

# CHINA VISITORS SUMMIT

**BARCELONA, SPAIN**  
November 12-13, 2025



**SUPPORTED BY**


## **Report on China Visitors Summit (CVS) in Europe**

**November 12–13 (Barcelona, Spain)**

**@ Sofitel Barcelona Skipper**

### **Event Overview:**

The **China Visitors Summit (CVS) Europe 2025** brought together around **100 Chinese travel buyers** and **67 travel suppliers** **12 countries** from European, central Asia and Middle Eastern countries. Held over two days at **Sofitel Barcelona Skipper, Greece**, the summit facilitated **3,618 face-to-face appointments**, fostering new business opportunities and strengthening the connection between Chinese and European travel markets.

The event aimed to enhance collaboration between Chinese travel stakeholders and European tourism suppliers, capitalizing on Europe's position as the **leading long-haul destination** for global Chinese travelers.

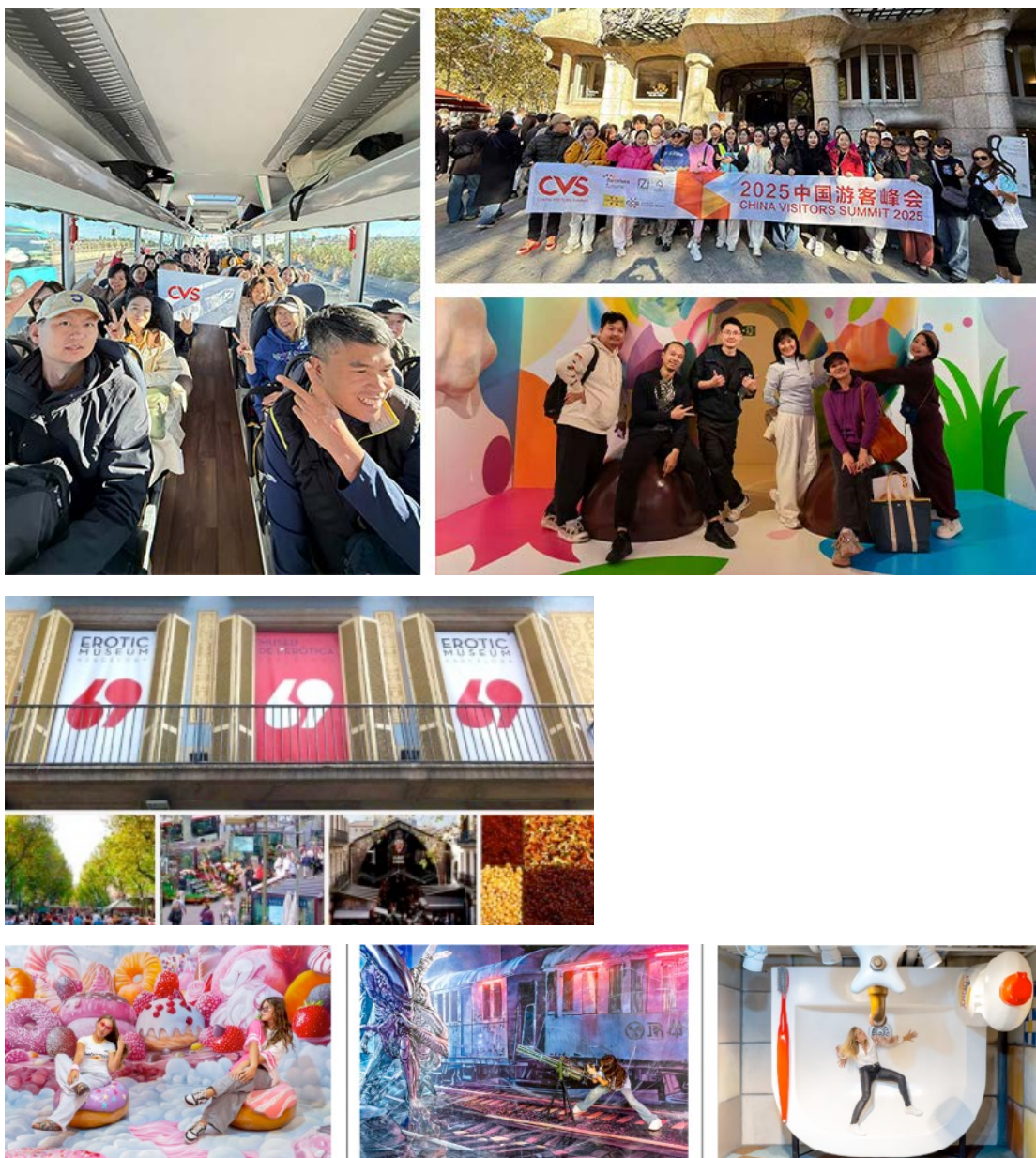
### **Participants**

- **Chinese Delegation:**  
Representing mainland China, Taiwan, and Hong Kong, the delegation included tour operators, travel agencies, and online platforms focused on outbound travel.
- **Travel Suppliers:**  
Suppliers included representatives from hospitality, tourism attractions, transportation, museums, shopping, and other sectors, showcasing Europe's diverse appeal as a travel destination.

**The following is an overview from the initial preparations to the conclusion of the event.**

**Nov 9, 2025. CVS Buyer Arrival in Barcelona.**

Visit Casa Milà, White Rabbit Museum, Barcelona Erotic Museum and Big Fun Museum Barcelona:



**Nov 10, 2025. Tour day**

**Visit Familia Torres Winery:**



**Lunch at Mas Rabell Restaurant:**



**Visit El Corte Inglés Barcelona:**



Site inspection in Renaissance Barcelona Hotel:



Dinner at NOBU Hotel Barcelona:



Dinner at Hotel Arts Barcelona:



Dinner at Le Meridien Barcelona:



Nov 11, 2025. Tour Day 2

Visit Girona:



Lunch at 1881 Hotel Balneario Vichy Catalan:



Visit Tossa de Mar:



Visit La Roca Village and dinner at La Roca Village:



**Nov 12, 2025. Meeting day in Sofitel Barcelona Skipper**

Opening Welcome - Mr. Alexander Glos, CEO, i2i Group:



Welcome Speech - Mateu Hernández, CEO, Barcelona Turisme:



