

New tourism destination brand for Romania

Prepared by:



Examples of successful brands



1

Why do countries use brands?

Having a strong brand...

Helps selling

- At higher prices
- Greater market share
- Puts you in top of mind

Improves reputation

- Greater loyalty
- Stakeholders motivated

2

The mandate to THR and TNS?

The mandate is to develop:

- 1. The brand and its positioning**
- 2. The brand strategy**
- 3. The communication strategy**
- 4. The brand visual and claim**
- 5. The brand communication manual**

3

Are THR-TNS qualified?



A worldwide leader in tourism destination consulting services

100% tourism specialized team

25 years of tourism market knowledge

60+ countries counted on our consulting services

>900 tourism projects successfully accomplished worldwide

Some brands created and worked on...





World's largest Market Research & Opinion Polling specialists

Present in **107** countries

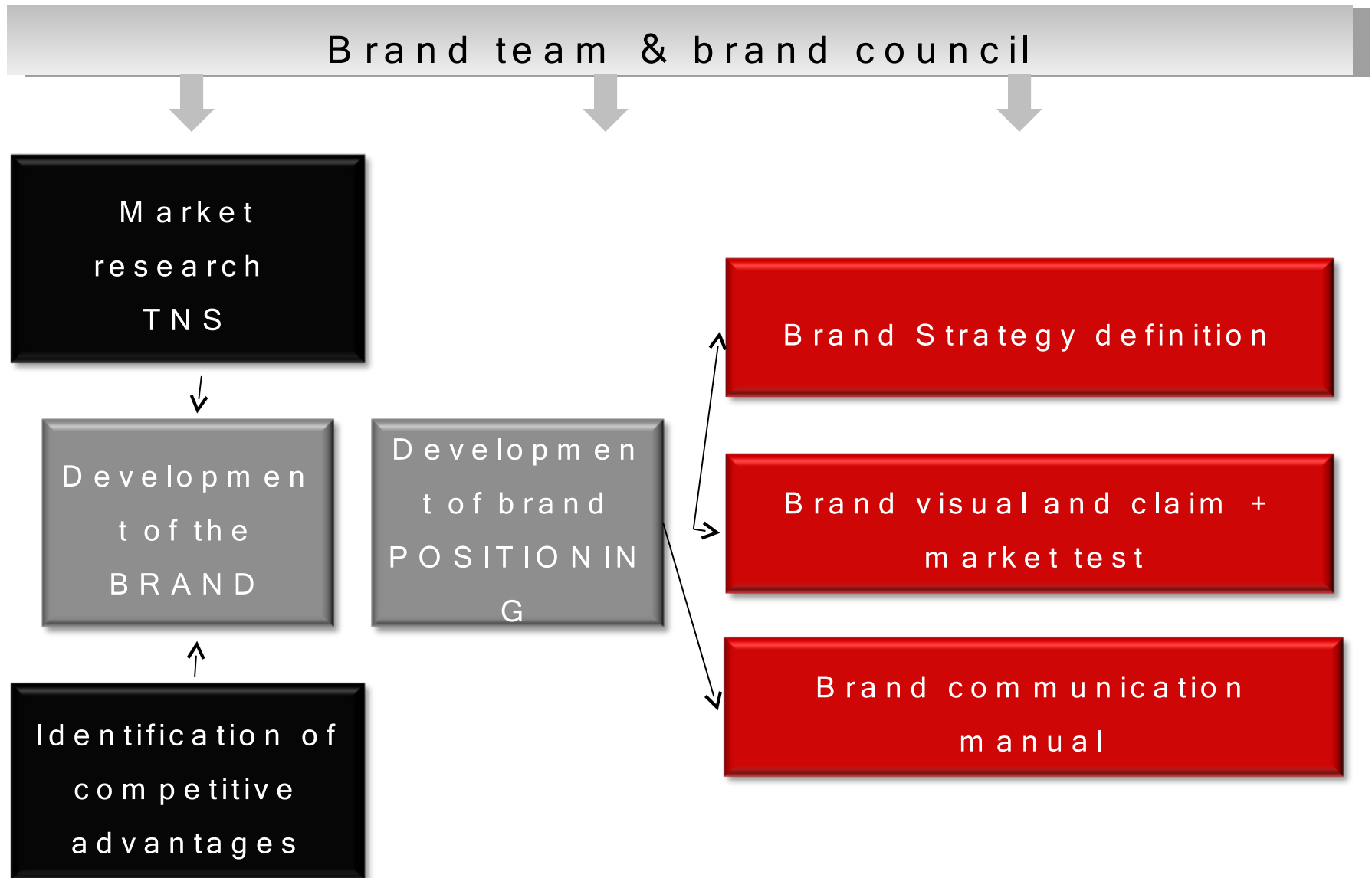
135.000 employees worldwide

50.000.000 telephone interviews last year

4

Which was the process?

