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New Horizons: ETC Virtual Travel Trade Show in China

中欧新视界：欧洲旅游委员会线上推介会



Europe Virtual Travel Trade Show in China:
19-23 April 2021

European NTO Info Kit– February 2021



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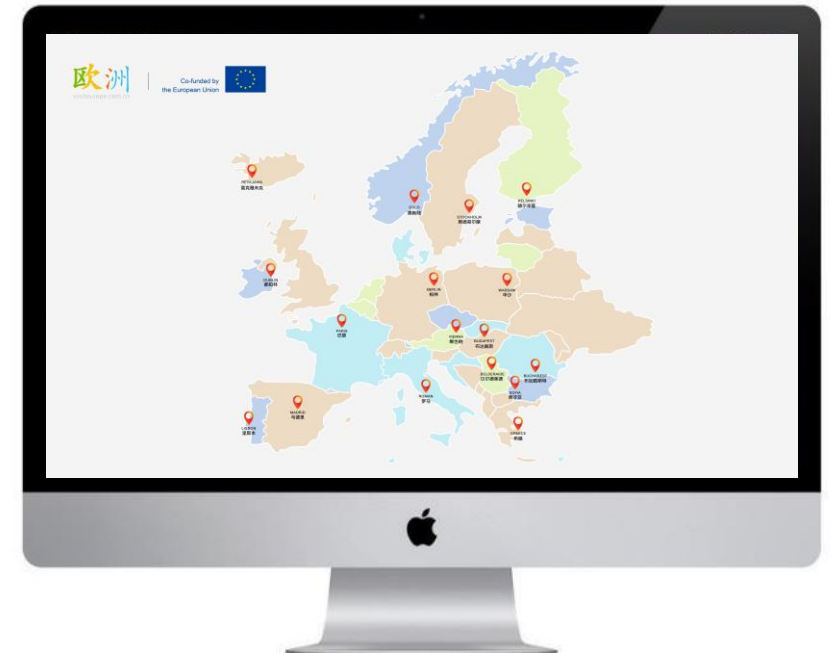
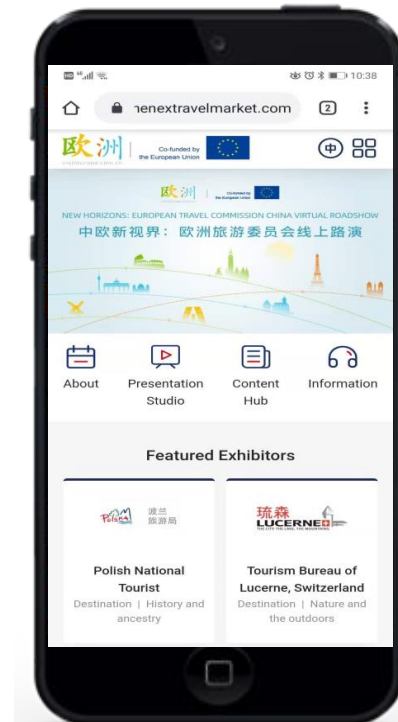
1. What is the Europe China Virtual Travel Trade Show in China?
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1. What is the *Europe Virtual Travel Trade Show in China*?

The ETC Virtual Travel Trade Show is a **free, 100% online matchmaking event connecting European destinations and travel companies with more than 200 pre-qualified Chinese buyers for 1-on-1 meetings**

All ETC Member and European Member State NTOs are guaranteed participation

- Fully **bilingual** – English & Chinese
- Connect on **PC, Mobile or WeChat**
- Your own Digital Profile** for Buyers to discover your business & request a 1-on-1 meeting
- Matchmaking & 1-on-1 meetings by video call & chat** with auto text translation
- Data collection on all Buyers** to power your China market recovery



2. What is the event program?

Live event: 19-23 April 2021 with five (5) half-days of 1-on-1 meetings

The detailed program will be released by March 10th, to all approved European Participants



Day 1: 19/4

Half Day

(Morning, Europe time)

Live Opening Forum (For Chinese trade)

Pre-scheduled 1-on-1 meetings

Day 2: 20/4

Theme: Nature & Outdoors

Half day

(Morning, Europe time)

