

MANAGEMENT OF TOURISM DESTINATIONS

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The importance of influencing the tourists' perception of a destination by implementing a strategic marketing plan

FINAL MASTER PROJECT

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Table of contents

List of figures and tables.....	03
Abstract.....	06
1. Introduction.....	07
<i>1.1 Objective and structure.....</i>	<i>07</i>
2. Literature review.....	08
<i>2.1 The centrality of perception in the decision-making process.....</i>	<i>08</i>
<i>2.2 How a marketing plan can influence tourists' perception</i>	<i>09</i>
<i>2.3 The elements that form the perception of a destination.....</i>	<i>10</i>
<i>2.4The importance of addressing an image that responds to specific needs and is then confirmed by experience.....</i>	<i>12</i>
3. Methodology.....	14
<i>3.1 Quantitative analysis.....</i>	<i>14</i>
<i>3.2 Questionnaire.....</i>	<i>15</i>
4. Results.....	16
5. Conclusions.....	23
6. Case study: Costa Daurada	24
<i>6.1 Presentation of FEHT.....</i>	<i>24</i>
<i>6.2 Presentation of Costa Daurada.....</i>	<i>27</i>
7. Marketing Plan for Costa Daurada.....	29
<i>7.1 Introduction.....</i>	<i>29</i>
<i>7.2 Mission, Vision, Values.....</i>	<i>30</i>
<i>7.3 Swot Analysis.....</i>	<i>31</i>
<i>7.4 Situation analysis and life cycle.....</i>	<i>32</i>
<i>7.5 Market segmentation.....</i>	<i>41</i>

<i>7.6 Positioning, branding & image</i>	42
<i>7.7 Strategic lines & action plan</i>	46
<i>7.8 Competitors of the destination</i>	64
<i>7.9 Product improvement areas</i>	66
<i>7.10 Conclusions</i>	66
8. Bibliography	67

List of figures and tables

Index of images

Image 1. Marco general de la formación de la imagen de un destino, Baloglu y McCleary (1999), pg.11

Image 2. "Maslow's pyramid of needs", Pearce 2005, pg. 13

Image 3. La imagen del destino y el proceso de decisión de compra, Chon, 1990, pg.13

Image 4. Professional collaborators of FEHT, FEHT Website, pg.25

Image 5. Collaborating partners of FEHT, FEHT Website, pg.25

Image 6. Costa Daurada map, Daurada Magazine 2021's last page, Pg 27

Image 7. Costa Daurada map, sunbonoo.com, Pg. 27

Image 8. Activities and attractions in Costa Daurada, Costadaurada.info, Pg. 31

Image 9. Tourism in Spain overview, Statista, Pg.33

Image 10. Tourist Area Life Cycle, Butler, 1980, Pg.40

Image 11. Logos of FEHT's collaborating partners, FEHT website, Pg. 42

Image 12. Colore motion guide, The Logo Company, Pg 43

Image 13. Daurada Magazine cover page, Memoria 2021 de la FEHT, Pg.50

Image 14. The activity of the Gabinet de premsa I content marketing 2021, Memoria 2021 de la FEHT, Pg. 61

Image 15. Benidorm y Costa Tropical, Referentes en turismo activo y de naturaleza, 5 Apr 2022, Hosteltur, Pg. 64

Image 16. Tenerife, Costa del Sol y Costa Daurada, Referentes en turismo familiar, 2 Apr 2022, Hosteltur, Pg.64

Index of graphs

Graph 1. Principales comunidades autónomas receptoras de turistas extranjeros en España durante el periodo 2007 a 2020, Pg.34

Graph 2. Número de turistas internacionales que visitaron España en 2021 por comunidad autónoma de destino principal, Pg. 34

Graph 3. Las comunidades autonomas con las mejores playas. Numero de playas con bandera azul en España en 2021, por comunidad autonóma, Fuente Adeac, Pg.35

Graph 4. Número de turistas internacionales alojados en los campings de las principals zonas turísticas de España en 2020, Statista, Pg. 35

Graph 5. Salou, Costa Daurada, Cambrils, Tarragona and Cataluña compared analysis, Google searches monitoring, Pg. 38

Graph 6. Bed offered, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci, Pg. 39

Graph 7. Arrivals, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci, Pg.39

Graph 8. Overnight stays, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci, Pg. 39

Graph 9. Average stay, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci, Pg. 39

Graph 10. Distribution of overnight stays by market, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci, Pg.41

Graph 11. Total overnight stays in a tourist accommodation, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci, Pg.41

Graph 12. Mediterranean destinations by a number of international tourist arrivals.

Tourism in the Mediterranean, 2015 edition, UNWTO Tourism Trends Snapshot, World Tourism Organization, Pg.64

Graph 13. International Tourist Arrivals in the Mediterranean. Selected advanced economy destinations Europe. Tourism in the Mediterranean, 2015 edition, UNWTO Tourism Trends Snapshot, World Tourism Organization, Pg.65

Graph 14. International Tourist Arrivals in the Mediterranean. Selected emerging economy destinations in Europe. Tourism in the Mediterranean, 2015 edition, UNWTO Tourism Trends Snapshot, World Tourism Organization, Pg.65

Graph 15. International Tourist Arrivals in the Mediterranean. Selected MENA (Middle East and North Africa) destinations. Tourism in the Mediterranean, 2015 edition, UNWTO Tourism Trends Snapshot, World Tourism Organization, Pg. 66

[Index of tables](#)

Table 1. Distribution according to the target market and theme of action, Joint promotional plan 2022, FEHT, Pg. 47

Table 2. Actions divided for target markets, FEHT, Pg. 49

Table 3. Countries, Actions, Themes, Costs, FEHT data, Pg. 60

Abstract

This work aims to analyze the importance of making a marketing plan for a destination to influence the perception that potential tourists have over a specific destination and consequently attract more tourists to the location. To do so, bibliographic research has been conducted and a series of interviews with professionals in the sector has been done. Moreover, a marketing plan for Costa Daurada has been suggested, to demonstrate with a practical example what had previously been stated.

Keywords: Perception, Marketing plan, positioning, family destination

1. Introduction

Objective and structure

The present work aims to demonstrate how the perception that tourists have over a certain destination is a key element that will determine their decision of the location where they will spend their vacations. Therefore, to attract tourists to a specific destination and maximize sales, it is fundamental to influence positively the perception that (potential) tourists have over a specific destination. In particular, the present work aims to demonstrate how a strategic marketing plan plays a key role in influencing the perception that tourists have over a destination, thus influencing their purchase decisions. So, a strategic marketing plan is fundamental to attract more tourists to a destination and maximize a destination's success.

Hence, the present work will be divided into two sections: in the first section it will be demonstrated through academic research what has been stated above, while in the second section a strategic marketing plan proposal will be presented, where specific objectives will be set, and a series of actions aimed to meet those objectives will be formulated.

More specifically, in the second section of this work, a strategic marketing plan for Costa Daurada will be formulated using data, information gathered, research and analysis carried out during the internship at FEHT. In particular, the main objective of the marketing plan for Costa Daurada is to position the destination as the most appreciated destination for families and lovers of the active life in Spain, with a strong diversified offer to propose to the tourists. Therefore, it will be demonstrated the importance of carrying out specific actions aimed at specific target groups to influence the perception they have of the destination (in this case positioning Costa Daurada as a vibrant and diverse destination for families who love sport, nature, and the outdoor while still searching recreation, relaxation, and a varied offer).

2. Literature review

Marketing: a key tool for influencing tourists' perception of a destination and their decisions

The final goal of a destination marketing strategy is to attract tourists to a specific destination and maximize sales. Nevertheless, to do so, it is fundamental to understand tourists' behaviors, know how they make decisions and the motivations that lead them to choose one destination over another. This work aims to demonstrate how the final choice of the tourist of visiting a destination is derived from the perception that he or she has of the destination, and, as a consequence, to study how a proper marketing strategy can hugely impact this perception and can influence tourists' decisions. To demonstrate so, in this chapter, the elements that influence the choice of visiting a destination will be studied and it will be demonstrated the centrality of the perception of the destination in the decision-making process. Moreover, it will be demonstrated how a proper marketing strategy is a key tool to building the perception of the destination that responds to the specific needs of the target market and that must be later confirmed by experience (The experience must confirm the expectations, the perception).

2.1 The centrality of perception in the decision-making process

To know tourists and clients means to understand their behaviors and therefore it is important to remember that consumption is a human activity that depends on a variety of factors:

↓ internal and external. In this way, the choice of one product over another will be dictated by motivations, attitudes, expectations, perceptions, culture, familiar influences, belonging to a particular social group, etc. In this regard, Parra y Beltrán, 2011, formulated a model that explains the interaction of all those factors and consequences in the choice of a specific destination.

Model of the tourists' behavior

Internal factors: Motivation, Perception, Experience, Attitudes, Personal characteristics

External factors: Group, Family, Macro environment, Economical situation, Social Class

Phases: Recognize needs, Search for information, Evaluation of alternatives, Decisions & purchases, post-buy feelings → Satisfaction, dissonance, dissatisfaction

This model explains how tourists are motivated to travel and to choose a specific destination by internal and external factors, which will lead to the purchase phase that, after the experience, will end with satisfaction or dissatisfaction with the product bought (in this case for the vacation in a specific destination).

Within the internal factors, the perception that a potential tourist has of a specific destination (the idea that he or she has in mind of that destination) plays a key role in the decision-making process. Hence, DMOs must implement actions, through a strategic marketing plan, which will influence (at least to a certain degree) the perception that tourists will have over a specific destination. Hence, it will be demonstrated in the following chapter how the actions defined in a strategic marketing plan can influence perception.

Moreover, in chapter 2.4 it will be analyzed how also motivations (another key element that constitutes an internal factor in Parra and Beltran's model of tourists' behavior) need to be studied and known before formulating a marketing plan since the destination will need to have certain elements and characteristics (that will need to be communicated efficiently) that respond to specific tourists' needs and motivations.

2.2 How a marketing plan can influence tourists' perception

Like many animals, humans can take in information with all five senses. However, we have another capability that sets us apart; we can interpret that information and store it in our memory as part of our knowledge. This faculty, exclusive to human beings, is what is known in marketing as perception. Perception is the personal way of interpreting stimuli through the senses, i.e., a process by which individuals organize and interpret information inputs to create a meaningful picture of the world. The formation of perception involves stimuli coming from the internal environment, such as needs, motivations, experience, and personality; and from the external environment, among which we must highlight the marketing actions of companies,

organizations, and public institutions. Thus, for example, the companies that make up the tourist offer, and market operators use advertising (a marketing tool) to publicize the benefits of services, products, or brands they sell and the destinations where they can be obtained. In this way, the target public gets an idea or forms an image that will help them in their buying process, but this objective is achieved by constantly sending information in one or more messages at a time. Perception becomes an essential factor in the consumer's, and therefore the tourist's, purchasing decision process. Everyone receives the information, stores it, and interprets it differently, to form an image of the real world, and what each individual perceives depends on the situation and his or her personal experience. When tourism companies or destinations compete, they carry out their corresponding strategies based on the marketing mix (product, product, destination, etc.); however, the result is only positive if the consumer perceives that the product is better than that of the competition. Consequently, marketing is not a battle of products, but a battle of perceptions. According to Ries and Trout (2000), it is better to be first in the target audience's mind than at the point of sale. In addition, and according to these same authors reality exists if it is perceived, so consumers buy perceptions, not products, or products are the support for perceptions. This is especially important in the tourism sector, and hence the relevance of the image of "tourist sites" is widely recognized, as it is considered to affect the image of the subjective perception of the tourist, and as a consequence his or her behavior and final choice. According to Crompton (1979), the destination image is the sum of a tourist's beliefs, ideas, impressions, and expectations about a destination.

2.3 The elements that form the perception of a destination

According to Castaño (2005), the image/perception of a destination is formed starting from the following sources of information:

-promotional material (posters, advertisements, brochures, etc.)

-other people's opinions (friends, family members, sellers, travel agents, etc.)

-media (specialized newspapers, books, travel guides, tv, internet, etc.)

And, according to Crompton (1979), the main source of information for choosing a destination is the perceived image of the destination.

Hence, for both a tourist destination and the companies that make it up, positioning has become one of the most important elements for a destination's success.

Indeed, positioning has become one of the most important elements to achieving stability with a high level of competitiveness and market share. However, due to the great variety of destinations in the market, tourists find it difficult to differentiate one from another, which is why positioning is more important. However, it is necessary to understand that positioning does not consist of creating a new destination, but of knowing how to manage the image that tourists have of the destination. From a marketing point of view, perceptual positioning refers to the way how the target audience perceives the nation, i.e., competing for the target audience.

Therefore, positioning perceptually is a strategic action for the formation of a brand.

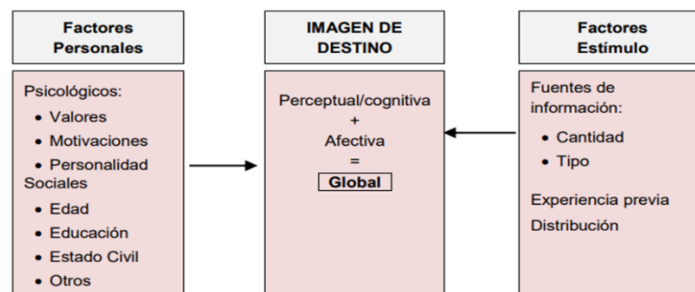
It is a strategic action for the formation of an image of the destination and of the individual and of each of the companies and organizations that make it up.

