



Belgique  
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Czech Republic



Germany  
The travel destination



# “Wanderlust, Wonder Europe” campaign

## Chinese Market

### 3<sup>rd</sup> Report

(15<sup>th</sup> February 2021 □ 31<sup>st</sup> March 2021)



Auvergne  
Rhône-Alpes  
Tourisme

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## Introduction

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The European Travel Commission (ETC) has launched a vast **pan-European promotional campaign targeting Chinese Free Independent Travelers**. The promotional campaign aims at enhancing awareness of extraordinary travel experiences in European destinations and help build a distinctive image of Europe by broadening perceptions of what the continent has to offer. The campaign is co-funded by the European Union.

In total, **35 European destinations in Europe** have joined forces to promote Europe as a tourism destination in China. The cooperation includes partners from Belgium, Czech Republic, France, Germany, Italy, Poland, Spain and Switzerland.

Thanks to the **Atout France** financial and technical support, **France is the best represented country with 14 French destinations promoted**.

The campaign is supported from several Chinese and European industry and media partners including **ETOA, Weibo Travel, Tuniu, Global Blue, Rail Europe, Eurostar, Vins de Provence, Vins de Bordeaux, Armagnac, Jelmoli, The Bicester Village, Bongenie Grieder, Globus, El Corté Inglés**.

The promotional campaign is taking place **from September 2020 to March 2021**. It highlights the friendship between Europe and China as well as the wealth and diversity of European travel experiences, revolving around five themes:

- **Art de vivre: wine tourism and gastronomy**
- **Slow Adventure**
- **Unexpected experiences at local level**
- **Handcraft experiences & local designers**
- **Wellness tourism and wellbeing**

Several communication channels are used, including **Weibo, WeChat, Douyin and Mafengwo**.

The Phase 2 (January □ March 2021) focused on KOL Challenge. The influencers mobilized their audience to generate as many votes as possible for the destinations in the cluster that they have chosen to promote.

Additionally, the mini program **WeChat Travel Experience** presents the points of interest of each destination in detail, offer interactive challenges with numerous prizes and allow the Chinese audience to personalize and dream about their next trip to Europe.

Through this campaign, European tourism stakeholders hope to manifest their affection towards the Chinese public and their trust in a future reunion.

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## Global figures at 26<sup>th</sup> of March 2021 for the destination



**Post mentioning the destination**

EuroPass global commitment for the whole campaign (Apr. 2021):

**122\***

EuroPass partial results at the end of the 2<sup>nd</sup> phase:

**130\***



106,56 % of the target already achieve



**Page views**

**25,000,000**

**51,862,724**



204% of the target already achieve



**Interactions**

**75,000**

**97,577\*\***



129,33% of the target already achieve

\* in addition to the 34 POIs of the destinations

\*\* according to our forecasts, the 2<sup>nd</sup> phase (KOL Challenge) will concentrate most of the interactions

**Auvergne Rhône-Alpes: 51,862,724 PV in total**

### Global Communication

- ❑ WeChat: **352,448 PV**
- ❑ Weibo: **34,413,253 PV**
- ❑ Douyin: **1,368,106 PV**
- ❑ Mafengwo: **613 PV**
- ❑ Total: **36,134,420 PV**

### Cluster Communication

- ❑ WeChat: **29,211 PV**
- ❑ Weibo: **721,683 PV**
- ❑ Douyin: **746,000 PV**
- ❑ Total: **1,496,894 PV**

### Destination Communication

- ❑ WeChat: **6,603 PV**
- ❑ Weibo: **220,000 PV**
- ❑ Total: **226,603 PV**

### WeChat Travel Experience

- ❑ **9** WeChat Games
- ❑ **4,913** ETC landing page views
- ❑ **1,506** ETC page clicks

### Activations

- ❑ Weibo page:
  - Page views: **140,000,000**
  - Interactions: **40,000**
- ❑ EU-China connection:
  - Page views: **6,039,000**
  - Interactions: **34,259**
- ❑ Tuniu:
  - Page views: **443,095**
  - Interactions: **362**
- ❑ KOL Contest:
  - Page views: **8,135,800**
  - Interactions: **31,018**

# Details of publications





## Detail of publications: WeChat

Date of Publication	SoMe Channel	Topics	Title of article (ENG)	PV	Interactions
04/09/2020	WECHAT	General	<a href="#"><u>It's Fall, I would like to send you a postcard from Europe! (Campagin Intro + campaign trailer)</u></a>	24,965	1,176
04/09/2020			<a href="#"><u>How many little wonderful things are hidden in this magical continent (cluster intro)</u></a>	17,807	850
18/09/2020			<a href="#"><u>ETC campaign enhancement + Global Blue Mini-Program Game</u></a>	20,399	1,038
09/10/2020			<a href="#"><u>Full-moon Gift   It's cold, May I offer you a drink to warm you up?</u></a>	21,195	682
31/10/2020			<a href="#"><u>As the end of the year approaches   may I offer you a toast?</u></a>	19,189	632
25/09/2020			<a href="#"><u>ETC campaign enhancement + Global Blue Mini-Program Game</u></a>	20,578	961
31/10/2020			<a href="#"><u>Fun in Europe   Unlock new ways to travel by rail!</u></a>	20,127	843
06/11/2020			<a href="#"><u>Be in Europe or be square   Thousands of Mountains and Rivers, Online Travel with ETC</u></a>	19,133	628
27/11/2020			<a href="#"><u>Armagnac   Over 700 Years of Legacy</u></a>	19,487	658
04/12/2020			<a href="#"><u>Memories with Wanderlust,Wonder Europe Weibo Dedicated Page</u></a>	19,385	648
11/12/2020			<a href="#"><u>Coming through   there are much more to see in Europe other than 'Versailles'</u></a>	19,016	644
18/12/2020			<a href="#"><u>Plant a Christmas tree   Make your wish come true in Europe next year!</u></a>	19,113	628
25/12/2020			<a href="#"><u>End of the year selection   Full of European literary gifts, direct shipping to your home</u></a>	18,901	869
01/01/2021			<a href="#"><u>Embrace 2021   May your "new dreams" come true</u></a>	19,077	1,045
08/01/2021			<a href="#"><u>El Corte Ingles   Your New Year s Gift is Ready</u></a>	12,413	568
22/01/2021			<a href="#"><u>El Corte Ingles   Love in New Year, fabulous gift for you</u></a>	12,861	602
29/01/2021			<a href="#"><u>Winter gift   Armagnac invites you to enjoy a glass of wine</u></a>	17,845	508
12/02/2021			<a href="#"><u>Happy New Year of the Ox   Helping you love European destinations and win excess travel funds</u></a>	15,512	192
05/03/2021			<a href="#"><u>Happy Women's Day   Self-exciting, colorful world!</u></a>	15,445	246
TOTAL				352,448	13,418



