

Poland

Media Training 2021

EMILIA ROMAGNA

Agenda

PART 1: 2021 Activity Summary

PART 2: Holidays in the times of COVID

PART 3: Trends and Plans for 2022



PART 1:

2021 Activity Summary



Highlights

In 2021:

We have worked on the exclusive materials, interviews and press trips with the key journalists, generating publications in **the top online media and TV**.
Total AVE of publications:

1.6 MLN

Including the **TV most popular breakfast program in Poland**.



GAZETA.PL



NEWSERIA

Bankier.pl

niezależna.pl



Year-over-Year comparison



TOTAL PUBLICATIONS

2021: **148**

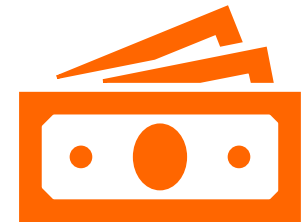
2020: 96



TOTAL REACH

2021: **3.5 MLN**

2020: 1.2 MLN



AVE

2021: **1.6 MLN**

2020: 930 000

Tools



1. Press releases
2. Individual journalists cooperation
3. Poland's largest Press Agency – PAP cooperation
4. Poland's biggest TV – TVN cooperation
5. Press trips/tours

Biggest activities

Considering the time of uncertainties and **continuously changes due to the COVID pandemic**, we have **adjusted communication topics** to be as attractive as possible to the dynamic reality. This year, our activities we were focused on:

**PAP&TVN
COOPERATION**

**SUN&
BEACH**

**RAVENNA&
DANTE**

**MOTOR
VALLEY&MVF**

**RIMINI&
FELLINI MUSUEUM**

**BOLONIA
CITY BREAK**

TV: TVN cooperation

ACTIVITIES

3 high-profile reportages (Fellini, Bologna, Ravenna), publications and organic social media posts by the journalist – M. Cessanis.

RESULTS

15 publications
2 231 362 reach
998 893 PLN AVE

BEST COVERAGE

Publications presented during the most popular breakfast program in Poland – **Dzień Dobry TVN**.

Press Agency cooperation

ACTIVITIES

Establishing a cooperation with a PAP's correspondent based in Italy – multiple trips to the region.

RESULTS

57 publications
413 112 reach
330 459 PLN AVE

BEST COVERAGE

Multiple high-profile reports by the biggest **Press Agency in Poland on pap.pl**.

Sun&Beach

ACTIVITIES

Press trip for PAP's correspondent, exclusive materials and press release, proper FB campaign.

RESULTS

23 publications
164 945 reach
145 891 PLN AVE

BEST COVERAGE

Qualitative publications in the most opinion-forming media in Poland – **onet.pl, wp.pl, gazeta.pl**.

Ravenna&Dante

ACTIVITIES

PAP's correspondent press trip, exclusive materials, TVN press tour, press release and interview with Giacomo Costantini.

RESULTS

27 publications
809 090 reach
433 366 PLN AVE

BEST COVERAGE

Variety of publications in the most opinion-forming media in Poland, such as **wp.pl**, **pap.pl**, **gazeta.pl**.

Motor Valley &MVF

ACTIVITIES

Press trip for two journalists, press release and Polish Press Agency cooperation.

RESULTS

34 publications
936 565 reach
513 098 PLN AVE

BEST COVERAGE

Multiple high-profile reports on the most opinion-forming medium in Poland – **onet.pl** and **gazeta.pl**.

Rimini& Fellini Museum

ACTIVITIES

PAP's correspondent press trip, TVN press tour, press release, organic social media publications by the journalist – M. Cesanis.

RESULTS

26 publications
1 114 776 reach
415 405 PLN AVE

BEST COVERAGE

Wide range of publications in the most high-profile media in Poland: **onet.pl** and **gazeta.pl**.

Summary

1.

In 2021, **we have exceeded last year's results**– including a reach and AVE of publications.

2.

We have also established **individual contacts** with the journalists, TV and press agencies that have helped us increase the number of publication.

3.

Establishing the **cooperation with Polish Press Agency and TVN station** has benefited this year in the results (number, reach and AVE of publications). We will be **developing those relations in the future**.

4.

The **2 journalists press trip to the Motor Valley Fest** has allowed us to obtain **immensely attractive and qualitative articles** in the top media in Poland. It has also empowered us to build new relationships with journalists.

/ Facebook page

Highlights (April-December)



TOTAL PUBLICATIONS

2021: **43**

2020: 26



TOTAL REACH

2021: **2.5 MLN**

2020: 434 K



IMPRESSIONS

2021: **4 MLN**

2020: 1.5 MLN

Best posts

inEmiliaRomagna (PL)
Opublikowane przez: Szymon Marczak · 25 sierpnia o 17:36 · 🌐

W naszym regionie są takie wieczory, które wydają się trwać dłużej niż inne. Jednym z nich jest Błękitna Noc: festiwal zdrowia i dobrego samopoczucia, który celebruje świat uzdrowisk i wód termalnych (14 uzdrowisk w całym regionie, od słynnej Salsomaggiore Terme w prowincji Parma, aż po Rimini and Riccione Terme na wybrzeżu).

