

# Agenzia di Promozione Territoriale - Basilicata

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## Marketing Action Lines 2011



# State of the Art

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- ▣ Based on provisional data for 2010, Basilicata had strengthened its ability to attract tourists. The number of visitors, the number of operators in the sector and the total sales of the tourism system are all growing. To support this growth during a critical period of the Italian economy, we need to expand those strategies that have proven to be effective and increasingly focus on innovation and creativity.

# Eliminating Weaknesses

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- ❑ The main criticalities have to do with the weakness of our offer system, the presence of few tourism products, external and internal logistics and the scant propensity of the foreign market.
- ❑ Main goals: To consolidate the strategy of strengths and lighthouse destinations; To expand and define our promotional marketing using the “product clubs” (tourism product consortia) strategy, to create new motivations (great attractors)

# Strategic Goals of the 2011 Marketing Plan

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## Macro Goals

The 2011 Marketing Plan takes into account the strategic directions of the Regional Tourism Plan and the indications provided

by the partners of integrated territorial projects and studies and events conducted in 2010.

The general goals to be pursued are:

### **Strengthening the *Basilicata brand* by promoting the image of Basilicata as a tourist destination:**

- ❑ starting from its strengths, i.e., the towns or offerings best positioned in the collective imagination of the tourism market (above all Matera and, thus, Maratea, the Metapontino, Melfi and Pollino)
- ❑ transforming territorial resources into tourist products that are attractive and adequate to tourist demand
- ❑ intensifying action aimed at “the discovery of Basilicata” by opinion leaders (journalists, intellectuals and artists) for Basilicata;
- ❑ promoting Tourist Basilicata to a high number of potential users;
- ❑ intensifying the positioning of Basilicata in the Italian market as the new and future destination to be discovered;
- ❑ increasing the interest of international Tour Operators in Basilicata.

### **Promoting Basilicata tourism by articulating the current offering**

- ❑ **By specific segments of the offering** (seaside, outdoors and culture/events)
- ❑ **By specific targets** (schools, congresses and social) and market segments (by community of interest) **“product clubs”** (tourism product consortia) starting from market areas considered particularly sensitive (regions of proximity and objective cities (Italian and foreign) connected with the main logistical hubs of bordering regions

# Structure of the Marketing Plan

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## 1 - Market strategy (markets and target objectives)

- Italy
  - Internal (Basilicata and bordering regions)
  - National (regions-objective cities)
- Foreign (cities/objective countries)
- with reference to specific targets that can be articulated along the axis of nature-culture positioning

## 2 - Product strategy

- Destinations
  - Tourist Basilicata
  - Products-destinations
- Stories of the territory and memorable experiences
  - Calendar of the main Basilicata events
  - Territorial offer systems
  - Theme tourism
  - Experiential tourism

## 3 - Promotional marketing strategy

- **Promotional campaigns inside and outside the Region**
  - Media campaign
  - Editorial productions
  - Consciousness-raising actions targeted at stakeholders and decision-makers
- **Marketing campaign**
  - Conventional marketing (fairs and markets, educational and press tours, workshops and events)
  - Unconventional marketing (new formats, events, etc.)
  - Web marketing and e-marketing 2.0

# The choice of markets

## Regions of proximity and objective cities:

- **Markets of proximity** in Italy and abroad, considering accessibility in the following terms:
  - **spatial:** geographic vicinity  
Cities of Italian regions connected by the motorway network distinguishing the short-range (Bari, Foggia, Lecce, Taranto and Naples) and the medium-range (Rome, Latina, Florence and Bologna)
  - **temporal:** Cities connected with direct flights (to Naples, Bari and Brindisi) considered short and medium-range (Milan, Bergamo, Sesto SG, Novara, Turin, Verona, Treviso, Berlin, Cologne, Munich, Amsterdam, London, Moscow, Saint Petersburg, Paris, Barcelona, Madrid, Budapest, Prague, Zurich and Brussels)
  
- **Specific markets/targets with reference to the various motives of interest** (seaside, cultural, micro-vacation, nature-sports and leisure, wine and food, social and association, scholastic, congress and religious tourism) **and experiential** (outdoors, events, film tourism, etc.)

# Market strategy objective cities

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- **Markets of proximity**

Bari, Foggia, Lecce, Taranto and Naples

- **Medium-range markets (by car)**

Rome, Latina, Florence and Bologna

- **Markets of medium air accessibility**

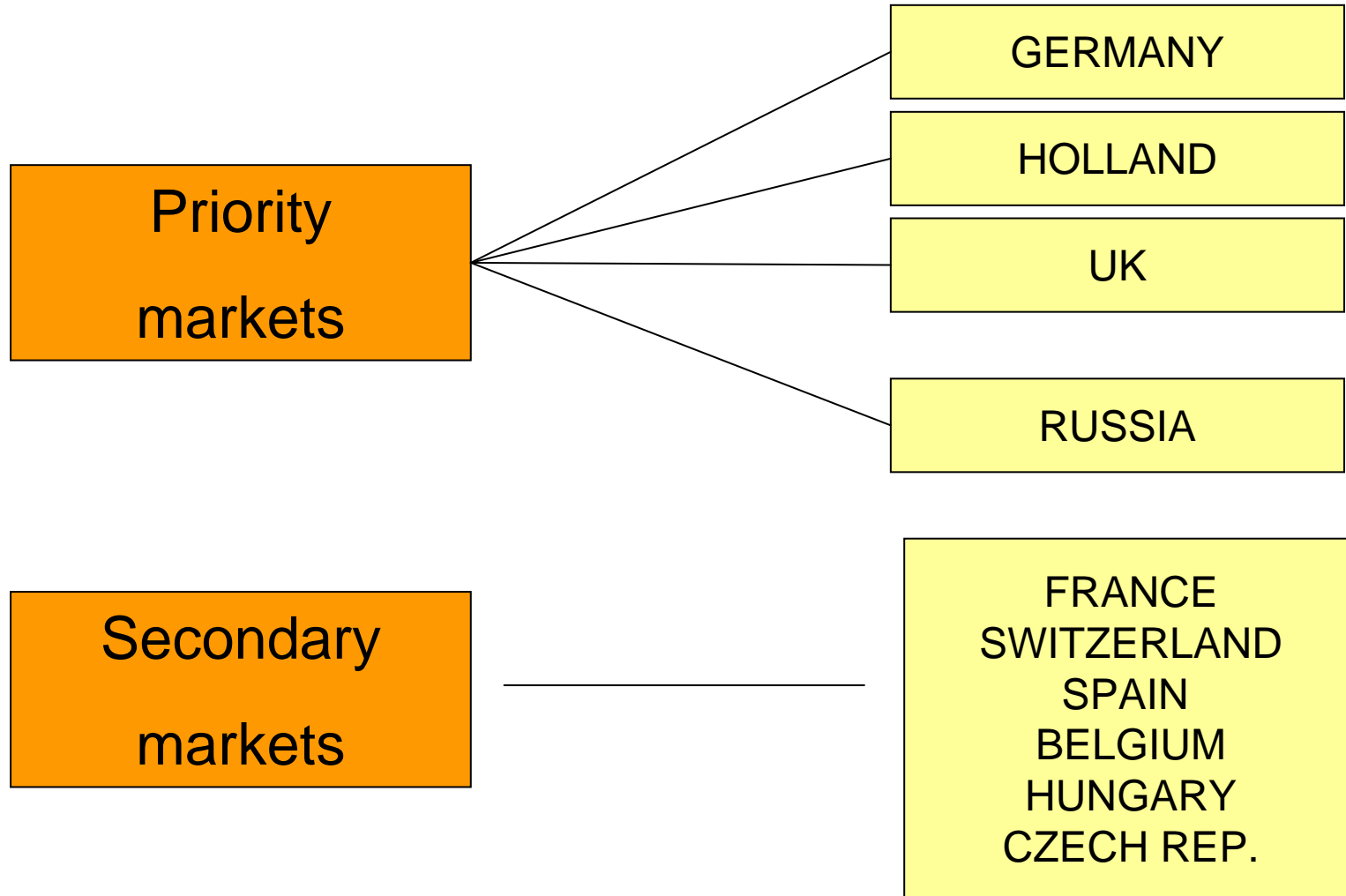
Milan, Bergamo, Sesto SG, Novara, Turin, Verona and Treviso  
Padua, Trento, Brescia and Piacenza

