
REQUEST FOR PROPOSALS

Impact Analysis Thematic Digital Marketing Campaigns

Award entity	European Travel Commission
Issuance date	25/05/2020
Deadline for applications	15/06/2020

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1. INTRODUCTION

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

This RfP contributes to the implementation of ETC's marketing strategy "Horizon 2022" which aims to build a distinctive image of Europe as a travel destination in long-haul markets, maintain its market share and better disperse traveller 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, experience in the tourism sector, research methodological approaches and market research expertise to propose the best possible solution for the project. Additional solutions, research methods 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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1.1. 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

International tourism remains an important driver for economic growth, social development and job creation in Europe and the sector is expected to continue growing in the next years. Europe holds the largest share (51%) of worldwide tourist arrivals marked by a record number of 744 million international tourist arrivals in 2019.

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, in particular in long-haul markets. To retain its position as the world's number one tourist destination, Europe as a tourism destination needs to move its brand forward, from a generic image to a more differentiated one.

Furthermore, many consumers' choice of leisure tourism destinations is determined by their personal interests and the type of experiences they wish to enjoy. European destinations are, therefore, called to promote product experiences that are strongly affiliated with Europe's identity and connect to people's passions. This approach shall strengthen Europe brand's association and create the basis for differentiation from its competitors.

Promoting Europe to a passionate niche community of travellers is likely to be more impactful than targeting mass audiences. This is translated into a positioning that connects deeper with an audience segment that is not only based on demographics but on psychographics (interests) too.

To this end, ETC has developed a new marketing strategy, "**Horizon 2022**"¹ whereby ETC is changing the paradigm of traditional volume-driven destination marketing to an approach based on quality in order to attract the 'right visitor'. As opposed to the classic geographic market segmentation, this new approach proposes a transition to a cross-border interest-based market segmentation. A new way of promoting Europe based primarily on thematic products and experiences that align with consumer interests, values and lifestyles across markets.

In this regard, ETC is developing a new global promotional campaign under the framework of the new strategic approach. The campaign will roll out in 2020 and will showcase people and stories around specific interests including the three mentioned above.

The purpose of this request for proposal is to produce a series of analytical reports (9 to 10 reports) that provide insights into consumer's response to ETC's global destination marketing campaign. Results shall serve to analyse and assess the impact, effectiveness and degree of success of a series of online thematic promotional activities.

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

ETC conducts regular research on global lifestyle trends, consumer behaviour and perception of Europe as a travel destination. Based on assessments of available data, synergies with existing pan-European initiatives and industry consultation, ETC has selected three priority passion points that can distinguish Europe from other competing destinations:

- **Creative Industries and Contemporary Arts:** Inspiring experiences and stories framed around local cultural scene and lifestyle (contemporary arts, architecture and design, fashion, music, street and performing arts) of small or medium size urban areas.
- **History and Heritage:** 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.
- **Nature and 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. See ANNEX 2 for a detailed overview of the ethos of the Slow Adventure movement.

Please see ANNEX 1 for a synopsis of the strategic relevance of each of the three passion points.

The activities subject of this Request for Proposals are co-financed by the European Union.

2.2. OBJECTIVES

The purpose of the project is to:

Evaluate the overall impact of ETC's global destination marketing campaigns on target audience's perceptions of "Destination Europe". The project should deploy a set of research techniques to monitor and assess the **performance, effectiveness and degree of success** of a series of thematic digital marketing activities based on a sound system of collection of KPIs for marketing and promotional initiatives. Results shall provide insights into the attitudes and sentiment of global target audiences relating to specific thematic tourism campaigns.

2.3. TARGET GROUPS

The marketing activities to be analysed under this project are targeted towards global niche audiences whose main motivation is to travel to a certain place to enjoy experiences related to a specific passion or interest. Within this interest-based groups, marketing initiatives are specifically targeted towards affluent **Free Independent Travellers (FITs)** from urban "melting pots" who are at the dreaming and/or consideration stage of their travel cycle.

