CruiseT

NETWORK OF COMPETENCE FOR THE DEVELOPMENT OF CRUISE TOURISM IN THE BLACK SEA REGION

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VARNA, 2015
The Romanian tourism brand development
Project objectives:

- development of studies to determine the current Romania's image on the primary markets / priorities of Romania;
- determining Romania's competitive advantages compared to other tourist destinations;
- identification of the best placement of Romania as a tourist destination, conceptualization, creation and design;
- identify guidelines for brand positioning and tourist markets for communication strategy;
- creating the brand manual containing information about how to be used and some examples of applications.
Overview of the entire project

- Stage 1-Image and potential analysis
- Stage 2-Competition and competitive benefits analysis
- Stage 3-Strategy and positioning phase
- Stage 4-Concept & visual design and slogan
- Stage 5-Strategy and brand communication
## Stage 1 - Image and potential analysis

### Qualitative research:
Aprox. 100 detail interviews
detail and 2 focus groups of key factors in Romania and source markets
(tour operators, agents tourism, journalists, teachers and other opinion leaders).

### Quantitative research:
1,200 interviews Romania; 10,800 in source markets international: Austria, Germany, UK / Ireland, USA, Russia, Hungary, France and Italy
Qualitative research

✓ **Two research methods were used**
  - Detailed interviews - 91 interviews, with an average duration of 37 minutes
  - Focus groups - were organized two focus groups with key players in the Romanian tourism.

✓ **Were analyzed opinions of the parties involved in the tourism field**
  In the research answered: tour operators, travel agents and opinion leaders (tourism and beyond) in Romania and source markets.

✓ **Were studied eight source markets and Romania**
  The eight researched source markets are: Austria, Germany, Hungary, France, Italy, United Kingdom/ Ireland, Russia and the USA.
Quantitative research

- Computer-assisted telephone interviews
  - 10,881 interviews were conducted, which means 1,200 for each market
- Tourists interviewed:
  - In Romania, people who left a holiday travel in the last 3 years.
  - On source markets, people who traveled abroad to spend holidays in the last 3 years.
“To do” in stage 1

- Research about Romania secondary data (reports, research, websites, articles, tourism masterplan etc.);
- Tour of team members in key destinations of Romania
- Permanent involvement of representatives of public and private part of the tourism industry in Romania
The major research findings

1. Knowledge about Romania and elements of differentiation are rather small;
2. Romania matches the personality of a best tourist destinations;
3. Potential in the markets is a good source;
4. The group of main potential for Romania is different from the average traveler;
5. The six selected products offer good potential for growth and development;
6. The fit between the requirements of potential main group and Romania's tourist offer is excellent;
7. Nature is the main element that should be highlighted on foreign market.
Stage 2-Competition and competitive benefits analysis

- Defining Romania's key products for which it can be developed a competitive advantage;
- Analysis of key competitors for the selected products;
- Development of competitive advantages.
Tools used to define the main products

Romania

1. Qualitative research

2. Attractiveness and competitiveness

3. Opinions collection
The final result: six key products for building brand

- **Rural tourism:**
  - vacations in small rural pensions / farms / agrotourism

- **Wildlife and natural parks:**
  - interest for flora and fauna, ex. observation of animals, rare birds etc.

- **Health and Wellness:**
  - relaxation, recovery treatment, healthy food, slow rhythm

- **Active and adventure:**
  - Spending time with activities, ex. cycling, hiking, climbing

- **Circuits:**
  - Itineraries around the country, visiting cultural, historical, traditional and natural sites.

- **City breaks:**
  - visiting a city over a period of 2-3 days
Stage 3-Strategy and positioning phase

- Define the target segment for tourism in Romania;
- Selection of the reference frame and the main objective pursued by the target segment;
- Identification of the main distinguishing features of the tourist destination Romania;
- Defining reasons to believe in elements of differentiation.
Brand positioning

1. Target group
2. The reference
3. The difference elements
4. The support data
Target group: The discerning traveler

Discerning traveler is a global concept well defined among tourism sector specialists. The key idea that all discerning travelers share is: Searching for unique experiences, less explored places or discovered by the masses. Discerning travelers are leaders and trainers trends. By attracting they are likely to generate a stream of "Tracking" from other segments.
Frame of reference

Romania is for those who have a strong desire to explore destinations outside the beaten path, wildlife and authentic culture, and live rewarding experiences.
Main elements of differentiation

- Untouched nature & landscape
- Authenticity
- Unique cultural heritage of Romania
Untouched nature & landscape

What can you find in Romania

• Nature and National Parks well protected
• Isolated beautiful landscapes,
• Areas with rare flora / fauna
• Healthy ecosystems.