Pre-scheduled 1-on-1 meetings

Day 3: 21/4

Theme: Creative Cities

Half day

(Morning, Europe time)

Pre-scheduled 1-on-1 meetings

Day 4: 22/4

Theme: History & Ancestry

Half day

(Morning, Europe time)

Pre-scheduled 1-on-1 meetings

Day 5: 23/4

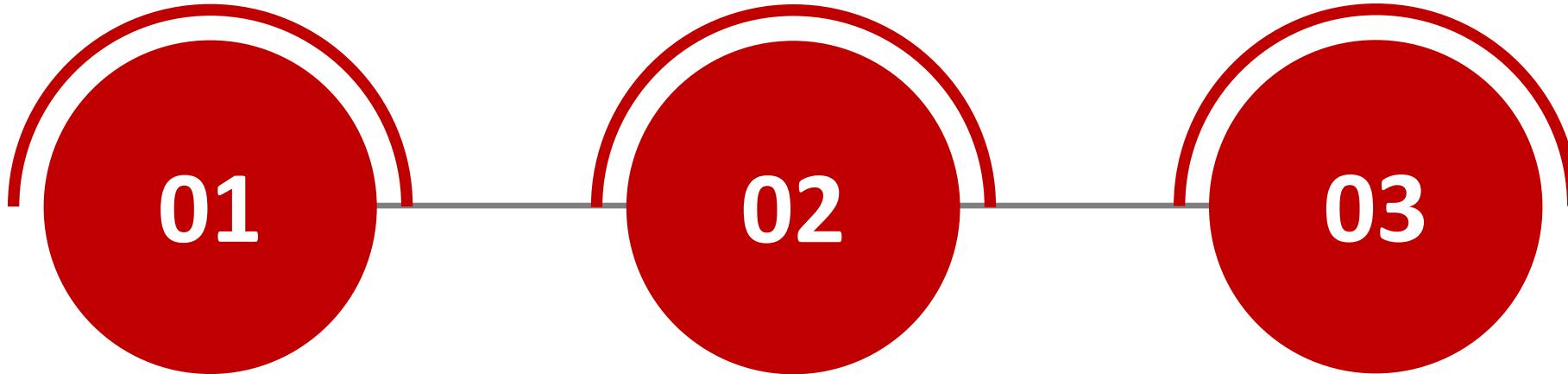
Half day

(Morning, Europe time)

Pre-scheduled 1-on-1 meetings

3. Who is participating?

- Every ETC Member and EU Member State NTO is guaranteed participation
- NTOs may extend the invitation to local partners (“European Participants”)
- Every European participant is guaranteed a minimum of 15 1-on-1 meetings with pre-qualified buyers



100 European Exhibitors

European companies targeting affluent Chinese travelers with a focus on *Nature & Outdoors*, *Creative Cities* and *Places of History & Ancestry*

+200 Chinese Buyers

Pre-qualified Buyers from 1st Tier City source markets with affluent customer base, focused on high value private & tailor made groups

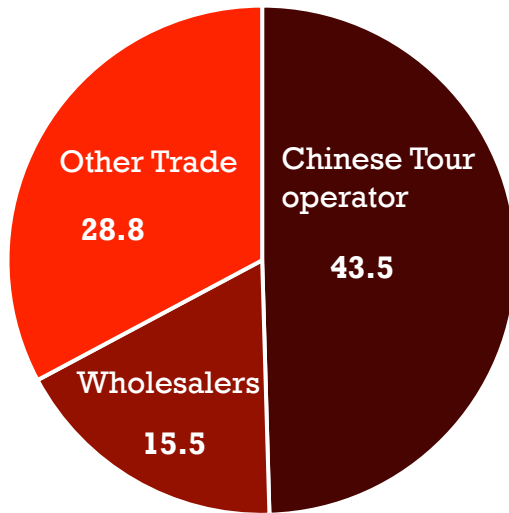
Thousands more Chinese Industry Professionals

High impact marketing to more than 60,000 Chinese outbound travel trade professionals to put Europe top-of-mind for outbound travel recovery