Please see **ANNEXES** for further information on the profile of the target audience.

3. REQUIREMENTS AND DELIVERABLES

Proposals which are not compliant with requirements below will be excluded from further evaluation.

The contractor is expected to deliver the following services having the below minimum and technical requirements.

3.1. DELIVERABLES

The research exercise should provide an **in-depth impact analysis** of the thematic campaigns (both by individual campaign and by individual theme). ETC envisages the primary research to consist of a series of **post-campaign analytical reports** (maximum 9-10 reports in total). The analytical reports should be delivered as follows:

The organisation or individual(s) commissioned to execute the project will be expected to include the following information (and any relevant cost) in their offer:

- A series of analytical reports in electronic format (Microsoft Word or Power Point), with the outcome of the analysis;
 - One analytical report for each individual thematic marketing initiative (maximum 5-6 reports)²;
 - One analytical report for one multi-thematic marketing campaign³;
 - One analytical report consolidating the results for each individual pan-European theme (3 reports)⁴.
- Each individual analytical report should include:
 - An introductory executive summary (for each analytical report);
 - A clear and detailed presentation of main results based on the items specified under point 2 “Information about the project”;
- A detailed description of the applied methodology and techniques (as Annex);
- A summary PowerPoint presentation (if impact report is provided in Word) and;
- A webinar presentation (or meeting in person) summarising the main outcomes of the impact reports.

² Each campaign will be based on one theme with multiple partners/brands (cooperative marketing campaigns)

³ Campaign will be based on multiple themes and one brand

⁴ Nature and Outdoors, History & Heritage and Creative Industries & Contemporary Arts

Key results should be supported by means of charts, maps and tables that are both visually appealing and highly informative.

All reports should be in **British English** (as opposed to American English). The commissioned tenderer is responsible for ensuring that the final document is of sufficiently high quality (both the English language and editing) to enable speedy publication without further editing⁵.

3.2. MINIMUM REQUIREMENTS

Each analytical report should cover the following areas:

- a) The digital campaign analysis should be based on cutting-edge qualitative and quantitative tools and techniques, such as real-time social listening, web crawling, thorough keywords and direct mentions assessment, online discussions analysis, etc.
- b) Deploy a sound research method/s that allows to thoroughly **capture, track, analyse and map consumer's response** (e.g. sentiment/tone, trends and drivers, etc.) relating to the pan-European themes under examination. Results should enable the measurement of the perception and the impact of the thematic digital marketing campaigns on selected niche audiences across the globe⁶.
- c) Analyse online conversations to **gauge online mood** (positive, neutral, negative), and attitudes and the perception (opinion, consumer view) of a **target audience experience** with regards to a given thematic promotional campaign. The sentiment analysis should identify shifts in perception, i.e. whether the general conversation around the different themes is changing as well as trends and patterns in sentiment.
- d) Assess **campaign resonance**, i.e. *"How far did the campaign fuel conversations associating Europe with a given theme"* and **sentiment impact**, e.g. experiential and emotional drivers associated with the thematic campaign, top European destinations associated with a given sentiment and theme, reactions to given campaigns, etc.

The evaluation of the perception and sentiment and the degree of success of the thematic campaigns should be based on a **solid and consistent system of key performance indicators (KPIs)**⁷ which should include specific details on their measurement, calculations and results. These campaign success indicators should allow to understand not only the *'what'* but also the *'why'* or *'how'* of consumer's responses to the different thematic campaigns.

⁵ ETC will make sample reports available to the consultants as well as design guidelines for the final publication.

⁶ The proposed research methodology should also consider capturing Chinese online content, e.g. analysis on Weibo/Wechat, etc.

⁷ The Key Performance Indicators (KPIs) or campaign success indicators should not only be part of the analytical reports but specific details (metrics, calculations, etc.) should also be included in the proposal.

