



STRATEGY REPORT · MAY 2026

Summer 2026 Chinese Inbound to Europe.

Winning the right travelers, not just the volume — a tactical playbook for European hotels, destinations, and luxury suppliers.

+28%

Chinese arrivals to Europe forecast for 2026 vs 2025

€240B

Total Chinese outbound travel spend projected in 2026

+16%

China–Europe flight capacity in Summer 2026 vs 2025

47%

Of Chinese travelers book within 14 days of departure

China i2i Group

Building 16, Room 602, 165 DongZhuAnBang Road, Shanghai 200050, China

i2imedia.net · Connecting European travel suppliers with Chinese travelers since 2002

The summer you can't afford to mishandle.

Chinese outbound travel to Europe is in its third year of recovery. Summer 2026 will deliver more Chinese travelers than any year since 2019 — but the traveler is no longer the one you remember. The era of the homogenous Chinese coach tour is over. What's emerging is a fragmented, high-value market dominated by independent travelers, multi-generational families, the rapidly growing silver-hair luxury cohort, and Gen Z experience seekers who plan trips through [Rednote and Douyin](#) and book within two weeks of departure.

For European suppliers, the question is no longer will Chinese travelers come back? but which Chinese travelers will you attract, and what will you do this summer to make sure they choose you? This report gives you the answer across six operational domains: sales, social media, content, trade outreach, PR, and a 30/60/90-day action checklist.

The five things every European supplier should do this week

1. Audit your Trip.com and Fliggy listings — complete Simplified Chinese descriptions, current photography, WeChat QR code.
2. Lock summer-and-Golden-Week allotment with 2–3 Chinese DMC partners before mid-June.
3. Activate or refresh your WeChat Official Account and verified Xiaohongshu (Rednote) presence.
4. Commission 2–3 Rednote KOC posts now — ¥2,000–5,000 each, summer Europe theme.
5. Brief front-desk and F&B staff on WeChat Pay, Alipay, and Chinese welcome amenities.

Market context in one paragraph

Chinese outbound is forecast to reach 175 million trips in 2026, with total spend at €240 billion ([China Trading Desk / Global Blue](#), ~US\$280B at May 2026 FX). Europe will capture an estimated €15–19 billion of that spend. Arrivals to Europe grew 21% in 2025 ([European Travel Commission](#)) and a further ~28% rise is projected for 2026 — but most markets remain 40–50% below 2019 volumes. Recovery is uneven: Spain has already surpassed pre-pandemic numbers, the UK is the slowest to return, and Iceland, Norway, and Greece are surging on social-media-driven discovery ([January 2026 China outbound trade survey](#)).

Summer 2026: more arrivals, smarter travelers, shorter booking windows.

Volume and spend

Chinese outbound is in its third recovery year. [Tourism Economics](#) now projects Chinese outbound at ~90% of 2019 volumes by end-2026, with global full recovery in 2027. Chinese New Year 2026 alone produced nearly 17.8 million cross-border trips, +10% YoY ([EternityX](#)). For Europe specifically, 2025 arrivals grew 21% YoY across reporting destinations ([ETC](#)); a further +28% is forecast for 2026 ([LION Travel / Tourism Economics](#)). Europe still trails its 2019 baseline by 40–50% in most markets — Tourism Economics does not see full Europe recovery until 2028–2029, when the continent could attract close to 20 million Chinese visits annually.

Top European destinations entering Summer 2026

Destination	2025 vs 2019	Key driver
France (Paris, Provence, Riviera)	~80% of 2019	Legacy brand, luxury retail, art, Milan–Cortina 2026 halo
Italy (Rome, Milan, Tuscany)	~75% of 2019	Gastronomy, fashion, 2026 Winter Olympics host
Spain (Barcelona, Madrid)	Exceeded 2019	Value, beach, culinary, direct flights — overperformer
UK (London)	~60–65% of 2019	Education, shopping; slowest to recover (visa-driven)
Germany (Berlin, Munich, Rhine)	~70% of 2019	Engineering, culture, transit hub
Switzerland	~75% of 2019	Luxury, Alps, watches, scenic rail
Greece	Near 2019 levels	Islands, value luxury, new routes
Iceland / Nordics	Surpassing 2019	Northern lights, nature, social-media virality

Source: [January 2026 China outbound trade survey](#); [ForwardKeys CNY 2025](#); [QC&C Strategy 2026](#).

