

# Communication & Promotion

Presenters:

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# Objectives of our communication:

- Reaching our target groups
- Gaining the attention of the target groups
- Transferring the results of the project
- Ensuring the long-lasting effect of our results



**Communication strategy**

# Main tasks :

- Creating templates, visual identity, graphic design of the project
- Defining communication channels:
  - online marketing tools (project and product website, social media, professional networks)
  - classical offline marketing tools (press, magazines, radio, television)
  - event marketing (conferences, workshops, professional exhibitions/fairs)
  - one-on-one meetings with decision-makers, key personnel of stakeholders

# Online channels

- Project and product **website** as basic communication and dissemination tool:  
[www.offtospas.eu](http://www.offtospas.eu)
- Social media for reaching a wider, general public beside the key stakeholders and professionals: **Facebook profile**
- **LinkedIn** professional network of stakeholders

# Offline activities I.

## **Producing dissemination materials:**

- Composing and printing 3 sub-product brochures/flyers – Hévíz, Covasna & Vega Resor
- Creating 2 roll-ups to support the project on conferences/workshops
- Making a short movie on the transnational product
- Creating study-tour and conference packages

# Offline activities II.

## **Participating/organizing events:**

- Participating in 1 conference/workshop organized by an organization outside the Consortium
- Organizing one-on-one meetings with the key stakeholders
- Organizing B2B study-tours for German speaking and Scandinavian stakeholders
- Organizing final dissemination conference

# Offline activities III.

## Appearing in medias:

- Drafting, issuing press releases
- Organising press conferences
- Publishing specialised articles, PR articles on the project and the transnational product



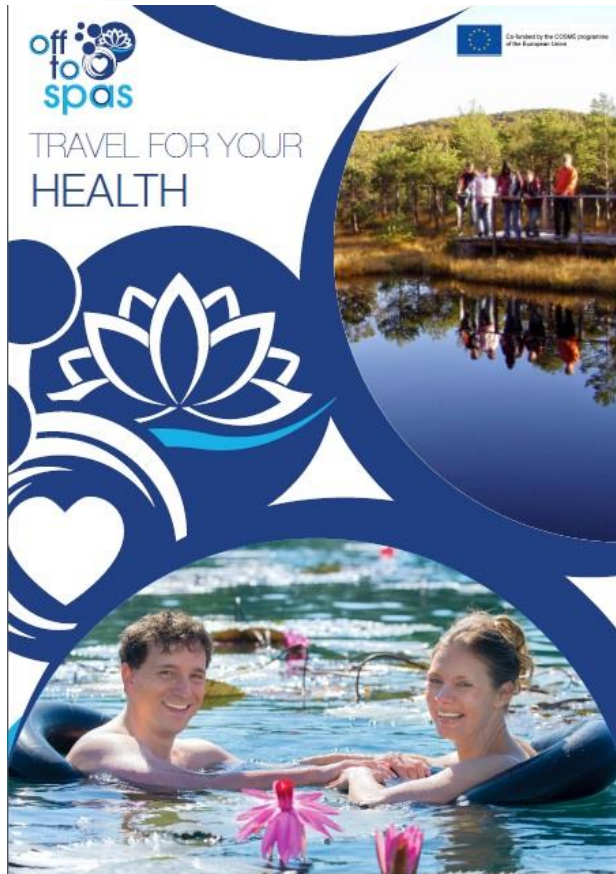


**What happened exactly?**



# Basic elements

Visual identity according to the communication strategy



# Online channels

Project and product website: [www.offtospas.eu](http://www.offtospas.eu)

## Active holiday

### Cycling

Are you a fan of cycling? While cycling, you can get to know the towns and landscapes of the Balaton Highlands, the volcanic hills and the valleys hiding between the shore hills as well as the wildlife of the Kis-Balaton.

### Hiking, trekking

Get a hiking map at the Tourinform Office, and get ready for the adventure! If you like Geo- catching, you can find many treasures in the city.

