

# Request for proposals

## Framework for Assessment of responsible travel behaviours of long-haul travellers to Europe

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# 1. INTRODUCTION

This Request for Proposals (RfP) is launched in the framework of an ad-hoc grant of the European Union (EU) to the European Travel Commission (ETC) to strengthen Europe's image as a safe, sustainable and inclusive tourist destination.

The present document serves 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 and research methods contributing to achieving the project's objectives are welcome and should be clearly outlined in the proposal.

**CONFIDENTIAL:** The information in this document may not be used for any purpose other than to respond to this Request for Proposal. This document is and will always remain the property of ETC.

## 1.1 About the European Travel Commission

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](http://www.etc-corporate.org).

# 2. INFORMATION ABOUT THE PROJECT

## 2.1 Project Overview

In 2024, ETC plans to launch a new global communication and promotional campaign aimed at raising awareness among overseas travellers about the importance of responsible travel behaviours.<sup>1</sup> The goal is to encourage sustainable and responsible travel demand to Europe, thereby addressing the intention-behaviour gap.<sup>2</sup>

For the purpose of this project, responsible travel is defined as behaviours and practices that benefit both visitors and locals while minimising negative impacts on the environment and host communities. Within this overarching concept, the ETC's global communication and promotional campaign will aim at encouraging travellers visiting Europe to embrace the following **four specific responsible travel behaviours**<sup>3</sup>:

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<sup>1</sup> See Annex 1 for more details.

<sup>2</sup> The intention-behaviour gap describes the failure to translate positive intentions into action, in this case, the intention to be more responsible. Rhodes, R. E., & de Bruijn, G. J. (2013). How big is the physical activity intention-behaviour gap? A meta-analysis using the action control framework. *British Journal of Health Psychology*, 18(2), 296–309.

<sup>3</sup> Travellers' behaviour" refers to individuals' actions, preferences, and tendencies while travelling.

- **Travel off-season.** Travel outside the peak seasons, primarily avoiding summer.
- **Go off the beaten track.** Visit lesser-known or unconventional destinations not typically frequented by travellers beyond the famous hotspots.
- **Travel green.** Favour environmentally friendly travel experiences and practices, especially those involving public, electric, or human-powered modes of transportation.
- **Love local.** Favour experiences that facilitate active engagement and immersion in the local culture, traditions, and way of life of the destination.

ETC's global communication and promotional campaign in 2024 and beyond will be built upon this narrative, leveraging a diverse mix of channels, tools, and marketing tactics. These efforts are anticipated to catalyse positive behavioural shifts among travellers visiting Europe in the coming years.

While traditional marketing metrics (e.g. sentiment towards the campaign, click-through rates, and engagement statistics) provide insight into immediate reactions and interactions with the campaign, they do not capture whether a campaign has led to concrete behavioural changes. At the same time, behavioural changes typically do not occur rapidly unless a significant event implies change (e.g., force majeure event, war, pandemic, etc.). Finally, proving behavioural changes are impacted by a particular campaign is challenging, as travellers' behaviour is complex and influenced by a wide range of factors that may not necessarily all be directly linked to a campaign.

In this respect, ETC plans to apply a more holistic approach and conduct comprehensive research assessing the current adoption of the four travel behaviours among target audiences and the factors that influence these behaviours. Results will be used to establish a baseline for each behavioural category, which will be instrumental in the long term, as it will periodically identify<sup>4</sup> the shifts in the choices of overseas visitors to Europe. These shifts will be used as proxies for measuring the effectiveness of ETC's marketing efforts.

The purpose of this Request for proposal is to conclude a Framework Service Agreement with an experienced consultant (hereinafter referred to as the "contractor") to **establish a robust methodological approach, which allows monitoring of the shifts in travellers' responsible behaviours that ETC is trying to influence over time.**

**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:

- Understand the current adoption of responsible travel behaviours, attitudes and perceptions within a target audience including factors that influence these behaviours.<sup>5</sup>
- Establish a reference point or baseline for responsible travel behaviours to measure and evaluate consumer behavioural changes and progress throughout the project cycle.<sup>6</sup>
- Monitor the evolution and shifts in responsible travel behaviours, attitudes and perceptions among the target under examination on a yearly basis.
- Gain deeper insights into the potential impacts of ETC's promotional campaigns on a target audience, designed to encourage responsible travel.

