**TOURISM AWARD MARCO POLO**

**for the creation of a CEE tourist product, service or activity**

**for Chinese tourists from March 2020 until 15th March 2022**



**APPLICATION FORM –**

**National and Regional Tourism Organizations - 2022**

*Please use this form to apply for the Tourism Award Marco Polo 2022.*

**Application Deadline: 30thJune 2022**

**Send to e-mail** **tcc@mfa.gov.hu**

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| **Applicant:** |
| **Address:** |
| **Website:** |
| **Website in Chinese (if applicable):** |
| **Contact data****Name:****E-mail:****Phone**: |
| **Give your company profile in max. 150 words. (Refer to your results in the Chinese market before the COVID-19 pandemic and how you changed your focus as a consequence of the crisis.)** |
| **Underline the area(s) that your new strategy targeting the Chinese market excels in (you can choose multiple)*** **Sustainability**
* **Digital Marketing**
* **Use of Social Media**
* **Deeper Chinese Visits (longer stays in one CEE country, at *fewer* destinations, environmentally friendly travels during the holiday, active holidays, slow tourism and getting to know a place(s) in detail)**
* **Combination of the local character and the emerging new trends. Addressing the high-end traveler**
* **Other creative ideas**
 |
| **Please describe in approximately 1200 words your new strategy you prepared for the post COVID era and/or activities you have been doing for the past 2 years. Please focus on the areas that you would like to introduce in more detail.**  |
| **Please support your application with supplementary documents (marketing materials, media releases, links, photos, videos, customer reviews, etc.):** |
| **Any other relevant information (optional):** |
|  |
| **Date, place, signature of the Applicant:** |