3. Who is participating? Chinese Buyer Profile

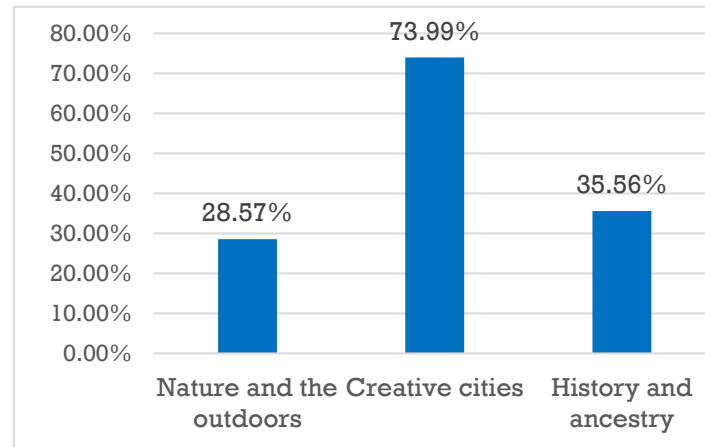
- Only Buyers focused on high value small group and tailor made travel from First Tier City and emerging “New” First Tier City source markets will be invited
- Buyer Program team will drive Buyers to actively request and complete 1-on-1 meetings to generate more value for European participants

Company type



■ Tour Operator ■ Wholesaler ■ Other travel trade

Target Theme



Target markets

Geotargeting 1st and New First Tier Cities for semi-FIT market

- East China (Shanghai, Hangzhou, Nanjing)
- South China (Guangzhou, Shenzhen)
- North China (Beijing, Tianjin, Xian)
- Central China (Wuhan, Changsha)
- South West(Chengdu, Kunming, Chongqing)
- North East (Dalian, Harbin, Shenyang)

4. What are the benefits for European Participants?

Participation is free with the support of the *European Travel Commission & European Union*

Immediate business opportunities during 5-days of 1-on-1 appointments via video and chat plus year-round Digital Profile and marketing to the Chinese travel industry

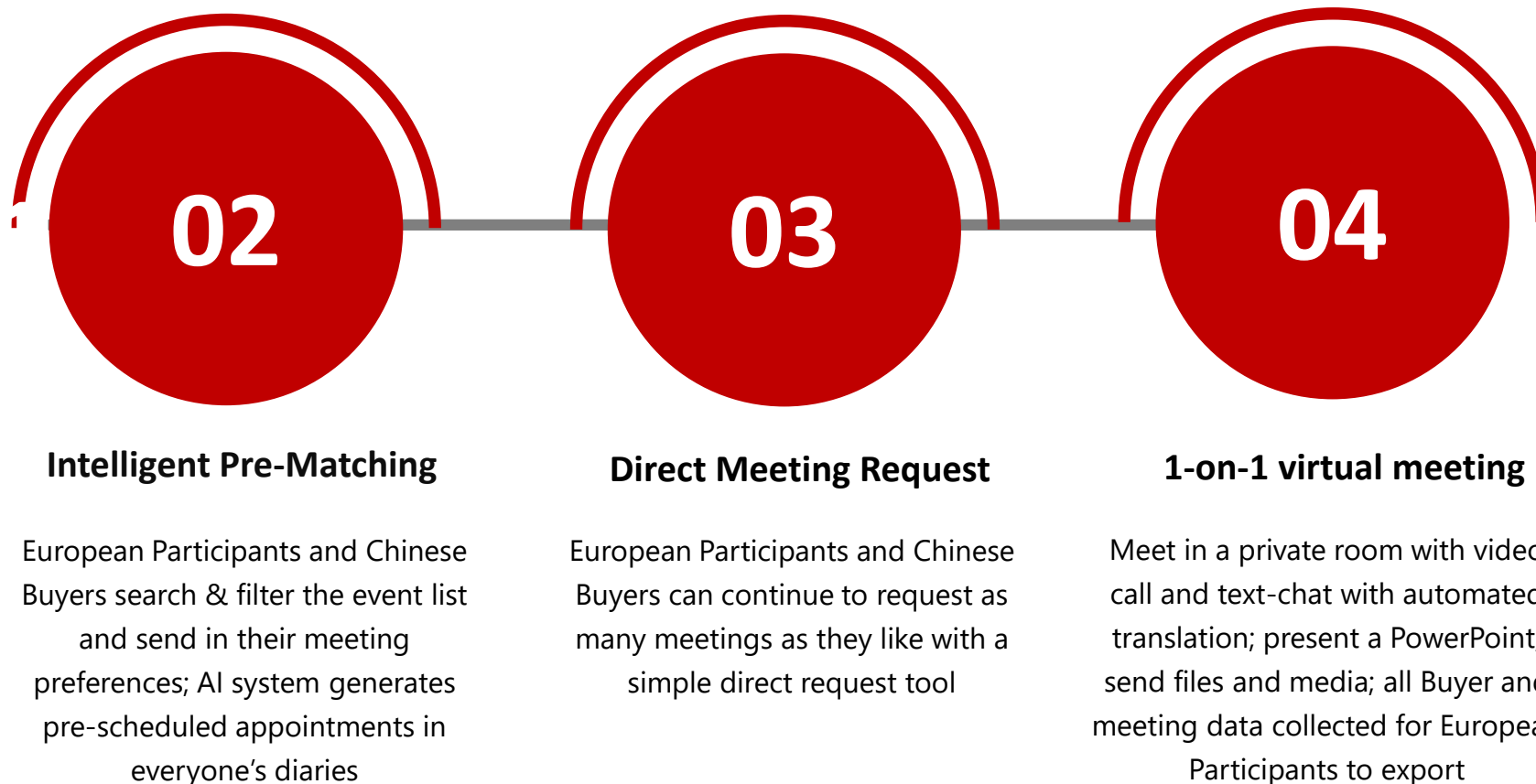
- **Intelligent matchmaking platform connecting destinations and their partners with more than 200 pre-qualified Chinese Buyers**
- **Minimum 15 guaranteed 1-on-1 meetings for every local European partner**
- **Digital Profile** to introduce your product to Chinese Buyers and travel trade professionals
- **Year-round market presence** with ongoing promotion to +60,000 Chinese travel advisors
- **Export data on all Buyers** (incl. contact details & more) so that you can continue developing partnerships



