

IMPORTANT NOTE

This form is a copy of the online application form on the website etc-corporate.org. This document is only intended for reference, to help you plan your application. Do not submit this form. Please use the online application form on the above website to submit your application.

At the end of this document you can find an example of structure for the information to be included as answers in specific fields - open questions. The same examples are included in the respective prefilled sections.

Applicants Information

Consortium: Identify the partners that are part of the consortium. Make sure that you meet the eligibility criteria described in section 4.2 of the terms and conditions.

Name of the consortium *

(for the purpose of this application)

Number of co-funding partners (excluding ETC) *

Please describe below each co-funding partner of the promotional campaign (excluding ETC):

Name *

Type of entity *

Please select one of the options

Please specify *

Country where the partner is legally established *

Website *

Description (200 characters maximum) *

0/200

PARTNER #2

Name *

Type of entity *

Please select one of the options

Please specify *

Country where the partner is legally established *

Website *

Description (200 characters maximum) *

0/200

PARTNER #3

Name *

Type of entity *

Please select one of the options

Please specify *

Country where the partner is legally established

Website *

Description (200 characters maximum) *

0/200

PARTNER #4

Name *

Type of entity *

Please select one of the options

Please specify *

Type a question

Website *

Description (200 characters maximum) *

0/200

PARTNER #5

Name *

Type of entity *

Please select one of the options

Please specify *

Country where the partner is legally established *

Website *

Description (200 characters maximum) *

0/200

PARTNER #6

Name *

Type of entity *

Please select one of the options

Please specify

Country where the partner is legally established

Website *

Description (200 characters maximum) *

0/200

Name any other entities which will provide support to the execution of the promotional campaign but that are not co-funding partners. Briefly explain their role (800 characters maximum).

0/800

Coordinator: Indicate from the partners above the one responsible for the overall coordination of the campaign

Coordinating partner *

Main point of contact: Identify the sole point of contact from the coordinating partner that will liaise with ETC

Contact Name *

Prefix

First Name

Last Name

Job title *

Address *

Street Address

City

Postal / Zip Code

Country

Email *

Telephone (direct) *

Country Code

Area Code

Description of the project

Campaign name *

Theme *

Please select one of the options

Subtheme (if any)

Gastronomy

Rail travel

Responsible travel

Lifestyle

Ecotourism

Other

Objectives: Explain how the campaign will contribute to achieve the objectives described in section 1.2 of the terms and conditions. Indicate what you are trying to achieve and the specific outcome that is desired.

Describe your objectives (2,000 characters maximum) *

0/2000

Scope: Describe below the pan-European experiences and stories to be showcased and their geographical scope.

Make sure that the experiences and narratives are in line with the themes described in section 2.1 of the terms and conditions.

Make sure that the geographical scope meets the requirements listed in section 2.2 of the terms

and conditions.

Describe your campaign scope (4,000 characters maximum) *

0/4000

Target audience: Describe below the target long-haul market(s), the profile and size of the target audience that the campaign will engage.

Describe your target audience (3,000 characters maximum) *

0/3000

Indicate the estimated size of the target audience that the campaign will engage (200 characters maximum) *

0/200

Campaign Overview: Describe below the proposed activities and their expected methodology. Explain the key elements of the campaign, its narrative, messages, tactics, channels and execution details.

Describe your campaign (10,000 characters maximum) *

0/10000

Please upload any relevant supporting documents (Max. 10MB):

Timing: Provide a detailed timeline for the development, implementation and evaluation of the campaign.

Start date *

Day Month Year

End date *

Day Month Year

Upload timeline (Max. 10MB)*

Measurable Campaign Outputs: Describe below how you will determine whether your previously noted objectives have been achieved. Include any estimated outputs and campaign deliverables, the key performance indicators (KPIs) that you will use, their estimated target values and how you will verify them.

Describe your campaign outputs and KPIs (5,000 characters maximum) *

Budget

Provide a **detailed budget** that includes the financial contributions made by each consortium partner along with the estimated expenses of each campaign activity .

