

Report on the Promotional Activities of  
China –CEECs Tourism Coordination

2014-2015



**CHINA - CEECs**  
TOURISM COORDINATION CENTRE

The China – CEECs Tourism Coordination Centre (the TCC) was established in Budapest, May 2014 to coordinate the tourism promotional activities of the 16 Central and Eastern European countries in the Chinese tourism market. The TCC operates in the frames of Hungarian Tourism Ltd., the national tourism office of Hungary. website: [www.china-ceec.travel](http://www.china-ceec.travel), [www.ceec-china.travel](http://www.ceec-china.travel)

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## PROMOTIONAL ACTIVITIES 2014

### May 21-22, 2014

The **1st High-Level Meeting** of China – CEECs Tourism Cooperation made a decision about the establishment of the Tourism Coordination Centre (the TCC) setting up its office in Budapest, Hungary. At the 1<sup>st</sup> HLM cooperation framework was introduced, the Action Plan of the Tourism Cooperation was presented. Both the framework and the Action Plan had collectively been discussed and worked out by the cooperating 16 CEE countries and China.

### June to September 2014

The **TCC office** in Budapest **started its operation** and the **national coordinator team** of the 16 CEE countries was set up. Two colleagues of the Hungarian Tourism Ltd. are dedicated to the work. of coordination. In this period the basic country information, containing the most important data, touristic sights, tourism products, contact details for the future website and statistical data for a statistical e-data base were collected from countries.

(The TCC team: Director: Mr. Gergely Horváth Deputy CEO for Tourism of Hungarian Tourism Ltd. May 2014- April 2015, Mr. Péter Faragó, CEO of Hungarian Tourism Ltd., from April 2015 Staff: Mr. Mihály Aranyossy, Ms. Zsuzsa Vincze, Department of International Co-operations)

### September 24, 2014

In September the TCC contacted the national coordinator team about the **Welcome China Global Webinar** on 24th September, organized by China Outbound Tourism Research Institute and called the cooperating countries to join to gain fresh information about market trends..

[www.china-outbound.com](http://www.china-outbound.com)

### October 30 – November 8, 2014

In the frames of a V4 joint activity, **Central Europe Press trip for Greater China Journalists**, 7 Chinese journalists arrived at Hungarian Tourism Ltd. on October 31. During the discussion with TCC Director and staff, the journalists were briefed about the goals and activities of China – CEECs Tourism Cooperation.

### November 14 - 16, 2014.

**First joint promotion** of the 16 CEE countries **at China International Travel Mart (CITM)**, Sanghai ([www.citm.com.cn](http://www.citm.com.cn))

CNTA offered two 9-m<sup>2</sup> booths for the introduction of the tourism offer of the CEE countries. Croatia, Hungary, Serbia and Slovenia participated personally, the other CEE countries represented themselves through brochures.

The TCC introduced its goals and activities to Chinese tourism professionals and journalists at a **press conference**, organized by CNTA. The national coordinators being present conducted **round-table talks** on flight matters and visa difficulties.

### **December 19-21, 2014**

Information was sent to the national coordinator team about the opportunity of country promotion at **Global Tourism Resource Exhibition, Chongqing**  
[www.cte2014.com](http://www.cte2014.com)

### **December 16, 2014**

**Presentation** about the goals and activities of the TCC by Mr. Dr. **Ádám Ruzinkó**, Deputy State Secretary for Tourism was held at the **Business Forum of the 2<sup>nd</sup> High-Level Meeting of Heads of Governments of China and the CEECs**.

## **PROMOTIONAL ACTIVITIES 2015**

### **January 21, 2015**

The Director to the TCC, Mr. Gergely Horváth held a **kick-off video conference** for the TCC national coordinator team to inform and discuss with them the TCC promotional activities planned for 2015.

### **January to March 2015**

The TCC made a **roadshow** at the national tourism fairs of the cooperating partner countries with the aim of **introducing the promotional activities** of the TCC IN 2015 and inviting the tourism professionals to the Launching Events of the China – CEECs Tourism Promotion Year in March 2015

Roadshow dates and stops:

#### **January 28, 2015**

*Alpe-Adria Tourism & Leisure Show, Ljubljana, Slovenia*

#### **February 6, 2015**

*BaltTour 2015, Riga, Latvia*

#### **February 13, 2015**

*Tourest Travel Trade Fair 2015, Tallin, Estonia*

#### **February 13, 2015**

*Holiday and Spa Expo, Sofia, Bulgaria*

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**February 19, 2015**

*Belgrade Tourism Fair 2015, Belgrade, Serbia*

**February 19, 2015**

*Holiday World 2015, Prague, Czech Republic*

**February 26, 2015**

*Utazás 2015 Fair, Budapest, Hungary*

**March 13, 2015**

*Place2Go 2015, Zagreb, Croatia*

The TCC managed to reach and address appr. 150 professionals during the roadshow.

