

Market in snapshots – China



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Conny Fridh/imagebank.sweden.se

The Chinese market – some facts and figures

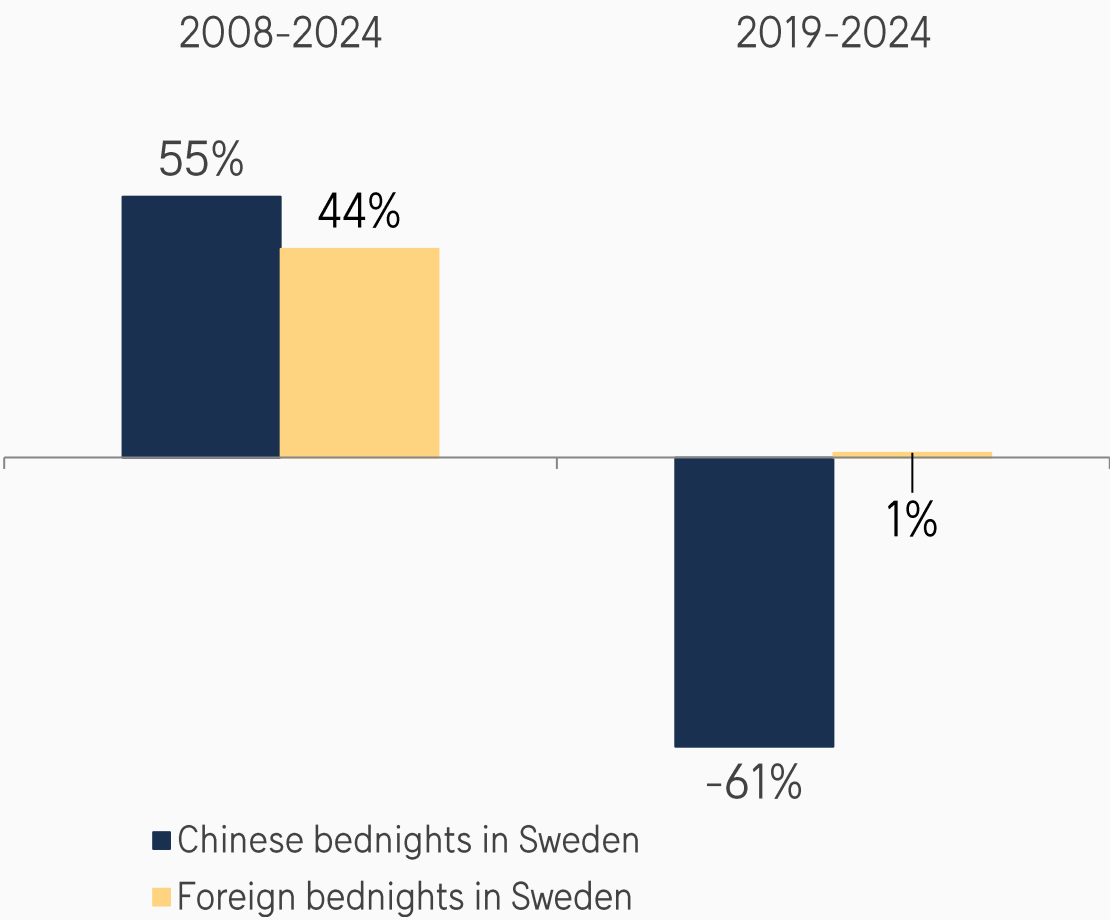
GDP growth 2025 (prognosis) +4,6%

Chinese guest nights in Sweden 2024 156 159

Change of Chinese guest nights in Sweden 2008-2024 +54,8%

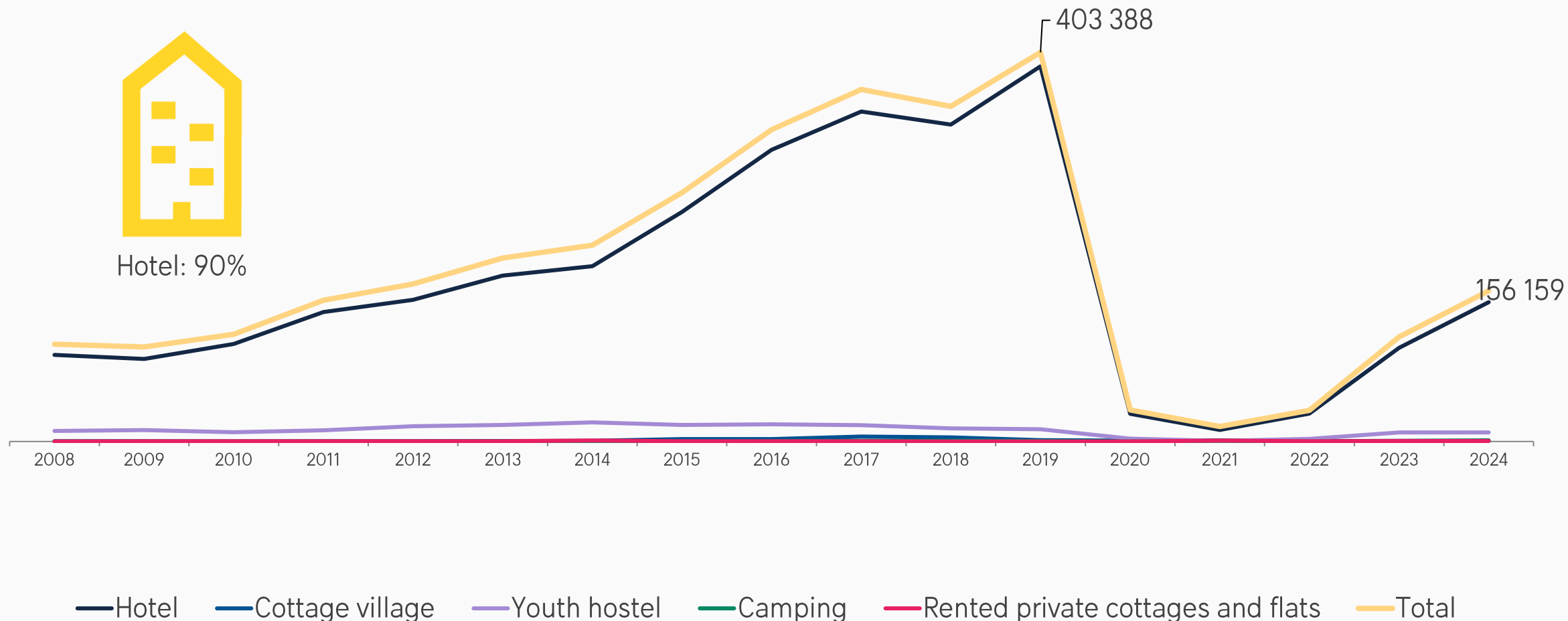
Change of Chinese guest nights abroad (in general) 2008-2024 224%