Upload budget form*

Upload the file Annex 1 .Budget Form provided with the application documents

Declaration

Have you previously submitted the same campaign project or one similar in content to any EU-funded programme? *

Yes

No

If yes, please give details (programme name, DG and action name) and indicate the main differences between the present and previous submissions. *

We (the applicants) declare on our honour not to be in any of the situations listed in section 4.1 Exclusion Criteria of the Terms and Conditions of the programme. *

By submitting a proposal, we (the applicants) accept the terms and conditions of the programme. *

Before submitting your proposal, please let us know how you heard about this co-op programme *

THIS IS AN EXAMPLE OF STRUCTURE FOR THE INFORMATION TO BE INCLUDED AS ANSWERS IN SPECIFIC FIELDS - OPEN QUESTIONS.

Describe your objectives

[THE FOLLOWING IS AN EXAMPLE OF STRUCTURE FOR THE INFORMATION TO BE INCLUDED IN THIS FIELD]

- Enhance positive perceptions of Europe's sustainability and inclusivity in travel.
- Promote responsible travel behaviors, striving for a substantial increase in positive mentions and a notable growth in adoption.
- Collaborate with influential voices and leverage educational campaigns to positively impact perceptions and behaviors.
- Align the campaign with prevailing global trends emphasizing sustainability and inclusivity in travel.
- Achieve the specified goals within a 10-month period, conducting quarterly reviews for progress assessment and strategy refinement.

Describe your campaign scope

[THE FOLLOWING IS AN EXAMPLE OF STRUCTURE FOR THE INFORMATION TO BE INCLUDED IN THIS FIELD]

The scope of this campaign is to position Destinations X, Y, and Z collectively as a sustainable and inclusive travel destination in Europe. By curating and showcasing pan-European experiences and stories, the campaign aims to enhance the global perception of these destinations, fostering positive associations with sustainability and responsible travel behaviors.

Pan-European Experiences and Stories:

1. Sustainable Urban Exploration (Geographical Scope: Destinations X, Y, Z):
 - a. Explore innovative sustainable practices in urban settings, highlighting cities such as Destination X, Destination Y, and Destination Z.
 - b. Showcase eco-friendly transportation, green urban spaces, and initiatives promoting sustainable city living.
 - c. ...
2. Nature and Wildlife Conservation (Geographical Scope: Destinations X, Y, Z):
 - a. Feature national parks, wildlife sanctuaries, and eco-friendly outdoor activities promoting responsible interactions with nature.
 - b. ...
3. Community-Led Sustainable Tourism (Geographical Scope: Destinations X, Y, Z):
 - a. Showcase local experiences, and community-led tours empowering and benefiting local residents.
 - b. ...
4. Accessible and Inclusive Travel (Geographical Scope: Destinations X, Y, Z - Central Europe):
 - a. Highlight destinations like Destination X, Destination Y, and Destination Z for their commitment to accessible and inclusive travel.
 - b. ...

Themes:

- Nature and Outdoors: Emphasize the natural beauty, outdoor activities, and sustainable practices of Destinations X, Y, and Z...
- Creative Cities: Showcase the artistic and cultural richness of urban areas within Destinations X, Y, and Z, highlighting innovative sustainable practices...
- ...

Describe your target audience

[THE FOLLOWING IS AN EXAMPLE OF STRUCTURE FOR THE INFORMATION TO BE INCLUDED IN THIS FIELD]

The target audience for sustainable travel enthusiasts, including Free Independent Travelers (FITs), in the USA, Canada, and Australia, is a dynamic demographic spanning individuals aged 20 to 50 years old. We are specifically engaging environmentally conscious and adventure-seeking individuals within this age range who are passionate about both Creative Cities and Nature and Outdoors experiences. In the USA, our focus is on capturing the attention of FITs, urban explorers, and culture enthusiasts aged 20 to 50, drawing them in with the appeal of Creative Cities while also catering to their nature and

outdoor interests. In Canada, we aim to connect with FITs aged 20 to 50 who appreciate the artistic offerings of Creative Cities, complemented by a strong inclination towards eco-friendly travel and nature-centric experiences. Simultaneously, in Australia, our target audience comprises FITs aged 20 to 50 who are captivated by the creativity of Creative Cities and possess a profound passion for sustainable outdoor pursuits and nature-based adventures.

This age-specific and FITs-focused approach ensures that our sustainable travel initiatives resonate with the diverse interests and preferences of a broad yet focused demographic, fostering a deeper connection with the target audience's values and travel aspirations.

