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CHINESE TOURISM MARKET

EUROPEAN PROMOTIONAL CAMPAIGN #2

Europe, Behind the Scenes

Co-Op Campaign

CALL FOR APPLICATIONS



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

Co-funded by the European Union

EUROPE, BEHIND THE SCENES

KEY DATES

The European stimulus plan #2 post sanitary crisis, baptized “Europe, Behind the scenes”, dedicated to the Chinese outbound market (1st market worldwide and highest one in terms of traveling intentions) will be presented.

- **European Webinar Monday, April 26th, 11:00AM CEST**

- Link to the webinar: [Link](#)
- Run by ETC, ETOA & EuroPass

- **Apply before Friday, May 7th, 12:00AM**

- Link to apply : [Link](#)

- **Selected destinations announcement, Wednesday, May 12th, 12:00AM**

The Chinese Outbound Market – Situation Review



“China is the only market where people demonstrate a strong interest (index score of 146) to hit the road again. This is an encouraging sign for the European tourism sector to strengthen cooperation with the Chinese travel trade to ensure speedy recovery as soon as the health situation allows”

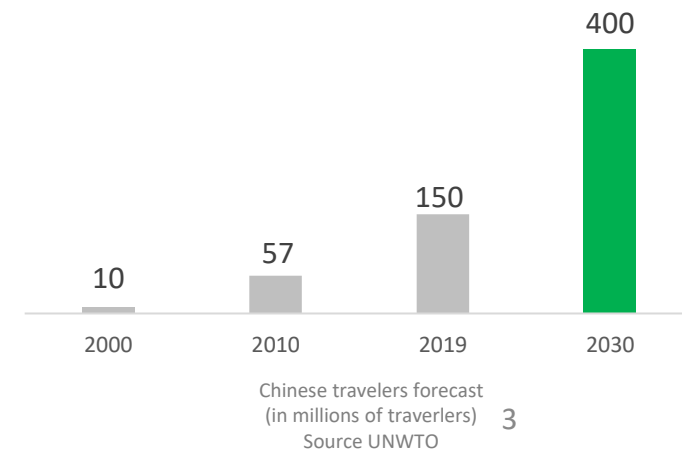
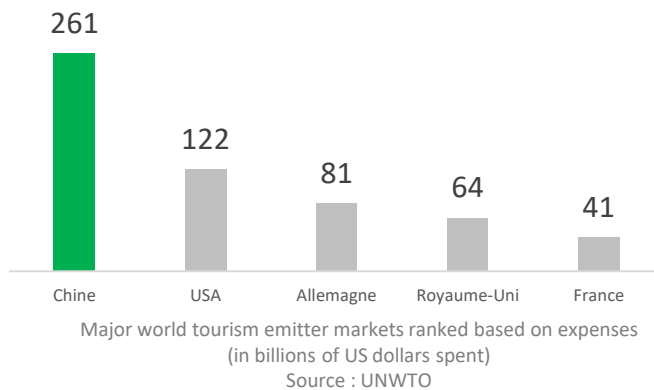
Long-Haul Travel Barometer 1/2021 ----- <https://etc-corporate.org/news/chinese-travellers-demonstrate-the-strongest-enthusiasm-for-resuming-overseas-travel/>

“China is willing to discuss with other countries over mutual recognition of COVID-19 vaccinations, which is helpful to resume and secure safe and orderly people-to-people exchanges, China's State Councilor and Foreign Minister Wang Yi said on Sunday.”

Global Times ----- <https://www.globaltimes.cn/page/202103/1217623.shtml>

“China was hit first and should therefore be one of the first countries to recover, which would prove to be positive for European-Chinese tourism co-operation. By the time Europe can go back to normal, China might be ready for long haul travel again. We expect the European travel industry to recover in 2021.”

