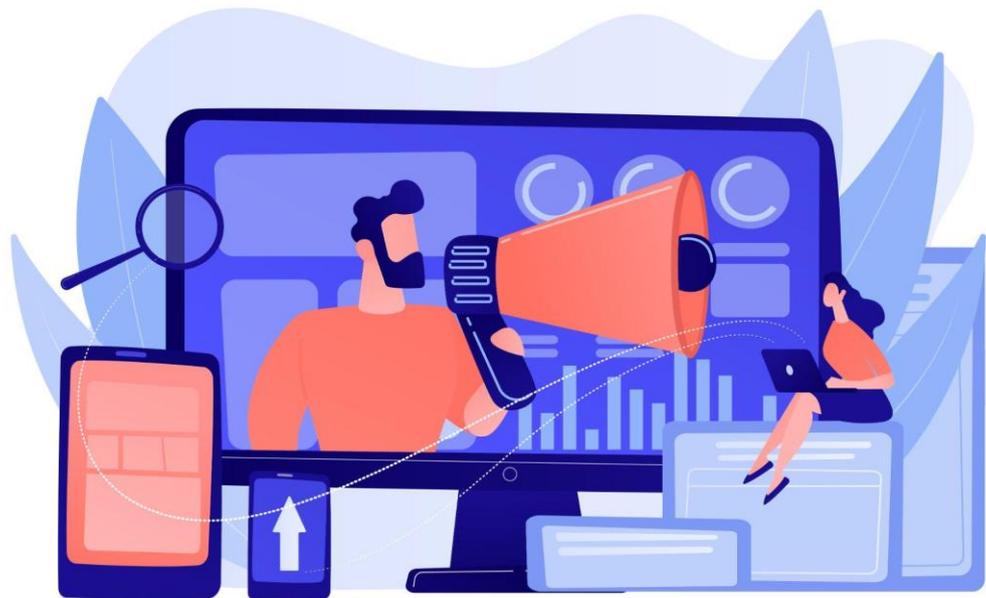


# D 2.2.1 - OMNIS distribution kit

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**31/12/2024**



## Document Control Sheet

<b>Project number:</b>	ITHR0400285
<b>Project acronym</b>	OMNIS
<b>Project Title</b>	Co-creatiOn of inclusive sustainable tourism itiNeraries and packages from coastal to Inner areaS
<b>Start of the project</b>	July 2023
<b>Duration</b>	18 months

<b>Related activity:</b>	Act. 2.2 - Creation of OMNIS distribution kit
<b>Deliverable name:</b>	D 2.2.1 - Omnis distribution kit
<b>Type of deliverable</b>	Promotion and marketing kit
<b>Language</b>	English
<b>Work Package Title</b>	Set-up of the distribution channels and material for the itineraries and packages
<b>Work Package number</b>	WP2
<b>Work Package Leader</b>	LP1 - CNMU

<b>Status</b>	Final
<b>Author (s)</b>	Gianluca Cespuglio - LP1 CNMU Marco Ramazzotti - Technical expert
<b>Version</b>	1
<b>Due date of deliverable</b>	31/12/2024
<b>Delivery date</b>	31/12/2024



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## INTRODUCTION

The OMNIS distribution kit has been developed to serve as a comprehensive resource for promoting the project's objectives and outputs. This kit provides members of the online community with tools to amplify visibility, engage with diverse audiences, and foster meaningful connections with other tourism providers and potential customers that still are not aware of the OMNIS brand and offering.

The distribution kit comprises digital promotional materials tailored to diverse communication needs. These resources are designed to enhance the accessibility and appeal of tourism offerings, empowering stakeholders to actively participate in and contribute to the OMNIS community.

By leveraging the OMNIS distribution kit, stakeholders can ensure a cohesive and impactful representation of the project, its itineraries, and its broader mission of fostering accessible and sustainable tourism. This document outlines the components, objectives, and guidelines for using the distribution kit effectively to achieve the project's goals.



