



# CHINA

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A comparison of 2017 and 2023 air services between Scotland and China

# Key Statistics About Chinese Tourists

- 5th Largest international inbound market to Scotland by visitors
- 1% of overseas tourists to Scotland are Chinese
- Chinese tourists contribute 1% of overseas tourism spending
- Significantly less visitor numbers in 2023 when compared to pre-covid levels
- Trips are longer than they were pre-covid

# 2017 DIRECT CHINA ROUTES

## Edinburgh Airport

There were no direct services between  
Edinburgh and China.

## Glasgow Airport

There were no direct services between  
Edinburgh and China.

# **2017 PASSENGER NUMBERS**

There were no direct flights between Scotland and China in 2017, as a result passengers arrived via another port of entry outside Scotland.

# 2017 SUMMARY

- There were no direct flights between Scotland and China

# 2023 DIRECT CHINESE ROUTES

## Edinburgh Airport

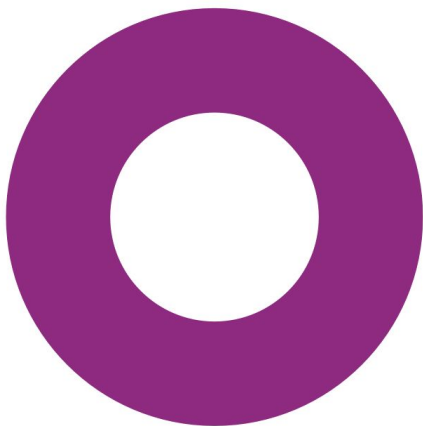
**Beijing:** Served 2x week by 303 seat Hainan Airlines Airbus A330-300.

## Glasgow Airport

There were no direct flights between Glasgow and China.

# 2023 PASSENGER NUMBERS

2023 Market Share



- Edinburgh - Beijing = 11,281

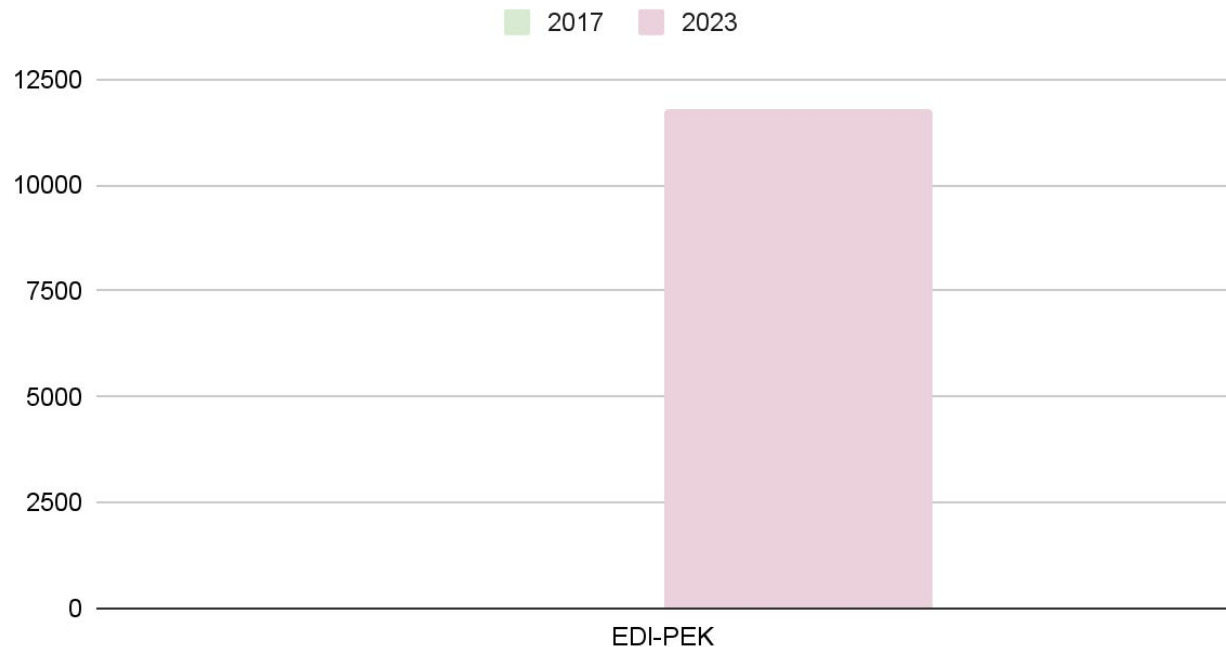
11,281 DIRECT PASSENGERS BETWEEN CHINA AND SCOTLAND

# 2023 SUMMARY

- Hainan Airlines operated the only direct flight between Edinburgh and China.
- All flights between Scotland and China were operated by Chinese based airlines.
- Edinburgh Airport was the only airport to have flights to China.
- Peak summer witnessed 2 weekly flights.

# 2017/2023 COMPARISON - GRAPH

## 2017/2023 COMPARISON



**EDI** = Edinburgh

**PEK** = Beijing

# **2017/2023 COMPARISON - NOTES**

- Hainan Airlines operate a 2x weekly flight between Beijing and Edinburgh
- Unlike when the route launched in 2018, this flight is now direct and does not operate via Dublin.

# LOOKING AT 2024

- Hainan Airlines extended the run time of their season between Edinburgh and Beijing.
- Flights in peak summer were increased from 2x week to 4x week.
- There were still no flights between Glasgow and China.