W weekend 27-29.08 uzdrowiska regionu otwierają swoje drzwi dla gości i turystów, zapewniając im rozrywkę do późnych godzin wieczornych – zabiegi odnow... Zobacz więcej

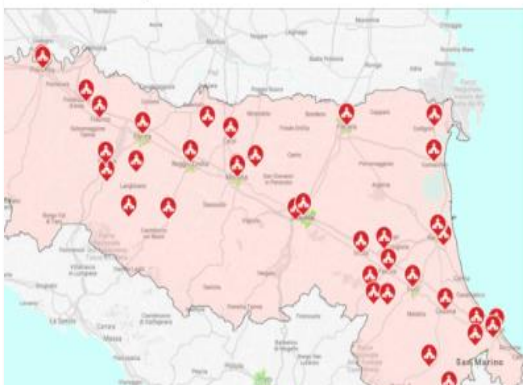


Blue Night in Emilia Romagna

72 738 reach
6 reactions
838 clicks

inEmiliaRomagna (PL)
Opublikowane przez: Agata Grodecka · 25 maja · 🌐

Klasztory w regionie Emilia-Romagna ponownie otwarte! Od teraz możesz doświadczyć niesamowitej architektury, historii, a także unikalnego sacrum każdego z tych miejsc. Czekają na Ciebie wiele miejsc do odwiedzenia - w północnej, środkowej oraz południowej cz... Zobacz więcej



Open monasteries

114 451 reach
11 reactions
482 clicks

inEmiliaRomagna (PL)
Opublikowane przez: Szymon Marczak · 2 września · 🌐

📍 Interaktywna mapa dla pasjonatów fotografii? Pewnie! Zapraszamy do fotograficznej podróży po regionie Emilia Romagna. 190 miejsc, zlokalizowanych w 60 miejscowościach regionu, w tym archiwa i zbiory fotograficzne, fotobiblioteki, galerie i przestrzenie wystawiennicze, festiwale i imprezy, kursy i kluby fotograficzne, ale także miejsca najbardziej fotogeniczne.

Emilia Romagna może pochwalić się bogatym dziedzictwem związanym z fotografią. To region, który zrodził wielkie na... Zobacz więcej



Photographic journey in Emilia Romagna

79 838 reach
2 reactions
118 clicks

FB Summer Campaign (from May to the end of June)

ACTIVITIES

Holiday spot promotion and achieving goals when it comes to the KPI. Video generated about 100 000 views (min. 3s) – it is a 10% of the reach.

RESULTS

1 000 951 reach **KPI: 1 000 000**

98 859 video views (3s)

3 900 clicks (on post, link, video)



Summary & Suggestions

1. The biggest priority in the social media field is to overcome our monthly KPI (180 000 UU/M). **We have done it this year, almost every month.** Besides that, we have also surpassed last year results.
2. Users willingly **click or react** on our posts that have **nice, bright or colorful photo/s or give some useful tips and information** – educational value.
3. We are still going to be using **bright, radiant photos** in 1:1 or 4:5 size as often as possible.



PART 2:

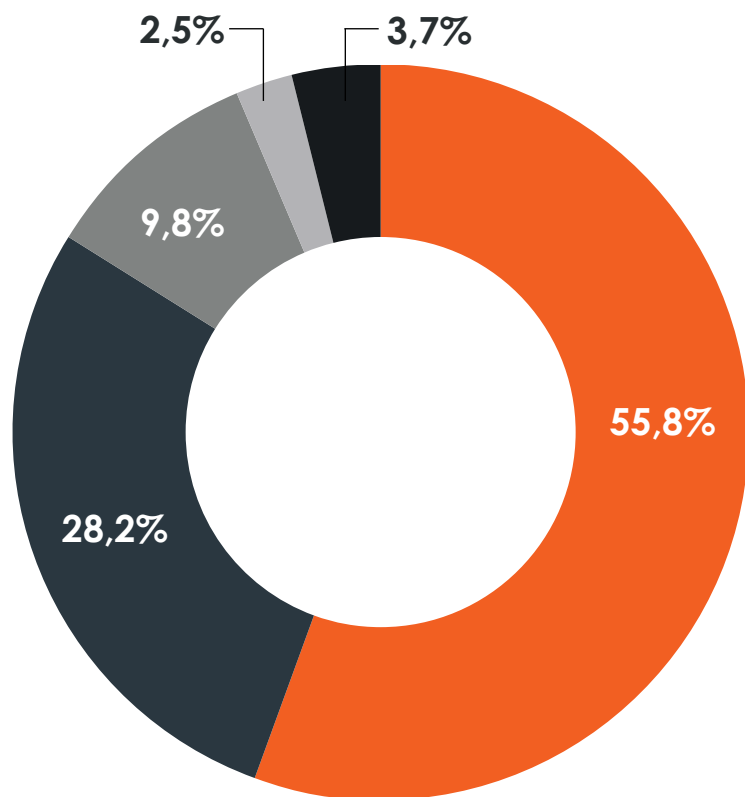
Holidays in the times of COVID



COVID vs. economy

How would you describe your financial situation during the COVID-19 pandemic?

