

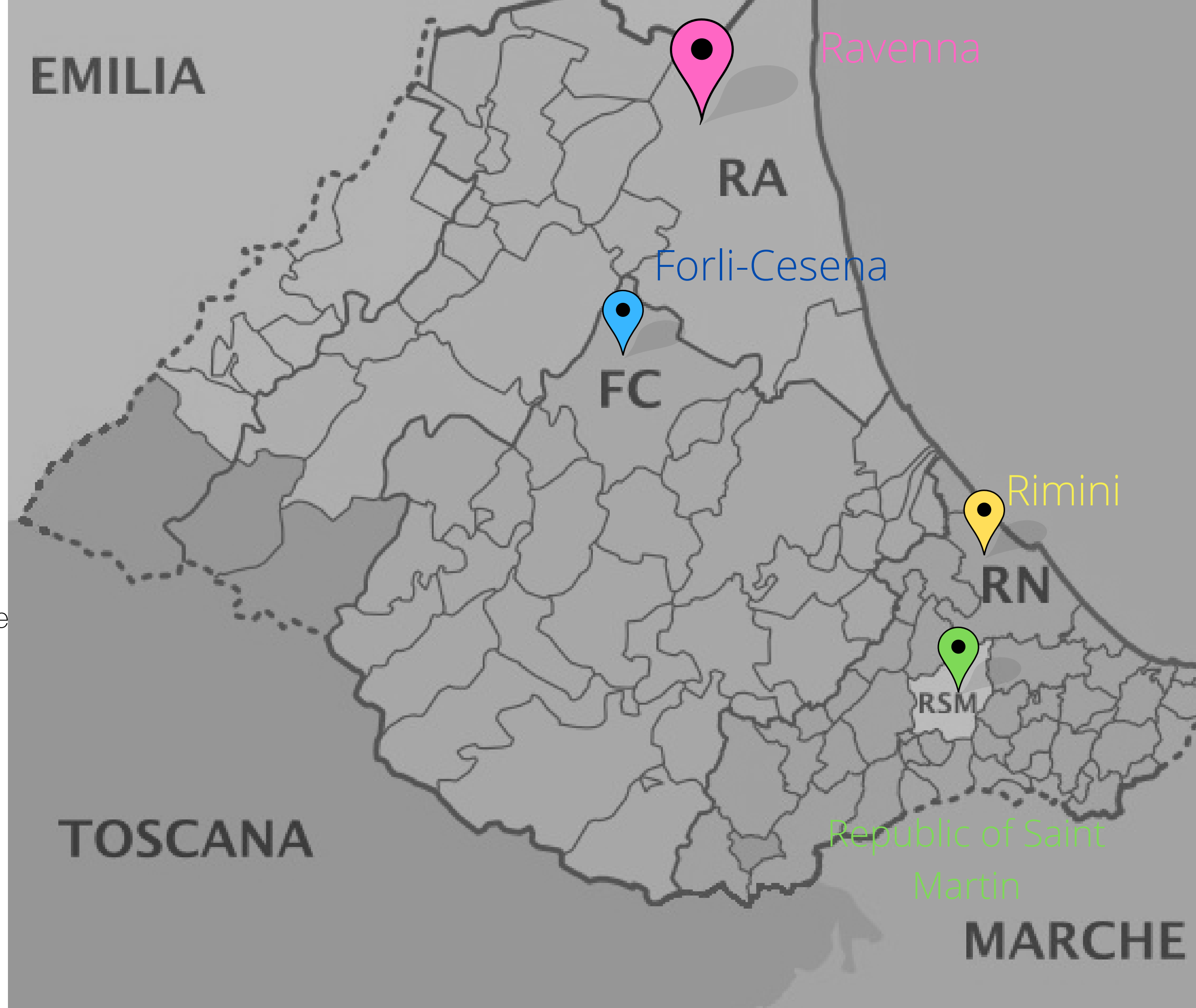
UNIVERSITY OF SIERRE

# DISCOVER ROMAGNA



# REGION ROMAGNA

- Historical region of Italia
- Part of Emilia-Romagna area
- From the Sillaro river to Toscana and Marche
- The biggest town is Ravenna





