



idea
PUBLICITY/ IMAGE CAMPAIGNS FOR HOLIDAY CENTRES USING STORYTELLING (SINGLES AND SMALL GROUPS)
 PROTOTYPE WITH INTEGRATED ACTION PLAN

1. WHAT?

Using image campaigns to tell the true story of SMEs to the public and make known who we are and what the offer is. At the core there is the 'storytelling with a happy ending'. The focus shouldn't just be on what is done already today, but also on what could be done in the future. At the core we should also remind ourselves of what the DNA of the 'tourism for all' sector is and bring it in a comprehensible way to the public at large.

Inspiring arrangements and activities, experiences within the holiday centres and an attractive contemporary offer should be the message.

project submitted by:
 PROFIT

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2. ASSETS & PROFITABILITY

- ▶ Internally the campaign should bring about pride for the employees and could possibly cultivate inspiration for the public contribute to new ideas for the organisations. It would contribute to an authentic way for the organisation to come out.
- ▶ New trends within the tourism industry in general (such as transformational tourism) would be followed and taken into account at an SME-level. The 'Tourism for all' sector could promote itself as a whole, while leaving space for each individual to express itself as it is.

3. SUCCESS FACTORS

- ▶ Set up of the targets of the campaign and measurement indicators by a media bureau
- ▶ Visitor statistics of the campaign videos
- ▶ Surveys within the SMEs on the videos (internal perception, impact on the number of bookings, ...)
- ▶ Long term: impact measurement of the campaign
- ▶ Long term: number of new, young customers
- ▶ Captivation of positive reactions and analysis through different channels (digital)

4. PARTNERS

SMEs

- ▶ External creative agency
- ▶ Media partners
- ▶ Government in support of the campaign
- ▶ Partners willing to sustain this campaign

5. COMMUNICATION

- ▶ Mainly to be determined by the communication bureau that will draw up, develop and manage the campaign (according to budget)
- ▶ Use of digital channels is important with regard to the target public.
- ▶ ATL above the line campaigns if budgetary possible
- ▶ Partner communications/ press/ governmental publications/ ...

Communication channels (depending on the budget). Digitally (google/ facebook), print (press & magazines), ATL (above the line), radio & television



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6. FOR WHOM?

- ▶ The public at large that doesn't know the Tourism for All sector
- ▶ The public at large that has a wrong image of the TfA sector
- ▶ The younger customers (25-40 years old)
- ▶ Customers which are sensitive towards social commitment/ transformational tourism
- ▶ Customers with interest in nature, the quiet, culinary interests, the coasts, certain types of activities
- ▶ Families with children
- ▶ Customers with an interest in all-in arrangements

7. HOW DOES IT WORK?

- ▶ Use an image campaign to tell the real story of the holiday centers to the public and learn who we are and what the offer is.
- ▶ Each SME collects impressions and experiences from customers and staff that reflect what is unique to the destination. What is going on and what holiday at this location means for the guests.

8. TIMING

- Set up of a project to realize the image campaign
- ▶ Decision on the budget
 - ▶ Appoint a project manager (centralized)
 - ▶ Highlighting the strong points and opportunities within the sector / SMEs
 - ▶ Set up of a project plan
 - ▶ Creative briefing for the different creative agencies / campaign website
 - ▶ Selection of a creative agency
 - ▶ Validation of the concept & timing

9. CHALLENGES

- ▶ Financing
- ▶ Use various partner organizations and their communication channels
- ▶ Campaign must be sufficiently representative in view of the diversity among the participating SMEs
- ▶ 'Walk the talk' afterwards; perception management; do not promise things that cannot be fulfilled afterwards

10. FINANCIAL

- Expenses
- ▶ Budget for campaign layout and communication
 - ▶ Staff costs (1FTE)
 - ▶ Spread costs of the campaign

- Income
- ▶ No direct earnings model through this campaign
 - ▶ Image and awareness campaign should ensure that new customers are attracted

11. MONITORING & MEASURING

- ▶ Determine the objectives of the campaign and measure the results by a media agency
- ▶ Visitors statistics of the platform
- ▶ Surveys within the tourism for all centers (internal perception + impact on the bookings)
- ▶ Long term: impact measurement image before and after the campaign (comparison)
- ▶ Long term: number of new, younger customers visiting Tourism for All centers
- ▶ Capture and analyze positive reactions on various (digital) channels