- **Supporting and/or in collaboration with private partnerships**

(to be determined)

# International objective-markets

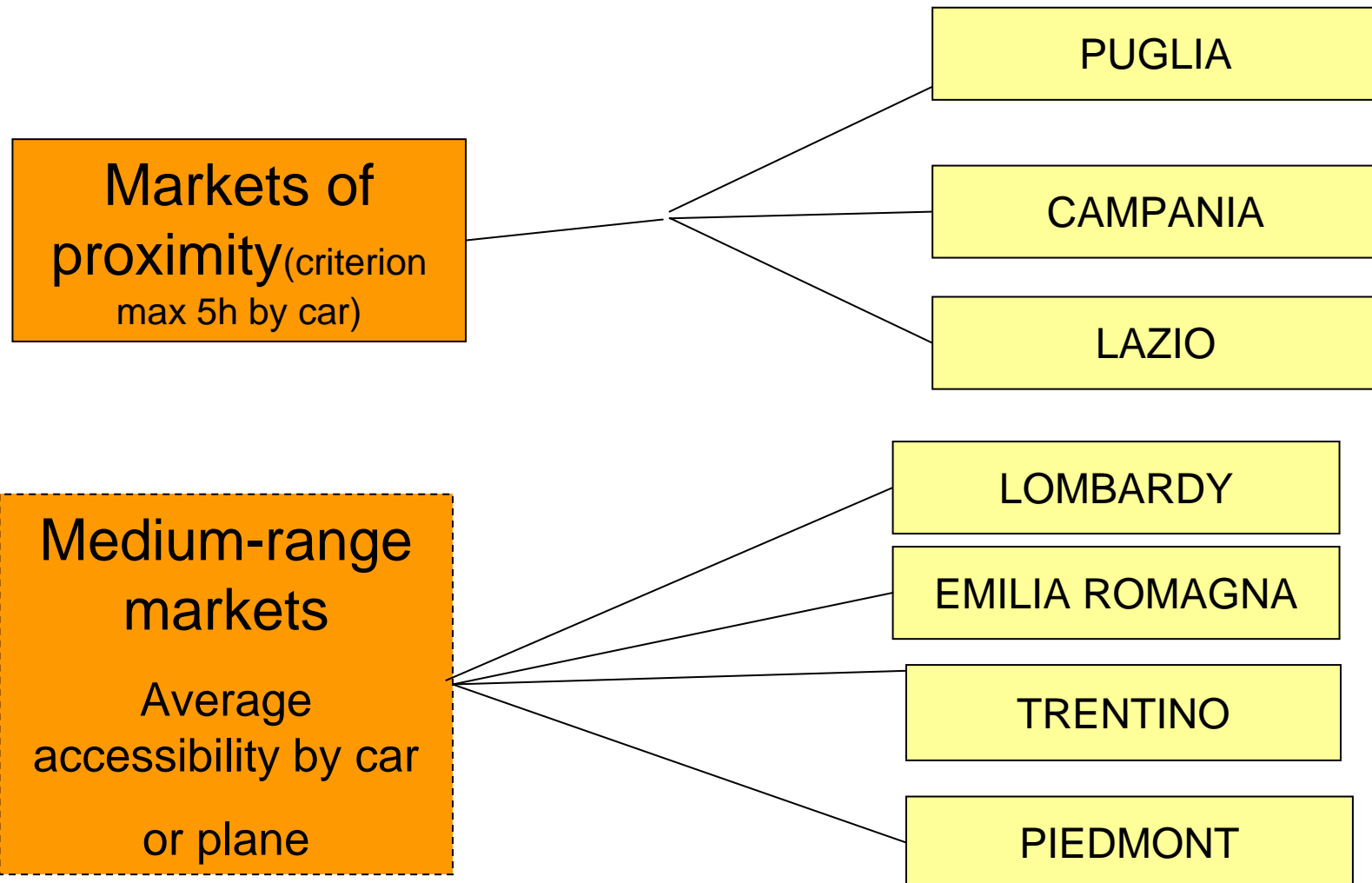
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# Italian objective-markets

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# 2 - Product strategy:

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The product strategy focuses on increasing the attractiveness and competitiveness of the Basilicata brand in the tourist market.

The content of this brand revolves around a concept: “Basilicata, secret garden”.

From the idea of a region with a pristine landscape, hidden, secret, the invitation to discovery.

The pay-off: 2009-2011 Basilicata. Beauty discovered.

But it is Basilicata's image as a tourist destination that still needs to be affirmed.

## Destinations

- Tourist Basilicata: promoting the region through the claim “Basilicata. Beauty discovered” that, in the first stage, articulates the concept “Basilicata, the secret garden of the Italians”;
  
- Stories of territories and memorable experiences
  - Calendar (promoting Tourist Basilicata through significant initiatives, events and attractors over the course of the year)
  - Basilicata. Adventure Destination; The Basilicata of Natural Parks; History and stories of Basilicata;
  - Thematic offerings and “product clubs” (bicycle tourism, film tourism, etc.)
  - PIOT events

# Basilicata

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**Matera in  
Basilicata**

**Metapontino  
in Basilicata**

**Maratea in  
Basilicata**

**Basilicata  
history**

**Basilicata  
bike**

**Basilicata  
nature**

**Basilicata wine  
and food**

# Product portfolio and priorities:

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## □ **PRIMARY PRODUCTS**

- Sea and beach
- Culture and discovery
- Outdoor/nature tourism
- Green/nature tourism

## □ **SECONDARY PRODUCTS**

- Archaeology Sea and beach
- Events
- Experiential tourism
- Wine and food
- Snow

# 3 - Promotional marketing strategy

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- Promotional campaigns inside and outside the Region
  - Media campaign
  - Editorial productions
  - Consciousness-raising actions targeted at stakeholders and decision-makers
- Marketing campaign
  - Conventional marketing (fairs and markets, educational and press tours, workshops and events)
  - Unconventional marketing (street marketing, in-store promotions, guerrilla marketing, etc.)

