

THE EUROPEAN TRAVEL COMMISSION HAS CHOSEN FORWARDKEYS TO ANALYSE CHINESE TRAVEL FLOWS TO EUROPE

ForwardKeys will provide the European Travel Commission with a series of four-month periodic reports to measure the success of the 2018 EU-China Tourism Year through airline market statistics.

Brussels, 2 May 2018. The European Travel Commission has chosen ForwardKeys, given its established track record on Chinese travel reports and insights, to supply four reports over the next twelve months to measure the success of the 2018 EU-China Tourism Year. The reports will provide a most detailed and in-depth picture of Chinese travel to Europe by analysing more than 17 million flight booking transactions a day.

Chinese outbound travel has been burgeoning in recent years, creating a huge potential market for businesses. ForwardKeys' set of data sources and analytical tools allows it to successfully measure and predict the timing of travel flows from China to Europe and the rest of the world. ForwardKeys' previous work has supplied businesses with key information, helping them to seize opportunities at crucial moments, such as the Chinese New Year, when travel peaks.

Initiated by the European Commission President, Jean-Claude Juncker and the Chinese Prime Minister Li Keqiang at the 2017 China-EU Summit, the 2018 EU-China Tourism Year (ECTY) is designed to support businesses and bring commercial and cultural success between Europe and China. Among its major aims: promoting lesser-known destinations; improving travel experiences; increasing economic cooperation and hastening EU-China visa and air connectivity.

Eduardo Santander, Executive Director of the European Travel Commission, said: "We are confident that ForwardKeys' breadth and depth of sources, as well as its unique access to Chinese travel data, will effectively support us in demonstrating the level of success of the 2018 EU-China Tourism Year."

Laurens van den Oever, Forwardkeys chief marketing officer, said: "We are delighted to be working with the ETC on such an important project. We believe that the kind of details we will be providing represents a world first for Chinese market and gives us the opportunity to refine and define new analytical tools."



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About ETC

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 ForwardKeys

ForwardKeys analyses more than 17m flight booking transactions a day, drawing data from all the major global air reservation systems and selected airlines and tour operators. This information is enhanced with further independent data sets, including flight search and official government statistics, plus data science to paint a picture of who is travelling where and when. ForwardKeys' analytics are used by travel marketers, retailers, hotels, destination marketing organisations (DMOs), financial institutions, car rental companies, tour operators, online travel agents (OTAs) and other traveller-focussed businesses worldwide to monitor and anticipate traveller arrivals from a particular origin market at a specific time. This analysis enables parties to anticipate the impact of events, better manage their staffing levels, fine tune supply requirements, adjust and measure the effectiveness of their marketing efforts and anticipate future market trends.

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.