

MADRID



Report on China Visitors Summit (CVS) in Europe

November 10–14 (Madrid, Spain) | November 14–16 (Barcelona, Spain)
@ El Olivar, Madrid | Various locations in Barcelona





Event Overview:

The **China Visitors Summit (CVS) Europe 2024** brought together **107 Chinese travel buyers** and **87 travel suppliers** from **14 Countries & Regions** across Europe and the Middle East. Held over two days at El Olivar in Madrid, the summit facilitated **5,822 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.

Key Highlights

Madrid (November 10–14)



· Arrival Day (November 10): Delegates were warmly welcomed in Madrid and introduced to the summit agenda.



Visit Museo Nacional Thyssen-Bornemisza



Visit El Corte Inglés Castellana

Hotel Inspections



Visit Melia Castilla Hotel, Thompson Madrid - Part of Hyatt and Hyatt Centric Gran Via Madrid



Visit Meliá Madrid Princesa Hotel and The Westin Palace, Madrid



Visit Hilton Madrid Airport and Ocean Drive Madrid



Teatro Flamenco Madrid



Welcome Dinner event by Madrid Tourism and Madrid Convention Bureau at REAL CASINO DE MADRID.

Day 1 (November 12):



The event commenced with an Opening Ceremony and a Keynote Address, setting the tone for two days of productive discussions.



A full schedule of business-to-business meetings enabled suppliers and buyers to establish connections and explore collaboration opportunities.



El Olivar Evening Reception & Party

Day 2 (November 13):



Continued face-to-face appointments solidified partnerships and facilitated new agreements.

Barcelona (November 14–16)

Delegates traveled by train from Madrid to Barcelona, enjoying scenic views and informal networking during the journey.



Activities included visits to iconic museums and cultural attractions, offering insights into the region’s offerings for inbound Chinese travelers.



Visit Mirador Torre Glories



Visit Casa Milà & La Pedrera

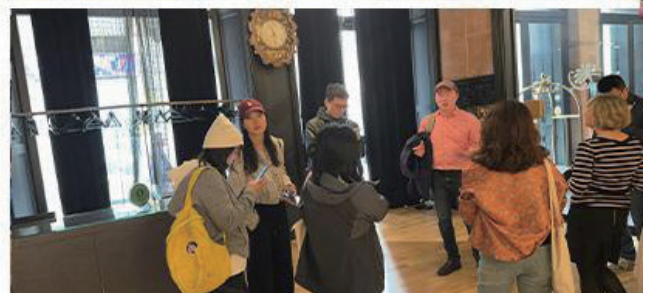
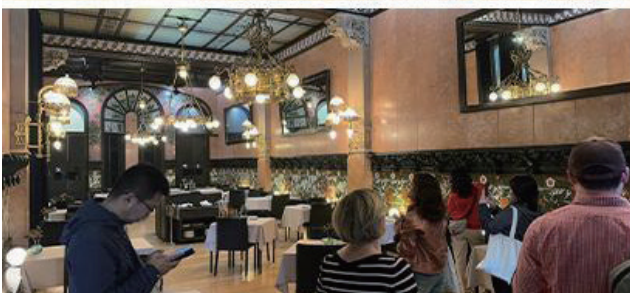
Hotel Inspections



Visit Ocean Drive Barcelona Hotel and Renaissance Barcelona Hotel



Visit Four Points by Sheraton Barcelona Diagonal and Hotel Arts Barcelona



Visit Le Méridien Barcelona and Hotel España

Key Outcomes

1. Strengthened Collaboration:

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

2. Showcasing European Diversity:

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

3. Market Insights:

· 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 2025, plans are already in motion to build on this year's achievements, including exploring opportunities for a CVS Bahrain event.

Conclusion

The China Visitors Summit Europe 2024 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://www.youtube.com/watch?v=9yG0kecYV90>

- Photo Bank: View and download photos from the event here: <https://m.alltuu.com/album/1461773053/2300707415?menu=live>

Wetransfer Photo Bank: <https://we.tl/t-mxmdeXgUVd>

Thank you once again for your continued support.

The China i2i Group Team