- Definitely better than before the pandemic
- Rather better than before the pandemic
- Same as before the pandemic
- Rather worse than before the pandemic
- Definitely worse than before the pandemic



1. Inflation and pandemic negatively affected the financial condition of Poles.

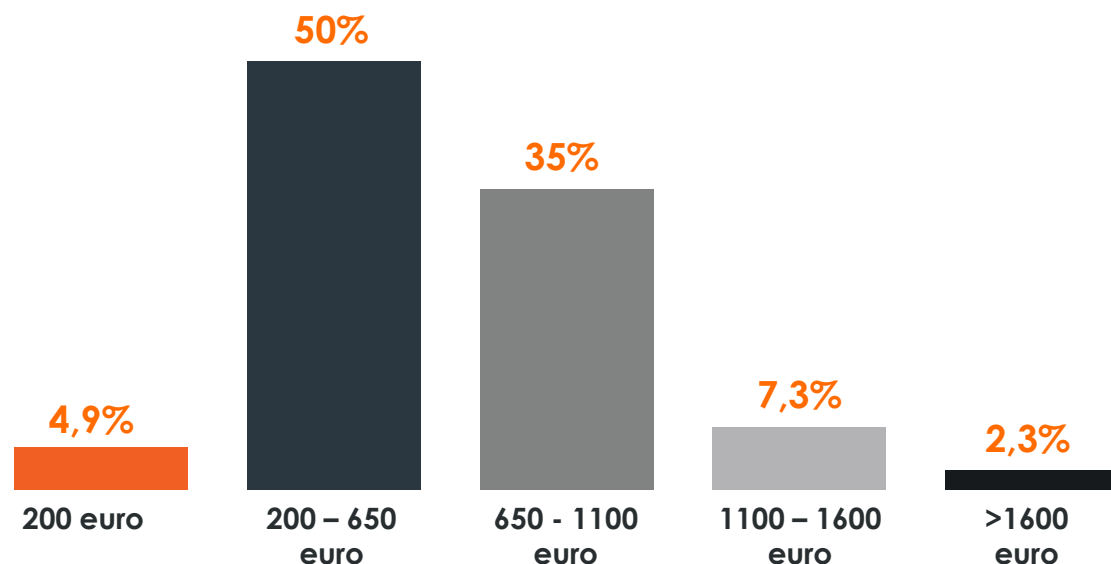
2. According to research, every second Pole pays more attention to everyday purchases, and every fourth reduces his expenses.

3. At the same time, Poland is among the European countries whose economy has suffered the least from the pandemic.

How much did Poles spend on traveling in 2021?

Average expenses of Poles on holiday trips

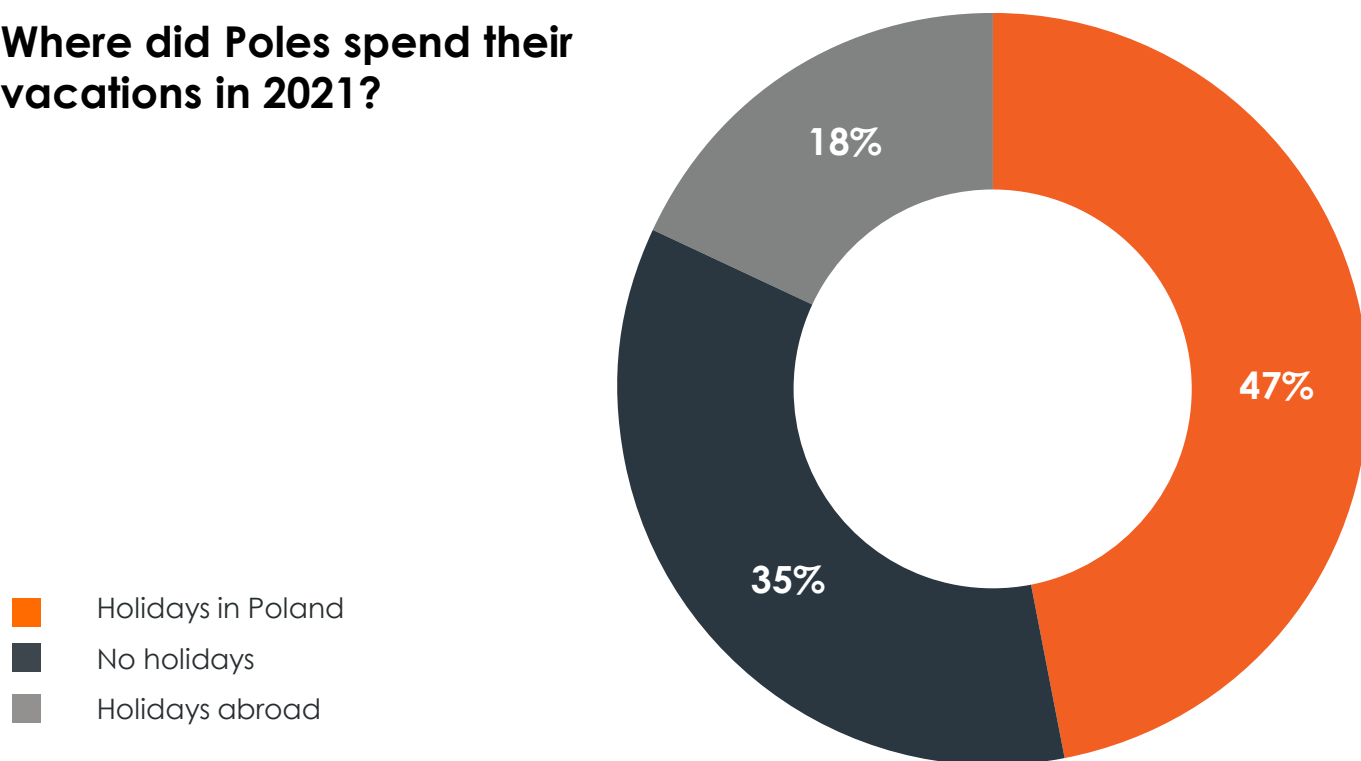
[per one person]