Welcome Speech - Matthias Bernard, GM of Sofitel Barcelona Skipper:



Face to Face meetings between Suppliers and Chinese Buyers on Nov 12:



CVS Opening Dinner Party at SHÔKO BARCELONA RESTAURANT AND LOUNGE:



**Nov 13, 2025. Meeting day in Sofitel Barcelona Skipper**

Welcome Speech - Sònia Serracarbassa, Director of the Catalunya Convention Bureau:



Presentation: Travel Destination - Experience Düsseldorf  
Featuring Angela Valentini, Senior Market Development Manager of Düsseldorf Tourism Board, and Nicole-Joy Henzler, Head of Breuninger Department Store:



Face to Face meetings between Suppliers and Chinese Buyers on Nov 13:



## Key Outcomes

### 1. Strengthened Collaboration:

- o The summit reinforced ties between Chinese travel stakeholders and European suppliers, laying the groundwork for increased inbound tourism from China.

### 2. Showcasing European Diversity:

- o Suppliers highlighted Europe's diverse tourism experiences, from luxury accommodations to cultural landmarks, further solidifying its appeal to Chinese travelers.

### 3. Market Insights:

- o Participants shared valuable insights into the preferences and trends shaping the Chinese travel market, helping suppliers tailor their offerings.

## Next Steps

The success of the China Visitors Summit Europe underscores the potential for expanded collaboration. Looking ahead to 2026, plans are already in motion to build on this year's achievements, including exploring opportunities for the CVS event in Barcelona in autumn .

## Conclusion

The China Visitors Summit Europe 2025 exemplified the growing synergy between Chinese and European travel industries. With its record number of face-to-face meetings and enthusiastic participation, the summit has set a strong foundation for future growth in Chinese inbound tourism to Europe.

- Video Montage: A highlight video is available for viewing and download on YouTube via this private link: <https://youtu.be/yZb1Q0JyvaY>

- Photo Bank: View and download photos from the event here:

CVS Workshop Days:

<https://m.alltuu.com/album/3341735737/2747456204?menu=live>

CVS Discovery Days:

<https://m.alltuu.com/album/3341735737/4315777457?menu=live>

Thank you once again for your continued support.

The China i2i Group Team