<https://ec.europa.eu/growth/sectors/tourism/promoting-europe_en>

**EU and Tourism - Promoting destination Europe**

To enhance the visibility of Europe as a tourist destination and increase international tourist arrivals, the European Commission undertakes a wide range of communication and promotion activities, as well as making it easier to travel to Europe.

**2018: the EU-China Tourism year**

2018 is the [EU-China Tourism Year](http://ecty2018.org/) (ECTY). European Commission President Jean-Claude Juncker and the Chinese Prime Minister LI Keqiang first [announced](http://europa.eu/rapid/press-release_SPEECH-16-2501_en.htm) this in 2016. It's an opportunity to increase visitors and investments on both sides while EU and Chinese citizens get to know each other, contributing to the 'EU-China High-Level People-to-People Dialogue'.

China is the world’s largest travel market in terms of both outbound travel and expenditure. European destinations are strengthening their position in this market, attaining 10,1 million Chinese visitors in 2015. This accounts for a share of 13% of all outbound travel from China. The European Travel Commission opened its Operations’ Group in Beijing in 2010, leading to extensive intelligence on the Chinese market.

The main EU priorities are to:

* show what the EU has to offer to Chinese visitors by supporting cooperative marketing campaigns
* help the industry to be 'China ready' (i.e. how to better welcome Chinese visitors)
* facilitate business summits
* organise Business to Business matchmaking meetings for tourism operators at the most important fairs

1. **Reading**

Read the text, translate, write new vocabulary

1. **Disussion**

What can offer Czech republic to Chinese visitors?