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CHINESE TOURISM MARKET EUROPEAN RECOVERY PLAN

CALL FOR APPLICATION



A Campaign 100% Dedicated to Destination Management Organizations (DMOs)

EUROPEAN RECOVERY PLAN SAVE THE DATES

The European stimulus plan after Covid crisis dedicated to the Chinese outbound tourist market (1st market worldwide) will be presented.

- **European Webinar Friday, June 26th, 9:00AM CEST**

- Link to the webinar: <https://attendee.gotowebinar.com/register/6661662084391658255?source=Europass>
- *Run by ETC, ETOA & EuroPass*

- **Apply before Friday, July 10th, 12:00AM**

- Link to apply : <https://forms.gle/UVa4tZhVUAsFQbdJ8>

- **Selected destinations announcement, Monday, July 20th, 12:00AM**

A Campaign 100% Dedicated to Destination Management Organizations (DMOs)

EUROPEAN RECOVERY NEEDS PUBLIC-PRIVATE PARTNERSHIP



ETOA

Working with European destinations and suppliers, and operators selling European product in source markets worldwide since 1989.

Policy, commercial networking e.g. CityFair, and practical support.

Previous EU project work includes:

- Europe-China Tourism 2018
- 8 B2B workshops (4 in Europe, 4 in China)
- 3081 applications, 861 European partners selected
- 631 Tour Operators & Travel Agencies B2B

For this campaign « Wanderlust, Wonder Europe », ETOA will support destinations as they respond to themes identified by the European Travel Commission: Romantic travel, European culture & river routes, Family travel, Tailor-made travel, European Lifestyle, Film & TV.

- Welcome and reassurance > confidence
- Respect, and mutual cultural interest > innovation
- Multi-centre product > smart collaboration
- Think B2B and B2C > what does success look like?



CONTEXT

- A Campaign **100% Dedicated to Destination Management Organizations (DMOs)**
- **Size does not matter!** Assessment of qualifying DMOs based solely on their objectives and strategy
- **EuroPass, ETC & ETOA** will supply **support** throughout the **overall project** to help DMOs develop the right action plan
- Thanks to the **pan-European nature** of the campaign, EuroPass will make sure to use **all the available assets** to highlight **destinations** according to the profile of key players helping **to drive visibility**
- EuroPass objectives include **dispersal of tourist flow** across the full network of **selected destinations**

EUROPEAN RECOVERY PLAN KEY POINTS

To assure a quick and efficient recovery of European tourism industry, the European Travel Commission (ETC) and EuroPass are organizing a global campaign dedicated to Chinese tourism market:

- **20 European destinations will be selected** from all the applications received
- **An extensive communication campaign** divided in 2 phases :
 - Sept. 2020 to Dec. 2020 : Digital communication
 - Jan. 2020 to March 2021 : Influencer campaign
- A **branding** campaign that will **drive sales conversions**
- New **innovative tools** implemented in the **Chinese digital ecosystem**
- **A storyboard** adapted to the strategy of each destination
- Submit application **before 10th, July 2020, 12.00am**



EUROPEAN RECOVERY PLAN WHY?

On behalf of the **European Travel Commission** and due to the exceptional consequences of the present crisis, EuroPass has been mandated to set-up a major recovery plan that will collectively promote Europe towards the Chinese market.

➤ **Why is it critical to act collectively?**

- For the first time, the European tourism industry as whole is threatened by the consequences of the epidemic, jeopardising the future of thousands of companies within the sector
- Co-ordinated campaigns for recovery and related resources are much more powerful and their reach will be far higher

➤ **Why Chinese tourism is a relevant reason to join the campaign?**

- Chinese market is the world's largest outbound tourism market (source UNWTO)
- With Indians, Chinese tourists are the most resilient travellers in the world according to ETC Long-Haul Travel Barometer
- More than 150 million of international travellers, increasingly looking at Europe
- Over \$250 billion spent each year
- The number of Chinese tourists traveling abroad will triple within the next 10 years to come, with 400 million travellers expected by 2030 according to a UNWTO survey.



EUROPEAN RECOVERY PLAN HOW?