## Detail of publications: WeChat

Date of Publication	SoMe Channel	Topics	Title of article (ENG)	PV	Interactions
04/12/2020	WECHAT	Cluster	<a href="#">Gastronomy   Meat and Wine, A Tango of Taste</a>	10,029	315
18/12/2020			<a href="#">Gastronomy   The Story of Grapes and Wine</a>	9,545	325
22/01/2021			<a href="#">Gastronomy   Eat in Europe</a>	9,637	373
TOTAL				29,211	1,013



## Detail of publications: WeChat

Date of Publication	SoMe Channel	Topics	Title of article (ENG)	PV	Interactions
08/01/2021	WECHAT	Individual	<a href="#">Auvergne Rhône Alpes   A jewel of French cuisine</a>	3,298	247
11/09/2020			<a href="#">Auvergne Rhone Alps   Sure you really know the East side of France?</a>	3,305	249
TOTAL				6,603	496



## Detail of publications: Weibo

Date of Publication	SoMe Channel	Topics	Title of article (ENG)	PV	Interactions
04/09/2020	Weibo	General	<a href="#">Campaign Intro + Campaign Trailer</a>	1,800,000	258
18/09/2020			<a href="#">Global Blue Mini-Program Game</a>	379,000	59
22/09/2020			<a href="#">GB Game Optimization</a>	100,000	21
25/09/2020			<a href="#">CIVP Game Launch</a>	760,000	44
29/09/2020			<a href="#">CIVP Game Optimization</a>	152,000	11
02/10/2020			<a href="#">GB Winner List</a>	211,000	14
09/10/2020			<a href="#">Martell Game Launch</a>	1,530,000	20
09/10/2020			<a href="#">CIVP Winner List</a>	214,000	9
13/10/2020			<a href="#">Martell Game Optimization</a>	5,027	3
18/10/2020			<a href="#">Rail Europe Trailer</a>	2,550,000	75
19/10/2020			<a href="#">Weibo Travel Campaign Repost</a>	7,633	8
20/10/2020			<a href="#">Rail Europe post</a>	706,000	47
21/10/2020			<a href="#">Value Retail post</a>	731,000	31
22/10/2020			<a href="#">Campaign Trailer version updated</a>	2,480,000	75
23/10/2020			<a href="#">Value Retail post 2</a>	724,000	29
24/10/2020			<a href="#">Eurostar post</a>	718,000	66
30/10/2020			<a href="#">Martell Winner list</a>	74,000	2
30/10/2020			<a href="#">CIVB Game Announcement</a>	2,450,000	53
30/10/2020			<a href="#">CIVB Game Optimization</a>	84,000	0
10/11/2020			<a href="#">CIVB winner list</a>	160,000	5
01/10/2020			<a href="#">Mid-Autumn Festival + Chinese National Day (Golden week)</a>	491,000	73
31/10/2020			<a href="#">Halloween</a>	594,000	33
13/11/2020			<a href="#">#11.11#</a>	665,000	24





## Detail of publications: Weibo

Date of Publication	SoMe Channel	Topics	Title of article (ENG)	PV	Interactions
23/11/2020	Weibo	General	<a href="#">Bordeaux Wine Introduction</a>	128,000	23
27/11/2020			<a href="#">Armagnac Game Launch</a>	842,000	15
03/12/2020			<a href="#">Armagnac game repost</a>	102,000	9
04/12/2020			<a href="#">CIVP Game</a>	906,000	21
08/12/2020			<a href="#">CIVP Game Optimization Repost</a>	115,000	10
11/12/2020			<a href="#">ECI game</a>	733,000	17
17/12/2020			<a href="#">ECI game Optimization</a>	111,000	1
18/12/2020			<a href="#">Value Retail XMAS</a>	4,598	7
18/12/2020			<a href="#">CIVP Game winner list</a>	91,000	6
24/12/2020			<a href="#">Christmas</a>	440,000	57
25/12/2020			<a href="#">EP &amp; ETC private sale game</a>	686,000	47
25/12/2020			<a href="#">ECI game winner list</a>	92,000	12
28/12/2020			<a href="#">EP &amp; ETC private sale game repost</a>	100,000	8
31/12/2020			<a href="#">New year</a>	263,000	42
01/01/2021			<a href="#">Grand Lucky Draw</a>	760,000	141
08/01/2021			<a href="#">EP &amp; ETC private sale game</a>	131,000	34
08/01/2021			<a href="#">ECI game 2</a>	842,000	23
15/01/2021			<a href="#">ECI game 2 repost</a>	119,000	10
13/01/2021			<a href="#">Grand Lucky Draw video</a>	2,840,000	1,131
22/01/2021			<a href="#">El Corte Ingles(ECI) Lucky Draw 2 Winner List</a>	98,000	7
22/01/2021			<a href="#">El Corte Ingles(ECI) Lucky Draw 3 Launch</a>	672,000	19
27/01/2021			<a href="#">ECI game 3 repost</a>	87,000	12
29/01/2021			<a href="#">Ya Wen Yi quiz game</a>	134,000	21