Capacity and the airspace advantage

Summer 2026 China–Europe two-way capacity reaches 12.1 million seats, up 16% YoY ([TTR Weekly / OAG / Aviation Week](#)). Chinese carriers now control ~83% of China–Europe seat share (excluding Russia) — a structural advantage because they can overfly Russian airspace. Western carriers must take longer, costlier routings. China Eastern alone now operates 20 China–Europe routes (1.9M seats, +20% YoY) including new Shanghai–Zurich service and resumed Shanghai–Stockholm after a six-year gap. Air China added Beijing Daxing–Frankfurt and Beijing Daxing–Milan dailies; China Southern added Beijing–Helsinki.

Booking window: why "right now" is the contracting moment

Nearly 47% of Chinese travelers book within 14 days of departure ([Jan 2026 trade survey](#)); two-thirds book within 60 days ([ETOA](#)).

Translation for you: July–August bookings will crystallize in late May through July. Your content, rates, and trade partnerships must be live now — not in June.

Visa policy, spend mix, and what the market won't tell you.

Visa reality check

China has no visa-free arrangement with the Schengen bloc. Chinese passport holders still require a C-type Schengen visa (up to 90 days within 180). Processing now runs 2–6 weeks. China's own reciprocal openness ([MFA visa-free list](#) for ~50 countries including most EU states through Dec 31, 2026) is goodwill but does not change the inbound visa requirement. The UK continues to require a Standard Visitor Visa ([UK ETA does not apply to China](#)) — a structural reason for its slower recovery. The EU's Entry/Exit System (EES) is rolling out progressively from October 2025 with operational flexibility for Summer 2026 ([CIBTvisas](#)).

What to do

Communicate visa lead times (8–10 weeks recommended) in all Chinese-market collateral and on confirmation emails.

If you have a China-focused agency relationship, offer Schengen visa-letter support — it's a powerful conversion tool, especially with HNW guests.

Highlight the visa difference on UK vs Schengen content — be honest about lead times.

Spend mix: experience is winning over shopping

This is the structural change behind every other recommendation in this report. [Oliver Wyman](#) is explicit: "Shopping abroad is no longer the default." [Global Blue](#) data shows Mainland Chinese tax-free spend in Continental Europe was at ~64% of 2019 levels in early 2025 — still meaningful, but the gap is closing for goods while accommodation, F&B, and experiences are pulling forward. [OC&C Strategy](#) reports nearly 70% of Chinese outbound travelers now participate in experience-based activities.

The headline take

Chinese travel spend in Europe in 2026 will be roughly €15–19 billion ([i2i analysis based on China Trading Desk data](#)). More of it than ever will land on hotel rooms, dining, wellness, guided experiences, and bespoke services — not on luxury bags at airport boutiques. The suppliers who win Summer 2026 will be the ones positioned for that shift in spend.

Uncertainty flag

Three macro risks could compress Summer 2026 numbers: ongoing US–China trade tension, elevated jet-fuel costs from the Iran conflict (a ceasefire is being negotiated but not signed as of May 25), and subdued Chinese consumer confidence. [87% of trade agents surveyed](#) expect 2026 growth, but most predict modest rather than spectacular — plan for upside, hedge for downside.

Five segments worth winning. One worth avoiding.

OC&C is explicit: "the idea of a single, homogenous 'Chinese traveller' is no longer fit for purpose." European suppliers who segment properly will outperform those who treat "Chinese" as one market. Below are the five segments worth your time — and the one you should actively deprioritize.