### Caves

Interested about narrow places? You found the right area. Visit the Csodabogyós cave with guidance, or the unique cave lake in Tapolca.

### Ballooning

Are you a lover of adrenalin? Than flying is your best choice! Does not matter what kind of air vehicle you choose, you will get a really especial experience, and you can discover the area from a special view.

## Active holiday

### Cycling

In the scarce inhabited lands of Covasna the perfect means of transport to get in touch with culture and nature is a bike. Get in the saddle and off we go to places where others seldom travel...

### Hiking, trekking

Hundreds of miles of marked trails await you in the curve of the Eastern Carpathians. Being a lover of nature we have a suitable track for you where you'll find yourself at ease. Mountaineering is also a valid choice.

### Caves

The Vargyas Gorge is an excellent place for cave lovers. In the valley of the Almás creek there are 124 caves with a total length of 7,4 Km. There is a hole for every skill. No wonder that one of the largest colonies of bats have their "seat" here.

### Ballooning

Get a new perspective and take a comprehensive look from above. Hang-gliding could be the perfect choice for that.

# Online channels

- Facebook & LinkedIn profiles

**Off to Spas**  
@offto spas

**Kezdőlap**

- Bejegyzések
- Fényképek
- Névjegy
- Kedvelők

**Odal létrehozása**

**Off to Spas**  
október 26., 11:11 · 🌐

"Cherche" the pink bear - new promotional film about Health tourism in Covasna. <https://www.youtube.com/watch?v=V-pAgI4yyg>

Fordítás megtekintése

**Off To Spas**  
In accordance with the European Union's objective to foster low/medium season tourism (COSME Programme), a European consortium has launched the 'Off to Spas'...

YOUTUBE.COM

Tetszik · Hozzászólás · Megosztom

Zoltan Albert, Judit Sulyok és további 2 ember

Hozzászólás írása...

**Off to Spas** megosztotta a bejegyzését.  
szeptember 27. · 🌐

**Utazási iroda**

Bejegyzések keresése az oldalon

66 ember kedveli.  
Bea Fehérvölgyi és Zoltan Albert

Az oldal ajánlása az ismerőseidnek

**NÉVJEGY**

- Off to Spas felkérése címének megadására
- Off to Spas felkérése telefonszámának megadására
- Az Off to Spas nyitvatartásának megkérdezése
- Off to Spas kérése a hozzátartozó webhely címének megadására

**FÉNYKÉPEK**

**CSOPORTOS BESZÉLGETÉSEK**

- gyakorlás 01.28. Sarolta, Mónika, Orsolya, ...

Keresése

# Print

- Brochures – Covasna, Hévíz & Vega Resor
- 2 roll-ups
- Study tour and conference packages





# Short movies



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Hévíz, the fountain of life

# B2B events

Event	Participant	Date
TTRA Europe Chapter Annual Meeting	CC UNIPAN	April, 2016
AGE General Assembly	CP2 AGE	November 19-20, 2015
SPA CE Tradeshow	CP3 HÉVÍZ	1-3 October, 2015
Utazás 2016, Budapest	CP4 COVASNA	3-6 March, 2016
Bukarest Tourism Fair	CP5 COVTOUR	12-15 November, 2015
Fakta om Senior Stockholm	CP6 VEGA	20-22 October, 2015
International conference on health tourism	CP7 ZALA	Spring 2016 (tbc, hotel opening in Lenti)

# B2B events

## Workshops, roadshows

- V4 roadshow – Copenhagen, Stockholm, Helsinki, Oslo
- Göteborg - International Book fair
- Bad Ischl – project meeting
- Press trips – Vienna, Zürich, Stuttgart
- SMAL roadshow – Helsinki, Vaasa, Oulu





# B2B events

B2B study tours – Scandinavian and German TA,  
NGO, Press









**Thank you for your attention!**

