chinese tourism market for travel to Europe. The reason behind this is the celebration of the Chinese New Year, which is of immense importance in the Asian country and generates a high volume of national and international travel.

The difference is that Chinese New Year 2024 will be the first since 2019 to be completely free from health restrictions due to the COVID-19 pandemic. This makes it extremely easy for long-haul intercontinental travel, which many Chinese people look forward to, as it provides them the ideal opportunity to discover other cultures.

The upcoming Chinese New Year in January is expected to mark a significant stage in the transition that began with the easing of restrictive measures earlier this year. This culminated this week with the abolition of the obligation to fill out health forms before and after travel, meaning there are no longer any limitations on travel within China. Although some challenges have arisen, such as airlines gradually restoring their offerings, these issues are close to being resolved. Visa applications have also improved, contributing to the positive momentum.

However, it is worth watching because the pandemic has influenced travel habits. In 2023, changes were witnessed in Chinese travelers exploring Europe as they transitioned from domestic to long-haul travel, indicating a positive shift in travel patterns.

Last October, celebrating China's 'Golden Week' provided clear evidence of an evolving trend towards an increase in travel demand. This trend has brought notable benefits to the travel industry. Experts are optimistic about the prospects for this market in 2024. They also recall that many Chinese travelers have a genuine passion for exploring multiple European countries during their vacations. They seek immersive experiences in diverse cultures and atmospheres.

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