



The Potential of museums for the tourism sector at European level

Karlsruhe
11 Nov 2016

“2018 EU-China Tourism Year”
A test and an opportunity

European Commission
DG GROW – Eric Philippart

The logo for the Network of European Museum Organisations (NEMO), consisting of the letters "NEMO" in a stylized font with a small graphic element to the right.

2th Annual Conference
**Money Matters:
The Economic Value
Of Museums**
10-12.11.16
**Karlsruhe/
Germany**
30.000+
**Museums in
Europe**



Museums and tourism

**EU FUNDING FOR THIS
RECOGNISED POTENTIAL**

Guide on EU funding for the tourism sector

- Strategic importance of tourism for the EU
- Sector made of many different players with different needs
- Range of EU thematic and sectoral programmes funding opportunities for products development and promotion.

Guide updated in April 2016.
Translated in all EU languages
(6 already online)



Scope and focus of the guide

The guide focuses on (in)direct funding opportunities

- Grants
- Loans
- Banking guarantees ...

The guide focuses on practical questions:

- type of tourism-related actions eligible for funding
- type and level of funding
- who can apply and
- how to apply and when





2018 EU-China Tourism Year

BACKGROUND

China Tourism Year

- “China tourism year” is a key component of Chinese soft power approach
(cultural diplomacy, People to People dialogue ...)
- Previous “China Tourism Years” show that China invests more when dealing with major entities
(2016 US-China TY with 1000 Americans on the Great Wall)

China Tourism Year (2)

- 20 January 2016 – Exploratory talks between the European Commission and CNTA (China National Tourism Authority) on the occasion of the EU-China Cooperation Workshop
- 12 July 2016 – President Juncker and Chinese Prime Minister Li announce at the beginning of the China-EU Summit that 2018 will be the “EU-China Tourism Year” (ECTY)
(in Sept 2016, PM Trudeau announce that 2018 will also be Canada-China Tourism Year – EU & Canada to take a cooperative approach)



2018 EU-China Tourism Year

OBJECTIVES ON THE EU SIDE

Become more attractive for Chinese visitors

Building on EU specific assets

- cultural heritage (around World Heritage sites in Europe)
- gastronomy
- sophisticated artefacts
- Asian collections in EU museums, ...

Training EU travel & tourism industry to better welcome Chinese visitors (signage, ...)



Looking for win-win approach with China

Facilitating the work of those selling Chinese destinations to European tourists

- Recommending organisers of EU major trade fairs to invite China as the guest country
- Activating museums and other cultural entities to host Chinese events
- B2B matchmaking events at most important European Tourism Fairs
where Chinese operators will meet European operators to build win-win partnerships
- ...