Segment	Spend / trip	Stay	Lead time	Channel
UHNW & HNW Luxury	€13k–70k+ pp	14–21 days	60–180 days	Personal advisors, Virtuoso, Serandipians, Traveller Made
Multi-Gen Families (3-Gen)	€7k–22k / family	14–21 days	60–120 days	Premium DMCs, FIT specialists, family travel platforms
Repeat / 2nd-Time Europe	€4k–13k pp	10–14 days	30–60 days	FIT specialists, niche agencies, Rednote-influenced
Silver-Hair Luxury (55–70)	€4k–17k / couple	14–28 days	26+ days; off-peak willing	DMCs, Qunar, travel agents
Gen Z & Young Millennial FIT	€2k–7k pp	7–14 days	2–4 weeks	Trip.com, Fliggy, Rednote, Douyin

Why each segment matters (and why not all are equal)

UHNW & HNW luxury

China had 406 billionaires as of 2023 ([Forbes](#)) plus millions of HNW households. A single UHNW family booking equals 20+ standard bookings in revenue. [Oliver Wyman](#) finds core luxury shoppers (¥40,000+ annual spend) have stayed largely unchanged despite macro headwinds. Channel: personal advisors and luxury consortia — not OTAs.

Multi-generational families

The fastest-growing segment by bookings in 2025–26 ([EternityX](#)). Premium room configurations (suites, connecting rooms) drive room revenue 40–60% above standard; F&B and experience spend adds 20–30%. The July–August school window is fixed and inelastic — book early or miss it.

Silver-hair luxury (the unsung opportunity)

International flight bookings among 55–70-year-olds are up 19% YoY ([i-Click / Qunar Oct 2025](#)). The 55–60 cohort accounts for 45% of Qunar bookings and grows at 2x the rate of 65–70. [Jing Daily values the segment at €120B](#). Longest stays, off-peak willing, book via agents — DMC relationships convert directly.

Gen Z & young millennials

71% of 18–24-year-olds travel independently ([industry trends report](#)). Lower per-trip spend but enormous content amplification — every satisfied Gen Z traveler generates UGC worth thousands in marketing equivalent. This is the segment that turns Iceland and Norway into viral hits.

Repeat / second-time-to-Europe

They already know Paris and Rome. They want Alsace, Puglia, the Faroe Islands, the Atlantic coast of Portugal. FIT, expert curation, prolific discovery content — highly attractive for boutique and design properties.

Deprioritize

Traditional large-group coach tours (20+ pax): thin margins, high commission demands, near-zero group-to-FIT conversion.

Daigou / shopping-only travelers: diminishing in volume; high retail spend but minimal F&B, ancillary, or room revenue.

OTA rate-war shoppers: structurally incompatible with luxury or boutique positioning. Engaging in OTA discount wars erodes brand perception with the high-value segments above.

Channels that book, partners that deliver.

China OTA landscape: who matters for European inventory

Platform	Position	Best for Europe
Trip.com (Ctrip)	~42% market share; ~50% outbound	International hotels, flights, packages — strongest long-haul outbound; mobile-first; most inventory
Fliggy (Alibaba)	Market leader for FIT	Independent travelers; Alibaba ecosystem; integrates with Taobao/Tmall
Tongcheng	Strong domestic/near-haul	Air + hotel packages from secondary Chinese cities
Meituan	Dominant in-destination	F&B, in-destination services — limited Europe hotel relevance
Qunar	Price-comparison / metasearch	Flight search; gateway to bookings on Trip.com

Source: [CKGSB Knowledge](#); [Mordor Intelligence](#) values the Chinese online travel market at €104B in 2026, top-5 platforms control 89% of revenue; outbound projected to grow at 20.15% CAGR 2026–2031.

Recommended trade channel mix

Channel	Weight	Best for
OTA (Trip.com / Fliggy)	25–35%	Volume, FIT, price-sensitive segments
Wholesale DMCs (China outbound)	20–30%	Groups, complex itineraries, first-timers
FIT specialists (boutique Chinese agencies)	15–25%	High-spend independent travelers
Luxury consortia (Virtuoso, Serandipians, Traveller Made)	10–20% for luxury	UHNW / HNW segment
Corporate / MICE	5–15% depending on property	Business + incentive groups

Key Chinese DMCs operating Europe programs

- CITS & CYTS — state-owned, traditional groups, government / corporate buyers, growing FIT capability (CYTS).
- UTour, Caissa International — large listed operators; significant Europe volume on semi-private and group programs.
- WildChina — premium FIT and luxury; Virtuoso member; curated sustainable itineraries — wildchina.com.
- Abercrombie & Kent China desks — ultra-HNW Chinese clientele.
- Boutique specialists — dozens of smaller Beijing / Shanghai / Guangzhou agencies focused on Europe FIT, reachable via trade-network introductions and at major industry events.