Part of Chinese foreign guest nights to Sweden 2024 0,06%



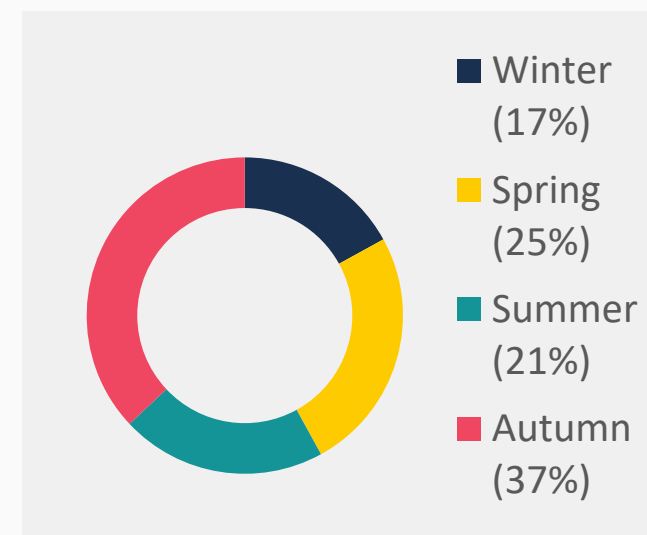
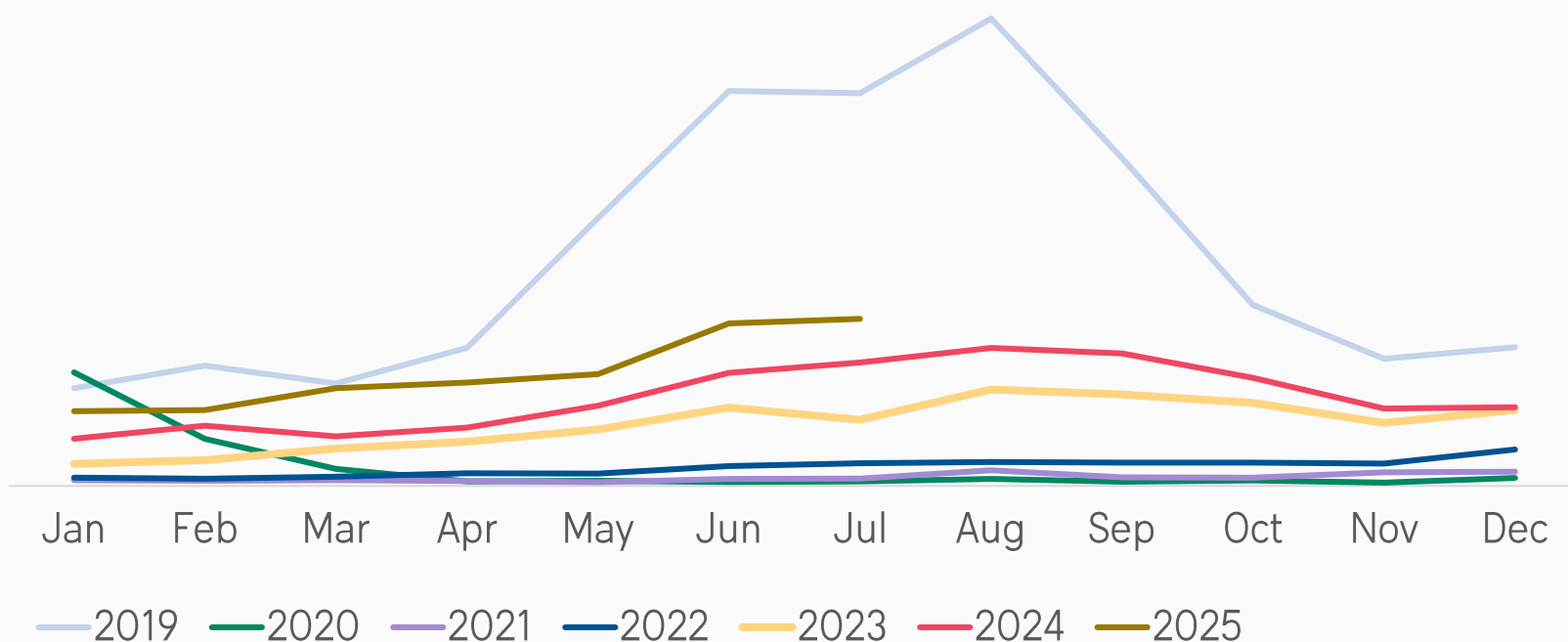
Källor: Tillväxtverket/SCB (2024), Global Travel Service, Oxford Economics (2024)

Development of Chinese overnight stays in various forms of accommodation



Source: Tillväxtverket/SCB (2024), Antal gästnätter avser HSVCSoL: Hotell (H), stugbyar (S), vandrarhem (V), campingplatser (C) och förmedlade privata stugor och lägenheter (SoL).

Travel patterns of the Chinese visitors to Sweden



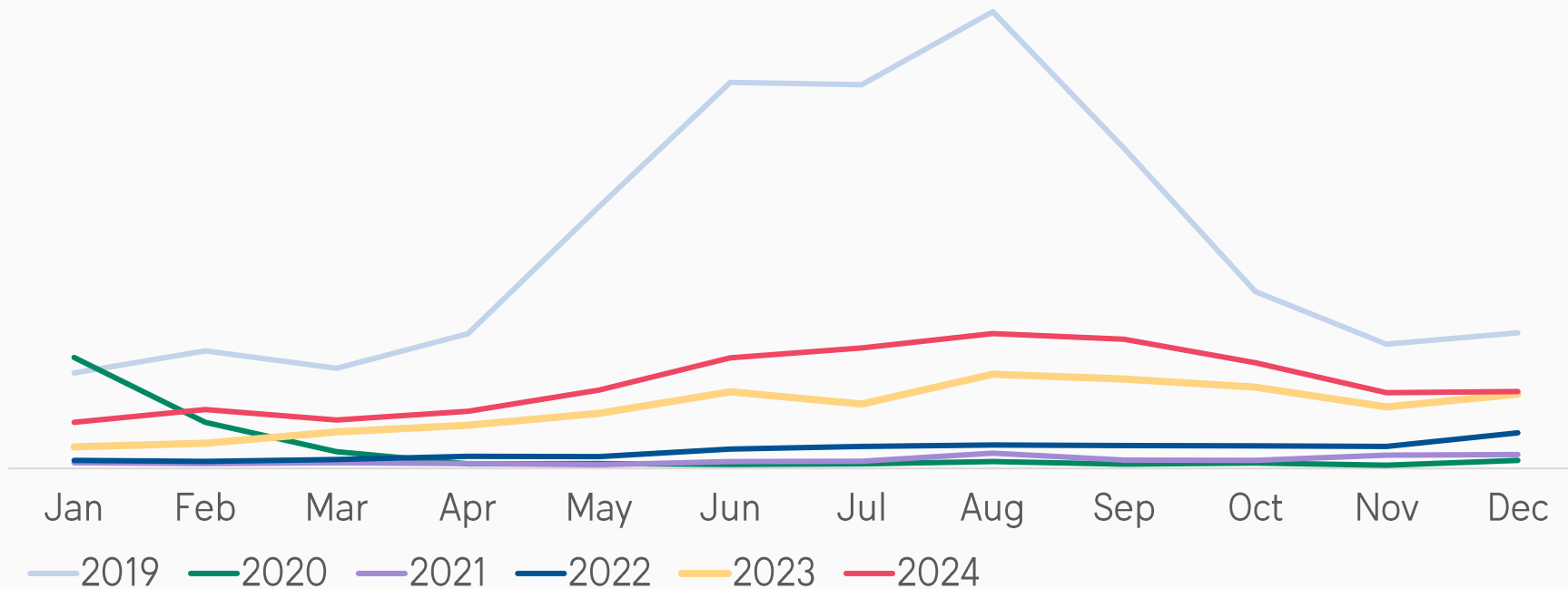
In general, almost 4 in 10 made their most recent (private) international trip during the autumn, especially during the National Holiday in October. (2023)