## JONATHAN & CO

3 - 4 people

Average age : 25 - 30 years old

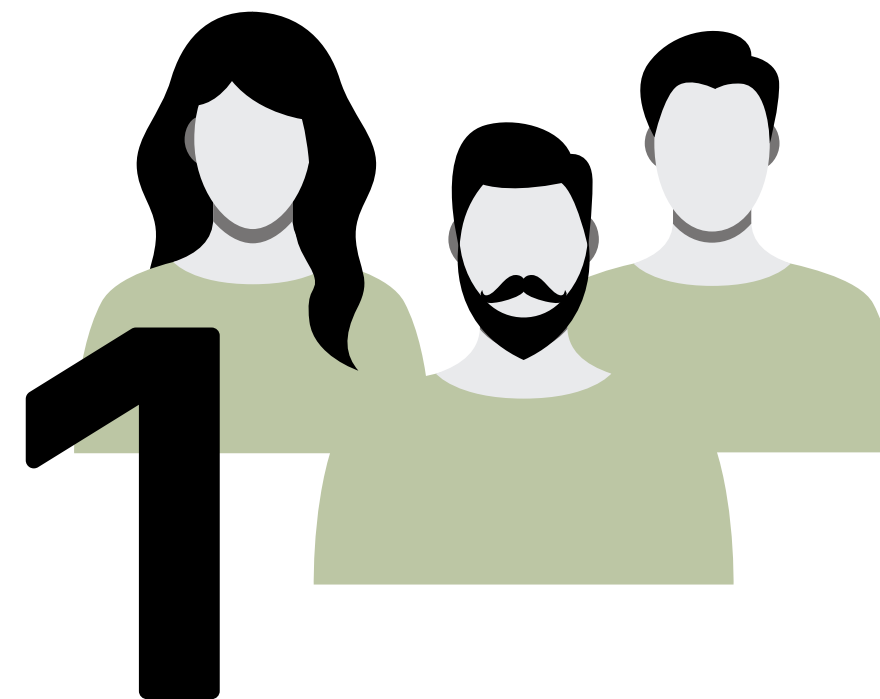
Profession : Administrative type employee

Vacation / Leisure budget per person : 8'000/ year

*budget based on our estimation of an annual salary of  
CHF 60'456.- without the 13th salary*

Life style : vanlife, eco-friendly, nature, nightlife, adventure

Standard : middle high



SWISS



PERSONAS

### DESCRIPTION

Jonathan enjoys travelling in Europe. He has taken to the Van Life trend like most Swiss people. Having his own vehicle/accommodation allows him to have a lot of freedom of movement and time in a destination. He also likes to travel with several of his friends to enjoy group activities.





## MARY & HER HUSBAND, LOÏC

2 people - couple without kids

Average age : 40 - 60 years old

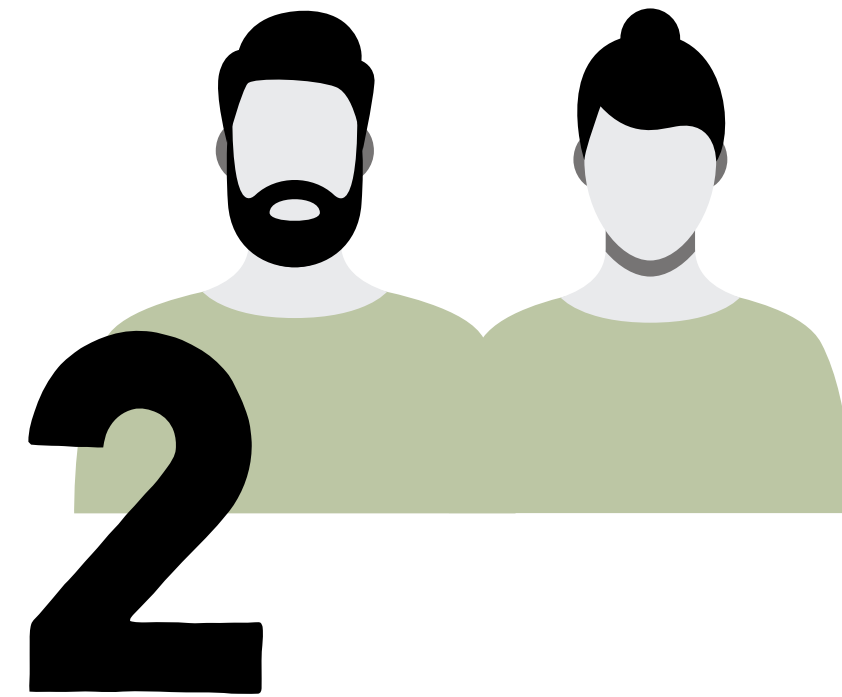
Profession : Manager of a shop

Vacation / Leisure budget per person : 10'000/ year

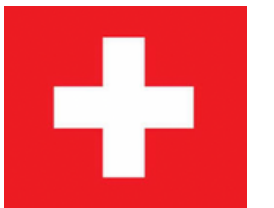
*budget based on our estimation of an annual salary of Mary CHF 68'160.- without the 13th salary.*

Life style : gastronomy, calm, eco-friendly, confort, culture

Standard : high



SWISS



PERSONAS

### DESCRIPTION

Mary has already travelled to many countries. Now she prefers to travel not far from Switzerland for short weekends with her husband. She especially loves to discover the local culture.





