



UNIONE EUROPEA



PROMOZIONE
Agenzia Regionale del Turismo

POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP: I59I23001370006

INTERNATIONAL COMMUNICATION OF DESTINATION PUGLIA FOR THE 2024 SEASON "PUGLIA, UNEXPECTED ITALY"

Brief for participation in the International Media plan call

DDG 76/2024

Within the POC Puglia 2014-2020 programme "Cultural, natural and touristic attractors", Axis VI – Protecting the environment and promoting natural and cultural resources - Action 6.8 Interventions for competitive repositioning of tourist destinations and implementing the project "Digital communication and Brand identity of destination Puglia", there follows an illustration of the plan related to actions of **international communication** by A.RE.T. Pugliapromozione.

As of today, coherently with the objectives of internationalisation and off-season strategy of the Tourism Culture Strategic Plan 2030, the communication actions already set up abroad have consolidated the destination of Puglia in the target countries. The growth of International Tourism in 2023 is +22% for arrivals and 16% for occupancy rate. The overall tourist balance at the end of the year stands at +8% for arrivals and +4% for occupancy rate. Furthermore, 2023 witnessed a recovery and growth of the long haul tourism markets with Australia and the United States at the top of the list, registering an increase in the first eight months of over 50 thousand more people compared to the same period of the previous year. The tourist flows coming from South America, particularly Brazil and Argentina have also increased.

With this Brief, for 2024 A.RE.T. Pugliapromozione aims to collect communication proposals capable of promoting the destination Puglia, its tourist products and *brand awareness* abroad. The intent is to make Puglia better known and promote it as a welcoming, authentic and contemporary tourist destination. Puglia offers extraordinary and different experiences, capable of stimulating the interests of the tourist so that it becomes a reason to travel here to visit its natural and cultural heritage, full of charm, tradition and innovation.



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1. Objectives

The purpose of this plan is to provide effective actions for internationalising, off-season strategy and promoting the destination Puglia and its tourist package in 2024.

The direct objectives of communication are consolidating the Puglia brand in the target countries by narrating the tourist experience set out in its main categories: Sport, nature and well-being, Art and culture, Middle Age districts, food and wine, Sea and boating, Wedding destination. Experiences for all seasons, which illustrate a welcoming and immensely rich land in terms of its tangible and intangible heritage.

Summarising:

- Illustrating the main experiences of the destination;
- Intercepting a target that is sensitive to the experiences illustrated.

2. Purpose of the Communication

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The communication actions intend to promote Puglia as an Italian tourist destination, where you can enjoy an unforgettable experience. The ideal place to reconnect with a simple and genuine lifestyle, discover well-known and less well-known scenery, meet authentic faces and sincere smiles. A **land** that stands out from the more well-known Italian tourist destinations, also and above all for the **warm hospitality** of Puglians, evident from the moment you step foot there.

Puglia has retained in time ancient values like its unhurriedness and hospitality, a precious intangible heritage to be preserved. In this land, where time extends into beauty, human relations become authentic travel experiences. The people and their rich heritage of values make it a unique land that opens up to strangers in a great **welcoming embrace**.



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At the same time, the intention is to promote Puglia as a travel destination of experiences on the basis of the foreign tourist's personal interests and through the Puglian tourist package set out in its main categories:

Sport, nature and wellness:

In Puglia, the experience in contact with nature touches on various forms of sporting activity including bicycle tourism and hiking.

Bicycle tourism comes within the widest sphere of opportunity that open air sports tourism offers to the potential tourist, contributing to their physical and mental well-being. Puglia offers several itineraries according to everyone's individual taste, level of difficulty and preference, and is the ideal place for weekly, daily and long weekend excursions. Similarly, the tourist can enjoy an unforgettable experience at walking pace on a path with a pack on their back. A land of transit by ancient vocation and tradition, a meeting point between East and West, Puglia offers walks as a slow journey to discover the historical values, the beauty and nature intertwined with artistic goals and Middle Age districts.