Source: Tillväxtverket/SCB (2025)

Source: The Rapid Rise of China's Outbound Millions, Phocuswright 2016

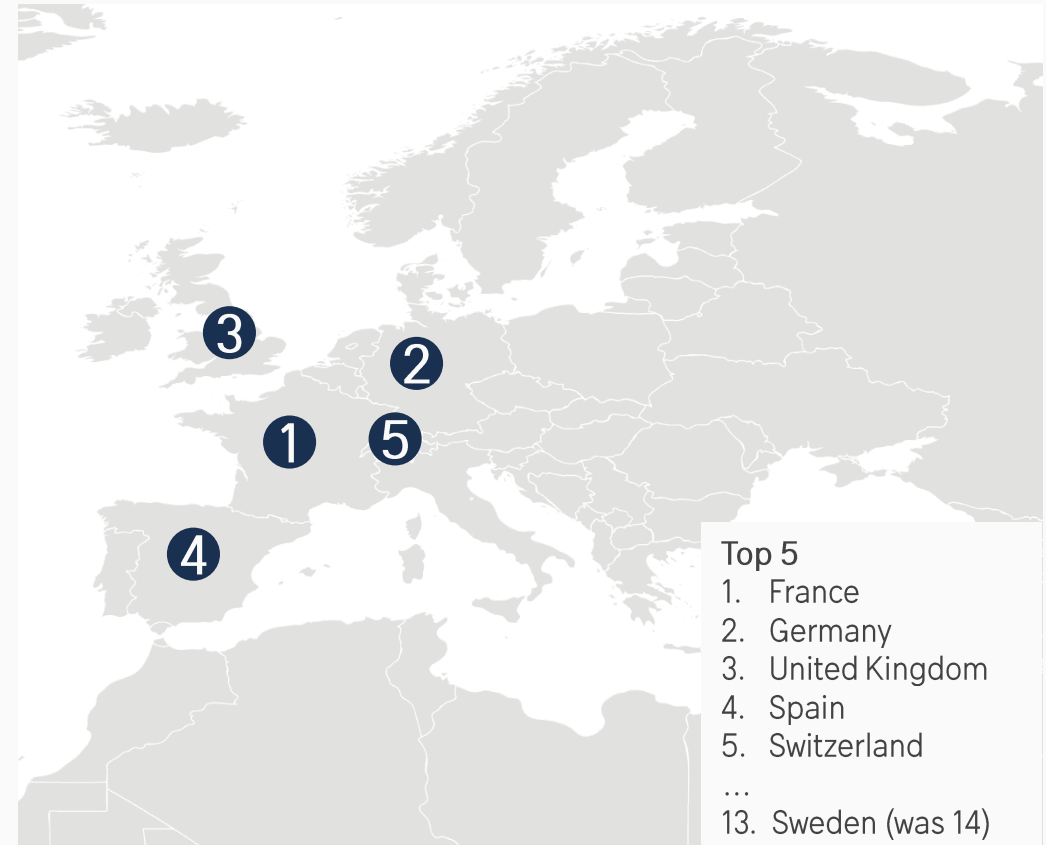
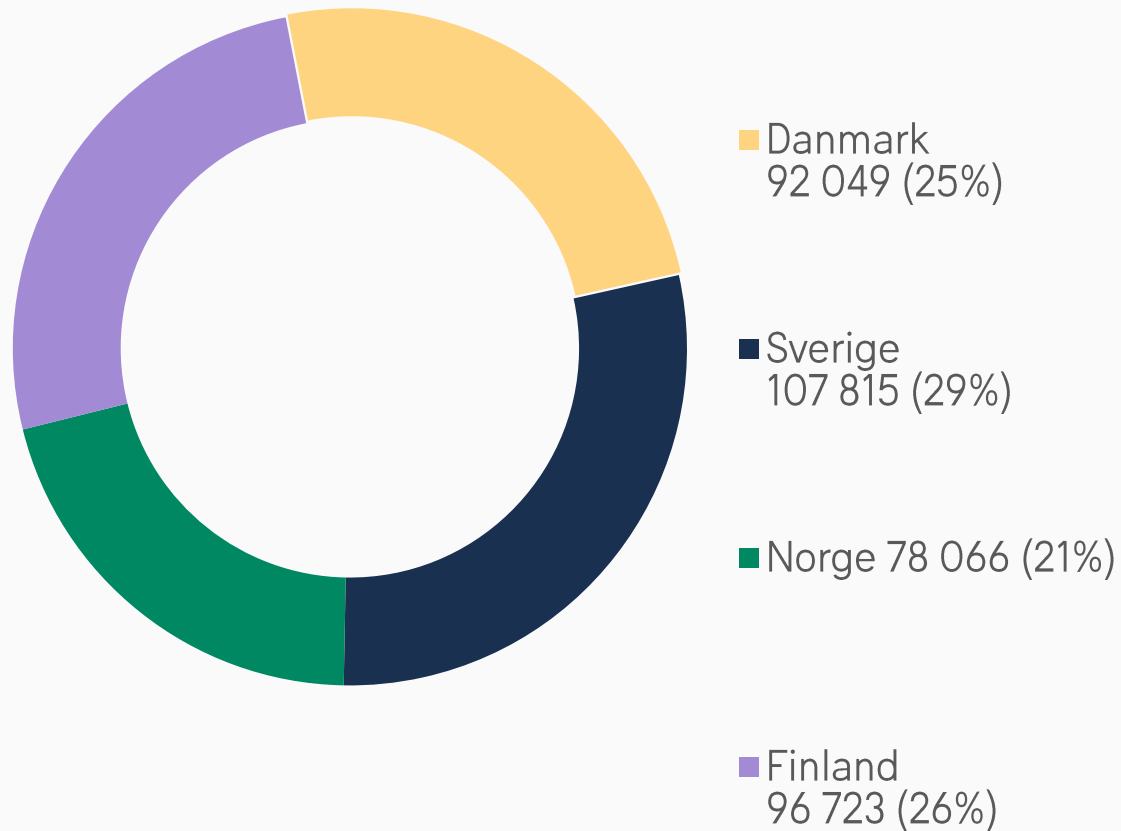
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Chinese travellers visit Sweden mainly between May and September in a "normal" year



Source: Tillväxtverket/SCB (2025)

The Chinese top 5 destinations in Europe (2024) & division in the Nordics (2023)



