



CBI  
*Ministry of Foreign Affairs*

# The CBI ECP on Tourism 2008-2014

WEDF - Istanbul



# Objective of the Export Coaching Programme Tourism 2008-2014

Selected tourism companies from developing countries are able to acquire a position on new EU/EFTA markets for long-haul tourism and/or strengthen their position on existing EU/EFTA markets.

Resulting in:

- Capital flow from EU to target countries (package value paid by EU tour operator and local expenditure by EU tourists. Target: a total of € 30 million during the programme)
- More direct and indirect employment



## Companies and countries

- 280 inbound tour operators, accommodation holders and CBT initiatives in 37 developing countries participate in the ECP

Albania	Ecuador	Indonesia	Mozambique	Serbia	Vietnam
Armenia	El Salvador	Jordan	Nepal	South Africa	Zambia
Benin	Ethiopia	Kenya	Nicaragua	Sri Lanka	
Bolivia	Georgia	Madagascar	Peru	Surinam	
Bosnia & Herzegovina	Ghana	Mali	Philippines	Tanzania	
Burkina Faso	Guatemala	Mongolia	Rwanda	Thailand	
Colombia	India	Montenegro	Senegal	Uganda	



# Structure

- Identification of companies
- Export Audit visits, Action Plan per company
- Individual coaching (Distant Coaching, Company Visits)
- Export Marketing and Management training (Export Marketing Plan)
- Training (Website Promotion, Sustainability)
- Market Entry (Tourism Fairs, Conferences, Road Shows, EU Travel Associations) and consolidation

Coaching by team of 11 Tourism Experts from 6 EU target markets (UK, Germany, France, Spain, Scandinavia, BeNeLux)



# Integrated Approach

- Support to companies and BSOs
- Integration of the various CBI products (ECP, BSOD, Training, Market Information)



## Success factors of the programme

- Focus on (export) strategy, structure and planning in companies
- Individual tailor-made coaching by experienced tourism experts from the European travel trade
- Market entry support, multiple participations in EU events
- Long-term (4-5 years) assistance
- Permanent monitoring and evaluation and adaptation
- Training-on-the-job
- Large network in the EU
- Focus on round trip type of tourism bringing tourists and revenue to remote regions within countries (CBT)
- CSR and Community based tourism
- Integrated approach



## Results from the previous ECP Tourism 2001-2007

- This ECP focused exclusively on the Netherlands long haul tourism market
- 42 companies participated 3-5 times in the CBI pavilion at Vakantiebeurs Tourism Fair, Utrecht, The Netherlands
- Total amount of business contacts: 6.500
- Total export turnover: € 8 million