



BUILDING THE DESTINATION BRAND EUROPE IN CHINA

Miguel Gallego

Destination Branding 2016

Prague, 17 February 2016

WHAT IS EUROPE?







EUROPE

www.facebook.com/OneEurope



What Americans think we are



What the world thinks we are



What Brussels thinks we are



What sceptics think we are



What Pro-Europeans think we are



What we are



EUROPE IS... THE PLACE FOR SHOPPING



Chinese Travel Budget

34% shopping

17% air fare

18% accommodation

9% entertainment

3% travel agency service

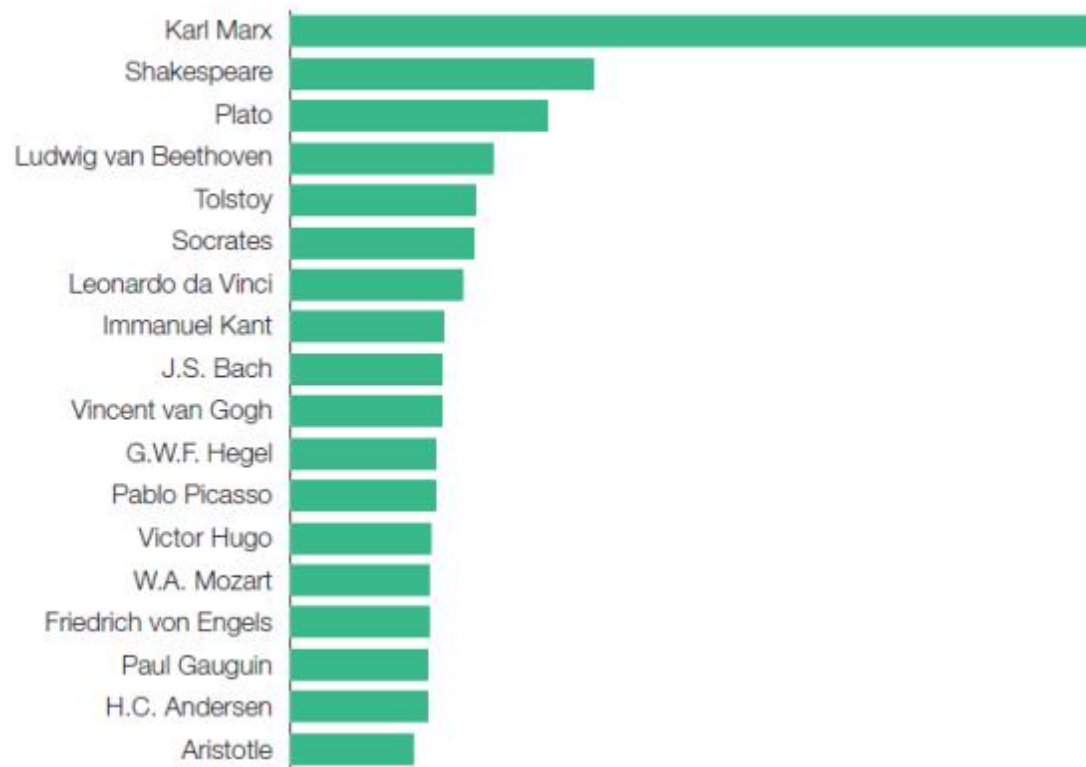


"Europe is a shopping heaven, it has all luxury brands, whether Louis Vuitton or Cartier or Hermes. So I go to Europe to get the most choices when buying luxury products."