The usefulness of this strategy, among others, is that it serves to select the customer profile and to identify the most competitive markets.

All this leads to the destination being positioned using clear and effective actions, preventing the competition from developing the same position with similar services.

The main objective of the positioning is in the minds of individuals, so the better we know how tourists' minds work, the better we will understand how to develop a good positioning strategy.

The figure below shows an example of a positioning map about the following criteria: cultural/conceptual and environmental/emotional elements.



Fuente: Baloglu y McCleary (1999)

Image 1. Marco general de la formación de la imagen de un destino, Baloglu y McCleary, 1999

Strategic positioning measures a destination's ability to gain a sustained competitive advantage, in competition with other destinations working to achieve the same objective.

Competitive forces are the degree to which a destination dominates a segment more than its competitors.

2.4 The importance of addressing an image/perception that responds to specific needs and that is later confirmed by experience

A marketing plan aimed to influence the perception of a destination must take into consideration the motivations that lead the tourist to travel. Indeed, if the destination is perceived as a destination that responds to specific needs, then it will be chosen by the individual. Indeed, within the internal factors above mentioned, tourism motivation is what drives the individual to act to solve the problem that represents a need and that takes the form of a desire that is assumed to lead to a desirable satisfaction (Beerli y Martín, 2002). It is, therefore, at an intermediate level between need and desire, and, as with desires, motivations can be induced by marketing actions, unlike needs that pre-exist the commercial offer. Although needs and motivations are not the same things, some authors, including Pearce (1982) and Blasco Perís (2006), have used the well-known "Maslow's pyramid of needs" to explain tourism motivations. According to these authors, (1) relaxation, fun, health, etc., constitute primary or physiological motivations; (2) safety in transportation, social and political stability, etc., are part of the safety and security motivations; (3) meeting with friends and family, camping sites, vacation cities, etc., serve to satisfy social motivations; (4) the need to satisfy social motivations; and (5) the need to satisfy social motivations, (4) the need to explore other cultures and countries, acquire knowledge of them and gain prestige in the eyes of others, fashion, exoticism, etc., are a reflection of esteem motivations; and finally, (5) the need to travel to destinations outside the commercial circuits and passing fashions is an example of the highest human aspiration in terms of self-realization motivations. For that reason, a marketing plan must take into consideration those needs and communicate effectively that the destination responds to those needs (for instance, taking into consideration the pyramidal scheme below, communicating that the destination offers relaxation, leisure activities, safety, sustainability, etc.)



Image 2. Maslow's pyramid of needs, Pearce, 2005

Moreover, the perception of a destination that a strategic marketing plan aims to influence must be later confirmed by experience.

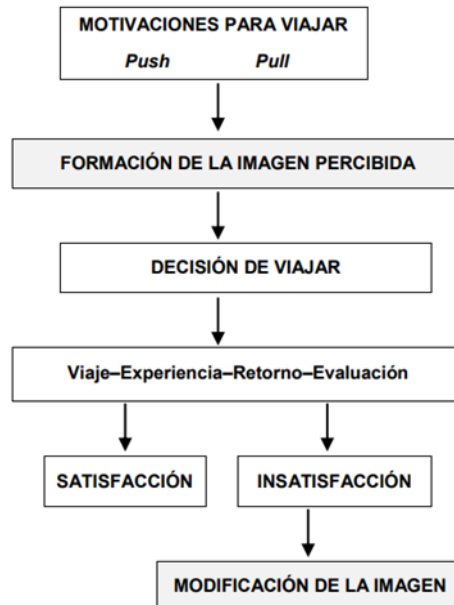


Image 3. La imagen de destino y el proceso de decisión de compra, Chon, 1990

3. Methodology

3.1 Quantitative analysis

The present work aims to demonstrate the importance of influencing a tourist's perception of a destination through a strategic marketing plan. To do so, a literature review has been carried out, whose results will below be supported by the data collection and analysis completed thanks to a series of surveys sent to various professionals in the tourism sector in Costa Daurada and whose details and results will be explained in the following chapter. A quantitative method of research has been used.

“Quantitative tourism research is usually employed to examine and understand tourism-related phenomena (e.g., the behavior of tourists, traveler characteristics, destination image assessment, and perceptions, decision making and destination selection, demand analysis, performance measures, and general market assessment and segmentation). It does so by collecting numerical and quantifiable primary (e.g., survey or longitudinal) and secondary (e.g., census and government sources, search engines, and organizations, or time-series data from agencies) data and analyzing those with statistical or computational methods and data analytics to describe, explain, and predict the phenomenon in question”. Muzaffer Uysal & Mehmet Altin, *Quantitative Tourism Research*, in *The SAGE International Encyclopedia of Travel and Tourism*, edited by Linda L. Lowry, Subject: Hospitality, Travel & Tourism Management.

A questionnaire made up of ten questions with multiple choices (with the possibility to choose between five options) has been completed and delivered using Survey Monkey. Hence, the link to the questionnaire has been sent to the personal contacts addresses (e-mail or WhatsApp) of ten representatives of the tourism sector in Costa Daurada (two representatives of the FEHT, two representatives of the Asociación Hotelera Costa Daurada y Terre de l'Ebre, two representatives of the Asociación de Campings de la Costa Daurada y Terre de l'Ebre, two academic representatives operating within the tourism sector in Costa Daurada and two representatives of two different private companies operating in Costa Daurada).

The small number of participants in the questionnaire is therefore balanced by their relevance and their representation of specific touristic institutions in Costa Daurada. Moreover, considering the data collected, and attributing a numerical value to the possible answers to the questionnaire, the statistical variance has been calculated: the dispersion has been extremely low, demonstrating that participants agreed on the answers.

The time required to complete the questionnaire is of approximately 4 minutes.

3.2 Questionnaire

Por favor, indique cuanto está de acuerdo con las siguientes afirmaciones:

- 1- El turista elige un destino por la idea que tiene de ese destino
Muy poco – poco – neutral - mucho- muchísimo
- 2- Se puede influenciar la imagen que un turista tiene de una destinación utilizando un marketing plan.
Muy poco – poco – neutral - mucho- muchísimo
- 3- Comunicar con eficacia un destino puede hacer que un mayor número de turistas lleguen al destino
Muy poco – poco – neutral - mucho- muchísimo
- 4- Un turista tiene unas necesidades que impulsan el viaje y que tienen que ser cumplidas
Muy poco – poco – neutral - mucho- muchísimo
- 5- Las acciones de marketing son importantes para comunicar al potencial turista que un destino ofrece lo que está buscando
Muy poco – poco – neutral - mucho- muchísimo
- 6- Es importante que la percepción que un turista tiene sobre un destino (antes de visitarlo) sea confirmada por su sucesiva experiencia del destino
Muy poco – poco – neutral - mucho- muchísimo
- 7- Las acciones de marketing son fundamentales para hacer que la experiencia del turista sea coherente con la imagen del destino anteriormente comunicada
Muy poco – poco – neutral – mucho – muchísimo
- 8- El posicionamiento de un destino tiene que ser extremadamente claro y coherente en todos los medios de comunicación
Muy poco – poco – neutral -mucho - muchísimo
- 9- El suceso de su empresa/la empresa por la que trabaja es relacionado a la percepción que los turistas tienen del destino en que se sitúa
Muy poco – poco – neutral - mucho- muchísimo
- 10- Identificar y definir las características de un territorio puede ayudar a identificar el perfil del turista que visitará el destino
Muy poco – poco – neutral - mucho- muchísimo

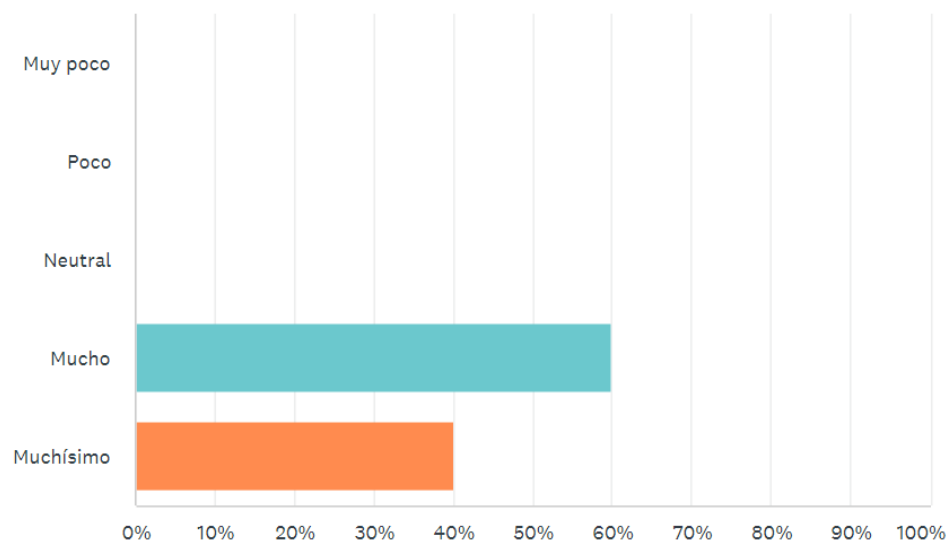
4. Results

The questionnaire has been completed using a very specific structure, that follows the structure of the literature review previously conducted. Indeed, the first question is aimed to demonstrate that professionals in tourism believe that the perception of a destination influences the consumer's choice, while the second question has the objective of demonstrating that a marketing plan is a fundamental tool to influence this perception and consequently attract more tourists to the destination (third question).

The first graph shows that 60 % of the professionals interviewed agree that tourists chose a destination for the idea they have of the destination. The answers also show that 80 % of the interviewees agree with the fact that a marketing plan can influence the perception that tourists have over a certain destination and 60 % deeply agree with the fact that an efficient communication of a destination will attract more tourists to the area.

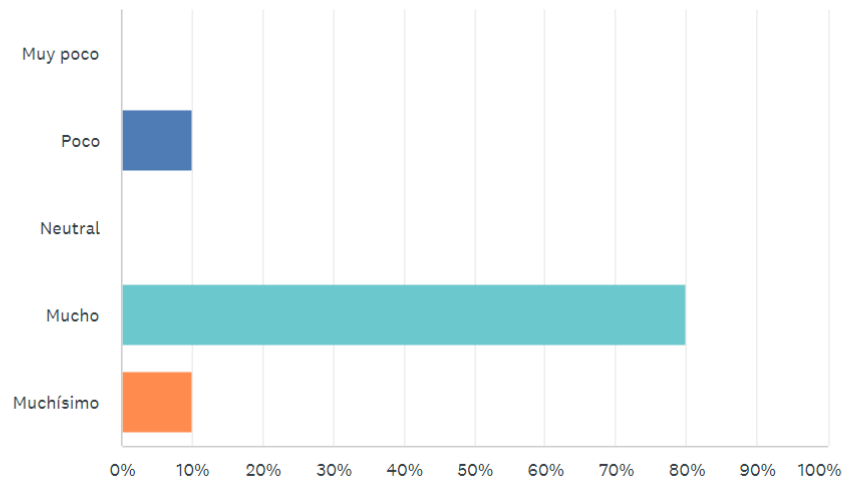
El turista elige un destino por la idea que tiene de ese destino

Respondidas: 10 Omitidas: 0



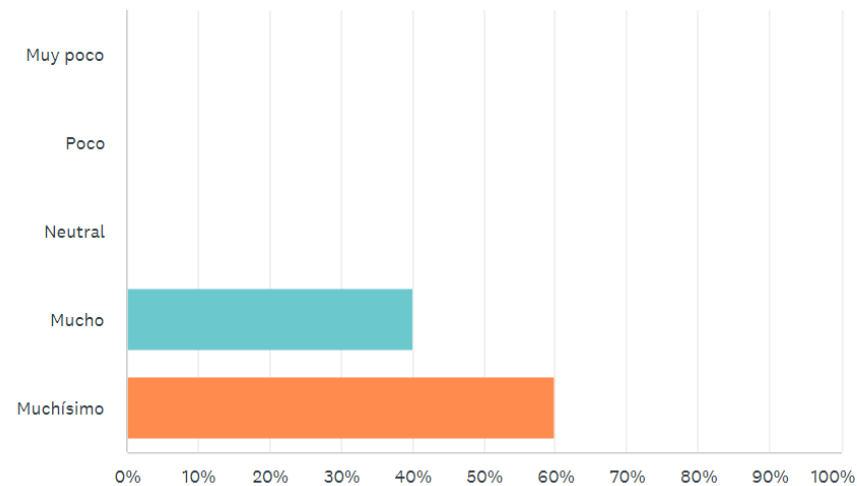
Se puede influenciar la imagen que un turista tiene de una destinación utilizando un marketing plan

Respondidas: 10 Omitidas: 0



Comunicar con eficacia un destino puede hacer que un mayor número de turistas lleguen al destino

Respondidas: 10 Omitidas: 0

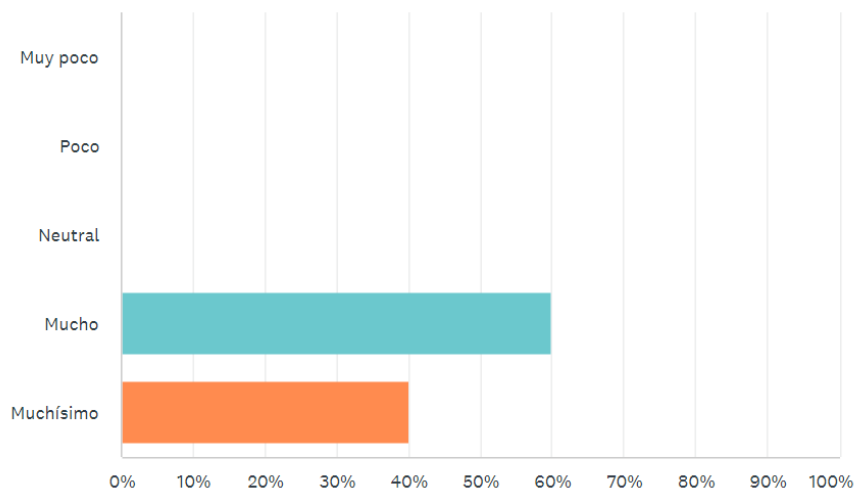


Hence, it can be concluded that the perception tourists have over a certain destination is important, in the same way that it is important a strategic marketing plan to influence this same perception, but it is crucial to communicate efficiently a destination to attract more tourists to the area and maximize the success of the destination.