Eduardo Santander, Executive Director of the European Travel Commission



CONTEXT

- Further to the **first European Recovery Plan that has just ended in March 2021**, it is more than ever important to **consolidate the relationships with these customers** that can now plan their **next holidays in Europe**
- We clearly observe **a change** in the **traveling behaviors** post COVID crisis, where **FITs are reinforced** compared to groups that now appear far less safe.
- **The Chinese FITs** contributed to an important part in the segment of oversea travelers, **featuring as the most spending tourists in Europe**.
- In times of a worldwide crisis, where there has been a **marked increase in social media usage, livestreaming and video formats** have now become one of the **main communication tools for touristic institutions** to stay in contact with Chinese FITs.
- One of the **greatest challenges** is to keep in touch with Chinese travelers who, until 2019, represented a **high proportion of tourism revenues in Europe**



SCOPE

- The Campaign ***Europe, Behind the Scenes*** aims at shedding light on the hidden European treasures and contribute to the understanding that there are places ***“equally worth of visiting” behind the iconic sites***
- This Campaign **follows up on the previous one “Wanderlust, Wonder Europe”** and will reinforce, thanks to its unique video format, **the immersion process** adding the **perspective of converting Chinese tourists** in the months to come
- **Europe, Behind the Scenes** is addressed exclusively to **Destination Management Organization (DMO)s** in Europe
- **Size does not matter!** Assessment of qualifying DMOs based solely on their objectives and strategy
- **EuroPass & ETOA** will supply **support** throughout the **overall project** to help DMOs identifying the right assets to put into the mini-series, video formats and live streams.
- The Campaign objectives include **dispersal of tourist flow** across the full network of **selected destinations**

CONTEXT

EUROPE, BEHIND THE SCENES

KEY POINTS

Now that the vaccination process is deployed worldwide, this Campaign is aiming to pursue the efforts engaged in the previous Campaign. The second semester 2021 is expected to welcome the first Chinese tourists back to Europe. The European Travel Commission and EuroPass will capitalize on all the assets deployed in the previous Campaign to convert them into operational bookings.

- **A selection of European** destinations will be participating through the Campaign out of all the applications received
- **An extensive communication campaign** divided in 2 main sequences of actions :
 - June. 2021 to Aug. 2021 : Promotional Video Campaign dedicated to each selected partner
 - September 2021 : User Generated Content Challenge
- A **branding** campaign based on the last tools linked to Chinese consumption trends (videos & live) 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 May 7th 2021, 12.00am**

EUROPEAN RECOVERY PLAN

WHY?

Further to the previous European Recovery Plan launched in 2020, it is now and more than ever necessary to address the Chinese FITs that can now start scheduling their next trip to Europe.

To achieve this goal and generate the expected outputs, EuroPass has been mandated again to implement this second Campaign **“Europe, Behind the Scenes”** to reassure, inspire and convert the Chinese Market, presenting the highest ratio of traveling intentions in Europe.

Why is it critical to act collectively?

- For the first time, the European tourism industry as whole has been hit by the consequences of the epidemic, jeopardizing the future of thousands of companies within the sector
- Coordinated 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.



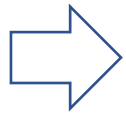
Strategy of the campaign

- **The ETC social networks accounts** which are very popular in China, will be used and linked to the ones of destinations selected for the Campaign. Besides, **the Destination's social networks** will specifically be used as promotional vectors too.
- **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...)
- **A video-based Campaign with lucky draws** all way long will generate the interest of Chinese people and will surf on the latest SoMe trends developed in China during the Covid period.
- **Phase 1: Promotional Video Campaign in EU** based on advanced mini-series shooting within the different destinations and the production of Live Streaming. Video extracts and viral content will be published on Douyin, Wechat Channel, weibo and wechat accounts. A Chinese correspondent and/ or local KOL will be identified in each selected destination to assure a smooth production of the miniseries.
- **Phase 2: User-generated content (UGC) Challenge hosted on Douyin** : The famous and extremely Viral Douyin Challenge partnered with Douyin company itself, reaching millions of Chinese tourists and showcasing contents produced for the Campaign to enhance the highlights of each destination. In the same idea of the Ice-bucket challenge applied to tourism.

