

China –CEECs Tourism Coordination
Centre – Strategy and Activity Plan

2016



The China – CEECs Tourism Coordination Centre (the TCC) was established in Budapest, May 2014 to coordinate the tourism promotional activities of the 16 Central and Eastern European countries in the Chinese tourism market. The TCC operates in the frames of Hungarian Tourism Ltd., the national tourism office of Hungary. website: www.china-ceec.travel, www.ceec-china.travel

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STRATEGY 2016 – FLIGHTS, ROUTES, PRODUCTS

Background

The main objective of China – CEECs Tourism Cooperation (TC) is to contribute to making Central and Eastern Europe and China a mutually visible and attractive destination for each other, despite the huge distances between China and the CEE region. The Tourism Coordination Centre (TCC), set up in Budapest, within the framework of Hungarian Tourism Ltd. undertakes the task of coordinating between and becoming an information centre for the national state administration bodies of tourism, the national tourism organizations (NTOs) and tourism business partners in China and the 16 CEE countries.

Chinese tourism outbound travel represents a major part of global tourism. However, at present the demand for a trip to Central or Eastern European countries seems interesting only for a small fragment of Chinese travellers. The tourism cooperation of China and the 16 CEE countries strives to contribute to a more spectacular and dynamic increase in the mutual tourism traffic in the following years.

After the establishment of the TCC, setting up a living network of state administration bodies, national tourism offices and business partners, the TCC addressed the main stakeholders (the national coordinator team of the cooperating partner countries) about the directions that the TC should proceed. The survey results supported the development of new direct flights, regional tourism routes and joint products. Consequently, formulating its strategy for 2016 the TCC focussed on the above mentioned three directions.

The central theme of the strategy for 2016 is *'Flights, Routes and Products'* and the intention is to introduce the tourism offers of Central and Eastern European sub-regions (the Balkans, the Baltics and Central Europe) more deeply. In 2016 the TCC will support working out new tourism routes and product packages that allow Chinese visitors to extend their stay in the CEE region.

FLIGHTS

At present two direct flights operate between China and the CEE region, one on the Beijing-Warsaw route, three times per week (Tuesday, Thursday and Sunday), operated by LOT, the second on the Beijing – Budapest route, from 1st May 2015, four times per week (Monday, Wednesday, Friday and Sunday).

Hainan Airlines is expected to launch a direct flight three times per week between Beijing and Prague from 23rd September 2015.

Concerning that the above mentioned three air routes arrive in Central Europe (V4 countries) it would be a very important precondition to the further increase of tourism traffic into the CEE region that direct air traffic reach the other two sub-regions, i.e. the Baltics and the Balkans.

Another long term goal is to tie other big cities of China (Shanghai, Guangzhou, Chengdu and Xi'an) with CEE cities by direct flights.

ROUTES

The existing direct flights allow the process of elaborating new tourism routes. The TCC suggests that the process of development should be based on the tourism development strategy of the individual countries, realized by the involvement of country tourism administration and tourism businesses. At the same time, the Chinese Partner is asked to support tourism routes development by advisory activity, while the TCC is made responsible for harmonizing the route development plans.

Taking into consideration that different regulation applies to travels into the different CEE countries, cross-country tourism routes should only be worked out with special attention to this fact and require continuous dialogues and coordination from all stakeholders.

PRODUCTS

Changing touristic demand requires continuous innovation, market research and information exchange from the side of tourism service providers of the CEE countries. The new generations and groups of Chinese tourists who appear in the market seek for different or new products, access to the information via new channels, become more independent both in organizing their trips and travelling.

The TCC can support the cooperating partner countries with research results, information on new market trends and providing promotional opportunities.

In realizing its strategy for 2016 the TCC heavily relies on the active professional and financial support of the cooperating partner countries and tourism businesses.

PROMOTIONAL ACTIVITIES 2016

See PDF: [ACTIVITY PLAN OF China – CEECs TOURISM COOPERATION](#)