# China Market — What We're Watching

JUNE 2026

## WHAT WE'RE WATCHING

- Chinese outbound travel demand is recovering strongly, with European airlines adding direct China routes for summer 2026 despite high fuel costs, a clear signal of long-term market confidence
- The U.S.-China trade reset following the Trump-Xi summit is creating more predictable conditions for destination marketing and travel trade engagement
- China's younger travelers are shifting toward personalized, experience-driven trips — the "self-reward economy" is rewriting what destinations need to deliver
- RED (Xiaohongshu) and Douyin continue to dominate travel discovery; destinations without a native content strategy on these platforms are increasingly invisible

***Source*** *East West Marketing China Tourism Market Bi-Monthly Update, June 2026*