WP5.1 - Implementation of a joint marketing strategy for selected cultural heritage sites

INNOCULTOUR | RERA

III INNOCULTOUR PROJECT MEETING | Venice | 22-23 October 2018
Cultural tourism now accounts for 40% of all European tourism.

4 out of 10 tourists choose their destination based on its cultural offering (EC).

69% of global travelers - of all age groups - are planning to try something new (TripBarometar).
The tours and activities segment represents a market of $160 to $180 billion, and growing (SunTrust Bank).

For one euro that is being spent on accommodation, three euros is being spent on any type of activity (Airbnb).
WP5.1 – CULTURAL TOURISM BY NUMBERS

- **56%**
  - Spending on sightseeing is higher than on shopping, souvenirs and nightlife combined
  - Tourists are looking for opportunities to explore lesser-known destinations
  - Interest in authentic experiences and interaction with local people
WP5.1 – DIGITAL MARKETING STRATEGY

Five steps strategy

01 Information about target customers
02 Web page
03 Attractive content
04 Social Media Calendar
05 Plan and execute campaigns
WP5.1 – 4 PILLARS OF DIGITAL STRATEGY

01
WEB PAGE
Fast, simple to use, user-friendly, mobile-optimized

02
CONTENT
Inspiring, authentic Photo & Video take central stage

03
SOCIAL MEDIA
Everyday dialog builds community

04
ADVERTISING
Spreads the word, targets specific customers, ensures reach
WP5.1 – DIGITAL PILLARS – NO.1 WEB PAGE

3 seconds

3 clicks

Don’t make me think

Logo

Navigation

Main image

Article

Banner
your digital home and only online channel that is entirely owned and controlled by your organization

fast, simple to use, extremely user-friendly (built following simple moto: Don’t make me think)

user experience is the most important (forget music, complex content, flash animations.....)

provides quickest way to desired information (max 3 clicks)

constantly updated with new and engaging content (Google loves you only if our audience consumes what you’re producing)
WP5.1 – DIGITAL PILLARS – NO.1 WEB PAGE
Personalization is the key
inspiring and engaging, tailored according to needs and preferences of targeted groups (36% of travellers are ready to pay more for personalized experience)

authentic and unique in order to differentiate from the experiences travelers can find elsewhere (focus in content production is on authenticity of every destination)

optimized for online search (56% of EU travel is organized online)
Perfect combination of cultural heritage – LADO Ensemble at St. Michael’s Fortress!

The Last Supper

There are those relationships when a “break up” doesn’t have the clean cut off the butcher’s block. We were in love for nearly 5 years and I was in the break up stage for another 4 years. This is what happens when you verbally agree to break up and still keep in touch. I would occasionally meet up with my ex for dinner, drinks, DATES. It would confuse and hurt me when he asked, “why aren’t...

Read more
WP5.1 – DIGITAL PILLARS – NO.3 SOCIAL MEDIA

95% travelers check reviews and comments

55% make travel decisions based on photos and videos on social media
community built on three social media networks that influence travellers decisions the most (FB, IG I YT)
day-to-day communication with travellers key source of in-depth information about their preferences and needs
compelling visuals and engaging videos placed centre-stage
community encouraged to interact and share their personal experiences
continuous dialog is essential for success on social media channels
WP5.1 – DIGITAL PILLARS – NO3. SOCIAL MEDIA

Museum of Broken Relationships

Brokenships

416 posts 4,621 followers 87 following

Museum of Broken Relationships
A new take on the heartbreak.
www.brokenships.com

Community

Invite your friends to like this Page

34,157 people like this

33,066 people follow this
Advertising is ...

... irreplaceable in process of building community on social media

... important in delivering key information to desired audience

... inevitable in targeting specific travelers
WP5.1 – DIGITAL STRATEGY GOALS

To be present in all stages of Customer Journey

1. Awareness
   Dreaming

2. Consideration
   Dreaming

3. Intent
   Planning

4. Purchase
   Booking

5. Visit
   Experiencing

6. Relive
   Sharing
WP5.1 – CREATING AND DELIVERING VIDEO

Video in 2018.

Short (60 sec max)
Engaging (CTA)
Emotional (human)
WP5.1 – CREATING AND DELIVERING VIDEO

Video in 2018.

78% consumers prefer video **under 60 seconds** *(33% stop watching after 15 seconds, and additional 45% after 60 seconds)*

66% of people reported watching online video when thinking about taking a trip

64% of customers used video to help choose a destination

85% of Facebook videos are watched without sound.
Video for Innocultour organizations

- Combination of internal and user-generated content
- All organizations can use the same narrative (mirroring statements from visitors and organization members)
- Storytelling must be at heart of video (no matter what you decide, your task is always to tell a story)
- Most important messages must be delivered in first 15 seconds (in order to reach two thirds of customers)
- You MUST find a way to touch emotional side of your customers, and/or entertain them with your video, and/or educate them, and/or motivate them to take some action
Most successful videos in tourism industry in 2018.

Wonderful Indonesia
https://www.youtube.com/watch?time_continue=11&v=EaY6BWLH508

Find your Chile
https://www.youtube.com/watch?v=3MtdmoxZgRM

British Columbia
https://www.youtube.com/watch?v=dNFrZNjs2ng

Visit Finland
https://www.youtube.com/watch?v=46pM5V00mv4#at=25

The scream from Norway
https://www.youtube.com/watch?v=2BdULu4tI5M
Organisation name: RERA, SPLIT-DALMATIAN COUNTY
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