1. The average spending of Poles on holidays remains small compared to the amounts spent by Europeans.
2. However, a rebound from 2020 is visible. 55% of people declare that they spend more on holidays than last year.
3. 47% of Poles finances their holidays from savings, 37% from current income, 16% with a loan from a bank or family.

In the country or abroad?

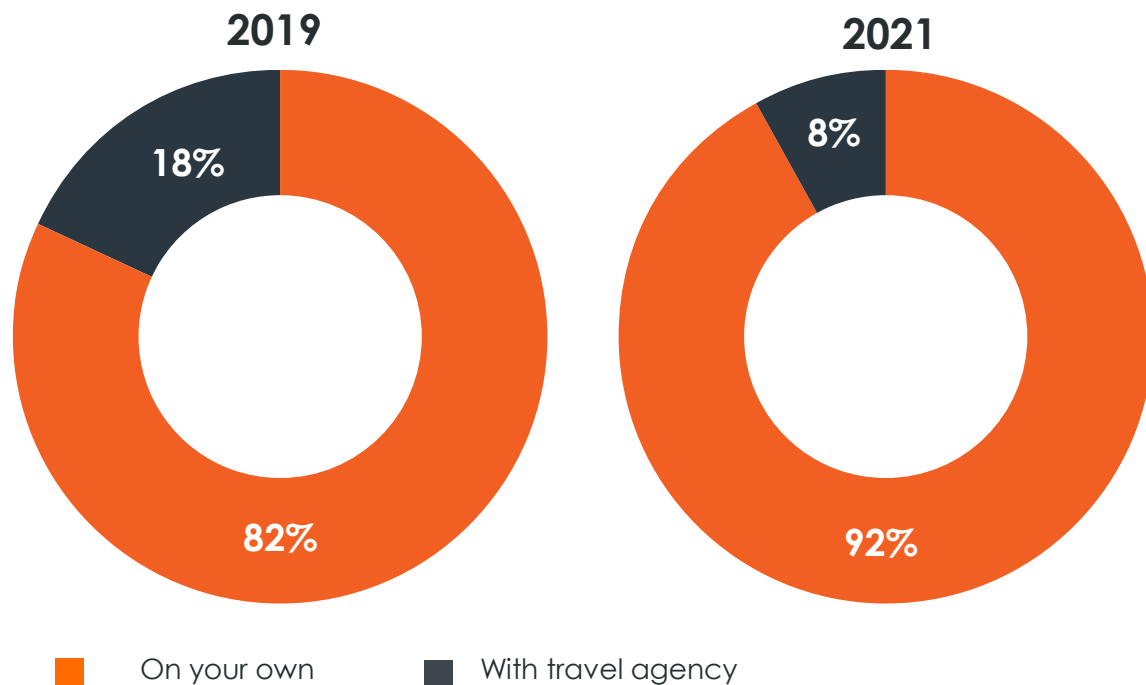
Where did Poles spend their vacations in 2021?



1. 47% of Poles in 2021 planned holidays in Poland, 18% in Poland and abroad or only abroad.
2. The most convincing factor to go abroad was the more predictable weather and being vaccinated.
3. The factor that most discouraged people from traveling abroad was the inconvenience associated with procedures at airports, hotels and border crossings. The „tourist voucher” introduced by the government for domestic trips rarely influenced the decision.

Travel agency or on your own?