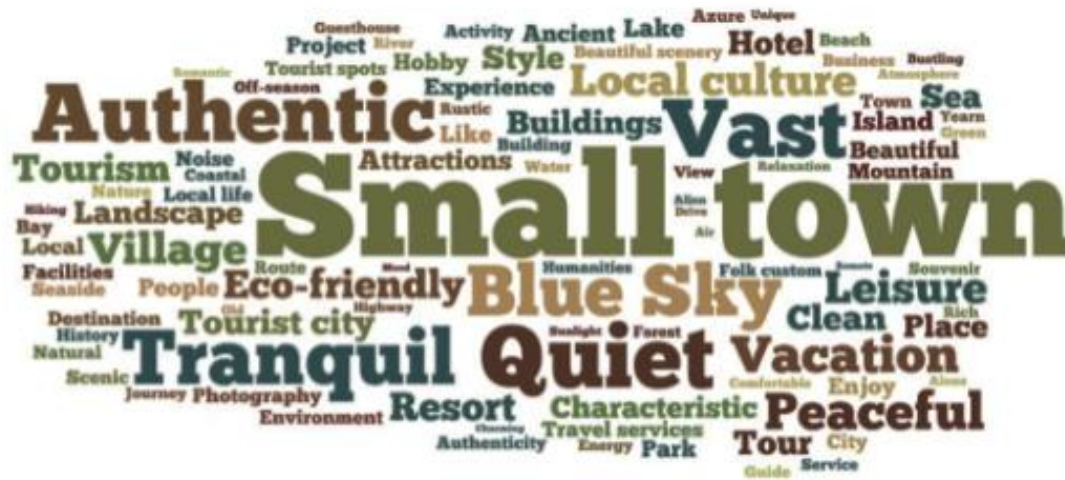


EUROPE IS... CULTURE AND HERITAGE

Popular European Historical Figures in China



EUROPE IS... AUTHENTIC



"A good way of making sure to meet other Chinese backpackers is to search online for hotels with Chinese owners."



EUROPE IS... IDEAL FOR HONEYMOON TRAVEL

"I and my beloved wife travelled to amazing Greece. We experienced the sweetness and romance of the myriad Greek islands, embraced the serendipitous blue sky at the Aegean Sea, kissed in front of temple ruins, and felt the warm breeze on a passionate boat trip. We will forever live happily together."



Photography is a central aspect of honeymoon travel.



EUROPE IS... SAFE



“Terrorism / security / unsafe” are a reason NOT to travel to Europe*

0%

Charlie
Hebdo

3%

Paris
Attacks

“I have been to many of the places in Europe that people call “unsafe”, like Paris, Rome and Milan. The trick is to pretend to be a local or a student...”



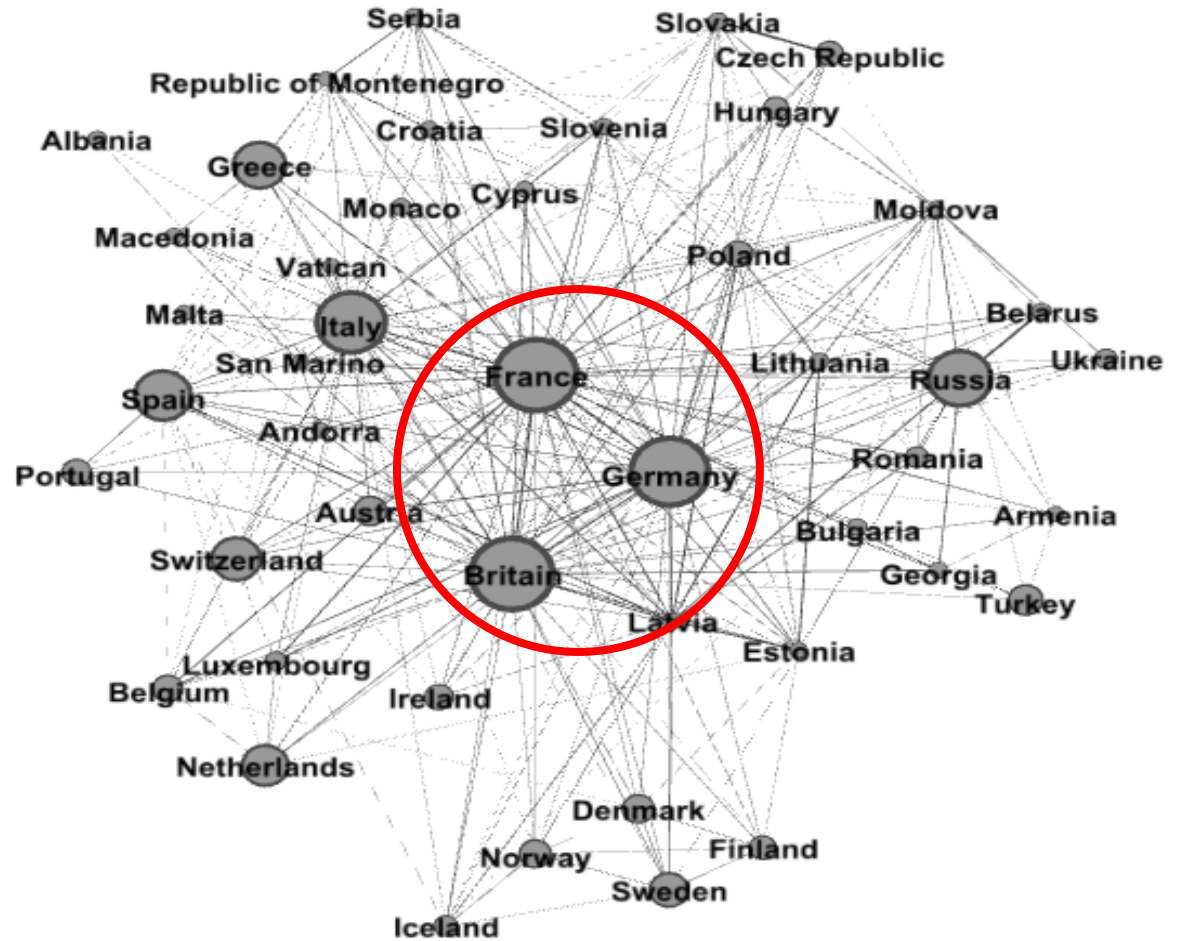
*Source: ETC, Long-Haul Travel Sentiment Survey & Index