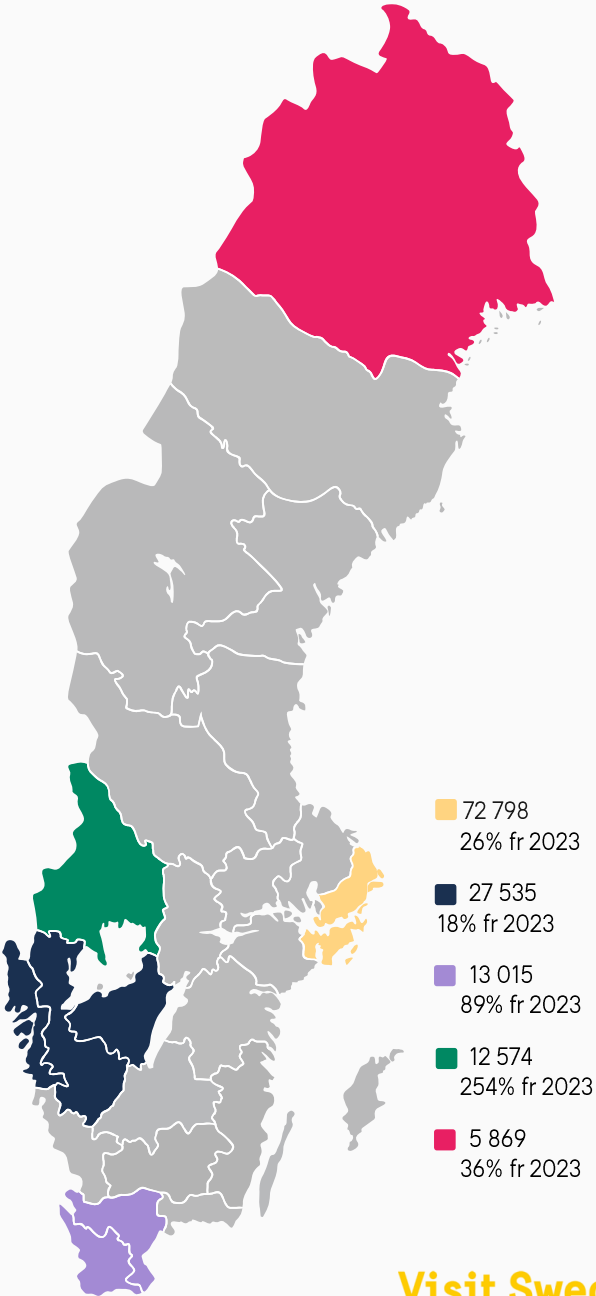
Source: National Statistical Offices, Only nights spent in hotels, holiday resorts, hostels and campsites.

Source: Global Travel Service, Oxford Economics (2024), * National Statistical Offices, Only nights spent in hotels, holiday resorts, hostels and campsites

Counties with the most Chinese overnight stays in 2024

Region	Guest Nights 2024	Guest Nights 2023	Change %	Change
Stockholm	72 798	57 674	26%	15 124
Västra Götaland	27 535	23 316	18%	4 219
Skåne	13 015	6 901	89%	6 114
Värmland	12 574	3 553	254%	9 021
Norrbottn	5 869	4 318	36%	1 551
Jönköping	3 187	3 091	3%	96
Västerbotten	3 144	804	291%	2 340
Kronoberg	2 611	1 780	47%	831
Ostergötland	2 373	651	265%	1 722
Uppsala	1 987	1 257	58%	730
Kalmar	1 907	504	278%	1 403
Dalarna	1 738	689	152%	1 049
Västernorrland	1 428	178	702%	1 250
Halland	1 392	444	214%	948
Orebro	1 202	766	57%	436
Västmanland	928	441	110%	487
Södermanland	610	760	-20%	-150
Gotland	545	213	156%	332
Jämtland	499	685	-27%	-186
Blekinge	486	143	240%	343
Gävleborg	331	199	66%	132

- Due to a change in booking systems, the statistics from summer 2024 and onwards are not completely reliable, since hotel nights are partly missing.
- AirBnB is not registered either
- We see the largest growth in Stockholm, but even an increase in stays Västerbotten and Ostergötland.



Source: Tillväxtverket/SCB (2025)

Growth potential for the Chinese market

**There are 15,5 million
Chinese Global Travellers
with interest in Sweden
as a destination**



China was the world's largest spender and source market before the pandemic

- China was the world's largest source market in terms of spending in 2019, but outbound spending per capita was still low due to huge population.
- 72% of Chinese outbound travel spending went to the APAC region, 13% to Europe and 10% to North America.
- The market suffered severely from the waves of Covid-19 infections and the zero Covid policy and regional lockdowns have inhibited a bounce back compared to other markets.
- Prognoses from Oxford Economics/Tourism Economics show a uncertainty in the pace of reopening. Restart of Chinese outbound travel is expected at some point in 2023 and recovery to 2019 years levels in 2025, but uncertainty is significant.

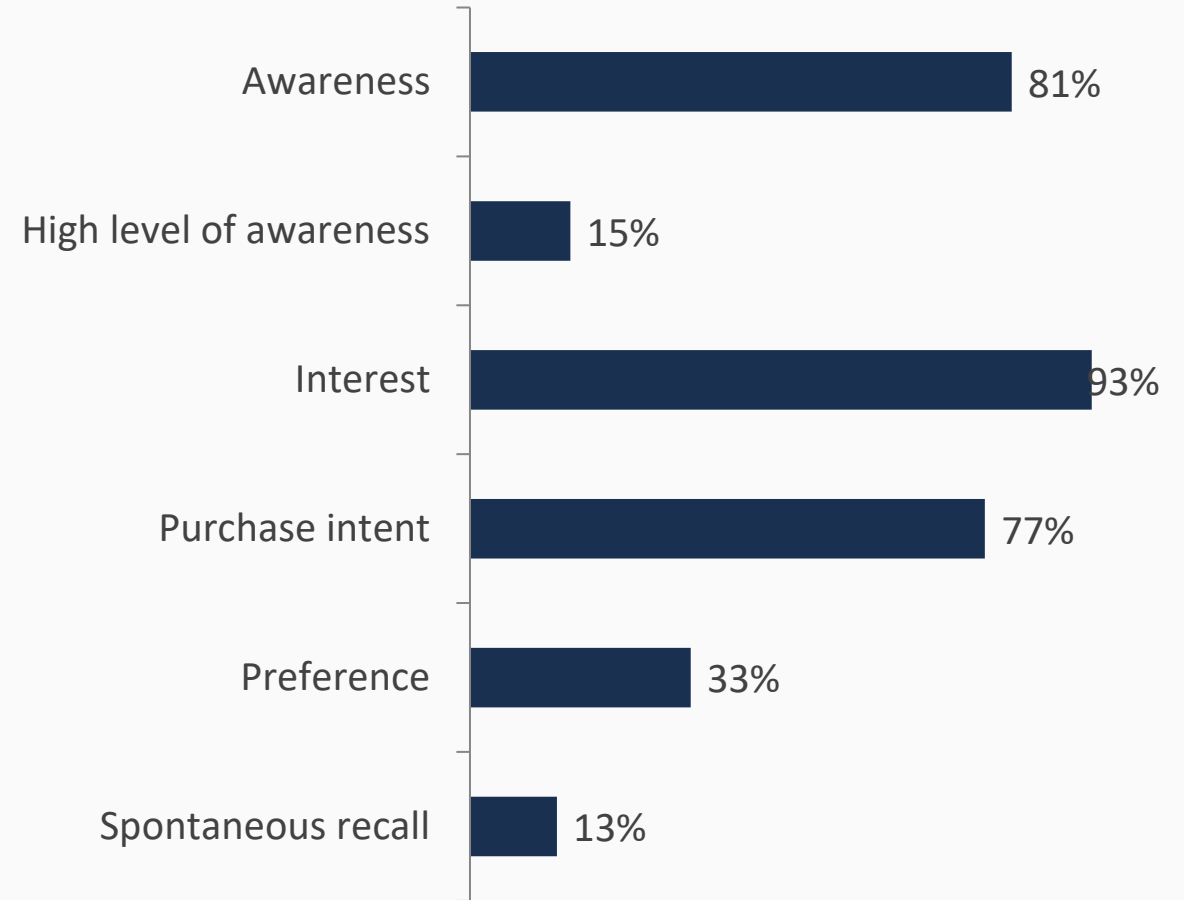
Source: Oxford Economics/Tourism Economics webinar Dec 1st, 2022, China Travel Market Report 2021-2025, Phocuswright July 2022.