<sup>4</sup> To grasp the long-term shifts in travellers' behaviours, ETC intends to repeat this research on an annual basis.

<sup>5</sup> The analysis of responsible travel behaviours should specifically address those specified and explained under point 2.1, i.e. Travel off-season, Go off the beaten track, Travel green and Love local.

<sup>6</sup> The baseline will serve as a reference point for ongoing monitoring of the evolution of sustainable behaviours in the long term.

The project life cycle is expected to last two years, ETC anticipates conducting this project on a yearly basis over the two years.

## 2.3 Target groups

The project shall examine the behaviours of travellers who fit the profile of the ETC's segmentation:

ETC's promotional activities target affluent **(semi-) Free Independent Travellers (FITs)**<sup>7</sup> or niche-interest groups travelling for leisure. These individuals are motivated to enjoy experiences related to a specific passion or interest. There is a preference for engaging repeat visitors and visitors who may have already decided to visit Europe as opposed to first-time visitors only.

The niche experiences promoted by ETC are centred around three passion points:

- **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-sized urban areas.
- **History and Ancestry:** Ancestry and heritage-related experiences and stories in connection with historical places and events (places of memory, contemplation, and commemoration) which influenced world history.
- **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.

Please see **Annex 2** for more details on the three passion points.

ETC's communication and promotional activities are primarily targeted towards FITs in the following outbound travel markets: **Australia, Brazil, Canada, China, Japan, and the United States of America**. These markets are to be considered in this project's methodological framework. However, as the above passion points attract the attention of global communities of travellers, the research can consider assessing the European market, too.

### Target groups - overview

Type of traveller	Travel passions	Origin	Behaviours to monitor
(semi-) Free Independent Travellers (FITs)	Creative Cities; History and Ancestry; Nature and the Outdoors.	Australia Brazil Canada China Japan United States	Off-season travel; Visiting less-known destinations; Choosing eco-friendly transport options; Consume local products and services.

<sup>7</sup> A Free Independent Travellers (FITs) is an individual or a small group of individuals (<10) 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).

## 3. DELIVERABLES AND REQUIREMENTS

The contractor is expected to deliver the following minimum technical requirements. Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected.

Proposal:

- must be received by the ETC in accordance with section 5;
- must be quoted in Euro;
- must not exceed the contracting authority's budget indicated in section 4.

Note that all tenderers shall submit only **one proposal** per RfP. A tenderer who submits more than one proposal will cause all the tenderer's proposals to be rejected.

The contractor is expected to deliver the following minimum and technical requirements:

### 3.1 DELIVERABLES

The contractor commissioned under the Framework Agreement to execute the research through the project life cycle will be expected to deliver each time the following project outputs:

- **A methodological note** outlining the research design in detail.
- **A report in electronic format** (e.g. PowerPoint, Word, etc.) with clear presentation and interpretation of results, including:
  - Introduction to the research project
  - Executive summary outlining the results of the analysis
  - Analysis of results for each of the responsible travel behaviours (aggregated results for all markets);
  - Analysis of results for each of the responsible travel behaviours per market;
- **Press Release** (500-600 words max)
- **Webinar session** (45min max)
- **All market intelligence generated or obtained for this project**
  - In SPSS and Excel formats, if data is generated via survey accompanied by a data dictionary. Links to the results per market on the data collection platform are considered a plus.
  - Acquired intelligence to be delivered in the format it was initially obtained.

All outputs should be in **British English** (as opposed to American English). The commissioned contractor is responsible for ensuring that the final documents are sufficiently high quality (both in language and editing) to enable speedy publication without further editing.<sup>8</sup>

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<sup>8</sup> ETC will make sample reports and design guidelines for the final publication available to the contractor.