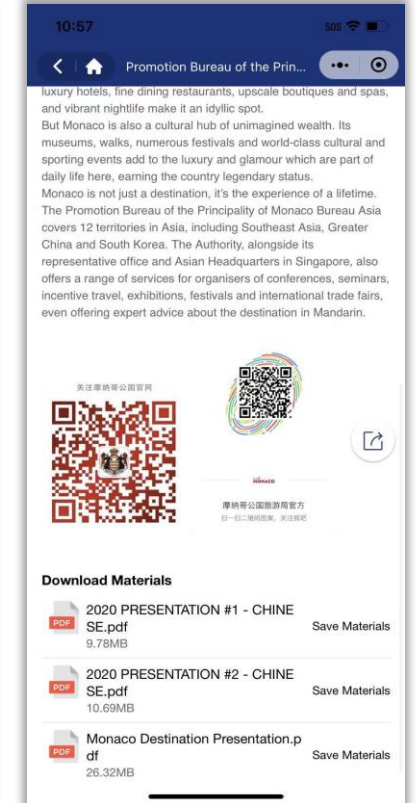
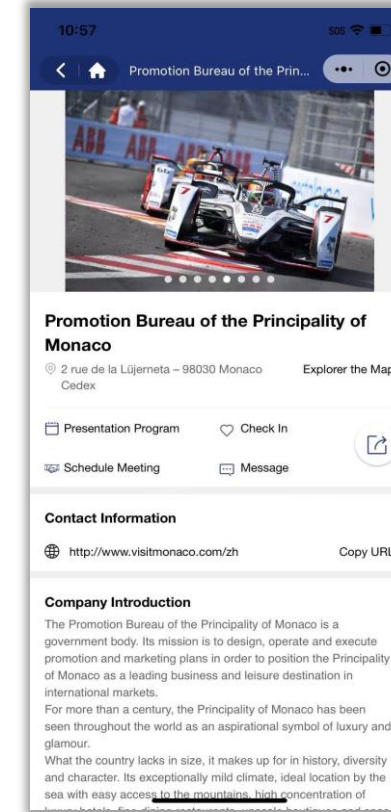
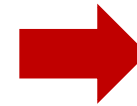
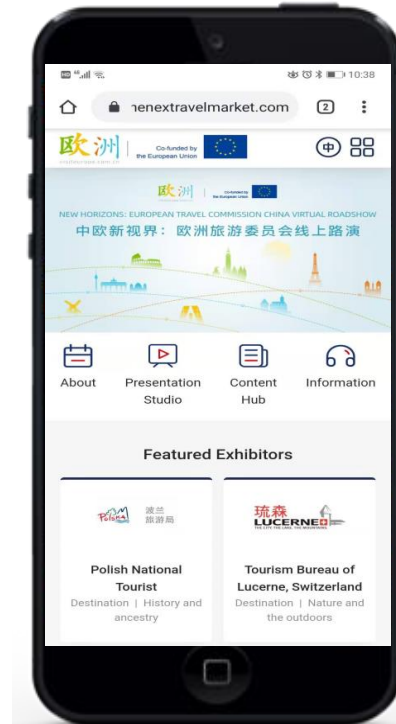
5. How is the virtual event experience? *Overview*

