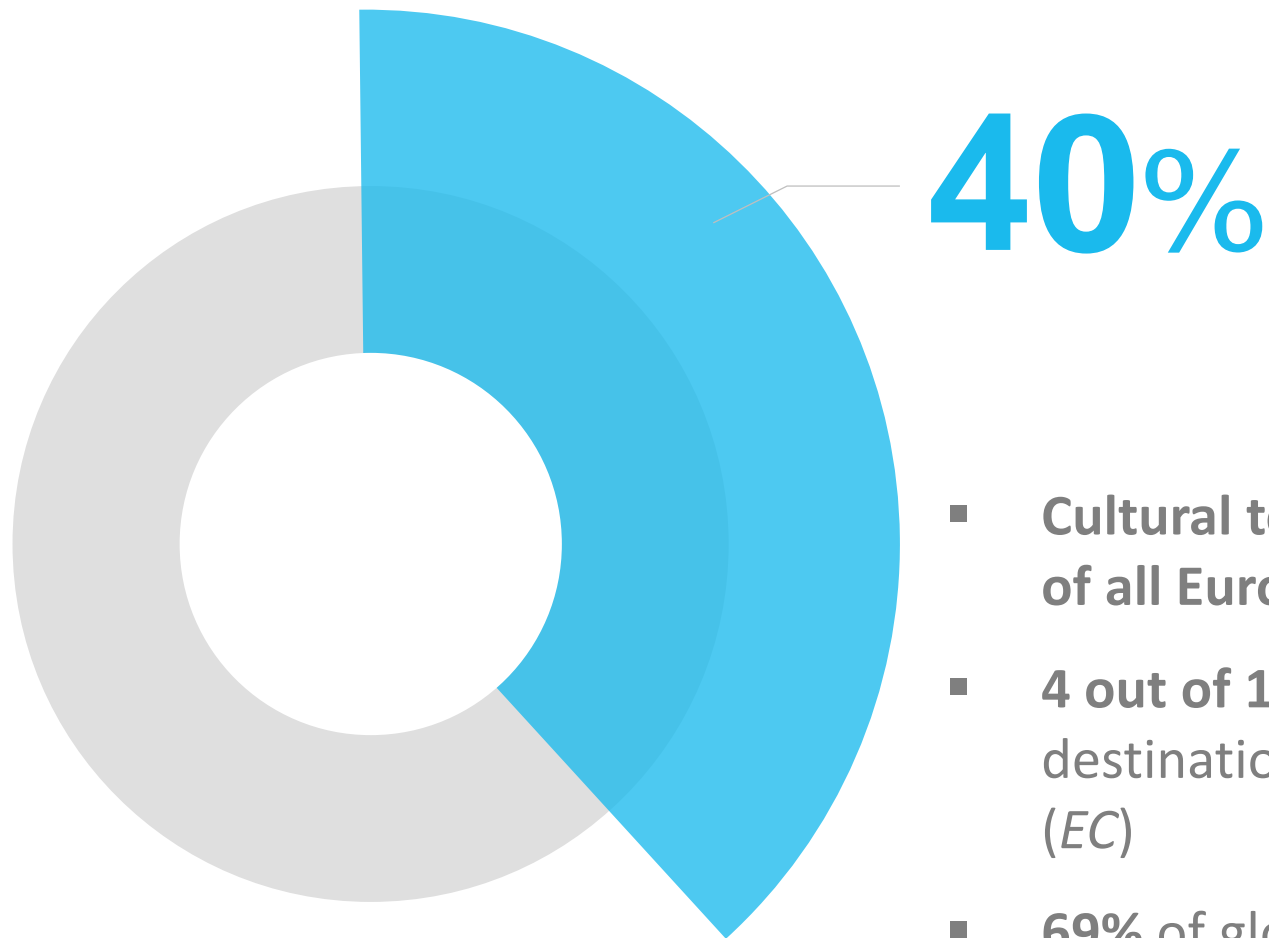


# WP5.1 - Implementation of a joint marketing strategy for selected cultural heritage sites

INNOCULTOUR | RERA

III INNOCULTOUR PROJECT MEETING  
| Venice | 22-23 October 2018

# WP5.1 – CULTURAL TOURISM BY NUMBERS



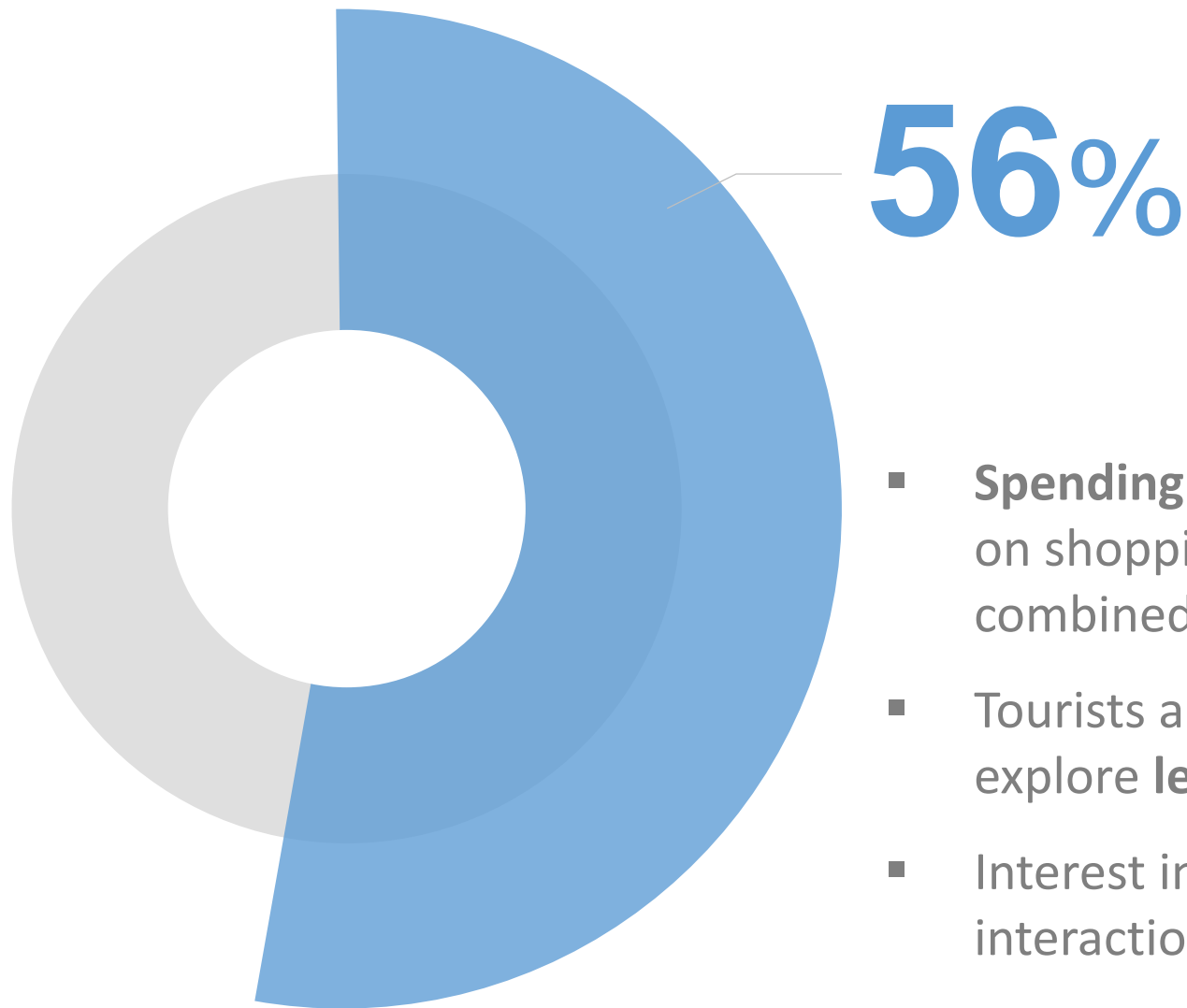
- **Cultural tourism now accounts for 40% of all European tourism**
- **4 out of 10** tourists choose their destination based on its cultural offering (*EC*)
- **69%** of global travelers - of all age groups - are planning to try something new (*TripBarometar*)

# WP5.1 – TOURISM MARKET POTENTIAL

1€ = 3€

- The tours and activities segment represents market of **\$160 to \$180 billion, and growing** (SunTrust Bank)
- For **one euro** that is being spent on accommodation, **three euros** is being spent on any type of activity (Airbnb)

