ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

FASHION/PERSONALCARE/LEISURE
24 - 30 August 2026

Fliggy Partners with Ryanair for Direct European Flight Bookings in China
Alibaba Group’s travel platform Fliggy has become an approved OTA partner for Ryanair, enabling direct flight bookings via official API integration as of August 25, 2026. The partnership gives Fliggy’s 500 million members direct access to Ryanair’s network of over 230 European destinations. Driven by rising outbound demand, Ryanair bookings on Fliggy have already grown by over 20% month-on-month. **(Travel Daily Media)**

Borsalino Opens First Permanent China Boutique at Shanghai Plaza 66
Italian luxury hatmaker Borsalino opened its first permanent boutique in China at Plaza 66 in Shanghai, aligning with the brand’s 170th anniversary. To mark the entry, Italy’s oldest hatmaker unveiled a limited-edition Fedora featuring an 18-carat gold and gemstone logo, alongside a heritage pop-up experience running through August 27. **(Inside Retail)**

S&P Global: China Expands Gold Network to Bolster RMB Internationalization
China is expanding its gold reserves and boosting RMB internationalization across trade and finance, S&P Global Ratings reports. Gold reserves reached 76.08 million ounces in July 2026 after 21 consecutive months of growth, making up 8.8% of total reserves. Meanwhile, cross-border RMB payments via CIPS rose 17.2% year-on-year to RMB 20.2 trillion in Q1, while YTD Panda bond issuance hit a record RMB 200 billion. **(Global Times)**

China's Hotel Recovery Tilts Upscale in Q2 2026 as Hyatt Leads Peers
Q2 2026 financial results from four global hotel chains show Greater China's recovery concentrated in upscale segments and major cities. Hyatt led the market with Greater China RevPAR rising 7.2% to $93.80, outperforming Marriott (+2.6%), Hilton (+1.2%), and IHG (+0.8%). The performance gap highlights strong high-end demand in tier-one and tier-two cities compared to midscale oversupply in lower-tier markets. **(Travel Daily Media)**

Beijing Ports Pass 15 Million Cross-Border Trips Year-to-Date
Beijing’s ports processed over 15 million cross-border passenger trips through August 25, 2026, up 9% year-on-year and reaching the milestone 20 days earlier than in 2025. Foreign travelers drove growth with 4.88 million trips (+31.6%), supported by visa-free entry policies that covered 74.5% of foreign arrivals. Single-day passenger flow hit a near six-year peak of 82,000 on August 9. **(CGTN)**