# Media campaign

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- ❑ Campaigns supporting the Basilicata brand
- ❑ Campaigns on specific tourist products
- ❑ Campaign to raise the awareness of local populations
- ❑ Raising the awareness of stakeholders

# Main campaigns supporting the Basilicata brand

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## Communication to strengthen the Basilicata brand

### ■ In Italy

#### □ National

- “Basilicata, secret garden of the Italians”, “Basilicata. Beauty discovered” campaign
- Television and radio campaign through the Global Design project
- Travel diary – History and stories of Basilicata

#### □ Internal (Basilicata and bordering regions) to increase the pride of Basilicata residents and strengthen the Basilicata brand in bordering regions

- Internal campaign (summer and winter and for events)
- Agreement with RAI 3 for weekly features in the program “Buongiorno Regione”
- Basilicata Travel News bulletin publicising APT activities

### ■ abroad

- Implementation and maintenance of foreign sites
- UK - Campaign in the UK market “A masterpiece waiting to be discovered”
- Holland - Campaign in the Dutch market “Secret Italy and beauty discovered”
- FRANCE – UNCONVENTIONAL MARKETING

## Communication to promote destination and experiential tourism

- Promotion of the “product clubs” in various media
- Campaign supporting events anticipated in the PIOTs

# Editorial production: objectives

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The design and production of editorial and promotional material must be addressed towards the following objectives:

1. The strengthening of products supporting the Basilicata brand (the guidebook Paesaggi d'Autore (Designer Landscapes) - Basilicata, the sea, art cities, Matera and Potenza, etc.) and the development of products dedicated to experiential tourism (bicycle tourism, snow sports, etc.) following the objectives and strategies suggested by the Regional Tourism Plan (RTP);
2. The **"targeting" of the products**, i.e., the design of the various ranges based on the different distribution needs of the products in the totem of the hospitality structures of the region, at Italian and international fairs;
3. Completion and/or expansion of the ranges following the criteria of a **thematic classification**, meeting the need for a common graphic appearance and coordinated communication;
4. Creation of specific material to promote the Basilicata destination, suitable for mass promotions
5. Creation of promotional-sales material that collects the proposals and offerings of Basilicata operators ("product clubs")
6. Support for municipalities, tourism boards and non-profit associations that deal with territorial entertainment and event promotion, even of international value (Volo dell'Angelo).



# Editorial plan

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- ❑ Conceptual restyling of the material that becomes a promotional operating tool with respect to the general objectives of APT Basilicata
- ❑ **Editorial plan structure:**
  - High-range product
  - Promotional material for fairs and shows (thematic products, previews and DVDs)
  - Promotional material (must contain the operators' products and commercial offers: sales guide; “product clubs”)
  - Welcoming informational material (maps, guides and the “Basilicata in Tasca” and the “Sport & Natura” series)

# 2011 editorial plan - High range

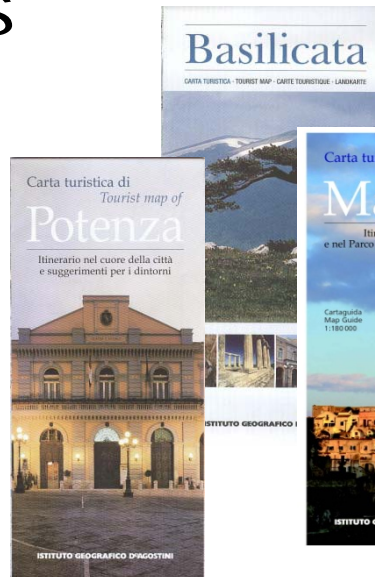
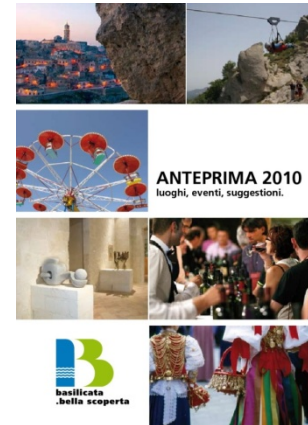
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- ❑ Basilicata Seen from the Sky
- ❑ Set in Basilicata
- ❑ DVD "Basilicata coast to coast"



# 2011 editorial plan - Promotional material

- Restyling thematic products
- 2011 preview
- Tourist maps
- Product clubs
- Sales guide
- DVD
- CD yearbook



# 2011 editorial plan - Welcoming products



- ❑ The tourist guide “Basilicata, Viaggio d'autore per esploratori del bello”
- ❑ Extracts from the tourist guide “Basilicata, Viaggio d'autore per esploratori del bello”
- ❑ “Basilicata in Tasca” series
- ❑ “Basilicata Sport & Natura” series



# 2011 editorial plan - welcome distribution



Since 2007, APT has made display totems and promotional material available to most of the hospitality structures and principal information points of the region, guaranteeing the delivery of promotional media three times a year (spring, summer and winter)

Created to satisfy the needs of tourists and territorial promotion, it is also an important opportunity for periodic contact between APT and our operators, bringing the agency and operators closer together.

Those currently benefiting from the service include 240 hospitality businesses (three, four and five-star hotels, resorts, tourist villages and campsites) and 89 museums, info points, tourism boards, parks and consortia that display the material supplied by APT Basilicata in their structures. The material is distributed three times per year (spring, summer and winter) for a total of 550,000 copies.

The distribution plan is designed to take into account the needs of the structures and tourist flows estimated on the basis of occupancy data for preceding years. For 2011, we anticipate a further increase of our informational presence in the territory.

# Marketing campaign

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Marketing and promotion operational actions will be of three types:

- 1. Conventional marketing**
- 2. Unconventional marketing**
- 3. Web marketing and e-marketing 2.0**

The operating logic will be the following:

## **Conventional marketing actions to support trade from a B2B point of view, especially in foreign markets**

- Partnership agreements with Italian and foreign TOs (agreement with travel distributors in chains of shopping centres)
- Launch of “product clubs” in Italy and abroad

## **Unconventional marketing actions, primarily in the Italian market and addressed to final consumers (B2C)**

- Presence in shopping centres;
- “Guerrilla” marketing

## **Co-marketing and co-branding agreements (with partners from outside the tourism sector)**

## **Web marketing actions addressed to Italian and international B2Cs**

# Marketing campaign

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- **Conventional or classic marketing**
  - Tourism markets and fairs;
  - Educational tours addressed to *CRALs (leisure time groups)*, *Tour Operators and Travel Agencies*;
  - Workshops to bring together foreign demand with Basilicata's tourism supply;
  - Cooperation for events organised with public and private subjects;
  - Editorial production and distribution through totems (approximately 300) of APT Basilicata's editorial material;
  - Presentations of destination Basilicata to the media and Tourist Operators (primarily the international market)
  
- **Unconventional marketing**
  - Basilicata on the street (“guerrilla” marketing actions)
  - *Basilicata in film (guerrilla marketing actions in Italian movie theatres)*
  - *Basilicata in the store (promotions in large-traffic shopping centres)*
  - Marketing in cooperation with companies and producers. Co-branding model
  
