
PROJECT BRIEF

Curation of Extraordinary Experiences of Europe

Award entity	European Travel Commission
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Deadline for applications	10 April 2020
Estimated starting date	April 2020
Estimated duration	2 months

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1. INTRODUCTION

This project is launched in the framework of an ad-hoc grant of the European Commission (EC) to the European Travel Commission (ETC) with the aims to support the promotion of thematic trans-European tourism products in third countries.

This project contributes to the implementation of ETC's marketing strategy [Horizon 2022](#)¹ which aims to build a distinctive image of Europe as a travel destination in long-haul markets, maintain its market share and better disperse travellers flows (in terms of geography and seasons) while taking into account residents' aspirations for sustainable tourism growth.

The present document is intended as a guideline based on ETC's goals and requirements. A clear understanding of these goals and requirements should be reflected in the proposal. Applicants are asked to interpret all aspects of this document carefully yet creatively, using their business intelligence, market experience and expertise to propose the best possible solution for the project. Additional ideas and suggestions that contribute to achieving the objectives of the project are welcome and should be clearly outlined in the proposal.

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About the European Travel Commission (ETC)

The European Travel Commission (ETC) is an international non-profit making association of official National Tourism Organisations (NTOs) in Europe. The organisation was established in 1948 and is headquartered in Brussels (Belgium). ETC's mission is to support the promotion of Europe as a tourist destination in major long-haul markets. For its member NTOs, ETC also provides a broad portfolio of market intelligence services and encourages the sharing of best practices. ETC is established as a private body (AISBL) under the law of Belgium.

Moreover, within the scope of its mission, ETC works regularly with the European Commission on a series of initiatives aimed at maintaining Europe's position as the world's leading travel destination.

Further information about ETC can be found on the website www.etc-corporate.org.

2. INFORMATION ABOUT THE PROJECT

2.1. PROJECT OVERVIEW

ETC intends to commission the curation of a set of extraordinary signature experiences of the brand Experience Europe (also referred to as the project) to a third party (hereinafter referred to as the contractor).

Today's discerning international travellers are seeking out destinations that deliver unique and authentic experiences that tap into their passion points. While Europe is one of the most diverse destinations in terms of the broad spectrum of experiences and products available, it still has a consumer appeal that is too generic and a rather undifferentiated image, particularly in long-haul markets. This perception originates foremost from Europe's most famous cities and landmarks that appeal to all kinds of travellers, especially among first-

¹ Please read the strategic document on <https://etc-corporate.org/our-campaigns/horizon-2022/>

time visitors. Moreover, the European tourism sector is quite fragmented with numerous players involved and a lack of cohesion across the board.

ETC is addressing this challenge by changing the paradigm of traditional volume-driven destination marketing to an approach based on quality in order to attract the 'right visitor'. Inbound tourism to Europe is, therefore, repurposed from a goal to a means to make places and communities in Europe flourish. ETC's ambition is that the European tourism sector and residents alike will become more actively involved in the branding and promotion of Europe as a destination, as it is the people in Europe who are its most effective brand ambassadors.

Crucial to achieving this vision is updating ETC's messages and content of promotional activities by placing people's interests and passions first. Europe shall not just be the sum of its individual iconic and popular places, but the result of the extraordinary experiences and stories clustered around certain interests or themes (also referred to as passions). This means that the promotion of Europe as a travel destination to overseas travellers evolves from a multi-destination brand to a **multiple interest brand** approach. Consequently, Europe's brand image shall become more specific and meaningful instead of a generic one.

ETC is developing a new global promotional campaign in the framework of this new strategic approach. The promotional campaign will firstly showcase a collection of extraordinary signature experiences that connect with people's passions and will secondly refer to the specific places in Europe that breathe that passion. The campaign is expected to roll out in 2020 and will showcase extraordinary experiences and personal stories around three specific passion points: **nature and the outdoors**, **creative cities** and **history and ancestry**.

The deliverables of the present project will lay the groundwork for the content development and production of audio-visual assets for distribution to target audiences as part of the above-mentioned global promotional campaign. The development and production of such content is not part of the scope of this project brief.

This project is implemented by ETC in cooperation with its member National Tourism Organisations². The activities subject of this project brief are co-funded by the European Union.

2.2. OBJECTIVES

The objectives of this project are:

- Enhance awareness of extraordinary experiences in lesser-known European destinations among ETC's global niche target communities of travellers
- Help build a distinctive image of Europe by broadening perceptions of what the continent has to offer as a destination
- Generate demand for travel to and around Europe, encouraging regional dispersal, length of stay and expenditure
- Align European destinations and the industry with the Horizon 2022 strategy and the Experience Europe brand purpose and values
- Inspire new product development

² Full list of member NTOs can be found on the website: <https://etc-corporate.org/our-members/>

2.3. TARGET GROUPS

The project is targeted and must be well-suited for the niche global communities of travellers whose main motivation to travel to a certain place is to enjoy experiences related to the following specific passion points:

- A. **Nature and the Outdoors:** Inspiring experiences and stories framed around human or nature-powered journeys that connect with the outdoors, the local culture, food and people in rural areas in line with the ethos of the **Slow Adventure movement**³.