The methodology of the process



4

What did we learn from research?

Research

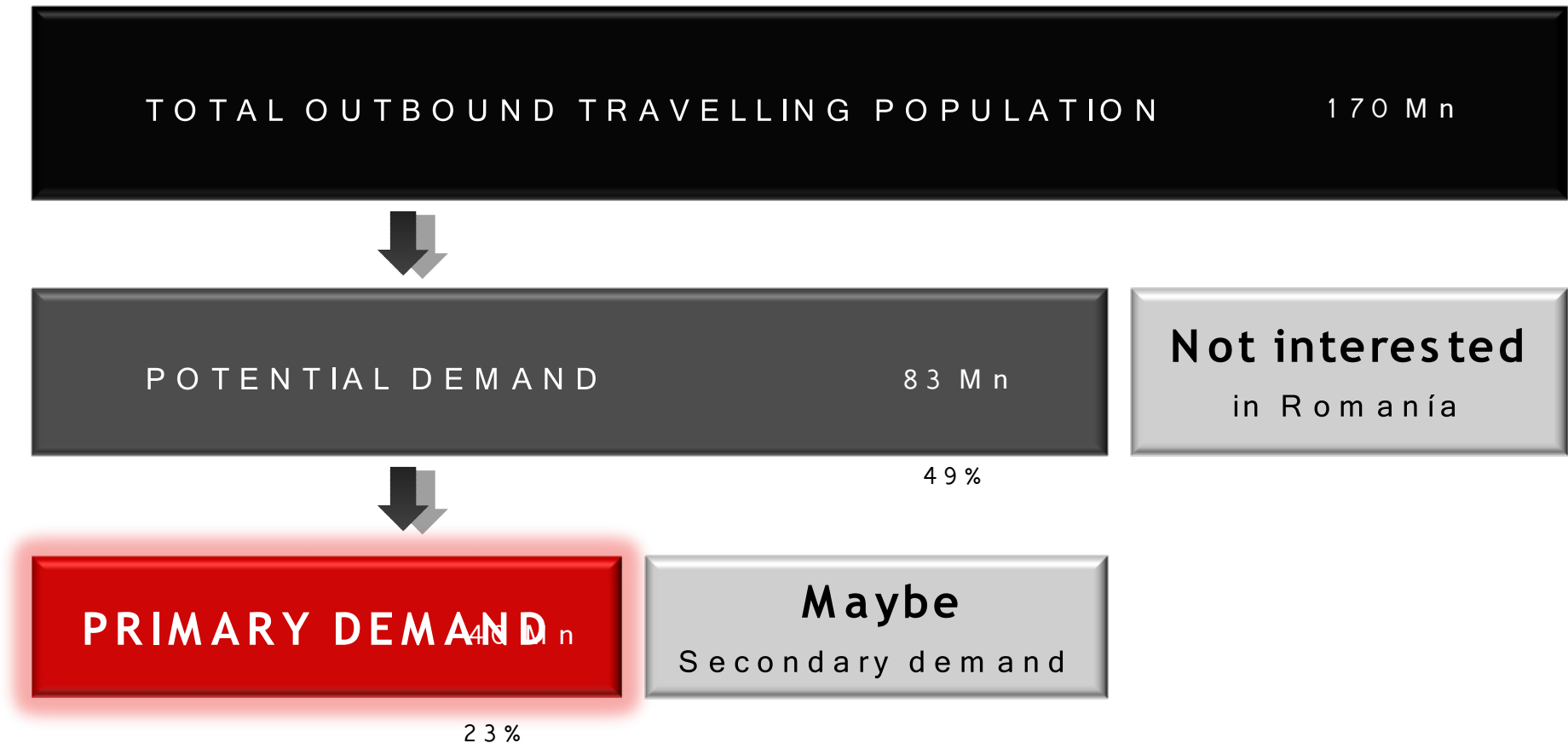
- In 8 source markets (*Austria, France, Germany, Italy, Hungary, Russia, UK, USA*)
- In Romania

