

PRE-TASK III  
DEVELOPING OFF-THE-BEATEN  
TRACKS TOURISM PRODUCTS FOR  
THE ITALIAN AREA CALLED  
"ROMAGNA"

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# Target Group

## Dutch elderly travelers

- Age 55 and above
- Higher segment of income
- Holiday essentials: nature, historical sites, rest and serenity
- Cultural tourism, culinary tourism, beach tourism





# Target group

They are looking for: higher-quality accommodations

:easy access to medical and health facilities

:involvement in local activities

Attraction Factors Choosing a Destination	No Importance	Not Very Important	Neutral	Some Importance	Extremely Important	Average Importance	Rank
Low prices	114	101	264	433	408	3.70	6
Sustainability and environmental friendliness	114	115	367	373	305	3.50	11
Good accessibility of services	92	125	325	430	315	3.58	8
Easy transportation connections	104	85	232	437	455	3.80	5
Safety	49	51	156	406	653	4.19	1
High-quality hotel accommodation	123	83	298	423	378	3.65	7
Cottage accommodation	245	191	375	300	145	2.93	21
Camping	556	189	280	132	86	2.20	31
Quality of services	90	40	200	538	404	3.89	4
Possibility to use mobile guides in the destination	313	146	329	304	135	2.84	22
Other	88	14	59	17	29	2.44	27



# Tourism Product

## Tourism product: cultural culinary biking

- Different themed biking tours covering:
- Local cultural sites
- Native landscapes
- exploring traditional and unique food culture (f.i. parmesan and Lambrusco)
- Biking as healthy but fun activity

## Why should it be promoted?

- Lack of culinary/cultural bike tours
- Not enough elderly focused tourism products





# Tourism Product

## What activities are available for the tourists ?

- Visit cultural sights like Faenza lands
- Enjoying wellness retreat in Riolo
- Exploring castles and fortresses
- Relaxing at Maritime Park coast



## How long should average tourist from target group be there?

- 4-7 nights



# Promotion

I. Following the customer journey

II. Cooperate with travel agencies

III. Target group still books tickets/holidays through travel agencies

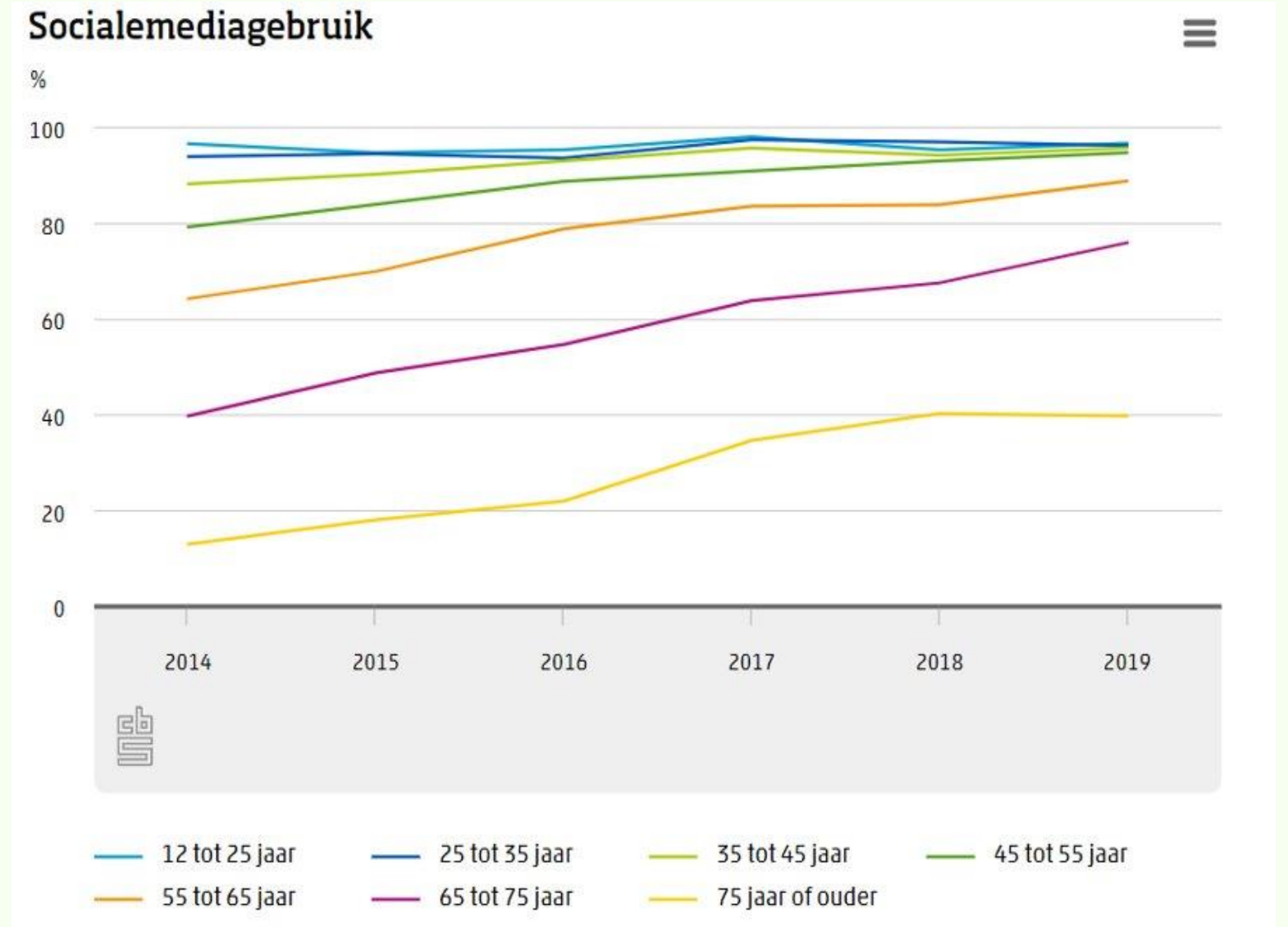
IV. Cooperate with tour operators

V. Communicate new projects to tour operators

VI. Make special arrangements with tour operators as economic incentive

# Promotion

- Use of social media
- Approximately 90 percent of target group is active on social media
- Facebook best option



*Graph highlighting social media usage in the Netherlands by age group*  
Source: CBS.nl



An aerial, high-angle view of a city, likely Rome, showing a dense cluster of buildings with terracotta roofs. A prominent feature is a large, light-colored dome with a smaller dome on top, situated in the lower-left quadrant. In the background, a hill rises, topped with a small structure. The sky is overcast and hazy. The text "THANK YOU FOR YOUR ATTENTION" is overlaid in a large, black, serif font across the center of the image.

THANK YOU FOR YOUR ATTENTION