Where to find:
• Carpathians,
• Hilly inside areas,
• Danube Delta.
The Danube Delta

The most interesting thing in Romania because it is unique in the world. Mountains (more) beautiful we could see also elsewhere. Idem fortresses and cities; caves (more) spectacular; landscapes (more) beautiful. But Delta is unique. Yes, there are other Deltas, but Danube Delta offer an unmistakable landscape.
Attractions - Carpathians

If you did not experienced a veritable mountain tour of one week (like Fagaras or Retezat mountains), you can not say you really lived an experience. And those who have no physical condition could visit Piatra Craiului or the western side of the Bucegi mountains, or the lowest lands, such as Lovistei area.
Support data for the elements of differentiation/Untouched nature & landscape

- 13 National Parks and 13 Natural Reserves (7% country area – protected areas);
- The existence of the abundance of rare species in Europe: bears, wolves and pelicans;
- The largest delta of a river in Europe.
Autenticity

What is in Romania

• ancient traditions,
• simple rural life,
• organic food produced locally,
• typical local architecture.

Where to find them:

• Each rural region of Romania, for example: Transylvania, Maramures, Bucovina, Dobrogea
• In medium-sized towns or villages,
• In general in small hotels, hostels and restaurants.
Sibiu Surroundings & Alba Iulia

Fortress

The best renovated city centers in Romania. Sibiu now deserve to be paired with Alba Iulia, after renovations. Sibiu Town`s Surroundings (from huge Astra Museum to Rasinari village, Gura Raului, Poiana Sibiu, Jina or the city of Calnic) deserve at least 1 day walk (bike included !! ).
Sighisoara - City

Located in the center of Romania, on Tarnava Valley, 279 km from Bucharest and near other important cities (Sibiu - 91 km, Brasov - 117 km, Targu Mures - 51 km), Sighisoara represent through location, geographical conditions, traditions, cultural and especially the fabulous history, a major attraction for tourists from all over the country and abroad. Here there are numerous places of interest frozen in time, but the most iconic might be considered the Clock Tower, the House of Vlad Dracul, the Dominican Monastery Church, the School of Hill or the covered stairs.
Northern Moldavia, Bucovina and Maramures

...Too much to see here in Bucovina and Maramures, you need barely a week. Sucevita, Moldovita, Voronet, seen in an exceptionally beautiful circuit, then a 1 day -“mocanita” way, the wooden churches ,the Iza Valley, the Pain Memorial at Sighet, the Merry Cemetery in Sapanta ,are just some of the attractions. Preferably 2-3 days to lie on the grass in the yard of a hostel ...
Support data for the elements of differentiation/ Autenticity

✓ Mix cultural kept alive through centuries by customs and ancient folklore;

✓ Romania among the EU rural society;

✓ Preservation of specific rural areas.
The unique cultural heritage of Romania

What is in Romania

- UNESCO World Heritage Sites,
- Historical and cultural Latin and Byzantine heritage,
- Castles, monasteries and churches,
- German cultural heritage,
- well-preserved historic urban centers.

Where to find:

- Ancient cities such as Sibiu,
- Painted Monasteries,
- Dacian fortresses,
- Wooden churches of Maramureș,
- Painted Monasteries of Bucovina.
Trough the artistic design and dimensions the Mosaic of Constanta is among the first of its kind in the world.
Adamclisi site/Dobrogea

Located in the village with the same name, near of Constanta and Tulcea, the main cities in Dobrogea Region, the Center Adamclisi includes an archaeological monument, the city and museum. One of the most valuable complexes of our country was built on the order of Emperor Trajan, to celebrate his victories in battles with Dacians.
The Merry Cemetery in Sapanta, Maramures County, famous for tombs crosses colorful, depicting scenes from the life and occupation of persons buried. In some crosses, there are even lyrics said, often with humorous shades, such as "Cross of the mother in law".
Support data for the elements of differentiation/unique cultural heritage