The event will feature **TWO matchmaking options** to secure more meetings for every European Participant:

1. **Intelligent Pre-Matchmaking** will fill up pre-scheduled meeting diaries before the live event begins
2. **Direct Meeting Request:** request even more meetings with Buyers until the live event ends



5. How is the virtual event experience? *The Exhibition*



1. Buyer search an Exhibition Map or Listing with filtering tools to discover European Participant Digital Profiles.
2. All NTOs will also feature on the Exhibition Map and Listing, with their co-exhibiting local partners

3. Buyers click through to Digital Profile to **request 1-on-1 meetings**, learn about your destination/ European Participant & download materials

5. How is the virtual event experience? *1-on-1 Virtual Meetings*

After matching, meetings are conducted in a **Private Meeting Room** with **video call** & **translated chat**

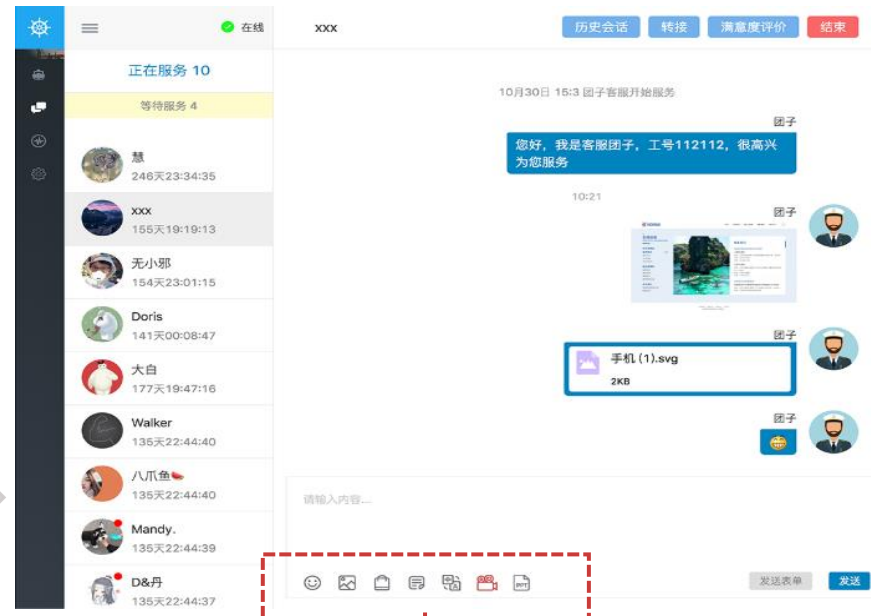
1. Auto pre-matching*

Buyers & Sellers
send preferences
before event;
system matches &
pre-fills diaries

