



Concept Note:

BEST EUROPEAN RAIL TOURISM CAMPAIGN 2022

About the award

Following a successful first edition, the European Travel Commission (ETC) and Eurail are launching the Best European Rail Tourism Campaign for a second year.

Similarly to 2021, the award will be given to marketing campaigns that aim to create synergies between the rail and tourism sectors, and to effectively promote train travel as a sustainable tourism model throughout the EU.

In the context of the 2022 European Year of Youth, the awards will also celebrate campaigns encouraging European youth to travel by rail, shining a light on how young generations can contribute to a better, more inclusive and greener future in Europe.

- **Contribute to the [European Green Deal](#)** and its goals, particularly in its ambition to cut greenhouse gas emissions and achieve climate neutrality by 2050.
- **Promote rail tourism** among EU citizens as a clean, healthy form of transportation and as an alternative to reduce the often-heavy carbon footprint of tourism related transportation.
- **Give visibility to European destinations and promote sustainable travel experiences**, namely to:
 - Build a distinctive image of Europe by broadening perceptions of what the continent has to offer
 - Increase awareness of extraordinary travel experiences in lesser-known European destinations that can benefit from tourism and invite travellers to go off the beaten path
 - Restore confidence and stimulate sustainable demand for travel to and around Europe amidst the COVID-19 pandemic
- **Encourage cross-sectoral dialogue** between the rail sector and the tourism sector to facilitate future synergies and cooperation towards a more sustainable tourism model.

Eligibility

The awards are open to NTOs, DMOs, rail organisations and other entities with significant operations in the tourism sector and based in Europe. Applications from consortia are also welcomed.

➤ **Types of action**

Campaigns and/or campaign proposals must aim at contributing to the objectives defined above, particularly in promoting European rail tourism.



In that regard, promotional campaigns must use the right messages, channels and tactics to engage effectively the target audience. The following actions are examples of possible promotional activities:

- Content marketing
- Video
- Native advertising
- Social media
- Referral marketing
- Influencer marketing
- Programmatic display
- Email marketing
- Online Travel Agencies (OTAs)

Award and Winners

Three winners will be granted the "Best European Rail Tourism" award.

The deadline for applications has been extended to **15th September 2022**.

Evaluation and Jury

The jury will be composed of five experts in the fields of rail and tourism. The members of the award jury will be announced in September 2022.

The decision of the jury will be final and not subject to any form of appeal from either applicants or third parties.

Assessment criteria

<u>Criteria</u>	<u>Key elements to be assessed</u>	<u>Weight</u>
	<p>Relevance. The nature and experience of the organising entity and the extent to which the (proposed) campaign is in line with and able to contribute to the achievement of at least one of the objectives of the award, namely:</p> <ul style="list-style-type: none"> - Support the objectives of the Green Deal in promoting rail travel to curtail emissions related to travel and tourism. - Promote rail as a sustainable mode of transport. - Promote Europe as a distinctive tourism destination highlighting its diversity and the attractiveness of lesser-known destinations 	30%



By Eurail &
European Travel
Commission

	- Resonate with the 2022 European Year of Youth, by shining a light on how European youth can help build a better, more inclusive and greener future where rail travel plays a key role	
	<p>Rail-travel at the core of the campaign. The ability to tie-in the rail experience in an organic and consistent way throughout the campaign, as opposed to highlighting the train as just a way to go from A to B.</p> <ul style="list-style-type: none"> - Showcase the positive social, cultural and community impacts of leisure rail travel in Europe - Reflect the social and demographic diversity of leisure rail travellers across Europe, particularly where a campaign opens up travel opportunities to those who might not normally have considered rail travel - Include a cross-border or international rail travel dimension - Emphasise journeys rather than destinations 	30%
	Creativity and innovation of the campaign approach. The extent to which the proposal demonstrates an innovative and creative approach.	15%
	Measurable outputs. The campaign should have clear, measurable outcomes, and clearly defined metrics for success with evidence that the project is already making a positive impact.	25%
	TOTAL	100%