This interest connects with the community of **Immersive Explorers**⁴; those who find togetherness in the wilderness and enjoy experiencing nature at their own pace. They want to learn about new cultures, experience new adventures and expand their perspectives from what they learn when travelling.

- B. **Creative Cities:** Inspiring experiences and stories framed around the local cultural scene and lifestyle (contemporary arts, architecture and design, fashion, music, street and performing arts) of small or medium-size urban areas.

This interest connects with the community of **City Life Enthusiasts**⁵; those who swap landmarks for local life, trade the well-worn path for a secret side street and crave a culture of creative contrast and artistic reinvention. They want to “live like a local” while developing their own creativity and put emphasis on the atmosphere of the places they visit.

- C. **History and Ancestry:** Ancestry and heritage-related experiences and stories in connection with historical places and events (places of memory, contemplation and commemoration) which exerted an influence in world history.

This passion connects with the community of **Explorers of Cultural Identity and Roots**⁶; those who step beyond borders into the theatre of world history, learning from the stories of yesterday with a desire to discover their own roots.

Within each of the three interest-based communities described above, the collection of extraordinary signature experiences must specifically appeal to affluent **(semi-)Free Independent Travellers**⁷ (FITs) from urban “melting pots” travelling for leisure (see figure 1) who are at the dreaming, consideration and/or sharing stage of their travel cycle (see figure 2) and help drive them down the path to purchase. There is a particular interest in engaging repeat visitors to Europe as opposed to first-time visitors from long-haul markets.

³ Please see the Slow Adventure Guide for a detailed overview of the ethos of the Slow Adventure movement: https://etc-corporate.org/uploads/2020/03/The_Slow_Adventure_Guide_compressed.pdf

⁴ For further information on the profile the community of Immersive Explorers see <https://etc-corporate.org/reports/tourism-passion-communities-immersive-explorers/>

⁵ For further information on the profile the community of City Life Enthusiasts see <https://etc-corporate.org/reports/tourism-passion-communities-city-life-enthusiasts/>

⁶ For further information on the profile the community of Explorers of Cultural Identity and Roots see <https://etc-corporate.org/reports/tourism-passion-communities-explorers-of-cultural-identity-and-roots/>

⁷ A Free Independent Travellers (FITs) is an individual or a small group (<10) of individuals who travel independently, not in a group. FITs plan and arrange their travel online by themselves. However, it should be noted that long-haul FITs are still likely to contact a tour operator or agent - which has previously arranged individual products and services for use by individual travellers - to book their trip given the particular knowledge, time and confidence required for planning a holiday to an overseas destination (semi-FITs).

Figure 1: Target audience

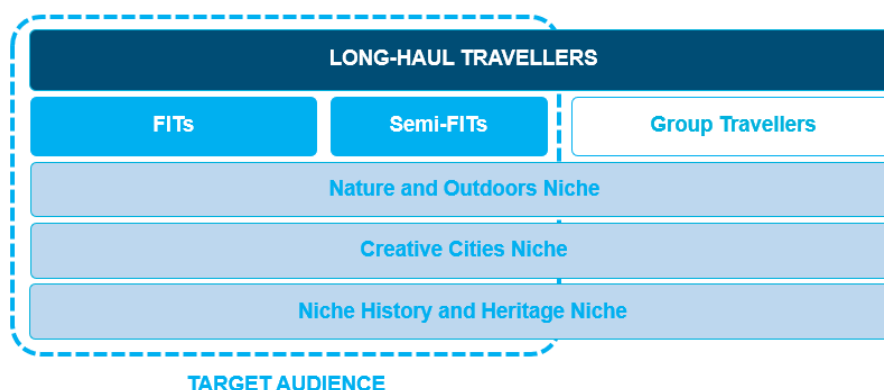


Figure 2: Stages of the travel cycle

DREAMING	"I'd like to take a holiday somewhere this year"
CONSIDERATION	"I'd like to visit either South East Asia or Europe"
PLANNING	"I've decided I'll visit Central Europe, now I need to book hotels and activities"
BOOKING	"I need to pay for my trip to Austria and Italy"
EXPERIENCING	"The Alps are amazing!"
SHARING (can occur before, during and/or after the trip)	"Look at this amazing trip I am going to take / am on / just got back from!"

3. DELIVERABLES AND REQUIREMENTS

The contractor is expected to deliver the minimum and technical requirements below. Proposals which are not compliant with these requirements will be excluded from further evaluation.