•10.881 phone interviews

•91 in depth interviews

•2 Focus Groups

The Market Potential is close to 40 Mn people



6 products provide good options for growth

Touring holidays



Wildlife and nature parks



Countryside and rural tourism



Wellness & health holidays



City Breaks

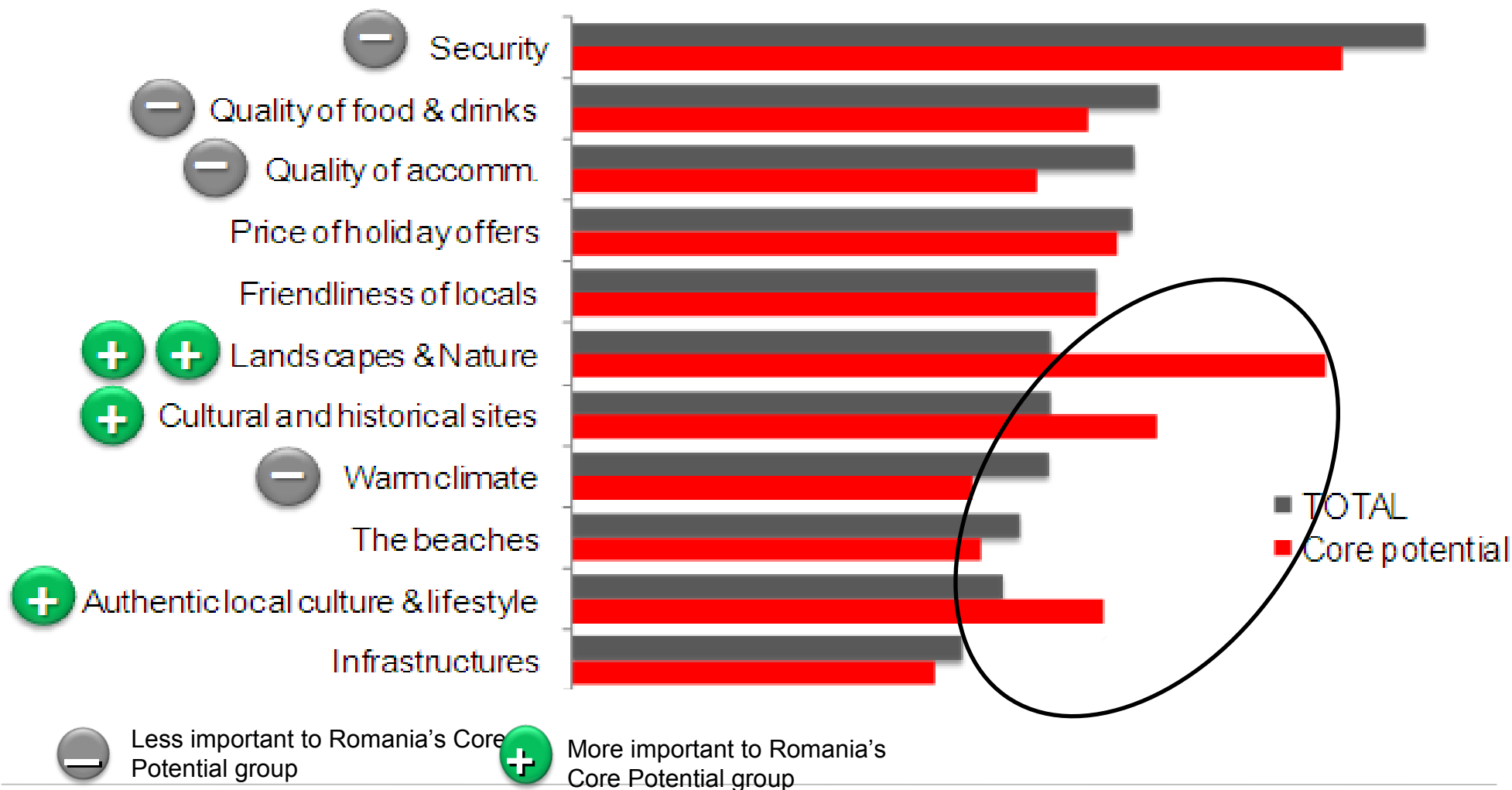