Contracting norms

- Commissions: OTA net rates 18–25%; wholesale DMC 20–30%; luxury consortia 10–15% plus marketing contributions.
- Allotment: Most DMCs request 5–20 rooms in peak windows, released 21–28 days before arrival. FIT specialists prefer BAR-minus, no allotment.
- Cancellation: Chinese guests expect free cancellation 7–14 days prior. Rigid non-refundable policies materially reduce conversion. Offer a flex/non-flex split clearly labelled in Chinese.
- Payment: RMB settlement, WeChat Pay or Alipay where possible. For DMC direct business, EUR with 30-day terms is standard.
- Chinese-language content: not optional. Machine translation is not acceptable. All T&Cs in Simplified Chinese.

Four platforms, four playbooks. They don't substitute for each other.

The Chinese social media stack works as a funnel: Douyin creates desire → Rednote validates → WeChat converts. Treating any one platform as a standalone channel is the single most common mistake European suppliers make. Below is the channel-by-channel playbook for Summer 2026.

WeChat — the conversion layer

1.4 billion MAU. Travel decision-makers across all income tiers; luxury and HNW travelers rely on WeChat for trusted recommendations and concierge communication. Official Accounts function as website + newsletter + CRM. Video Channels (Shipinhao) are the fastest-growing content surface. Cadence: 2–4 Official Account posts per week; 1–2 Channels videos. KPIs: open rate 1–5% (5%+ is strong); Channels completion rate 30%+; engagement 2–4%. Paid: Moments Ads minimum ¥50,000 ([Launchmetrics](#)). 2026 shift: the algorithm now prioritizes social endorsement ([DCHBI 2026](#)) — content liked by a user's friends gets pushed to their contacts. Build content guests want to share as social currency.

Rednote (Xiaohongshu) — the discovery layer

300M+ MAU; ~70% of users begin with search-driven discovery ([Digital Crew](#)). This is where trip research happens before any booking. Cadence: 3–5 posts/week, sustained over 3+ months for algorithmic trust. Formats: POV walk-through videos, day-by-day travel diaries, 6–9 image carousels with keyword-rich captions, "hidden gem" angles. KPIs: save rate >5%, comment engagement >2%; the algorithm weights follows 8×, comments 4×, shares 4×. Paid: KOC micro-influencer posts ¥500–3,000; mid-tier ¥2,000–12,000; top-tier ¥10,000–50,000+ ([EIN Presswire 2025](#)). 2026 shift: platform is cracking down on AI-generated content; posts of 600+ characters with 60%+ originality get traffic boosts. Vector search SEO is now critical — misaligned hashtags actively penalize distribution.

Douyin — the awareness layer

760M+ DAU; reaches 83% of China's internet population ([Digital in Asia](#)). This is where viral content can reach an order of magnitude more people than any other platform. Cadence: 1–2 posts daily for active accounts; minimum 3–4 per week. Formats: vertical 9:16; 15–60s; 3-second hook rule (the "wow" moment must hit before second 3); collection-worthy lists; 60–120 minute livestreams with direct Trip.com/Fliggy integration. KPIs: completion rate 30%+; save rate 5%+. Paid: in-feed CPM ¥6–20; KOL-hosted livestream ¥10,000–200,000+. Douyin e-commerce GMV was ¥3.5T (~€420B) in 2024.

Weibo — the PR layer

580M+ registered users, 250M MAU. Not primarily a travel research platform — but is the venue for PR announcements, celebrity tie-ins, and trending topic amplification. [Full-year 2025 Weibo rankings](#) found hotels generated the most engagement through celebrity partnerships — Holiday Inn topped the list posting only 14 times all year because of an actress partnership. Use for: announcements, awards, partnerships, celebrity content; not for: sustained content marketing or direct booking conversion.

Why translation fails — and what actually moves bookings.

Localization vs translation

Chinese digital content exists in a radically different cultural and aesthetic context. A machine-translated hotel description that sounds bureaucratic in Mandarin immediately signals "this hotel doesn't understand us." Beyond language, Chinese travelers search using different metaphors, value different information hierarchy (safety, practical logistics, and social proof first — abstract brand positioning last), and respond to cultural cues embedded in imagery. [Digital Crew](#) reports authentic local content performs 4× better than translated materials.

