**TOURISM AWARD MARCO POLO**

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

**for Chinese tourists**



**APPLICATION FORM - Travel Agencies/Tour Operators 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 product/activity excels in (you can choose one or multiple) and extend on the topic in detail in the appropriate box(es) below.** * **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**
 |
| 1. **Sustainability**

Describe and explain how your activity supports extended stays, authentic, natural, cultural or health-related local solutions, active holidays, involvement of tourists, etc. Describe how your activity supports the local economy, whether it contains interactive program offers, targets special interest groups or young and independent travellers, uses unusual accommodation types, etc. *The focus points mentioned above are only examples. If your focus point is in any way different from the ones mentioned above, your application can still be eligible for the award.*  |
| **2.) Digital Marketing**Describe your activity that gives priority to digital marketing tools that have been introduced to respond to the challenges caused by the pandemic. (eg. using new digital channels, presence on most popular Chinese platforms and innovative ways of using them). Explain how your digital solution offers an alternative to actual travels.  |
| **3.) Use of Social Media**Describe your activity that contains new types of social media campaigns or new developments that have been introduced because of the pandemic.  |
| **4.) Deeper Chinese visits**Describe whether, based on your trend research, your product/activity will assure longer stays in your country, at *fewer* destinations, and whether it promotes more environmentally friendly travels during the holiday, active holidays, slow tourism and getting to know the place(s) in detail.*The focus points mentioned above are only examples. If your focus point is in any way different than the ones mentioned above, your application can still be eligible for the award.*  |
| **5.) Combination of the local character and the emerging new demands. Addressing the high-end Chinese traveler.** Describe whether your product/activity is built on the Unique Selling Points of your destination, which may be sought after by post-COVID Chinese travellers to CEE. They may be nature, local culture, off-the-beaten-track destinations, sports tourism, rare hobbies, etc.Explain how your product/activity addresses the more demanding of the Chinese travellers and how it serves more sophisticated needs. |
| **6.) Any other creative innovation:** |
| **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:** |