### 3.2 Minimum requirements

- a) Based on primary research<sup>9</sup>, propose a comprehensive research methodology to collect and capture the current adoption of sustainable travel behaviours, practices, preferences, and attitudes of the target groups specified under point 2.3, as well as the factors that influence those behaviours. **The contractor should propose the most suitable research method or combination of methods, that will allow to obtain the most relevant marketing insights to achieve the project objectives.**
- b) The proposed methodology should utilise cutting-edge research tools and techniques to ensure consistent comparability of results. The research method should establish a baseline for responsible travel behaviours and allow measuring and evaluating consumer behavioural changes and progress throughout the project cycle. **ETC will establish with the contractor an appropriate timeline for running the project to ensure effective monitoring.**
- c) Tenderers should clearly explain how their proposed methodology will help achieve the project's objectives. The contractor must ensure that the proposed data collection methods mitigate biases, including social desirability, self-selection, and cultural biases, to maintain objectivity and credibility in the findings. The contractor must explain in their proposal the approach to ensure the elimination of any potential biases.
- d) The research results must provide a comprehensive understanding of consumer behaviours and attitudes with regard to responsible travel and factors that influence such behaviours. The proposed approach should collect data that specifically address the **four responsible travel behaviours** relevant to this project (see point 2.1) and allow for measuring additional behaviours and the inclusion of additional target audiences in the future.
- e) The analysis of results should be presented for the responsible travel behaviours part of this study for each market and aggregated for all markets (see point 2.3 for target group details).
- f) The proposed approach should ensure a representative sample of the target market under examination, allowing for an accurate interpretation of results per market. The contractor will be responsible for conducting the research in the appropriate language for each source market studied (and any translating/interpreting that is required). The data collection should focus on the target groups outlined in section 2.3 in the context of travelling to and/or within Europe.<sup>10</sup>
- g) The contractor will launch the research and use the results to establish a baseline<sup>11</sup>, on the current level of adoption of the four specific behaviours among target audiences. Interpretation of the baseline values is mandatory addressing both the "What" and "Why" aspects of the findings. The analysis should be carried out and presented in a way that allows for comparisons and monitoring of the evolution over time<sup>12</sup>. Future research will be conducted on a yearly basis to reflect the evolution of the responsible travel behaviour of the markets under examination.
- h) The contractor should ensure that the results of the research are presented in a clear and visually appealing manner, supported by charts, maps, and tables that are visually appealing and highly informative.

<sup>9</sup> Primary research findings can be enhanced and validated by making use of secondary research methodologies or additional data sources.

<sup>10</sup> Behaviours of the target groups travelling to destinations outside Europe are not to be investigated as part of this project.

<sup>11</sup> The baseline will be a reference point for comparison in future periods when subsequent research will be conducted.

<sup>12</sup> The proposed methodology for measuring the evolution of sustainable travel behaviours over time should require minimal to no adjustments, ensuring the comparability of results is not compromised.

- i) The time to deliver all deliverables set out under 3.1 should not exceed 5 weeks.
- j) The contractor shall produce a short Press Release, approximately 500-600 words, reflecting the most interesting research findings.
- k) The contractor shall present the most relevant findings of the research during a webinar session hosted by ETC.

All market intelligence generated or obtained for this project should be delivered to ETC and will remain the property of ETC.

### 3.3 Technical requirements

#### Publicity

All project 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 communication materials (press releases, reports, webinars, etc) produced in the framework of this project:

#### Logo of ETC



#### Name and emblem of the European Union



**Co-funded by  
the European Union**

The guidelines for the use of the EU emblem, as well as the respective graphic files, are available for download at the following link:

<https://etc-corporate.org/publicity-guidelines/>

#### 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 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, 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 materials, whether independently or as part of other material;
- d) to distribute copies and display publicly derivative works from the project materials.

#### Reporting

Regular written progress reports must be provided to ETC.



### 3.4 Procedure to place orders

The contract between ETC and the contractor will be a Framework Agreement, the implementation of which is only carried out through separate orders placed by ETC according to actual needs. ETC foresees the following method for placing orders:

- ETC informs the contractor by email about the number of research reports needed and their timings. ETC shares with the contractor any necessary information about the promotional campaigns or the research project (e.g., a request to add/replace/adjust markets, sustainable travel behaviours, etc.) to facilitate the analysis and production of reports. The contractor then proceeds to execute the task in accordance with the pre-negotiated terms and conditions.
- The contractor maintains a list or register in which every order placed by ETC is included and from which at least the following information can be derived: the number of placed orders, the value of each order, and the total value of all placed orders.
- This list or register must be available to ETC at any time during the term of the assignment.
- The contractor is expected to provide regular updates on the progress and performance of all placed orders.