Active & adventure



The primary demand's needs and motivations fit very well with Romania's offer

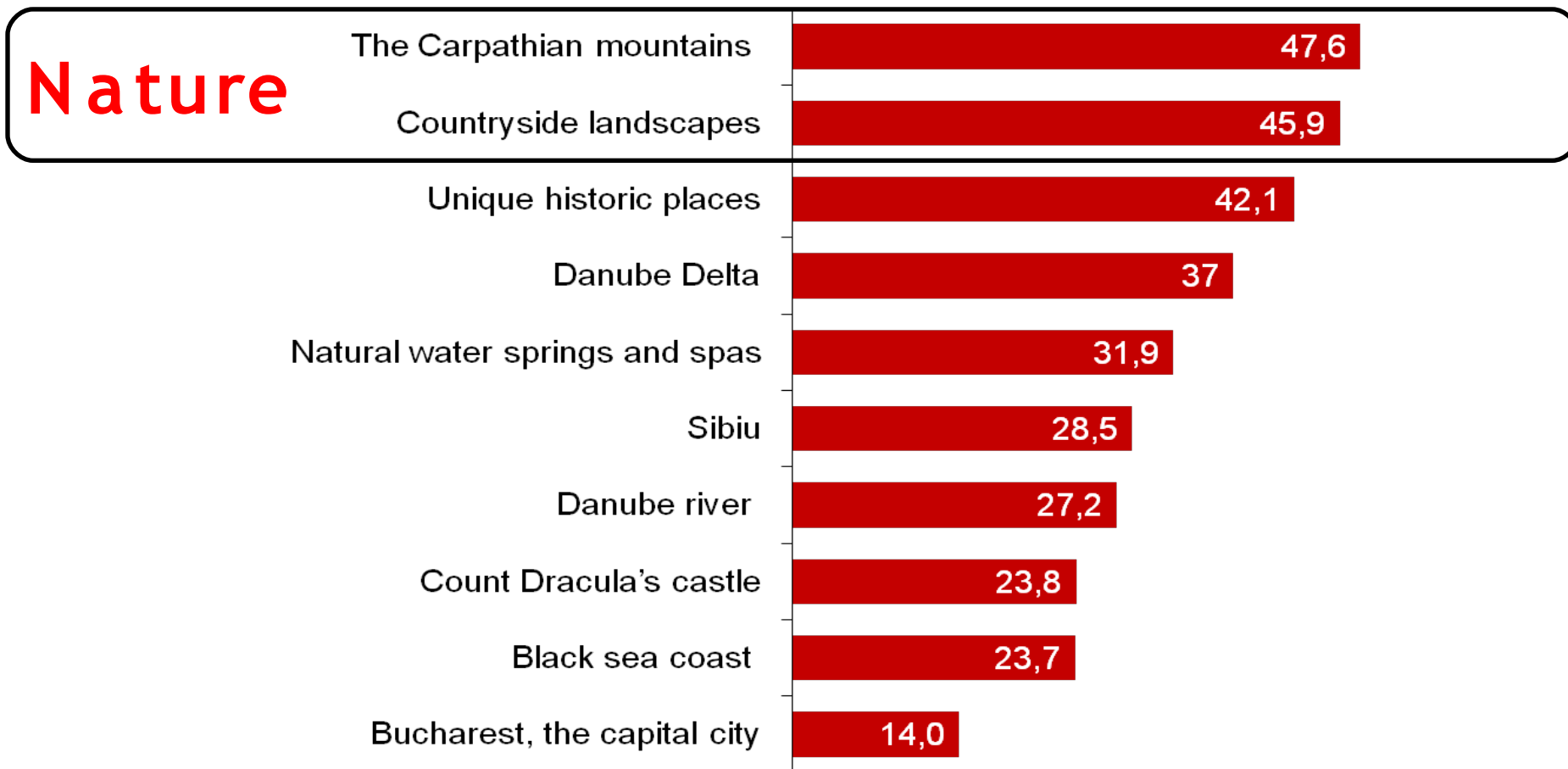
Main destination choice factors



Nature (Carpathians, Delta, landscapes) is THE major attraction of Romania for those who have been to Romania

