



European tourism association

Sofia, 28<sup>th</sup> April 2017

**EU-China Tourism Year 2018**

**Opportunities for tourism in Bulgaria**

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European tourism association

[www.etoa.org](http://www.etoa.org)

- Europe-focused travel trade association
- Working for a competitive and sustainable market
- 850+ worldwide members: buyers, suppliers and destinations
- Active at EU, national and regional levels
- B2B workshops, seminars, destination promotion
- Partner in Commission funded EU-China projects



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## Business environment for competitive tourism

- 1 Visa facilitation
- 2 Product and service
- 3 Promotion and communication





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## 1. Visa facilitation

- Visas are a deterrent to travel
- Optimise service: it is an investment, not a cost
- Collaborate and compete with Schengen visa process
- Ensure process feels welcoming, respectful and efficient
- Ensure agents and operators can provide information needed
- Ensure no obstacles to accompanying Chinese guides



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## 2. Product and service

- Make the most of strengths: cost and culture, Thrace to C21
- Craft and customs – scope for participation
- Multi-country product – collaboration is essential
- Cultural sensitivity and awareness – hot water for tea
- Language and development of related technological support
- Continue to improve flight connectivity and arrival experience

## 3. Promotion and communication

- Know who is selling your product, B2B and B2C
- Understand diversity of demand – groups and individuals
- Raise awareness of supply – challenge preconceptions
- Collaboration among regions and with other countries
- Develop online presence including Chinese social media
- Track visitor feedback – they are your best advocates