Then it has been demonstrated how important it is that the image of the destination communicated is aligned with the needs of the target market and how important it is the marketing plan, not only to identify those needs but also to communicate that a destination offers a solution to those needs. Indeed 60 % of the interviewees stated that they agree with the fact that tourists have needs that need to be met and 60 % of them deeply agree with the fact that a marketing plan is crucial to communicate to tourists that a destination offers an answer to their needs.

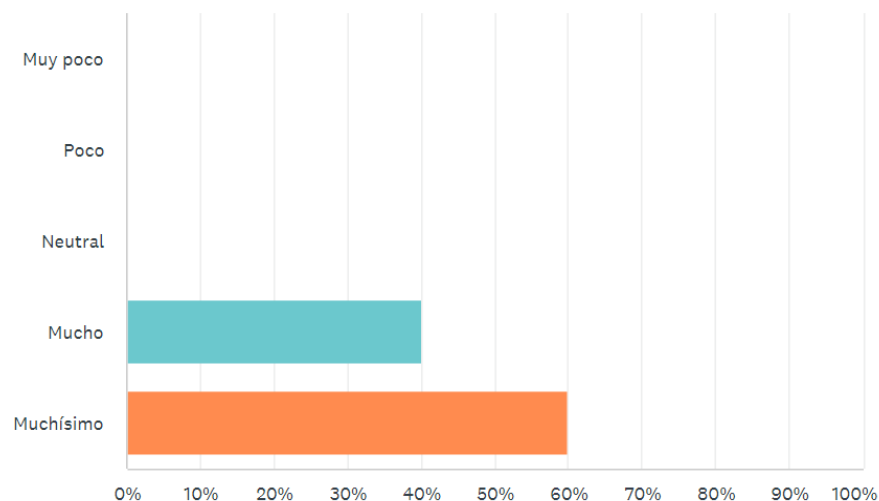
Un turista tiene unas necesidades que impulsan el viaje y que tienen que ser cumplidas

Respondidas: 10 Omitidas: 0



Las acciones de marketing son importantes para comunicar al potencial turista que un destino ofrece lo que está buscando

Respondidas: 10 Omitidas: 0

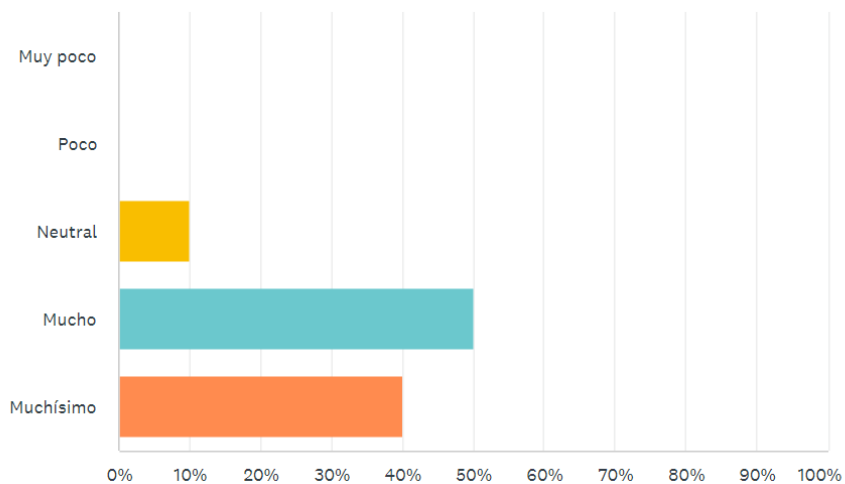


So, it has by far been demonstrated how the professionals gave maximum importance to communicating efficiently a destination and formulating a marketing plan able to communicate that a specific destination offers an answer to specific customers' needs.

Then, it has been demonstrated how important it is that the image of the destination communicated to the potential tourist is coherent with the real experience of the destination and how a marketing plan is fundamental to delivering an experience that fulfills the expectations of the customer. Indeed, respectively 90 % and 100 % of professionals considered important or deeply important that the perception is later confirmed by the experience, and the centrality of a marketing plan to achieve this objective.

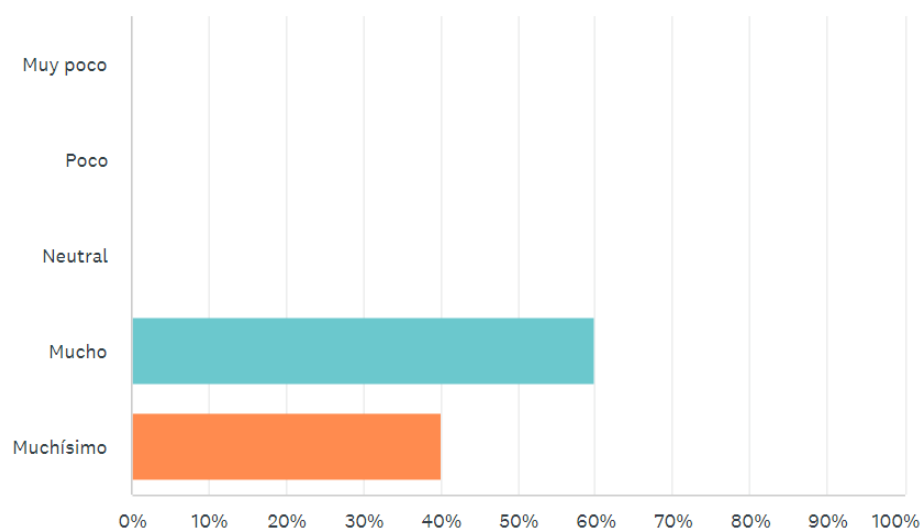
Es importante que la percepción que un turista tiene sobre un destino (antes de visitarlo) sea confirmada por su sucesiva experiencia del destino

Respondidas: 10 Omitidas: 0



Las acciones de marketing son fundamentales para hacer que la experiencia del turista sea coherente con la imagen del destino anteriormente comunicada

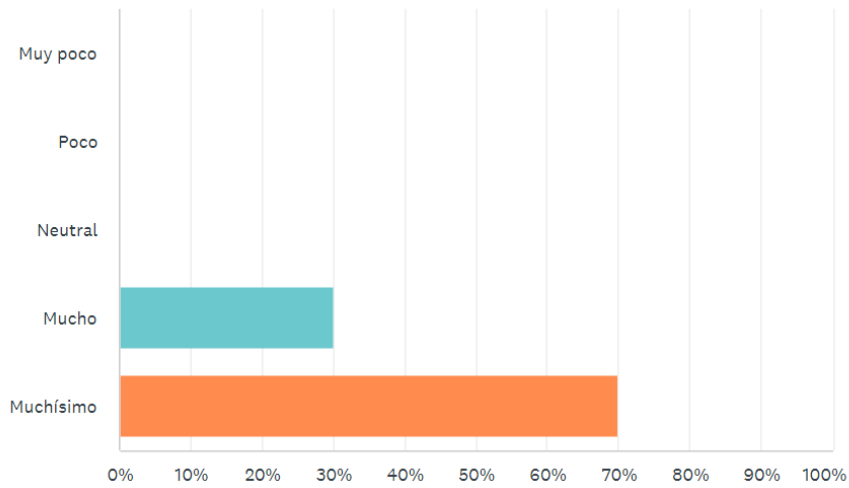
Respondidas: 10 Omitidas: 0



It has finally been demonstrated the importance of a clear and coherent positioning across all the different means of communication, how the success of a destination influences and benefits the private companies and stakeholders that work within it, and how identifying the characteristics of a territory (therefore, its positioning) is crucial to identify the profile of the tourist that will visit the destination. In particular, 70 % of the professionals deeply agree on the fact that the positioning of a destination needs to be extremely clear and coherent across all mediums of communication and that identifying the characteristics of a destination will help to identify what kind of tourist will visit the destination.

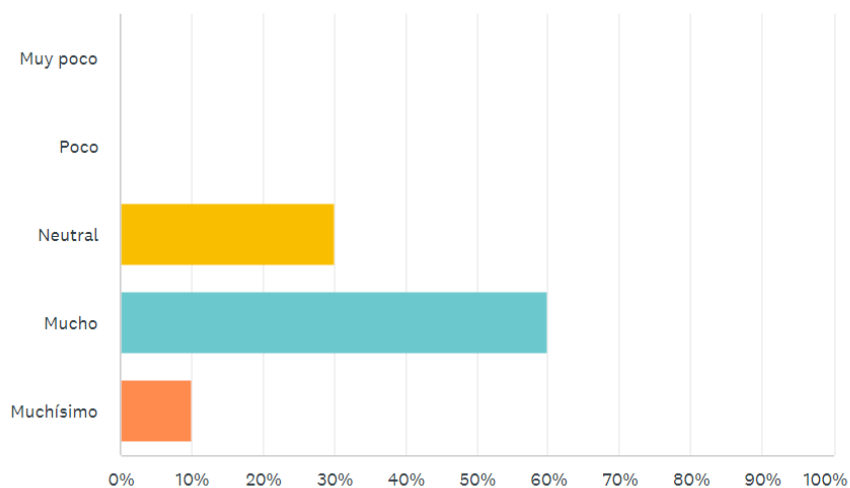
El posicionamiento de un destino tiene que ser extremadamente claro y coherente en todos los medios de comunicación

Respondidas: 10 Omitidas: 0



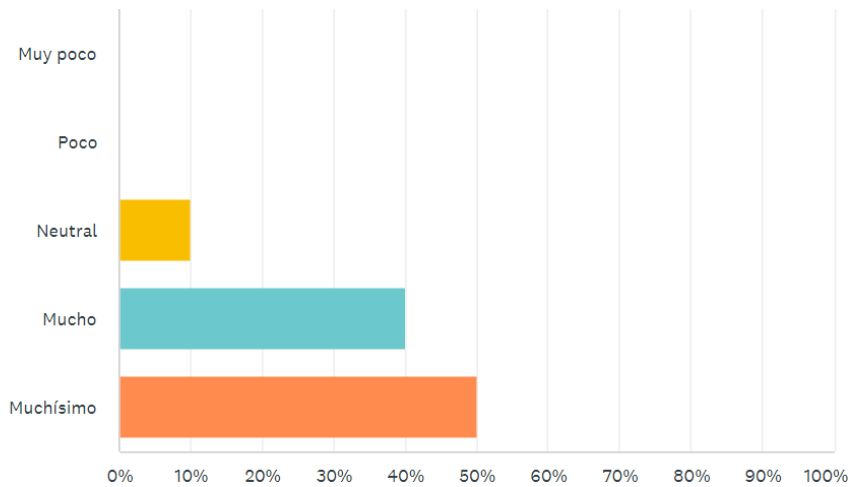
El suceso de su empresa/la empresa por la que trabaja es relacionado a la percepción que los turistas tienen del destino en que se sitúa

Respondidas: 10 Omitidas: 0



Identificar y definir las características de un territorio puede ayudar a identificar el perfil del turista que visitará el destino

Respondidas: 10 Omitidas: 0



Moreover, considering the present data, and attributing a numerical value to the possible answers to the questionnaire, it is possible to calculate the variance.

muy poco	1
poco	2
neutral	3
mucho	4
muchísimo	5

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
0,24	0,49	0,24	0,24	0,24	0,41	0,24	0,21	0,36	0,44

In the table above are listed the questions and the values of the variance.

Since the larger the variance, the more dispersed the sample, it is possible to notice that the question on which the participants agreed more was Q8, while the one on which they agreed less is the Q2. Nevertheless, it is possible to notice the dispersion of all the samples is very low.

