

# Important Partnership Announcement – ETOA partners with China Outbound Travel & Tourism Market



The European Commission-funded Partnerships in European Tourism project will arrive in Beijing at the China Outbound Travel & Tourism Market in April 2018 – marking the first of a series of B2B tourism events taking place in China as part of the 2018 EU-China Tourism Year.

The 2018 EU-China Tourism Year was announced in 2016 by the President of the European Commission, Jean-Claude Juncker and the Chinese Prime Minister, Li Keqiang. Partnerships in European Tourism is an initiative as part of this this year aimed at supporting EU tourism businesses and operators wishing to expand their businesses into China. This is achieved through tutoring activities, facilitating new collaborations and partnerships around trans-European tourist products and the organisation of B2B matchmaking and other promotional events alongside international fairs.

# ETOA

Now in its 14th year, COTTM is the longest running and most well respected platform for the

outbound tourism market. It is the only business to business event that focusses on the expanding outbound tourism market. In 2017 COTTM attracted over 4300 Chinese trade buyers and more than 450 exhibitors from 70 countries and is the only exhibition that is 100% business to business and 100% outbound.

COTTM was selected as the first venue to host a China-based event in the 2018 programme – a B2B matchmaking between European businesses and Chinese operators will take place, as well as a thematic conference on EU-China cooperation on tourism with a focus on the particular draw of family travel to Europe.

The European delegation is working closely with the China Tourism Academy (CTA) to deliver a conference programme within the COTTM programme to demonstrate the very best of Europe's offer to the outbound Chinese market.

Dai Bing, President of China Tourism Academy – said, “COTTM aims to promote the development of China outbound tourism and the partnerships between China and overseas destinations since it was launched, and builds a bridge for the communication between China and the global tourism industry. China Tourism Academy (CTA) is willing to support the cooperation between COTTM and the European Travel Commission (ETC) and European Tourism Association (ETOA).”

“We are delighted to be hosting a delegation from Europe at the 2018 event in collaboration with the ETOA – the European Tourism Association. This is an important development for the show, and we know from visitor feedback that Europe is a very important destination for the Chinese outbound tourism market. We look forward to a continued partnership and to see the business opportunities develop at the show.” Said Matt Thompson, Project Director, Tarsus Group Ltd.

Tom Jenkins, CEO of ETOA – European tourism association, head

of the consortium delivering the Partnerships in European Tourism programme – said: “Following the official opening of the 2018 EU-China Tourism Year in Venice in January, it makes complete sense that we bring the first in-market Partnerships in European Tourism event to the Chinese capital. Bringing a matchmaking, conference and exhibition at the only dedicated B2B outbound event in China will ensure the best business development opportunities for all involved.”

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