



中欧旅游年成都行
欧洲圣诞节

EU-CHINA TOURISM YEAR 2018
Chengdu Christmas Event

30. Nov – 2. Dec - 2018



ORGANIZER:

LEEMIAN 瑞虎投资咨询（上海）有限公司
European Travel Commission (ETC)

PARTNERS:

Participating European Countries
European Countries Consulates



LOCATION

Taikoo Li, Chengdu

Located between Chunxi Road Business District and Hongxing in the prime part of downtown. Taikoo Li bridges the gap between past and present, which is evident in the classical buildings and modern approach to a living space, which is the trademark of Taikoo Li.

Christmas in Europe is a holiday of combining traditions, old and new. The modern lifestyle of society today welcomes the old ways back into our lives for a brief while. The Guangdong Hall at Taikoo Li is therefore a perfect venue for the EU-China Tourism Year Christmas Event.

No.8 Middle Shamao Street , Jinjiang District, Chengdu, China

中国成都市锦江区中纱帽街8号



2018 is the China-Europe Tourism Year. It has been a fantastic year celebrating the different cultures and customs of China and the countries of Europe. As the only B2C event in China for the year, we are preparing for the European Christmas Celebration Event. An event where we will create the traditional Christmas joy and warmth of the European countries.

The purpose of this event is to bring Europe even closer to audiences in China than ever before. We do not wish to simply tell you about what Christmas in Europe is like - *we bring it right to your doorstep in amazing Chengdu!*



Concept

European Christmas Village. In our modern and ever changing world traditions are important. In Europe, Christmas is a holiday for the whole family, a time to reflect on your life and be kind to others. It is a time for joy and happiness, and a time for helping those who may be less fortunate than you.

To really bring the true essence of Christmas to Chengdu, we plan to transform the Guangdong Hall into a European Christmas Village,

However Christmas can not only be represented by decorations, as the true feeling of Christmas comes from a sense of belonging, and being with your loved ones. It is this feeling that we will want to create, by offering a variety of Christmas-themed activities and participation experiences throughout the event, so the people of Chengdu not only get to see what an European Christmas is like, but to smell, touch and feel it.



Country Participation

The European Travel Commission will invite all its member countries to participate in the event, and estimate that around 15 countries will accept the invitation.

The participating countries will each have their own booth where they can showcase Christmas traditions and information about their country to the visitors, while at the same time present products and tours.

Each country booth will be designed to fit the main theme of the event, but will also include additional decorations according to their traditions and with their own Christmas tree beautifully created, so it will showcase their specific traditions and Christmas decorations.

Each booth will also be supported by country-specific activities and performances to attract more visitors.