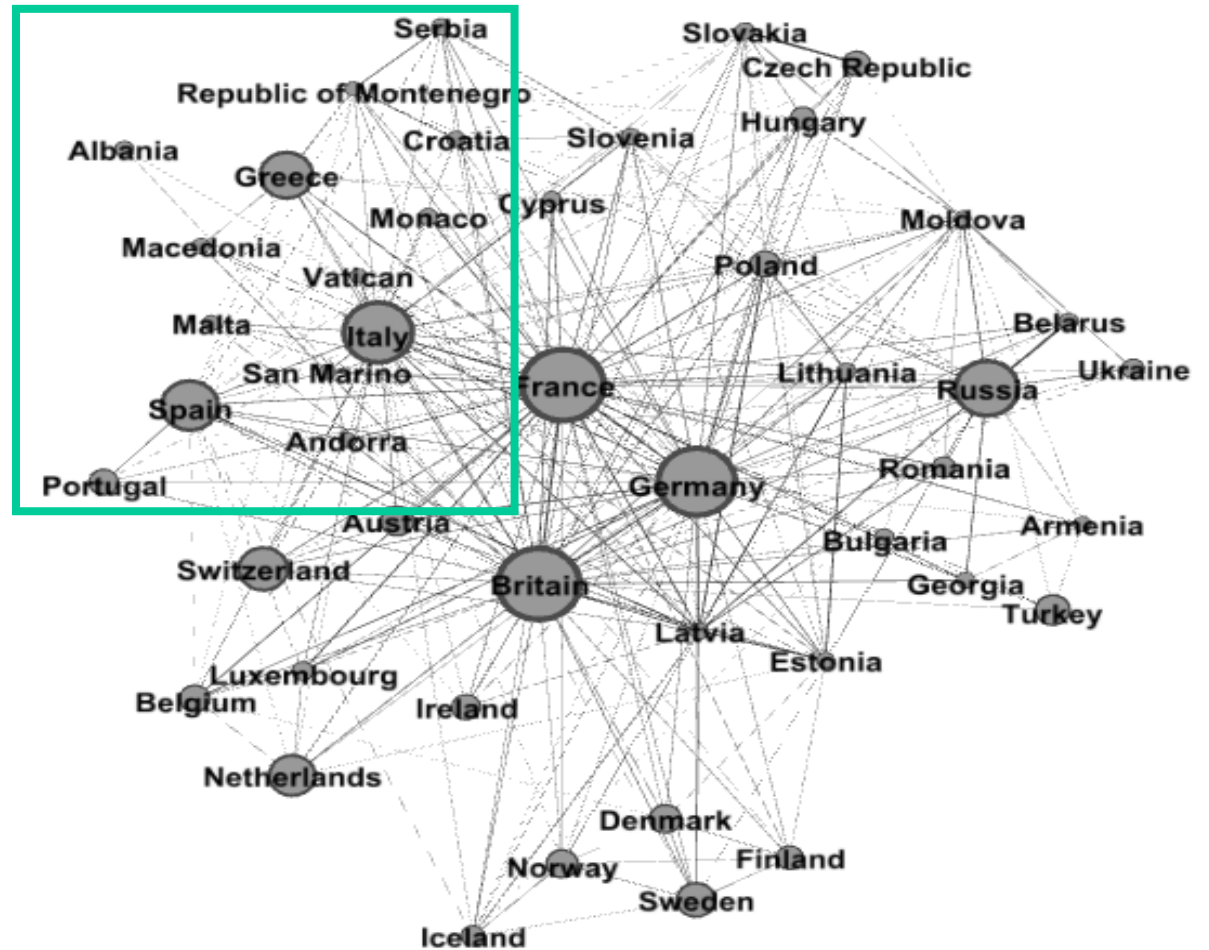
EUROPE'S UNIQUE SELLING POINTS IN CHINA



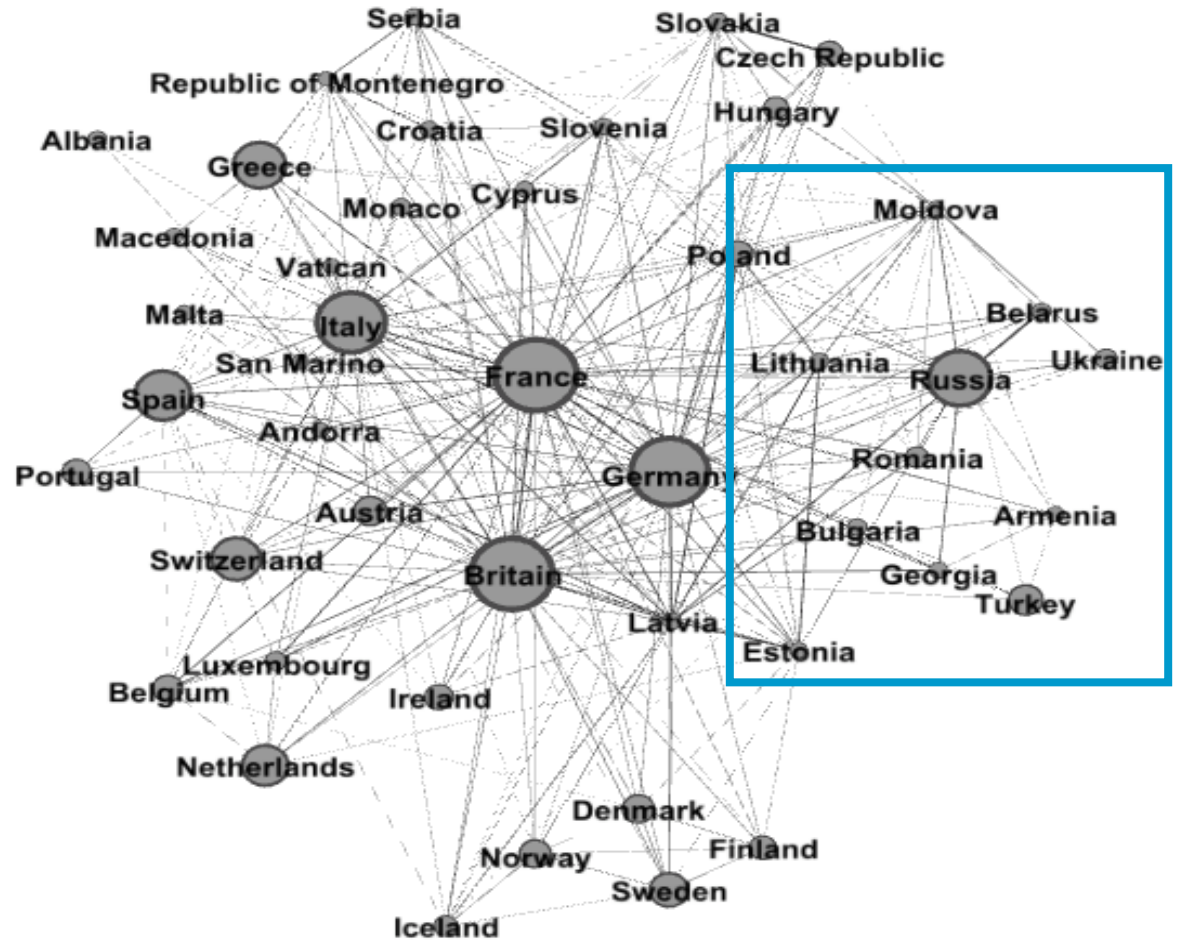
MENTAL TRAVEL MAP OF EUROPE



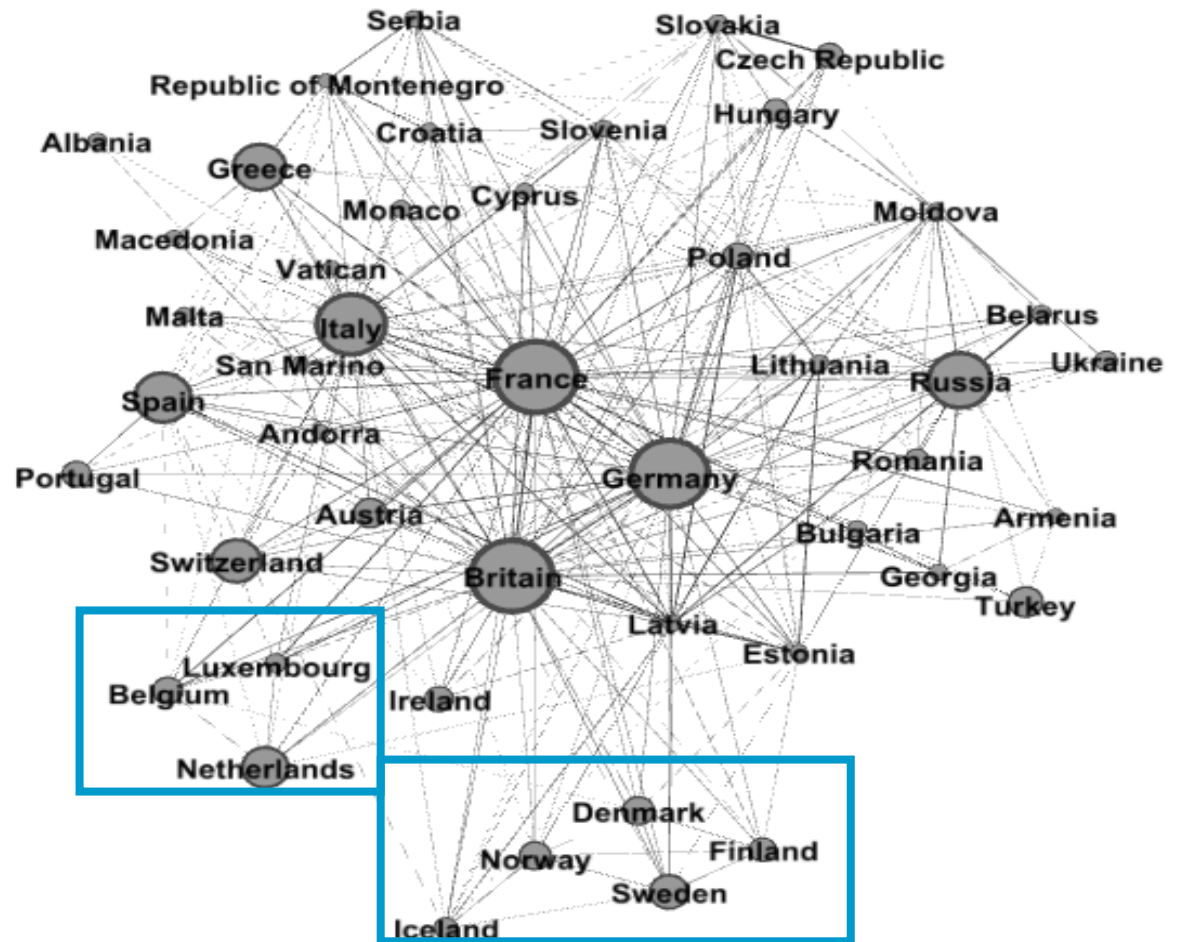