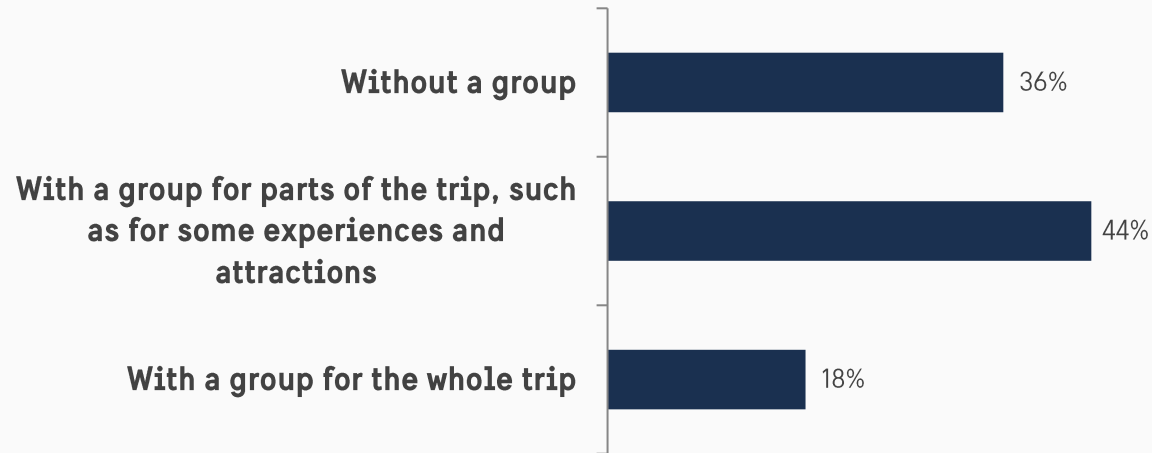
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Sweden in the eyes of the Chinese global traveller

- Sweden as a country and destination has a good position among Chinese global travellers with a high level of awareness, interest and buying intentions.
- *These numbers are likely somewhat high, more an expression of interest and ambition to learn more, rather than reflecting a true level of awareness.*
- Sweden's strongest value is the interest in travelling to Sweden (which is also high for the other countries).



The character of a trip to Sweden / Europe



Travel companion on most recent European trip

On their most recent European trip, 5 of 10 travelled with an adult (their partner). 22% travelled alone. 20% travelled with friends or co-workers and 19% with their family, including children under 18.

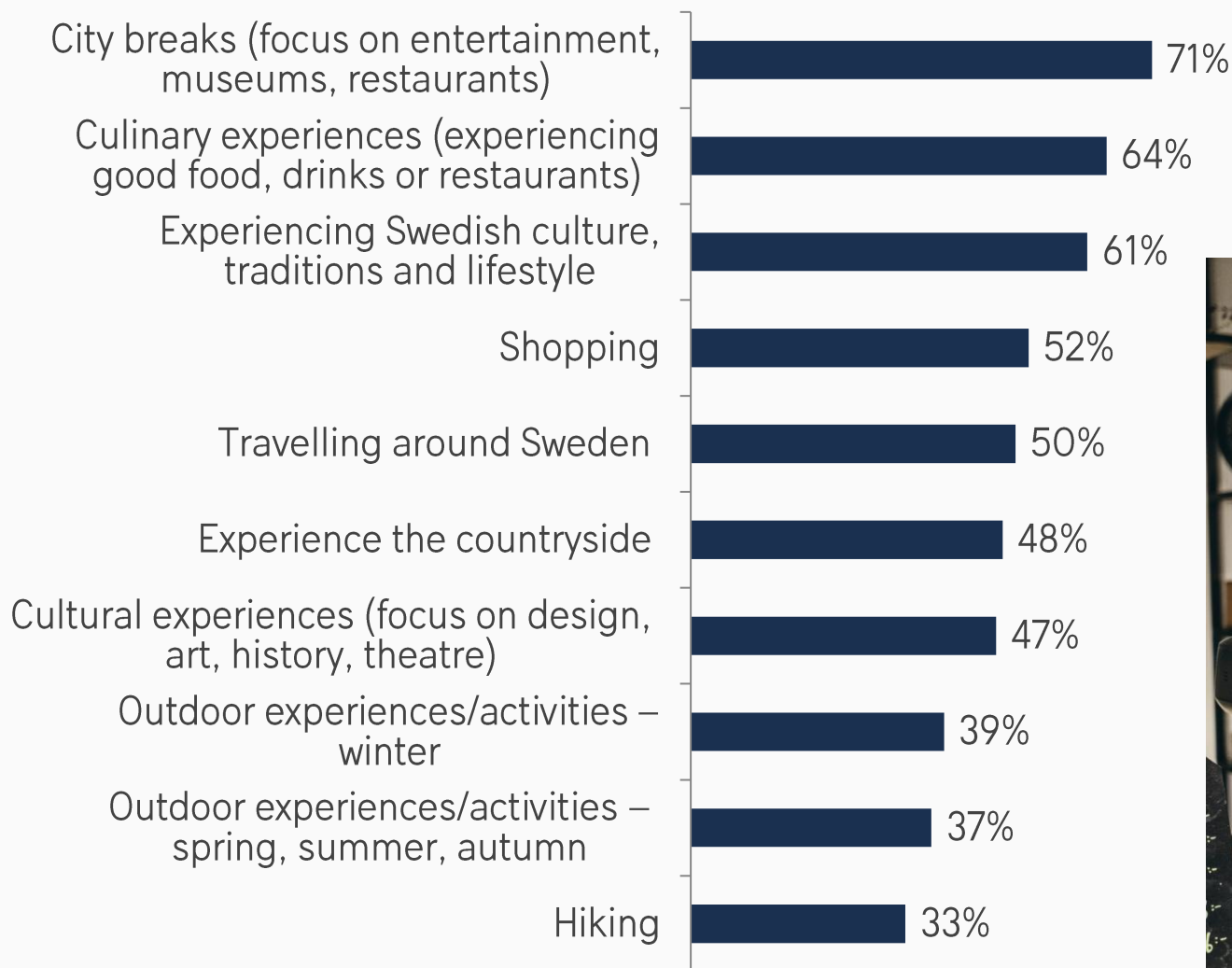


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Source: China research 2016, Visit Sweden/SSI, The global traveller with interest in travelling to Sweden

• Source: China research 2016, Visit Sweden/SSI, The global traveller who travelled to Europe on last vacation

What do Chinese travellers want to do in Sweden?