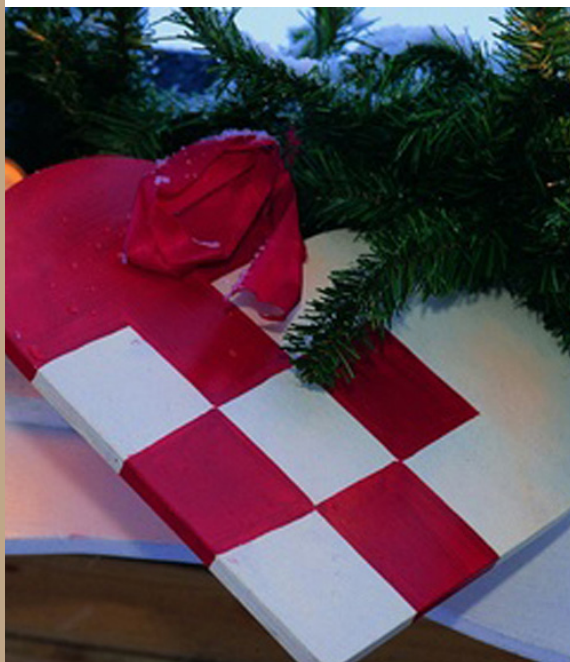


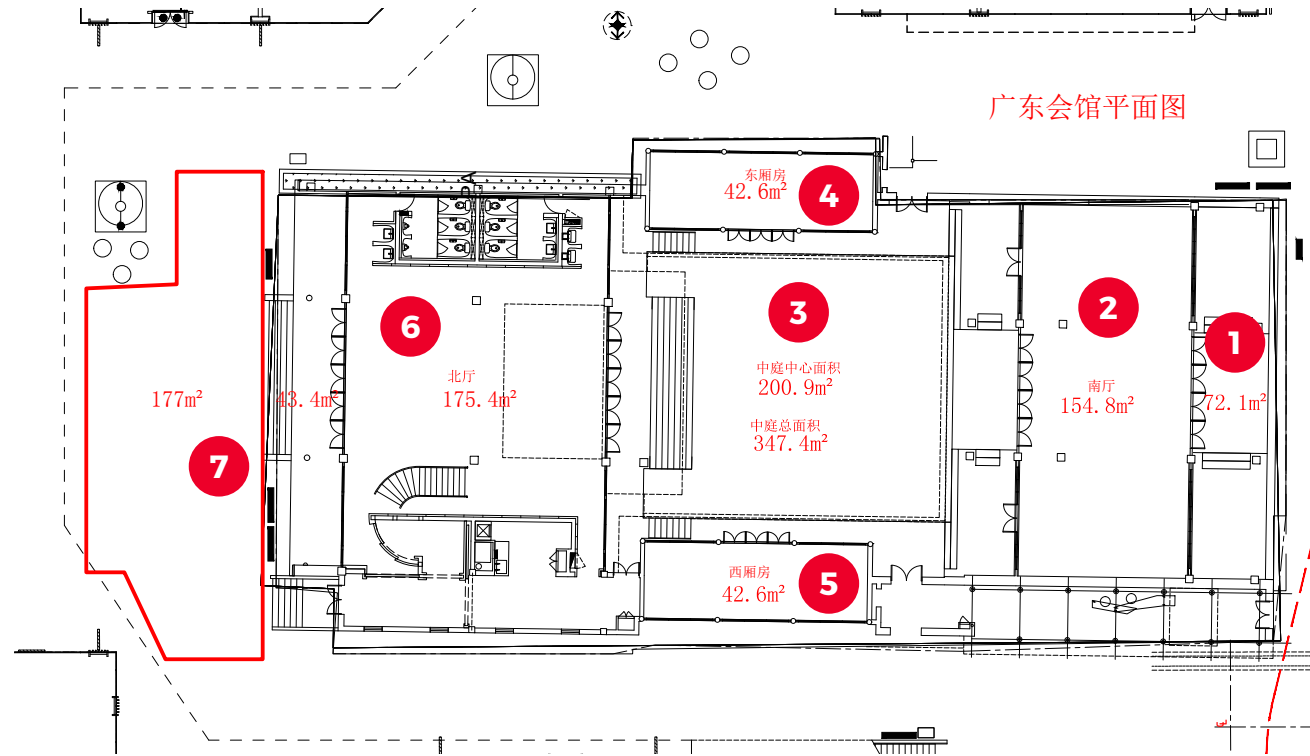
Decoration

The visitors start their journey through the exhibition at the main gate (south gate). By utilizing the structure of Guangdong Hall we will create the illusion that visitors embark on a journey of Europe, travelling through the different regions of Europe as they walk through the different halls.

Thus, the European Christmas Village will represent different regions of Europe, starting with the South European countries at the south entrance, then travelling through Europe as they venture farther in, passing Central Europe (the two halls surrounding the central open square), then entering North Europe in the north hall.

The focal point will be children and family - in other words the Christmas spirit of the European culture will surround the visitors while they enjoy the different versions of Christmas. Visitors will also be able to learn about the participating countries and gain even more information about the central concept of Christmas - **Sharing and Caring**.





Floorplan

1. **Main Entrance:** Entrance Gate with Christmas Calendar

2. **South Hall:** 4 - 5 Southern Countries

3. **Courtyard:** Stage and 4 booths with Christmas Snacks

4. **East Hall:** 2 Country booths

5. **West Hall:** 2 Country booths

6. **North Hall:** 5 - 6 Mid & Northern Countries

7. **North Entrance:** Christmas Tree forest, participating countries' design

Main Entrance

The **Main Entrance** will need to be big and impressive to attract people. We plan to construct a large Christmas calendar running up to Christmas. The 24 elements will be decorated boxes, so the entire structure will look like a real Christmas calendar, with an arch across the top of the entrance. Each box will contain a feature, and throughout December we open a box each day to present what's inside. This will create a sense of expectation every day, and draw more people to the exhibition. Participating countries may sponsor content for the boxes.

We plan to work with Taikoo Li to have a new box opened every day, thus continuing the event throughout the 24 days until Christmas.

The content will be connected to our online efforts, driving people offline to online.

We will have a presentation of the entire Christmas Village outside at the front gate, telling people that they are about to journey into Europe at Christmas.



South Hall

At the **South Hall** the visitors will take the first step into the journey of our European Christmas Village, where a warm atmosphere and beautiful lights will greet the visitors.

The southern countries will be represented and we invite the visitors into the warmth that Europeans associate with Christmas.

The visitors can learn more about the Christmas traditions of the countries of South Europe, and each participating country will have a booth here to sell Christmas related products and promote themselves.

4-5 booths are located in the hall and decorated with traditional Christmas decorations in warm colors. A sea of warm lights and Christmas stars creates a cozy Christmas atmosphere, while also representing the warmer countries of Southern Europe.



Central Courtyard

The **Central Courtyard** will be the heart of the Christmas Village. Here, visitors can gather and enjoy different performances and participate in Christmas activities for the whole family.