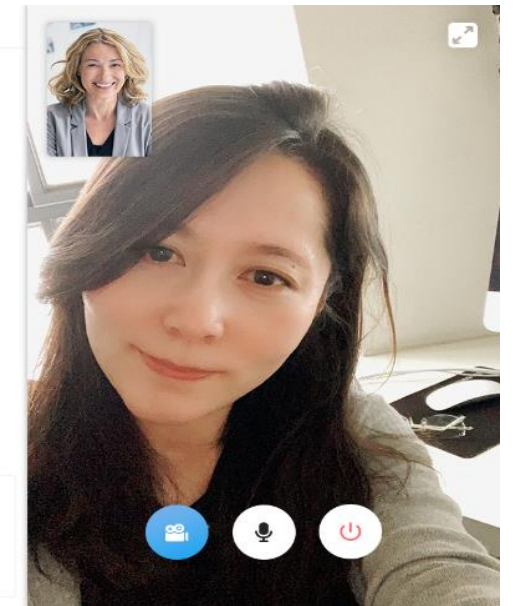
*Opens 10 days before go-live date

2. Direct Meeting Request

Buyers &
Exhibitors filter
& search to
request
meetings
directly

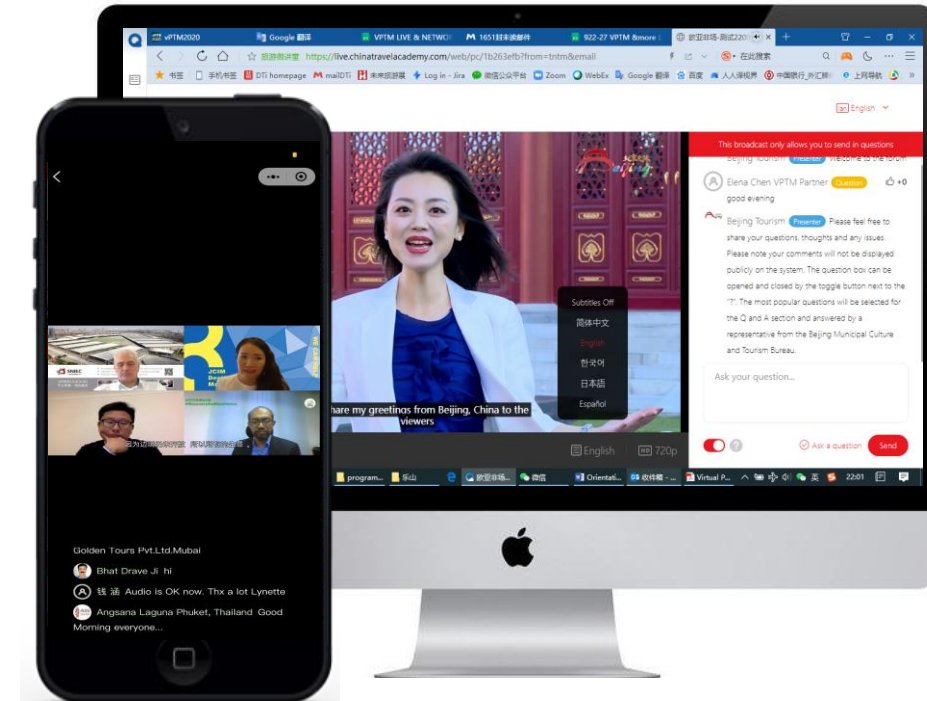
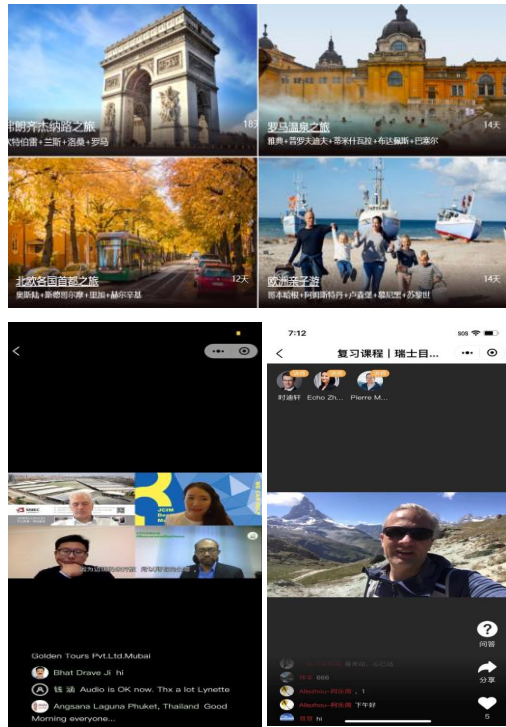


Chat room w/ **2-way auto text translation**; content library to send files, images & videos