# WP5.1 – CULTURAL TOURISM BY NUMBERS

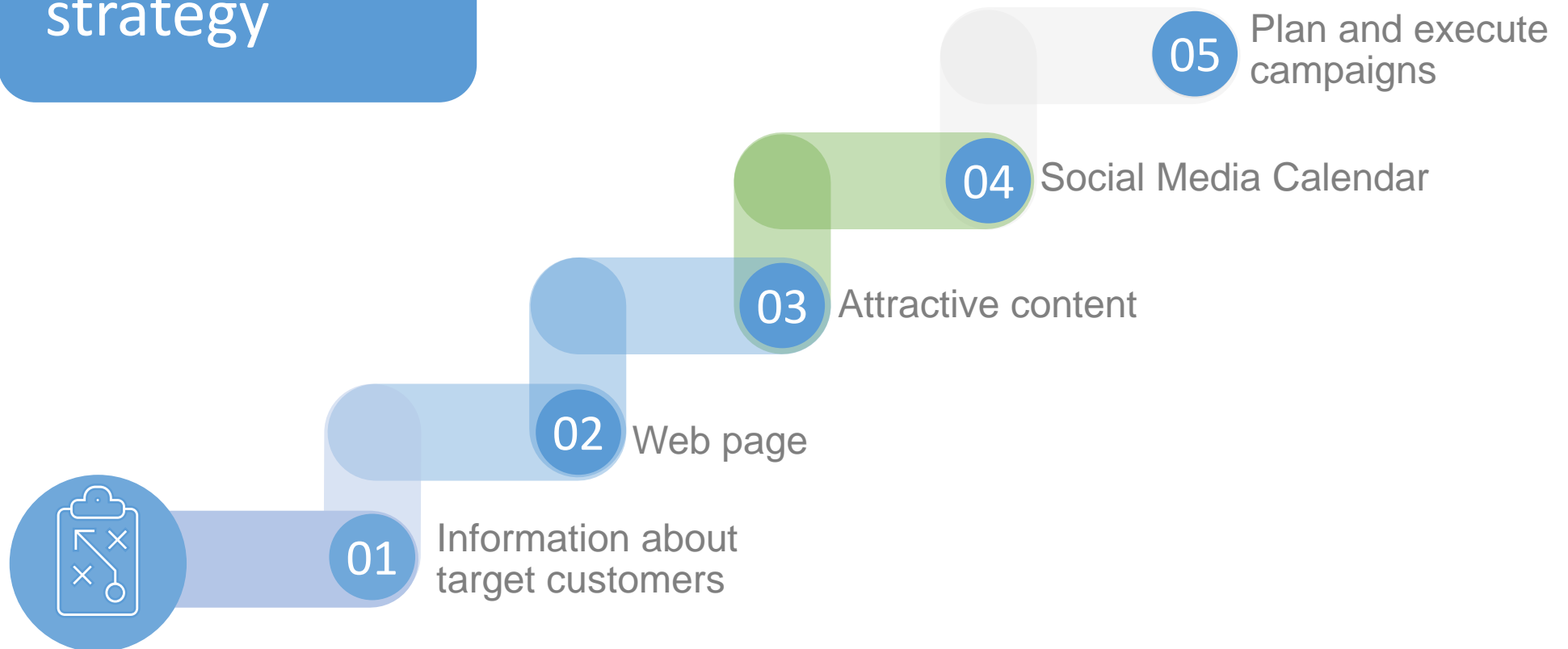


56%

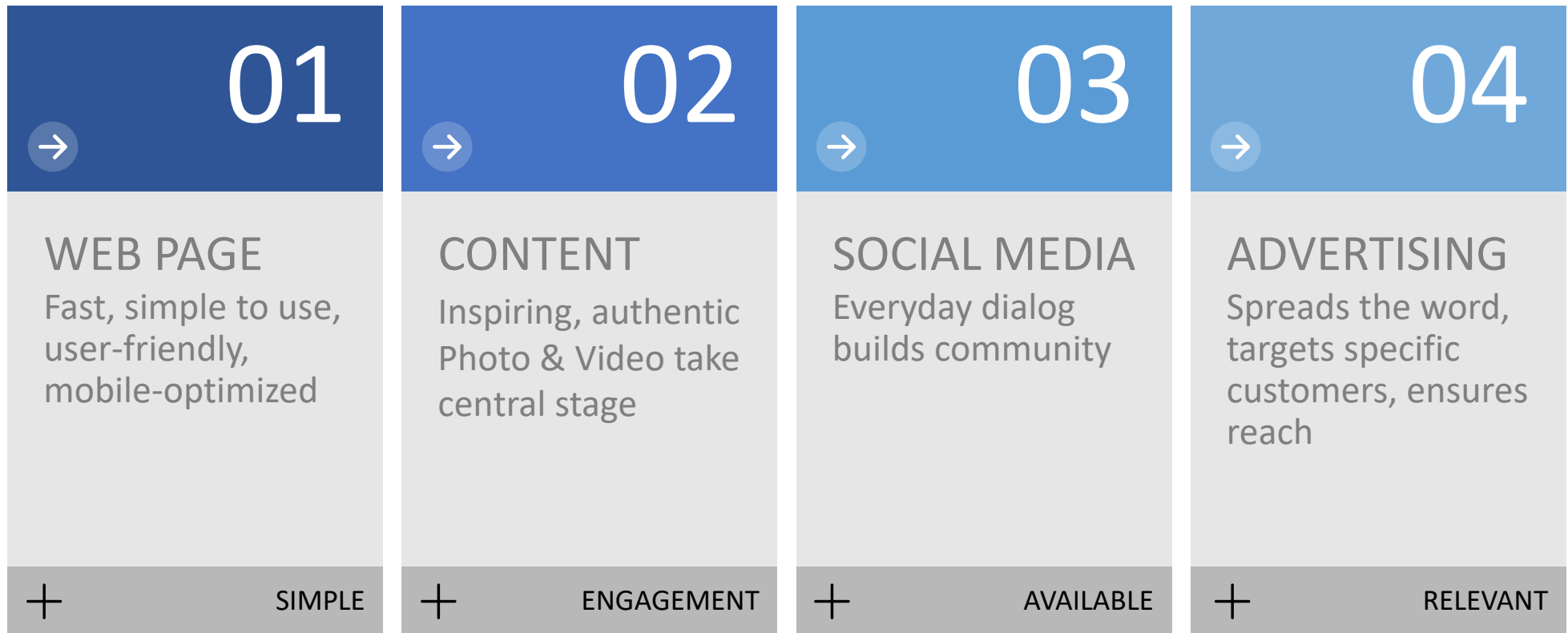
- **Spending on sightseeing is higher** than on shopping, souvenirs and nightlife combined
- Tourists are looking for opportunities to explore **lesser-known destinations**
- Interest in **authentic experiences** and interaction with **local people**