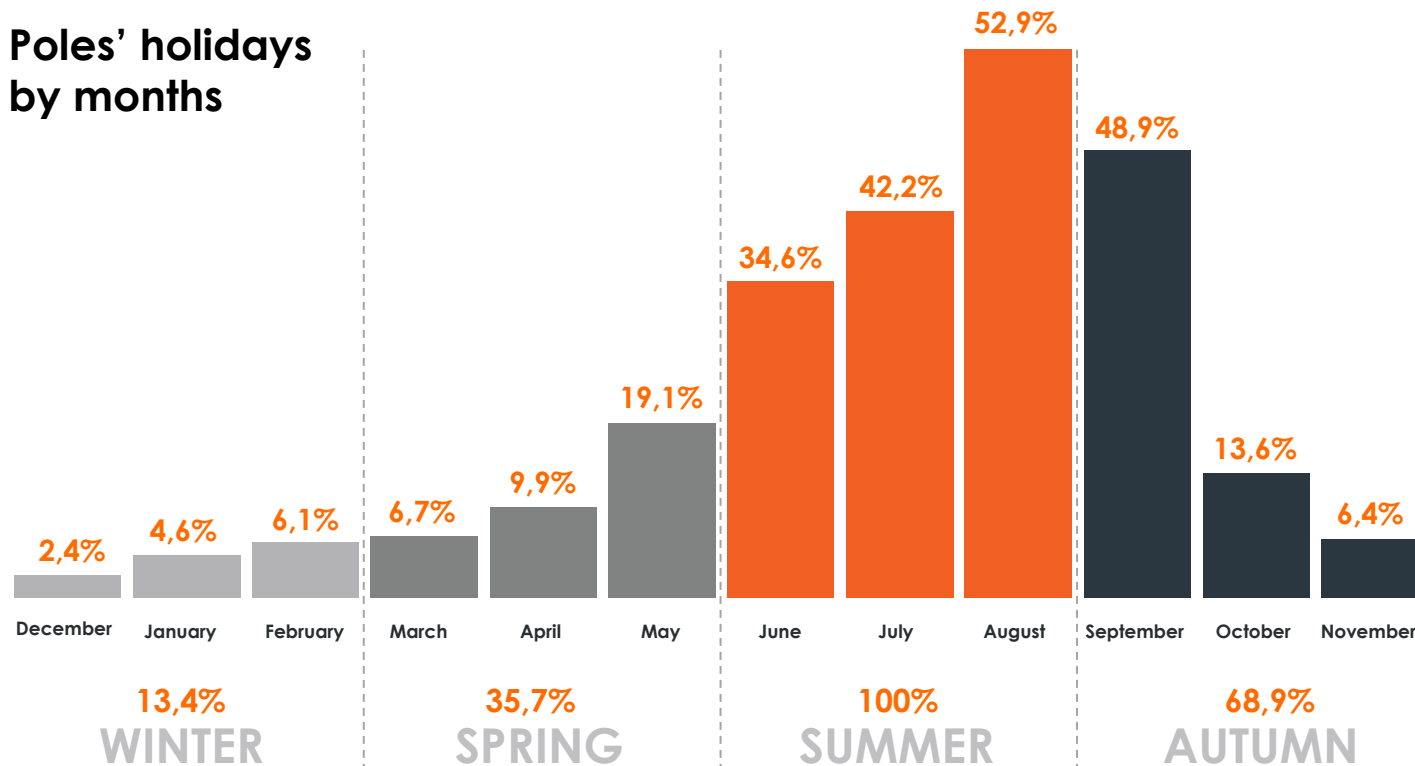
How did Poles plan their vacation?



1. Using a travel agency, Poles choose destinations that are difficult to plan on their own - exotic, with poor infrastructure or difficult to access (e.g., islands).
2. During the pandemic, fewer Poles chose travel agencies.
3. Domestic trips and European countries trips are much more often planned on our own.
4. During the pandemic, Poles more often decided to travel by car - for 61% of travelers it is the main means of transport.

Which months were the best for holiday?

