

EUROPASS| Q2 2021

NEWSLETTER



News, trends and development

Introduction

”

As expected, we've witnessed a spectacular rise of video live-streamings from destinations in the first quarter of 2021 !

We can see that platforms such as Weibo, Fliggy and WeChat already propose "cross-border" live video modules, when Douyin remains domestic for now. In addition, WeChat has recently launched their "WeChat Channel" solution 100% dedicated to users' video, very similar to Douyin's features.

In what we hope to be the final phase before the recovery of international travel, the destinations have now to actively inspire the Chinese travellers to attract them as soon as they can travel again. The live-video solution offers a great opportunity to promote a destination with dynamic content and interactive tools. We can bet we'll see more and more destinations' videos in the coming months and EuroPass will be one active producer !"

Guillaume de Roquefeuil, CEO



SUMMARY

Last Chinese market trends
Our recent projects
EuroPass' innovations
Who we are

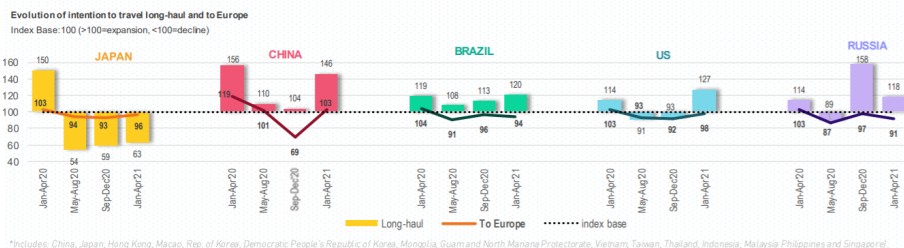
Chinese market trends for 2021

"Across the analysed markets, the Chinese show the strongest interest to hit the road again, with 68% of respondent wishing to take at least one trip outside Eastern Asia . This is an encouraging sign for the European tourism sector to relaunch or strengthen close cooperation with Chinese partners to ensure speedy recovery of travel as soon as the health situation allows and also to keep Europe on top of mind of Chinese travellers."

Source : https://etc-corporate.org/uploads/2021/01/LHTB_Wave-19.pdf

INTENTIONS FOR LONG-DISTANCE TRAVEL FAINTLY IMPROVE IN SOME OVERSEAS MARKETS WHILE THE SENTIMENT TOWARDS EUROPE REMAINS NEGATIVE

- Along with the expected positive effect of the COVID-19 vaccines worldwide, the long-haul travel sentiment index for January - April 2021 seems to improve in some large travel markets timely. Though the index scores can be interpreted as some sign of revitalisation in the desire for travelling far from home, people remain largely concerned about personal health or feel restricted about planning trips. In Europe, the entry bans are still in place, and travellers' confidence about visiting the region remains negative with sentiment index scores for Europe below or around 100 (103 for China).
- Across the analysed markets, the **Chinese** show the strongest interest to hit the road again, with 68% of respondent wishing to take at least one trip outside Eastern Asia* between January-April 2021. This is an encouraging sign for the European tourism sector to relaunch or strengthen close cooperation with Chinese partners to ensure speedy recovery of travel as soon as the health situation allows and also to keep Europe on top of mind of Chinese travellers.
- Compared to previous waves, the sentiment index for long-haul travel also improves in **Brazil** (120) and **US** (127), while in **Russia**, the index values decrease but remain positive at 118 index points. Results, however, should be interpreted with caution as beyond the COVID-19 related barriers, the gloomy economic and political situation in these countries could make it hard for consumers to materialise their travel plans. **Japan** remains the least confident market with only 13% of respondents considering a long-haul trip in the first four months of 2021.



International Travel Health Certificate

"The Chinese version of an international travel health certificate was officially launched by the Department of Consular Affairs, the Ministry of Foreign Affairs.

The certificate, showing one's nucleic acid test and serum antibody results, vaccine inoculation and other information, is available for Chinese citizens via a WeChat mini program.

A QR code is encrypted to allow authorities to verify the holder's personal information, according to the Ministry.