Source: China research 2016, Visit Sweden/SSI
The Global traveller with interest in travelling to Sweden

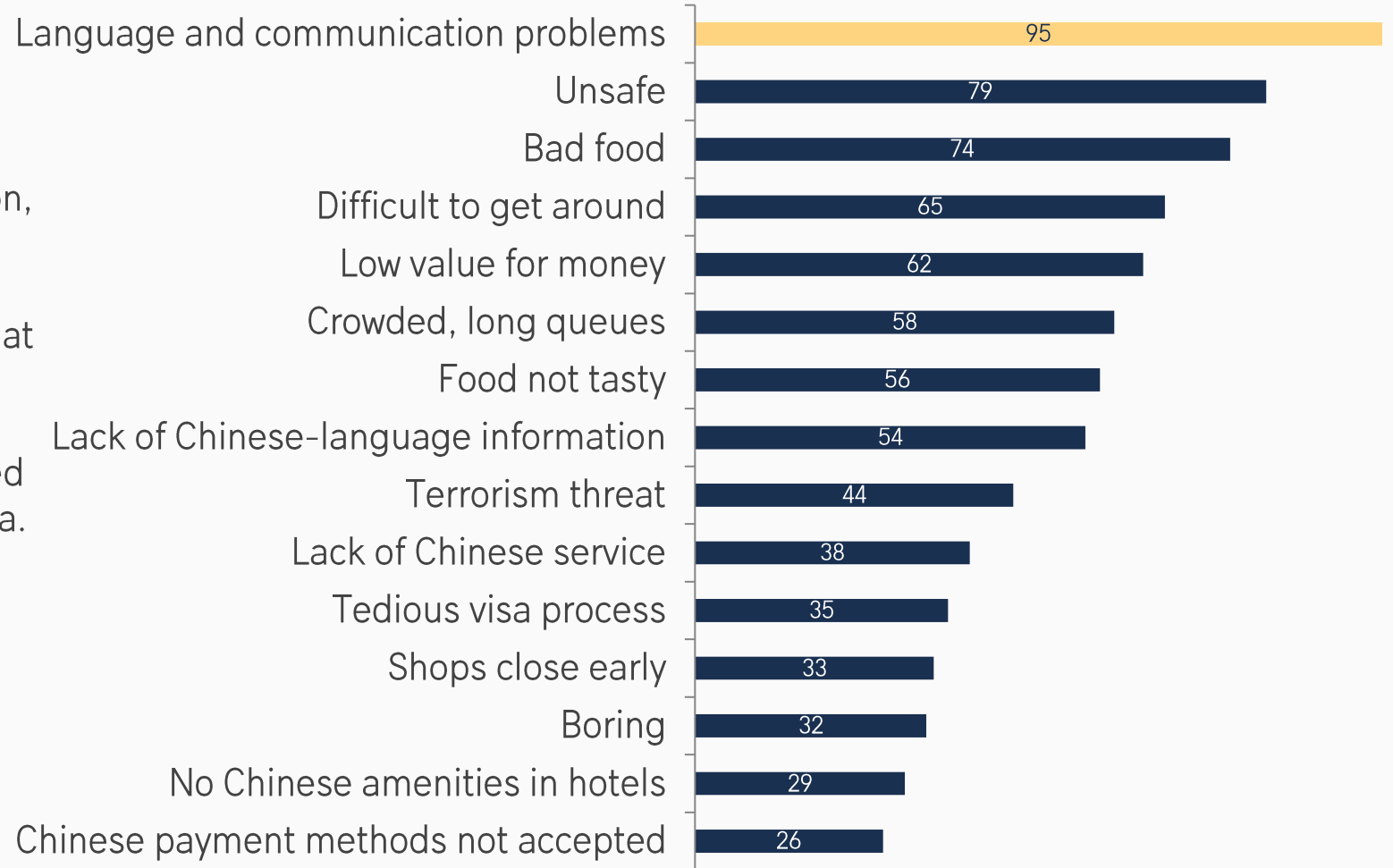


Lieselotte van der Meijs/imagebank.sweden.se

Key barriers and annoyances of Chinese visitors to European destinations

The biggest problem perceived by Chinese travellers is **language and communication barriers**. Related, albeit somewhat less common, complaints are about the lack of Chinese-language information and lack of Chinese service. A smaller complaint is about the fact that most hotels do not provide Chinese amenities.

Strikingly, **unsafe** is the second complaint based on volume of discussion in Chinese social media. Chinese travellers at some European destinations worry about theft, violence, and even terrorism.



Planning and booking



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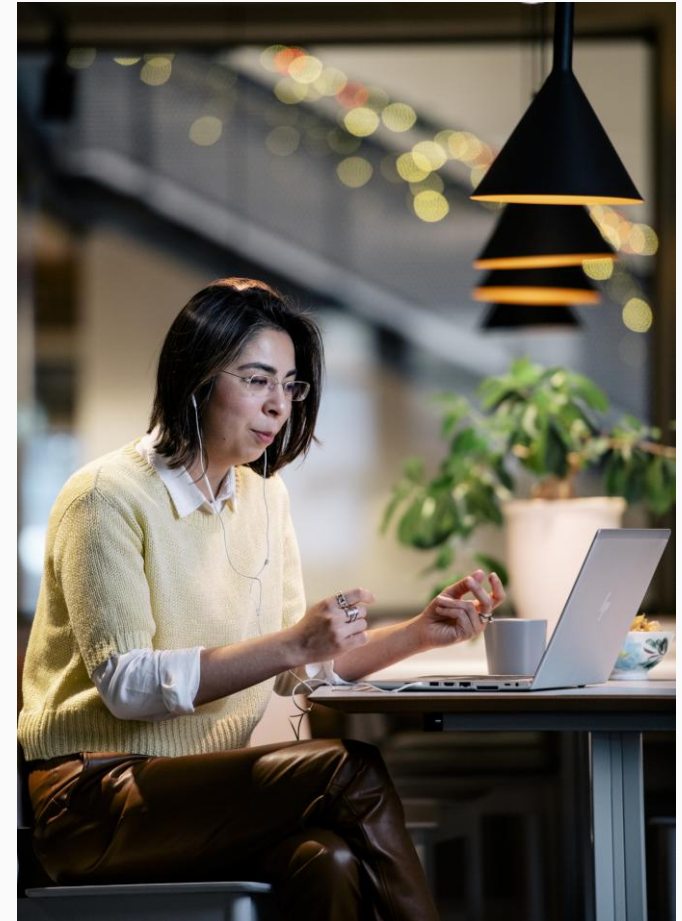
Sources of information

