

EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA

## WP 2.4 COMMUNICATION

### D. 2.4.5: Focus Group



## PP8 DELTA 2000

## Summary

### **N. 1 – 18 03 2022 FOCUS GROUP WITH LOCAL STAKEHOLDER TO ANALYSE POTENTIAL OF EXCOVER PRODUCTS AND TOOLS TO BE USED FOR MARKETING AND COMMUNICATION**

## **N.1 – 18 03 2022 FOCUS GROUP**

### **PROJECT PARTNER INVOLVED:**

DELTA 2000 PP8

### **TERRITORY INVOLVED:**

Municipality of Ostellato (IT), Municipality of Alfonsine (IT), Po Delta Park

### **MAIN STAKEHOLDER AND TARGET GROUPS INVOLVED:**

Tour Operators, Travel Agencies and local association for the enhancement and promotion of Po Delta Park:

Stefano Casellato – Aqua Natura e Cultura

Patrizia Guidi – Po Delta Tourism

Thomas Randi – Slow Bike Tourism

Adriano Caselli – Cà Tourism

Alexandra Boeru - Pubbliteam

### **WHEN:**

18 March 2022

### **WHERE:**

Mixed online and in presence c/o DELTA 2000– Strada Mezzano,12 44020 Ostellato (IT)

### **HOW:**

The participatory process was promoted by sending emails to operators involved in the promotion and sale of tourist packages and experiences in the Po Delta area, through targeted phone calls and with a Facebook post on DELTA 2000's page.

### **OBJECTIVE**

The main objective of the focus group was to illustrate to participants the tourism products identified for Alfonsine and Ostellato through previous activities, to develop ideas on how to promote these products, packages, and experiences on the domestic and foreign market.

Starting from the assumption that Ostellato and Alfonsine are two small municipalities that are part of a larger tourist area – the Po Delta, where there is a very rich and varied offer, it was decided to organise the focus group with local Tour Operators, Travel Agencies and local association for the enhancement and promotion of Po Delta Park, to understand how to include the two municipalities both in existing itineraries and proposals, and as stand-alone products.

### **METHODOLOGY**

The participatory planning process was organized on **Friday 18<sup>th</sup> March 2022** and was conducted by Tristana Randi, tourism manager for DELTA 2000 and by Alexandra Boeru – Communication Manager for Pubbliteam.

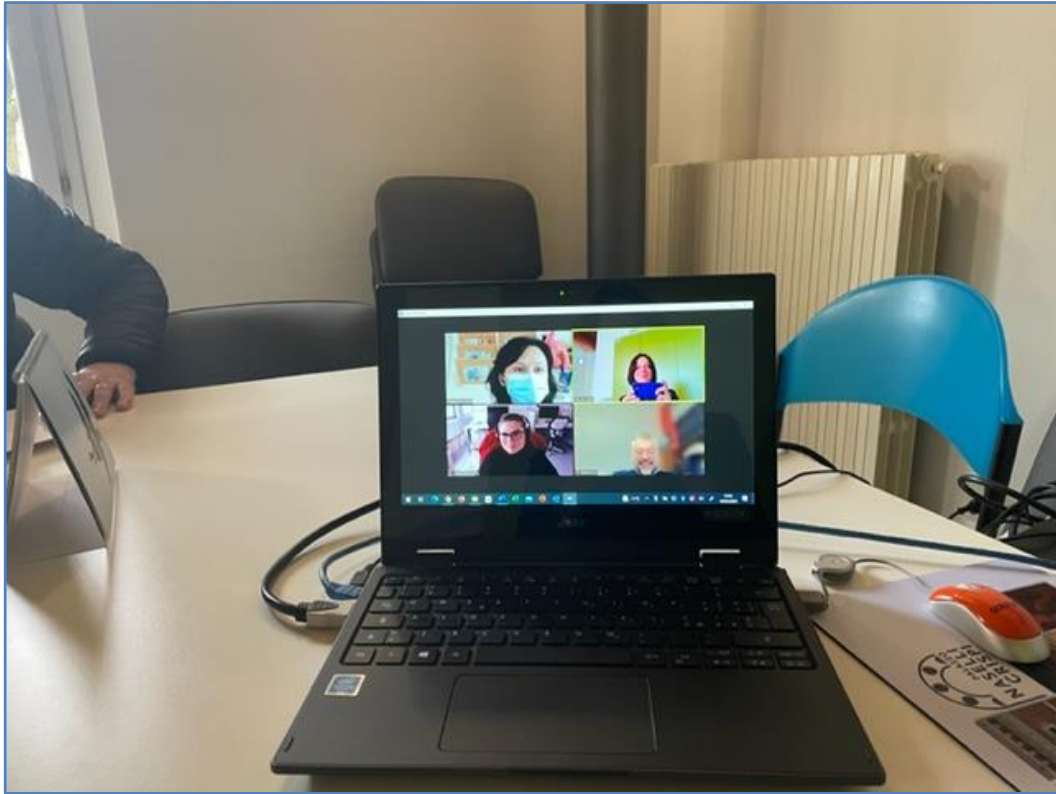
The results of WP3, Swot & Reputation analysis and in particular the results of WP4.1 mapping of tangible and intangible local heritage were presented. From these, the most significant experiences and POIs were selected and shown together with videos realized with the participation of citizens. Subsequently, operators were asked to propose ideas and solutions to include some of the presented elements in existing tourism packages and itineraries, with reference to the tourism products identified by DELTA 2000 - school tourism and sport fishing tourism.