- Chinese-language room and property descriptions using culturally relevant emotional triggers (quiet/peaceful for silver; Instagrammable/unique for Gen Z).
- Chinese-language payment and booking — UnionPay, Alipay, WeChat Pay acceptance is table stakes.
- Chinese-language staff at minimum during peak arrival periods, or fluent access to translation apps and Mandarin guest-services line.
- Food information: halal marking, allergy guidance, Chinese breakfast options.
- Welcome touches in Chinese: tea, local snacks, handwritten note in Simplified Chinese at arrival.

KOL vs KOC strategy

The 2026 standard is a layered model ([Comms8](#)): KOLs for visibility, KOCs for social proof, in-house / brand hosts for conversion — mirroring the Douyin-Rednote-WeChat funnel.

Xiaohongshu tier	Image post	Video post	Livestream
Micro (under 10k followers)	¥500–3,000	¥800–3,000	—
Mid-tier (10k–100k)	¥2,000–8,000	¥3,500–12,000	—
Top-tier (100k+)	¥10,000–30,000+	¥15,000–50,000	¥50,000+

Source: [EIN Presswire 2025 Xiaohongshu Pricing Guide](#).

KOL fraud red flags

Implausible follower-to-engagement ratios (e.g. 500k followers, 0.1% engagement, no genuine comments).

Comment sections filled with generic praise with no specific content references.

Sudden follower spikes with no content change.

Accounts with zero negative comments ever — authentic accounts generate occasional pushback.

[~45% of invalid KOL followers](#) were detected across major Chinese platforms in 2023 — always audit with third-party tools (Nox, PARKLU/Launchmetrics) before contracting.

Livestreaming for hotels and destinations

Session length: 60–90 minutes. Frequency: weekly during peak planning (March–June; August–September); monthly otherwise. Structure: 10-min destination/property showcase → 20-min Q&A with live footage → 30-min exclusive offer window (room packages, experience bundles) → 10-min wrap. Conversion benchmarks: 3–8% of live viewers to inquiry/booking with strong offers; top performers 10–15%. Important: merchant-operated livestreams now drive 70% of Douyin's livestream GMV ([Digital in Asia](#)) — build your own channel, don't rely solely on KOLs.

Content calendar

Window	Event	Content priority
Now – Jun 20	Dragon Boat (May 31); summer planning peak	Summer itineraries, hotel showcases, Schengen visa guidance
Jul 1 – Aug 31	Summer school holiday + peak travel	Family content, multi-gen stories, live UGC re-sharing
September	National Day / Golden Week prep	Golden Week packages, patriotic-neutral "China loves Europe"
Oct 1–7	Golden Week	Live content, pre-booked groups, livestream offers
November	Post-Golden Week; CNY planning	CNY 2027 Europe packages; "gift of travel"
Jan – Feb 2027	Chinese New Year	Early-bird CNY packages, CNY-specific content

The relationships that ultimately drive room nights.

Key 2026 events for European suppliers

Event	Dates	Location	Relevance
CVS — China Visitors Summit	September 1–2, 2026	Frankfurt	Europe-based summit convening Chinese inbound trade, DMOs, hotels, and media
ILTM Asia Pacific	June 2026	Shanghai	Luxury-focused with strong China coverage
CITM (China International Travel Mart)	November 2026	Haikou or Kunming	Ministry-organized; domestic + outbound agents
WTM London	November 2026	London ExCeL	Global show; Chinese agent and media attendance
ILTM Cannes	Nov 30 – Dec 3, 2026	Cannes	Top luxury advisors globally — critical for UHNW/HNW access
DMO roadshows	Year-round	Beijing, Shanghai, Guangzhou, Chengdu	DMC product manager meetings, media briefings

CVS — China Visitors Summit, Frankfurt, September 1–2

Europe's dedicated forum for Chinese inbound travel. [Trade buyers strongly prefer](#) intimate workshops and curated FAM trips over mass exhibitions. CVS delivers exactly that format on European soil — two days of targeted meetings with the Chinese DMCs, OTAs, and travel media that move room nights in Europe. Block calendars now and align Q4 product launches and FAM invitations around it.