Top 5 sources of information prior to a trip to Sweden

1. Travel portal website, e.g. Ctrip, Qunar, Elong (69%)
2. Web page from tour operator or travel agency (50%)
3. Other travellers' opinions via travel blogs or rating sites, e.g. Tripadvisor (48%)
4. Social media, e.g. Weibo, Wechat (46%)
5. Tourism organisation website (42%)

Cooperation with Travel Trade is important

- 41 % prefer to book their trip to Sweden via a travel agency
- 57 % prefer to book their trip to Sweden themselves, e.g. online

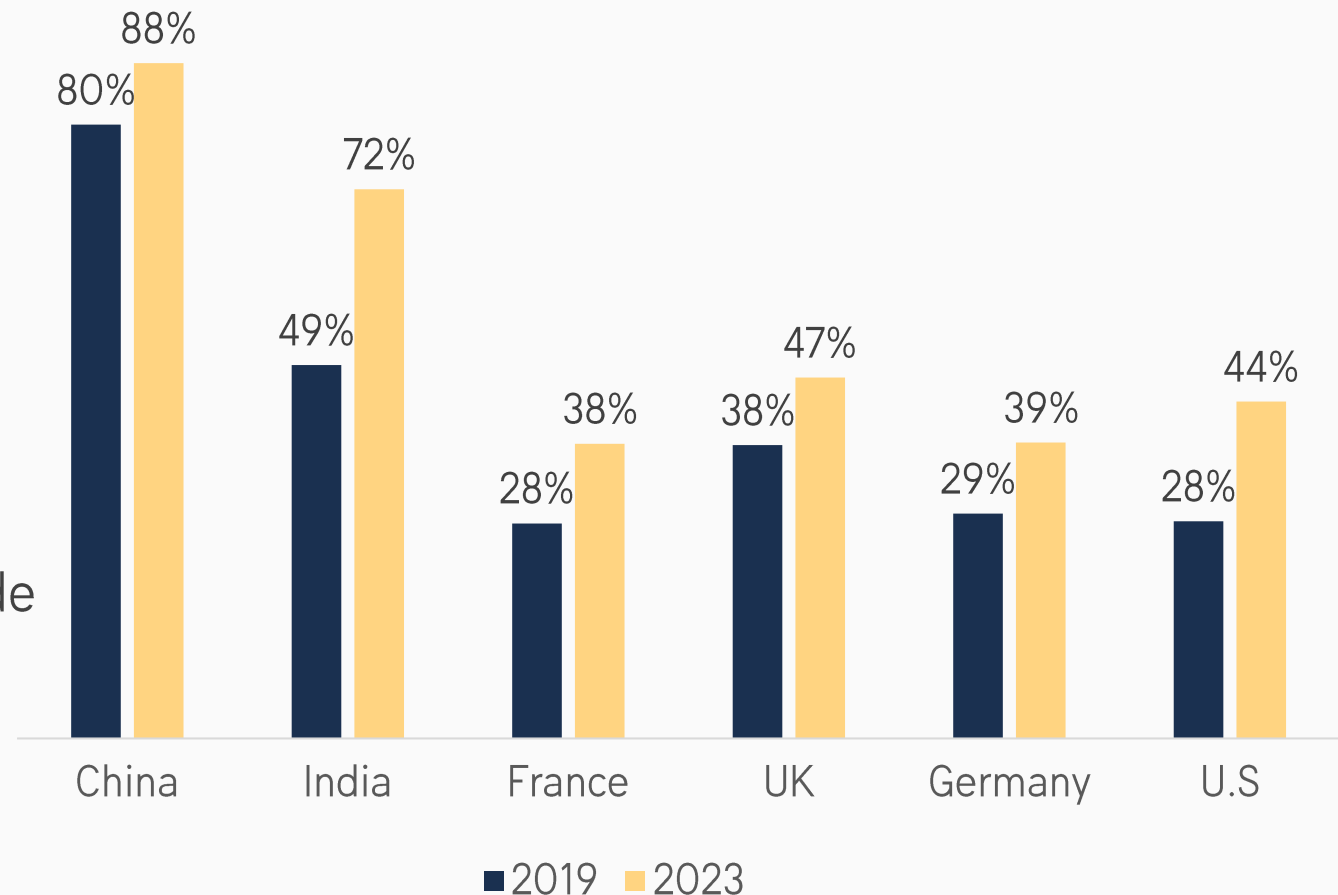


China online travel agent market

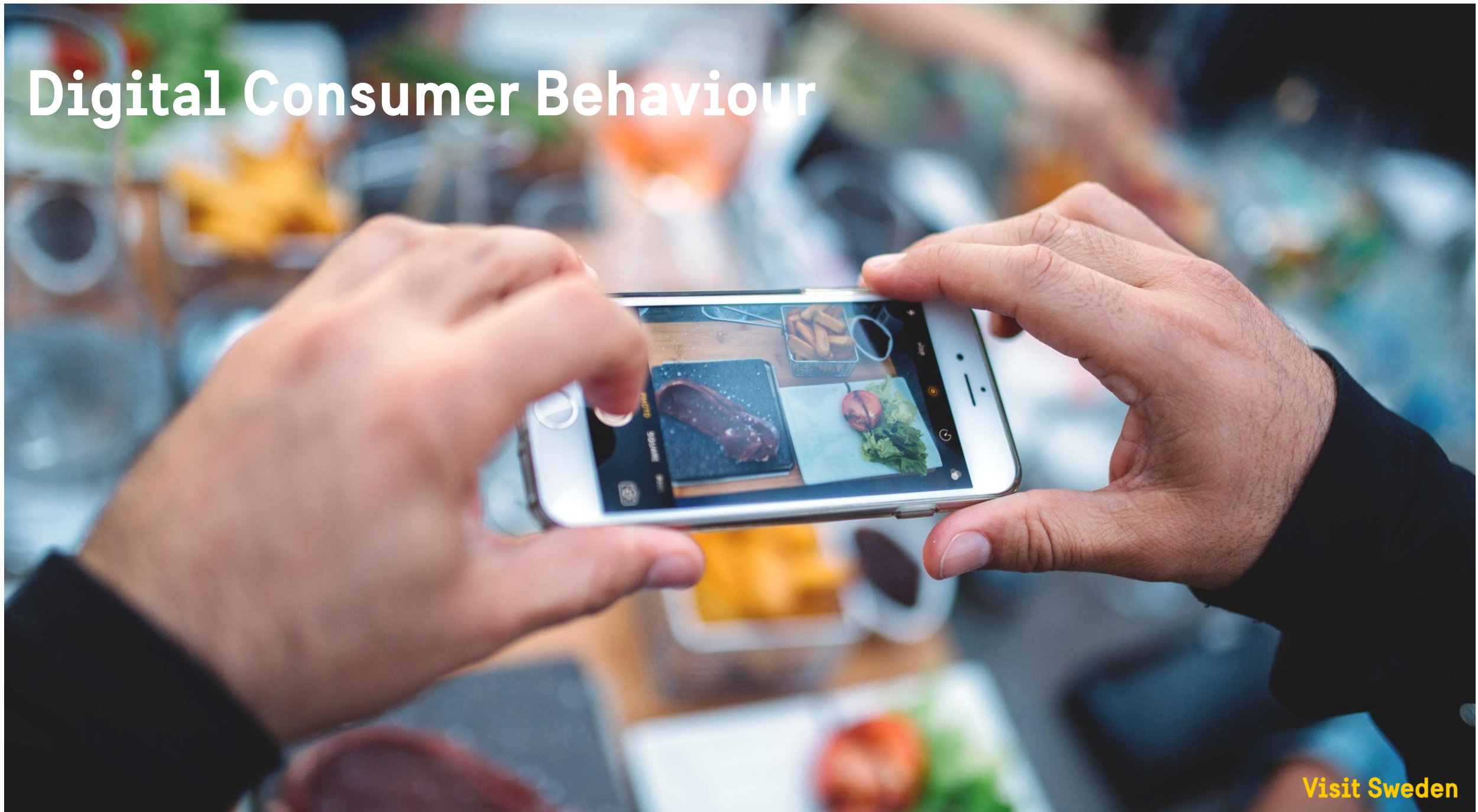
- **Ctrip** is the No.1 OTA in China. Offers a complete set of service and management systems and provides a convenient and efficient services to its members. They have a wide range of products, most of them are mid-range and customized travel products, and especially a prominent hotel business.
- **Qunar** is another travel services platform in China. In 2015, Ctrip and Qunar merged, and Ctrip owns 45% shares in Qunar. Mobile users are highly active, targeting middle and low-end travelers. The air ticket business is prominent, and with its search technology, it integrates information such as air tickets, hotels, vacations and visas on the Internet to provide users with travel product price inquiry and comparison services. They don't have their own travel products and they do not produce their own tour packages.
- **Feizhu** is a travel service platform under the Alibaba Group. The Fliggy travel platform provides domestic and foreign transportation, hotel accommodation, scenic spot tickets, destination attractions and also local travel services. Leveraging Alibaba's ecosystem, Fliggy hopes to become a service platform that enables direct contact between local travel suppliers and Chinese consumers. A vacation and leisure booking platform for mainly individual and young group travelers.
- **Tuniu** is an online leisure travel company in China that offers integrated travel service with a selection of packaged tours, including organized and self-guided tours, as well as travel-related services for leisure travelers through its website tuniu.com and mobile platform. Tuniu is for the middle or low-end market. The products of travel agencies are packaged into their own products, mainly with group tours, and the wholesale air tickets and hotels are packaged.