## Detail of publications: Weibo

Date of Publication	SoMe Channel	Topics	Title of article (ENG)	PV	Interactions
03/02/2021	Weibo	General	<a href="#">Ya Wen Yi quiz game</a>	98,000	23
05/02/2021			<a href="#">El Corte Ingles(ECI) Lucky Draw 3 Winner List</a>	5,978	26
09/02/2021			<a href="#">Bordeaux small game forwarding</a>	223,000	16
10/02/2021			<a href="#">CNY Celebration and voting</a>	689,000	122
12/02/2021			<a href="#">BVSC game Launch</a>	1,140,000	27
12/02/2021			<a href="#">Armagnac Game Winner List</a>	7,017	5
15/02/2021			<a href="#">New Year wishes from Carla Bruni</a>	11,000	19
17/02/2021			<a href="#">Bordeaux Game Repost</a>	224,000	17
17/02/2021			<a href="#">BVSC game Launch</a>	204,000	20
19/02/2021			<a href="#">Armagnac Game Winner List</a>	100,000	17
19/02/2021			<a href="#">Globus game Launch</a>	313,000	11
24/02/2021			<a href="#">repost Globus game Launch</a>	101,000	23
26/03/2021			<a href="#">BG Department Store Game Launch</a>	785,000	34
02/03/2021			<a href="#">BG Department Store Game enhancement</a>	197,000	5
05/03/2021			<a href="#">International Women's Day</a>	126,000	9
05/03/2021			<a href="#">Globus game Winner List</a>	360,000	33
09/03/2021			<a href="#">Zhu Zhengting Video 1</a>	289,000	4,219
12/03/2021			<a href="#">repost Zhu Zhengting Video 2</a>	94,000	3,843
16/03/2021			<a href="#">Zhu Zhengting Video 2</a>	434,000	2,389
19/03/2021			<a href="#">SEA LIFE Paris Game Launch</a>	495,000	7
22/03/2021			<a href="#">Repost SEA LIFE Paris Game</a>	635,000	12
TOTAL				34,413,253	13,510



## Detail of publications: Weibo

Date of Publication	SoMe Channel	Topics	Title of article (ENG)	PV	Interactions
04/12/2020	Weibo	Cluster	<a href="#">Gastronomy: local special</a>	204,324	19
10/12/2020			<a href="#">Gastronomy : KOL must visit destination</a>	163,380	24
17/12/2020			<a href="#">Gastronomy : Wine (wine tasting + vineyard tours)</a>	169,979	25
18/03/2021			<a href="#">Gastronomy</a>	184,000	24
TOTAL				721,683	92



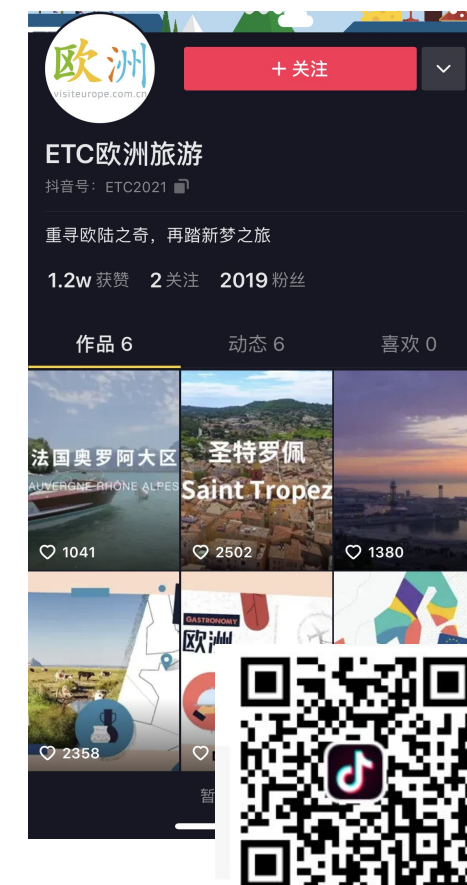
## Detail of publications: Weibo

Date of Publication	SoMe Channel	Topics	Title of article (ENG)	PV	Interactions
28/10/2020	Weibo	Individual	<a href="#">Auvergne Rhône-Alpes : dessert</a>	68,000	15
19/01/2021			<a href="#">What to expect in 2021</a>	117,000	25
10/09/2020			<a href="#">Auvergne Rhône Alpes summer food</a>	35,000	37
TOTAL				220,000	77



## Detail of publications: Douyin

Date of Publication	SoMe Channel	Topics	Title of article (FR)	PV	Interactions
04/09/2020	Douyin	General	<a href="#"><u>&lt;Wanderlust, Wonder Europe&gt; Campaign Trailor Part 1</u></a>	253,000	2,779
05/09/2020			<a href="#"><u>&lt;Wanderlust, Wonder Europe&gt; Campaign Trailor Part 2</u></a>	274,000	1,895
			<a href="#"><u>&lt;Wanderlust, Wonder Europe&gt; Campaign Trailor Part 3</u></a>	275,000	2,356
31/10/2020			<a href="#"><u>Halloween</u></a>	69,000	247
11/11/2020			<a href="#"><u>Double 11/Singles Day</u></a>	104,000	451
16/12/2020			<a href="#"><u>The end of the year is coming! New Featured Christmas Gifts in El Corte Ingles!</u></a>	78,000	1,977
18/12/2020			<a href="#"><u>The Bicester Villages open a new chapter and brings unlimited possibilities!</u></a>	67,000	1,006
25/12/2020			<a href="#"><u>Ding! Here is a Christmas gift! Pay attention to check</u></a>	85,000	303
31/12/2020			<a href="#"><u>Light the lanterns and reunion the family! The new year is approaching, I wish you all happiness and all things go well!</u></a>	41,000	3,022
02/02/2021			<a href="#"><u>Europe   After the epidemic, when the time is right to travel, Europe welcomes you</u></a>	106	3
04/02/2021			<a href="#"><u>Come vote for your favorite European travel destination and win European travel funds!</u></a>	122,000	126
16/02/2021		Cluster	<a href="#"><u>Gsatronomy   Happy Chinese New Year, take you to taste the continental delicacies</u></a>	335,000	163
08/02/2021			<a href="#"><u>Gastronomy   Those limited taste that only belong to the Europe</u></a>	244,000	275
26/02/2021			<a href="#"><u>Gastronomy   Encounter the delicacies of Europe in the romantic winter</u></a>	167,000	66
TOTAL				2,220,000	14,669