Poles' holidays by months

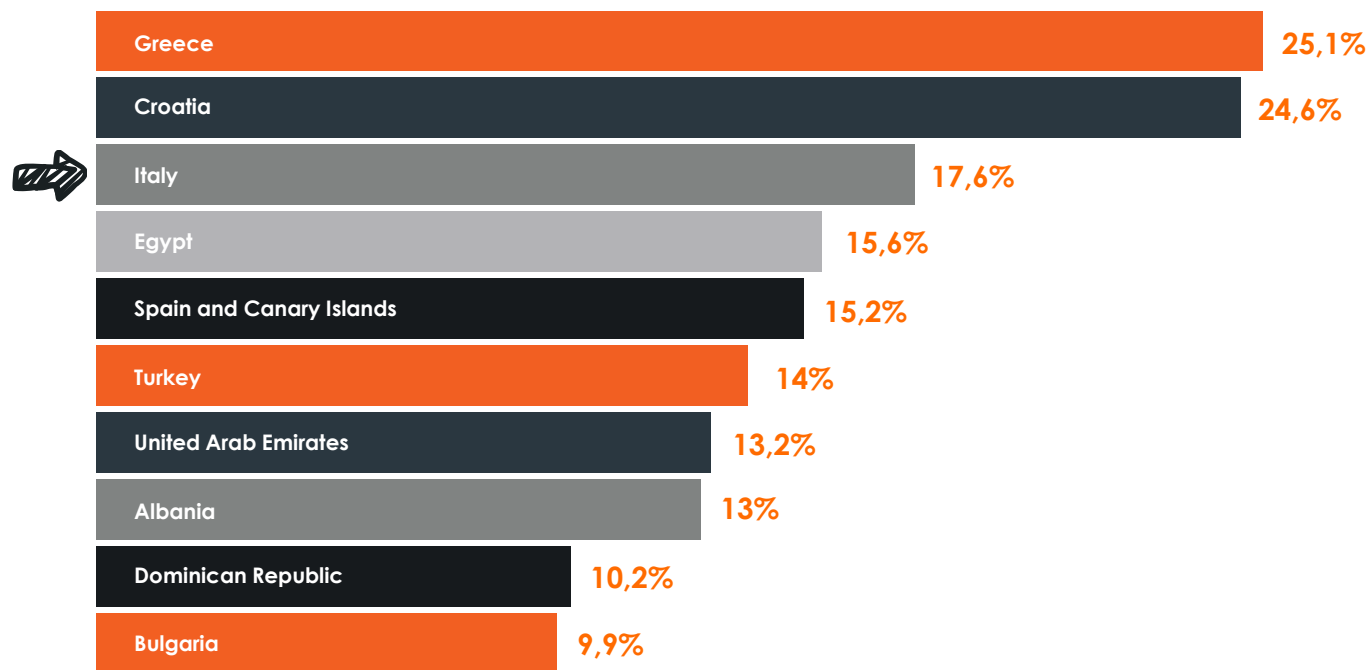


1. The holiday months remain the most popular, but this year, due to the COVID-19 restrictions, the spikes moved from July-August to August-September.
2. Poles like to travel in September - there are fewer tourists and the weather remains great in many places.
3. Poles relatively rarely go on winter holidays. This year, the next wave of COVID-19 will be an additional limitation.

Tourist destinations 2021

Why did Poles go to Italy?

Poles most popular holiday destinations



1. Poles choose Italy primarily when traveling on their own.

2. In the eSky.pl study - airline ticket purchase websites, Italy was ranked 1st in the summer months.

3. In general vacation preference survey, Italy comes third, after Greece and Croatia.

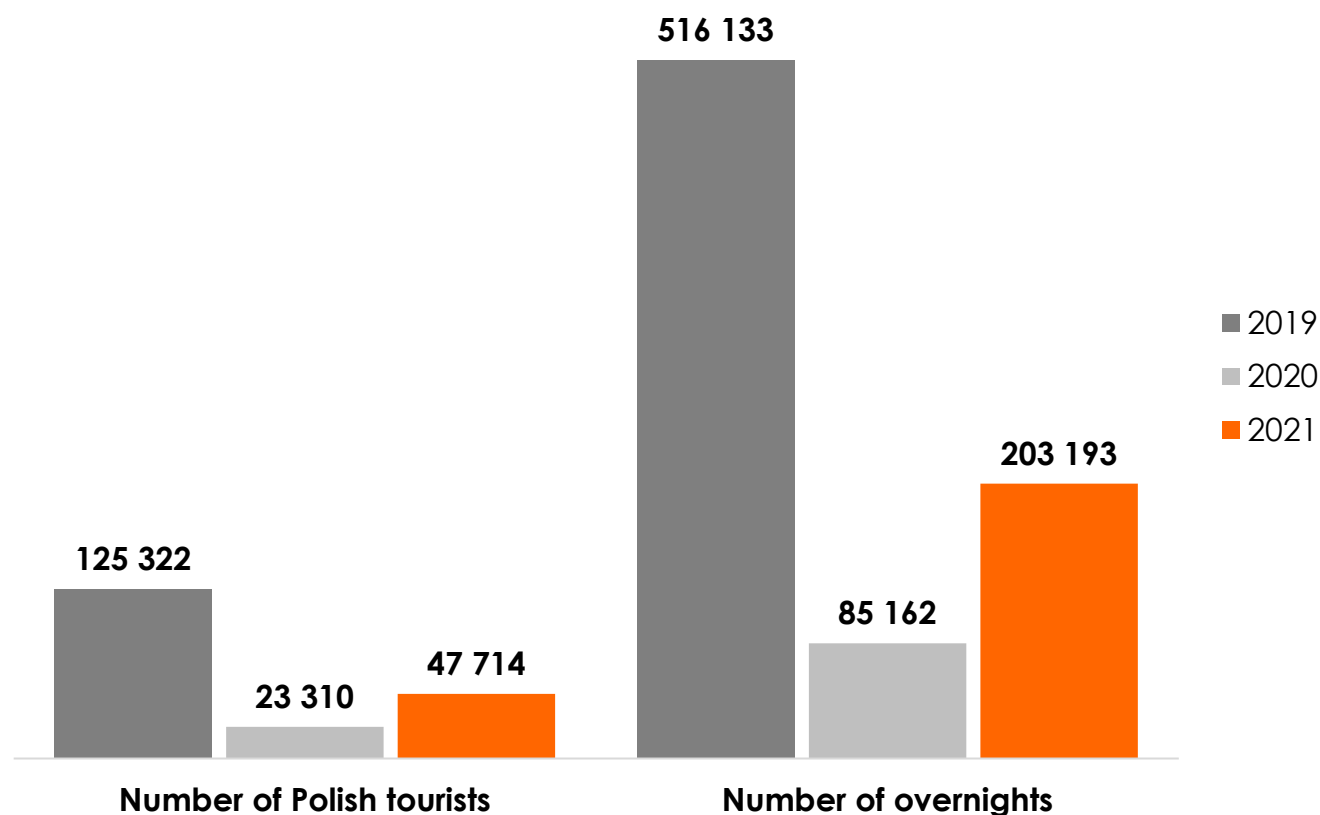
4. In the case of trips with a travel agency, Italy did not appear in TOP10 destinations this year.

Poles' Italian favourite destinations

1. The destinations most often chosen by Poles were Rome, Milan and Bari, as well as Sardinia and Sicily.
2. Among the popular air connections are also Venice, Naples and Bologna.
3. Analyzing the air traffic, we can see that Italy is an attractive destination for Poles not only for long holidays, but also city breaks.



