



**UNIONE EUROPEA**



*Il futuro alla portata di tutti*  
Asse VI - Azione 6.8



**REGIONE PUGLIA**

ASSESSORATO  
INDUSTRIA TURISTICA E CULTURALE  
GESTIONE E VALORIZZAZIONE  
DEI BENI CULTURALI



**Puglia**  
**PROMOZIONE**  
Agenzia Regionale del Turismo

**Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"**  
**Axis VI - Environmental protection, promotion of natural and cultural resources**  
**Action 6.8 - Measures for the competitive repositioning of tourism destinations**  
**CUP-Unified Project Code B39I18000090009**

*Registry n. 8342 of 04.06.2019*

## **COMMUNICATION PLAN OF THE PUGLIA DESTINATION**

Within the framework of the Regional Operational Program ERDF-ESF 2014-2020, "Culture, nature and tourism attractors", Axis VI - Environmental protection, promotion of natural and cultural resources - Action 6.8 Measures for competitive repositioning of tourist destinations, and as an implementation of the project "Digital communication and Brand identity of the Puglia destination", the ARET Pugliapromozione Communication Plan of the Puglia destination is expounded below.

Strengthening of the Puglia brand at a national, regional and international level is the main message to be enhanced and fostered, in line with the tourism strategic plan "Puglia365" (DGR of 14 February 2109, n. 197) and in the PIIL Culture (DGR of 19 March 2019, No. 543) strategic plan of the Puglia Region.

Tourism, territorial enhancement and the economy of culture are the directives targeted by the communication plan, deployed through its main categories as linked to the pertaining Territory:

- FOOD & WINE
- ART & CULTURE
- NATURE, SPORT & WELLNESS

Furthermore, within the same project "Digital communication and Brand identity of the Puglia destination", communication actions are foreseen in view of highly attractive events held in Puglia. The aim is to improve the relationship among the brand, the territory and the events. The latter are indeed contributing to stimulate reasons for traveling, generating a strong media impact, but also boosting tourism incoming figures and tourism-cultural attractiveness able to diversify and enrich the regional tourism offer.



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**Purposes**

The communication plan aims at implementing effective actions to pursue the purposes of the strategic tourism Plan and the regional strategic culture Plan: these purposes converge towards the strengthening of tourism incoming figures and overnight stays, as well as towards off-season tourism flow. Said purposes are also depending on raising the quality of the product and the tourism offer, starting with the hospitality standards.

The recipient of the communication plan is the tourist - divided into categories and reference targets - who thus becomes a resource for the territory. This assumption is the main "engine" of communications, which is thus regarded as a value which is not only functional to promotional purposes of the destination, but also a civic and social value. Therefore, an effective communication of the plan has the result of strengthening and consolidating the regional development and economic growth.

The widespread hospitality aimed at tourists becomes an experience to be told in its various expressions, from sustainable tourism to artistic and cultural heritage; from slow tourism to the encounter with history, culture, and historic villages. Therefore, this plan aims at communicating the journey in Puglia, with its established and consolidated destinations, together with emerging locations, in their authenticity and the emotions deriving from rediscovering oneself, one's time and psycho-physical well-being.

**Plan's Subject**

The Plan's subject focuses on the regional territory, broken up into its main categories:

- **FOOD & WINE:** food and cuisine as a distinctive and identifying trait of Puglia
- **ART & CULTURE:** the artistic and cultural heritage and its enhancement
- **NATURE, SPORT & WELLNESS:** the 360° interaction with the landscape and all its features



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**Concept and Campaigns**

The 2019 and 2020 communication plan entails one shared concept and two defined and specific campaigns, for Italy and abroad.

The shared concept identifies the general tourist as the recipient of a storytelling experience on unexpected Puglia, which amazes and welcomes delivering a unique experience. Narrating itineraries across nature, the urban and cultural landscape, the rural architecture, villages, agro-food and artisan productions, through the enhancement of a healthy lifestyle inspired by the very sense of Apulian hospitality. It tells about cultural, musical, exhibit and entertainment events, which deliver the local folklore and, ultimately, all experiences connected to sports and escaping activities offered to tourists. Communications also tell about a particular "big event" presenting an unexpected Puglia in its biggest identification, both in terms of artistic and natural beauties. Puglia thus becomes the inspiration for a dream journey. The very Puglia that makes people feel good, not desiring to be anywhere else and pushing to come back here, bridging the gap that separates the region from its competitors.

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Based on the tourist's place of origin, the concept is divided into two campaigns, as follows:

1) Italy: **Unexpected Puglia**

Having increased brand awareness over the years, the new concept for the Italian market is geared towards an unexpected Puglia. More in detail, the Italian campaign is aimed at national and regional audiences. The purpose is to narrate an "unexpected Puglia", with particular reference to the places of the soul, rather than sheer geographical areas, a place where what matters is being there, experiencing, living, connecting these moments to the tourism, culture and food & wine product. It aims at the storytelling experience of finding oneself, the very sense of inner time, in contact with nature and its beauties. But this must also entail the storytelling of a cultural event, of attraction and welcoming. This way, Puglia constitutes a memory which is bigger than one can imagine.

Therefore, the "reason why" is associated to the feeling of the unexpected, generated in the potential traveler thanks to the correlation across all levels of content: textual and photographic. Therefore, the campaign payoff is "Unexpected Puglia" adjusted according different targets.



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2) Abroad: **Puglia, Unexpected Italy**

The international campaign is aimed at communicating the concept towards world-wide travelers. In this case, it is deemed appropriate to link Puglia to the Italy brand, as it is not yet well known throughout foreign markets. Therefore, the campaign target is to promote Puglia abroad as an authentic and contemporary land, alive and rich with events throughout the year. A new travel destination in Italy, far from usual Italian destinations and devoid of mass tourism flows and Italian stereotypes. Puglia as a region that characterizes Italy itself as an unexpected destination, a travel destination generating benefits.