## OBJECTIVES

The primary objective of the OMNIS distribution kit is to amplify the visibility of the project, fostering widespread awareness and engagement among both potential tourists and local stakeholders. Designed to serve as a versatile toolkit, the distribution kit will promote the OMNIS brand developed within the framework of the project. It aims to enhance the accessibility and appeal of the project's offerings by providing stakeholders with high-quality digital promotional materials that can be readily adapted and disseminated.

This distribution kit is envisioned as a shared resource for project partners and members of the OMNIS community. By facilitating access to these materials, it seeks to empower both project participants and external stakeholders to effectively communicate the value of the OMNIS project. This includes promoting itineraries directly to customers and engaging other businesses to foster partnerships and expand the community. The kit will serve as a bridge between the project's core objectives and the broader goal of creating a vibrant, interconnected network of stakeholders invested in accessible tourism in the two project areas.

Through the strategic deployment of visually compelling, informative, and easy-to-use promotional content, the OMNIS distribution kit will play a pivotal role in elevating the OMNIS brand, ensuring its sustainable impact, and fostering an inclusive approach to tourism development.

## COMPONENTS OF THE DISTRIBUTION KIT

The OMNIS distribution kit is comprised of carefully curated digital promotional materials, each designed to meet specific technical and strategic needs. The components of the kit are as follows:

### 1. Social Media Posts:

- 20 high-resolution images formatted specifically for Facebook (landscape orientation, no captions included).
- 20 square images formatted for Instagram, each accompanied by a pre-written caption in the image designed to engage users and highlight project offerings available in three languages.
- 2 copy templates to be adapted to the two categories of packages and the two project areas.

#### Copy template 1

✨ **Discover [Package Name]!** ✨

🎯 **A unique sensory experience** in the heart of the Catria and Nerone Mountain Union territory and its special corners.

👉 **Explore through touch, sound, and smell:** embark on a journey that highlights every sensory detail, specially designed for visually impaired travelers.

🌱 **Inclusion, emotions, and nature:** the perfect blend to create unforgettable moments with expert guides and accessible itineraries.

📱 Learn more at <https://omnistourism.it/travel-packages-for-visually-impaired-travellers/>

#OMNISTourism #AccessibleTravel #Inclusion #ExploreTheWorld #CatriaAndNeroneMountains

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Copy template 2

🌸 **Embark on an adventure with your best friend!** 🌸

👛 **[Package Name]**

🌿 **Immerse yourself in nature** and taste Croatian cuisine while experiencing the charm of Split and its coast.

🏠 **Pet-friendly areas** and tailored services ensure a unique and comfortable experience for both of you.

