



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

WP 2.4 COMMUNICATION

D. 2.4.5: Focus Group



PP12 PREDAPPIO MUNICIPALITY



Summary

N. 1 – 28 03 2022 (ONLINE) & 11 04 2022 (IN PRESENCE) FOCUS GROUP WITH LOCAL ADMINISTRATORS AND TRAVEL AGENTS TO ANALYZE TRANSFERABILITY OF EXCOVER PRODUCTS TO TOURISM OPERATORS

N.1 – 28 03 2022 & 11 04 2022 FOCUS GROUP

PROJECT PARTNER INVOLVED:

PREDAPPIO MUNICIPALITY PP12

TERRITORY INVOLVED:

Municipality of Predappio (IT)

MAIN STAKEHOLDER AND TARGET GROUPS INVOLVED:

Tour Operators and DMCs in Romagna region and local administrators to analyse how to interact with local tourism operators and create a tourism promotion strategy

Milena Rossi – Tourism Office Manager Predappio

Sabrina Nanni – Tourism Info Point Predappio

Luca Lambruschi – Predappio Municipality Deputy Mayor And Culture Councilor

Annalisa Balducci – InRomagna DMCs Marketing Manager

Roberto Zoffoli – In Romagna DMCs Manager

WHEN:

18 March 2022 & 11 April 2022

WHERE:

Mixed online and in presence c/o Predappio Municipality Council Hall

HOW:

The focus group was promoted by sending emails to stakeholders and through targeted phone calls.



OBJECTIVE

Objective of the meeting was to discuss the transferability of the tourism products identified during the EXCOVER project to local tourism operators.

METHODOLOGY

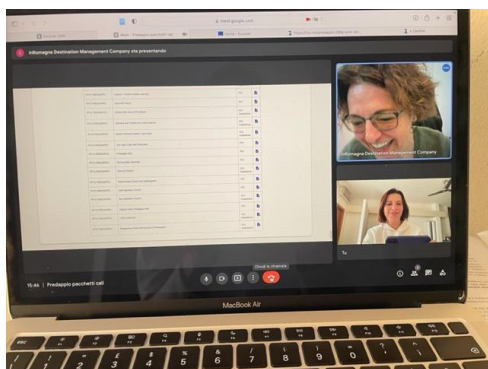
The first focus group was organized online on **28th March 2022** and the second focus group was organized on 11 April 2022 in presence. They were conducted by Tristana Randi, external consultant for Predappio Municipality.

The results of WP4.3 – the 5 tourism products identified for Predappio were presented with the aim of identifying tools to be proposed to local tour operators to implement campaigns to enhance and promote the area.

OUTCOMES

The focus group, which was attended by local administrators and tourism experts, revealed the need to organize a participatory meeting with the presence of all tourism operators in the area. All the participants agreed on the importance of a unified portal for tourism promotion of the Predappio area that brings together hotels, restaurants, guides, and tourist services.

Pictures of the Focus Group – 28 03 2022 (Online) &



2022

**11
04**



Mail invitation to stakeholder – 28 03 2022