Strategy of the campaign

- **Dedicated accounts on Chinese social networks** will be created (WeChat, Weibo, Douyin, Mafengwo...) and linked to the ones of destinations selected for the campaign
- **Private partners**, strongly affected by the crisis, will be invited to join the campaign and boost visibility on their Chinese social networks (airlines, retailers, hotels, attractions...)
- **Competitions** and **lucky draws** will generate the interest of Chinese people and enhance the virality of the campaign
- **Phase 1:** Thanks to the “collective purchasing power”, cost sharing, and the network of partners involved in this campaign, a huge **advertising campaign** will be funded across Chinese digital networks
- **Phase 2:** To assure the Chinese public that Europe is now safe 10 major Chinese KOLs will travel to the destinations selected, **share their experience** and help promote them.



AN INNOVATIVE EUROPEAN CAMPAIGN BASED ON CLUSTERS

Each one of the 20 destinations selected for the Campaign will be assigned to one of following Clusters. The Key Opinion Leader (KOL) campaign will then be driven per cluster. Each Cluster will include 4 Destinations.



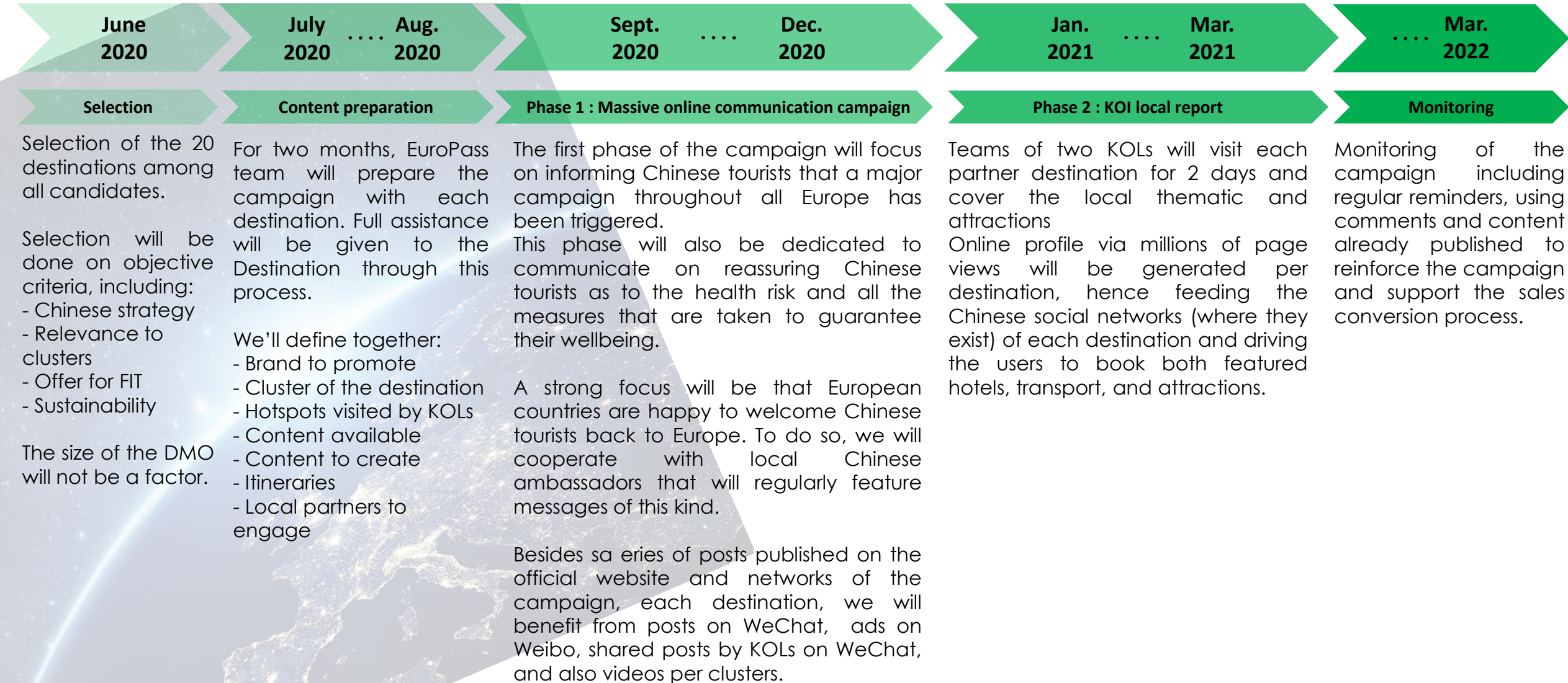
1. **Art de Vivre: Wine Tourism & Gastronomy** → discover the secrets of the vineyards, local food markets, local farm products and street food
2. **Slow Adventure** → immerse yourself in nature: mountains, lakes, islands, seaside / coastline and European gardens
3. **Unexpected experiences at local level** → Creative cities: street art / URBEX, contemporary art, (traditional) flea markets, live music, pop-ups
4. **Handcraft Experiences / Local designers** → local handcrafts, Tailor Made Promotion, Purchase out of the box...
5. **Wellness tourism to enhance Wellbeing** → travel at your own pace: bath & thermal cities, countryside, stress reduction, sauna, Nordic wellness and week-end wellness retreats

DMOs are welcome to apply for more than one cluster.