3.1. MINIMUM REQUIREMENTS

The contractor is expected to conceive a methodology and implement the curation of **Extraordinary Experiences of Europe** (also referred to as EEE) within a variety of niche areas and special interest categories.

For the purpose of this project, EEE are defined as unique and authentic experiences for the curious that connect visitors with the essence of a place and its people around a shared passion and thus enrich their lives mutually. These experiences dive deep in particular into either Europe's **history and ancestry, nature and the outdoors, creative cities** (see 2.3 *Target Groups*). They respond to the desire to venture beyond the well-worn paths by engaging visitors in a series of immersive activities on an emotional, physical, intellectual or social level. These experiences are powered by tangible or intangible products or services that are saleable to visitors. These EEE are meant to deliver on the promise and values of the **Experience Europe brand** (see *ANNEX 1. Experience Europe Brand Strategy*). They shall show international visitors, partners and stakeholders within Europe what the Experience Europe brand is all about.

A substantial amount of experiences with potential to become an EEE already exist, but their narrative is likely to require considerable restructuring and classification in order to be useful and comprehensible at a European scale. The contractor is expected to define the best approach and methodology for the curation of EEE, including a set of criteria to be taken into consideration. These criteria may include, but are not limited to, the following:

- share the same values as the Experience Europe brand and the corresponding passion values (brand alignment);
- have a strong market appeal among the niche target audience (expertise);
- have a good narrative connected to a personal story, either real or fictional (storytelling potential);
- be adapted to the uniqueness of certain overseas markets;
- be located in lesser-known destinations, rural areas, coastal areas or small or medium-size urban areas in a European country⁸;
- have a trans-European dimension;
- be environmentally, culturally and economically sustainable;
- have a positive impact in the local community (responsibility);
- be powered by tangible or intangible products or services that are offered to visitors by a legal entity properly constituted and registered under the national law;
- have been in the market for a minimum of two years with a proven track record for safe and professional quality operation;
- be committed to maintain the experience in the market for at least the next three years.

Each EEE must be “hand-picked” by the contractor and meticulously researched and analysed against the set of criteria. ETC and its partner destinations will provide guidance and assistance to the contractor about experiences, stories, activities or attractions with potential to be an EEE. Notwithstanding this, the contractor will be required to proactively research and suggest potential EEE, in particular when no guidance can be provided by either ETC or its partner destinations. EEE are not meant to duplicate the content already available on individual websites of ETC partner destinations, but rather should bolster it with added value.

It should be noted that the collection of EEE is not meant to serve as an accreditation programme or promote specific company products. Instead, it is meant to serve as a paradigm of what ETC’s priority niche consumer segments from around the world can do in Europe, capture their attention and entice them to visit.

⁸ For the purpose of this project, Europe is limited to the ensemble of the following countries: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland (island of Ireland), Italy, Latvia, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Norway, Netherlands, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden and Switzerland.

3.2. TECHNICAL REQUIREMENTS

3.2.1. Publicity guidelines

All deliverables of the project must clearly acknowledge ETC's and the European Union's financial contribution. In this respect, the contractor will be required to give prominence to the following logos on all materials (videos, posters, publications, etc) produced in the framework of the project.:

Logo of Europe-visiteurope.com



Name and emblem of the European Union



The guidelines for the use of the Europe-visiteurope.com logo and the EU emblem as well as the respective graphic files are available for download at the following link: <https://etc-corporate.org/publicity-guidelines/>

In addition to the above, ETC reserves the right to request the use of partners' logos in materials produced.

3.2.2. Assignment of rights

The contractor shall explicitly provide ETC and, when applicable, its partners with a worldwide, royalty-free, non-exclusive, perpetual (for the duration of the applicable copyright) license to exercise the Intellectual Property Rights of all materials created for or in the course of the project as stated below:

- a) to reproduce the project material or incorporate the project material into other material, and to reproduce it as incorporated in such other material;
- b) to create and reproduce derivative works from the project material;
- c) to distribute copies and display publicly the project material, whether independently or as part of other material;
- d) to distribute copies and display publicly derivative works from the project material.

The contractor should obtain any licenses or permits needed.

3.2.3. Project Management

All communication between ETC and the contractor must be in English. The contractor should designate at least one English-speaking staff member to manage the ETC account and all project-related communication by email and phone as required. The account manager should provide regular updates by telephone or video conference calls upon request by ETC.

ETC must be involved and consulted at each stage of the project, providing guidance and any other necessary inputs. ETC will have to approve all outcomes after the completion of each stage of the working schedule in order for the contractor to proceed to the next stage.

ETC will serve as a liaison between the contractor and ETC's member NTOs, partners and consultants that may be involved in the project implementation. The contractor is expected to fully collaborate with both groups as delegated by ETC in order to ensure the successful implementation of the project.