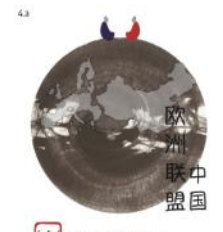
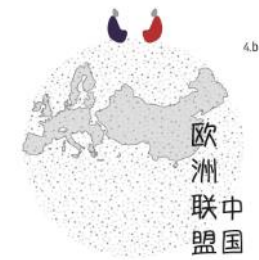
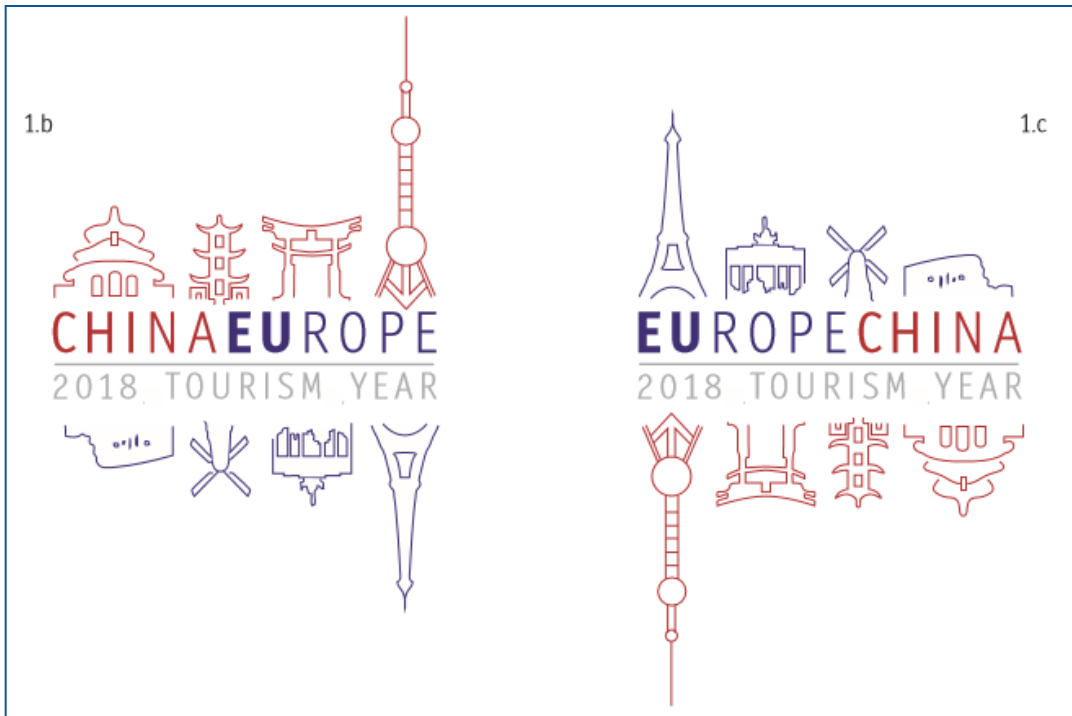


2018 EU-China Tourism Year

HOW TO MAKE THE MOST OF IT

Gateways approach: to, through and beyond

Iconic mirrors, after US-China Yin Yang ?





Moving with those willing and able to go fast

Beyond important synergies within and between EU bodies (DG EAC – 2018 European Year of Cultural Heritage), the European Commission is engaging with DMOs (Destination Management Organisations) at various levels

- the "European Travel Commission" (VisitEurope) and through it the National Tourism Offices of 17 MS with a representation in China
- Regional Tourism Offices (NECstour)
- European Cities Marketing (ECM - association of all major touristic cities in Europe)



Moving with those willing and able to go fast

The European Commission is also engaging with

- Many Member States tourism authorities
- International organisations (UN World Tourism Organisation' Silk Road Programme; UNESCO' development of World Heritage routes in Europe)
- Main European Professional Associations (NEMO being part of the first circle; Asia-Europe Museum Network ASEMUS)



2018 EU-China Tourism Year

OPPORTUNITY FOR MUSEUMS

Tentative ideas

- Flagging museums that are Chinese ready through ECTY channels
- Joining EU actions to become more Chinese friendly (updated toolkit for staff, audioguide, ...)
- Contributing to cooperative marketing (by helping the production of dedicated videos – cf. exhibition industry providing HD images of facilities and activities)
- Applying for B2B matchmaking events organised for EU operators by the European Commission, come together to find Chinese partners interested in our services ...

Tentative ideas (2)

Look at your assets (collections, local history, your facilities and its surroundings – museums being often hosted in iconic building next to iconic squares ...) for

- Doing something specially attractive for Chinese visitors in 2018 such as
 - temporary exhibits of historical Chinese artefacts or special “route” for Chinese visitors around permanent exhibits
 - “red” tourism (anti-extravagance campaign)
 - Route of Ceramics and what our shared heritage (Saxony porcelain, Delft blue ...)
 - Tintin (The Blue Lotus)

Tentative ideas (3)

- Doing something specially attractive for Chinese visitors in 2018 such as [...]
 - playing on edgy events “Ars electronica”
 - Making China guest of honour of your museum for 2018
 - special MuseumsPassMusées
 - celebration of Chinese New Year (16 Feb 2018) Chinese Ministry of Culture providing traditional & creative elements
 - ...



Directorate-General for Internal Market,
Industry, Entrepreneurship and SMEs

TOURISM, EMERGING AND CREATIVE INDUSTRIES (F4)

EU-CHINA-TOURISM-YEAR@EC.EUROPA.EU