## OUTCOMES

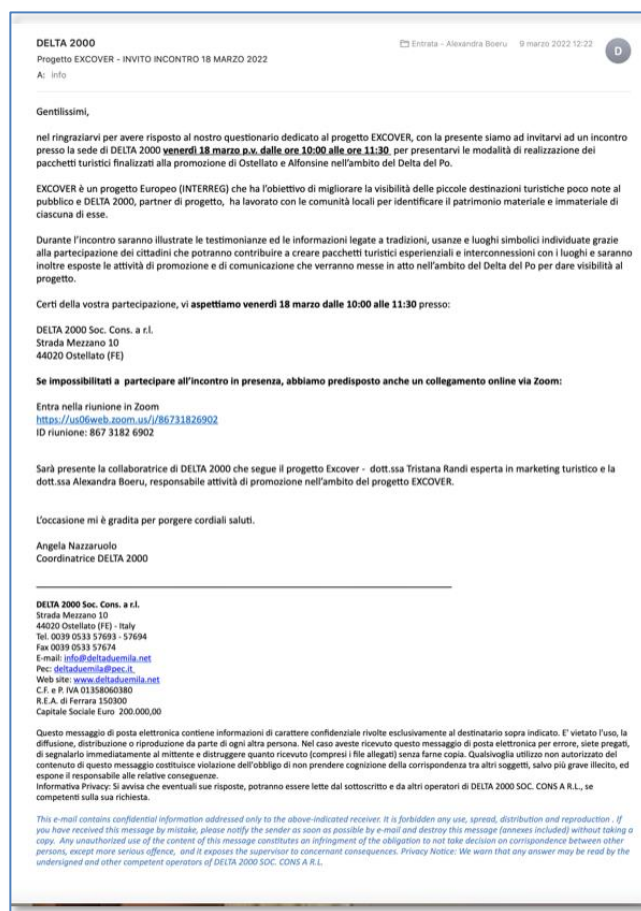
The operators involved in cycle tourism proposed routes and itineraries for school groups and for families and friends accompanying sports fishermen that include the Vallette di Ostellato and its surrounding, with a special focus on environmental value.

All the operators recognised the historical value of the town of Alfonsine, which is closely linked to the tragic events of the Resistance during World War II. The museum of the Battle of the Senio, the house where the film Agnes goes to die was filmed, and the artefacts located throughout the town that recall that dark period, represent signs of memory and therefor an ideal product for school trips.

## Pictures of the Focus Group – 18 03 2022



## Mail invitation to stakeholder – 09 03 2022



### Attendance sheet (only 1 in presence)

European Regional Development Fund



18/03/2022  
EXCOVER  
ClO Delta 2000 and online meeting

n.	First Name	Family Name	Position	Partner's Number / Organization's name	Country	Email	Privacy Authorization	FINMA Signature
1	Adriano	Casadei	Owner	CA Tourism	IT	Trasimighini.romano@comuni.it	<input checked="" type="checkbox"/>	<i>Adriano Casadei</i>
2	Tiziana	Panzi	P. Manager	Delta 2000	IT		<input type="checkbox"/>	
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