Date of Publication	SoMe Channel	Topics	Title of article (FR)	PV
26/10/2020	Mafen gwo	General	<u>Rediscover the wonder of the European continent and embark on a journey of new dreams</u>	591
11/11/2020			<u>Double 11/Singles Day</u>	22
19/11/2020		Cluster	<u>Creative cities   Where is the shopping paradise in Europe?</u>	2
TOTAL				639





# Activations







Weibo dedicated page

European Travel Commission campaign with our partner Weibo Travel has generated:

- 140 Millions views
- 4.65M video views
- 39k discussions
- 60.38% of the audience is female
- Principal audience is generation Z (between 19 and 25)
- 89.9% have a college degree!



More than 60 Chinese influencers participated in the campaign creating original posts to promote Europe!



## In general

Date of Publication	SoMe Channel	Title of article (ENG)	PV	Interactions
01/12/2020	Weibo	<a href="#">Weibo Travel Dedicated Page</a>	28,672,000	3,319

## Reposts for the destination

Date of Publication	City	Link	PV	Interactions
31/12/2020	ETC all destination 35 destination	<a href="https://weibo.com/2935704454/JB3n5bG9X?refer_flag=1001030103_%26type=comment">https://weibo.com/2935704454/JB3n5bG9X?refer_flag=1001030103_%26type=comment</a>	271,246	44
24/12/2020	ETC all destination 35 destination	<a href="https://weibo.com/2935704454/JzYll1alM?refer_flag=1001030103_%26type=comment">https://weibo.com/2935704454/JzYll1alM?refer_flag=1001030103_%26type=comment</a>	448,350	28
21/01/2021	KOL Auvergne-Rhône-Alpes 巴黎小胡桃 xiaohutao	<a href="https://m.weibo.cn/1316399377/4595866469680182">https://m.weibo.cn/1316399377/4595866469680182</a>	329,000	253
<b>TOTAL</b>			<b>1,048,596</b>	<b>325</b>



A reportage promoting each destination's link to China (place, history, ...) was created thanks to the content you shared with us.

The short reportage was posted on the Douyin account of Anhui TV and also promoted by Chinese KOLs.

### For the destination

KOL name	Link	PV	Interactions
墨小沫剪辑之旅	<a href="https://v.douyin.com/JGVyRsS/">https://v.douyin.com/JGVyRsS/</a>	1,464,600	1,044
大王影视剪辑1	<a href="https://v.douyin.com/JqcjTsM/">https://v.douyin.com/JqcjTsM/</a>	647,000	591
大王影视剪辑	<a href="https://v.douyin.com/Jqcyqrt/">https://v.douyin.com/Jqcyqrt/</a>	1,217,000	1,122
少禹爱剪辑	<a href="https://v.douyin.com/JqKSU5r/">https://v.douyin.com/JqKSU5r/</a>	626,000	496
天狼星传媒(影视剪辑)	<a href="https://v.douyin.com/JqKWDFv/">https://v.douyin.com/JqKWDFv/</a>	1,631,000	1,592
大地影视剪辑	<a href="https://v.douyin.com/JqTe2EN/">https://v.douyin.com/JqTe2EN/</a>	1,268,000	1,241
宝钰影视剪辑	<a href="https://v.douyin.com/JqwEGYQ/">https://v.douyin.com/JqwEGYQ/</a>	691,000	711
Anhui TV	<a href="https://v.douyin.com/J7kBr8j/">https://v.douyin.com/J7kBr8j/</a>	3,000,000	32,069
<b>TOTAL</b>		<b>10,544,600</b>	<b>38,866</b>



追寻#欧洲的中国缘~#旅游 

329.4w 69 3.2w

已发布 2020年12月18日 16:47



扫码下载抖音，观看更多有趣视频

After a great cooperation with Weibo Travel which generated 140,000,000 page views during the 1<sup>st</sup> phase of the campaign, we are pleased to announce our cooperation with Tuniu, one of the most famous Chinese Online Travel Agency.

Tuniu regularly cooperates with European destinations in order to help them to create, promote and sell innovative products adapted to the expectations and consumption patterns of the new Chinese generation.

In this difficult period, Tuniu made the decision to support our campaign initiative, and to join it as a global sponsor.

In order to promote your destinations toward its audience, Tuniu will share on its own accounts 5 WeChat articles and 20 Weibo posts introducing your destinations that will be published on the European Travel Commission accounts.



Don't hesitate to contact directly Mr. David Dai, Head of Destination Marketing at Tuniu.com, for any details:

[daiguangliang@tuniu.com](mailto:daiguangliang@tuniu.com)

Date of Publication	Link	PV	Interactions
21/01/2021	<u><a href="#">Gastronomy: Eat your way through Europe (Weibo)</a></u>	233,000	28
21/01/2021	<u><a href="#">Slow Adventure: An escape to nature (Weibo)</a></u>	204,000	22
12/02/2021	<u><a href="#">Wellness and Wellbeing: Re-energize yourself in Europe (Weibo)</a></u>	158,000	19
05/02/2021	<u><a href="#">Wellness and Wellbeing: Re-energize yourself in Europe (Wechat)</a></u>	6,095	312
22/01/2021	<u><a href="#">Gastronomy : Eat in Europe (WeChat)</a></u>	7,993	380
22/01/2021	<u><a href="#">Slow Adventure: Embrace the scenery and nature (Wechat)</a></u>	7,928	364
11/03/2021	<u><a href="#">Local crafts: Discover Europe's artistic side (Weibo)</a></u>	123,000	6
22/03/2021	<u><a href="#">Local Crafts x Tuniu (Weibo)</a></u>	196,000	12
12/03/2021	<u><a href="#">Local Crafts   A place to play culture and art (WeChat)</a></u>	9,586	332
04/03/2021	<u><a href="#">Creative Cities: Contemporary architecture (Weibo)</a></u>	162,000	23
18/03/2021	<u><a href="#">Creative Cities x Tuniu (Weibo)</a></u>	145,000	14
<b>TOTAL</b>		<b>1,253,207</b>	<b>1,512</b>



## KOL Contest

### 15 Chinese KOLs living in and loving Europe...

...selected by EuroPass team and validated by the European Travel Commission to promote your destinations and Europe toward the Chinese audience!