- UNESCO Heritage Sites throughout the country;
- The only country in the world with both Latin and Byzantine cultural heritage;
- Painted Monasteries and wooden churches unique in the world.
Stage 4-Concept & visual design and slogan

- Visual and slogan development based on research, competitive analysis and positioning;
- Brainstorming sessions with team members, representatives of the private sector (board brand), graphic and external experts;
- Quantitative testing on main markets;
- Process Optimization variants from team meetings and quantitative testing.
Summary description of the visual

**The logotype:**
A handwritten typography, with great personality, friendly and with a clean and original tracing. A visual tag, with simple, firm and optimistic shapes.

**The isotype:**
A leave represents the basic principle of nature, it occasionally symbolizes the silhouette of mountains; the blue stem stands for the importance of water and the Danube river.

**The colours:**
A range of natural green colours, representing the natural richness of the forests, countryside and mountains.
Curved lines to resemble the Carpathians and the ondulations of natural landscape.
In the middle, the circumflex mark, characteristic of Romanian grammar, which has an arrowed form, pointing upwards in warm colours to create contrast, notoriety and vitality.
Description of the slogan components

Explore

A gentle imperative which sends the message that there is something new unexplored, unconquered by the masses, the main selection criterion for the target segment

Carpathian

- Mountains offers the best feedback from those who were in Romania
- Contrast with the civilized garden: a place untouched, unspoiled, still having wildlife
- A name easy to connect with stories and myths

Garden

A beautiful metaphor symbolizing the country; to think at a walk in the garden and visiting places of attraction of this
Stage 5-Strategy and brand communication

- Defining strategic guidelines to improve experiences of brand;
- Defining brand communication strategies for increasing the strength and stature;
- Creating brand manual to ensure uniform application of all parties involved in the present and the future
The strategic brand development/increased the brand power

1. Improving experience
   - Develop unique Romanian experiences
   - Increasing visitors satisfaction
   - Involving actors from local areas

2. Increase strength and stature
   - Starting Strategy
   - Innovative Strategy to media level
   - Creating a brand communication platform for parties involved
<table>
<thead>
<tr>
<th>Brand communication objectives</th>
<th>Define key objectives on type of communication (.touches 2020)</th>
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</thead>
<tbody>
<tr>
<td><strong>Inform</strong></td>
<td></td>
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<tr>
<td>1. Raising awareness</td>
<td>Internal: Increased Romanian knowing most of attraction in Romania: from 40% to 75% External: Double the number of people who can think of something unique in Romania: from 30% to 60%</td>
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<tr>
<td>2. Improving understanding</td>
<td>External: Double the number of people who may appoint one of unique characteristics of Romania (especially with a focus on culture and nature): from 27% to 50%</td>
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<tr>
<td><strong>Motivate</strong></td>
<td></td>
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<td>3. Improving the image</td>
<td>Internal: Increase the proportion of Romanians believing that vacations in Romania are preferably to foreign ones from 26% to 45% External: Increase the proportion of international tourists who have rather a positive imagine of Romania from about 45% to 65%</td>
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<td>4. Explanation of attributes and benefits</td>
<td>External: Double the number of people mentioning positive spontaneous associations with Romania facing to people mentioning negative associations from 26% to 50%</td>
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<td>5. Creating preference</td>
<td>Internal: Increase the number of tourists who prefer Romania to other destinations from 26% to 50% External: With reference to the six top products, Romania will be perceived as being more attractive than all its competitors</td>
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<tr>
<td><strong>Acting</strong></td>
<td></td>
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<tr>
<td>6. Stimulating sales</td>
<td>Internal: Increase by 50% the number of agents who are ready prepared and sell destinations in Romania External: Increase by 25% the number of tour operators and agencies selling tourism destinations in Romania</td>
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<td>7. Stimulation of recurrence</td>
<td>External: Increase the proportion of visitors who will return from 56% to 75%</td>
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<tr>
<td>8. Stimulate recommendation</td>
<td>Internal: Increase the proportion of Romanians who recommended the own country to other Romanian and foreign people External: Increase the proportion of 50% of the recommendations of international visitors to 70%</td>
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Thank you for attention!