The awarded tenderer should provide a detailed set of KPIs that will allow to measure key metrics that provide relevant and useful insights e.g. number of mentions, sentiment around mentions, share of voice, social influence, changes in volume over time, Europe brand reach, etc.

Ultimately, the analysis should disclose how far a given campaign drove conversations associating Europe with the themes under examination and impacted the selected niche audiences across the globe. The awarded tenderer should specify the type of content (e.g. opinions, conversations, etc.) associated with a given theme that will be crunched/analysed.

ETC expects the aforementioned activities to be developed and executed by experts who adhere to acknowledged standards and recommendations of latest and **'state-of-the-art'⁸ research practices to monitor digital campaigns.**

3.3. TECHNICAL REQUIREMENTS

- Publicity

- The deliverables 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 the materials (reports, PowerPoint Presentations) produced in the framework of this project:

Logo of ETC



Name and emblem of the European Union

Co-funded by
the European Union



- Style

All deliverables need to be in line with the style guidelines provided by ETC

- 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:

⁸ Best available since it makes use of the most modern techniques and technology.

- 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.

- Reporting

Regular written progress reports must be provided to ETC.

3.4. IMPLEMENTATION PERIOD

The implementation period of the project is expected to start in **Q3/2020** and shall not extend beyond **15/02/2021**. Both start and ending dates are to be determined and subject to the evolution of the COVID-19 pandemic.

4. BUDGET

The maximum available budget for this project (for a maximum of 9-10 reports) is 50.000 EUR (excluding VAT and including other taxes if applicable).

- Analytical reports for each individual thematic marketing initiative (for a maximum of 30.000 EUR for 6 reports);
- One analytical report for a multi-thematic marketing campaign (for a maximum of 18.000 EUR);
- Three analytical reports consolidating the results for each individual pan-European theme (for a maximum of 2.000 EUR for 3 reports)

However, ETC reserves the right to purchase any number of reports from 1 to 10.

Invoicing will be done on a 20%-40%-40% basis after submission of deliverables. ETC will first approve that the deliverables are correct and ask the contractor to submit an invoice.

5. SUBMISSION OF PROPOSALS

Proposals must be **clear, concise** (not exceeding 20 pages in total) and **written in English**, so there can be no doubt as to meaning and figures. **Proposals should include:**

- 1) Brief **company profile**
- 2) Detailed and clear description of the primary research methodology, tools and techniques to collect, capture and measure the sentiment and the impact of the Pan-European thematic online marketing campaigns on the selected global niche audiences.
- 3) Detailed description of the approach to assess the perception of thematic campaigns and thus, their degree of success.
- 4) Detailed description of campaign success indicators or KPIs and how they are expected to measure campaign impact and success. A description of the metrics under consideration, their calculations and result interpretation.
- 5) Detailed description of the structure and content of each analytical report.
- 6) **References** to relevant experience in delivering comparable work as outlined in 3.2. *Minimum Requirements* (i.e. case studies or reference list - including project goals, processes, dates and verifiable deliverables)
- 7) **Timeline** for the completion of the project
- 8) Description of **team credentials**, field of expertise and roles of the people involved in the project
- 9) Detailed breakdown of the **economic offer per type of report**:
 - the price for an analytical report for an individual thematic marketing initiative;
 - the price for an analytical report for a multi-thematic marketing campaign;
 - the price for an analytical report consolidating the results for an individual pan-European theme

Each price 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). Each price should include an estimate of 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. Discount pricing depending on number of reports purchased is not allowed.

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

Project Manager:

Ms Jennifer Iduh, ETC Executive Unit, Brussels: jennifer.iduh@visiteurope.com

5.1. DEADLINE FOR SUBMISSION

Proposals must be received by **15/June/2020** at 23:59pm (CEST).

The proposals must be valid for at least 6 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/contact/>) with the subject "Online campaign analysis" until **3/June/2020** at 14:00pm (CEST).

ETC will provide the answers to all received questions by **8/June/2020** 18:00pm (CEST) at the latest.