Attractive of Romanian main tourism assets

- In %-

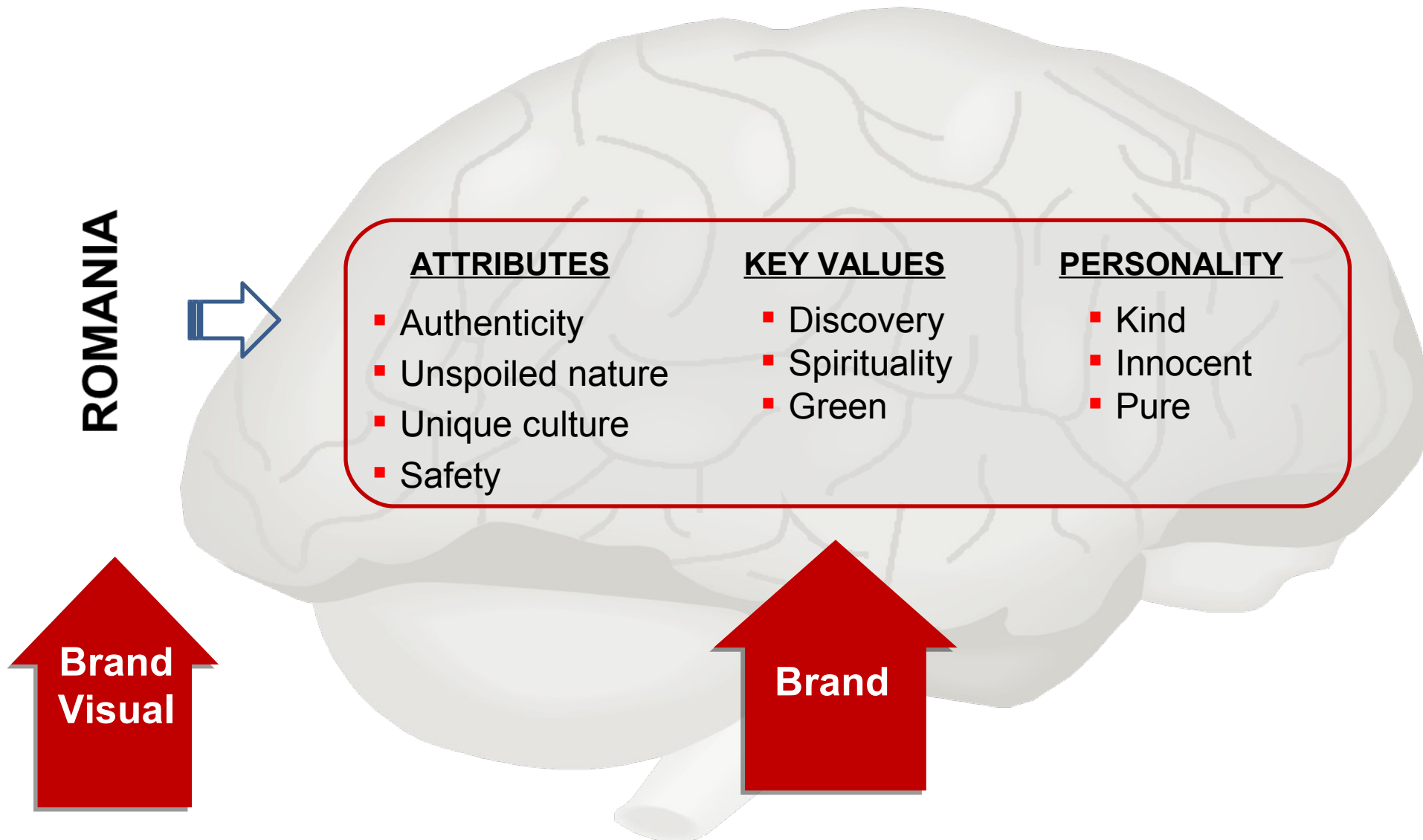


Base: Those who have been to Romania before (1.707)

5

**Which is the
brand and its
positioning?**

Romania Brand



Romania's brand positioning

1. Target
To the **discerning travellers** looking for unique/ new destinations with wild **nature** and **authentic culture**...

2. Frame of reference
...Romania offers **explorer itineraries** and places to stay to live **rewarding travel experiences**...

3. Points of difference
..... based in our **authenticity**, **unspoiled nature** and **landscapes** (*the Carpathians, the Danube Delta, etc.*) and a unique **cultural heritage** (*painted monasteries, etc.*)...