3.3. DELIVERABLES

The contractor is expected to deliver a **methodology for the curation of Extraordinary Experiences of Europe**, including its selection criteria and a **set of a minimum of 24 EEE**, comprising at least 9 nature and the outdoors EEE, 9 creative cities EEE and 6 history and ancestry EEE.

Each of these EEE must be presented in a snapshot format with a common professional design and clustered by passion point. Each EEE snapshot is expected to include the following information *inter alia*: passion point, location(s), brief description (approximately 300-400 words), experience highlights (what makes it extraordinary?), duration, time/season, justification/criteria (why is it an EEE?), market suitability, illustrative image, etc.

The contractor is expected to deliver a full document in electronic format (.doc or .pdf file) with the methodology and all EEE snapshots. All documents should be written in British English. The contractor is responsible for ensuring that the final document is of sufficiently high quality (both the English language and editing) to enable publication without further editing.

3.4. IMPLEMENTATION PERIOD

The implementation period of the project is expected to start in **April 2020** and must be completed within two months from the starting date of the project.

4. BUDGET

The maximum available contract value for this project is EUR 28,000 (twenty-eight thousand euros).

Invoicing will be done on a project-phase basis after submission of the corresponding deliverables as described below:

- 20% upon approval of the criteria for selection of EEE
- 80% upon completion of the project

ETC will first approve that the deliverables are correct and ask the contractor to submit the corresponding invoice. ETC undertakes to pay the sums due for performance of each project-phase within 30 calendar days of acceptance of the invoice.

5. SUBMISSION OF PROPOSALS

Proposals must be **clear and concise** (not exceeding 25 pages in total) and **written in English**. The proposal should include:

- 1) Brief **company profile**;
- 2) **Description of the team credentials**, field of expertise and roles of each person involved in the project;

- 3) **References** to relevant experience in delivering comparable work as outlined in 3.1. *Minimum Requirements* (i.e. case studies or reference list - including project goals, processes, dates and verifiable deliverables);
- 4) An overview of the **execution plan** and explanation of the approach used for the project implementation;
- 5) One comprehensive **example** of an EEE of each of the three passion points (three examples in total)
- 6) **Timeline** for the completion of the project
- 7) Detailed breakdown of the **economic offer**

All **prices should be quoted in Euro** and exclude VAT and other taxes which may be recoverable by ETC (being a private VAT-registered entity based in Belgium). The economic offer should include all costs following the scope of work of the project (including third party costs, if any). Any item that is essential for the smooth running of the project, as indicated within this document, even though not specified, shall be read as included in the list of requirements of this project brief.

If any work for the project is to be subcontracted to a third party, the contractor must clearly specify in its proposal all tasks and deliverables that are to be outsourced. Any costs related to outsourcing shall be borne by the contractor. The contractor will be the sole responsible party for the delivery of the outsourced work.

Proposals must be submitted in electronic format by email to the person listed below:

Project Manager:

Miguel Gallego, ETC Executive Unit: miguel.gallego@visiteurope.com

5.1. DEADLINE FOR SUBMISSION

Proposals must be received by **10 April 2020** at 23:59 (CET).

The proposals must be valid for at least three months after the submission deadline.

5.2. QUESTIONS

Questions can be sent in written form via the contact form on the ETC website (<https://etc-corporate.org/rfp-curation-of-extraordinary-experiences-of-europe-qa/>) until **3 April 2020** at 14:00 (CET).

ETC will provide the answers to all received questions by **6 April 2020** 18:00 (CET) at the latest.

6. AWARD CRITERIA

The contract will be awarded on the basis of the supplier's proven ability to deliver the stated scope of work within the given timeframe. The award criteria used will also include, among others:

- The compliance with the requirements set in this document;
- The profile of the contractor, its experience, expertise and added value for the execution of the project;

- The level of detail, coherence, appropriateness and practicality of the proposed methodology;
- The most economically advantageous proposal, namely the project that offers the best value for money;

7. FINAL PROVISIONS

This project brief is in no way binding on the European Travel Commission, its members and partners or any of the European Union institutions. Any contractual obligation commences only upon signature of the particular agreement between ETC and the contractor.

ETC reserves the right to accept or reject any or all proposals received as a result of this project brief as well as to cancel this project, either partially or totally. In the event of cancellation of this project, this should not entail any financial obligation from ETC towards any applicant.

Submission of a proposal implies acceptance of the terms and conditions set out in this document.

8. ACCOMPANYING DOCUMENTATION

8.1. ANNEX 1

Please contact Miguel Gallego miguel.gallego@visiteurope.com to request the document Experience Europe Brand Architecture.

Brussels, 19 March 2020

European Travel Commission

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