Video chat; launch PPT; quick link to invite more colleagues to the call

6. How will we maximise impact in China?



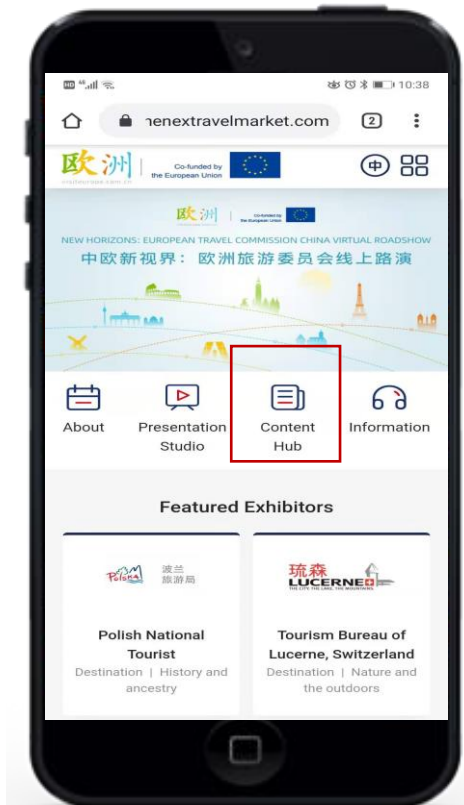
1. Content Hub will provide info and resources to Chinese travel agents helping them create new European travel products

2. Trade Marketing Campaign to +60,000 Chinese outbound travel trade professionals to make Europe top-of-mind as the first destination to sell after travel resumes

3. Virtual Opening Forum with senior Chinese government & industry stakeholder presentations and panel discussions, promoted to +60,000 Chinese travel trade professionals and via other industry media partnerships

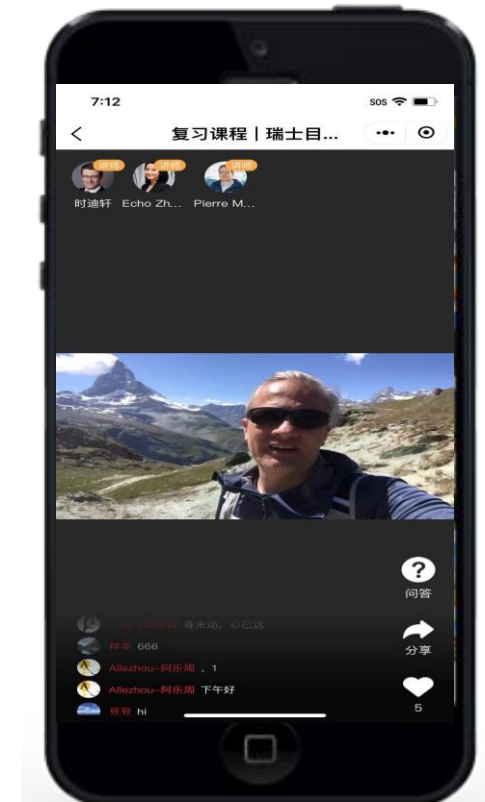
7. What exposure will this generate for NTOs?

- In addition to NTO “booths” and access to matchmaking, the event will feature a **Content Hub** with live & on-demand content themed around Nature, Creative Cities, History & Ancestry.
- All **NTOs can pre-record a webinar presentation (45 mins) promoted to +60,000 outbound Chinese travel trade professionals** and NTOs can provide marketing materials for Chinese buyers to download