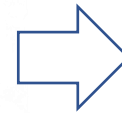


THE GROWING IMPACT OF SERIES ON CHINESE TOURISM

- The shooting of Chinese miniseries within Europe have been developing a lot and revealed the creation of a major impact in the appeal of regions / cities showcased.
- Video shooting a territory with the right storytelling to better inspire the Chinese FITs to come and experience on-site !



A great example of successful mini-series has been shot in Colmar in 2017, « Chinese Restaurant » and had a huge impact in terms of visits after the diffusion : [Link](#)



RESULTS FOR COLMAR CITY TOURISM

- The number of nights spent in Colmar by Chinese Tourists jumped in 2017 from 4877 to 11 640 in 2018.
- Thanks to the production of qualitative video content about Colmar's gastronomy shown during the "European Best Destination contest", the destination won and has been selected "European Best Destination 2020" with the best score ever achieved: over 179,000 votes, with 82% coming from an international audience



AN INNOVATIVE EUROPEAN CAMPAIGN BASED ON MINISERIES SHOOTING & LIVE STREAMS (1)



MINISERIES SHOOTING PER PARTNER

Based on the success series Skam from Norway with many European remakes, a mini-series based on the campaign named **Europe - behind the scenes**, will be created, showcasing in depth all the partner destinations. Just as Skam, it will involve different persons presenting their story. EuroPass will select Chinese local correspondents within each selected destination that will guide the viewers through fascinating experiences.



Concept

The idea is to create **vlogs** across European destinations that will give an appointment to the viewers **throughout the campaign duration**. These rendez-vous will be based on the unexpected highlights of the destinations or experiences which are lesser known but present a strong and very immersive appeal !

During the shooting, interviews of the actors, backstage captures and extracts from the making off will be pushed on official social networks of the campaign but also the partner's SoMe to boost their notoriety.

AN INNOVATIVE EUROPEAN CAMPAIGN BASED ON MINISERIES SHOOTING & **LIVE STREAMS** (2)



- The huge success of the Douyin video platform in China, as well as of its international twin, **TikTok** (both subsidiaries of the Chinese company "Bytedance"), has considerably **increased the public's appetite for video content**.
- At the same time, the travel restrictions caused by the pandemic have developed **the public's desire to increase digital interactions if they cannot be physical**.
- As a result, the number and audience of **live streams** has **increased significantly** since March 2020 with the rise of new tools : wechat channels, wechat miniprogram videos, weibo...

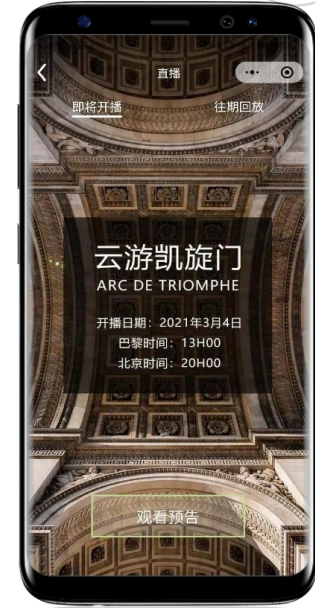
Campaign Concept

➤ Purpose of the livestreams

- Guide the Chinese audience behind the scenes to show **Europe's hidden gems** and **surprising new adventures**
- Maintain the connection and engagement with the audience throughout the campaign. Prize draws will be organized to increase drastically the audience

How

- **Livestreams will be broadcasted on several channels at once** (WeChat Mini-Program, WeChat Channel, Weibo, etc.) to **increase the audience** as well as **the number of interactions**.
- The concept of live is **immediacy**, while many platforms remove content after the livestreaming, **EuroPass technology allows you to keep your content online for replay and / or to share on other channels**
- Each partner will have the possibility **to sell his touristic products** (Hotels, attractions, goods, ...) according to his strategy. This has the double advantage to **stimulate the audience** and **generate revenues**