FAM trip strategy

- Who to invite: 2–5 DMC product managers per destination; tier 1–2 KOLs in travel (100k–2M followers); Voyage / T+L China / CNT China editors; Virtuoso China desks.
- Timing for impact: trips completed in July–September 2026 will drive Golden Week and CNY 2027 bookings — not Summer 2026.
- Format: 5–7 days; max 8 participants (agents dislike large FAM groups); balance property tours with authentic local experiences (markets, artisans, non-tourist venues).
- ROI tracking: KOL views/saves/comments + trackable WeChat QR codes; DMC inclusion in 2027 China brochures within 90 days; 12-month-pre vs 12-month-post room-night baseline.

Joint marketing fund opportunities

- Trip.com / Fliggy co-op programs: featured placement, banner campaigns, newsletter inclusion — typical budgets ¥50,000–500,000+ per campaign.
- ETC (European Travel Commission) periodic joint China campaigns — member NTOs can tag along.
- National tourism boards (Atout France, ENIT Italy, Spain Tourism, VisitBritain) maintain China offices with co-op marketing budget for co-branded social campaigns.

The Chinese media landscape, with a crisis-comms layer.

Top Chinese travel and lifestyle media

Outlet	Type	Notes
Travel + Leisure China	Magazine + digital	Prestige long-form; luxury accommodation features
Condé Nast Traveler China	Magazine + WeChat/Weibo	Aspirational luxury audience; expanded China edition in 2024
Voyage	Magazine + digital	Premium destination storytelling and hotel profiles
TTG China	Trade B2B	Reaches travel agents and DMC product managers
Jing Daily	English digital, China-focused	Read by industry executives; essential for trend tracking
China Daily Travel Desk	State media (EN/CN)	Broad market credibility; relationships via Xinhua network
Time Out China	Lifestyle (SH + BJ)	City-specific, experience-focused, younger demographic
ItalkBC	Digital + social lifestyle	Popular among younger Chinese travelers; strong amplification

Press placement strategy

- Editorial cycle: 2–3 month lead. Summer 2026 features should already be placed; for autumn / Golden Week pitch by July; for CNY 2027 pitch September–October.
- Exclusive vs syndicated: Tier-1 (T+L China, CNT China) expect exclusives or first rights. Offer property exclusives — new suite, new chef, new experience.
- Press trip standards: business class or premium economy long-haul; 5-star accommodation (non-negotiable); dedicated bilingual escort; generous gift allowance. Budget ¥30,000–80,000 per journalist per week-long trip. Relationships matter — first-time pitches rarely convert without a mutual introduction.

Crisis communications

Chinese consumers expect response within 2–4 hours of a public complaint going viral. Designate a China-market crisis point person with WeChat access. Never respond with legal language — Chinese audiences respond to genuine apology, personal accountability, and concrete remediation.

Sensitivity categories to pre-clear all content against

Political: Taiwan, Tibet, Xinjiang, Hong Kong autonomy. Review all photography (maps showing Taiwan as independent, for example) before publishing China-market content.

Historical: WWII–Japan references; Cultural Revolution; Tiananmen.

Food safety: any implication of issues at your property will spread on Chinese social media and is very difficult to recover from.

WeChat PR vs traditional newswire

For Chinese consumer audiences, WeChat is the primary PR channel — a well-distributed WeChat article is worth more than any newswire placement. For corporate / investor / trade audiences, [PR Newswire APAC](#) and Xinhua

BizWire are the standard. Specialist travel-trade newswires (see [top-10 China PR distributors guide](#)) are the leading travel-specialist option – their B2B and B2C travel media networks are unmatched.

A typical China PR campaign for a European hotel or destination:

- WeChat Official Account branded editorial (1–2 Tier-1 outlet placements).
- Xiaohongshu KOC review campaign (10–20 posts).
- Weibo press announcement with celebrity or KOL amplification (if budget allows).
- Specialist travel-trade or PR Newswire distribution for trade credibility.

30 / 60 / 90 days. Specific actions. No filler.

Next 30 days (by June 25, 2026)

Digital infrastructure

- Verify and update Trip.com and Fliggy listings: full Chinese descriptions, current photography, WeChat QR code.
- Refresh WeChat Official Account: minimum 2 summer-themed posts this week.
- Audit or claim Xiaohongshu brand account; secure "Blue V" verification via a verified agency.
- Set up Chinese-language inquiry routing via a dedicated WeChat business account.