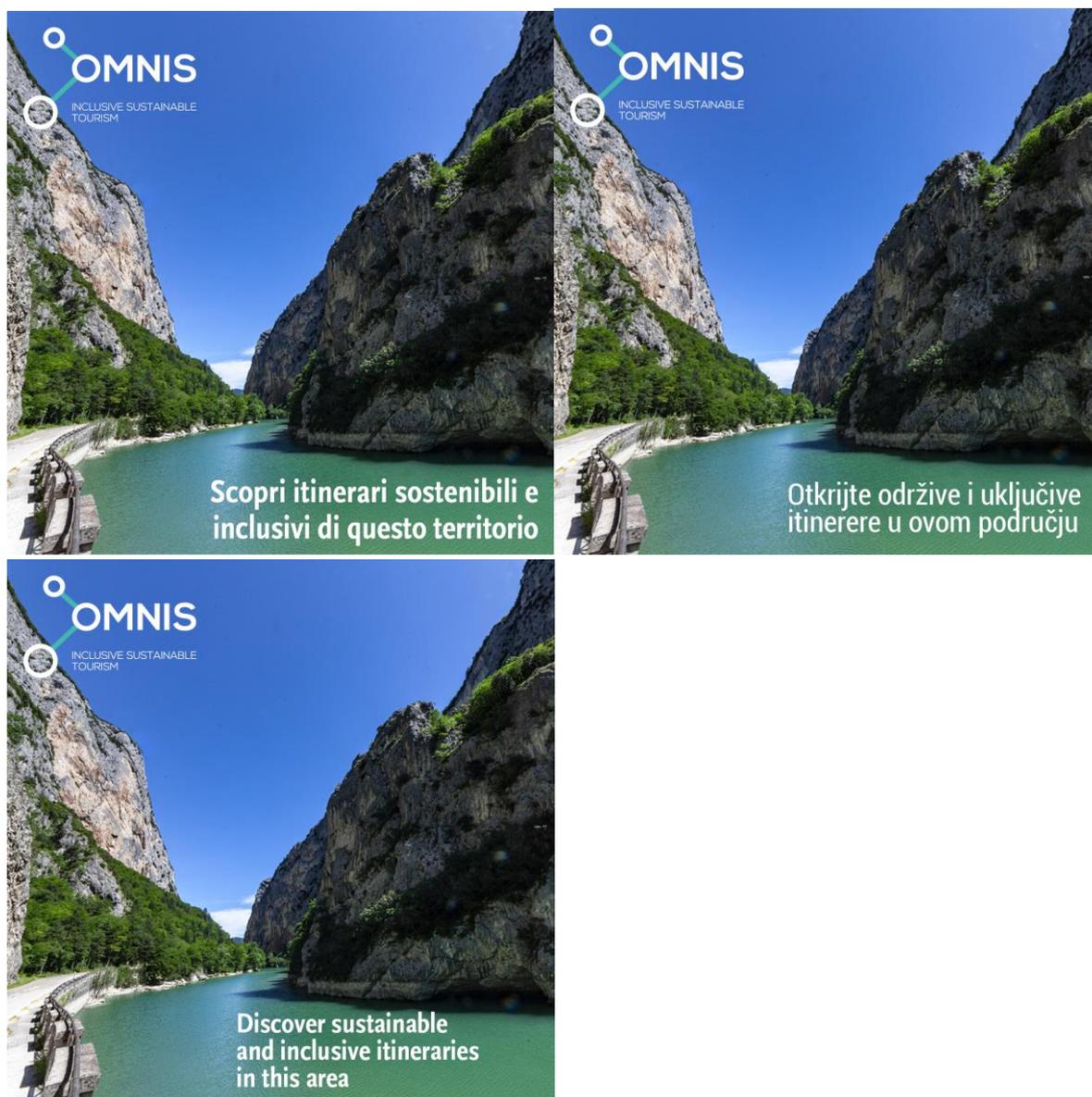
🐕 **Create special memories with your four-legged companion**, discovering magical places and enjoying a warm welcome.

🌐 **Discover all the details here:** <https://omnistourism.it/travel-packages-for-visually-impaired-travellers/>

#OMNISTourism #TravelWithDogs #PetFriendly #NatureAndFun #DalmatianCoast



Example of Facebook post image



Examples of Instagram post images

## 2. Web Banners:

- A total of 10 banners available in full HD resolution (1920x1080), optimized to be included in promotional videos. Each banner includes a caption and it is available in three languages (English, Croatian, and Italian).



Discover sustainable and inclusive itineraries in this area



Otkrijte održive i uključive itinerere u ovom području



- Vertical banners: 16 designs with a resolution of 240x400 pixels, each featuring a caption and available in three languages, tailored for promotional use.



- Horizontal banners: 10 designs with a resolution of 980x250 pixels, designed to provide maximum visibility for key messages, also available in three languages.



### 3. Articles:

- 10 concise articles highlighting best practices in accessible tourism across Europe. These articles are intended for dissemination within the OMNIS community and beyond, fostering knowledge exchange and engagement.