THE DOUYIN CHALLENGE - CONCEPT

WHY USING DOUYIN (i.e. TIK TOK)

- A platform of video content creation based on the sharing principle. The videos last between 15s and 3 mins and the platform offers lots of special effects features which are plug and play.
-> This channel targets the emotion transmission within short duration formats
- The contents are inspired from the daily life and look at recent news and/or events
-> This allows the creation of a belonging feeling connecting with the audience
- Douyin is very popular in China, specifically among the young middle class
-> The most popular short-video streaming platform

For a destination, the goal to achieve consists in creating an emotional link with the users and to push them to create original contents related to the destination and aiming at creating a “buzz effect”.



Creating a Douyin video, costs in average between 2K€ and 10K€... This operation will allow the Campaign partners to benefit at a limited cost from the creativity of thousands of Douyin Challenge users. It will be a good option to capture this content and share it on the destination's own social networks.

THE DOUYIN CHALLENGE - STORYTELLING

Douyin Game Contest

An on-line contest will be organized on the Douyin Platform and will be triggered at the beginning of september 2021, to prepare for the Golden Week.

The winners will receive exclusive gifts from the organizers of the promotional Campaign « Europe, Behind the scenes ». The idea is to remain on dream experiences that are off the beaten path.



For this campaign, users can contribute by sharing their dreams of an unexpected European adventure **behind the screen**.

This challenge name refers to the official campaign name *Europe – Behind the scenes*. Users will now experience European Destinations behind their screens.

Together with participating partner destinations, the creative idea of user participation will be defined during the campaign set-up.

Besides, Chinese correspondents and KOLs that are guiding through the mini-series will help attract users and build an early impact

