

EUROPE AND ECTY OFFICIAL EVENT PARTNERS OF COTTM 2018

Brussels, 18 March 2018. Europe and the EU-China Tourism Year (ECTY) were designated as official partner events of the 2018 edition of the China Outbound Travel & Tourism Market (COTTM). The three-day business to business travel trade fair took place from 16 to 18 April in Beijing with 81 Chinese buyers and 81 European suppliers participating in the B2B workshop and conference. Now entering its 14th year, COTTM is regarded as the industry's most important platform and remains the only business to business event that focuses purely on the burgeoning outbound market.

A dedicated Europe Pavilion at COTTM showcased several European tourism products and destinations. There were 12 exhibitors in the Europe booth: Latvia, Lakeland Region (Finland), Regione Piemonte (Italy), Portugal, and Romania making an especially strong showing with eight exhibitors. The Europe Pavilion at COTTM, supported by the European Union, is part of an ambitious programme of activities in the frame of the 2018 EU-China Tourism Year (ECTY), including business to business matchmaking events and communication marketing campaigns.

Concurrent with the official Europe Pavilion, the European Commission initiative Partnerships in European Tourism (PET) also had a dedicated pavilion thereby strengthening the impact of the event. Additionally, there were two PET events connected to the fair: a B2B matchmaking workshop and a conference. Other European destinations and ETC members were participating on their own, also adding to the impact of the ECTY: Serbia Tourism Board, Poland Tourism Board, Malta Tourism Board, as well as associate members Value Retail and Welcome Chinese.

The ECTY aims to promote the EU as a travel destination in China, provide opportunities to increase bilateral cooperation as well as mutual understanding and create an incentive to make progress on market opening and visa facilitation. The European Commission is responsible for the organisation of the ECTY in cooperation with the European Travel Commission and the China National Tourism Administration. COTTM 2018 took place from 16 to 18 April 2018 at the National Agricultural Exhibition Centre in Beijing. For more information, please visit cottom.com.

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[Note to editors](#)

[About the European Travel Commission](#)

The European Travel Commission is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourist destination to the long-haul markets outside of Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 33-member NTOs, including 8 from outside the European Union. Europe is the world's no. 1 tourist destination with 671 million international arrivals in 2017 and more than 50% of the market share of worldwide tourism. For further information: ETC's corporate website <http://www.etc-corporate.org> is aimed at industry, government and educational personnel interested in tourism to Europe. Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal <http://www.visiteurope.com>.

[About EU-China Tourism Year](#)

The EU-China Tourism Year (ECTY) is an initiative that aims at increasing visitors' flows and investments between Europe and China, whilst also representing an occasion for European and Chinese communities to better know and appreciate each other. The 2018 EU-China Tourism Year is organised by the European Commission in close collaboration with the European Travel Commission (ETC), which plays a leading role on marketing activities targeting China throughout 2018, thanks to its 'Joint Promotion Platform' supported financially by the EU. The European Commission also cooperates with CNTA (China National Tourism Administration) on a number of joint EU-China events