5. Conclusions

To sum up, it has been demonstrated that professionals considered relevant all the affirmations of the questionnaire, giving maximum importance to:

- The strategic communication of a destination (to attract more tourists)
- A marketing plan able to communicate that a specific destination offers an answer to specific customers' needs
- The communication of a coherent message across all the media
- Identifying the characteristics of a specific destination to identify the profile of the tourist that will visit the destination

6. Case study: Costa Daurada

The marketing plan for Costa Daurada has been formulated using the data and analysis carried out during the internship at FEHT and adding personal proposals. The main objective of the marketing plan is to strategically position Costa Daurada as the preferred family destination in Spain for leisure, sports and nature lovers, with a strong diversified offer able to make happy all the members of the family. Therefore, as an introduction, a presentation of FEHT will be made, followed by a presentation of the territory of Costa Daurada.

6.1 Presentation of FEHT

The Hotel and Tourism Business Federation of the province of Tarragona (FEHT) is a non-profit organization that represents the interests of the tourism business in the province of Tarragona.

Within it are integrated entities and private associations that make up the hospitality industry, tourism, and leisure activities of Costa Daurada and Terres de l'Ebre. The main objective of the FEHT is to meet the needs of professionals and companies in these sectors, as well as to boost the wide and varied range of accommodation available in this area through a cohesive representation.

The FEHT also works for the defense, improvement, study, and promotion of member companies and their environment; and in carrying out any activity necessary to promote the tourism sector in Costa Daurada and Terres de l'Ebre. This commercial activity is executed in an exemplary synergy between the business fabric and the public sector, more specifically with the Tourist Board of the Tarragona Costa Daurada Provincial Council and the Tourist Board of Salou, Cambrils, and VilaSeca, a fact that represents a unique collaboration in Catalonia.

The role of the FEHT is also to support the improvement of quality and service that can be offered in the destination.

The FEHT is made up of the following professional organizations:

- 1 – L'Associació Hotelera Salou-Cambrils-La Pineda
- 2- L'Associació de Campings de la Costa Daurada i Terre de l'Ebre
- 3- L'Associació d'Empresaris d'Hosteleria de la Província de Tarragona (AEHT)
- 4- L'Associació d'Agencies de Viatge Receptives de la Costa Daurada
- 5- L'Associació d'Apartaments Turístics Costa Daurada i Terres de L'Ebre (ATT)
- 6- PortAventura World es soci de la FEHT com a empresa turística estratègica de la zona



Image 4. Professional collaborators of FEHT, FEHT Website

Moreover, its collaborating partners are:



Image 5. Collaborating partners of FEHT, FEHT website

Indeed, FEHT collaborates cohesively with Costa Daurada, Cambrils, Salou, Vila-Seca, La Pineda, Port Aventura World, and Catalunya.

One of the main FEHT's responsibilities is the preparation of the proposal of the annual plan actions of the joint promotional plan; a marketing plan for Costa Daurada.

The Costa Daurada Tourist Tax Promotion Plan is developed by the Federation of Hotels and Tourism of the Province of Tarragona (FEHT) by consensus with the local councils of Cambrils, Salou, and Vila-Seca, La Pineda, the Diputació de Tarragona, the Catalan Tourism Agency (ACT), as well as the associations of tourism and business associations and those belonging to the FEHT.

This is a strategy that seeks to apply the resources obtained from the tax on overnight stays obtained in regulated establishments to boost the marketing and promotion of the region's tourism products and services, as well as to boost and reinforce the knowledge of the destination.

The plan for the promotion of the tourist tax creates synergies between the public and private spheres, with a clear integrating will, and optimizes technical and economic resources to achieve the objectives of promoting the area and the tourist establishments. The plan includes actions aimed at the professional public (travel agencies and tour operators); the media (in Spain, France and England); and the final public in Catalonia and the north of Spain such as Navarre, the Basque Countries, and La Rioja, which stand out for the high volume of visitors, they bring to the area every year.

6.2 Presentation of Costa Daurada



Image 6. Costa Daurada map, Daurada Magazine 2021's last page

Costa Dorada (in Catalan, Costa Daurada) is the tourist's name assigned to the coast of the Balearic Sea, in the Mediterranean, located in the province of Tarragona (Spain) from the mouth of the River Foix to the Ebro Delta. It is bordered to the north by the Costa del Garraf (Province of Barcelona) and to the south by the Costa del Azahar (Province of Castellón).



Image 7. Costa Daurada map, sunbonoo.com

Costa Dorada is known for its wide golden sandy beaches by the beautiful promenades lined with pine trees, crystal clear waters, and the Roman ruins' silhouette covering the region. The triangle formed by La Pineda, Salou, and Cambrils comprises the most popular tourist area on Costa Dorada.

Tarragona, Sitges, PortAventura, and the Ebro Delta are the must-visit towns and locations. In addition, the world-famous city of Barcelona is only a couple of hours away with good transportation opportunities.

One of the tourist attractions of Costa Dorada is the PortAventura World leisure complex, located between the towns of Vilaseca and Salou, near the provincial capital, Tarragona.

Tarragona is a beautiful city worthy of its history, beaches, museums, Reus and Salou towns, and architecture. Being the first Roman city on Spain's mainland that was founded in the 3rd century B.C., Tarragona is also one of the UNESCO World Heritage cities of Spain. It is situated on a small hill overlooking the Mediterranean Sea by the Francolí River.

Costa Dorada is also a great destination for families who seek, apart from sun and beach, leisure, attractions and entertainment, while the destination also offers the possibility of enjoying incredible gastronomic and cultural experiences.

Moreover, the climate and beautiful nature offer all kinds of outdoor and water sports in Costa Dorada. It is possible to find a variety of water sports on the coasts such as windsurfing, surfing, water skiing, scuba diving, canoeing, and jet skiing at the many water sports centers. Costa Dorada has wonderful weather with mild winters and hot summers. The annual average temperature is 18 C and there are three hundred days of sunshine in the region.

7. Marketing plan for Costa Daurada

7.1 Introduction

The joint promotion plan is the commercial and promotional activities of the tourist sector that executes in an exemplary synergy between the business sector and the public sector, which represents a unique collaboration in Catalonia.

General objectives/ key lines of action:

- To consolidate the positioning of Costa Daurada as a global and quality family tourism destination.

- To help in the task of deseasonalization of the tourist season by publicizing sports activities to the channel, as well as in the promotion of its sports facilities.

- Work on sports tourism with the sponsorship of events and champions.

- To help and collaborate with FEHT associates to promote their respective value propositions (brands, activities, destination...)

- Formulate promotional actions that are aimed at multiple brands, mostly B2B, although they are also aimed at B2C (end customer) through other channels (examples of actions carried out: attendance at trade fairs, workshops, roadshows, fam trips, co-marketing actions, online advertising, and social networks)

- Dynamize and reinforce the knowledge of the destination in the B2B environment and carry out actions aimed at end customers (B2C) in markets such as the national, French, and British markets for the camping and apartment segments.

- Keep communication management, press office, strategic content marketing and specialized media both at a local and general level

- Continue to boost the marketing and tourist services of the territory

- Develop more and better the joint promotion plan as an innovative and unique promotional instrument for collaboration between the public and private tourism sectors

7.2 Mission, Vision, Values

MISSION

Positioning and promoting Costa Daurada as the most known, virtuous, and appreciated family and sports destination in Spain while promoting and implementing its diversified offer.

VISION

Positioning Costa Daurada as the preferred destination for families' holidays in Spain. To turn the destination into a Mediterranean metropolis where the spectacle of sun and beach is expanded with amazing nature, sports and leisure activities, cultural offers, and enogastronomic experiences. A territory whose great diversity makes it a high-quality destination for the vacation of families, while making happy all the members of the family.

VALUES

Quality- high-quality destination, with great service and offer of experiences

Diversity – the centrality of a diversified touristic offer

Hospitality – the guests must feel welcomed and like there were at home

Collaboration and cohesion – the vital importance of the collaboration within the various touristic brands and municipalities, as well as with the close destinations

Genuineness and attention to detail – the importance of providing a genuine offer while maintaining the high-quality

Active lifestyle – the importance of sport and outdoor leisure and recreative activities

7.3 Swot Analysis

STRENGTHS

- The territorial, economic, and business cohesion of the three localities: Salou, Cambrils, and La Pineda, as well as the consolidation of the hotel business network, which in some cases has already reached the third generation, is very remarkable.
- The beach continues to be the main motivating element of demand and the quality of the beaches in the destination is excellent.
- The destination is going beyond being a mere tourist resort and is consolidating as an urban area with its personality and high quality of life
- The touristic offer is very diverse with a high-quality proposal for:

Culture

Nature

Facilities for families

Beaches and caves

Enogastronomy

Sports

Leisure



Image 8. Activities and attractions in Costa Daurada, *Costadaurada.info*

OPPORTUNITIES

- The quality of the beaches and the entertainment industry developed in Port Aventura offer remarkably interesting possibilities to generate new leisure proposals
- Even stronger partnership with others close by destinations

WEAKNESSES

- Presence of the train railway close to the beach
- Lack of touristic infrastructure (few hotels, no chiringuitos at the beach, no facilities at the beach)

- Absence of a clear and powerful story capable of singling out the destination and lack of proper communication in the digital world: too many logos and very confusional
- The difficulties in overcoming the stereotypes associated with sun and beach tourism
- High seasonality

THREATS

- The degree of dependence of the destination on Port Aventura could become a threat.
- The absence of a story that clearly and forcefully singles out Central Costa Daurada entails a greater weakness in the face of possible changes in international contexts and potential competitors.
- The growth of the offer of accommodations based on the new sleeping arrangements known as collaborative or other non-regulated or contributory, can become an unfair competition with considerable repercussions, both for the existing companies and communities themselves.
- Presence of strong competitors close by

7.4 Situation analysis and life cycle

Introduction

Spain is the second country in the world for tourists incoming, welcoming mostly French, British and German visitors. What is remarkably interesting to notice is how Cataluña is one of the most popular destinations in the entire country and the fourth community with the best beaches in Spain. Moreover, the high capacity of infrastructure and accommodation system in Cataluña make it an extremely successful destination with the potential for further improvement.

Nevertheless, it is useful to point out that in 2021 the number of visitors in Cataluña was second to the number of international visitors to the Balearic Islands, which have also been the destinations where tourists have spent more money. For that reason, it is key to differentiate the offer of Cataluña, identifying its unique selling points, to compete with the Balearic Islands.

Data analysis



Image 9. Tourism in Spain overview, Statista

Origin of Tourists

Millones de turistas franceses
5,82

Millones de turistas británicos
4,3

Millones de turistas alemanes
5,2

Los turistas alemanes fueron los que más gastaron en total (mill. EUR)
6.013,54

Most popular destinations

Millones de turistas internacionales en Cataluña
5,75

Turistas internacionales en Barcelona
674.630

Turistas internacionales en Madrid
577.204

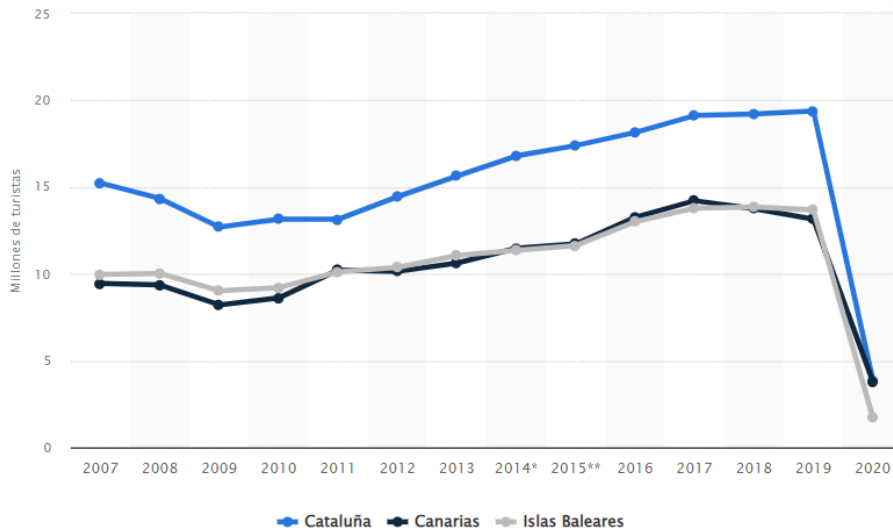
Millones de turistas internacionales en Canarias
5,26

Los turistas que visitaron Islas Baleares fueron los que más gastaron (mill. EUR)
7.271,81

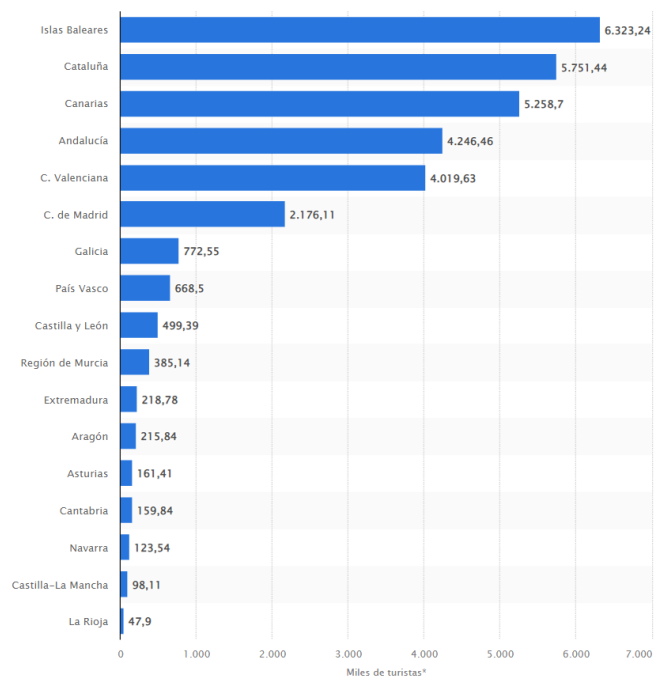
From the graph it is possible to notice that in 2021 Spain welcomed 31 million international tourists, being the second country in the world for number of incoming tourists, bringing to the country 88.550 million euros. The countries of origin of the tourists were mainly: France, Great Britain and Germany, with German tourists being the ones who spent the most during their vacations.

