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REGIONE PUGLIA



CUP B39D20002200009

INTERNATIONAL COMMUNICATION PLAN OF DESTINATION PUGLIA FOR THE 2023 SEASON "PUGLIA, UNEXPECTED ITALY"

Brief for participation in the International Media Plan Call for Tenders

As part of the Regional Operational Program ERDF-ESF 2014-2020 "Cultural, Natural and Tourism Attractions", Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations and in implementation of the project "Digital communication and Brand identity of Destination Puglia", the plan for communicating destination Puglia, written by A.RE.T Pugliapromozione, referring to international communication actions, is outlined below.

To date, consistent with the internationalization and off-season tourism objectives of the "Puglia365" Strategic Tourism Plan, the communication actions already launched abroad have helped consolidate the Puglia destination in target countries. In 2022, the year of post-Covid recovery, these actions generated significant growth in demand from the foreign market between May and October totaling +7% arrivals and +11% stays. Therefore, flows from abroad set a new record.

For 2023, with this Brief, A.RE.T. Pugliapromozione aims to collect communication proposals capable of promoting destination Puglia, its tourism products and brand awareness abroad. The intent is to promote Puglia as an authentic and contemporary tourist destination. A Puglia that offers diverse experiences that can pique the tourist's interests to such an extent that they become reasons to travel.

1. Objectives

This plan aims to put in place effective actions for the internationalization, off-season tourism flows and promotion of destination Puglia and its tourism products in the spring/fall 2023 period.

The direct communication objectives are to consolidate the Puglia brand in the target countries by conveying the tourism experience broken down into its main categories: Food and wine, Sports



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Nature and Wellness, Arts and Cultures, Villages, Sea, Wedding destination. Experiences to be enjoyed in all seasons and that tell of a welcoming land immeasurably rich in its tangible and intangible heritage.

In summary:

- Describing the destination through its main experiences;
- Intercepting the target audience interested in the experiences described.

2. Purpose of the Communication

The communication actions aim to promote Puglia as an Italian tourist destination where you can enjoy an experience that is bound to be unforgettable. Puglia, an ideal place to discover well-known and lesser-known scenery, meeting friendly faces along the way. A land that has preserved ancient values such as hospitality and a slow way of life, and as such sets itself apart from better-known Italian tourism destinations: it is Italy as you wouldn't expect it.

At the same time, the intention is to promote Puglia as an experience-based travel destination to suit the personal interests of foreign tourists, through the Puglia tourism product in its main forms:

Nature Sports and Wellness (Cycling and hiking):

In Puglia, the experience of being in touch with nature comes through various forms of sporting activities including cycle tourism and hiking.

Cycle tourism is part of the broader sphere of opportunities that outdoor sports tourism offers to potential tourists, contributing to their mental and physical well-being. Puglia offers different routes depending on each individual's tastes, skill level and preferences, and is an ideal place for weeklong, daylong and long weekend excursions. A two thousand kilometer grand tour, to be traveled by bicycle, along ancient trails, country roads, and low-traffic roads. As they pedal along, in the shade of towering oaks, monumental olive trees and dense Mediterranean scrub, a wonderful and unexpected Puglia that changes face with each season unfolds before the eyes of the bicycle tourist; the invitation is to discover it all. Similarly, tourists can have a unique experience at a steady pace along the trail, with a rucksack on their back. A land



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of transit by ancient vocation and tradition, a meeting point between East and West, Puglia has seen the passage of countless travelers, traders and pilgrims throughout its millennia-long history. Today, Puglia's hiking trails offer the magic of slow travel and rediscovering the values of history, beauty and a nature interwoven with art destinations and villages.

Food and wine

Puglia's food and wine, a key component of the regional tourism offering, in all its countless nuances, is an expression of Puglia's cultural and identity values. Traditional Puglian cuisine, the spearhead of the Mediterranean Diet, biodiversity, high quality ingredients, and the multitude of food, wine and multisensory experiences that engage tourists in the area, all contribute to making Puglia unique and unexpected. Therefore, communication actions are intended to intercept a target audience interested in food and wine and therefore are geared so that the food and wine experience becomes the main reason for travel.

Wedding destination

In recent years, Puglia has established itself among the most popular Italian destinations to celebrate a wedding abroad. From the sea to the expanses of centuries-old olive trees, amid dry stone walls, historic palaces and farmhouses, Puglia is a perfect natural stage, with an ever-mild climate and unique sunlight. It is an idyllic place where master craftsmen and experts work in synergy to create a special wedding day.

Therefore, communication actions are aimed at a target audience interested in the wedding sphere and intend to promote Puglia as a romantic destination where weddings can be held and enjoyed, while at the same time highlighting a tailor-made sector.

3. Concept - Campaign "Puglia, Unexpected Italy"

From the countryside to the sea, from the Murge to the ravines, from historic villages to cities of art, enjoyed at the table, crossed by bike or on foot, Puglia is communicated as an authentic and genuine



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land, a region that characterizes Italy itself as an unexpected destination. So, a trip to Puglia becomes an opportunity to live authentic experiences in contact with the local people, history, traditions, food, nature and landscape.

Specifically, through the media, it is intended to promote Puglia as an ideal destination for fans of outdoor sports; to highlight the variety of food and wine experiences, so that they become reasons to travel; and to promote the Wedding destination and the related supply chain, promoting Puglia as an ideal destination where a wedding can be held.

Behind every experience, in fact, there is not only the destination but there is the combination of sectors that make that experience the best in the region. Puglia therefore presents itself abroad as an Unexpected Italy. An Italy that goes beyond expectations and offers pure excitement. Puglia, unexpected Italy.

4. Target

In line with the A.RE.T. Pugliapromozione strategic guidelines for the year 2023, communication actions are to be carried out in the following target countries: Union Europe, UK, Switzerland, USA and Canada, Israel, UAE, Brazil, Australia and Japan.

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More specifically, through targeted, industry-specific communication, the intent is to reach diverse target-travelers who travel to discover the destination, explore new places, and experience authentic experiences based on their interests. Therefore, this brief is aimed primarily at specialized and trade media, but also at mainstream media that capture the target audience interested in the subject of the communication (Paragraph No. 2)

5. Campaign duration

To enhance brand awareness of Puglia and encourage incoming visitors, it is intended to convey Puglia as a travel destination from spring to early fall 2023.

6. Campaign production formats



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For the implementation of the above campaign, ARET Pugliapromozione envisages:

- Creative photographic shots for ON and OFF line spaces;
- TV/digital/web commercials.

7. ON and OFF Line Media

Given the objectives and subject matter of this Brief, proposals for communication spaces/services should be directed at sector targets through communication channels specific to the above themes. The communication plan is to be carried out through ON and OFF line channels with specific priority to industry/relevant media for:

- Static and dynamic outdoor spaces (Branding, customization, etc.);
- ON and OFF line communication spaces (newspapers);
- Communication spaces on TV channels/digital platforms/web.

Proposals/bids for the communication campaign to be disseminated through international media can be submitted until **June 10, 2023**, without prejudice to the right of A.RE.T. to revoke, modify or extend the aforementioned deadlines, by applying for the Public Call "Expression of interest for the acquisition of proposals for the provision of exclusive advertising services, pursuant to art. 63, paragraph 2, letter b), no. 3, of Italian Legislative Decree no. 50/2016 as amended for the International Communication Plan of Destination Puglia".