

ETC co-op programme 2026

Co-branding of promotional campaigns

Award Report

Award entity	European Travel Commission
Issuance date	16 December 2025
Deadline for applications	2 February 2026
Estimated starting date	March 2026
Duration	10 months

Brussels, 24 February 2026



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1. Introduction

The European Travel Commission's (ETC) **Co-branding of promotional campaigns programme** supports Europe's travel and tourism ecosystem by investing in industry-led communication and promotional initiatives. The programme aims to foster widespread cooperation in promoting Europe's sustainable tourism offering by encouraging transnational public-private partnerships that leverage shared resources, extend reach, and maximise impact through economies of scale. This programme acts as an incubator for new partnerships, capacity building, and innovative ideas, with a view to guiding initiatives towards a mature stage where they can operate independently.

The programme is presented by ETC in the framework of an **ad-hoc grant of the European Union (EU)**, with the objective of strengthening Europe's image as a safe and sustainable tourist destination in long-haul source markets. Its purpose is to reinforce the recovery and long-term sustainability of Europe's tourism ecosystem by promoting a more balanced geographic and seasonal distribution of visitor flows, while taking into account the needs and aspirations of local communities.

Initiatives supported under this programme shall add value to ETC's and the EU's efforts to put forward the objectives and actions set out in the **Transition Pathway for Tourism**¹.

2. Procedure and selection process

The terms and conditions to participate in the programme were published on the website europeantravelcommission.com on 16 December 2025. The submission of applications was executed via a dedicated online form available on the same website.

A total of 6 applications were received by the deadline on 2 February 2026. The table below lists the names of each submitted application in the order they were received:

Number	Application
1	Echoes of the Masters - Classical Music Journey through Central Europe
2	The Sacred Horizons – Off-season Spiritual & Cultural Europe 2026
3	Discover your Danube
4	Meet the Danube - Nature and Outdoors
5	Alps2Adriatic Trade Campaign – Canada
6	Europe Slow Living - Family Explorers

ETC conducted a comprehensive review of all received applications and accompanying documentation to evaluate their conformity with program requirements. All six applications were found to meet the eligibility criteria.

¹ See <https://transition-pathways.europa.eu/tourism>

3. Awarding process

Applications were firstly assessed based on the quality criteria and secondly evaluated against the financial criterion. The assessment of the applications was performed by a panel composed of two staff members of ETC. Each member of the panel evaluated all eligible applications individually based on the degree of fulfilment of each award criterion.

3.1. Evaluation of quality criteria

The final score of each quality criterion is the arithmetic average of the scores given by each member of the panel. Each quality criterion was 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.

Final quality scores (i.e. weighted results) were calculated according to the following weights:

Quality criteria	Weight
Relevance and strategic fit	30
Pan-European thematic dimension	30
Clarity and creativity of the campaign approach	40

Proposals must achieve a minimum score of 60 out of 100 points in the total quality score. Proposals that scored below this threshold were excluded from further evaluation.

3.2. Evaluation of financial criterion

The financial assessment considered the consortium's requested financial contribution, expressed as a percentage relative to the total campaign budget. A higher score was awarded to applications with a lower requested share.

Final score

The following formula was used to calculate the final total score of each application:

$$\text{Final score} = \frac{\text{lowest requested share}^2}{\text{proposal requested share}} \times 100 \times 0.5 + \text{quality score} \times 0.5$$

3.3. Evaluation results

	Application number					
	1	2	3	4	5	6
QUALITY SCORE	80.25	55.25	79.75	85.50	81.50	51.25
FINANCIAL SCORE	84.21	n/a	100.00	80.00	80.00	n/a
FINAL SCORE	82.23	n/a	89.88	82.75	80.75	n/a
RANKING	3rd	n/a	1st	2nd	4th	n/a

4. Decision

On the basis of the above evaluation and results, ETC decides to:

A) Reject the following application for not reaching a total minimum quality score of at least 60 points.

Number	Application
2	The Sacred Horizons – Off-season Spiritual & Cultural Europe 2026
6	Europe Slow Living - Family Explorers

² Lowest requested share among all proposals evaluated in the financial assessment stage.

B) Award funding to the following applications:

Ranking	Number	Application
1 st	3	Discover your Danube
2 nd	4	Meet the Danube - Nature and Outdoors
3 rd	1	Echoes of the Masters - Classical Music Journey through Central Europe
4 th	5	Alps2Adriatic Trade Campaign – Canada

ETC's decision on the selection process is final and conclusive.

Any enquiries must be addressed to info@visiteurope.com.

Brussels, 24 February 2026

European Travel Commission

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