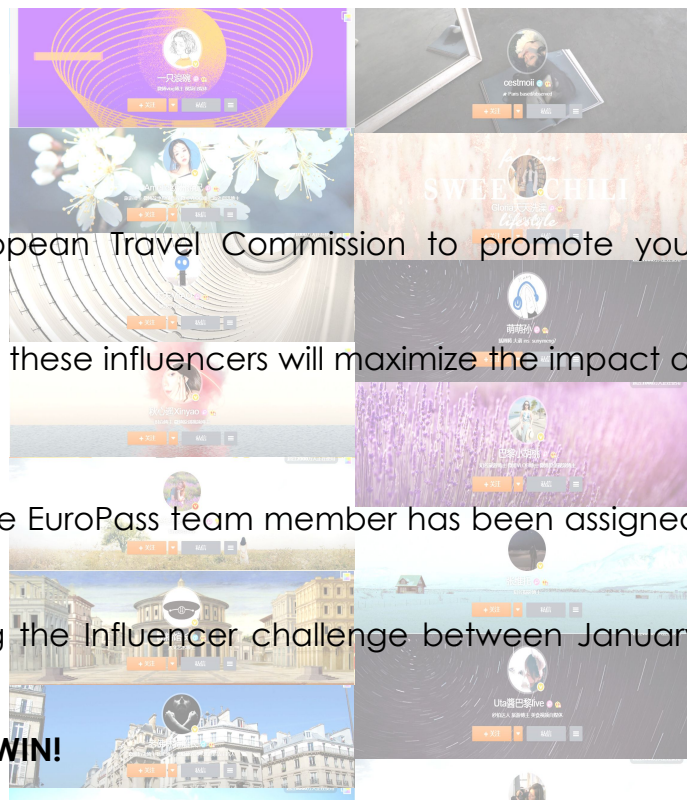
With more than 30 millions followers on Chinese social media, these influencers will maximize the impact of the second phase of the campaign.

In order to coordinate the promotion actions of the KOLs, one EuroPass team member has been assigned to each cluster.

They will assist the KOLs to promote your destinations during the Influencer challenge between January and March.

Their goal...

**Generate the maximum of votes for your cluster and make it WIN!**



都市惊鸿	755 (8.8%)
疗愈之旅	1329 (15.6%)
自然漫旅	3213 (37.6%)
匠心挚礼	862 (10.1%)
逐味欧洲	2376 (27.8%)

**8,135,800 Pages views**  
**31,018 interactions**  
**8,535 votes**

Publication Date	KOL name	Link to social media post	Topic	Page views	Interactions	Post
2021/1/14	巴黎小胡桃xiaohutao	<a href="https://m.weibo.cn/1316399377/4593331840224386">https://m.weibo.cn/1316399377/4593331840224386</a>	General campaign post - vote	520,000	190	1
2021/1/15	暴走姐妹花Life2	<a href="https://m.weibo.cn/3614301462/4593741517817624">https://m.weibo.cn/3614301462/4593741517817624</a>	General campaign post - vote	459,000	320	1
2021/1/15	Uta酱巴黎live	<a href="https://m.weibo.cn/status/4593573636872995?">https://m.weibo.cn/status/4593573636872995?</a>	General campaign post - vote	11,000	37	1
06/02/2021	巴黎小胡桃xiaohutao	<a href="https://m.weibo.cn/1316399377/4595866469680182">https://m.weibo.cn/1316399377/4595866469680182</a>	Post for the destination - AURA	329,000	253	1
05/03/2021	Uta酱巴黎live	<a href="https://m.weibo.cn/1619434070/4611465803726996">https://m.weibo.cn/1619434070/4611465803726996</a>	Post for the destination - AURA	12,000	12	1
19/03/2021	暴走姐妹花Life2	<a href="https://m.weibo.cn/3614301462/4616585397145618">https://m.weibo.cn/3614301462/4616585397145618</a>	Post for the destination - AURA	588,000	596	1
2021/2/13	巴黎小胡桃xiaohutao	<a href="https://m.weibo.cn/1316399377/4604222105981764">https://m.weibo.cn/1316399377/4604222105981764</a>	General campaign post - vote	143,000	180	1
2021/2/13	暴走姐妹花Life2	<a href="https://m.weibo.cn/3614301462/4604258853325710">https://m.weibo.cn/3614301462/4604258853325710</a>	General campaign post - vote	125,000	412	1
2021/2/13	Uta酱巴黎live	<a href="https://m.weibo.cn/1619434070/4604084406985973">https://m.weibo.cn/1619434070/4604084406985973</a>	General campaign post - vote	20,000	28	1
<b>TOTAL</b>				<b>2,207,000</b>	<b>2,028</b>	<b>9</b>

## Chinese Star partnership

### Europe deserves a STAR!

Mr. Zhu ZHENGTING, Young Chinese star, who gathers more than **23 millions followers** on Weibo ([https://weibo.com/u/2447034645?is\\_all=1](https://weibo.com/u/2447034645?is_all=1)) has been selected by EuroPass and validated by the European Travel Commission to promote the campaign.

Zhu ZHENTING has published 4 videos to promote the campaign, and our 35 destinations.

The shooting of the videos took place at mid of February.



