ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

FASHION/PERSONALCARE/LEISURE
10 - 16 August 2026

China Domestic Tourism Reaches 3.46 Billion Trips in H1 2026
China recorded 3.463 billion domestic trips in H1 2026, a 5.4% increase (YoY), while total spending grew 2.0% to 3.21 trillion yuan. Urban travelers accounted for 2.594 billion trips (+5.8%) and 2.66 trillion yuan (+2.2%), while rural trips reached 869 million (+4.3%) with 0.56 trillion yuan spent. By quarter, travel grew 6.0% in Q1 (1.901 billion trips) and 4.8% in Q2 (1.562 billion trips). **(Ministry of Culture and Tourism)**

Alo Yoga Enters China E-Commerce Market via Tmall
US activewear brand Alo Yoga was set to officially launch in China's e-commerce market via Alibaba's Tmall platform on August 12, following the debut of its official Chinese social media accounts in June. The Los Angeles-based company is also planning its first regional brick-and-mortar store at K11 Musea in Hong Kong, amid accelerating Chinese expansion by international athleisure rivals such as SKIMS and Vuori. **(China Daily)**

Gap to Open 50 Mainland Stores and Return to Hong Kong in 2026
US apparel retailer Gap plans to open 50 new stores across mainland China and re-enter the Hong Kong market by the end of 2026. Operated by e-commerce firm Baozun since early 2023, the brand turned profitable in late 2025 and achieved a record 20% same-store sales growth in Q1 2026 driven by its localized "China-for-China" strategy. **(South China Morning Post)**

C919 Launches First Routine International Passenger Route to Ulan Bator
Air China will launch a daily route between Beijing and Ulan Bator, Mongolia on Wednesday, marking the first routine international passenger service for China's homegrown C919 aircraft. The route allows the jetliner to enter the international civil aviation market while gathering operational data in highland climate conditions. Since its commercial debut in May 2023, the C919 has transported over 5 million passengers across 23 cities. **(Global Times)**

Over 2,400 Chinese Travel Agencies Close as Independent Travel Surges
More than 2,400 travel agencies in China lost their licenses in H1 2026, while over 80% of travel providers saw summer bookings drop 30% to 50% year-on-year. Despite high travel volumes, traditional intermediaries face widespread closures as transparent digital platforms, improved rail infrastructure, and experienced consumers drive a shift toward independent travel. **(Travel Daily China)**