In particular, the most visited destinations in Spain have been Cataluña, Barcelona, Madrid and Canaries, while tourists spent the most in the Balearic Islands.

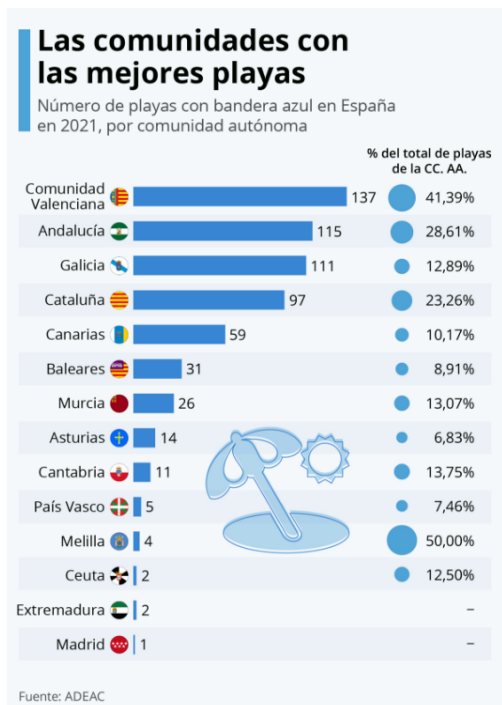
More in detail, from the graphs below it is possible to observe how in the entire period between 2007 and 2021 the most visited destinations have been Cataluña, the Canarias and the Balearic with, has already stated, in 2021 a preference of Baleric over Cataluña.



Graph 1. Principales comunidades autónomas receptoras de turistas extranjeros en España durante el periodo 2007 a 2020

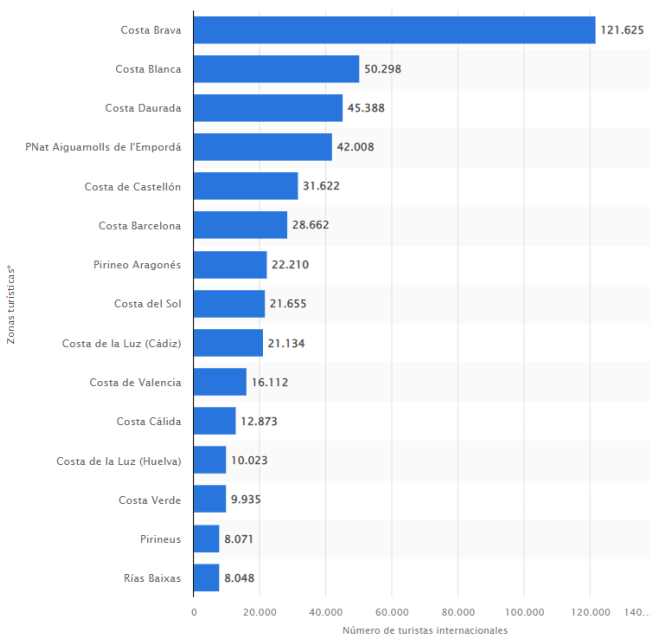


Graph 2. Número de turistas internacionales que visitaron España en 2021 por comunidad autónoma de destino principal



The graph above demonstrates instead how in 2021 Cataluña positioned itself as the destination with the best beaches in Spain, immediately after Comunidad Valenciana, Andalucía and Galicia.

Graph 3. Las comunidades autonomas con las mejores playas. Numero de playas con bandera azul en España en 2021, por comunidad autónoma, Fuente Adeac



To formulate and identify the unique selling points of Cataluña it is also useful to consider the statistics that position Costa Dorada as the third destination in Spain for the number of international tourists that, in 2020, decided to stay in a camping.

Graph 4. Número de turistas internacionales alojados en los campings de las principales zonas turísticas de España en 2020, Statista

Costa Daurada's characteristics

Within Cataluña, Costa Daurada is a complete destination perfect for families who seek sun, beach, leisure, sports and diversity.

So, the key elements of Costa Daurada will be analyzed.

Costa Daurada Center, a complete destination:

- 3 cities with all the services and certifications for Family Tourism: accommodation, restaurants, activities, parks, shopping areas, and hospitals
- Salou and Cambrils: Sports Tourism destinations.

Location

- 10 km from Reus airport and 95 km from Barcelona airport.
- 20 minutes from the Camp de Tarragona High-Speed Train Station.
- 1 hour from Barcelona.
- 15 minutes from Tarragona and Reus.

Lodging

- 52,000 hotel beds.
- 45 hotels of 4 and 5 stars.
- 10 high-quality campsites with 13,600 beds.
- 16,000 beds in legalized tourist apartments.

Sun and beach

- 20 km of coastline.
- 14 fine sandy beaches and 5 coves.
- 7 Blue Flag beaches that guarantee optimum environmental management, safety, and facilities.

Sports and active tourism

- 1 nautical station with an infinity of water sports and activities.
- 2 marinas with all the services for boats.
- 3 golf courses.
- Unsurpassed sports facilities: soccer fields, athletics, tennis and paddle courts, swimming pools, sports pavilions, horse riding, climbing walls...
- Bicycle lanes between towns, 2,000 km of cycling routes.
- Endless mountain and hiking trails.

Gastronomy and wine tourism

- More than 600 restaurants of international cuisine.
- 2 restaurants with Michelin Star.
- More than 10 gastronomic days.
- Wine Cathedrals and hundreds of wineries to visit.

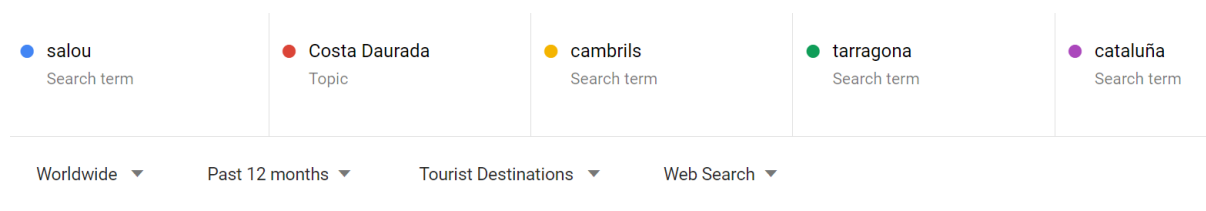
Leisure

- 2 theme parks: PortAventura Park and Ferrari Land.
- 2 water parks: PortAventura Caribe Aquatic Park and Aquopolis.
- Hundreds of leisure options (Karting, adventure parks...).

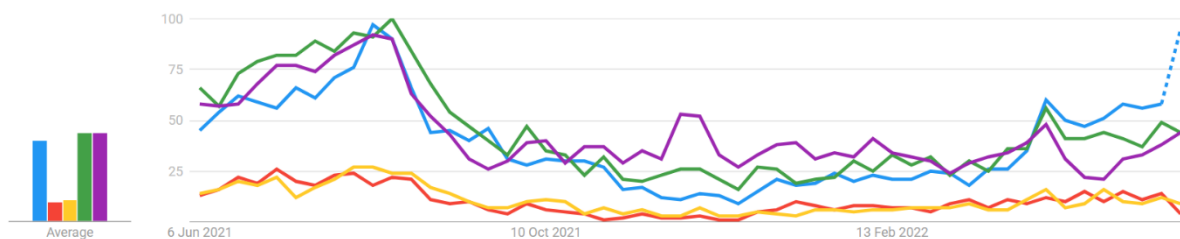
Relax and health

- Several Spa & Wellness centers

It is particularly useful to compare the tourism in Cataluña with the tourism in Costa Dorada and of its most important and famous destinations. Using the Google Searches monitoring tool, it is possible to see how in the last year, worldwide, users searched for Salou, Tarragona and Cataluña far more than they searched for Costa Daurada: this means that it could be beneficial to work cohesively with those destinations, while, at the same time, boosting the reputation of Costa Daurada as a whole.

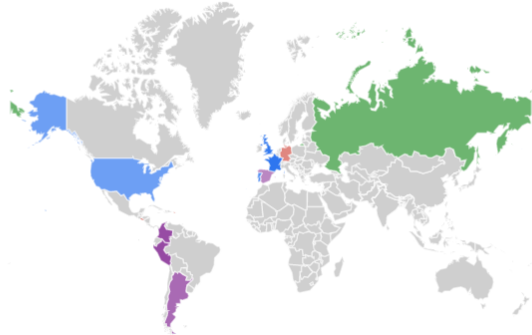


Interest over time

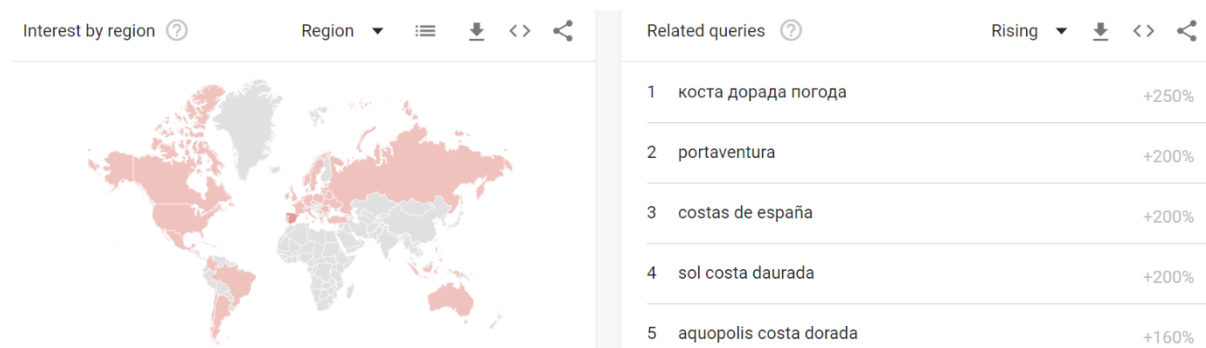


Compared breakdown by region

● salou ● Costa Daurada ● cambrils ● tarragona ● cataluña



Analyzing the data from google search monitoring it is also possible to see what are the markets that should be targeted. Tarragona, for example, has a huge potential in the Russian market.

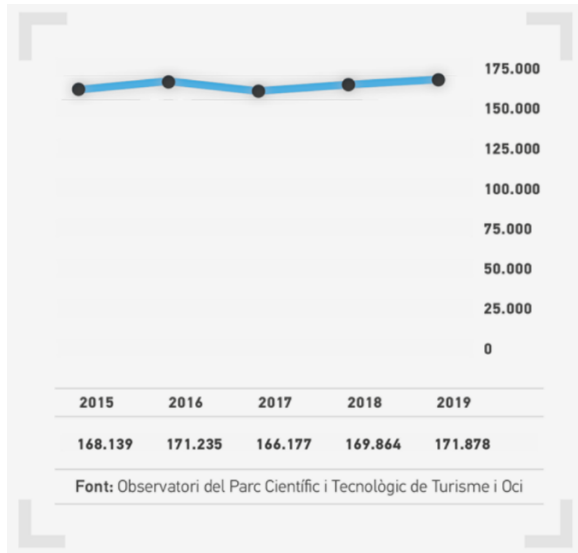


Graph 5. Salou, Costa Daurada, Cambrils, Tarragona and Catalunya compared analysis, Google searches monitoring

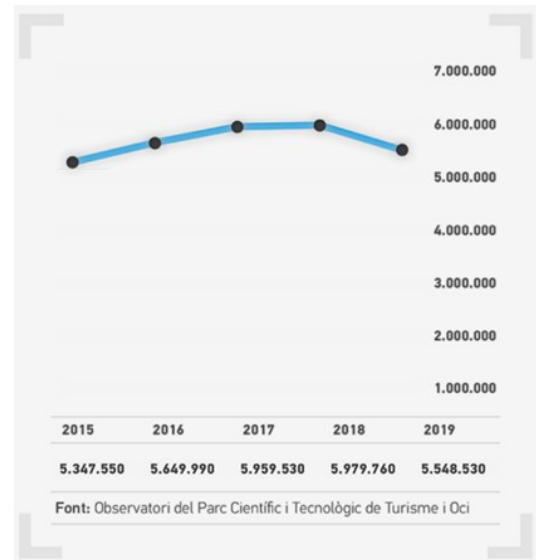
Moreover, by searching for the queries related to Costa Dorada, it is possible to see how users are interested in the attractions and leisure activities there (PortAventura and Aquopolis Costa Dorada).