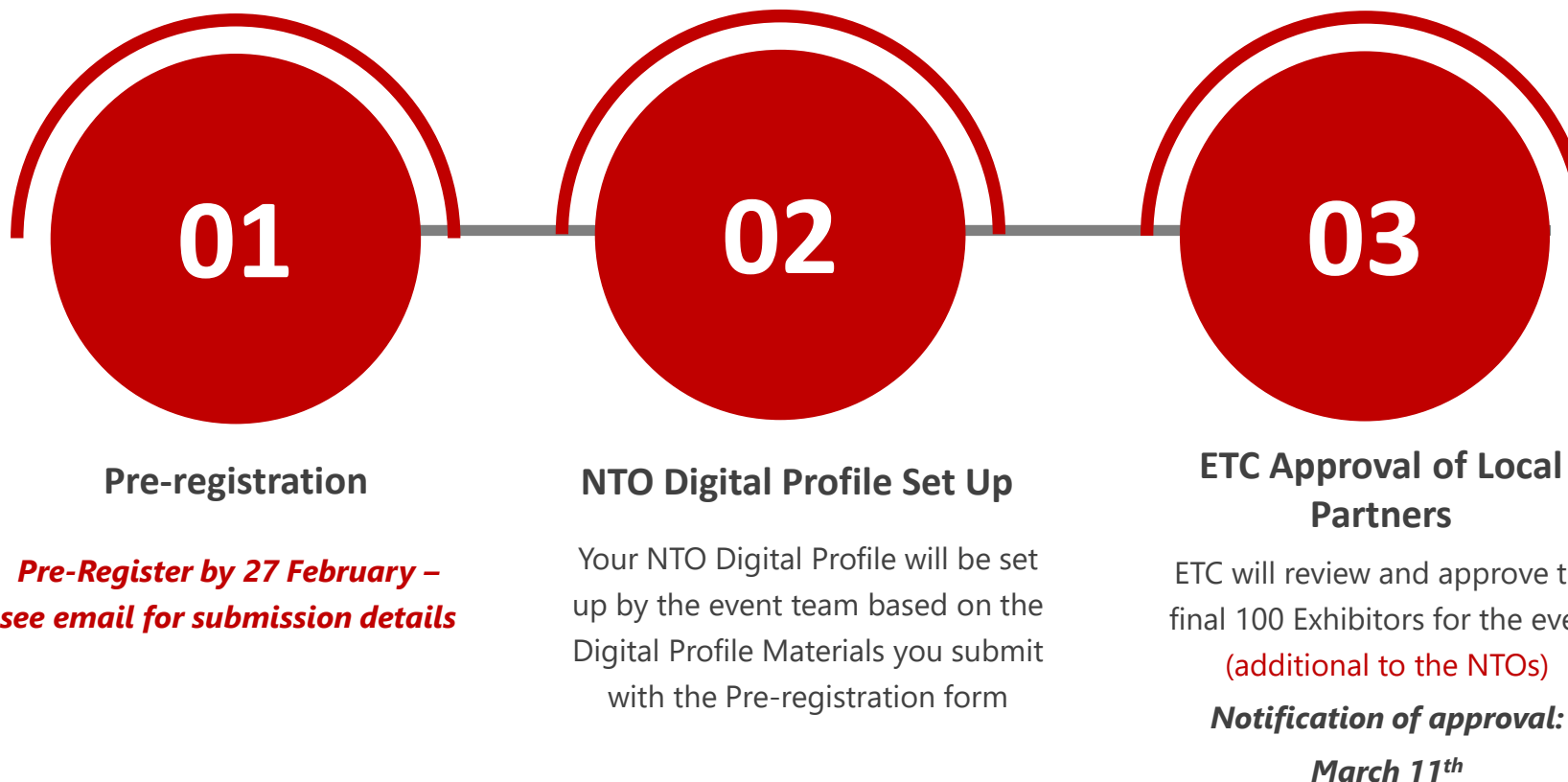
The Content Hub will provide inspiration and resources to Chinese travel agents helping them create new European products and market and sell Europe first when travel resumes. All NTOs will be invited to submit:

- On-demand destination presentations from all ETC member and EU Member State NTOs
- On-demand content & resources for the trade to study and download:
 - Destination videos and images
 - Itinerary guides, and brochures



8. How to Pre-register for the event?

You must Pre-Register by 27 February 2021 by completing the NTO Pre-Registration Form and providing the required NTO Digital Profile Materials – see next page and email for instructions



Pre-registration info

1. Pre-register by 27 February 2021 by completing and submitting the **NTO Pre-Registration Form** and providing the required **NTO Digital Profile Materials** to:
 - a) Eric Cui: Eric.Cui@dragontrail.com; **and**
 - b) Helen Zhong: Helen.Zhong@dragontrail.com
2. If you would like more information on the event before pre-registering, please email:
 - a) Bora Shnitman: bora.sh@dragontrail.com

