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

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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