6. AWARD CRITERIA

Applications will be assessed against firstly the quality criteria and secondly against the financial criteria. The relative weights assigned to each of them are described below.

- **Quality criteria:** 60% of the total evaluation score
- **Financial criteria:** 40% of the total evaluation score

Final score = (lowest price / proposal price) x 100 x 0.4 + quality score x 0.6

6.1. QUALITY CRITERIA

The quality of the proposal is defined as a minimum set of delivered services as described in section "3.2 Minimum Requirements". Each of these criteria and the relative weights assigned to them are described below.

Quality criteria	Weight
Criterion 1. Company profile and qualifications of the project team The extent to which the credential of the applicant and qualifications, fields of expertise, roles and responsibilities of the proposed project team are suitable for the execution of the project.	10%

Criterion 2. Experience <ul style="list-style-type: none"> Proven experience in delivering comparable work including proven experience with proposed methodological approaches. 	10%
Criterion 3. Project goals <ul style="list-style-type: none"> Complying with the purpose of the project (does the research design meet our goals?) Complying with the structure outlined in the Request for Proposals (does the proposal correspond to everything we are looking for?). Overall clarity of the proposal. 	20%
Criterion 4. Methodological approach <ul style="list-style-type: none"> Quality of proposed primary research methodology Overall approach, tools and techniques to collect primary research Quality and approach to collect, capture and measure the perception and the impact of the thematic digital marketing campaigns on selected niche audiences globally. 	40%
Criterion 5. Added value <ul style="list-style-type: none"> The extent to which the proposal offers feasible services and/or deliverables that add value to minimum requirements and deliverables. Level of innovation and creativity brought to the project. Level of flexibility brought to the project to provide tailored-made research. 	10%
Criterion 6. Timeline <ul style="list-style-type: none"> Project timeline is in accordance with this Request for Proposals. 	10%

Each quality criterion will be given a score in a range from 0 (zero) points to 10 (ten) points in accordance with the following scale:

0 Not available/not provided	The application fails to address the criterion or cannot be assessed due to missing or incomplete information.
1-2 Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses.
3-4 Fair	The application broadly addresses the criterion, but there are significant weaknesses.
5-6 Good	The application addresses the criterion well, but a number of shortcomings are present.
7-8 Very good	The application addresses the criterion very well, but a small number of shortcomings are present.
9-10 Excellent	The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

7. FINAL PROVISIONS

This Request for Proposals is in no way binding on the European Travel Commission, nor 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 Request for Proposals as well as to cancel this project, either partially or totally. In the event of cancellation of this Request for Proposals, 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

ANNEX 1 – Pan-European Themes and Experiences

PASSION POINT	Creative industries and contemporary arts
PROFILE OF THE TARGET GROUP	Community of city life enthusiast ⁹ who share a passion for contemporary arts, creative industries (architecture, fashion, design and crafts), vibrant urban lifestyle and vivid cultural scene. They seek new experiences to enrich their life and establish new relationships with like-minded people in the places they visit. They have the need to indulge in new cultures and a desire for excitement, authentic and out of the ordinary experiences. They want to experience everyday local life of the destination by interacting with the place, its people and customs. They grant attention to the atmosphere of the destination they visit, defined by the vibrancy of the creative and cultural offer. A large proportion of this community are highly educated young professionals with a high socio-economic status. Spring and autumn are their preferred seasons for travelling.
STRATEGIC RELEVANCE	Recent years have seen the emergence of “creative tourism” as a specialised niche within cultural tourism. Creative tourism development has the potential to generate new tourism products, increase and diversify demand, and enhance place quality and attractiveness ¹⁰ . Research ¹¹ shows that creative industries have an important role in attracting overseas visitors to European destinations and offer considerable potential for future growth. Encouraging more visitors to get involved with these activities once they have decided to come to Europe in the first place should help drive repeat visits and recommendations of Europe as a destination. Creative tourists spend less time in major gateway cities, suggesting the potential for creative forms of tourism to spread visitors to other towns or smaller cities.
HORIZON 2022 GOALS	<ul style="list-style-type: none"> • Build brand recognition. Position Europe as a premium lifestyle destination for urban creative minds • Raise awareness of experiences and destinations related to creative industries and contemporary arts in Europe • Increase dispersal of tourist flows (place and time) to lesser known destinations (away from current tourist hotspots)

⁹ European Travel Commission (2019). European Tourism Passion Communities

¹⁰ OECD (2014). Tourism and the Creative Economy, OECD Studies on Tourism, OECD Publishing.

