A Digital Strategy for Destination Europe 2020

Valeria Croce
Head of Research & Development
Zadar, 23rd October 2013
The European Travel Commission (ETC)

“Work together to build the value of tourism to all the beautiful and diverse countries of Europe through cooperating in areas of sharing best practices, market intelligence and promotion.”

ETC is an international non profit-making organisation based in Brussels.

ETC is responsible for the promotion of Europe as a tourist destination.

It represents 33 National Tourist Organisations (NTOs) in Europe.

ETC undertakes three basic activities: marketing, research and advocacy.
Destination Europe 2020

- A joint initiative of the European Commission and the European Travel Commission
- A programme of activities to enhance the promotion and visibility of Europe and its destinations in key extra-European markets
- October 2012 – February 2014 (18 months)
- Budget: € 1.3 mn
- Define a strategy for Destination Europe, which...
  - Responds to shifting patterns in tourism flows, especially in long-haul markets
  - Draws from extensive research in key markets
  - Engages all relevant stakeholders in a consumer-oriented consultation process, in Europe and key markets
  - Foresees short and medium term marketing activities
  - In the longer term, reposition Europe’s brand
Strategy Building Process

Support actions
- Build trustworthiness, gain relevant insight, monitor trends

Tactical actions
- Generate visibility, create awareness, stimulate travel, engage visitors

Industry consultation
Research
e-marketing activities
PR & Communication

Destination Europe 2020
Long Term Strategy
12 February 2014, Brussels
Tactical actions 2013-2014

- E-marketing activities
- Euroshorts Video Campaign
- My Passport 2 Europe
- Trip Inspirer App
- China Blogger Campaign
- PR and Communication activities
Target audience

**Emerging markets**
- Brazil
- China

**Established markets**
- USA
- Canada

**Consumer - b2c**
- 30-40, affluent, well-educated, multilingual
- 25-45, young, professionals, higher income group
- 18-30, FIT, first-time travellers
- 55-70, Baby-boomers

**Trade - b2b**
- NTOs, Tour Operators, Travel Agencies, Airlines
**Euro-Shorts Video Campaign**

- **Objective:** Create a new inspirational short film to promote Europe and generate buzz on social media
- **Activity:** Competition for European young filmmakers drawing more than 120 valid entries from 24 countries
- **Partners:** Eurail / Screen South
- **Winner** ‘Roll the Dice’ by Benoit Detalle & Marija Jacimovic, Serbia
- **Travel & Production in July & August**
- **Launch of the final cut film at WTM London 2013**

Euroshorts Video Campaign

ROLL THE DICE
Passport 2 Europe

Choose your three dream European destinations!

1. Choose a leading destination
2. Learn more about Europe and test your knowledge
3. And win the trip of a lifetime with VisitEurope.com

Begin your trip

Continue your trip

Germany

About
Nature
Culture
Leisure
Sports

Visit this country on VisitEurope.com
Share this on Facebook

Yes
No

Visit this country and pass the test?
Objective: Inspire SoMe users to visit Europe by giving them a chance to create and win their European dream vacation
Target: 18-34 year old in Brazil (Sao Paulo), Canada (Toronto), USA (NY)
Channels: standalone website, Facebook and Pinterest

Awarded company: Most Wanted
Partners: Orbitz, Eurail
Running: August 2013
Passport 2 Europe - KPIs

7074 total visits
288 visits/day (average)
Visits from almost all over the world (111 countries)

Visits amongst potential markets

- India: 114 visits
- Argentina: 77 visits
- Australia: 71 visits
- Mexico: 60 visits
- Singapore: 24 visits
- South Korea: 18 visits
- Chile: 16 visits
- Russia: 14 visits
- South Africa: 12 visits
- Colombia: 10 visits
- Ecuador: 10 visits
- Taiwan: 9 visits
- Uruguay: 9 visits
- Venezuela: 9 visits
- Peru: 8 visits
- Hong Kong: 7 visits
- Israel: 7 visits
- New Zealand: 7 visits
- Japan: 6 visits
- UAE: 5 visits
- Costa Rica: 4 visits
- Paraguay: 4 visits
- Bolivia: 3 visits
- Kuwait: 3 visits
- Saudi Arabia: 3 visits
- Guatemala: 2 visits
- Panama: 2 visits
Passport 2 Europe - KPIs

- 24,534 total daily impressions
- 4,856 daily organic reach
- 5,003 daily paid reach
- 666 daily viral reach
Trip Inspirer App

- Objective: Create an interactive tool to inspire customers to plan a trip to European destinations
- Pilot project for iPad and HTML5 mobile devices
- Target market: USA

- Developed by Amadeus for ETC
- Partners: eDreams (pilot campaign) / RailEurope
- Timeline:
  - Soft launch Beta Version in USA (November ‘13)
  - Deployment in Canada, Brazil, Chile, Argentina (December ‘13)
  - Official launch (February ‘14)
China Blogger Campaign

- Objective: Inspire potential Chinese tourists to visit Europe through videos and user generated content
- 5 popular Chinese travel blogger will tour 5 different European itineraries creating a video travel diary:

<table>
<thead>
<tr>
<th>Itinerary</th>
<th>Blogger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain, Portugal, Italy, Malta</td>
<td>Yi Fu</td>
</tr>
<tr>
<td>Poland, Czech Republic, Slovakia, Hungary, Austria</td>
<td>Jia Yunfeng</td>
</tr>
<tr>
<td>Slovenia, Croatia, Montenegro, Serbia, Romania, Bulgaria</td>
<td>Zhang Jinpeng</td>
</tr>
<tr>
<td>Germany, Belgium, Denmark, Norway, Sweden</td>
<td>Han Han</td>
</tr>
<tr>
<td>Finland, Estonia, Latvia, Lithuania</td>
<td>Mei Li</td>
</tr>
</tbody>
</table>

- Target group: Young Chinese travellers
- In partnership with Eurail
- Fall 2013
Other PR & Communication Activities

- VisitEurope Social Media Channels (Apr 13 - Oct 13)
  - USA & Canada: Europe (visiteurope.com) 47,545 Fans (+37%)
  - Brazil: Europa Já 9,242 Fans (+8%)
  - @visiteurope 5,297 Followers (+10,4)
  - @etc_corporate 242 Followers
  - Visiteurope 11,509 Views (+23,8%)
  - Visiteurope.com 1,220 Followers (+480%)
  - Visiteurope.com 1,405 Photosteam Views (+37,3%)
  - European Travel Commission 778 Followers
Next step

DISCOVER | PLAN | SHARE

Why visit? | History | People | Regions | Themes | Countries

Ready for Europe
Be ready to discover Europe’s most wonderful treasures: the world’s finest museums, breathtaking architecture and amazing landscapes.

READY FOR NEW STYLES?

EUROPE
WHENEVER YOU’RE READY

Atlantic Coast
The wild and woolly Atlantic rolls

North Sea
The North Sea region brings a

Iberian Peninsula
The Iberian Peninsula has been
Thank you for your attention!

Valeria Croce
Head of Research & Development
valeria.croce@visiteurope.com