#### 1. The Acropolis of Athens accessibility project

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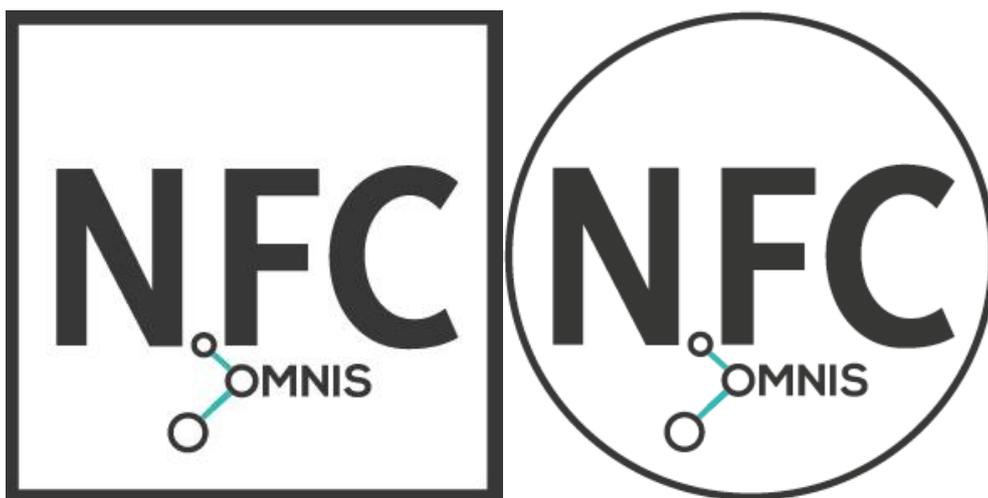


2. The CE-Spaces4All Project
3. Ireland's best practices in accessibility
4. Village for All: Italy's portal for accessible hospitality
5. Bandiera Lilla: accessibility certification for communities
6. Pula's association of tourist guides
7. The inclusive tourist guiding handbook
8. Madrid's inclusive tourist office
9. UNWTO's manual on accessible tourism for all
10. The HeritAccess guidelines

The articles are a key source to engage the community members providing examples of good practices and keep the conversation flowing on the theme of accessibility. If needed, they can also be shared on social media to further amplify their reach.

### 11. NFC Tags and QR Code Cards:

- The kit includes digital files for creating NFC tags and QR code cards. These tools will enable users to access the OMNIS website directly from their smartphones, offering an interactive and modern approach to information sharing. The design files are adaptable for various printing specifications.





## 5. Roll-ups:

- Two distinct designs:
  - A roll-up featuring the project's branding and key graphic elements to convey professionalism and coherence.
  - A visually engaging roll-up that incorporates high-quality images.

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[www.omnistourism.it](http://www.omnistourism.it)



### 6. Stand Mock-up:

- A flexible stand design template, adaptable to varying dimensions, ensuring compatibility with different event and exhibition spaces.



## DISTRIBUTION AND USE GUIDELINES

The OMNIS distribution kit is designed to ensure maximum utility and accessibility for project partners and community members. The following guidelines outline the distribution and suggested use of the materials provided:

### Access to materials

The complete distribution kit will be made available via a shared folder accessible through a link provided in the OMNIS Whatsapp group description. This ensures that all members have easy and unrestricted access to the resources.

Members are encouraged to download the materials and adapt them as necessary to suit their promotional needs while maintaining consistency with the OMNIS branding.

### Suggested use:

- **Social media posts:** utilize the pre-written captions and high-resolution images to create engaging posts across Facebook and Instagram. Adapt the captions to fit specific campaigns or audiences if needed.
- **Web banners:** incorporate the banners into promotional videos, websites, and email campaigns to enhance visibility and reinforce the project's branding.
- **Articles:** share the curated articles on accessible tourism to foster knowledge exchange within the community. These articles can also be repurposed for newsletters or blog posts.
- **NFC Tags and QR Codes:** incorporate the NFC tags and QR code for flyers and other print material at events, exhibitions, or within local businesses to provide easy access to the OMNIS website and related resources.
- **Roll-ups and stands:** use the provided templates to create professional displays for events, ensuring that the OMNIS branding is prominently featured.

## CONCLUSION

The OMNIS distribution kit's objective is to equip partners and community members with versatile and appealing resources, in order to ensure that the project's values and outputs reach a broad audience in meaningful ways.

Moving forward, partners and stakeholders are encouraged to make full use of the kit's offerings, adapt materials to their contexts, and contribute feedback for continuous improvement. The success of OMNIS lies in the collective effort of its community to promote inclusion, sustainability, and shared experiences across coastal and inner areas.