Finally, considering the province of Tarragona, it is extremely useful confronting the data produced by the Observatori del Parc Científic i Tecnològic de Turisme i Oci. Indeed, it can be seen the trend of arrivals, overnight stays, average stay and beds offered.

Bed Offered

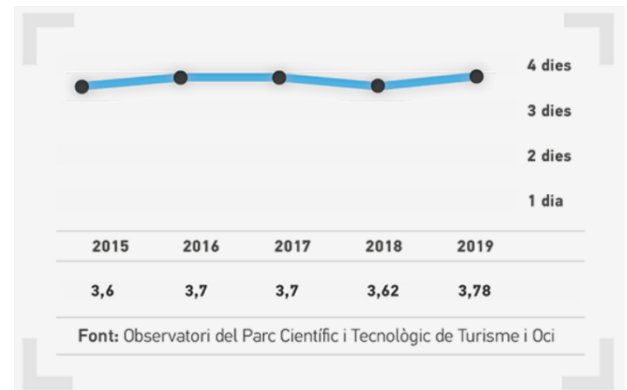
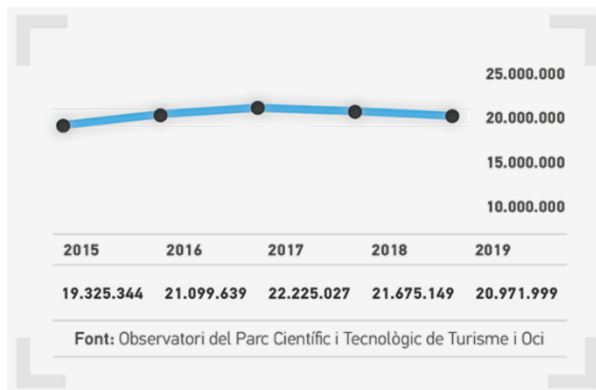


Arrivals



Graph 6. Bed offered, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci

Graph 7. Arrivals, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci



Overnight stays

Average stay

Graph 8. Overnight stays, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci

Graph 9. Average stay, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci

Costa Daurada's life cycle

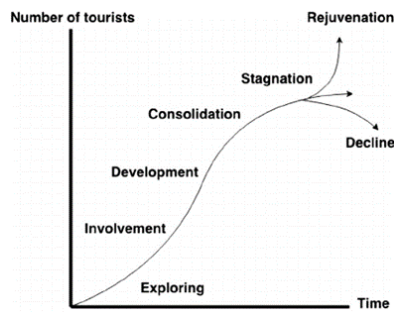
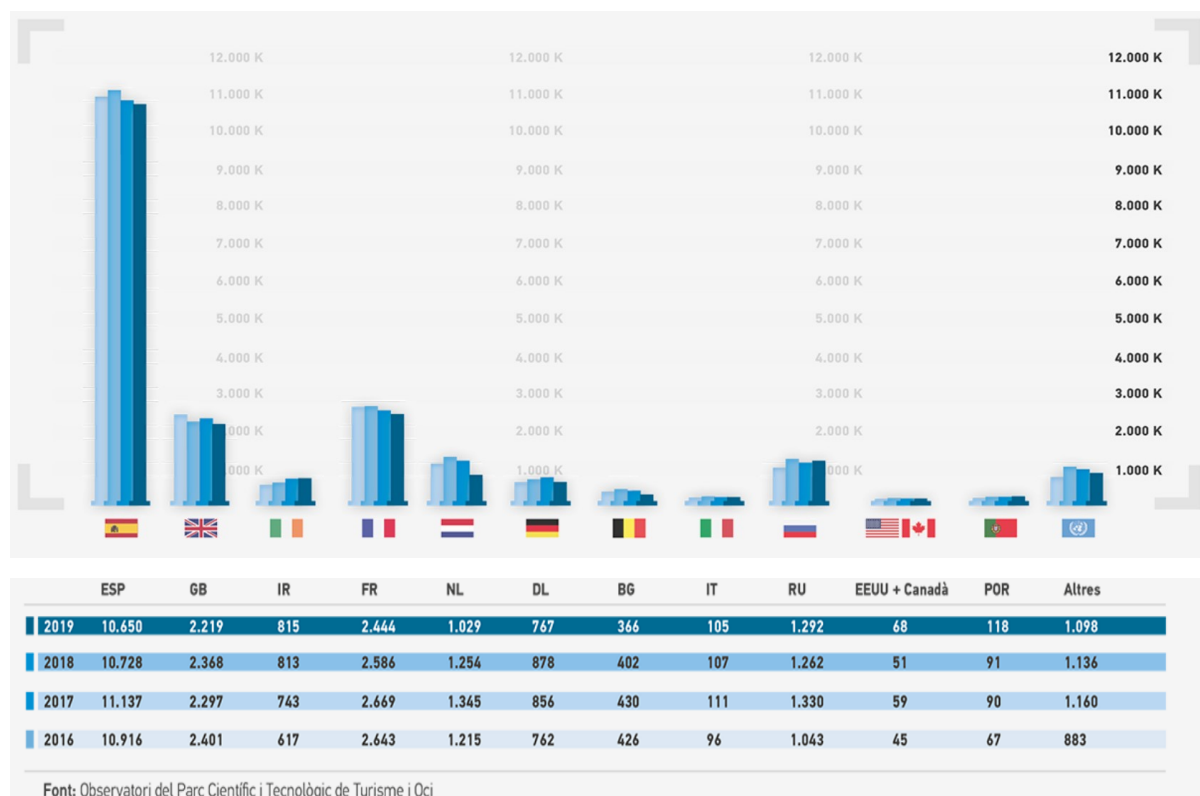


Image 10. *Tourist Area Life Cycle, Butler, 1980*

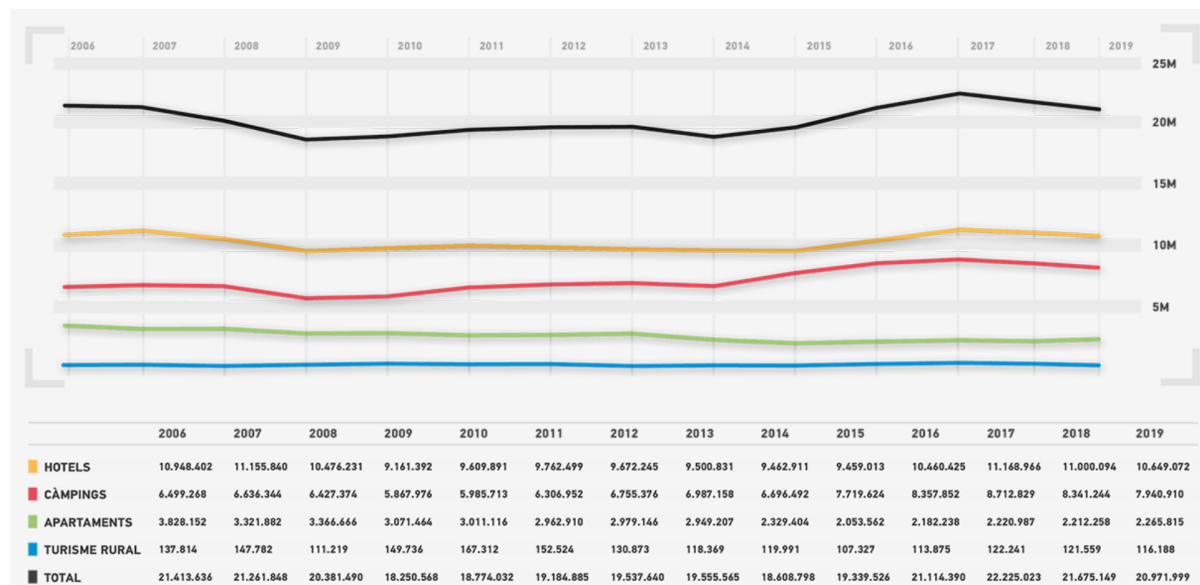
Costa Daurada, according to Butler's model, is currently in the consolidation phase.

7.5 Market segmentation

Distribution of overnight stays by market



Graph 10. Distribution of overnight stays by market, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci



Graph 11. Total overnight stays in a tourist accommodation, Font: Observatori del Parc Científic i Tecnològic de Turisme i Oci

It is possible to observe from the graphs that the main target markets are Spain, Great Britain, Ireland, French, Netherlands, Germany, Belgium, Italy and Russia and that tourists prefer hotels and campings over touristic apartments and rural accommodations.

7.6 Positioning, branding & image

Keywords:

Families – Children / Leisure – Fun / Beach and sun / Nature – Campings / Active tourism - Outdoor sport/ Enogastronomy - Food and wine / Culture and History

Personality: Fun, Active, Diverse (eclectic), warm, welcoming, caring

Tone: Informal but informative

Storytelling and cohesive communication:

Costa Dorada is a magical location to spend holidays with the family: a location where children and parents can find activities to suit their tastes.

Enjoy the beauty of the sea and the warmth of the sun, have fun onboard the PortAventura attractions, taste the specialties of the excellent cuisine, immerse yourself in unspoiled nature, and experience wellness by practicing outdoor sports.

In Costa Dorada, every member of the family will find something to suit his taste and will experience an unforgettable holiday in this magnificent Mediterranean destination rich in history and culture.

Logo Proposal: Using only one logo for the touristic promotion since there are a lot of logos used in the territory and this can cause confusion for the tourists-> for the territory of Costa Dorada and Terres de l'Ebre

Slogan: COSTA DAURADA HAS IT ALL! – Your dream family destination – Leisure, Nature, Sport



Image 11. Logos of FEHT's collaborating partners, FEHT website



Image 12. Color emotion guide. The Logo Company.

FONT:

Playfair Display
Montserrat

COSTA DAURADA – Costa Daurada – *Costa Daurada*
COSTA DAURADA- Costa Daurada – **Costa Daurada**

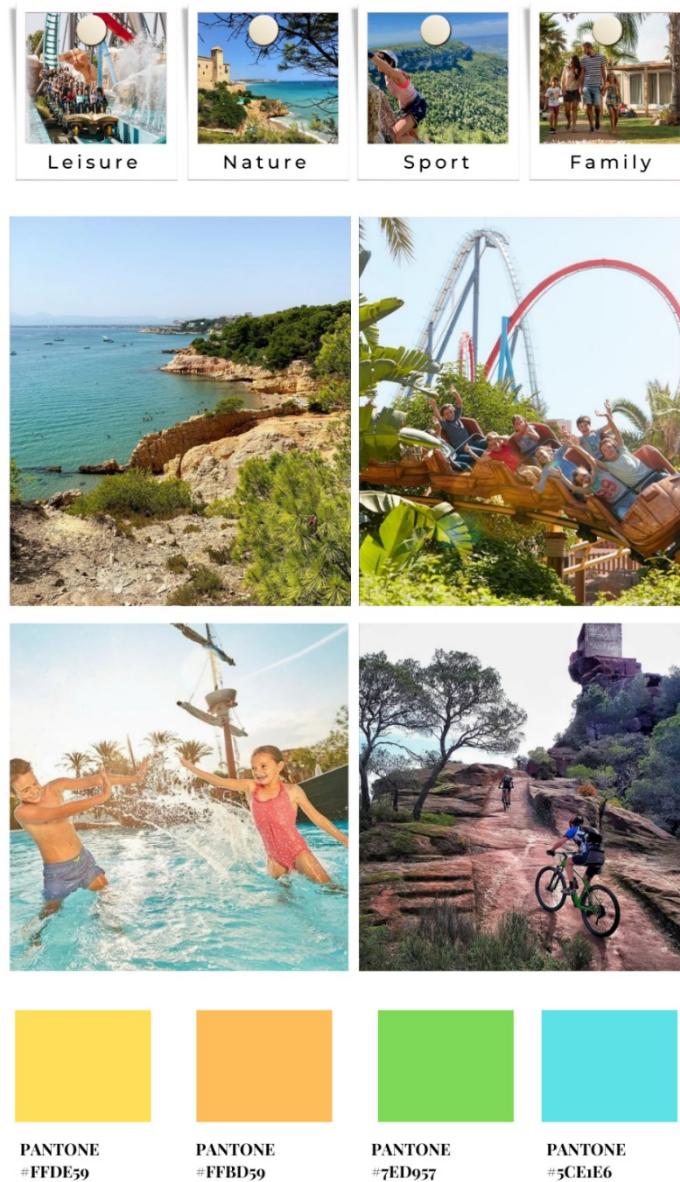
Logo proposal:



It could be beneficial for the brand Costa Daurada to use a new and fresh logo that would communicate the desire for renovation and would represent the personality of the brand: the sun and the sea as key elements of the logo would communicate the warmth and welcoming nature of the destination. Moreover, the sun and the sea represent the typical summer vacation in a sea destination, and are automatically connected to the concepts of fun, relaxation and leisure. Starting from this clear message conveyed by the logo, it is possible to communicate the characteristics of the destination using a more structured communication plan.