Art and culture

Puglia is a treasure chest of art, history and ancient cultures, among Middle Age districts, castles and cathedrals. The Middle Age districts are the most authentic part of Puglia, preserving unique tastes, ancient crafts and values of the past. A mosaic completed with the light and the colours of the landscapes: from the countryside to the sea, from the Murgia hills to the gorges. The journey through the Middle Age districts of Puglia becomes an opportunity to enjoy authentic experiences in contact with the local people, the history, the traditions, the culinary tastes, nature and the landscape. The Middle Age districts of Puglia are, therefore, the ideal place to leave behind daily frenzy and surround yourself in an intimate and natural environment, to regenerate body and mind, an experience above all for the low-season.



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Food and wine

Puglian food and wine is a key component of the regional tourist offer, in its countless shades, it is the expression of the cultural and identity values of Puglia. Traditional Puglian cuisine, the flagship of the Mediterranean Diet, the biodiversity, the high quality raw materials and the diverse and multi-sensorial food and wine experiences that involve tourists on the territory, contribute to making Puglia unique and unexpected.

Wedding destination

In the last few years, Puglia has asserted itself as one of the most in-demand places in Italy for people from other countries to celebrate their wedding. From the sea to the endless ancient olive groves, among drystone walls, historical palazzi and farmhouses, Puglia is a natural and perfect stage, enjoying a mild climate all year round and unique light, the ideal place where workers and excellence work in harmony.

3. Concept – Campaign “Puglia, Unexpected Italy”

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From the countryside to the sea, from the Murgia hills to the gorges, from the Middle Age districts to the cities of art, tasted at the table, crossed on bicycle or on foot, Puglia is communicated as a genuine and hospitable land, a region that characterises Italy itself, as an unexpected and welcoming destination.

Puglia wins over tourists with its warm hospitality and openness. Anyone arriving in Puglia immediately feels welcome thanks to the vibrant, simple and captivating lifestyle of Puglians.

Therefore, a trip to Puglia becomes an opportunity to enjoy authentic experiences **along with the local people**, the **history**, the **traditions**, the **tastes of the food**, the **nature** and the **landscape**.

Specifically, through the media we intend to promote Puglia as the ideal destination for lovers of sport, in contact with nature, and the lovers of art and culture; to exploit the many food and wine tourism experiences, so that they become a reason for travel; to encourage the choice of Puglia as Wedding



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destination along with the connected services, promoting Puglia as the ideal place to organise a wedding.

Indeed, behind each experience, there is not only the destination, but all the sectors that make that experience the best in the region. Therefore, Puglia is presented abroad as the Italy you do not expect. An Italy that goes beyond your expectations and offers a complete emotion. Precisely, Puglia, unexpected Italy.

4. Target

In line with the strategic goals of A.RE.T. Pugliapromozione for 2024, the communication actions are targeted in the following **countries: European Union, Non-EU countries (United Kingdom, Switzerland, USA and Canada, Australia, Japan, Brazil, Singapore);**

More precisely, through targeted and sector communication, the intention is to reach differentiated targets, who move to discover the destination, to explore new places and enjoy authentic experiences according to their own interests. Therefore, the brief is principally aimed at specialised and industry media, but also at the general interest media who capture the audience sensitive to the communication purpose, as indicated in paragraph 2.

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5. Duration of the campaign

In order to improve the *brand awareness* of Puglia and promote incoming tourism, the aim is to communicate Puglia as a travel destination 2024.

6. Campaign production formats

To create this campaign, A.RE.T. Pugliapromozione envisages:



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- Television/radio/digital/web commercials;
- Creativity consisting of photographs for ON and OFF line spaces;

7. ON and OFF line Media

Considering the objectives and the purpose of this Brief, the proposed communication spaces/services must be aimed at sector targets through specific communication channels for the subjects indicated above.

The communication plan must be created from ON and OFF line channels with distinct priority to the specific and sector media for:

- ON and OFF line communication spaces (newspapers and magazines): advertising, editorials, dedicated specials or TV format;
- Communication spaces on TV channels/radio broadcasters/digital platforms/web;
- Static and dynamic outdoor spaces (Branding, customisation, etc);

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Bari, 05.03.2024

**The General Director
Mr. Luca Scandale**