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Indicate the estimated size of the target audience that the campaign will engage

[THE FOLLOWING IS AN EXAMPLE OF STRUCTURE FOR THE INFORMATION TO BE INCLUDED IN THIS FIELD]

X (number) - X (number) operators.

X (number) - X (number) final users.

...

Describe your campaign

[THE FOLLOWING IS AN EXAMPLE OF STRUCTURE FOR THE INFORMATION TO BE INCLUDED IN THIS FIELD]

The sustainable travel campaign targets a diverse audience aged 20 to 50 in the USA, Canada, and Australia, focusing on both Creative Cities and Nature and Outdoors experiences. The campaign aims to elevate awareness, foster community engagement, and drive sustainable travel conversions. Integrating digital consumer marketing activities and trade promotional initiatives, the campaign seeks to position the destinations as premier choices for eco-conscious travelers and industry professionals....

Key Elements:

- Narrative: Explore the harmonious blend of Creative Cities and Nature and Outdoors experiences in our destinations.
- Messages: Emphasize sustainability, unique travel experiences, and the transformative impact of responsible tourism.

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Tactics:

Digital Consumer Marketing Activities:

1. Content Marketing:

- Develop captivating blog posts, articles, and website content showcasing sustainable travel experiences.
- Use storytelling to evoke emotions and connect with the audience.

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2. Social Media:

- Launch targeted campaigns on social media platforms, tailoring content to resonate with the interests of the 20 to 50 age group.
- Encourage user-generated content through interactive posts and hashtags.

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3. Programmatic Display Advertising:

- Implement programmatic display advertising for broad visibility, using personalized, data-driven ads.
- Utilize retargeting to maintain engagement with potential travelers.

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Trade Promotional Activities:

1. Familiarisation Trips:

- Organize familiarization trips for industry professionals to experience sustainable offerings firsthand.
- Provide immersive experiences and educational content during trips.

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2. Bespoke B2B Sales Events:

- Host workshops, roadshows, and customized B2B sales events to directly engage with travel trade professionals.
- Showcase sustainable travel products and facilitate networking opportunities.

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3. Email Marketing for B2B:

- Implement targeted email campaigns directed at travel agencies, tour operators, and other B2B partners.
- Provide exclusive insights, partnership opportunities, and updates on sustainable travel initiatives.

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Execution Details:

- Content Development: Engage expert content creators to develop visually appealing and informative content for digital channels.
- Influencer Collaboration: Collaborate with influential figures who align with sustainable travel values to amplify the campaign's reach.
- Educational Webinars: Conduct webinars for industry professionals to educate them about sustainable travel practices and offerings.
- Measurement and Analysis: Utilize analytics tools to measure KPIs, conduct regular assessments, and refine strategies based on performance.

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By seamlessly integrating these elements, the campaign aims to create a comprehensive and impactful narrative that resonates with both end consumers and travel industry professionals, promoting sustainable travel choices in the targeted regions.

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Describe your campaign outputs and KPIs

[THE FOLLOWING IS AN EXAMPLE OF STRUCTURE FOR THE INFORMATION TO BE INCLUDED IN THIS FIELD]

In terms of raising awareness, the campaign aims to significantly increase the understanding among potential North American and Australian travelers regarding the distinctive characteristics of the Destinations as a whole, with a special emphasis on highlighting the sustainable value of each destination.

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Key performance indicators (KPIs) for the B2B Events e FAM trips will include:

- Participants: X (number) selected in line with the target audience and market
- Satisfaction rate: X (number)% of attendees who are satisfied/very satisfied with their participation
- Likelihood to include the Destinations in the products: X (number)% of attendees who are likely or very likely to include the Destinations in the products.
- NPS (Net Promoter Score): X (number)% of attendees who are likely or very likely to recommend the Destinations to their customers (on a scale from 0 to 10, where likely and very likely corresponds to 9 and 10).

- ...

Key performance indicators (KPIs) for digital campaign activities:

- Impressions: Minimum of X (number) to ensure broad visibility.
- Conversion: A minimum of X (number) products sold with a targeted conversion rate of X (number)%, indicating successful engagement and interest.
- Reach: X (number) individuals, ensuring a repeated and impactful message delivery.
- Clicks: A target of ideally X (number) clicks, reflecting active interest and engagement.
- Page visits: Ideally, the website should receive X (number) visits, indicating substantial exploration of the provided information and content.

- ...