4. Reasons to believe
...all this supported by our unique mix of **Latin and Byzantine cultural heritage**, a high share of **protected spaces** and the **preserved traditions** of Europe's most **rural society**

6

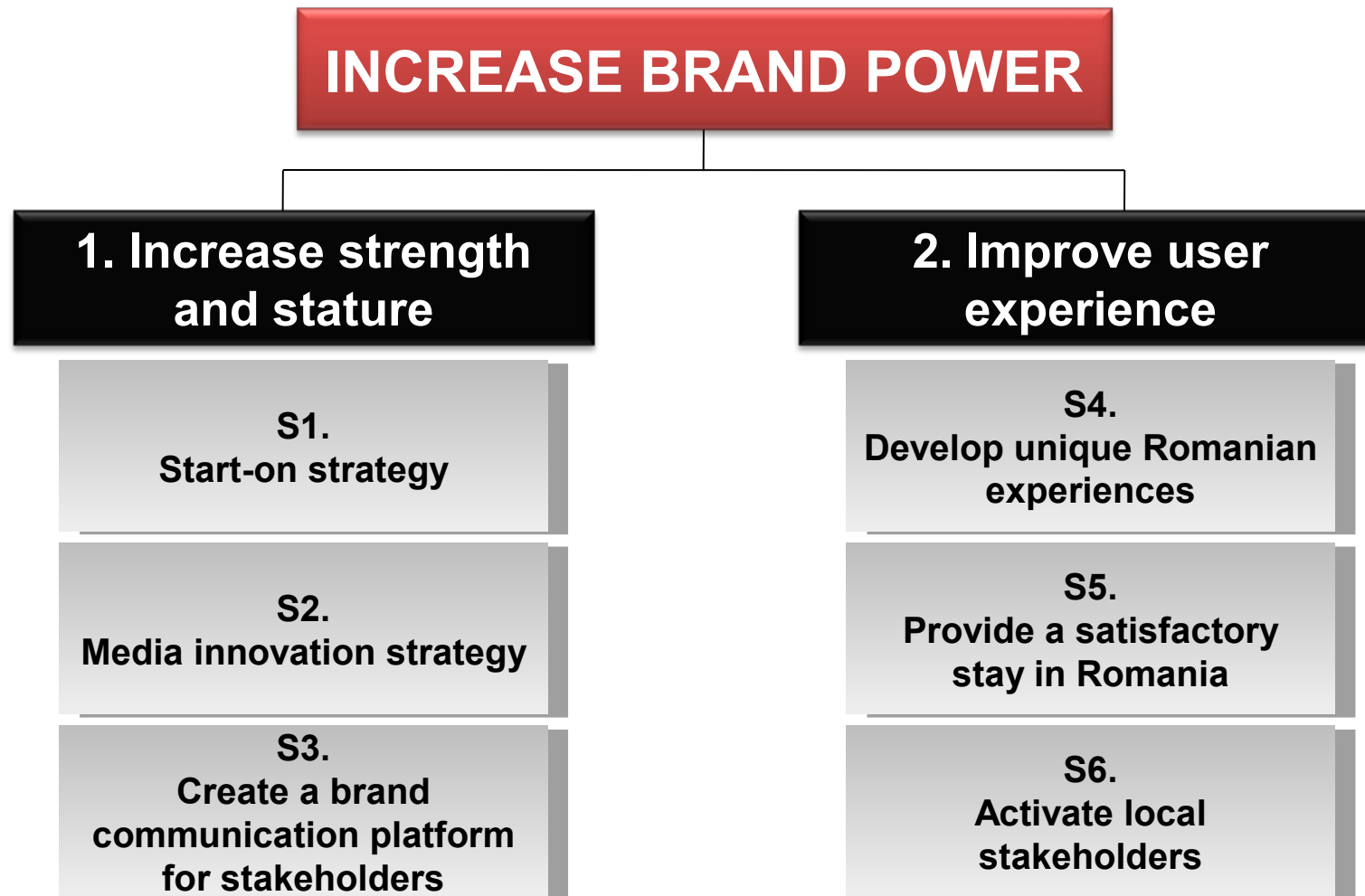
**What strategy
should the
brand follow?**

Brand development strategic framework

Goal

Objectives

Strategies



Some recommended tactics



**Go for new
media**



Content library



**Use of specialized
media**



**Five top guides
on board**

Some recommended tactics



**Develop 10 top national
/ regional experiences**



**Develop top 5
itineraries**



**Develop experiential
web site 3.0**

Some recommended tactics



Implement a system of labels



“We care” program



Annual Tourism Congress

7

What about baseline & visual?