IN TOTAL

**More than 18 million page views**  
**More than 340,000 sharing**  
**More than 100,000 comments**  
**More than 325,000 likes**



<https://weibo.com/2447034645/K5mN0tDHG>

**More than 5 million page views**  
**More than 115,000 sharing**  
**More than 60,000 comments**  
**More than 156,000 likes**



[https://weibo.com/tv/show/1034:4620417978269816?from=old\\_pc\\_videoshow](https://weibo.com/tv/show/1034:4620417978269816?from=old_pc_videoshow)

**More than 111K page views**  
**More than 130 sharing**  
**More than 90 comments**  
**More than 1,500 likes**

**More than 13 million page views**  
**More than 225,000 sharing**  
**More than 41,000 comments**  
**More than 166,000 likes**



<https://weibo.com/2447034645/K7HJEiBd5>

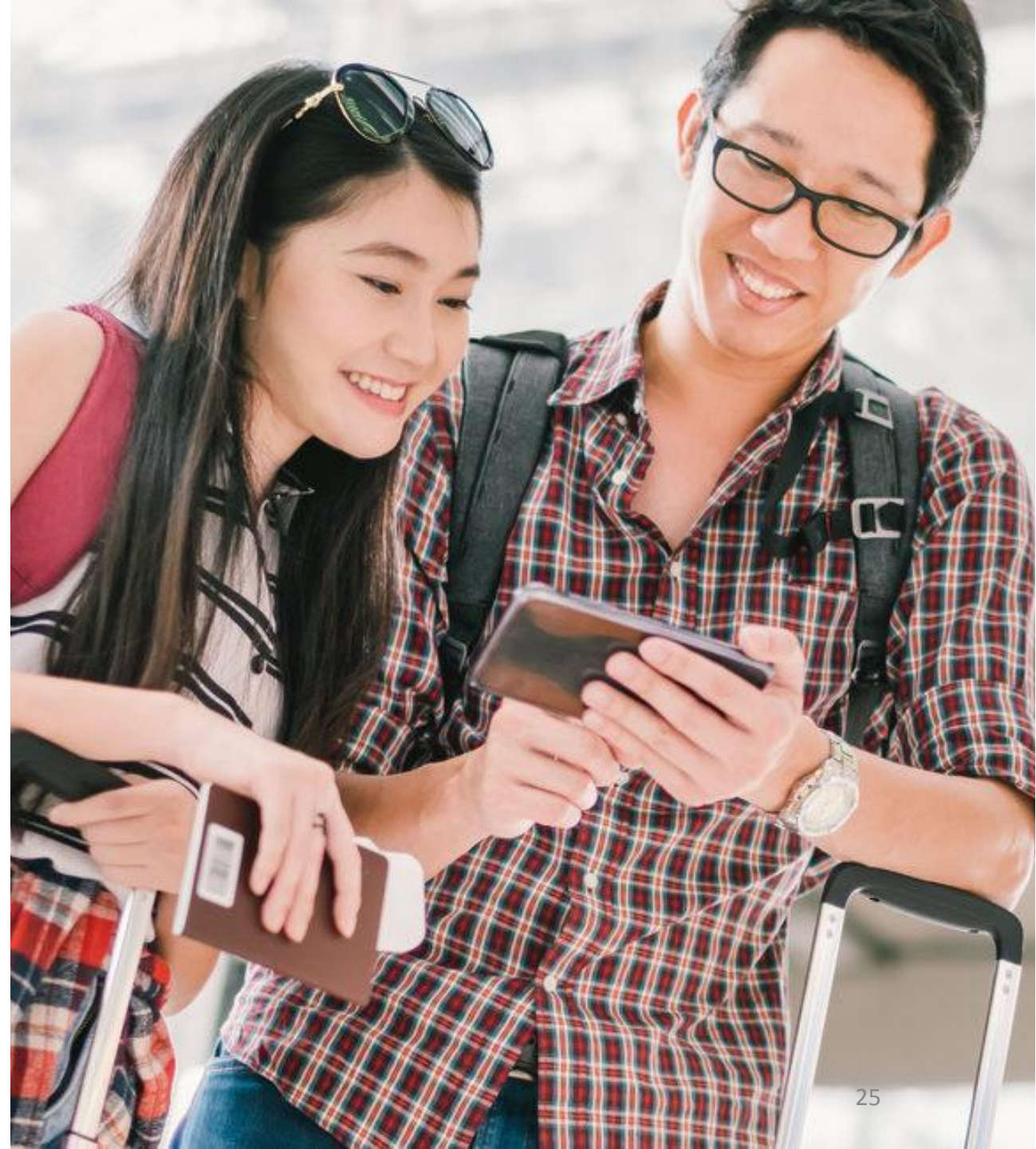
**More than 292k page views**  
**More than 900 sharing**  
**More than 700 comments**  
**More than 3000 likes**



[https://weibo.com/tv/show/1034:4614052492541997?from=old\\_pc\\_videoshow](https://weibo.com/tv/show/1034:4614052492541997?from=old_pc_videoshow)



# Games & WeChat Travel Experience





	PV	Links	Gifts
Global Blue	9,076	<a href="https://mp.weixin.qq.com/s/vLJvc_yDRpLntQJByJyueA">https://mp.weixin.qq.com/s/vLJvc_yDRpLntQJByJyueA</a>	Voucher of 100 € to use within our miniprogram "Special European sale"
CIVP	55,151	<a href="https://mp.weixin.qq.com/s/VumUqOnn01Uty0HcWO9dhQ">https://mp.weixin.qq.com/s/VumUqOnn01Uty0HcWO9dhQ</a>	3 bottles of AOP rosé
Martell	2,235	<a href="https://mp.weixin.qq.com/s/WKaX2TN9zllzaMHZIJVesw">https://mp.weixin.qq.com/s/WKaX2TN9zllzaMHZIJVesw</a>	A bottle of Gordon Blue cognac
CIVB	2,051	<a href="https://mp.weixin.qq.com/s/PshtnOs-acQ4diaPdjdRbA">https://mp.weixin.qq.com/s/PshtnOs-acQ4diaPdjdRbA</a>	<p><b>Lot 1</b> 6 bottles in the price range of 100-500 RMB (make sure that each bottle comes from one of the named regions, regardless of the name)</p> <p><b>Lots 2 and 3</b> 2 bottles in the price range of 100-500 RMB 1 bottle of red and 1 bottle of white</p>
Armagnac	2,540	<a href="https://mp.weixin.qq.com/s/zCufWcF2fa-kjKa5ptwB1A">https://mp.weixin.qq.com/s/zCufWcF2fa-kjKa5ptwB1A</a>	A bottle of Armagnac Jean Cave 18 years old + a lot of 6 glasses
CIVP	8,433	<a href="https://mp.weixin.qq.com/s/ujJr3y5GSo7l8juuX4ZpbQ">https://mp.weixin.qq.com/s/ujJr3y5GSo7l8juuX4ZpbQ</a>	3 bottles of rosé