Yellow : #ffde59
 Turquoise blue: #5ce1e6
 Grass green: #7ed957
 Peach : #ffbd59

COSTA DAURADA VISUAL IDENTITY



The colors chosen for the logo are representatives of the characteristics of the brand:

Yellow: sun - OPTIMISM
 Blue: the sea - TRUST
 Green: nature - PEACEFUL
 Orange: the color of the rocks – FRIENDLY



Explore Your Dream Destination

SUN, SEA, FUN, NATURE, SPORT, FOOD AND CULTURE
COSTA DAURADA HAS IT ALL!

BEST OFFERS



PORT AVENTURA



CAMPINGS



FOOD AND WINE TOURS

[BUY TICKETS](#)

Costa Daurada lo tiene todo!



Enjoy the beauty of the sea and the warmth of the sun, have fun onboard the PortAventura attractions, taste the specialties of the excellent cuisine, immerse yourself in unspoiled nature, and experience wellness by practicing outdoor sports.

In Costa Dorada, every member of the family will find something to suit his taste and will experience an unforgettable holiday in this magnificent Mediterranean destination rich in history and culture.

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7.7 Strategic lines and action plan

JOINT PROMOTION PLAN – MAY 2022

Lines and spheres of action

- Innovate positioning and branding of the destination
- Promotion and development of Sport Tourism, sponsor and collaborate with sporting events in the area
- Communication and press management, media relations

Target markets

- Consolidate the national market
- Built loyalty with the British/ Irish Market
- Promotion of the French Market
- Presentation of new products to the eastern European market
- Coverage of the German market

Amount subsidized 900.000,00 €

Objective: To promote the local market to national and international proximity markets such as France, the UK, Benelux, Germany, and Central Europe. After the different meetings that have been held with the different associations and those responsible for their promotion, a document has been drawn up with the following imports and possible actions to be developed.

MERCAT	IMPORT PROPOSAT	% P – 2022
	PATRONATS 2022	
CATALUNYA	110.000,00 €	12,22 %
RESTA ESPANYA	155.000,00 €	17,22 %
UK/IRLANDA	200.000,00 €	22,22 %
ALEMANIA	25.000,00 €	2,78 %
BENELUX	35.000,00 €	3,89 %
FRANCA	118.000,00 €	13,11 %
AUSTRIA/SUISSA/ESLOVAQUIA	7.000,00 €	0,78 %
POLONIA	5.000,00 €	0,56 %
ESPORTS	135.000,00 €	15,00 %
GESTIO	110.000,00 €	12,22 %
	900.000,00 €	100,00 %

TEMATICA	IMPORT	%
COMARQUETING	195.000,00 €	21,67 %
PUBLICITAT I COMUNICACIÓ	220.000,00 €	24,44 %
MARKETING DIGITAL	190.000,00 €	21,11 %
ESPORTIVES	135.000,00 €	15,00 %
FIRES	50.000,00 €	5,56 %
GESTIO	110.000,00 €	12,22 %

Table 1. Distribution according to the target market and theme of action, Joint promotional plan 2022, FEHT

NATIONAL MARKET	STATE MARKET	BRITISH AND IRISH MARKET	FRENCH MARKET	BENELUX MARKET	GERMAN MARKET	OTHER EU MARKETS
<p>National Market B2C</p> <p><u>Publicity and communication campaigns</u></p> <ul style="list-style-type: none"> -Cycle touring full edition -Daurada Magazine -Reus Airport Campaign 	<p>State Market B2C</p> <p><u>Advertising and communication campaigns</u></p> <ul style="list-style-type: none"> -Cartelleria Gran Via Madrid -Lope de Vega-Coliseum theater posters. Gran Via Madrid. -Family Tourism Campaign Hostetler -Campanya Radio Onda Cero -Gabinet comunicació Garamond 	<p>British and Irish market B2C</p> <p><u>Digital marketing campaign</u></p> <ul style="list-style-type: none"> -Sponsorship of Manchester city women's team -Campaigns with google ADS ATT 	<p>French market B2B-B2C</p> <p><u>Comarketing campaigns</u></p> <ul style="list-style-type: none"> -Le Monde-Heinze -Longitravel -Destinia International -Avoris-Welcomebeds -Carrefour Voyage -E. Leclerc, Auchamp 	<p>Benelux market B2B-B2C</p> <p><u>Marketing and communication campaigns</u></p> <ul style="list-style-type: none"> -Pasar.BE, Encartable and digital campaign -ACSI FREELIFE. Encartables 	<p>German B2B-B2C market</p> <p><u>Marketing and communication campaigns</u></p> <ul style="list-style-type: none"> -International Target -Adacc-Heinze Latzke -ost west reisen 	<p>Other European markets b2b-b2c</p> <p><u>Marketing campaigns</u></p> <ul style="list-style-type: none"> -marketing campaigns with TTOOs working in the following destinations -Poland -Avoris neckerman -Slovakia.Koala
<p>National B2C Market <u>Publicity and communication campaigns</u></p> <ul style="list-style-type: none"> -Local communication campaign -Diari de Tarragona newspaper -TV3 and CATALUNYA RADIO advertising campaign -Mupis in Barcelona subway stations -Advertising road signs 	<p>B2B-B2C State Market</p> <p><u>CoMarketing Campaigns</u></p> <ul style="list-style-type: none"> -Eroski -Eroski schools -Destinia-TV Flash Daya -Avois- Halcon Viajes- Viajes Ecuador- -Logitravel- VECl 	<p>British and Irish Market B2C</p> <p><u>Marketing and communication campaign</u></p> <ul style="list-style-type: none"> -DESTINIA -SUNWAY TRAVEL -NT TRAVEL NEW TO IRELAND -Banner at MANCHESTER airport 	<p>B2C French Market</p> <p><u>Digital marketing campaigns:</u></p> <ul style="list-style-type: none"> - Digital marketing campaigns Google Ads - Video for social networks 	<p>Benelux B2B Market</p> <p><u>Communication and Fairs Campaigns</u></p> <ul style="list-style-type: none"> Communication Campaign and Fairs Communication campaign and representation at trade fairs 		
<p>National B2C Market</p> <p><u>Sports Actions</u></p> <ul style="list-style-type: none"> -MARENOSTRUM CUP- Soccer -MUNDIALITO -COSTA DAURADA TROPHY -Women's Football -Final Q-School -International- Golf -Gamerland-video games 	<p>State Market B2B-B2C</p> <p><u>Digital Marketing Campaigns</u></p> <ul style="list-style-type: none"> Digital marketing actions on different social media -@costadauradatravel and Facebook -Google ATT campaign -Promotional video ATT 		<p>French Market B2B -B2C</p> <p><u>Participation in Fairs</u></p> <ul style="list-style-type: none"> -Own stand at the IFTM trade fair Top Resa -Participation in CSE Eleuceo trade fairs 			

Table 2. Actions divided for target markets, FEHT

NATIONAL MARKET

Advertisement and communication campaigns

Cycle touring full edition

This is a project led by Costadaurada.bike that consists of updating a map of cycling routes in Salou, Cambrils, VilaSeca and La Pineda. This initiative is not so focused on professional cyclists or regular users of the bike, but it is designed for tourists with certain cycling habits who want to discover the municipalities in a different way.

- PROPOSAL: redesign of the map (routes).

It consists of correcting the modifications that the roads have undergone in recent years and thus offering an updated map.

- EXTRA

There is the possibility of virtual reality (VR) tours although it does not necessarily have to be VR. 360 videos can also be recorded in which users can enjoy all the views offered by the landscape, and an interactive video could be created highlighting certain points of interest on the route.

Daurada magazine

- 30.000 copies of Daurada Magazine
- Languages: Catalan, Spanish, English, French, and German



Image 13. Daurada Magazine cover page, Memoria 2021 de la FEHT

TV3 and Catalunya Radio

- One month's campaign with advertising of 20 camping in Tarragona, in the morning and evening.
- 100.000 visualizations on TV3 on demand
- Broadcasting timetable from 13.30 to 15:30 and from 19:30 to 22:00

Music subway stations

- Advertising action in Barcelona subway station
- Billboards: posters with camping of Tarragona
- 18 posters in the form of MUPIS at the main metro and stations in Barcelona for 1 month.

Road signs

- Advertising action on road signs. Advertising displaying campsites in Tarragona.
- "More than ever life" "Mes que mai, vida".
- 45 billboards for 14 days (14 days free) between Barcelona and the metropolitan area.

Diari de Tarragona

- Communication action with the Diari de Tarragona.

Mare Nostrum Cup

- Attendance: 17,165
 - Economic impact: 4.285.678 euros
 - Sport, Catalan soccer: The mare Nostrum cup easter 2022 had an economic impact of 4.3 million in Costa Daurada.
 - Participating teams: 287
 - Number of games: 650
 - Overnight stays: more than 20,000
 - 25 facilities and 4500 participants
- ACCOMMODATION
- Cambrils Park Sport Village
 - 4R Salou Park Resort
 - Hotels Salou

Mundialito

- Mundialito 2022- from 9 to 17 April
- International soccer tournament that is organized at Easter and has as its main venue the Municipal Camps of Cambrils.
- IMPACT
4000 Players
40 countries from 5 continents
30000 overnight stays
- ACTIONS AND SUPPORTS
Tournament communication (web, posters, press, marketing)
Advertising campaigns
TV3 presence
Advertising page in the tournament magazine.

Costa Daurada Trophy

- Soccer tournament with the participation of four of the best soccer women under 20 teams in the world.
- The complex Esportiu de Salou will host the games of the tournament that will be held in October.

Golf

Golf tournament with dates and facilities still to be specified

Gamerland

Gamerland is an event of digital leisure and video games that combines eSports tournaments that will take place in all three municipalities in the form of qualifying rounds, as well as digital leisure areas and other activities such as workshops or contests, achieving a complete event that can accommodate a wide variety of public.

STATE MARKET

Advertisement and communication campaigns

Gran Via Madrid Signage

- Advertisement on digital screens in the center of Madrid
- Duration of 10 seconds and is shown every minute and a half approximately (36 ads/hour).
- It will be shown for a week on a total of 10 digital screens in the city center. Presence also in kiosk circuit in MUPI format
- Duration of one week and a total amount of 100 posters.

Hosteltur

- Presence in the family tourism dossier
- Reporting on the website

Onda Cero

- Special program FEHT - Onda Cero Zaragoza
- Pack of 20 spots of 20 seconds to be broadcasted in rotation.
- Creation of exclusive visual identity for the Feht Podcast
- Registration of one podcast in English and one in French (each podcast includes script, translation, voice-over, recording studio, production, graphic design and social media management)
- The content of the Podcast will be produced between Atresmedia and FEHT and will serve as an international claim for their summer campaign.
- The podcasts will be produced in May, coinciding with the start of the summer campaign, and the FEHT will promote them on social networks.

EROSKI

- Marketing proposal with Eroski:
 - Segmented mailings
 - Web banner
 - Exclusive Landing page
 - Postal mailing

V.Eroski's social networks
Bilbao subway advertisement
Radio broadcasting
Eroski Club magazine article

Eroski Ikastola

- Presence at the Basque school festival (Ikastolas festival) attended by 500,000 people.
- Eroski oversees the promotion and diffusion of the event and provides the tickets. The back of the tickets is used to promote the destination.

Longitravel

- 2 special highlights on the home page
- A special highlight in the Packages section
- A special highlight in the Hotels section
- Blog post
- Newsletter to Logitravel's client database
- Revista Viajeros - Banner home page
- Periodico en Cataluña - Banner home page
- Presence on XXSS (Facebook and Instagram)
- Online audio campaign

Destinia

- Action - TV Mediaset Spot 10
- Destinia Flash Days online actions
- 20 euros discount on purchases equal to or greater than 400 euros
- Newsletter of the flash offer of the week (500.000 users)
- Presence on XXSS (Instagram, Twitter, Facebook)

Avoris

- Banner to the web of the web d'halconviajes.com and viajesecuador.com
- Screens and led videos in the agencies
- A4 posters in the shop windows of the points of sale
- Newsletter mailings to the database

Campanya Google Ads

- Realization of an online advertising campaign on Google Ads to promote the tourist apartments of Costa Daurada and Terres de l'Ebre.
- This campaign will cover Catalonia, Aragon, Basque Country, Navarra, La Rioja and Madrid.

Campanya Video a les xxss

Realization of an online video advertising campaign on different social networks to promote the tourist apartments of Costa Daurada and Terres de l'Ebre.

The advertisement will be fresh, creative, fast, and attractive. The coverage of the campaign will be focused on the North of Spain and Madrid.

Social Media Campaign

- Management of the strategy in the social networks of Costa Daurada Travel (Facebook and Instagram advertising, Data analysis, Linguistic proofreading, and text editing, Photographs)
- Creation of reels/stories about tourist resources and products.
- Management of permanent and permanent advertising campaigns for the growth of the community and the increase of the publications' reach.
- Social media campaign by the Associació Hosteleria Costa Daurada i Terres de l'Ebre @associacio_hotelera

BRITISH AND IRISH MARKET

Digital marketing campaign

Manchester City

- Sponsors of the 1st Manchester City women's team in the English Women's Super League.
- Training of the 1st team at the Costa Daurada.
- Appearance of the logo on the stadium's illuminated panels.
- Appearance of the logo on the photocalls of the press conferences.
- Intention that players come on holiday to the Costa Daurada
- Possible raffle of trips to the Costa Daurada for the fans of M.City.