# WP5.1 – DIGITAL MARKETING STRATEGY

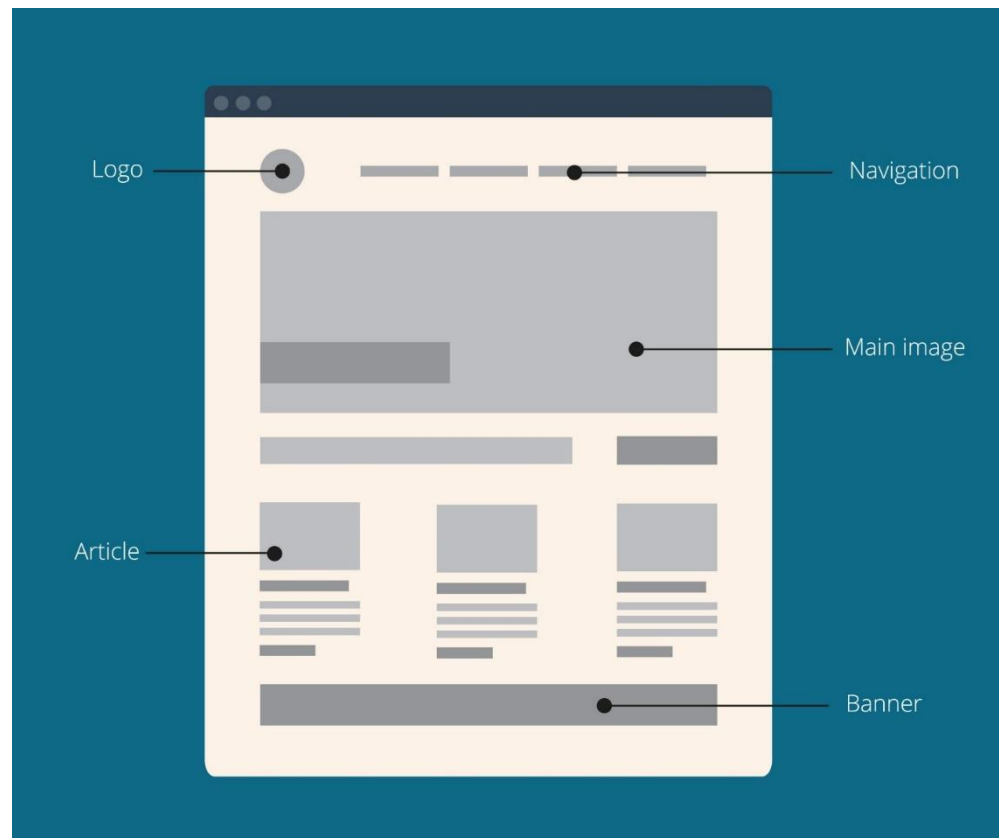
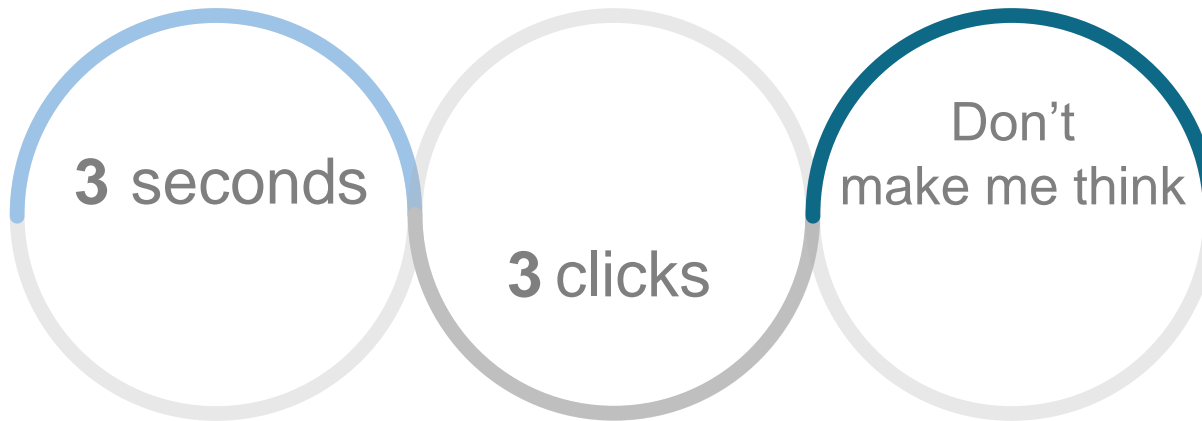
## Five steps strategy