The central feature will be a multi-purpose round carossel stage, where we will organize activities, performances and where the participating countries can present travel destinations. Surrounding the stage we will have seating areas (of hay bales if possible, or wooden benches), where people can sit and relax and enjoy the performances.

4 wooden booths will be placed between the seating areas, and visitors can purchase Christmas specialties and get a real taste of the European Christmas.



East & West Hall

Both **East & West Hall** will have country booths. The halls will be made into European-style living rooms at Christmas, decorated with the Christmas decorations of the participating countries.

The style is meant to represent the cozyness and family atmosphere we experience in European homes at Christmas.



North Hall

The **North Hall** will host the Central and North European countries. We will create a winter wonderland atmosphere that is associated with the north. Visitors can participate in activities for the whole family, learning how to make Christmas decorations, listen to stories from Santa and make their own Christmas wish list, while getting more information about the countries.

The Hall will host 5 - 6 country booths with additional activities and the decoration will be in white and cool colors.



North Entrance (Exit)

Outside the **North Entrance** we will create a forest of decorated Christmas trees. We will have one for each participating country, and decorate each tree in the distinctive style of the countries.

Besides the entrance we will also have a plaque explaining the different traditions of the participating countries. Since the north entrance will work both as an exit for the visitors who enter from the south (main) entrance, as well as an entrance for visitors coming in from the north side of Guangdong Hall, the forest will be both a final experience for those who have already seen the exhibition as well as an introduction to the exhibition for those entering through the north entrance.





Creative Experiences

Christmas is about creating memories.

It is about being together, and to feel the warmth of your loved ones.

Our event will be activity driven, thus offering great opportunities for visitors to create and achieve these memories through our interactive experiences. **Learn and Create.**

Each country will have smaller experience activities in which visitors can learn about the individual countries while participating in a fun activity. In addition, each country will get a set stage time during which they can do activities or performances.

On the stage we will present creative activities and storytime for the kids, while we will have visit(s) from Santa himself. On Sunday the 2nd

Dec. we will create various activities associated with the 1st Advent of Christmas.

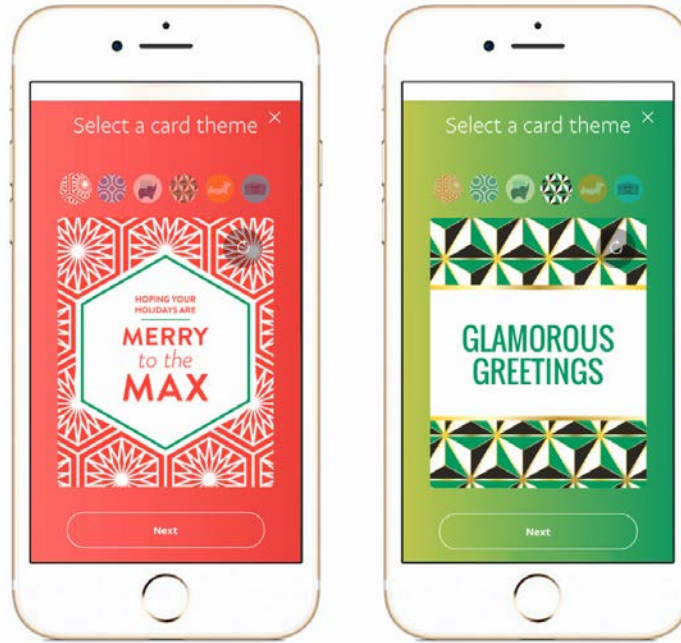
Floor stickers in various design will guide visitors through the different areas. We would also like to organize an attempt to break a Christmas-related Guinness World Record, for example the world's longest guirlande or longest Christmas letter to Santa.

Online Experiences

Traditions are the pillars of a European Christmas. Traditions are also very important in Chengdu, one of the most historic and iconic cities in China. At the same time Chengdu is fast becoming one of China's most important modern cities, a leader in technology and innovation. During the Christmas event, we welcome traditions back into our lives for a brief while, bridging the gap between past and present, just like the city of Chengdu.

To bring Europe even closer to the citizens of Chengdu, while at the same time underlining the unique combination of past and present in Chengdu, we will also bring the event online with a mobile site, where the participating countries can showcase even more of their Christmas culture, while also offering fun activities and games.

The event will have its own mobile site, where people can find information about the participating countries, both before and after the event itself.



Digital Passport. Visitors can receive more information by scanning codes from a participating country and the visitor will get a virtual visa stamp from the country.

Digital Christmas Calendar. Most European countries follow a special Christmas calendar, with surprises for each day. A day a new door is opened, revealing the calendar content for that day. Participating countries or local enterprises may sponsor gifts for the calendar, and a winner is picked each day.

Digital Christmas Card. By scanning the codes visitors may access virtual Christmas cards that they can share or send to family and friends via SoMe.

Digital Map. At the entrance the visitors can scan a code and receive more information about the event, the participating countries and what they can experience under the event.