

TOURISM AWARD MARCO POLO

for the creation of a CEE tourist product, service or activity
for Chinese tourists from March 2020 to 15th March 2022



Instruction Sheet How to fill out the application form 2022

Dear Applicant,

We devised this Instruction Sheet to help you focus on the expected directions and the most relevant information in your application.

1. Read the document "Guidelines" to get to know about the Tourism Award Marco Polo.
2. Familiarize yourself with the Application Form.
3. Read carefully the *Instruction Sheet* (the present document) to understand what we expect from you.
4. Prepare your application.
5. Attach the supporting supplementary documents and send them in e-mail to tcc@mfa.gov.hu
6. Send your application until the deadline of 30th June 2022.

Please keep in mind that your application is **eligible** when it contains **(1) innovative activities that you started during the COVID-19 pandemic in order to retain the interest of Chinese travellers and/or (2)** when you have **created a new product or service to attract the attention of post-COVID Chinese travellers.**

The time frame that your application should cover must fall **between March 2020 and the moment of submitting your application.**

Your application should excel in one or more of the areas listed below. Minimum and maximum lengths are not given, but your explanation should be convincing. Do not forget to attach any supplementary material that supports your application.

SUSTAINABILITY
If you choose this area, please focus on what makes your /product/service/activity authentic. Highlight any natural, cultural or health-related local solutions and explain how

they allow the involvement of Chinese tourists, support their active holidays or make them stay at your destination longer.

Please highlight how your product/service/activity supports the local economy. Does it contain interactive program offers? Does it target special interest groups, like young and FIT travellers? Mention if you use unusual accommodation types.

If you apply as a hotel, please show that your hotel services are sustainable and introduce the local solutions from meals to laundry, from information to program offers.

DIGITAL MARKETING

If you choose this area, please list and explain the digital marketing tools that you introduced as a response to the pandemic (eg. new digital channels, most popular Chinese platforms and innovative ways of using them). Please argue how your digital solution offers an alternative to actual travels until they return. How does your product/service/activity uphold future demand for your destination?

If you apply as a hotel, please focus on the innovative new technology, digital services and solutions that you introduced and explain how they make your accommodation more attractive for Chinese guests.

USE OF SOCIAL MEDIA

If you choose this area, please concentrate on new types of social media campaigns or new developments for the post-COVID era that you have introduced. Explain how you use the most popular Chinese social media platforms.

If you apply as a hotel, please highlight how you promote your hotel on the most popular Chinese media platforms.

COVID SAFETY AND EXTRA HEALTH REGULATIONS (mainly hotels but not only)

If you choose this area, please introduce in detail the safety and COVID health measures that will meet the highest expectations of Chinese guests. Describe anything above and beyond the regular (mandatory) preventive and health measures that makes your product/service more convincing for the visitors.

DEEPER CHINESE VISITS

If you choose this area, please introduce how your product/service/activity results in longer stays in your country, at *fewer* destinations. Describe whether your product/service/activity promotes more environmentally friendly travels during the holiday, active holidays, slow tourism or getting to know a place(s) in more detail.

COMBINATION OF THE LOCAL CHARACTER AND THE EMERGING NEW DEMANDS IN CHINA. ADDRESSING THE HIGH-END CHINESE TRAVELER

If you choose this area, please focus on those Unique Selling Points of your destination that post-COVID Chinese travellers to CEE will be looking for. They may be nature, local culture, off-the-beaten-track destinations, sports tourism, rare hobbies, etc.

Prove that your product/service/activity addresses the more demanding Chinese travellers and serves their more sophisticated needs.

OTHER INNOVATION, NAMELY:

If you excel in an area not mentioned above, you can name it and describe it in detail.

