EUROPEAN
TRAVEL
COMMISSION

2027 Co-branded Promotional Campaigns

APPLICATION FORM | Applicant and consortium information

This compact PDF summarises the information requested in the online application. The online form remains the official submission channel. Fields marked * are mandatory.

1. Applicant and consortium

Consortium name *

Number of eligible consortium members (excluding ETC) *

List the eligible consortium members below. Eligibility and consortium composition requirements are set out in Section 5.2 of the Terms and Conditions.

No.	Partner name *	Entity type *	Country *	Website *	Role / relevant experience *
1					
2					
3					
4					
5					
6					
7					
8					

Entity type: DMO | Other governmental or public entity | Tourism-related association | Private sector company | Other (please specify).

Other entity type – please specify

Associated partners (if any): list other entities contributing to the campaign that are not eligible to receive funding and briefly describe their role (800 characters maximum).

2. Coordination and main contact

Select one eligible consortium member as coordinator and provide the main contact details for liaison with ETC.

Coordinating partner *		**Contact name ***	
Job title *		**Email ***	
Telephone (direct) *		**Street address ***	
City / postal code *		**Country ***	

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Campaign description

CAMPAIGN PROFILE | Objectives, theme and target audience

3. Campaign identification

Campaign name *

Objectives * – describe the campaign's objectives, explain how they contribute to the ETC Co-op Programme objectives (Section 1.2 of the Terms and Conditions), and specify the intended outcomes (2,000 characters maximum).

Campaign theme * – select one

☐ Nature and Outdoors ☐ Creative Cities ☐ History and Ancestry

Subtheme (optional)

☐ Gastronomy ☐ Lifestyle ☐ Ecotourism ☐ Other: _____

Responsible travel approach * – select all that apply

☐ Off-peak travel ☐ Supporting local communities ☐ Off-the-beaten-path destinations
☐ Low-impact transportation options ☐ Other: _____

4. Target markets and audience

Target market(s) * – select all that apply

☐ China ☐ Japan ☐ United States ☐ Australia ☐ Canada ☐ Brazil ☐ Other: _____

Market rationale * – explain why the selected market(s) are relevant to the campaign and host destinations (3,000 characters maximum).

Target audience * – describe its demographic and psychographic profile, travel motivations, interests and behaviours. Explain alignment with the passion-community target groups in Section 2.5 of the Terms and Conditions (3,000 characters maximum).

Estimated audience size * – indicate expected reach and specify the source and methodology used for the estimate (200 characters maximum).

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Campaign concept and delivery

CREATIVE APPROACH | Activities and implementation

5. Creative concept and pan-European scope

Campaign scope * – describe the central idea, narrative and key messages. Outline the pan-European experiences and stories to be showcased, explaining how they relate to the selected theme, encourage responsible travel choices and contribute to a cohesive European narrative. Identify the countries and destinations featured (4,000 characters maximum).

Ensure that the proposal complies with the thematic scope (Section 2.1), responsible travel requirements (Section 2.2) and geographical scope (Section 2.3) of the Terms and Conditions.

6. Campaign activities and channels

Campaign activities, tactics and channels * – describe the proposed B2C and/or B2B activities, tactics, communication channels and implementation methodology. Explain how they will reach and engage the target audience and contribute to the campaign objectives (10,000 characters maximum).

7. SME engagement and benefits

If applicable, explain how the campaign will directly engage and benefit European tourism SMEs, including the types of businesses involved and the expected benefits (3,000 characters maximum).

8. Expected outputs, KPIs and impact

Describe how achievement of the campaign objectives will be assessed. Include estimated outputs, KPIs, target values and means of verification (5,000 characters maximum).

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Implementation, budget and declarations

DELIVERY PLAN | FINANCIAL INFORMATION | DECLARATIONS

9. Timeline

Provide a detailed timeline for campaign development, implementation and evaluation. Upload the detailed project timeline where required by the online form.

Campaign start date *		Campaign end date *	

10. Budget

Upload the completed Budget Form (Annex 1). It must show the financial contribution of each consortium member and the estimated expenditure for each campaign activity. Distinguish consortium contributions from any contributions by associated partners.

Budget file uploaded / reference

11. Declarations

Previous EU funding *

Has the same or a substantially similar campaign project previously been submitted to, or received funding from, any EU-funded programme?

☐ Yes ☐ No

If yes, provide the programme name, DG and action name, and explain the main differences between the previous and present application (mandatory if Yes).

Use of artificial intelligence (AI) *

Have you used AI in preparing this application, or do you intend to use AI in implementing the campaign?

☐ Yes ☐ No

If yes, briefly describe the tools used, areas of application and expected use of AI during campaign implementation, including relevant activities or deliverables.

Programme awareness

How did you hear about this programme?

Source / referral

12. Before submitting

Review all mandatory fields and attachments in the online application portal. Submit the application before the deadline stated in the Terms and Conditions. The online submission confirmation is evidence that the application has been formally submitted.

This compact PDF is a redesigned reference copy. It does not replace the online application or modify the Terms and Conditions.