# WP5.1 – 4 PILLARS OF DIGITAL STRATEGY



# WP5.1 – DIGITAL PILLARS – NO.1 WEB PAGE

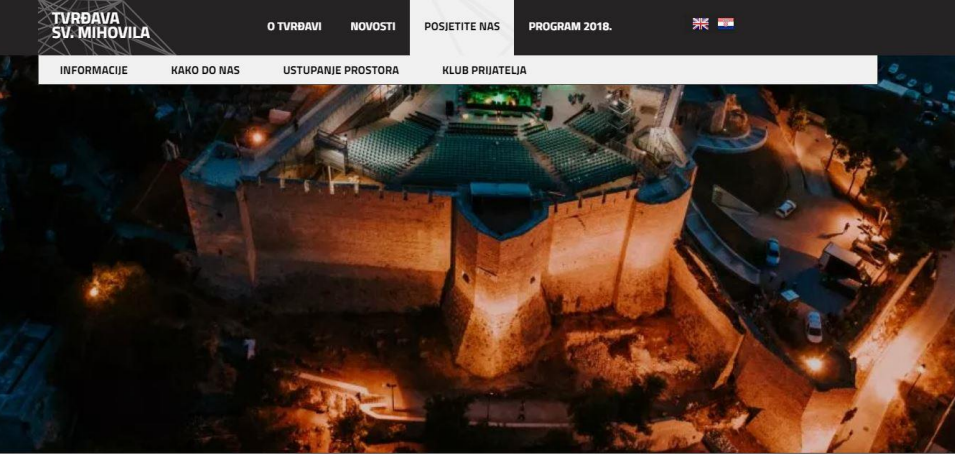
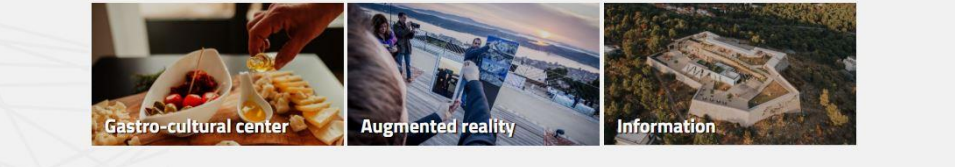
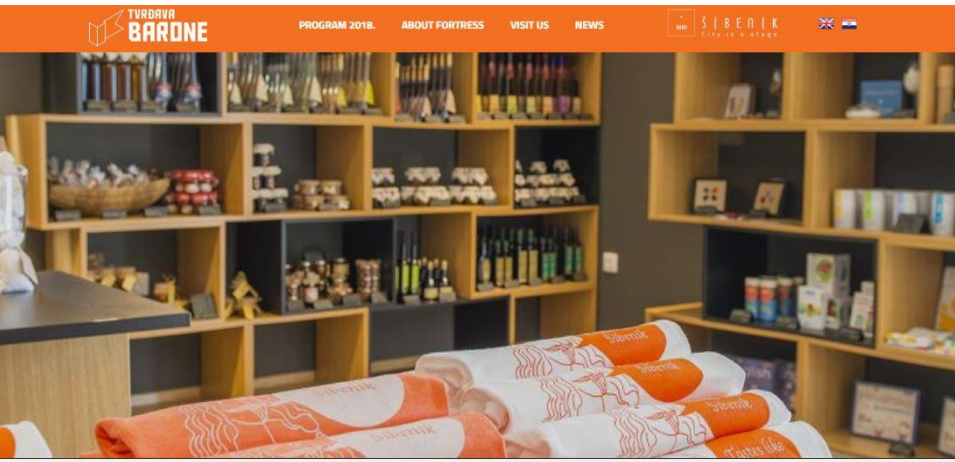


# WP5.1 – DIGITAL PILLARS – NO.1 WEB PAGE

- **your digital home** and only online channel that is entirely owned and controlled by your organization
- **fast, simple to use, extremely user-friendly** (*built following simple moto: Don't make me think*)
- **user experience** is the most important (*forget music, complex content, flash animations.....*)
- provides **quickest way to desired information** (*max 3 clicks*)
- constantly **updated with new and engaging content** (*Google loves you only if our audience consumes what you're producing*)



# WP5.1 – DIGITAL PILLARS – NO.1 WEB PAGE



# WP5.1 – DIGITAL PILLARS – NO.2 CONTENT

Authentic

Inspiring

Engaging



Personalization is the key

# WP5.1 – DIGITAL PILLARS - NO.2 CONTENT

- **inspiring and engaging**, tailored according to needs and preferences of targeted groups (*36% of travellers are ready to pay more for personalized experience*)
- **authentic and unique** in order to differentiate from the experiences travelers can find elsewhere (*focus in content production is on authenticity of every destination*)
- **optimized for online search** (*56% of EU travel is organized online*)

# WP5.1 – DIGITAL PILLARS - NO.2 CONTENT

03.04.2018 10:01h  
Perfect combination of cultural heritage – LADO Ensemble at St. Michael's Fortress!