- **Webmarketing and marketing 2.0**
  - e-marketing campaigns
  - e-newsletters
  - Banner and editorial campaigns on tourist portals
  
- Implementation of new promotional marketing strategies/“product clubs”
  
- Event Promotion 2011 PIOT

# Tourism Markets and Fairs

We intend to achieve the macro objectives of the 2011 with the following marketing actions with international resonance  
**Several select fairs are necessary for strengthening the *Basilicata brand*, while others serve to promote forms of tourism in Basilicata (outdoor, bicycle tourism, etc.)**

## FOREIGN

Evento	Dove	Periodo	Che cos'è
Vakantiebeurs	Utrecht	11 -16/01/2011	E' la più grande fiera turistica che si svolge in Olanda all'inizio di ogni anno ed è anche l'occasione per incontrare i professionisti del turismo. La manifestazione è considerata un attendibile indicatore del settore, riscontrata l'importanza
F.re.e.	Monaco	23 - 27/02/2010	La più grande fiera organizzata nella Germania del sud per i viaggi, il divertimento, il benessere e lo sport
ITB	Berlino	9 -13 /03/ 2010	La più grande rassegna internazionale del turismo dedicata al trade e al grande pubblico. Promozione delle destinazioni paese/regioni e aree tematiche (turismo culturale, ecoturismo,
MITT	Mosca	17 - 20/03/2010	La MITT è una delle cinque più grandi esibizioni sul turismo del Mondo e la più grande della Federazione Russa. La MITT vi mette in contatto con un paese con enormi potenzialità legate al Turismo di medio-alto livello dandovi l'opportunità di promuovere i
Eurobike	Friedrichshafen, Germany	31/08 - 03/09/2010	
WTM	Londra	08 - 11/11/2010	La World Travel Market è una fiera business to business che offre un'opportunità unica di realizzare incontri, creare contatti e prendere accordi commerciali

## ITALY

Evento	Dove	Periodo	Che cos'è
BIT	Milano	17 - 20/02/2010	La BIT, Borsa Internazionale sul Turismo, è l'evento che promuove i prodotti e i servizi turistici nazionali e internazionali.
BMT	Napoli	26 - 28 /03/2010	La BMT, Borsa Mediterranea sul Turismo, è l'evento che promuove il mercato turistico del Mediterraneo.
Ecotur	Chieti	/04/2010	L'Ecotur è la Borsa Internazionale del Turismo Natura.
TTI	Rimini	6-8/10/2011	TTI promuove i prodotti e i servizi turistici nazionali e internazionali.
BMTA	Paestum	18 - 21/11/2010	La BMTA, Borsa Mediterranea del Turismo Archeologico, è l'evento che promuove la commercializzazione di prodotti turistici specifici e l'approfondimento di temi inerenti la tutela, la fruizione, la valorizzazione dei beni culturali e la cooperazione cultura
BTS	Montecatini		La BTS è la Borse del Turismo Sportivo. Tivolta a tutti gli operatori che intendono vendere la vacanza attiva.



# Tourism fairs and presentations

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## □ Thematic tourism fairs

The creation of “product clubs” (consortia) obligates us to attend specialised fairs such as, for example:

- Eurobike, Friedshaffen, Germany

## □ Presentations

To increase awareness of Basilicata as a tourist destination, we think it is appropriate to produce a series of presentations addressed to the media and sector Operators

- the presentations will be made using the offices and support of ENIT (Italian National Tourism Agency) in the primary objective markets. APT will exploit the knowledge and contacts of the various ENIT offices with both the media and sector Operators.
- we will favour cooperation with the Region's Internationalisation Office and the Commissione dei Lucani (Basilicata natives around the world)
- we will also make use of Italian Cultural Institutes, where possible

# Educational and B2B Press Tours

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## ITALY

### *Educational tours addressed to CRALs (leisure time groups) and Tour Operators*

- ❑ CRALS, TOs – Emilia Romagna
- ❑ CRALS, TOs - Lazio
- ❑ CRAL Italia - Lombardy

### *Educational tours addressed to journalists and the media*

- ❑ Educational tour for Italian media – High Priority

## FOREIGN

### *In collaboration with foreign correspondents:*

- ❑ Educational tours for each objective country
- ❑ Press tours for each objective country

### *In collaboration with other partners:*

- ❑ Educational tours with Russian Travel Agencies that sell the products developed by the TOs with which we will make agreements
- ❑ Educational tours-inspection visits with foreign TOs specialising in biking and walking products

# Marketing actions in collaboration with non-profit agencies and associations

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**The initiatives included in this item have to do with marketing actions directed towards several tourism segments in Basilicata to optimise the exploitation of specific niche tourisms that attract great interest in the market.**

**Basilicata Region, Department of Productive Activities,  
Internationalisation Office**

Event in Cologne – January 2011

Event in Stockholm – February 2011

# Web Marketing and Marketing 2.0

## Tourist Basilicata on the Web

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- e-marketing campaigns
- e-newsletters
- Banner and editorial campaigns on tourist portals



Tanti consigli per splendide vacanze in [Basilicata](#)



Racconta la tua Basilicata su [Trivago](#)



blog  
eventi



luccania  
lab



patrimonio  
culturale



discover  
Basilicata



APT  
Basilicata



[www.basilicata.travel](http://www.basilicata.travel)

# Web Marketing and Marketing 2.0

## Tourist Basilicata on the Web

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It is necessary to reorganise the Basilicata web system through:

- ❑ New restyling of the basilicata.travel web site
- ❑ introduction of new functionalities
- ❑ Integration of the APT corporate web site
- ❑ 2.0 functionalities
- ❑ introduction of the Destination Management System (DMS) platform  
adequate for promotional marketing

# Web marketing plan

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- 1) B2C newsletter campaign**
- 2) acquisition of address database**
- 3) implementation of e-mail marketing with monthly frequency**
- 4) online media campaign (banners and editorial content on tourist portals)**
- 5) online PR campaign (trivago, Zoover, etc.)**

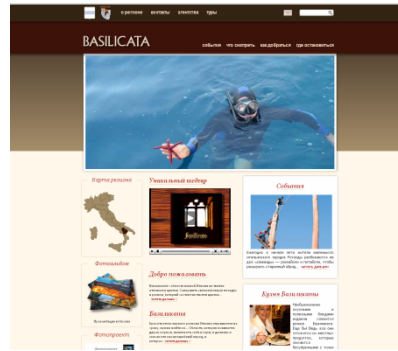
**Note: Need to acquire technical assistance to support these strategic actions through outsourcing**

# Mini Sites

www.discoverbasilicata.com

RUSSIA

[www.italia-basilicata.ru](http://www.italia-basilicata.ru)



HOLLAND

[www.visitbasilicata.nl](http://www.visitbasilicata.nl)



UNITED KINGDOM

[www.discoverbasilicata.co.uk](http://www.discoverbasilicata.co.uk)

