

CEEnter

The new shape of Central and Eastern Europe

China-CEEC's Tourism Coordination Centre

The China-CEEC's tourism cooperation is a professional platform of the 16+1 cooperation mechanism.

The China-CEEC's Tourism Coordination Centre (TCC or CEEnter) is a coordinating body that represents the 16 Central and Eastern European countries in the cross-regional cooperation platform.

Established in 2014, the TCC's mission is to strengthen the CEE tourism brand in China and promote the CEE region as being one, diverse destination for Chinese travellers.

The TCC works together with the tourism boards and tourism ministries of the 16 CEE countries and helps to build the partner network of CEE tourism businesses in China as its main priority.

Website: www.ceenter-china.com

Social media:

Headquarters: Hungary, Ministry of Foreign Affairs and Trade

Company size: 2 people

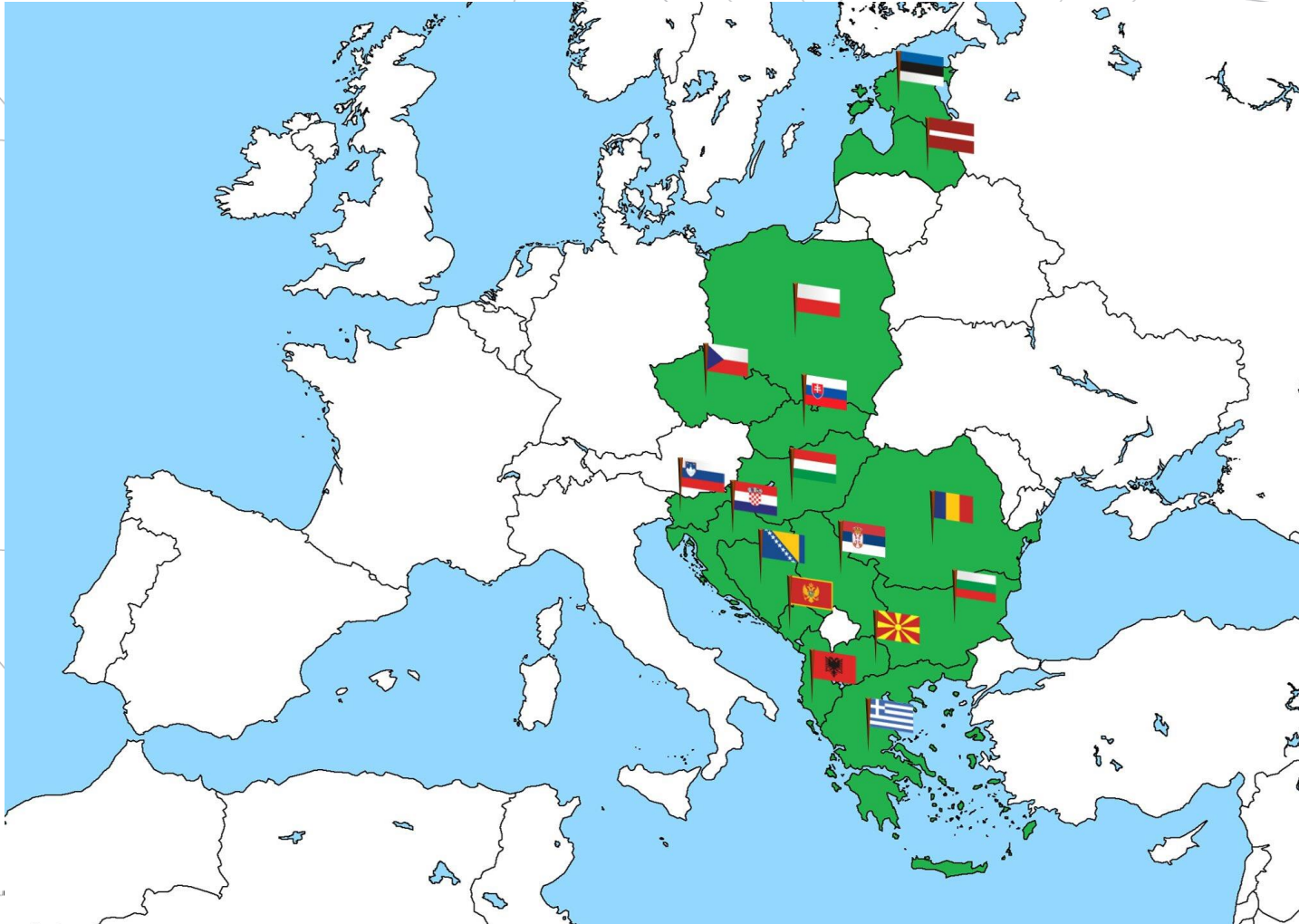
E-mail: tcc@mfa.gov.hu



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16 CEE countries in the tourism cooperation with China



- Albania
- Bosnia & Herzegovina
- Bulgaria
- Croatia
- Czech Republic
- Estonia
- Greece
- Hungary
- Latvia
- Montenegro
- North-Macedonia
- Poland
- Romania
- Serbia
- Slovakia
- Slovenia



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Our Partners



Dragon Trail
INTERNATIONAL



Sheraton[®]
WARSAW HOTEL



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Performance of the 16 CEE countries until 2019