MENTAL TRAVEL MAP OF EUROPE



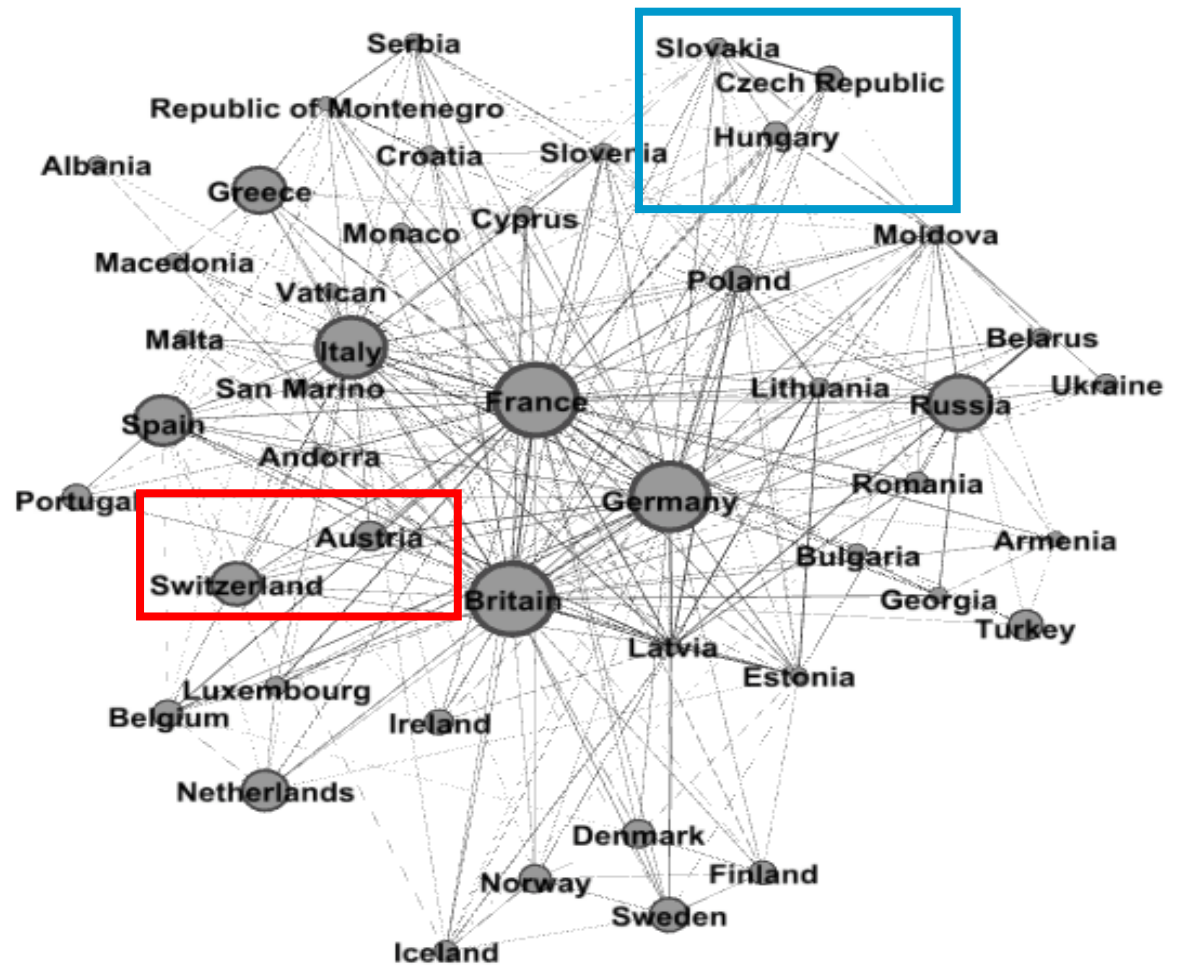
MENTAL TRAVEL MAP OF EUROPE



MENTAL TRAVEL MAP OF EUROPE



MENTAL TRAVEL MAP OF EUROPE



DESTINATION BRAND EUROPE IN CHINA



Offline-to-Online Campaign Winter in Europe

Beijing, December 2014-January 2015



Mobile Campaign TransEurope

China, Fall-Winter 2015



DESTINATION BRAND EUROPE IN CHINA



Popular Posts

一走进#捷克#克鲁姆洛夫城(Český Krumlov), 你就会被高墙小镇的文艺复兴时期城堡景观所吸引。若不登上城堡塔楼观赏老城区美丽的景色, 你在此的旅行都将会不完整。悠久的历史市中心漫步, 穿过其如诗如画的街道, 那不可复制的中世纪风格, 使这里成为 UNESCO 世界遗产。@捷克旅游局 捷克: 你的旅行灵...