Jonathan & CO

# THE TRAVEL HABITS OF OUR PERSONAS

Travel by van

Stop in cities and beautiful places

Activities (paragliding, diving)

Wine tourism and eat well

5-8 days

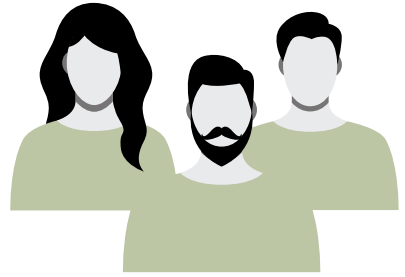


Mary & her husband, Loïc

Outdoor days, visits to cities and cultural sites. They like to eat local food. For accommodation, they like to sleep in comfort typical local lodgings.  
3-4 days



# MAIN TOURIST PRODUCT



JONATHAN & CO

*(Bike - Cycling, 2022)*

We hit the adventure, nature and eco-friendly points

Perfect for an active group activity

Wide variety of downloadable routes in the region: for the target group, the "Food & Wine Experience" proposal is ideal.

Suggestions for improvement:

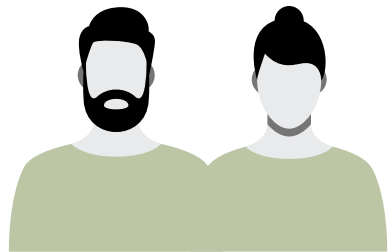
On the website, put more information on the proposed tour locations as well as for bike rental. A visitor to the website does not want to spend too much time looking for information.

On site, we think it would be good to put up signs or even create maps with cycling routes.





# MAIN TOURIST PRODUCT



## MARY & HER HUSBAND, LOÏC

*(Ferrara and the Po Delta as Portrayed by the Cinema, n.d.)*

We touch on the points of culture

This is an ideal weekend getaway for Mary and her husband. They will be able to visit different places where filming has taken place.

This may make them want to see the films or bring back memories. It is another way to discover a region.

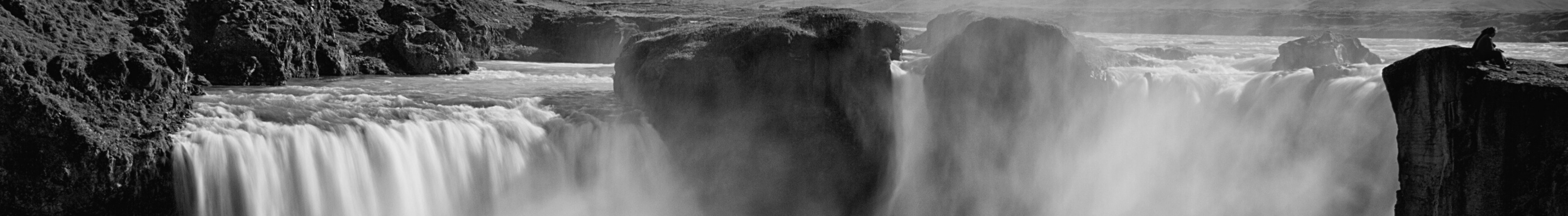
Suggestions for improvement:

A **booklet** could be proposed with reference images of films and other TV series shot on location. In this book, we could give some information and anecdotes. The aim is that the tourist does not only visit a place but also learns about its history.

The places to visit are quite far from each other, the ideal is to propose directly on the **web page** some hotels.







# CONCLUSION

Romagna is like Switzerland, the tourism there is about cultural activities, nature and local food.

It would be complex to attract Swiss tourism because the region is hard to differentiate from other regions in Italy. Why not put Ravenna in front which is classified by UNESCO in order to differentiate itself. The reputation of Rimini can be used to improve its image and attract tourists to the region.

We believe that if the Romagna region develops a stronger USP highlighting the culture and authenticity of the area, it would attract a new clientele. Dynamic communication on social media would contribute to the success of Romagnai's new tourism strategy.





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