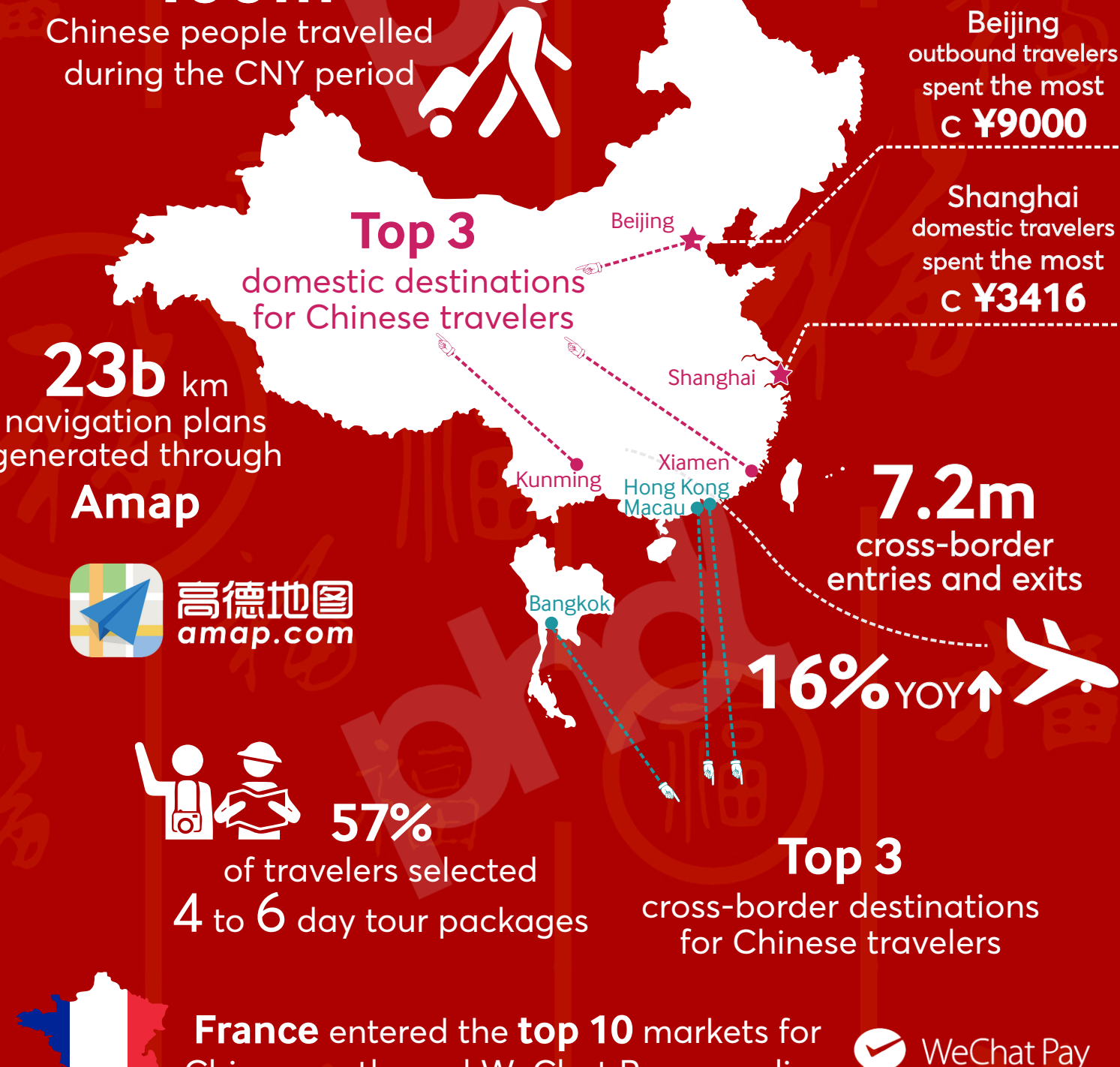


# Chinese New Year 2019

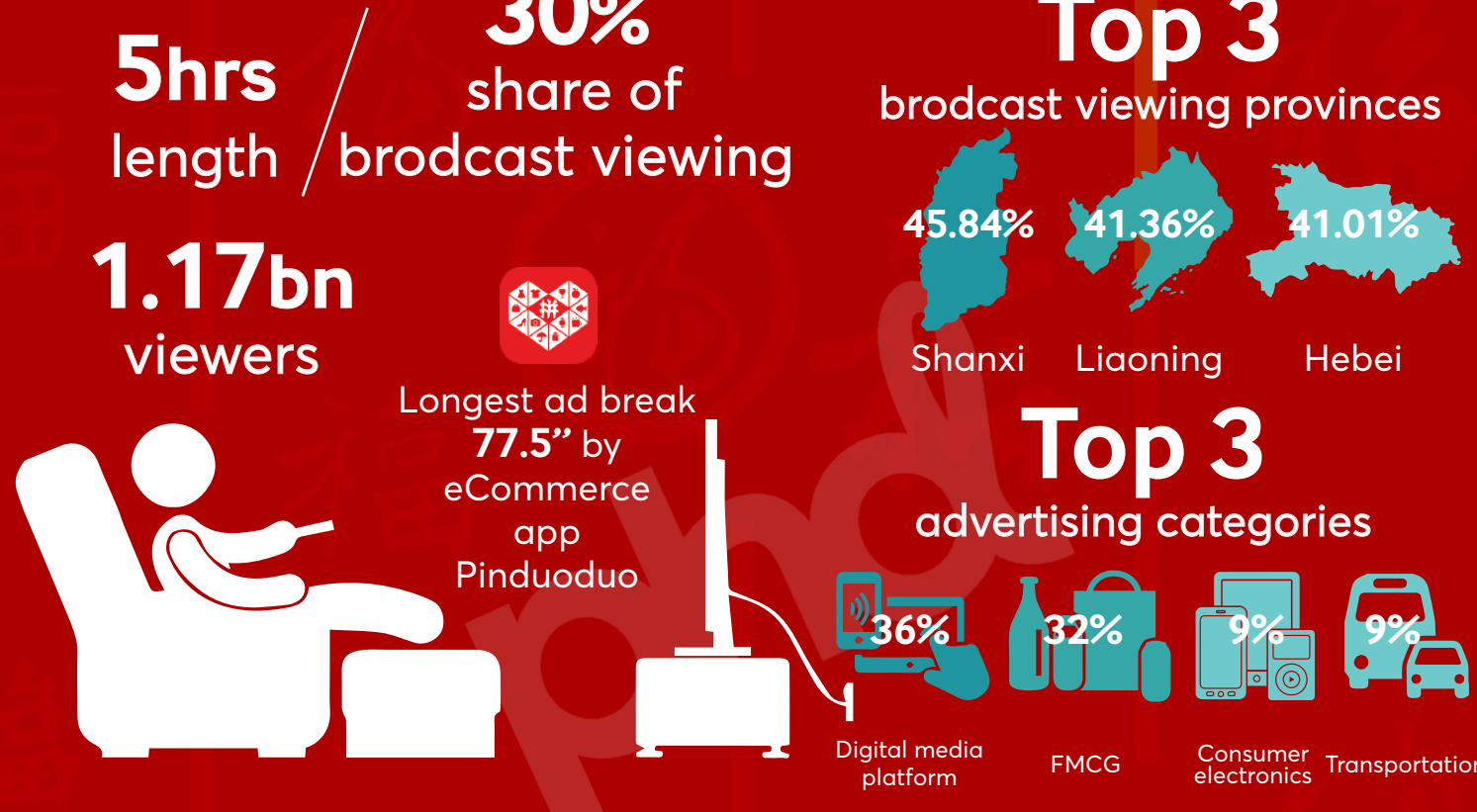
Chinese New Year or Lunar New Year is a holiday that marks the beginning of a new year in the Chinese traditional lunar calendar. It is celebrated not only in China, but also in Singapore, Korea, Thailand, Japan, Vietnam and many countries with significant Chinese communities, including Malaysia, Indonesia, Philippines and Australia. 2019 is the year of the Pig.

## Travel



## Media

### CCTV's Chunwan (Chinese New Year TV Gala)



## Shopping, Entertainment & Gifting



## CNY Marketing



Sources: State Immigration Administration, Amap, Tencent, Caijing  
Source: CCTV, WalkTheChat, Baidu, Alibaba, Douban