Poles: Focus on Emilia Romagna

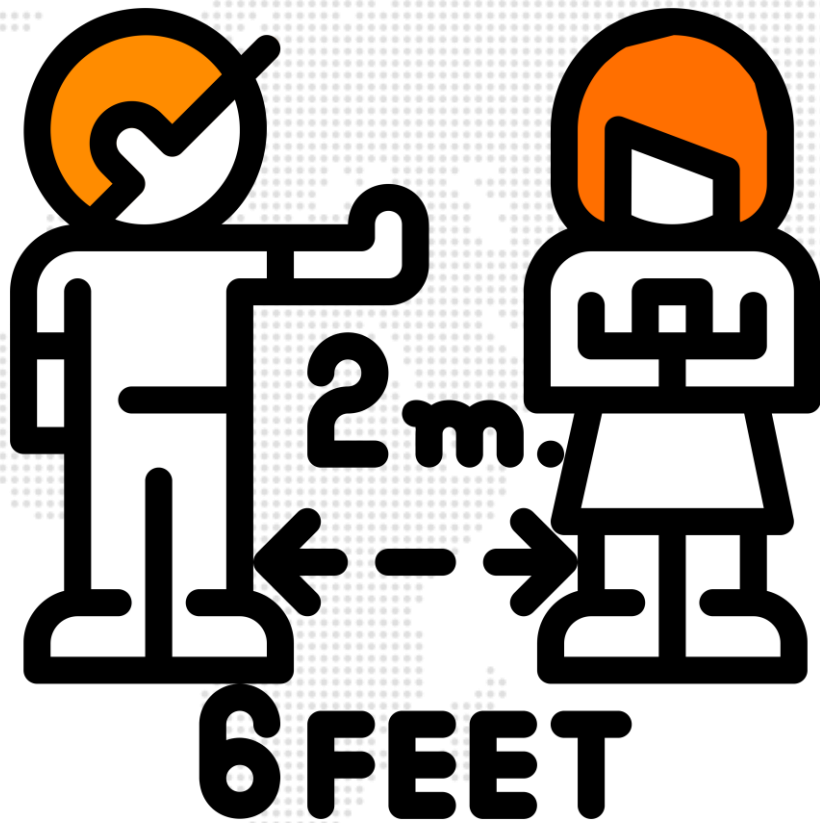


1. In 2021 a significant increase in the number of Polish tourists in Emilia Romagna, although we still have not reached the level before the pandemic.

2. Rimini, Ravenna and Bologna were the most frequently chosen cities for the holidays of Poles in the region.

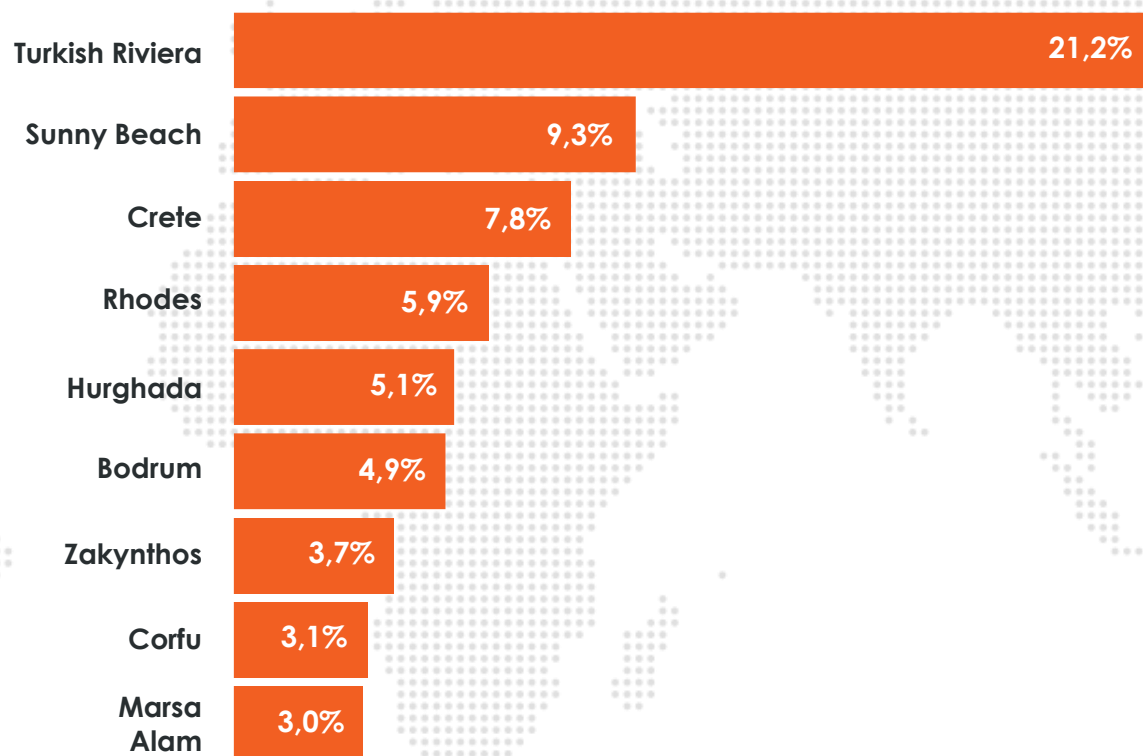
3. The month in which Poles most often visited Emilia Romagna was July.

