ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

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Mainland Hotel Investment Surges 22.5% in First Three Quarters
Mainland China's hotel investments rose 22.5% year-on-year to 12.4 billion yuan in the first nine months, according to JLL. East China led with a 42% share, while transactions under 500 million yuan surged 73.3% amid distressed asset disposals. Progressing hotel REITs also expanded exit routes, sustaining strong market appetite. **(Sina)**

Anta Upgrades Tsinghua Alliance for Sports Fashion Innovation
Anta Group has upgraded its joint research center with Tsinghua University into a dedicated sports fashion research institute. Over the next five years, the partnership will focus on high-performance materials, AI, and design to translate academic innovations into commercial products. Building on 40 joint research projects, the move strengthens Anta's long-term R&D capabilities across the sportswear and leisure sectors. **(Vogue)**

Weak China Demand Drags Down LVMH Q3 Sales
LVMH's third-quarter revenue missed market forecasts, weighed down by deteriorating consumer confidence in China that dampened demand for flagship labels Louis Vuitton and Dior. Regional sales across the China-led Asian market declined 5% year-on-year amid macroeconomic pressures and tighter domestic tax scrutiny on high-income spenders. **(Fashion Network)**

Wuhan Launches International Consumption Season with Major Events
Wuhan launched its 2026 International Consumption Season on October 20, hosting major events through November including the WWD Global Fashion Summit, Wuhan Fashion Week, and the Han Fair. Supported by expanded foreign payment terminals and 742 tax refund outlets, foreign visitor arrivals rose 16% year-on-year to exceed 173,000 in the first nine months. **(Changjiang Daily)**

140th Canton Fair Boosts Guangzhou Luxury Hotel Demand
The 140th Canton Fair has spurred notable momentum in Guangzhou's hospitality market. Between October 15 and November 4, local travel and cultural tourism bookings rose nearly 10% year-on-year, propelled by a 34% surge in five-star and luxury hotel reservations. Highlighting robust accommodation demand around the trade event, searches for "hotels near the Canton Fair" jumped 134%. **(Sohu)**