



# MARKET: CHINA

25th May 2020

## CHALLENGES

- The governmental restrictions on international travels are still in effect, so the biggest challenge for tour operators **is to survive** as they don't have any income at the moment while they have to bear the financial burden such as rental and labor cost.
- In order to go through the tough time, many of them have turned to do the **domestic travel business**.

## BOOKING SITUATION

The tour operators have no idea when they can be back to work until they get the notice of resuming sales from the government.

At present, **the government still forbids any sales** including pre-sales of outbound travel products.

➤ So, **there is no booking for Norway** at the moment.

## BORDERS & TRAVEL ADVICE

- China has not reopened its border for leisure travel and **there is no specific information about it yet.**
- The official advice for overseas travel is **“try to avoid international travels otherwise should accept 14 day’s quarantine in designated places when occurred”.**
- Currently, reports says China is negotiating agreements with Japan, South Korea and Singapore to resume **necessary business travel.**
- Destinations close to China have been more active in resuming Chinese tourism. The director of Visit Thailand says **“they would resume Chinese tourists' visit to the country as soon as October and encourage small groups”.** The Maldives says **“it plans to open its border in early July and resumes tourism in early October”.**

## OTHER

Although tour operators are staying at home, they are still keen to learn the destination knowledge which could be used for the future development of new products. **So online trainings, webinars and sales supportive materials such as latest images and short videos are welcomed.**



Tusen takk!  
[www.innovasjon norge.no](http://www.innovasjon norge.no)