

TRAVEL AND HOSPITALITY

In blow to luxury tourism, China, US off safe list of countries welcome to EU

June 29, 2020



European Union to Chinese and U.S. visitors: Keep out. Image credit: European Commission, photo by Xavier Lejeune

By LUXURY DAILY NEWS SERVICE

The European Union's decision to keep China and the United States off the list of countries whose citizens are deemed "safe" to enter the bloc is yet another setback for makers and purveyors of luxury products and services in a disastrous summer season.

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Chinese citizens are among the most enthusiastic shoppers in luxury stores in France and Italy, with Paris, Milan and Rome as popular destinations.

U.S. visitors not only shop in France and Italy, but also keep French and Italian hotels and restaurants busy.

The safe countries list applies to travel from July 1. The June-through-August holiday timeframe attracts the most number of visitors and tourists to Europe, often the time when most hotels and luxury-oriented businesses make up for the slack the rest of the year.



Set to reopen July 1, France's Hotel du Cap-Eden-Roc at the southern tip of the Cap d'Antibes is a popular destination of U.S. wealthy, celebrities and actors. Image credit: Hotel du Cap-Eden-Roc

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COVID-19, a coronavirus that originated in the central Chinese city of Wuhan and then spread worldwide, has devastated economies and livelihoods globally.

Quarantines and lockdowns are still ongoing in various countries, including the U.S., Canada and India.

The E.U.'s safe countries list comprises Australia, Canada, Japan, Morocco, South Korea, Algeria, Georgia, Montenegro, New Zealand, Serbia, Thailand, Tunisia, Uruguay and Rwanda.

The list can be amended.

China will be admitted to the list if the Chinese government reciprocates by allowing E.U. citizens to enter the country.

The U.S. banned E.U. citizens from traveling to the country in March after the COVID-19 outbreak slammed cities such as New York and Los Angeles, as well as other states.

That ban on travel from the E.U. barring diplomats and special cases has still not been lifted as the U.S. sees a surge in COVID-19 cases, especially in the southern and western parts of the country that relaxed the lockdowns compared to the stricter Northeast where New York is located.

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