7月8日 21:33 来自 微博 weibo.com

Popular Posts

橄榄、美酒、阳光、沙滩, #地中海地区#的美丽无法言喻! @网页链接

@欧洲旅游的官方微博

#欧洲旅游风景#——一片地中海, 几处迷情地——地中海沿岸最美的地方: 希腊圣托里尼岛, 意大利威尼斯, 西班牙巴塞罗那, 土耳其伊斯坦布尔, 葡萄牙里斯本, 克罗地亚杜布罗夫尼克。by 网络



2月4日 16:00 来自 孔明社交管理

转发 20 · 评论 3 · 11

Popular Posts

#丹麦#的商品价格虽然相对较高, 但一分价钱一分货, 高品质的购物让其成为一座购物天堂。丹麦有着数量众多的世界著名品牌、家居户牖的设计师、独特的产品以及丰富悠久的历史。琥珀、银器、手吹玻璃、瓷器、毛皮、北欧设计型家具都是受欢迎的商品, 值得你尽情购买! @北欧旅游局 丹麦: 你的旅行灵...



5月5日 19:32 来自 微博 weibo.com

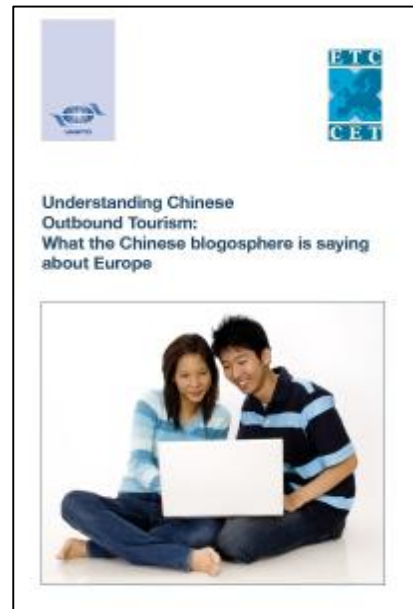


WANT TO LEARN MORE?

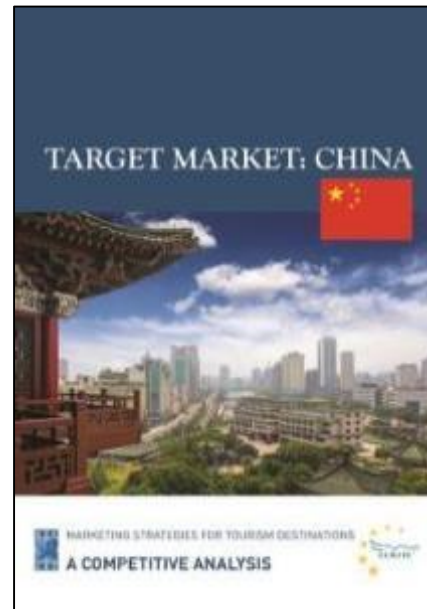
market study



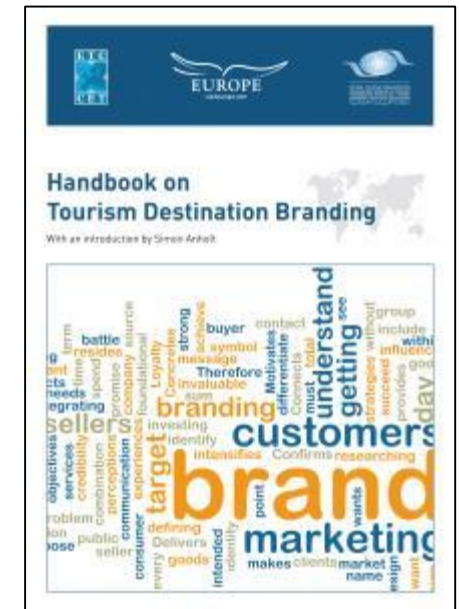
netnographic study



competitive analysis



handbook





Thank you for your attention!

Miguel Gallego
Head of Marketing and Communication

contact: miguel.gallego@visiteurope.com



www.visiteurope.com



www.etc-corporate.org