The health certificate is to "facilitate safe and orderly flow of personnel," the country's State Councilor and Foreign Minister Wang Yi said at a virtual press conference on Sunday."



Source : <https://cutt.ly/dx4BFxI>

Our projects

European Travel Commission, European Recovery Plan

EUROPEAN
TRAVEL
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Chinese star Partnership

Europe deserves a STAR!

Mr. **Zhu ZHENGTING**, Young Chinese star, who gathers **more than 23 millions followers on Weibo** has been selected by EuroPass and validated by the European Travel Commission to promote the campaign.

Zhu ZHENTING will **publish 4 videos to promote the campaign, and our 35 destinations.**



En Chine, une vidéo présente Lille comme l'une des plus belles destinations...

La vidéo postée par un influenceur star sur Weibo, réseau social chinois, a fait plus de 2,5 millions de vues en quelques jours.

More than 13,9 million page views
More than 2,83 million page views
More than 225,347 sharing
More than 41,754 comments
More than 166,998 likes

More than 5,7 million page views
More than 2,7 million page views
More than 115,432 sharing
More than 60,553 comments
More than 168,463 likes

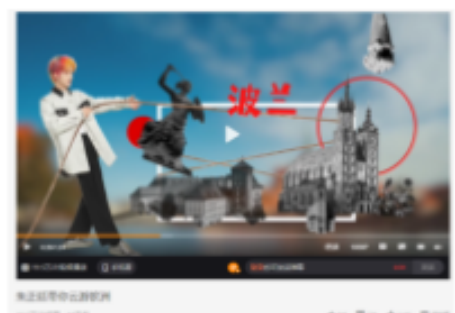


IN TOTAL

+25 million PV
+342,095 sharing
+103,237 comments
+340,992 likes

More than 292K page views
More than 195K page views
More than 900 sharing
More than 728 comments
More than 3,182 likes

More than 111K page views
More than 55K page views
More than 371 sharing
More than 202 comments
More than 2,349 likes



Our projects



Aéroports de Paris

EuroPass is proud to have been selected by **Aéroport de Paris, 1st European hub**, for the implementation of its digital strategy dedicated to the Chinese market for the next three years.

Paris Aéroport's **WeChat and Weibo accounts** have already been relaunched and many development projects are underway to further improve the experience of Chinese visitors.

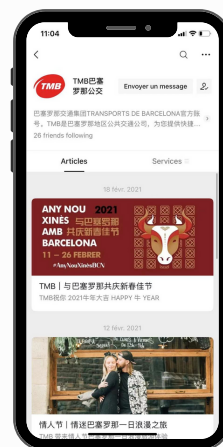
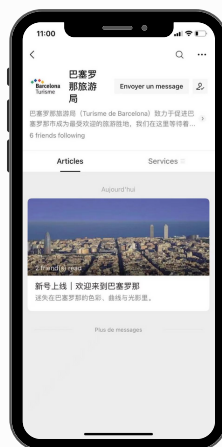


Barcelona

EuroPass is pleased to announce its collaboration with **Turisme de Barcelona**, which now has its own **WeChat account** to promote the Catalan destination.

The destination now also has its **WeChat Mini program** and joins the **50 European destinations** already present on the **WeChat Travel Experience**.

For an even more complete offer and an optimal experience of the destination, Chinese tourists can also obtain their **digitalized transport tickets on their Smartphone by paying for it directly in RMB via WeChat Pay**, thanks to our collaboration with **Transports Metropolitans de Barcelona (TMB)**.



EuroPass Solutions

Inspire Chinese customers remote
while waiting for their return!