Posted Jun 13, 2018  
**The Last Supper**

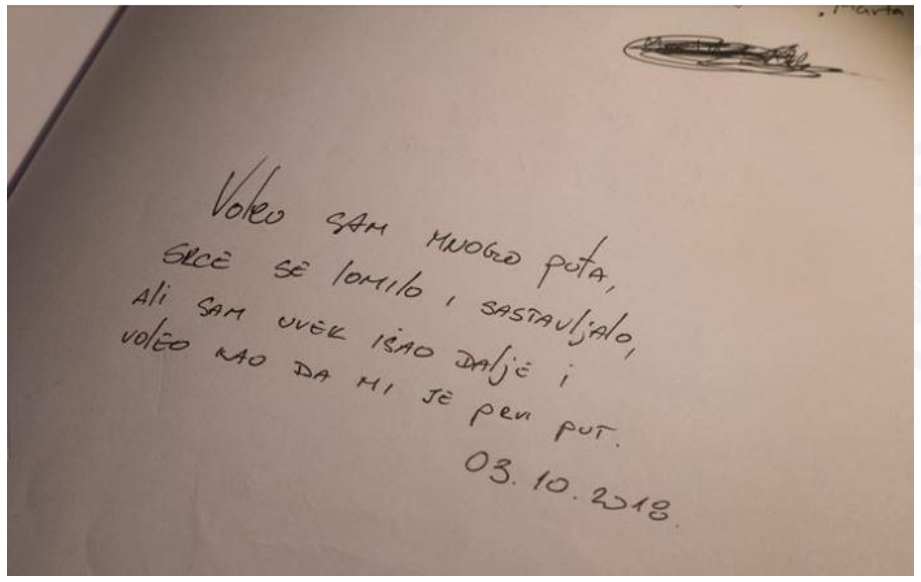
2014  
New York, United States

There are those relationships when a "break up" doesn't have the clean cut off the butcher's block. We were in love for a nearly 5 years and I was in the break up stage for another 4 years. This is what happens when you verbally agree to break up and still keep in touch. I would occasionally meet up with my ex for dinner, drinks, DATES. It would confuse and hurt me when he asked, "why aren't..."

[Read more](#)

Museum prekinutih veza  
5 hrs · 🌐

A kako drugačije?! ❤️



**Friends Club**



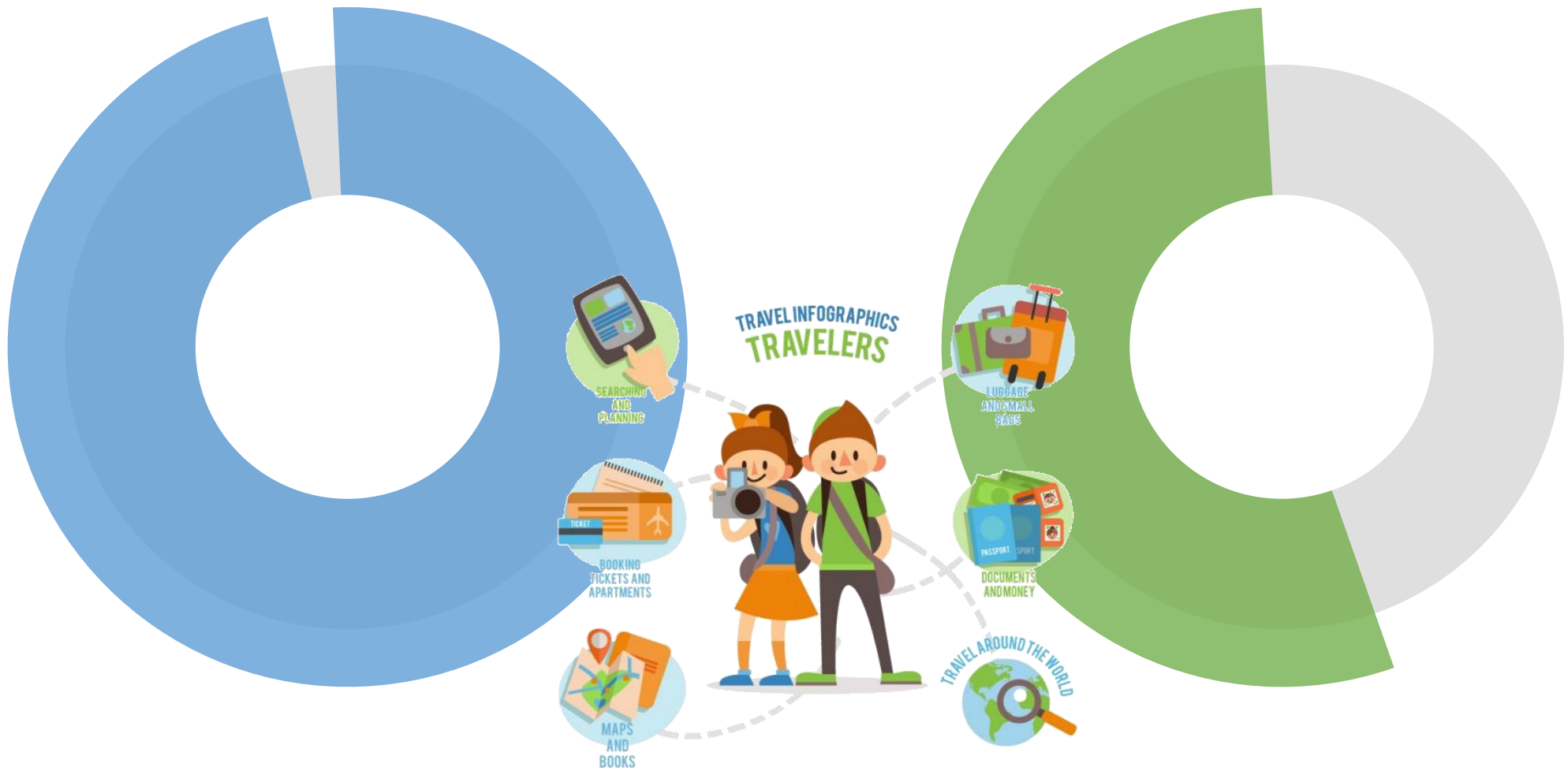
# WP5.1 – DIGITAL PILLARS – NO.3 SOCIAL MEDIA