### 3.5 Implementation period

The Framework Agreement has a duration of **two years**, and it is expected to start in **September 2024**.

The duration of the Framework Agreement may be extended for a further period to be determined upon mutual agreement between ETC and the contractor (for up to an additional one year).

The duration of the Framework Agreement is independent of the duration of each individual order placed by ETC within the framework of this agreement, which should include a specific start and end date.

## 4. BUDGET AND TERMS OF PAYMENT

The total maximum value for the term of the Framework Agreement is **EUR 120,000** (one hundred twenty thousand), exclusive of VAT and including all taxes, fees, charges, and costs. **Proposals exceeding the maximum available budget will be rejected.**

The maximum available budget per project is **EUR 60,000** excluding VAT and including all taxes, fees, charges and costs. The maximum number of projects that can be conducted under the Framework Agreement is 2 (two).

Invoicing will be issued after the deliverables for each project have been submitted. ETC will first approve that the deliverables are correct and ask the contractor to submit an invoice. ETC reserves the right to ask for further explanations and supporting documents.

The payment from ETC to the contractor may be subject to reduction in the event of any breach of the contractor's obligations. Breaches may include but are not limited to failure to deliver the required deliverables, not meeting established Key Performance Indicators (KPIs), or incorrect use of the European Union emblem.

## 5. SUBMISSION OF PROPOSALS

Proposals must be **clear, concise** (not exceeding 20 pages in total<sup>13</sup>) and **written in English**, so there can be no doubt as to word meaning and figures.

**Proposals must include:**

- 1) Brief **company profile**.
- 2) Description of **team credentials**, field of expertise and roles of the people involved in the project.
- 3) **Reference(s)** 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), over the past ten years.
- 4) **Detailed and clear description of the research design**, i.e., methodology, types of data, tools and techniques to collect data that enable assessing the current adoption of the four behaviours among travellers from target groups and in the context of travelling to and within Europe, approach to establish baselines, eliminate bias and ensure comparability over time, etc. The more detailed the description is, the better.
- 5) Clearly **justify the proposed methodology** and explain how it aligns with the project objectives.
- 6) **Description of the structure and content of the report** summarising the project's results.
- 7) **Detailed timeline** for the production and delivery of each project deliverable. This should include the timings needed for each phase within the proposed methodology (drafting summary report, webinars, and PRs). ETC foresees at least two rounds of revision following the submission of deliverables.
- 8) **Detailed breakdown of the economic offer** listing the price components to launch the project, e.g. project management, data collection, data collection per market, data analysis, interpretation of results, report production, webinar, press release, etc. The breakdown should include the costs associated with relaunching the project to monitor the evolution of consumer-responsible behaviours on a yearly basis.

**All prices should be quoted in Euro and exclude VAT and other taxes that 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.

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 via the following form on the ETC website: <https://etc-corporate.org/requests-for-proposals/submission-form/>

## 5.1 Deadline for submissions

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<sup>13</sup> Annexes and other supporting documents do not count towards the page limit.

Proposals must be received by **09/09/2024** at 17:00 (CEST).

The proposals must be valid for at least six 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 “Assessment of responsible travel behaviours of long-haul travellers to Europe” until **02/09/2024** at 23:59 (CEST).

ETC will provide the answers to all received questions by **05/09/2024** at 23:59 (CEST) at the latest.

## 6. AWARD CRITERIA

Applications will be assessed first against the quality criteria and then against the financial criteria. The relative weights assigned to each are described below.

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

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$$\text{Final score} = [(\text{lowest price} / \text{proposal price}) \times 100 \times 0.4] + (\text{quality score} \times 0.6)$$


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### 6.1 Quality criteria

The quality of the proposal is defined as a minimum set of delivered services as described in section “3.1 Minimum Requirements”. Each of these criteria and the relative weights assigned to them are described below.

Proposals scoring less than 50 points in the total weighted points for quality criteria will be excluded from the rest of the evaluation procedure.