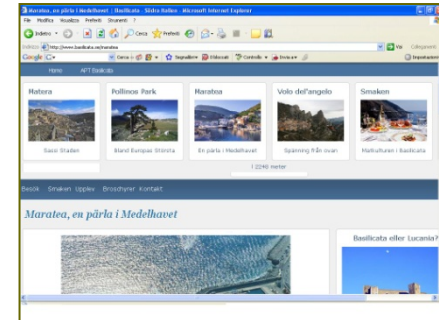


GERMANY

[www.visitbasilicata.de](http://www.visitbasilicata.de)



[www.basilicata.se](http://www.basilicata.se)



# Sites

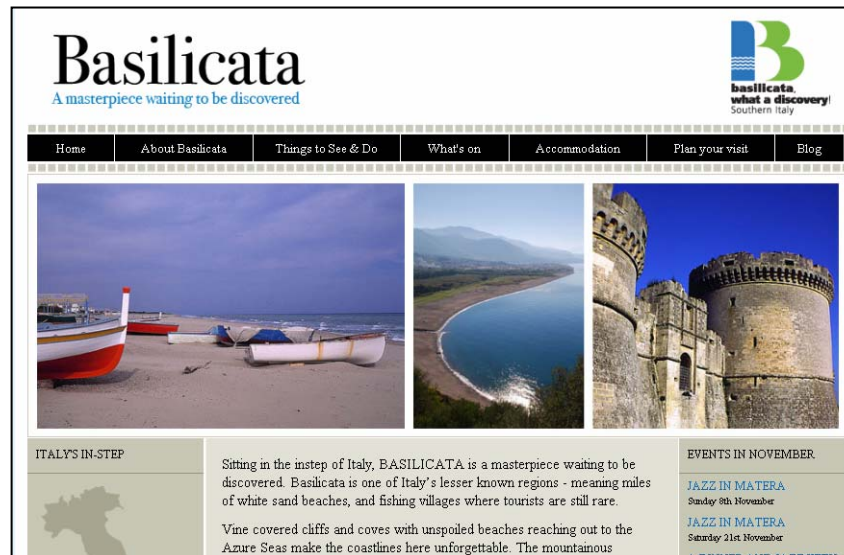
www.discoverbasilicata.com

Basilicata Bike

Quality B&Bs

Basilicata Glamour

Basilicata Walking



The screenshot shows the homepage of the Basilicata website. At the top left, the word "Basilicata" is written in a large, serif font, with the tagline "A masterpiece waiting to be discovered" underneath. To the right is a logo consisting of a stylized blue and green letter 'B' with the text "basilicata. what a discovery! Southern Italy" below it. A horizontal navigation menu contains the following items: Home, About Basilicata, Things to See & Do, What's on, Accommodation, Plan your visit, and Blog. Below the menu are three large images: a boat on a beach, a coastline with mountains, and a stone castle tower. At the bottom, there are two columns of text. The left column is titled "ITALYS IN-STEP" and features a map of Italy with Basilicata highlighted. The right column is titled "EVENTS IN NOVEMBER" and lists two events: "JAZZ IN MATERA" on Sunday 9th November and "JAZZ IN MATERA" on Saturday 21st November.

**Basilicata**  
A masterpiece waiting to be discovered

basilicata.  
what a discovery!  
Southern Italy

Home About Basilicata Things to See & Do What's on Accommodation Plan your visit Blog

ITALYS IN-STEP

Sitting in the instep of Italy, BASILICATA is a masterpiece waiting to be discovered. Basilicata is one of Italy's lesser known regions - meaning miles of white sand beaches, and fishing villages where tourists are still rare.

Vine covered cliffs and coves with unspoiled beaches reaching out to the Azure Seas make the coastlines here unforgettable. The mountainous

EVENTS IN NOVEMBER

JAZZ IN MATERA  
Sunday 9th November

JAZZ IN MATERA  
Saturday 21st November





blog  
eventi

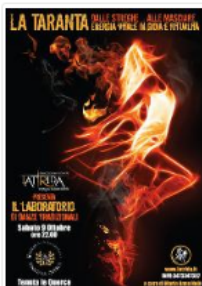
# www.basilicata.travel/blog

News, eventi e informazioni: la Basilicata da scoprire...

## Basilicata Travel

### Presentazione dei laboratori di danze iatriche e tradizionali e di tecniche di suono su tamburi a cornice a Potenza

Posted by [Michela](#) in [Eventi](#) on 8 ottobre 2010



Sabato 9 Ottobre alle ore 22.00 presso la vineria "Tenuta Le Querce" a Potenza in via del Gallitello 131, si terrà la presentazione dei laboratori di danze iatriche e tradizionali e di tecniche di suono su tamburi a cornice a cura di Maria Anna Nolè, accompagnati per l'occasione dallo spettacolo "Vertigini" della compagnia "Iatrida" con la partecipazione del gruppo di tamburelliste "Taranda".

Il laboratorio che verrà presentato è un vero e proprio processo pedagogico il cui obiettivo è favorire lo sviluppo personale e l'espressione di sé attraverso la pratica cosciente del movimento proprio perché il corpo è portatore di simboli, di proiezioni di fantasmi personali e luogo di archetipi e, attraverso la danza, ogni individuo può, sia singolarmente che in gruppo, esprimere i propri disagi, i propri conflitti, le proprie emozioni. A ritmo di taranta, pizzica, tammurriata e tarantelle, bisogna sciogliersi da rigidità e inibizioni, per scoprire le realtà parallele in cui ci proietta la danza attraverso il ritmo dei

tamburi.

Info: [www.iatrida.it](http://www.iatrida.it)

Cell: 3475347507 (Maria Anna Nolè)

[danze tradizionali](#), [maria anna nolè](#), [pizzica](#), [potenza](#), [presentazione dei laboratori di danze iatriche e tradizionali](#) e di tecniche di suono su tamburi a cornice, [tammurriata](#), [tamburo](#), [taranta](#), [tenuta le querce](#)

Nessun commento

### AGLIANICA WINE FESTIVAL 2010 a Venosa

Posted by [Michela](#) in [Eventi](#) on 4 ottobre 2010

TRIPADVISOR



Scopri che cosa dicono i viaggiatori di TripAdvisor sulla [Basilicata](#).

MATERA

TRAVELLERS' CHOICE™  
DESTINAZIONI 2010  
VINCITORE

Matera  
 tripadvisor.it

Cerca  GO

CONTATTACI

Per informazioni, suggerimenti e comunicazioni scrivete a [eventi@aptbasilicata.it](mailto:eventi@aptbasilicata.it)

LA BARCA BASILICATA AL GIROVELA 2010



TESORI DI BASILICATA



Arte, cultura e tradizioni.

Oltre i luoghi comuni.

FACEBOOK

Daily event news,  
news from the web and from  
Basilicata

Scores of posts published  
every month on events,  
news and activities  
of APT Basilicata

Through RSS feeds to users  
can be updated  
daily





lucania  
lab

[www.basilicata.travel/lucanialab/](http://www.basilicata.travel/lucanialab/)

## Laboratory for experimenting with digital languages

### Lucania Lab


Nuove esperienze di racconto del territorio

HOME INFO ABBONATI AL FEED

Cerca...