Brand visual and baseline

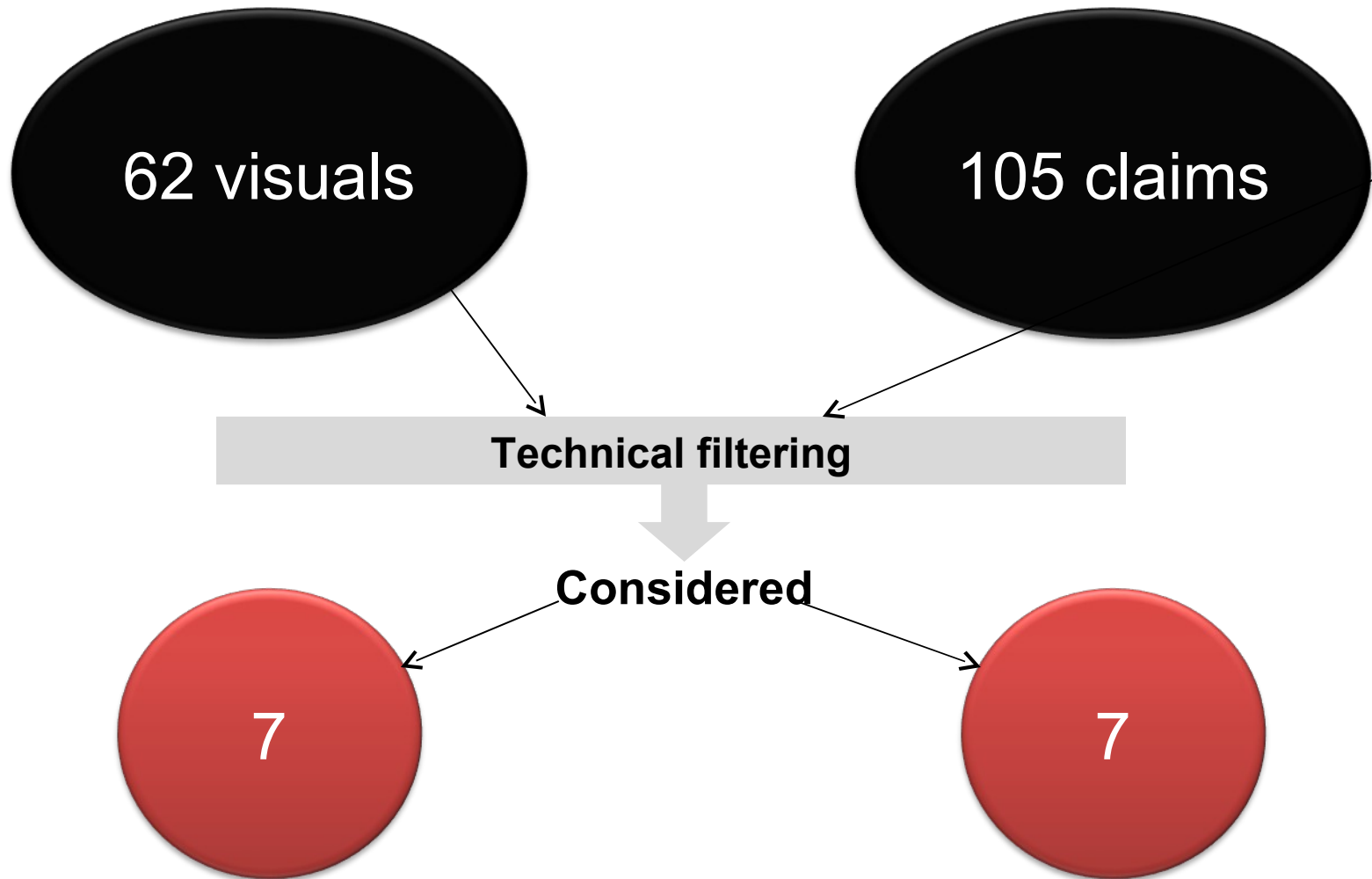
3 main concepts

Nature

Unique culture

Explore

The process



The process