¹¹ Visit Britain (2010). Culture and heritage topic profile, February.

	<ul style="list-style-type: none"> • Connect visitors with local communities of like-minded creative minds • Increase loyalty and repeat visitation
EXPERIENCES	Uncommon and engaging experiences framed around local cultural scene and lifestyle (contemporary arts, architecture and design, fashion, music, performing arts, street culture, gastronomy, nightlife and shopping) in small or medium size urban areas ¹² (with a minimum of 50,000 inhabitants) or new creative areas in capital cities (away from traditional heritage sites and crowded touristic venues). These experiences include integrative and interactive activities allowing the target audience to co-create the experience and develop their own creative skills.
KEY MESSAGE	Europe has traditionally been known as the “old continent”, but even today, people in Europe are setting new world trends. Europe is creating the future by reinventing its past and rich cultural heritage. Emerge into the vibrant lifestyle and contemporary cultural scene of Europe, where creativity is all around.
PASSION POINT	History and heritage
PROFILE OF THE TARGET GROUP	Explorers of cultural identity and roots ¹³ with a particular interest in significant events that marked the world’s and/or their personal history. This includes old and new generations who are interested in history and engaging in new deep experiences that connect to today’s world. They enjoy exploring aspects relating to the cultural heritage, historical ties and ethnic identity of the destinations they visit. This community tends to have higher income in comparison with conventional long-haul travellers.
STRATEGIC RELEVANCE	<p>This theme is linked with the growing niche trend for educational tourism and constructive tourism¹⁴ as a way to upgrade the leisure activity itself and the person undertaking it. The rise in popularity of this theme is also supported by the increasing popularity of family genealogy as a TV genre¹⁵ and new technologies supporting genealogy research. Many popular travel destinations, especially those that have experienced a large diaspora are aware of the potential of roots-travel niche and its impact on their tourism industry. The rise of operators, agencies, and guides dedicated to this travel segment has become apparent in recent years.</p> <p>European destinations outperform other regions as the preferred destination for the community of history and culture enthusiasts¹⁶. The years 2019-2020 provide momentum to market Destination Europe to this community of travellers as numerous commemoration and related events will take place in different European destinations to mark the 75th anniversary of the end of the Second World War. This theme moves from the consumer’s curiosity for the darker side of history to a much more complex search for authentic</p>

¹² The Culture and Creative Cities Monitor (European Commission, 2017) provides a list of 168 cities in 30 countries which meet this criterion.

¹³ European Travel Commission (2019). European Tourism Passion Communities

¹⁴ European Travel Commission (2016). Lifestyle trends and tourism. How changing behaviour impacts travel to Europe, Brussels.

¹⁵ Examples of international television shows: TLC’s Who Do You Think You Are, PBS’ Finding Your Roots and Genealogy Roadshow, and CNN’s Roots.