#### Articoli recenti

Cittadinanza nei mondi online: ieri, oggi domani.  
Pubblicato il 27 marzo 2010 - 23:05h. Luca Nessun commento >



Basilicata.travel Blog

LA NOTTE DELLA LUCE a Muro Lucano  
IL VIAGGIO OLTRE LA DISABILITA' Workshop con Michelangelo Frammarino  
XXII EDIZIONE DEL PREMIO "VENOSA DONNE- NADA BAGNO"  
FESTIVAL POTENZA TEATRO III EDIZIONE - BIENNALE DEI CORTI TEATRALI

Cerca...



patrimonio  
culturale

# www.basilicata.travel/cultura/

Home Blog

## Basilicata Travel

Navigare la Basilicata in Rete

  
Cerca

Percorsi  
[Basilicata.social]

Personaggi

Storie e luoghi

Suggerimenti

Visioni

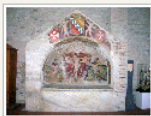
[Basilicata.mobile]



### Parchi archeologici lucani (0)

21/6/10 • Tracce riemerse dalla terra. Storia e cultura di antiche civiltà raccontate per mezzo dell'archeologia, da rivivere non solo nei poli museali dislocati sul territorio ma anche nelle aree archeologiche lucane: Grumento, Vaglio di Basilicata (Serra, Rossano), Venosa (Città Romana, Notarchirico), Metaponto (Tempio di Apollo Licio, Necropoli di Crucinia, Tavole Palatine), Policoro, Tricarico. Camminando nel parco archeologico [...]

Basilicata Istituzionale: [APT](#) | [Regione Basilicata](#) | [Cos'è Basilicata.travel?](#)



### Roberto il Guiscardo (9)

20/4/09 • Ammantato di leggenda e di fascino, in lui si fondevano saggezza e prodezza.

Qualità di un buon cavaliere, figlio del suo tempo: il Medioevo.

Roberto d'Altavilla, detto il Guiscardo, ossia l'astuto (Hauteville 1015 circa – Cefalonia 1085), fu conte e poi duca di Puglia, Calabria e Sicilia per investitura di Papa Niccolò II, durante il Concordato [...]



### Basilicata: una regione per il cinema (1)

04/9/09 • Ha fascino. Primitivo e arcaico. Stupisce con doti insospettite. Prescelta

soprattutto per i paesaggi rupestri materani, percorsi e ripercorsi da numerose pellicole, la Basilicata è diventata set a cielo aperto e terra di festival cinematografici e di nuova conquista per i cacciatori di location.

Dal 1950 al 2009 in Basilicata sono stati girati circa 40 film. [...]



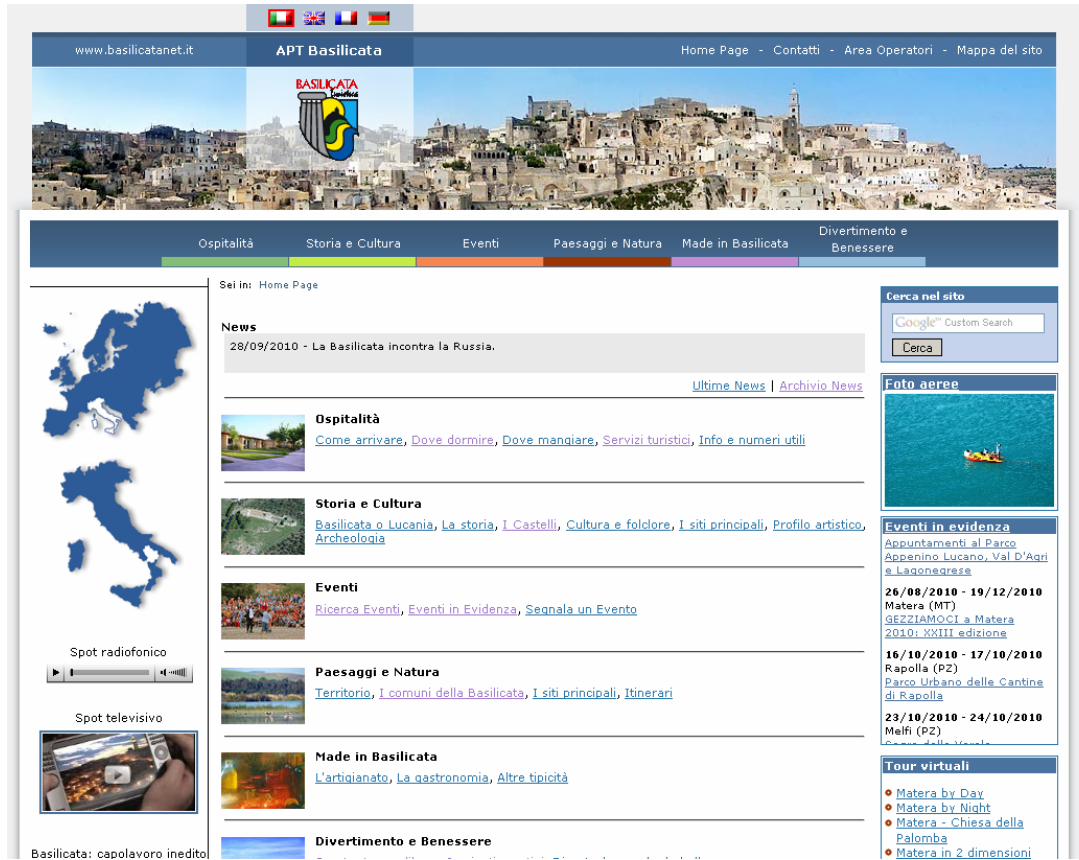
### Tra arte e fede: la statua della Madonna del Pollino di Daphnè Du Barry (1)

25/9/09 • Il cielo non sembra tanto distante dall'alto della montagna regina dell'Appennino Lucano. E qui sul

Pollino, tra straordinari doni della natura, immersi in un'atmosfera rarefatta sembra più facile invocare Dio e pregare la Vergine Maria. Tra i silenzi rotti solo dai versi della variegata fauna che popola l'area, tanti religiosi trovano il giusto raccoglimento e numerose [...]

**Project to publicise Basilicata's cultural heritage consisting of about 300 information sheets with multimedia content and links.**

**The sheets are divided into 5 categories with an internal search engine.**



The screenshot shows the homepage of the APT Basilicata website. At the top, there are navigation links for Home Page, Contatti, Area Operatori, and Mappa del sito. The main header features a large banner image of a historic town in Basilicata. Below the banner is a horizontal menu with categories: Ospitalità, Storia e Cultura, Eventi, Paesaggi e Natura, Made in Basilicata, and Divertimento e Benessere. The main content area is divided into several sections:

- News:** A recent article from 28/09/2010 titled "La Basilicata incontra la Russia." with links for "Ultime News" and "Archivio News".
- Ospitalità:** A section with a sub-header "Come arrivare, Dove dormire, Dove mangiare, Servizi turistici, Info e numeri utili".
- Storia e Cultura:** A section with a sub-header "Basilicata o Lucania, La storia, I Castelli, Cultura e folklore, I siti principali, Profilo artistico, Archeologia".
- Eventi:** A section with a sub-header "Ricerca Eventi, Eventi in Evidenza, Segnala un Evento".
- Paesaggi e Natura:** A section with a sub-header "Territorio, I comuni della Basilicata, I siti principali, Itinerari".
- Made in Basilicata:** A section with a sub-header "L'artigianato, La gastronomia, Altre tipicità".
- Divertimento e Benessere:** A section with a sub-header "Benessere".