Mobile Gross Bookings Share* (%) 2019 vs. 2023

- The extraordinarily high level of mobile booking penetration in the Chinese travel market is primarily due to the prevalence of WeChat.
- WeChat has become the go to tool that most people in China use for many daily tasks.
- Travel brands and OTAs are distributing through WeChat Mini Programs. Mini Programs counted 450 million daily active users in 2021 and provide a hybrid channel that is unique to China.



Digital Consumer Behaviour



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China social media landscape highlights

- The Chinese platforms are not the same as in the western world. "BATS" (Baidu, Alibaba, Tencent, Sina) make up the core and has billions of users altogether.
- Other players are ByteDance (Douyin/TikTok app – short videos and live streaming, with its direct push technology sending interest-based content to users by using algorithms and machine learning) and LittleRedBook (similar to Pinterest or Shopify, suitable topics are fashion, travel, lifestyle etc) has also grown in fast pace.
- Not just “mobile first” but “mobile only”: Over 99.3% of Chinese internet users are on a mobile device.
- The top 3 SoMe apps are WeChat (1,165M monthly active users), Weibo (520M), Douyin (475M).
- Opportunities for brands on Wechat: Official subscription accounts, Mini-program, WeChat Channels (video), WeChat Pay, Advertising, WeChat Work
- Short video is the fastest growing category out of all SoMe forms. Douyin is the dominant player. But other apps are also very competitive (Kuaishou, WeChat Channels) with different targeting audiences.
- Live Streaming has also become a very important marketing way, especially in e-commerce, gaming, sports, travel and other industries.

Sweden's most discussed attractions in China online

Mentioned in number of WeChat articles	7 095
Mentioned in number of WeChat posts	22 106 364
Most discussed cities and regions	Stockholm, Göteborg, Malmö, Kiruna, Abisko, Helsingborg
Most discussed attractions	Gamla Stan, Vasamuseet, Kungliga Slottet, Stockholm Stadshuset, Drottninggatan, Nobelmuseet, Storkyrkan, Skansen Open-air museum, Drottningholm Palace, Ice-hotel
Most discussed shopping places	Feskekörka, Åhlens, Nordiska Kompaniet, IKEA, Skrapan, Coop, Malmö Downtown Specialty Shops, Emporia, Bebop Antik, Beyond Retro
Most common other countries in the itinerary	Denmark, Norway, Finland, Estonia, Iceland

Source: Tourism Flows in China research 2017, ETC/Kairos Future

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WeChat rankings 2021

N.	Organization Name	N. of Posts	Total Views	Average Views per Post	N. Views Top Post	Total Likes
01	Japan National Tourism Organization	212	1,744,959	8,231	17,703	12,549
02	Tourism Authority of Thailand - Beijing Office	124	1,668,383	13,455	42,628	15,766
03	Tourism Authority of Thailand - Shanghai Office	126	1,530,260	12,145	26,775	12,505
04	Tourism Authority of Thailand - Chengdu Office	182	1,444,737	7,938	65,837	6,780
05	Turespaña (Spain Tourism Board)	210	906,546	4,317	100,001	10,943
06	Tourism Australia	207	669,160	3,233	14,712	8,905
07	Visit Norway	76	337,559	4,442	13,140	5,431
08	German National Tourist Board	151	334,713	2,217	18,807	4,083
09	Tourism New Zealand	51	332,745	6,524	11,886	3,681
10	Atout France	161	297,176	1,846	11,497	5,196
11	Brand USA	60	245,322	4,089	8,352	5,177
12	PeruTravel	32	214,470	6,702	62,155	1,259
13	Singapore_Tour	63	202,215	3,210	6,773	2,492
14	VisitBritain	149	195,864	1,315	6,368	2,349
15	Visit Denmark	73	194,977	2,671	5,442	2,623
16	Destination Canada	56	178,286	3,184	10,768	2,741
17	Austrian National Tourist Office	73	135,509	1,856	6,679	1,483
18	Visit Sweden	35	119,443	3,413	9,571	1,585
19	Visit Korea - Guangzhou Office	133	114,484	861	4,836	1,152
20	Visit Finland	60	111,331	1,856	7,290	1,603

Source: Dragontrail, 2022

Data collection date: 18 January 2022. Ranking criteria: Accounts are ranked according to the highest number of views for all posts published. WeChat views are unique views. N. overseas National Tourism Organisations (NTOs) surveyed: 55

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Travel Trade: Contacts & Events

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A photograph of two women sitting at a wooden table outdoors. The woman on the left, with dark curly hair and a wide smile, is wearing a black and white striped shirt. She is holding a spoon and a small piece of food. The woman on the right, with long blonde hair, is leaning over the table, also holding a spoon. On the table are two white mugs, a glass vase with purple and pink flowers, and a plate of food. The background is a soft-focus outdoor setting with greenery and a white fence.

Welcome to Sweden!