95%

travelers check reviews and comments

55%

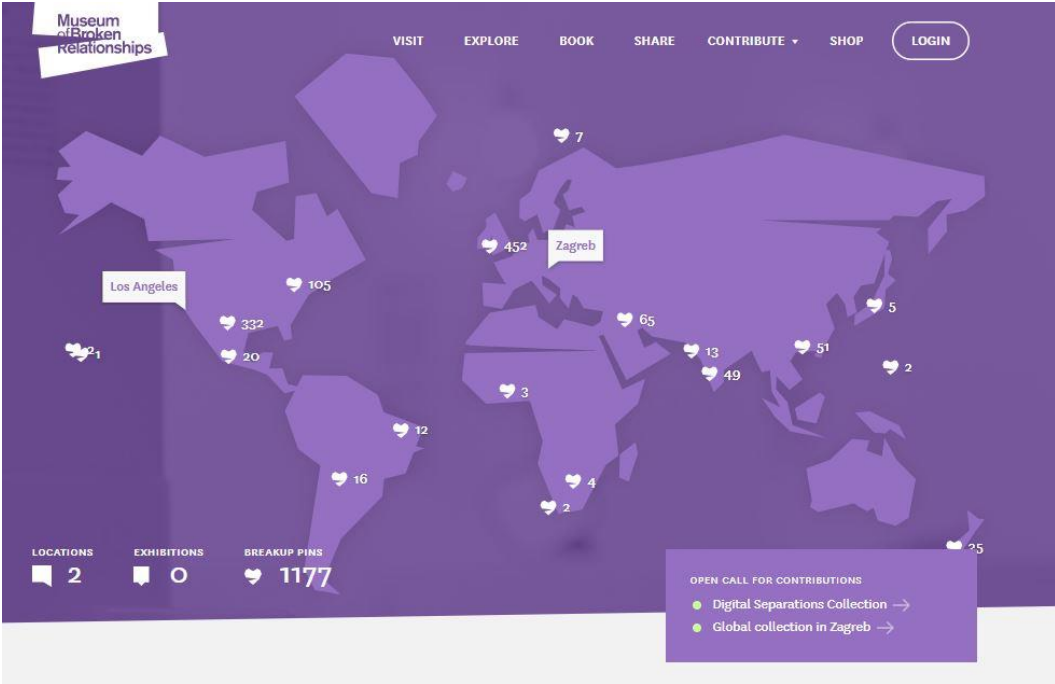
make travel decisions based on photos and videos on social media



# WP5.1 – DIGITAL PILLARS – NO3. SOCIAL MEDIA

- community built on **three social media networks that influence travellers decisions the most** (FB, IG | YT)
- day-to-day communication with travellers **key source of in-depth information** about their preferences and needs
- **compelling visuals and engaging videos** placed centre-stage
- community encouraged to **interact and share** their personal experiences
- **continuous dialog** is essential for success on social media channels

# WP5.1 – DIGITAL PILLARS – NO3. SOCIAL MEDIA



BROKENSIPS BISTRO BIT ĆE VAŠE  
NOVO OMILJENO MJESTO NA  
GORNJEM GRADU

Subota, 6. rujna, 2018.



**Community** See all

Invite your friends to like this Page

34,157 people like this

33,066 people follow this

# WP5.1 – DIGITAL PILLARS NO.04 ADVERTISING

Advertising is ...