On the right side of the page, there are several utility boxes:

- Cerca nel sito:** A search bar with a "Cerca" button.
- Foto aeree:** A small image showing a boat on the water.
- Eventi in evidenza:** A list of highlighted events:
  - 26/08/2010 - 19/12/2010: Appuntamenti al Parco Appennino Lucano, Val D'Agnone e Lagonegrese.
  - 16/10/2010 - 17/10/2010: Rapolla (PZ) Parco Urbano delle Cantine di Rapolla.
  - 23/10/2010 - 24/10/2010: Melfi (PZ) Parco della Vittoria.
- Tour virtuali:** A list of virtual tours:
  - Matera by Day
  - Matera by Night
  - Matera - Chiesa della Palomba
  - Matera in 2 dimensioni

At the bottom left, there are controls for "Spot radiofonico" and "Spot televisivo".

The Agency's institutional site, which is updated daily with news and events.

In the sections of the portal, it is possible to find all useful information about hospitality, history, crafts, tourist services and what to see and do in Basilicata

# Social Media Marketing

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- Markets are conversations



# facebook.

- the largest social network in the world with more than 500 million active users
- Users throughout the world can contact us and request information or send messages about events or news
- Direct communication offers possibilities to promote the region through the word of mouth that is typical of the web and these social tools
- APT Basilicata.travel 3,450 friends
- Basilicata Fan Page 1,689 fans
- Creation of an editorial board that will manage 2.0 social activities as a community manager





**twitter** Search Home Profile Messages APTBasilicata

**Basilicata Travel**  
@APTBasilicata BASILICATA  
<http://basilicata.travel>

basilicata .bella scoperta

Edit your profile →

Timeline Favorites Following Followers Lists

**APTBasilicata** Basilicata Travel  
Presentazione dei laboratori di danze iatriche e tradizionali e di tecniche di suono su tamburi a cornice a Potenza <http://ff.im/-rHPD9>  
2 hours ago

**APTBasilicata** Basilicata Travel  
AGLIANICA WINE FESTIVAL 2010 a Venosa <http://ff.im/-rwTVK>  
4 Oct

**APTBasilicata**  
699 Tweets 55 Following 226 Followers 7 Listed

Following 55 Followers 226

Similar to @APTBasilicata

- Stefan\_Art** · Follow  
Stefan Caiafa
- andrewnelson** · Follow  
Andrew Nelson
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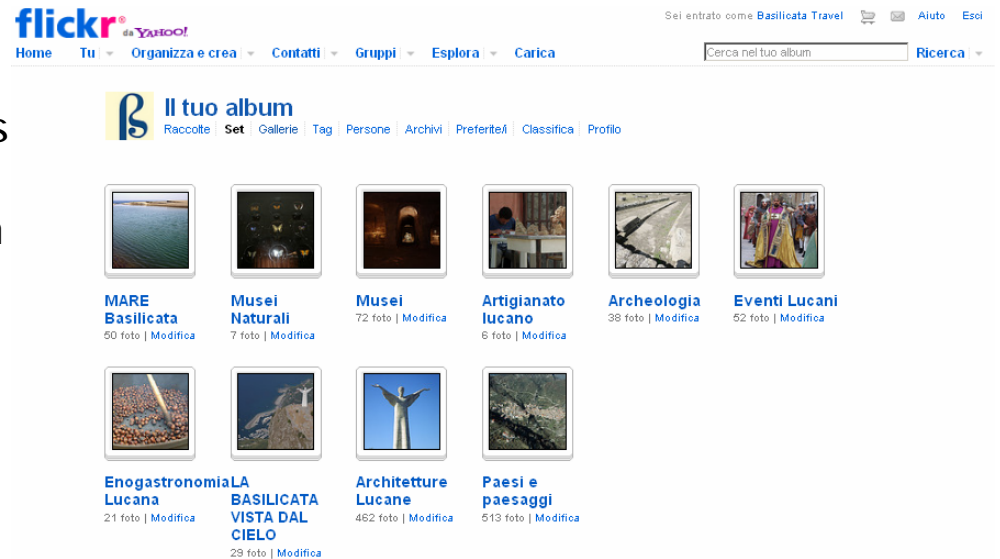
About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts  
Businesses · Media · Developers · Widgets · © 2010 Twitter

- ❑ 55 following
- ❑ 226 followers
- ❑ 699 tweets
- ❑ News is published daily through the blog
- ❑ Creation of an editorial board that will manage 2.0 social activities as a community manager



[www.flickr.com/photos/basilicatatravel/](http://www.flickr.com/photos/basilicatatravel/)

- The most famous site in the world for sharing photographs
- All photographs are associated to key words so they can be found quickly in search engines
- 2,050 photographs uploaded in the APT channel
- 17,323 views
- When searching for Basilicata, more than 33,800 results are returned
- Creation of an editorial board that will manage 2.0 social activities as a community manager







[www.youtube.com/user/aptbasilicata](http://www.youtube.com/user/aptbasilicata)

- Site known throughout the world for video sharing
- APT Basilicata channel with promotional videos that are viewed and commented on by users



Videos	Channel views on youtube
Basilicata Capolavoro Inedito	12,300
Basilicata in scena	30,000
Basilicata Autentica	76,938
Basilicata Bella Scoperta	12,000



## Google maps: Apt Basilicata on Google maps (1109 impressions)

### Agenzia di Promozione Territoriale della nelle vicinanze di Lucania

[Territorio](#) Link sponsorizzati

Enel GreenPower. Un impegno senza confini in 14 Paesi nel Mondo  
[www.enel.com](http://www.enel.com)

[Agenzia di Promozione Territoriale della Basilicata](#) [- altre informazioni >](#)  
Via del Gallitello, 89, 85100 Potenza - 0971 507 611

[Agenzia di Promozione Territoriale della Basilicata](#) [- altre informazioni >](#)  
Via De Viti De Marco, 75100 Matera MT - 0835 331 983