2009: 161.000 Chinese visitors

2019: 2.613.000 Chinese visitors

2009: 299.000 Chinese nights

2019: 3.900.000 Chinese nights

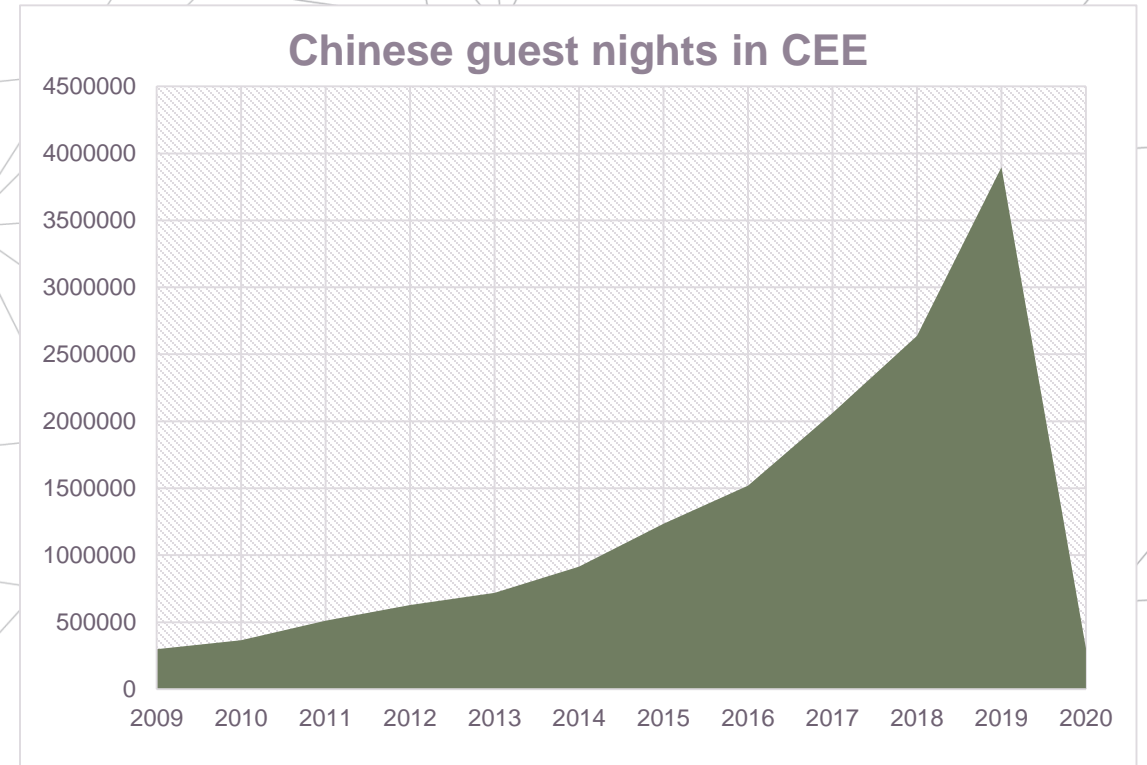
2020: 136.000 visitors, 305.000 nights



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Effects of COVID-19 on CEE tourism from China



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Tourism Award Marco Polo

Fact 1:

Until last year Tourism Award Marco Polo rewarded *realized performance* of CEE tourism businesses (round trips, hotel services)

Fact 2:

There have been **no travels, no realized performance** since 2019

Fact 3:

Chinese outbound tourism will return and the CEE countries must be fit to respond to the new trends if they would like to lure back Chinese travelers to their countries.

Conclusion:

All **creative and innovative ideas must be rewarded** that helped to overcome the serious cause of the pandemic and turn its negative effects into **new, unique and promising solutions.**



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Who can apply in 2022? What is the Jury looking for?

Application is open for Central and Eastern European

- national and regional tourism organizations
- travel agencies and tour operators
- hotels

You can apply with

(1) innovative activities started during the COVID-19 pandemic in order to retain the interest of Chinese travellers in the CEE region

and/or

(2) new products or services that have been created to attract the attention of post-COVID Chinese travellers



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Evaluation Criteria

Your application should excel in one of the following areas:

- Sustainability
- Digital marketing
- Use of social media
- Post-COVID safety and extra health regulations
- 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 of your destination with the emerging new demands in China. Addressing the high-end Chinese traveler
- Other innovation that helped survive the pandemic and prepare for the post-COVID era



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Formal Requirements

Language of the application is **English**, for all mandatory and supplementary documents.

Way of submission: electronically, via e-mail

Submission **e-mail address:** tcc@mfa.gov.hu

Your **application** must **consist of:**

- the **completed and signed application form**,
- **supplementary documents** (marketing materials, media releases, links, photos, video, customer reviews etc.) that support the activity/product/service that is introduced



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Important Dates and Deadlines:

Start of application period: 15th March 2022

Deadline of submission: 30th June 2022 (23:59 CET)

Awardees will be informed by 9th September 2022

Public announcement of Awardees on 27th September 2022 (World Tourism Day)



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Applicants' Benefits

Awardees' 3-minute promotional video will be uploaded on the website of the 16+1 cooperation, www.ceenter-china.com

TCC and the 16 CEE countries will promote the Awardees through their communication channels for one year.

Awardees will be entitled to use the label "Tourism Award Marco Polo 2022" in various promotional activities for one year.

All eligible applicants will be introduced at www.ceenter-china.com



Awardees of the previous years

TRAVEL AGENCIES

CT Poland

Fly Montenegro Travel

Long Teng Hungary Ltd.

Funclub Ltd.

HOTELS

Sheraton Grand Warsaw

Kempinski Hotel Corvinus Budapest



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TCC looks forward to receiving your application.

Feel free to contact us at tcc@mfa.gov.hu

We will be glad to help you.



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