Figures of China Workshop 2019

- Updated till December 25, 2018 -

Statistics By ID Travel Pro
159 exhibitors in total

110 exhibitors for Day 1 - 6th China Workshop
49 exhibitors for Day 2 - 1st China Trip Trade

- Accommodation: 30%
- Tourism Office: 22%
- Scenic spot: 14%
- DMC: 14%
- Shopping & brands: 8%
- Transportation: 3%
- Others: 1%
- IT & services: 2%
- Travel association: 3%
- Tour operator: 3%
Where are the exhibitors from?

- France, 131
- Germany, 11
- Spain, 4
- Switzerland, 3
- Czech, 1
- UK, 1
- Hungary, 1
- Italy, 1
- EU, 2
- China, 2
181 selected buyers in total
50 Chinese buyers
131 European Chinese buyers

Chinese buyers 28%

European Chinese buyers 72%

- 北京 Beijing
- 上海 Shanghai
- 广州 Guangzhou
- 深圳 Shenzhen
- 成都 Chengdu
- 重庆 Chongqing
- 昆明 Kunming
- 福建 Fujian
- 青岛 Qingdao
- 沈阳 Shenyang

- 英国 UK
- 德国 Germany
- 意大利 Italy
- 瑞士 Switzerland
- 荷兰 Netherlands
- 奥地利 Austria
- 芬兰 Finland
- 西班牙 Spain
- 希腊 Greece
- 摩纳哥 Monaco
- 捷克 Czech
Figures of Chinese buyers
The scale of their enterprises

Business type

- 批发/团购商(Wholesale): 26.1%
- 零售商(Retailer): 2.2%
- 网上销售商(OTA): 2.2%
- 企业差旅管理（Business Travel Management）: 4.3%
- 会议/展览会组办方（Convention/Exhibition Organizer）: 2.2%
- 其他 (Others): 6.5%

- 旅游定制机构（Taylor Made）: 56.5%
- 公司差旅安排（Corporate Business Trip Arrangement）: 9.3%
- 观光旅游（Sightseeing Tour）: 10.7%
- 邮轮旅游（Cruise）: 4.8%
- 高尔夫旅游（Golf Tour）: 6.2%
- 商务/投资考察（Tour For Investment）: 11.4%
- 红酒文化旅游（Tour For Wine Culture）: 8.0%
- 会展奖励游(MICE): 8.0%
- 高端定制类(Taylor Made): 13.8%
- 探险旅游（Adventure Tour）: 5.2%
- 婚礼和旅拍旅游（Wedding /Photographing Tour）: 5.9%
- 医疗保健游（Medical Tour）: 5.2%
- 游学（Study Abroad）: 9.7%
Proportion of main destinations

- Antarctic & Arctic: 2.1%
- Oceania: 12.9%
- Africa: 10.7%
- America: 20.7%
- Europe: 32.1%
- Southern: 17.8%
- Western: 25.4%
- Northern: 17.8%
- Central: 20.1%
- Eastern: 18.9%
Size of their European groups

- 7-15 pax: 37.0%
- <=6 pax: 29.6%
- 16-30 pax: 17.3%
- 31-50 pax: 11.1%
- >50 pax: 4.9%

Categories of accommodations for clients in Europe

- 5* hotel: 42.4%
- 4* hotel: 40.0%
- 3* hotel: 12.9%
- Residents & Appartments: 4.7%
Who they want to meet on China Workshop 2019

- Tourist Bureau: 11.0%
- Hotel & Accommodation: 13.3%
- Culture & Scenic Spots: 8.1%
- Shopping: 1.9%
- Brands: 4.3%
- Activities & Excursions: 8.6%
- Airline related: 2.4%
- Rail related: 0.5%
- Car rental: 6.2%
- DMCs (Destination Management Companies): 12.9%
- Tour Operators: 2.9%
- Investment Migration / Study Abroad: 3.8%
- Tourism Association: 1.9%
- Tourism Real Estate: 1.4%
- Online Reservation: 2.9%
- China Workshop 2019
Figures of European Chinese buyers (expect of France)
The scale of their enterprises

Business type
Proportion of main destinations in Europe

- South Europe (Southern): 21.3%
- West Europe (Western): 23.6%
- North Europe (Northern): 13.5%
- Central Europe (Central): 21.3%
- East Europe (Eastern): 20.2%
Size of their European groups

Categories of accommodations for clients in Europe
Figures of French Chinese buyers
The scale of their enterprises

- 1-5 pax: 44.1%
- 5-10 pax: 38.2%
- 10-50 pax: 17.6%

Business type

- 高端定制(Taylor Made): 24.2%
- 会展奖励旅游(MICE): 16.7%
- 文体特殊主题游(Theme): 16.7%
- 零售商(Retailer): 10.6%
- 批发/组团商(Wholesale): 9.8%
- 其他(Others): 1.5%
- 商务及政府团(Business & Government): 20.5%
Proportion of main destinations in Europe

- West European: 30.9%
- Central European: 17.3%
- Eastern European: 18.2%
- Northern European: 14.5%
- Southern European: 19.1%
Size of their European groups

- <=6 pax: 23.6%
- 7-15 pax: 30.3%
- 16-30 pax: 19.1%
- 31-50 pax: 16.9%
- >50 pax: 10.1%

Categories of accommodations for clients in Europe

- 4* hotel: 41.0%
- 5* hotel: 29.5%
- 3* hotel: 17.9%
- Residents & Appartments: 10.3%
- Others: 1.3%