**February 16-17, 2015**

**Video workshop for colleges and universities** with tourism profile of the 16 CEE countries was organized by the TCC. Ms. Ágota Révész, tourism attaché of Hungarian Tourism Ltd. gave a short overview about the Chinese educational market. **Kick-off the project of** working out joint **tourism education packages** for Chinese students in Central and Eastern Europe.

**March 25-26, 2015**

**Launching Events of the China – CEECs Tourism Promotion Year** in Budapest, Hungary. The Chinese National Tourism Administration (CNTA) had proposed to dedicate the year of 2015 to China – CEECs Tourism Promotion. The TCC organized a professional and social event series around the ceremonial launch of the promotion year. With the event series the tourism cooperation **extended its activities to tourism businesses** interested in increasing mutual tourism traffic between China and the CEE countries.

124 tourism businesses from the 16 CEE countries registered with for the event series. 23 Chinese tour operator companies and 174 businessmen from the CEE countries participated in the two-day program.

The program:

**March 25, 2015**

**Working-group meeting of the TCC national coordinator team** to update them about promotional activities of 2014 and discuss with them the ongoing and planned joint projects (cooperation with higher educational institutions, opening up to tourism businesses, tourism investment projects)

Insight into Chinese Gastronomy **gala dinner and social event** for appr. 200 tourism professionals (tour agencies, tour operators) on Európa event boat, Budapest

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**March 26, 2015**

**China Tourism Information Day**, professional **conference** for the tourism profession with 300 international participants

**B2B workshop** for 23 Chinese tour operator companies and 124 CEE tourism businesses

**Ceremonial launch of [www.china-ceec.travel](http://www.china-ceec.travel) website.** The website serves as an internal communication platform for the cooperating partner countries, primarily ministries, NTOs, secondarily for the tourism profession. The main aim of it is to share information, databases, news. Working platforms may be created on the surface depending on future finances.

**Beautiful China Gala**, musical performance by artists from the People's Republic of China, with 1300 audience.

**March 30, 2015**

**Introductory presentation about the TCC** and its activities for 300 Chinese professional audience in Danubius Thermal Resort Hotel Budapest

**April 9, 2015**

**Follow-up meeting** for the representatives of Chinese tour operator companies participating in the Launching Events of China – CEECs Tourism promotion Year, in Beijing at the Embassy of Hungary in China

**Information day** for foreign representations in Beijing of the 16 CEE countries about the promotional activities of the TCC at the Embassy of Hungary in Beijing. (Present: Albania, Bosnia & Herzegovina, Czech Republic, Croatia, Hungary, Montenegro, Poland, Serbia, Slovakia and Slovenia.)

**April 15, 2015**

**Joint presentation at COTTM – 2015 in Beijing.**

**May 11, 2015.**

**Kick-off meeting to inform foreign representations** of the 16 CEE countries in Beijing about preparation for China-CEEC Investment and Trade Expo, by the tourism attaché of Hungary

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## June 9-10, 2015

**Joint participation and press conference** in the tourism panel of **China-CEEC Investment and Trade Expo** in Ningbo, China. (VIP guests from the 16 CEE countries were Croatia, Hungary and Slovenia)

## June 25, 2015

Mr. Chen Chen, newly appointed Director of the Zurich Office of CNTA made his **introductory visit** at the TCC office in Budapest. The talks, among others covered the participation of the TCC at CITM in Shanghai 2015.

## July 16, 2015

To start **the education of tourism service providers**, the TCC organized a Chinese Information Day for the hotel industry. 30 Hungarian professionals from gastronomy and the hotel industry participated in the workshop. The TCC plans to continue with the education programme and extend it to the 16 cooperating partner countries.

## May 1 to 31 August 2015

**Preparation for the 2<sup>nd</sup> HLM.** The TCC initiated an **e-brainstorming** process among the national coordinator team to decide on the directions that the Tourism Cooperation should proceed with its activities in 2016. Based on the responses and comments from the Team the TCC has shaped its activity plan for 2016.

## September 1-2, 2015

**2<sup>nd</sup> High-Level Meeting of China – CEECs Tourism Cooperation** will take place in Bled, Slovenia, upon the invitation of Slovenia, the host country. The HLM participants will be updated about the TCC activities in 2014 and 2015, informed about the intention of the Tourism Cooperation to join the Belt and Road Initiative of the People's Republic of China, as well as the Activity Plan and strategy for 2016.

## November 13-15, 2015

### **CITM 2015, Kunming**

A booth of 18 m<sup>2</sup> is being provided for the TCC by CNTA. This year's presentation is going to be built upon the Flights, Routes and Products strategy of the TCC for 2016 and promote the tourism offer of the three CE European sub-regions; the Baltics, the Balkans and the Visegrad 4 countries.