## WeChat Games

El Corte Inglés	8,297	<a href="https://mp.weixin.qq.com/s/SKw85ymCg69EW1eiev3nkg">https://mp.weixin.qq.com/s/SKw85ymCg69EW1eiev3nkg</a>	A card holder
El Corte Inglés	7,993	<a href="https://mp.weixin.qq.com/s/bvkiTC9CbL4_JDE5PBM6ag">https://mp.weixin.qq.com/s/bvkiTC9CbL4_JDE5PBM6ag</a>	A card holder
El Corte Inglés	12,579	<a href="https://mp.weixin.qq.com/s/poqOv2qjJs3myas_fNun4w">https://mp.weixin.qq.com/s/poqOv2qjJs3myas_fNun4w</a>	A burberry wool scarf
Bongénie Grieder	7,560	<a href="https://mp.weixin.qq.com/s/4TIQv5veg4VXJiCo9baVdw">https://mp.weixin.qq.com/s/4TIQv5veg4VXJiCo9baVdw</a>	A tote bag
Globus	9,273	<a href="https://mp.weixin.qq.com/s/UU9PZnlK3-ljaL5upeHasq">https://mp.weixin.qq.com/s/UU9PZnlK3-ljaL5upeHasq</a>	1 voucher (300FS/voucher)
CIVB	8,522	<a href="https://mp.weixin.qq.com/s/tuebwqNhaYbflw-lqZa6bA">https://mp.weixin.qq.com/s/tuebwqNhaYbflw-lqZa6bA</a>	<p><b>Lot 1</b></p> <p>6 bottles in the price range of 100-500 RMB (make sure that each bottle comes from one of the named regions, regardless of the name)</p> <p><b>Lots 2 and 3</b></p> <p>2 bottles in the price range of 100-500 RMB 1 bottle of red and 1 bottle of white</p>
Armagnac	10,807	<a href="https://mp.weixin.qq.com/s/zPeunVsv0l8P78Ek32cHVq">https://mp.weixin.qq.com/s/zPeunVsv0l8P78Ek32cHVq</a>	A bottle of Armagnac Jean Cave 18 years old + a lot of 6 glasses

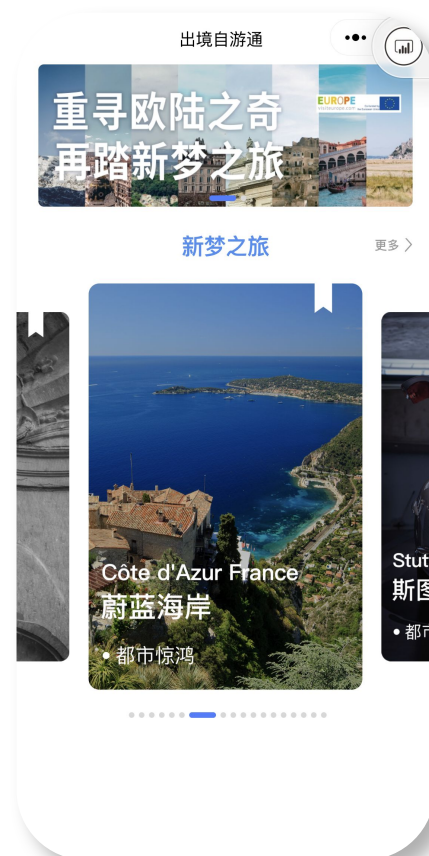
**TOTAL**

**144,517**

## WeChat Travel Experience (WTE)

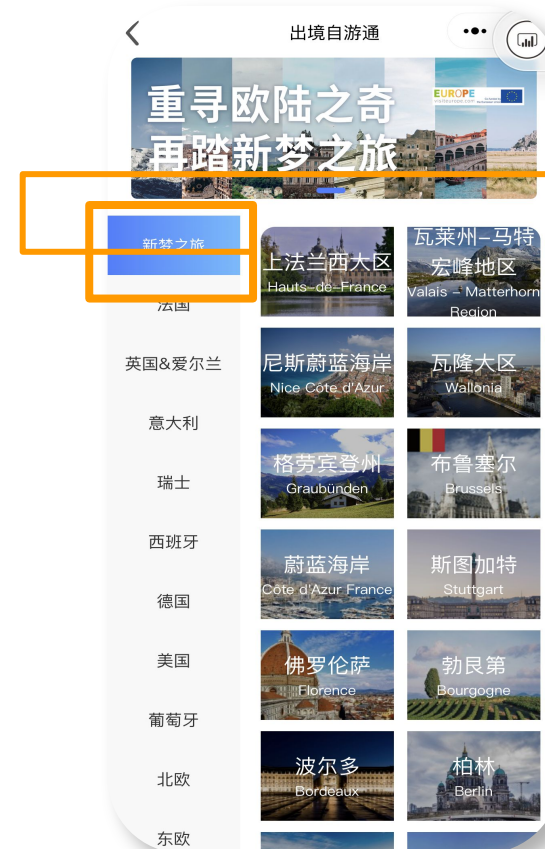


Number of POIs created for the destination: **34**



From Sept. to Feb. in  
Mini-Program  
WTE:

The Page  
Views of ETC  
landing page  
is **5,414**



ETC page in  
WTE

From Sept. to Feb.  
in Mini-Program  
WTE:

The clicks of  
ETC page is  
**1,642**

# Chinese Press releases





# Chinese Press Releases

”

The restart of European tourism is imminent and the European Tourism Commission has relaunched several recovery plans for tourist destinations »

China Daily



<http://caijing.chinadaily.com.cn/a/202010/21/WS5f8fe035a3101e7ce972a716.html>

”

The restart of European tourism is imminent, and the European Tourism Commission has restarted multiple tourism destination recovery plans »

Phoenix Business



<https://biz.ifeng.com/c/80kKbBaDqDJ>

”

The restart of European tourism is imminent, and the European Tourism Commission restarts recovery plans for multiple tourist destinations »

International Online News



<http://talk.cri.cn/n/20201021/3901baf8-23ea-7190-2677-9fa7b41a3d8e.html>

”

ETC launches pan-European promotional campaign in China »

ETC



<https://etc-corporate.org/news/etc-launches-pan-european-promotional-campaign-in-china/>

”

Zhu Zhengting unlocks a new identity-European Cloud Travel Online Experience Officer! Invite you to start a new online game in Europe »

CRI Online



<http://talk.cri.cn/n/20210309/9bdc24a2-eb59-7035-49b0-cd977fddb548.html>

# Chinese Press Releases

”

**Zhu Zhengting unlocks a new identity-European cloud tourism online experience officer! Invite you to start a new online game in Europe”**

Dazhong

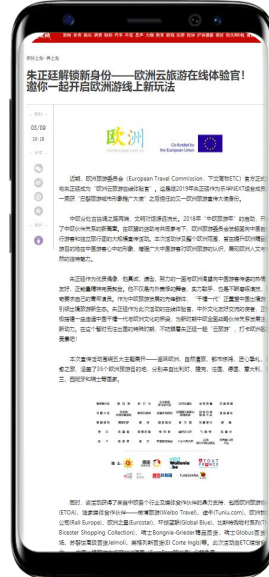


[http://ent.dzwww.com/cs/202103/t20210309\\_8087738.htm](http://ent.dzwww.com/cs/202103/t20210309_8087738.htm)

”

**Zhu Zhengting unlocks a new identity-European Cloud Travel Online Experience Officer! Invite you to start a new way to play online in Europe”**

Online.sh



[https://hi.online.sh.cn/content/2021-03/09/content\\_9726707.htm](https://hi.online.sh.cn/content/2021-03/09/content_9726707.htm)

”

**Zhu Zhengting unlocks a new identity-European Cloud Travel Online Experience Officer! Invite you to start a new way to play online in Europe”**

Tom.com



<http://ent.tom.com/202103/4554693794.html>

”

**Zhu Zhengting unlocks a new identity-European Cloud Travel Online Experience Officer! Invite you to start a new way to play online in Europe”**

Biz.ifeng.com



<https://biz.ifeng.com/c/84Rv4MRereV>

”

**Zhu Zhengting unlocks a new identity-European Cloud Travel Online Experience Officer! Invite you to start a new way to play online in Europe”**

Sina Weibo



[http://k.sina.com.cn/article\\_2967529507\\_b0e0e823020011xoi.html](http://k.sina.com.cn/article_2967529507_b0e0e823020011xoi.html)

# Next steps





## KOL visits in destination & live video



Zhizhuo

[zhizhuo@europass.paris](mailto:zhizhuo@europass.paris)

Cluster 1:  
Art de vivre

Barcelona

Bourgogne-Franche-Comté

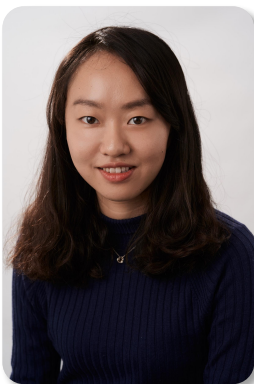
Colmar

Emilia Romagna

Lake Geneva Region

Lyon & Vineyards of  
Beaujolais - Côte du  
Rhône

Saint-Tropez



Tian

[tian@europass.paris](mailto:tian@europass.paris)

Cluster 2:  
Slow adventure

A Modern Journey  
through an old Land  
(Bretagne)

French Alps Ski Resort

Graubunden

Interlaken Holiday Region

Lucerne - Lake Lucerne  
Region

Valais- Matterhorn  
Region

Wallonia



Jasper

[jasper@europass.paris](mailto:jasper@europass.paris)

Cluster 3:  
Unexpected Exp

Berlin

Bordeaux

Brussels

Côte d'Azur

Florence

Germany

Stuttgart



Cynthia

[cynthia@europass.paris](mailto:cynthia@europass.paris)

Cluster 4:  
Handcraft Exp

Zurich

Hello Lille

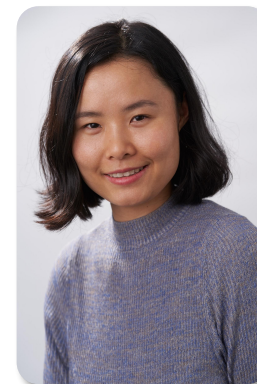
Madrid Destino

Normandy hotspots

Provence

Veneto, the land of  
Venice

Vicenza and its province



Xiaolan

[xiaolan@europass.paris](mailto:xiaolan@europass.paris)

Cluster 5:  
Wellness Tourism

Alpes d'Huez

Basilicata Region

Czech Republic

Amiens Hauts-de-France

Nice Côte d'Azur

Poland: Kopalnia

Puglia

As EuroPass committed, the KOLs reportages will take place in all destinations as soon as sanitary conditions will allow it.

We hope that the evolution of vaccination campaign in Europe will allow us to organize the reportage between **1st July 2021 and 30th of September 2021**.

During this reportages two KOLs will visit 4 hotspots selected by the Co-Op destination to assure the promotion of the destination.

Live video show, hosted on WeChat Travel Experience, will be done to illustrate to Chinese audience the return of a "normal" situation and that Europe is ready to welcome them again.



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