EUROPE, BEHIND THE SCENES CAMPAIGN - PLANNING

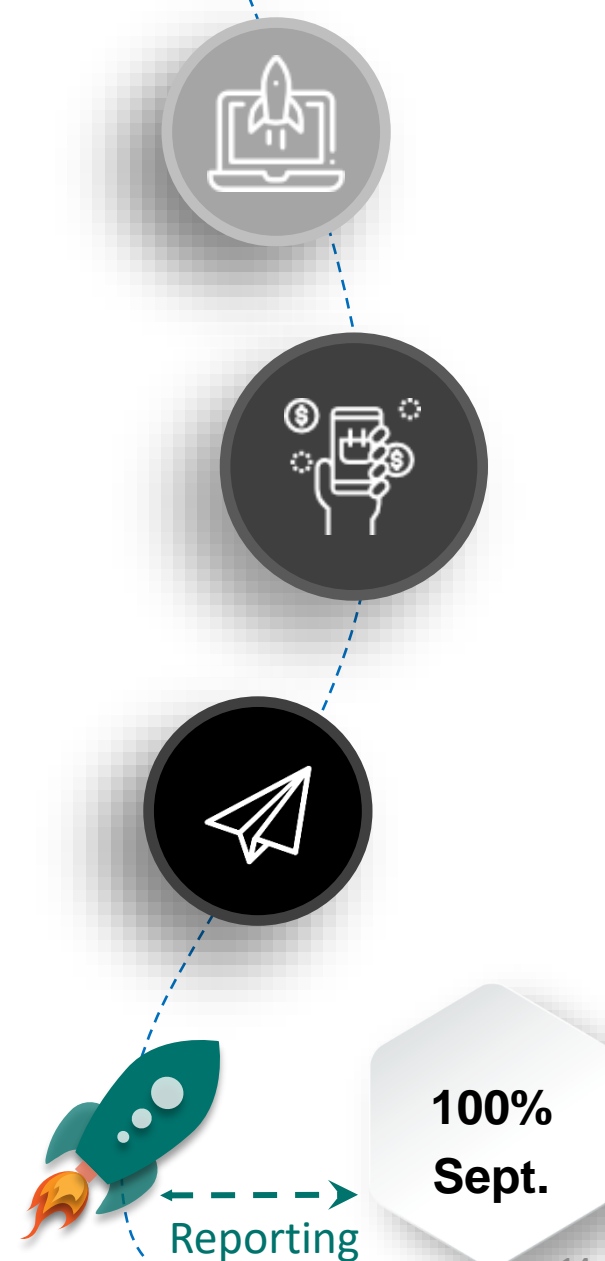


Selection of up to 20 destinations (tbc) among all candidates. All the applications will be ranked according to their notation and a waiting list will be created. By May, 12th the selected candidates will be revealed. The selection will be done on objective criteria, including: 1/Chinese strategy 2/Matching degree with one of the Campaign themes 3/ Offer for FIT 3/ Sustainability. The size of the DMO will not be a factor.

For one month, EuroPass team will prepare the campaign with each destination. Full assistance will be given to the Destination through this process. We'll define together: 1/ Brand to promote 2/ the storyboard of the miniseries 3/ the storyboard of the live streaming 4/ Hotspots to shoot 5/ Content available 6/ Local partners to engage 7/ Integration process for the Douyin Challenge

The first phase of the campaign will focus on animating a wide pan-european miniseries showcasing the topics hidden behind the scenes of each selected partner and then enhance the Chinese audience to discover it. Many extracts of the miniseries, making of, interviews will be published both on ETC SoMe but also on the partner social media accounts to boost their growth. Besides, a live streaming displayed on several channels at once will be scheduled and shot for each different partner selected. We will then identify the topics, the local Chinese correspondents that will be implementing that action and write an attractive storytelling "behind the scenes". EuroPass team will ensure the full process along with the partner. This will be a great opportunity to commercialize during the live streams the attractions, hotels and retail products shall the destinations be interested.

The Goal of creating a Douyin challenge is clearly to put the Campaign as a Douyin Hot Topic for one entire month. The users will have to reproduce scenes which will be determined in advance respecting the highlights of each different destination taking part into the Campaign. This challenge generates the creation of thousands of videos from the Chinese audience that shall be reproduced according to the storyboard determined for 'Europe, behind the scenes. This channel will be one of the most viral based on the principle of user generated content.



EUROPEAN RECOVERY PLAN PARTNER PACK - CONTENT

ITEMS	AMOUNT
Content dedicated to each partner	
Mini-Series Video	2
Live stream	1
Wechat Posts	2
Weibo Posts	10
Content about the campaign in general	
General Campaign clip	1
Global final Live stream	1
Promotional Weibo posts on ETC	5
Douyin Challenge	1

CAMPAIGN PROCESS

- During the miniseries shooting per partner destination, the following actions will be achieved in addition to the video releases:
 - 2 interviews of the KOLs and or chinese representative
 - 3 Making-Of cuts linked to the scenes shot
 - 10 pictures ready for SoMe use showcasing the shooting
- During the live streaming Phase, the Chinese Local Correspondents will be able to shoot several Hot Spots and to sell up to 20 products (references) on-line which will need to be validated first to comply with the sales tool formats

NOTE: The DOUYIN Challenge will only be confirmed if the threshold of 20 partner destinations is reached. Shall this stage not be reached, ETC and EuroPass will review the previous Partner Pack to increase the number of activations per category to reallocate the resources.