CENTRE
DES
MONUMENTS
NATIONAUX

Live Streaming : Tourism



EuroPass managed a "Live Streaming" session at the **Arc de Triomphe** for the **CMN**:

- Duration 1h30, with guided tour by a Chinese tourist guide
- Intervention of the Arc Administrator and the Head of Digital Communication
- Promoted on WeChat accounts of EuroPass, Atout France, CMN and OTCP + RATP and ADP
- **15,257 connections** in 90 minutes
- More than **2,000 "replays"** in 24 hours
- Interactions: **18,185 likes, 4,977 comments, 357 shares**

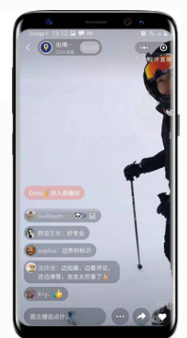
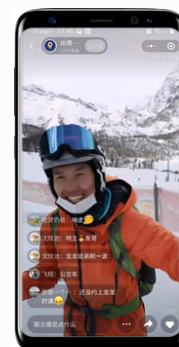
Live Streaming : Tourism

EuroPass managed a "Live Streaming" session at the SaasFee - Saastal winter sports resort:

- Duration 4 hours, with a local guide and Chinese animators
- Promoted on WeChat accounts of EuroPass, ETC and Swiss Tourism
- **3,320 connections, average duration of 20min 32s**
- Interactions: **56,582 likes, 2,987 comments, 169 shares**



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EuroPass Solutions

Set-up your dedicated WeChat cross-border e-Commerce mini-program in 4 weeks to sell your products to the Chinese consumers!



Multi-brand cross-border platform

In order to help European retailers to keep in touch with the Chinese consumers blocked in China, EuroPass proposes to create "Digital Pop-up Stores" for a selection of products during a couple of weeks.

The solution is complete and EuroPass handles the entire project: technological solution, marketing, promotion, creation of catalogues, cross-border sales and financial flows, customer support, delivery in China and declaration for Chinese customs.

Sales are activated in the 2 ecosystems Alipay and WeChat to boost visibility and results.

The EuroPass and partners' database includes more than **500,000 Chinese customers**, individual tourists who have visited Europe in recent years.

The cross-border e-Commerce platform therefore makes it possible to activate a new sales channel in order to offer your products to this qualified audience of Chinese travelers who value the original offer of European brands.

Inspire the Chinese consumers !

Do you want to create your "Digital Pop-up Store" to sell your products and make your brand known to a qualified Chinese audience? EuroPass takes care of the entire project, even if you already have a mini WeChat program!

Who we are

About EuroPass

EuroPass is the European leader in the implementation of Chinese digital solutions. Our solutions are committed to encouraging individual travelers (FITs) to discover the charm of European cultures.

Thanks to our concrete solutions, we are committed to this target market by extending their comfort by accompanying them during their travel. We are currently working with French and European institutions, tourist attractions, transport companies, hoteliers and retailers to cover the entire journey of Chinese tourists in France.

As a digital communication agency and payment provider, we are able to:

- Create WeChat / Weibo / Mafengwo / Douyin / QQ / Mini-Programs certified accounts
- Develop the marketing and communication strategy for the Chinese market
- Offer an online and "in-store" mobile payment solution (WeChat Pay / Alipay)
- Offer an integrated ticketing solution
- Offer a click and collect solution



Our target market

Chinese FITs

As China has emerged as the largest source of global travelers in the world, the profile of the Chinese tourist in Europe is changing. Recent reports from the Chinese overseas travel market have highlighted that tourists are looking for a more personalized trip. As Chinese tourists gain travel experience, they are no longer willing to spend their vacations in a large group while visiting the most famous sites in Europe in a very short period of time.

Discover and Experience

Millennials in particular want to travel in small groups with their friends or family and experience Europe in a different way, through culture, sport and entertainment. Therefore, these new individual travelers express their willingness to think outside the box. These FITs are open to recommendations from travel experts like the Louvre Nocturne, wine tastings in the vineyards or a local cooking class. Nevertheless, they still like to shop for famous European brands and products such as luxury handbags, Swiss watches or even high-end kitchen accessories.

Ambassadors on social networks

Chinese tourists love to share their vacation experiences on social media. Marketing on Chinese social networks is therefore essential to reach them.

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Contacts

Do not hesitate to contact EuroPass if you want personalized advice in order to establish the best strategy to enter the world's leading tourist market.



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