The campaign core message is conveyed through the payoff "Puglia, Unexpected Italy", adjusted according to diverse markets, and to each target/market niche.

The campaigns can also be deployed with regard to any activity in support of other initiatives, planned by Pugliapromozione for the dissemination of the Puglia brand abroad (sector-specific fairs, events, workshops, partnerships with international brands, and special projects).

**Targets**

The communication plan aims at achieving different types of targets, based on international and national dissemination initiatives, as follows:

International Target:

Communication actions are primarily aimed at a public aged between 18 and 80 years, inclined to discovery journeys and accustomed to traveling, in groups or individually, during off-season periods of tourism flow peaks, who is a resident - not exhaustively - in the capitals, cities and related metropolitan areas of target Countries. The Puglia destination is little known to this target public, therefore communication actions must be oriented to inform and make the region well known under diverse perspectives, from its geolocation to particular product categories.

Moreover, it is also possible to identify further audience segments: a market niche that crosses geographical boundaries, driven by a strong motivation, is represented by the cultural citizen, a



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subject who is very well informed about the history and culture of the great civilizations, one who buys travel guides in bookstores and is accustomed to satisfying particular cultural interests by traveling long distances. Another important market segment is that of the young public, the so-called *millennials*, interested in events, musical and sports initiatives of international importance, a dynamic and active public in the approach of tourism experiences. To this kind of public, Puglia is only partially known as a travel destination, therefore communication actions must entail a particular impact on the knowledge of the tourism offer as delivered to these travelers.

With regard to **Countries targeted** by communication actions, and based on 2018 tourist flows data drawn up by the Regional Tourism Observatory, the target Countries of the international communication strategy are: the USA, with particular reference to East Coast cities and metropolitan areas, the UK, France, Germany, Belgium, the Netherlands, Switzerland, Spain, Russia and China.

National Target:

Campaign actions aim at reaching a target aged between 18 and 80, inclined to spend a short vacation in Italy, or otherwise willing to travel on the occasion of cultural initiatives, events or festivals; it is therefore a potential tourist who inquires about ON and OFF line media on cultural, food & wine and seaside destinations, one who seeks travel amazement, and is used to share both textual and photographic experiences and contents with its community. This target is mainly, however not exclusively, resident in Italy and understands the Italian language.

It is possible to identify further target segments: a cross-boundary market niche that goes beyond geographical areas and is driven by a strong motivation, is indeed represented by the cultural citizen, one who is very informed about events and artistic performances, constantly updated on festivals, a lover of live performances who is therefore naturally inclined to satisfy its cultural interests by traveling long distances. Another important market segment is the young public, interested in events, in musical and sports initiatives of national and international prominence, a dynamic and active person also in the way of approaching in the approach of the travel experience. To this kind of public, Puglia is only partially known as a travel destination, therefore the campaign will have to affect the very knowledge of the tourism offer as delivered to these travelers.



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Regional Target:

Campaign actions aim at reaching the "last mile" public, or those citizens, be they temporary or permanent, across the regional territory, aged between 18 and 80, curious and accustomed to moving on the occasion of cultural initiatives, events or festivals, but at the same time at ease with sharing experiences and content with digital communities. The aforementioned target is resident in Puglia and neighboring regions.

Additional target segments are: a transversal market niche represented by families and households, traveling with children and/or teenagers. Another essential portion of this market is made up of a young public, interested in musical and sports events and initiatives. At any rate, Puglia is already well known as a tourist destination to this kind of public, it is therefore particularly effective a communication strategy aiming at a modern and lively tourism offer with regard to artistic and cultural aspects, as opposed to the stereotypical seaside holiday.

**ON & OFF Line Media**

The communication plan is implemented by means of ON and OFF line media channels. OFF line media are: OOH-Out of Home, general and specialized press, magazines and sector specific publications, TV and Radio programs able to generate awareness towards the destination and increase traffic directed to the official tourism portal); ON line media are: web displays, video banners, social advertising, SEM-Search Engine Marketing and further special projects.

Likewise, integrated communication projects in the form of media mix are also taken into consideration, in order to simultaneously convey the communication concept across several directions, and towards multiple targets according to each medium.

- International communication actions will involve ON and OFF line media;
- National communication actions will also involve ON and OFF line media, with particular priority to TV stations and digital media;



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- Regional communication actions will also involve ON and OFF line media, with particular priority to media mix;

Every action will be supported by the Pugliapromozione Press Office and includes appropriate publication on the following reference sites and channels:

The official tourism portal of Puglia [www.viaggiareinpuglia.it](http://www.viaggiareinpuglia.it) (Italy)

The official tourism portal of Puglia [www.weareinpuglia.it](http://www.weareinpuglia.it) (abroad)

Facebook WeareinPuglia [facebook.com/weareinpuglia](https://facebook.com/weareinpuglia)

Facebook PugliaEvents [facebook.com/pugliaevents](https://facebook.com/pugliaevents)

Instagram WeareinPuglia [instagram.com/weareinpuglia](https://instagram.com/weareinpuglia)

Instagram PugliaEvents [instagram.com/pugliaevents](https://instagram.com/pugliaevents)

Twitter WeareinPuglia [twitter.com/weareinpuglia](https://twitter.com/weareinpuglia)

Twitter ViaggiarePuglia [twitter.com/viaggiarepuglia](https://twitter.com/viaggiarepuglia)

You Tube ViaggiareinPuglia: [youtube.com/viaggiareinpuglia](https://youtube.com/viaggiareinpuglia)