...**irreplaceable** in process of building community on social media

... **important** in delivering key information to desired audience

... **inevitable** in targeting specific travelers



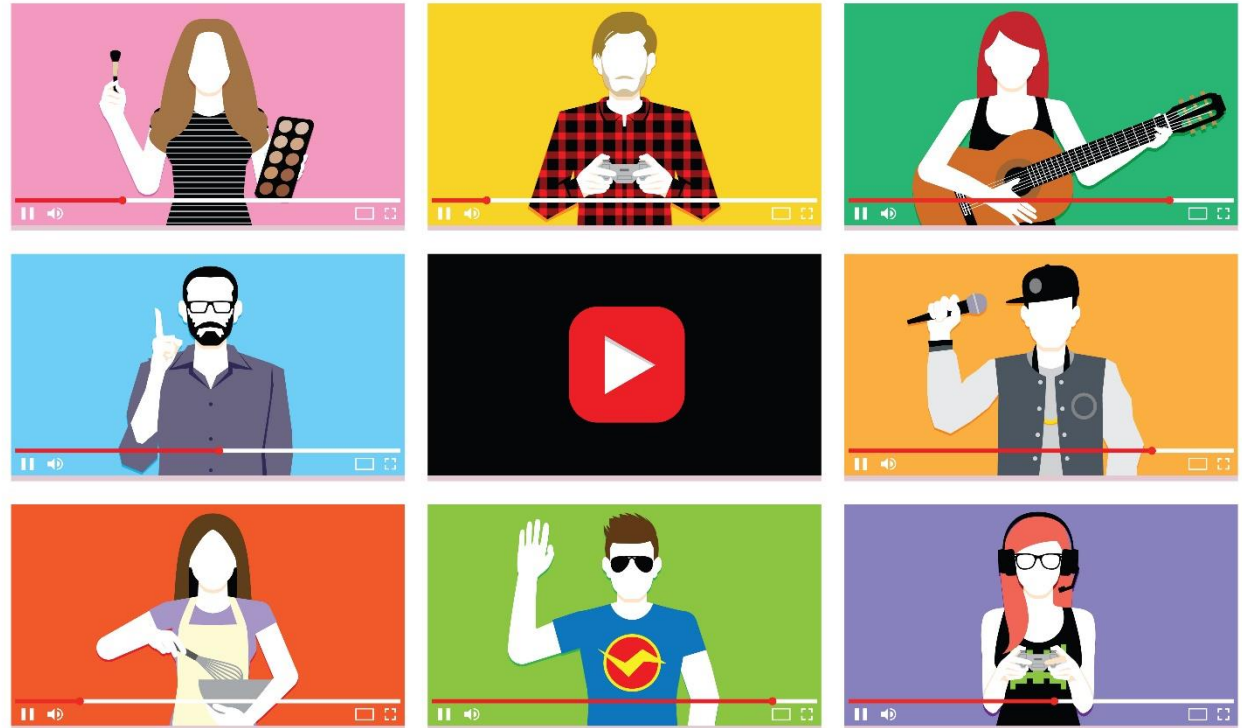
# WP5.1 – DIGITAL STRATEGY GOALS



# WP5.1 – CREATING AND DELIVERING VIDEO

## Video in 2018.

**Short** (60 sec max)  
**Engaging** (CTA)  
**Emotional** (human)



YOUR LOGO

# WP5.1 – CREATING AND DELIVERING VIDEO

## Video in 2018.

**78%** consumers prefer video **under 60 seconds** (*33% stop watching after 15 seconds, and additional 45% after 60 seconds*)

**66%** of people reported watching online video when thinking about taking a trip

**64%** of customers used video to help choose a destination

**85%** of Facebook videos are watched without sound.

# WP5.1 – CREATING AND DELIVERING VIDEO

## Video for Innocultour organizations

- ❖ Combination of internal and user-generated content
- ❖ All organizations can use the same narrative (*mirroring statements from visitors and organization members*)
- ❖ Storytelling must be at heart of video (*no matter what you decide, your task is always to tell a story*)
- ❖ Most important messages must be delivered in first 15 seconds (*in order to reach two thirds of customers*)
- ❖ You MUST find a way to touch **emotional** side of your customers, and/or **entertain** them with your video, and/or **educate** them, and/or **motivate** them to take some action

# WP5.1 – CREATING AND DELIVERING VIDEO

Most successful videos in tourism industry in 2018.

## **Wonderful Indonesia**

[https://www.youtube.com/watch?time\\_continue=11&v=EaY6BWLH508](https://www.youtube.com/watch?time_continue=11&v=EaY6BWLH508)

## **Find your Chile**

<https://www.youtube.com/watch?v=3MtdmoxZgRM>

## **British Columbia**

<https://www.youtube.com/watch?v=dNFrZNjs2ng>

## **Visit Finland**

<https://www.youtube.com/watch?v=46pM5V00mv4#at=25>

## **The scream from Norway**

<https://www.youtube.com/watch?v=2BdULu4tI5M>

# TITLE MASTERFORMAT

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