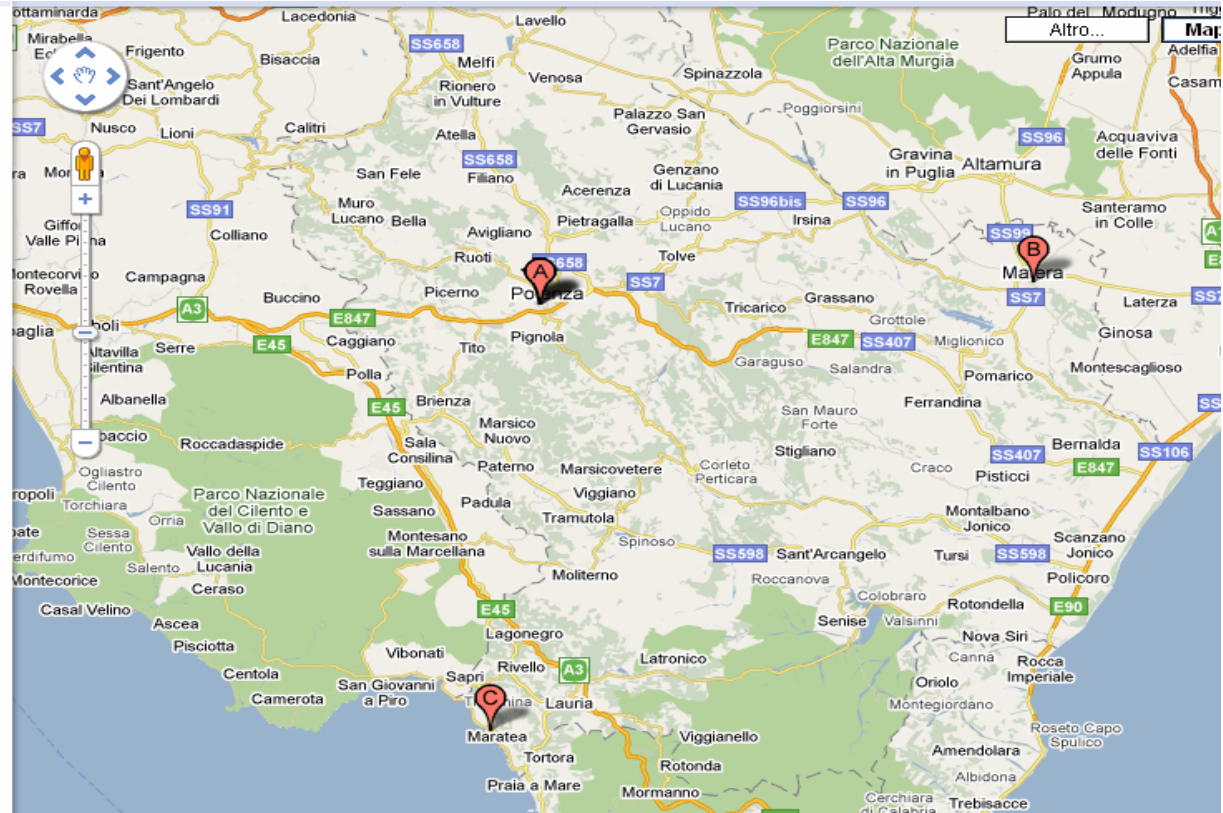
[Agenzia di Promozione Territoriale della Basilicata](#) [- altre informazioni >](#)  
Piazza del Gesù, 32, 85046 Maratea - 0973 876 908

[Vedi tutti i 2.687 risultati per Agenzia di Promozione Territoriale della](#)

[Agenzia di promozioni](#) Link sponsorizzati

Quaderno di Viaggio Sales Promotion **Promozione** vendite e fidelizzazione  
[www.quadernodiviaggio.com](http://www.quadernodiviaggio.com)

[Hostess virtuali ideali](#)  
per punti vendita e reception interattive ed economiche  
[www.gruppodse.it/VirtualHostess](http://www.gruppodse.it/VirtualHostess)



The new APT will include geolocalisation

## **Implementation of new promotional marketing strategies/creation of “product clubs” (consortia)**

1. Implementation and management of the project through the creation of “product clubs”;
  2. Actions to raise the awareness of Basilicata operators:
    1. Sending a specific newsletter in July/August;
    2. In September, scheduling five presentation meetings in the territory;
    3. Direct contacts.
- Acquisition and management of “product clubs” membership contracts;
  - Preparation of a specific action plan for the “product clubs”;
  - Creation of a new web platform specifically to support the “product clubs”.
  - Specific management and promotion of “product clubs” through e-mail marketing and press PR actions

# Integrated territorial projects

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- ▣ Technical support and cooperation with PIOT partners to define 2011 events and marketing actions.
- ▣ Final reporting of 2010 activities (completion)

# Support actions for the media

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- ❑ APT-UNCI/La Nuova TV initiative for the promotion of regional tourist attractions whose principal target is young people (at Informa Giovani [youth information] offices)
- ❑ Coordinated radio and TV promotional initiatives with Global Design (CK e Associati)
- ❑ Communication activities supporting initiatives promoted by public agencies and associations addressed to specific targets

# Institutional technical support activities

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- Participation in the Committee for the 150th Anniversary of the Unification of Italy.
- Participation in the Committee for the 40th Anniversary of the Founding of the Region.
- Participation in the Basilicata Region-Petroleum Company Joint Commission.

# Support for local Tourism Boards

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- Management and implementation of regional laws supporting Tourism Boards.
- Assessment of activities and allocation of grants.

# Management of tourism grants

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- ❑ Management of grants for scholastic, social and congress tourism.
- ❑ Management of grants for tourist consortia and travel agencies.



# Statistical activities

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- Statistical monitoring and control.
- Sampling surveys.
- Production of the Statistical Digest and Yearbook.

# Information Offices

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## ▣ IAT Information Offices

Partnership initiatives with cities where APT already has a presence: Matera, Maratea and Potenza.

Support for other IAT offices that will be established in the territory.

# Reclassification of hospitality structures

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- ❑ Coordination with provinces and creates of a reclassification task force
- ❑ Training and organisational planning.
- ❑ Implementation plan.

# Special projects

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- ❑ Implementation of the “Paesaggi d'autore” project (in collaboration with the AA-PP department.)
- ❑ Completion of the “Cultura Basilicata web 2.0” project. Parallel development of the “Matera Città narrata” initiative for advanced forms of promotion of the scenic and cultural heritage of Basilicata (Visual Radio project, permanent installation in Matera and publication of a promotional e.book).

# Great Attractors project (1)

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- Coordination and implementation of strategic actions supporting the creation of new-generation great attractors:
- Special Senisese-Pollino project (development of the “Landing of the Greeks in the West”, a spectacular installation on Senise sea wall. Technical support for the implementation of the “Volo dell’aquila” (Flight of the Eagle) in San Costantino Albanese.

# Great Attractors project (2)

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- ❑ Special Val d'Agri project
- ❑ Technical assistance for the project to promote the Grumentum Archaeological Park (implementing subject Regional Superintendency) and the interpretation centre in the former stable of the Castle of Grumento Nova
- ❑ Implementation of the "City of Light" energy theme park project – (area near air field)

# Great Attractors project (3)

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- ❑ Technical support for the implementation of the project to promote Santa Maria d'Orsoleo – “The Human Adventure of Monasticism”
- ❑ Definition of complementary actions supporting the strategic strengthening of the regional attractiveness through the great attractors project.
- ❑ Identification of governance and management models.

# Protocol of Understanding with the Municipality of Venosa

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- Definition of a strategic design for the exploitation of the tourist resources of the City of Venosa. (APT-Municipality of Venosa Protocol, 23rd December 2010)



# Tourism Day

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- Preparation and organisation of Tourism Day.
- Policies, strategies and actions supporting the growth of tourism in Basilicata.
- Possible period end of January/February