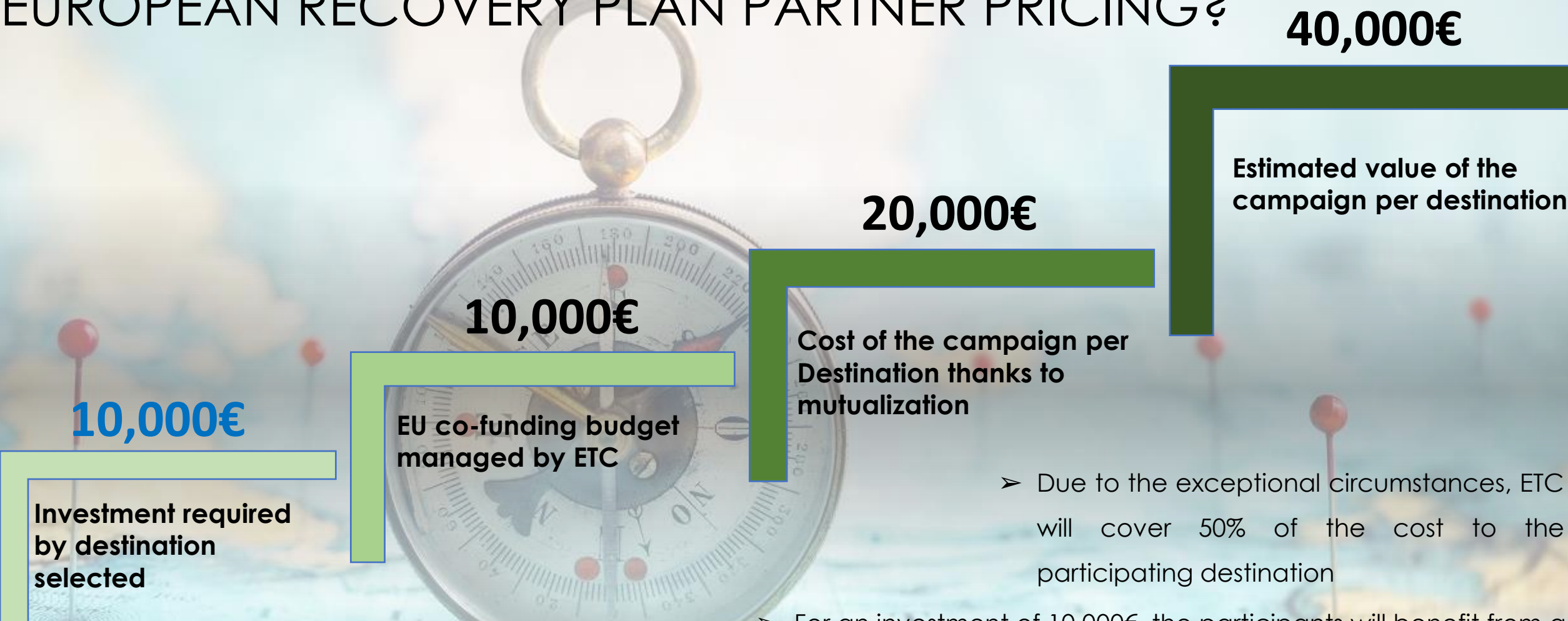
EUROPE BEHIND THE SCENES - KPIs

For each co-op package, the objective set is to reach over **20 million page views** and over **160 000 interactions** (likes, comments, shares).

Item	Page views	Interactions
Content dedicated to the co-op partner		
Mini-Series Video	400 000	2 000
Live stream	30 000	10 000
Wechat Articles	2000	100
Weibo Posts	40 000	100
Content about the campaign in general		
General campaign clip	500 000	5000
Global final Live stream global final	100 000	50 000
Promotional Weibo Posts on ETC	250 000	200
Douyin Challenge	20 000 000	100 000
Total	21 322 000	167 400



EUROPEAN RECOVERY PLAN PARTNER PRICING?



- 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

- Due to the exceptional circumstances, ETC will cover 50% of the cost to the participating destination
- For an investment of 10,000€, the participants will benefit from a 20,000€ campaign cost, with an estimated value of 40,000€
- 20 European Destinations (tbc) will then be selected after the application process has been completed over April 2020

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A united team of experts to assist you through the recovery process !



THANK YOU !

