

## Call for the Second Edition of Tourism Award Marco Polo



**The Tourism Award Marco Polo acknowledges the contribution of Central and Eastern European tourism stakeholders who create the best joint CEE tourist product for Chinese travellers to introduce our region in China. The award was established in 2019 by the 17 Central and Eastern European countries who participate in the 17+1 tourism cooperation with China. The Tourism Award Marco Polo is given yearly.**

Tourism stakeholders (tour operators and travel agencies) are invited to apply for the second edition of Tourism Award Marco Polo. Gold, silver and bronze certificates will be given for **realized joint CEE tourist products** that comprise local history, traditions, culture or special interests and encompass at least three CEE countries of the 17 - Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Montenegro, North Macedonia, Poland, Romania, Serbia, Slovakia and Slovenia.

The main objective is to promote the Central and Eastern European countries in China as one single destination, as this will raise the awareness of the CEE region, allow better visibility and will contribute to the increase of Chinese tourist arrivals in CEE.

The application is open from 1<sup>st</sup> March to 31<sup>st</sup> May 2020. The application form and all related documents are available at national tourism agencies and tourism ministries of the 17 CEE countries and can also be requested at the address of the Tourism Coordination Centre, [tcc@mfa.gov.hu](mailto:tcc@mfa.gov.hu). Applications must be submitted in English electronically, on the above e-mail address of the Tourism Coordination Centre, who acts as coordinating body.

Winners will be informed in the week of 7th September. The three winner products will be promoted via the communication and marketing channels of the 17 CEE countries for one year. Winner companies can present their products at the China-CEECs' High-level Meeting in Tourism and are invited to participate at the Tourism Coordination Centre's booth free of charge at one of the most-well-known tourism fairs in China.