Trade

- Follow up with all ITB China contacts within 48 hours of the show (May 28 cutoff).
- Send Summer 2026 rate proposal to top 3–5 Chinese DMCs with firm allotment and flex cancellation policy.
- Brief your Virtuoso / Serandipians representative on summer 2026 Chinese market offers.

Content

- Commission 2–3 Xiaohongshu KOC posts (¥2,000–5,000 each) on summer Europe theme.
- Produce one 30–60 second vertical "POV check-in" video for Douyin and Rednote.

Next 60 days (by July 25, 2026)

- Sign Summer 2026 allotment with primary Chinese DMCs; include Golden Week (October) allotment.
- Invite 3–5 Chinese DMC product managers to an autumn FAM trip (Sep–Oct).
- Submit editorial pitch to T+L China or CNT China for an October feature.
- Launch a WeChat Channels video series (4–6 episodes) running July–August.
- Launch Rednote UGC seeding campaign — branded Chinese hashtag, in-room cards, WeChat prompts.
- Train front-desk and F&B staff on WeChat Pay and Alipay; deploy Chinese welcome amenities.

Next 90 days (by August 25, 2026)

- Register for WTM London (November) and ILTM Cannes (Nov 30 – Dec 3) with China market focus.
- Pre-schedule Chinese luxury advisor meetings at ILTM Cannes.
- Commission a Chinese travel media press trip for September (Voyage or T+L China autumn feature).
- Summer 2026 performance debrief with DMC partners — room nights, length of stay, spend per stay.
- Set 2027 Chinese market revenue target; budget Chinese marketing at 3–5% of target revenue.
- Develop CNY 2027 (January 29) package and alert agent partners by November.
- Optimize Xiaohongshu SEO — audit which keywords Chinese travelers use to find your destination and align content titles.

One partner. Every layer of this report.

Every chapter of this report describes work that can take a year to build in-house — Chinese-language content, OTA contracting, DMC relationships, WeChat / Rednote / Douyin / Weibo strategy, KOL contracting, livestream production, press trips, and crisis monitoring. China i2i Group has been doing this work for European travel suppliers since 2002, from a Shanghai base, in Mandarin, with native teams.

How we map to this report

Report chapter	How China i2i delivers
Sales strategy	OTA channel management on Trip.com and Fliggy; DMC liaison and contracting; allotment management; commission negotiation
Social media — WeChat	Official Account management, Channels video production, Mini Program development, paid amplification on Moments and Banner
Social media — Rednote	Verified brand account setup, KOC seeding programs, paid Juguang amplification, vector-search SEO optimization
Social media — Douyin	Dedicated brand account, vertical-video production, livestream production with Trip.com / Fliggy commerce integration
Social media — Weibo	PR amplification, celebrity tie-ins, brand monitoring and crisis response
Content utilization	Native-Mandarin content production (no machine translation); KOL contracting and fraud screening; UGC activation
Trade outreach	DMC product-manager network; FAM trip planning and execution; trade-show representation; ETC and DMO co-op programs
PR and communications	Tier-1 China travel media relationships; press-trip operations; specialist travel-trade newswire and WeChat distribution; crisis response within 2–4 hours

Why i2i, specifically

24 years operating in China for European travel suppliers — from a Shanghai office, in Simplified Chinese, with a native team.

Full-stack execution — sales, social, content, trade, PR are not bolted together from four agencies. They run as one program with shared KPIs.

Operating partner, not a vendor — embedded as a China-market extension of your team, with weekly reporting in English and direct accountability for room nights, ADR, and brand metrics.

Proven for luxury hospitality — current and past work with Marriott International, European hotel groups, DMOs, and luxury suppliers entering or expanding in China.

Let's talk Summer 2026

Alexander Glos
Founder & CEO
aglos@i2imedia.net
WeChat: tbk2000

China i2i Group
Building 16, Room 602
165 DongZhuAnBang Road
Shanghai 200050, China
i2imedia.net

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All forecasts, percentages, and benchmarks in this report are drawn from the sources below. Numbers should be cross-referenced with up-to-date supplier data before strategic investment decisions.

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