ETOA has a proven track record in coordinating EU-China projects as they have been in the last few years leading European projects targeted to the Chinese market where DMOs applicants had to showcase the strengths and specificities of their destinations in order to be participate

ETOA's teams will work with each destination through the promotion of their offer while EuroPass' teams will assure the inter-destination coordination to guarantee the smooth implementation of the campaign.

EUROPEAN RECOVERY PLAN PLANNING?



EUROPEAN RECOVERY PLAN CONDITIONS?

Estimated value of the campaign per **destination** → **50,000€**

Cost of the campaign per Destination thanks to **mutualization** → **20,000€**

European Travel Commission exceptional **contribution** → **10,000€**

Investment required by destination selected → **10,000€**

- Due to the exceptional circumstances, ETC will cover 50% of the cost to the participating destination as an unprecedented package
- For an investment of 10,000€, the participants will benefit from a 20,000€ campaign cost, with an estimated value of 50,000€
- 20 European Destination will then be selected after the application process has been completed over June / July 2020
- Due to the limited number of places available, we kindly advise to our interested partner destinations to apply as soon as they can
- Payment will be due at project launch

EUROPEAN RECOVERY PLAN OBJECTIVES ?

- ✓ 500 000 000 page views on Chinese social networks
- ✓ 1 500 000 interactions with the Chinese audience

Mobilized Levers : KOLs, competitions, partners' social networks, ads, medias...

Mobilized platforms : WeChat, Weibo, Douyin, Mafengwo...

Type of contents : Videos, articles, H5, posts, live video show

Categories of posts : Per destination, per cluster, and global

- ✓ 50 000 000€ generated into the European Toursitic Economy

Key Levers : Hospitality booking platform, instant ticketing platform for tourist attractions, transportation ticketing platform, duty-free platform.

Key Technology : WeChat Miniprograms

AN UNDISPUTED VALUE ADDED FOR YOUR BRAND

YOUR NEEDS

- ☒ You wish to recover Chinese tourist flow following the crisis?
- ☒ You wish to attract more Chinese FITs (millennials, high purchasing power tourists) to your destination?
- ☒ You wish to dramatically increase the profile of your brand in China?
- ☒ You wish to promote your destination as the obvious place to include for Chinese tourists' for their next long-haul holidays?
- ☒ You wish to transform these tourists into consumers for your Destination and local partners ?
- ☒ You wish to monitor your branding strategy, including accurate conversion KPIs?

THE EUROPEAN SOLUTION WE OFFER

- ✓ The greatest European touristic recovery campaign addressed to Chinese tourism powered by ETC
- ✓ 20 European Destinations cooperating together
- ✓ Specific digital tools dedicated to the campaign based on the Chinese ecosystem
- ✓ A network including ETC, ETOA, European NTOs, DMOs, Airlines, Railway networks and other powerful partners joining in a coordinated campaign
- ✓ Co-funded to generate more reach and impact in promoting your destination
- ✓ A tailor-made approach per-destination to enhance your highlights (Ads, Digital Games, KOLs trips, commercialization...)
- ✓ An exceptional opportunity to feed your social networks dedicated to Chinese tourism
- ✓ Both a branding and conversaiion strategy where commercialization KPIs will be monitored
- ✓ A long-term campaign with a high market value relative to investment required

YOUR CONTACTS



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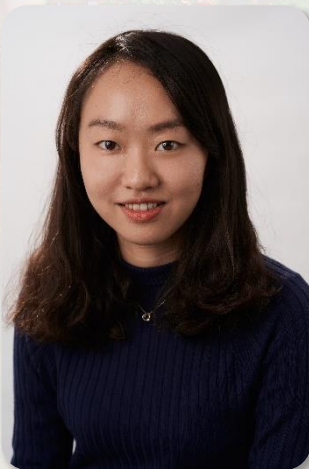
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Une équipe solide pour vous accompagner sur le chemin de la relance !



THANK YOU !