And if not Italy, why?



1. The key issue that determined the choice of destinations were the procedures for departures at airports, borders, hotels, etc.
2. Italy was a country with relatively many restrictions. Poles focused on countries with liberal policy regarding restrictions - for example, Greece and Croatia.
3. Italy changed the restrictions more often and it seemed to be a risky choice (necessity to cancel flights or hotels at the last minute etc.).

If through a travel agency, where?



1. The direction preferences among Polish clients of travel agencies have not changed much: Turkey (this year's leader), Greece, Bulgaria and Egypt.

2. However, the relatively liberal policy regarding pandemic restrictions in these countries was important.

3. Poles decided to take a last-minute vacation. 62% of bookings through travel agents were made less than 30 days before departure.

Summary



Poles decided to travel at the last minute – for fear of changes in restrictions and the state of their health.



Less frequently than before the pandemic, Poles decided to travel through a travel agency.



The departure peak was dictated by the introduction of regulations - that is why August and September dominate. July and June are definitely weaker than normally.



Poles decided to stay in the country much more often than before the pandemic. However, we see a definite rebound vs. 2020 year.

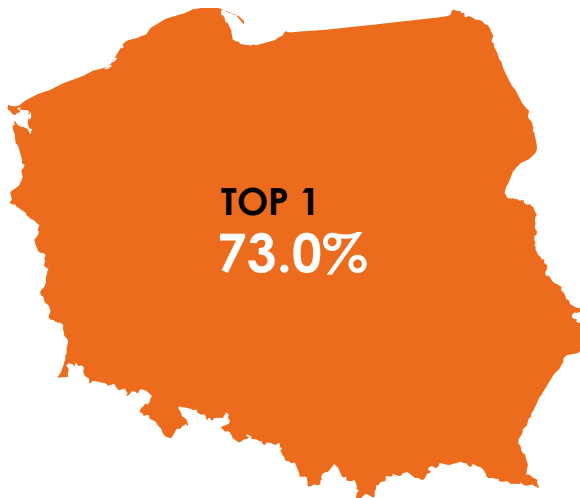
Forecasts for the coming months

Top 5 Nations that are most likely to travel in next 6 months.

GOOD NEWS

Poles are no. 1 among Europeans to declare that they want to travel within the next 6 months according to European Travel Commission research.

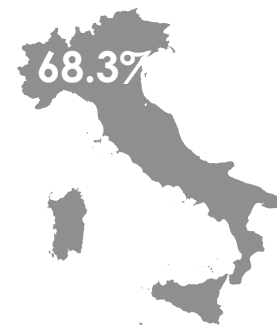
Poland



Spain



Italy



Netherlands



Germany





PART 3:

Trends and plans for 2022



Travelling in 2022 – insight



"2022 will be a time of making up for lost holidays. Travels are supposed to be therapeutic – improve mood, be an escape from everyday life, but also from home, which has become a workplace for many in the last several months."

Source: Marzena German, „Next year, travel will be a medicine for the soul”, <https://turystyka.rp.pl/nowe-trendy/art19051821-w-przyszlym-roku-podroze-beda-lekarstwem-dla-duszy>

Travelling in 2022 – insight



"2022 will be a year of

holidays

– important

life, but

work

**Unless... Omicron
change our plans**

therapeutic

day

a

several months."

Source: Marzena German, „Next year, travel will be a medicine for the soul”, <https://turystyka.rp.pl/nowe-trendy/art19051821-w-przyszlym-roku-podroze-beda-lekarstwem-dla-duszy>

Travelling in 2022 – conclusions

1. New variants of COVID-19 are making the situation uncertain in 2022.
2. Many of the predictions prior to the release of the Omicron variant are out of date.
3. However, Poles have learned to live in a pandemic. This is shown by travel data in 2021. Although there were many more cases than a year ago, we decided to travel more often.
4. Although 2022 will not be free from restrictions, we want to feel normal during the holidays. We will rest in the nature – choosing the sea or the mountains.
5. In the high season, we will choose crowded cities less often. These will become interesting for us out of season (city breaks).

Travelling in 2022 – calendar

1-3

May

Labour Day +
Constitution Day

5

June

Pentecost

16

June

Corpus Christi

15

August

Assumption of the
Blessed Virgin Mary

1

November

All Saints Day

11

November

Independence
Day

1. Poles like to take advantage of the holidays by planning long weekends. They often take an extra day off and have 4 days to go.
2. It's the perfect time for small trips to other cities in the country or short-term holidays to European destinations .
3. At that time, Poles are looking for cheap flights to see European cities for a small budget.

Key travelling trends for 2022

New faces and places

48% of travelers are looking forward to meeting new people while on vacation.

Resetting work boundaries

71% of travelers say vacation time will be strictly work-free in the future.

Travel as self-care

73% of travelers agree that travel helps their mental and emotional wellbeing more than other forms of self-care.

Community first

49% of travelers agree it's important that their trip is beneficial to the destination's local community.

Open for new

47% of travelers are now more open to different types of vacations.

Embracing the unpredictable

46% of travelers agree that technology will be more important than ever while on vacation.

Grazie!

Any questions?