Quality criteria	Weight
<p><b>Criterion 1. Company profile and qualifications of the project team</b></p> <p>The extent to which the credentials of the tenderers and the qualifications, fields of expertise, roles and responsibilities of the proposed project team are suitable for the execution of the project.</p>	10%
<p><b>Criterion 2. Experience</b></p> <p>Proven experience in delivering comparable work, including proven experience with the proposed methodological approaches.</p>	10%
<p><b>Criterion 3. Project goals</b></p> <ul style="list-style-type: none"> <li>• Complying with the project's purpose (does the research design help in achieving the project's goals?).</li> <li>• Complying with the structure outlined in the Request for Proposals (does the proposal correspond to everything required).</li> <li>• Overall clarity of the proposal.</li> </ul>	25%

<p><b>Criterion 4. Methodological approach</b></p> <ul style="list-style-type: none"> <li>• Quality of proposed research methodology (e.g. Is the level of detail sufficient? Is the approach holistic? Would it be easy to apply it in future to compare results? etc.).</li> <li>• Quality of the proposed indicators to gauge the current adoption of responsible behaviours among target groups (Will the data proposed for the methodology help in achieving project's goals?)</li> <li>• Overall approach, tools and techniques to collect, analyse and interpret the data and to ensure the elimination of any potential biases. Quality and approach to establishing a baseline against which progress will be measured and evaluated throughout the project life cycle and the methodology to ensure long-term comparability of results.</li> <li>• Proposed additional methodological approach or data sources to complement and validate data obtained from primary research</li> </ul>	35%
<p><b>Criterion 5. Added value</b></p> <ul style="list-style-type: none"> <li>• The extent to which the proposal offers feasible services and deliverables that add value to the minimum requirements and deliverables.</li> <li>• Level of innovation and creativity brought to the project, particularly in relation to the proposed methodology, interpretation and presentation of results.</li> <li>• Level of flexibility brought to the project to provide tailor-made research.</li> </ul>	10%
<p><b>Criterion 6. Timeframe</b></p> <ul style="list-style-type: none"> <li>• Timeline for the production and delivery of each type of report.</li> </ul>	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 the 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 – MESSAGING FRAMEWORK

ANNEX 2 - PASSION POINTS & EXPERIENCES

**Brussels, 13 August 2024**

European Travel Commission  
Rue du Marché aux Herbes 61  
1000 - Brussels, Belgium  
Tel: +32 2548 90 00

## 1. ANNEX 1 – MESSAGING FRAMEWORK

If wished, the tenderer could contact [info@visiteurope.com](mailto:info@visiteurope.com) to get access to the Responsible Travel Messaging Framework document. The content of this document could be useful for understanding better ETC's global communication and promotional campaign.

## 2. ANNEX 2 - PASSION POINTS & EXPERIENCES

Passion Point	Creative Cities (Creative Industries and Contemporary Arts)
<b>Profile of the target group</b>	The community is comprised of city life enthusiasts who share a passion for contemporary arts, creative industries (architecture, fashion, design, and crafts), a vibrant urban lifestyle, and a 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 need to indulge in new cultures and desire excitement and authentic and out-of-the-ordinary experiences. They want to experience the everyday local life of the destination by interacting with the place, its people and its customs. They pay attention to the atmosphere of their destination, which is defined by the vibrancy of the creative and cultural offer. A large proportion of this community is highly educated young professionals with high socio-economic status. Spring and autumn are their preferred seasons for travelling.
<b>Experiences</b>	Uncommon and engaging experiences framed around the local cultural scene and lifestyle (contemporary arts, architecture and design, fashion, music, performing arts, street culture, gastronomy, nightlife and shopping) in small or medium-sized urban areas <sup>14</sup> (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 creative skills.
Passion point	History and Ancestry
<b>Profile of the target group</b>	Explorers of cultural identity and roots <sup>15</sup> 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.

<sup>14</sup> *The Culture and Creative Cities Monitor (European Commission, 2017) provides a list of 168 cities in 30 countries which meet this criterion.*

<sup>15</sup> *European Travel Commission (2019). European Tourism Passion Communities*

<b>Experiences</b>	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.
<b>Passion point</b>	<b>Nature and the Outdoors</b>
<b>Profile of the target group</b>	Community of immersive explorers <sup>16</sup> who believe in the importance of making time to spend in nature and are 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 prohibit 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 of 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.
<b>Experiences</b>	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 <sup>17</sup> .

<sup>16</sup> European Travel Commission (2019). *Tourism Passion Communities*

<sup>17</sup> 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>