¹⁶ European Travel Commission (2019). European Tourism Passion Communities

	representation, critical assessment whilst abroad and ultimately self-development in this search of generational sense of self. This theme also provides an opportunity for critical reflection with regard to destinations' own identities and history, with benefits not only for tourists, but locals as well.
HORIZON 2022 GOALS	<ul style="list-style-type: none"> • Build brand recognition • Raise awareness of experiences and destinations related to common European history and heritage • Increase dispersal of tourist flows (place and time) to lesser known destinations • Connect visitors with local communities of like-minded minds • Increase loyalty and repeat visitation
EXPERIENCES	Ancestry and heritage-related experiences in connection with historical places and events (places of memory, contemplation and commemoration) which exerted an influence in world history. Personal stories that keep history alive and convey positive emotions and memories, as opposed to potential negative perceptions, through travel-related experiences which connect to today's world.
KEY MESSAGE	Europe stands for the fundamental values of freedom, democracy and equality. Europe was the main stage for a majority of the world's most important historical events, which exerted a significant influence and shaped the modern world we live in today. These events are an essential education feature that give a crucial lesson to learn if you are to understand your place in the world today.
PASSION POINT	Nature and outdoor experiences
PROFILE OF THE TARGET GROUP	Community of immersive explorers ¹⁷ who believes in the importance of making time to spend in nature and is most often activity driven. Nature is an important element in their lives. They have a strong desire to connect more with nature, but their working pattern and urban lives often prohibits this. They seek to fulfil their connection with nature through tourism and recreational experiences. They favour slow, immersive journeys through wild places and natural spaces in search for health and well-being. In a globalised world where people feel they have seen everything, they value original nature, clean environments, unbuilt landscapes and quietness. They are early adopters which means they are generally more willing to try new destinations, activities, and travel products. A large proportion of this community are high-value customers who are willing to pay a premium for exciting and authentic experiences.
STRATEGIC RELEVANCE	The adventure travel market is one of the fastest growing niches of the tourism industry worth USD263 billion per year. Research ¹⁸ shows that adventure travel attracts high-value customers, supports local economies (it is estimated that 67% of the trip cost per guest remains in the local region)

¹⁷ European Travel Commission (2019). Tourism Passion Communities

¹⁸ Adventure Travel Trade Association (2017). North American Adventure Travelers: Seeking personal growth, new destinations and immersive culture, Monroe.

	and encourages sustainable practices. Operators are also seeing growing interest in adventure travel as customers are seeking out alternatives to the traditional destinations. For companies and destinations, adventure travel attracts visitors outside peak seasons, highlights the natural and cultural values of a destination, thereby promoting its preservation, and creates resilient and committed travellers. The expansion of adventure tourism creates new opportunities, particularly in remote areas where it can be developed without extensive new infrastructure, and thus generating income and employment.
HORIZON 2022 GOALS	<ul style="list-style-type: none"> • Build brand recognition. Position Europe as the home of the emerging slow adventure movement • Increase dispersal of tourist flows (place and time) to lesser known destinations • Connect visitors with local communities of like-minded adventure seekers • Increase loyalty and repeat visitation
EXPERIENCES	Experiences 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 ¹⁹ .
KEY MESSAGE	Shift away from 'what there is in Europe to do' to 'how it makes you feel'. Relax, live life at a slower pace and get closer to seldom seen natural areas in Europe. Get involved in unique educational and nature-focused experiences and explore local culture in special sites that are far enough to be uncrowded. Forge deeper connections with the people and the traditions of the places you visit and broaden your perspective on the world. Seven of the TOP 10 developed and developing countries for adventure travel in the world are in Europe ²⁰ . According to the 2018 Environmental Performance Index ²¹ , the TOP 16 performing countries on environmental issues in the world are European.

ANNEX 2 - Slow Adventure Guide

A Slow Adventure Guide for a detailed overview of the ethos of the Slow Adventure movement can be found in the accompanying document.

¹⁹ Centre for Recreation and Tourism Research (2018), Creating and narrating the slow adventure product.

<https://etc-corporate.org/uploads/2019/07/Guidelines-Slow-Adventure-Narrative.pdf>

²⁰ Adventure Tourism Development Index (ATDI). <https://cdn-research.adventuretravel.biz/research/5bbf8fe92ba5b5.97894d412/ATDI-2018-Report.pdf>

²¹ <https://epi.envirocenter.yale.edu/epi-indicator-report/EPI>

Brussels, 25/05/2020

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