Google ads campaign

Realization of an online advertising campaign on Google Ads to promote the tourist apartments of Costa Daurada and Terres de l'Ebre.

The coverage of the campaign is for the whole of the United Kingdom.

FRENCH MARKET

Coomarketing campaigns

Le monde

- Banner on the website.
- Banner in the Newsletter Le Monde du Camping Car.

Longitravel

- 2 special highlights on the Home Page.
- A special highlight in the Packages section.
- A special highlight in the Hotels section
- Post to the blog. Newsletter to Longitravel's customer database.
- Adaptation for the French market

Avoris – Rhodasol

- Newsletter exclusively for retail agencies
1600 agencies
5500 addresses to the agencies' databases
- Banner and landing on the web
- FEHT logo insertion
- Web footer
- Hotels booking online by Rhodasol

IFTM – Top Resa

Participation in one of the most important trade fairs in the sector. It is held from 20 to 23 September at the Parc d'expositions de Paris Pote de Versailles in the French capital.

Google ads campaign

Realization of an online advertising campaign on Google Ads to promote the apartments of the Costa Daurada and Terres de l'Ebre. The coverage of the campaign is for all of France although special emphasis is placed on the southern half of the country.

Social Media Video Campaign

Realization of an online video advertising campaign on different social networks to promote the tourist apartments of Costa Daurada and Terres de l'Ebre. The ad will be fresh, creative, fast, and attractive and the coverage of the campaign will be nationwide in French.

BENELUX MARKET

Comarketing and communication campaigns

Pasar.be – Heinze

- Magazine with travel reports with practical information for passionate tent, caravan, or motorhome travelers. Information on destinations near and further afield.
- A total of 22,000 copies of the advertisements will be made available for purchase. In addition, it participates in a digital campaign.

Acsi Freelifelife – Heinze

A total of 18,500 injectable flyers, only for subscribers.

Kampeertoerist.

A camping magazine full of tips, current camping information and news in the industry: injectable leaflets, only for subscribers.

Ad.nl online campaign

- Online campaign AD.NL second most read media in the Netherlands.
- Different types of banners. The online campaign, all over the Netherlands and especially in the South Region for 12 days.

GERMAN MARKET

Comarketing and communication campaigns

Adac

- Presence on social media (Instagram, Facebook)
- Actions on TV Werbung and Kartina TV

OTHER EUROPEAN MARKETS

Avoris (Poland)

They propose to launch a promotional campaign for Costa Daurada.

To do so, they want to create their own product promoting the destination, that it is to say, content associated with each of the tourist products to be promoted and made viral through different platforms, with the aim of:

- Improving the perception of the brand as a destination for families within the marketing channels.
- Associating the Costa Daurada brand to the different segments of interest (Newsletter exclusively for retail agencies and tour operators and banners on websites -images, hotels, products, offers-)

Slovakia. Koala

The TTOO Koala wants to bring Costa Daurada closer to the Slovakian market by carrying out a series of actions

- Banner Costa Daurada 2022
- Newsletter mailing
- 8 advertisements in the country from May to September in a weekly newspaper
- 10 ads from May to September in a daily newspaper
- 10 ads from May to September in different magazines in the country
- Google Adwords campaign
- TV campaign June and July 150000 copies of leaflets
- stories on IG

PAIS	ACCIO	TEMA	COST
CATALUNYA	FULLETONS CICLO	COMMUNICATION	8.010,20 €
CATALUNYA	REVISTA COSTA DAURADA	COMMUNICATION	60.984,00 €
CATALUNYA	DIARI DE TARRAGONA	COMMUNICATION	20.000,00 €
CATALUNYA	MARE NOSTRUM CUP	SPORT	30.000,00 €
CATALUNYA	COSTA DAURADA TROPHY	SPORT	15.000,00 €
CATALUNYA	GAMERLAND	SPORT	30.000,00 €
CATALUNYA	GOLF	SPORT	20.000,00 €
CATALUNYA	MUNDIALITO	SPORT	40.000,00 €
CATALUNYA	CARTELLERIA CARRETERES	ADVERTISEMENT	8.318,75 €
CATALUNYA	MUPIS ESTACIONS METRO	ADVERTISEMENT	9.909,90 €
CATALUNYA	ANUNCI TV	ADVERTISEMENT	13.310,00 €
CATALUNYA	AEROPORT REUS	ADVERTISEMENT	13.068,00 €
SPAIN	EROSKI	COMARKETING	20.000,00 €
SPAIN	EROSKI IKASTOLA	COMARKETING	3.025,00 €
SPAIN	LONGITRAVEL	COMARKETING	18.150,00 €
SPAIN	DESTINIA	COMARKETING	42.350,00 €
SPAIN	AVORIS	COMARKETING	8.833,00 €
SPAIN	GARAMOND	COMMUNICATION	55.641,85 €
SPAIN	FITUR	FIERA	492,80 €
SPAIN	ALNADER/ZOOM	GESTIO	48.568,00 €
SPAIN	LA VIOLETA	GESTIO	26.200,00 €
SPAIN	CREATIVITATS	GESTIO	10.000,00 €
SPAIN	INMA RIUS – AUDITORIA	GESTIO	7.260,00 €
SPAIN	ALFABETIKO	GESTIO	20.000,00 €
SPAIN	MILLENIALS	DIGITAL MARKETING	6.776,00 €
SPAIN	ATT – GARAMOND	DIGITAL MARKETING	8.694,00 €
SPAIN	VIDEO – ATT – GARAMOND	DIGITAL MARKETING	4.779,98 €
SPAIN	ANUNCI ATRESMEDIA	ADVERTISEMENT	6.500,00 €
SPAIN	8TV ZARAGOZA	ADVERTISEMENT	-
SPAIN	HOSTELTUR	ADVERTISEMENT	6.655,00 €
SPAIN	ABBA	ADVERTISEMENT	7.803,29 €

<i>SPAIN</i>	CENTROS COMERCIALES NORD	ADVERTISEMENT	-
<i>UK</i>	DESTINIA	COMARKETING	12.100,00 €
<i>UK</i>	ALFABETIKO	COMMUNICATION	10.000,00 €
<i>UK</i>	ATT-GARAMOND	DIGITAL MARKETING	6.178,00 €
<i>UK</i>	MANCHESTER CITY	DIGITAL MARKETING	163.678,00 €
<i>IRELAND</i>	NT TRAVEL	ADVERTISEMENT	5.352,00 €
<i>FRANCE</i>	LE MONDE. HEINZE	COMARKETING	5.069,90 €
<i>FRANCE</i>	LONGITRAVEL	COMARKETING	18.150,00 €
<i>FRANCE</i>	DESTINIA	COMARKETING	12.100,00 €
<i>FRANCE</i>	RHODASOL	- COMARKETING	3.327,50 €
	WELCOMBEDS		
<i>FRANCE</i>	IFTM – TOP RESA	FIRA	46.949,85 €
<i>FRANCE</i>	FIRES CSE ELEUCEO	FIRA	-
<i>FRANCE</i>	VIDEO – ATT –	DIGITAL MARKETING	4.779,98 €
	GARAMOND		
<i>FRANCE</i>	ATT – GARAMOND	DIGITAL MARKETING	9.815,00 €
<i>BELGIUM</i>	PASAR – HEINZE	COMARKETING	4.936,80 €
<i>BELGIUM</i>	PASAR.BE – HEINZE	COMARKETING	7.199,50 €
<i>HOLLAND</i>	ANWB HEINZE	COMARKETING	5.566,00 €
<i>HOLLAND</i>	ACSI FREELIFE –	COMARKETING	3.630,00 €
	HEINZE		
<i>HOLLAND</i>	HEINZE	COMARKETING	-
<i>HOLLAND</i>	AD.NL	COMMUNICATION	13.310,00 €
<i>HOLLAND</i>	ALFABETIKO	COMMUNICATION	-
<i>GERMANY</i>	DESTINIA	COMARKETING	12.100,00 €
<i>GERMANY</i>	HEINZE	COMARKETING	10.000,00 €
<i>SLOVAKIA</i>	GUESTINCOMING	COMARKETING	6.000,00 €
<i>POLAND</i>	AVORIS	- COMARKETING	3.327,50 €
	NECKERMAN		
			931.178,50 €

Table 3. Countries, Actions, Themes, Costs, FEHT data

COMMUNICATION & PRESS - Press and content marketing office

The FEHT also has a Press and Content Marketing Office that responds to a strategic approach that will help to achieve the following objectives:

- Consolidate the positioning of the Costa Daurada as a global, quality family tourism destination by putting pressure on the tourism channel.
- To assist in the task of deseasonalizing the tourist season by making sports activities known to the channel, as well as promoting its sports facilities.
- Assisting and collaborating with FEHT members to promote their respective value propositions (brands, activities, destinations).
- To become a necessary entity in the definition of the tourism model of the province of Tarragona now and in the future.
- To contribute, indirectly, to the sustainability of the tourism sector in the province of Tarragon

GENERAL IMPACTS

The activity of the Office of press and content marketing 2021 has been as follows:

- Press releases/Communications/Letters generated and sent: 35
- Opinion articles generated: 10
- Interviews with the media managed: 311

Suport	Nombre	Valoració
PAPER	143	694.253 €
ONLINE	739	2.247.354 €
RADIO/TV	234	214.849 €
TOTAL	1.116	3.156.456 €



Image 14. The activity of the Gabinet de premsa I content marketing 2021, Memòria 2021 de la FEHT

PERSONAL PROPOSAL

Considering the widely demonstrated importance of clear communication to maximize the number of incoming tourists and to place the destination on top of tourists' preferences, the personal proposal presented in this work will be focused on the digital world. More specifically, the proposal concerns the digital positioning of the destination as a Leisure, Sport, and Nature FAMILY Destination. Using this key description of the destination, the digital communication of Costa Daurada should revolve around those key elements. The personal proposal consists of investing part of the budget in a Digital Marketing Executive or Team able to manage all the processes and elements of digital communication, positioning, and advertising.

The destination already has a strong leisure and nature characteristic: the beauty of the territory and of the beaches is worldwide renowned while the presence of PortAventura makes Costa Daurada a perfect destination for leisure and fun seekers. Therefore, the main objective of the digital strategy will be maintaining an excellent reputation of the destination, building loyalty with customers through community engagement and constant communication with customers, moreover, it will be acquiring new clients from specific target markets.

On the other hand, the potentiality of the territory is not as well-known as the "sol y playa" tourism, for that reason it is crucial to work on boosting the awareness of the sports events and initiatives included in the Joint Promotional Marketing Plan 2022:

National Market

- Cycle Touring Full Edition
- Mare Nostrum Cup
- Mundialito
- Costa Daurada Trophy
- Golf

Hence, it is fundamental to use Digital Marketing to:

- Build brand awareness
- Maintaining an excellent reputation of the destination
- Build loyalty among the costumers

To reach the objectives that have been set, is fundamental a clear strategic plan that covers the different aspects of digital marketing:

- Social Media Content Creation
- Social Media Ads Campaigns
- Positioning on the different online listings

- Manage the website (which needs to be constantly updated, proving clear and easily understandable information in different languages)
- Optimize the contents using SEO (search engine optimization) and SEM strategies
- Create a segmented newsletter
- Run advertising campaigns on Google (Adwords)
- Keep track of improvements and the results of the campaign through data analysis (using the dashboards, measuring KPIs and keeping track of ROI, return on investment)
- Creating reports
- Managing reputation on direct and indirect channels
- Engaging the community and creating relations with other digital media
- Creating excellent content across all channels (compelling videos, photos, copywriting, storytelling, podcasts)

It is fundamental to communicate to the potential tourist a coherent message across all channels and be very clear in the communication, deciding on the voice and personality of the brand and keeping the community engaged with fresh and constant content.

Digital marketing strategies are essential because they allow targeting the segment of the market of interest in a very easy way (it is possible to choose geolocation, age, and sex of the people that the marketer wants to reach), increasing leads and sales. Digital marketing strategies are also very cost-efficient, and they allow for monitoring the success and the results of a campaign at every moment, allowing to change it when it is not working.

Moreover, digital marketing campaigns allow higher conversion rates and increased top funnel traffic.

Finally, not only digital marketing is a winning strategy for B2C relations but, if the right channel is used, it is also very efficient for B2B relations (using, for example, the LinkedIn platform).

7.8 Competitors of the Destination

5 Apr 2022, Hosteltur

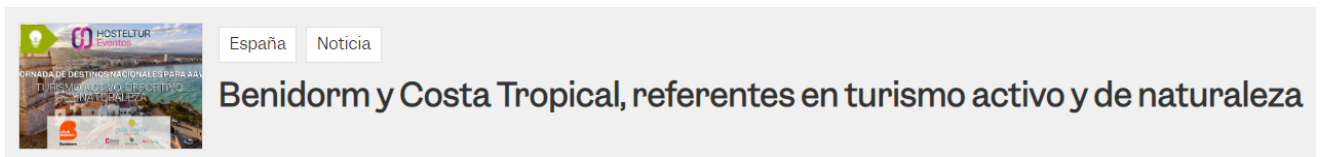


Image 15. Benidorm y Costa Tropical, Referentes en turismo activo y de naturaleza, 5 Apr 2022, Hosteltur

3 Apr 2022, Hosteltur

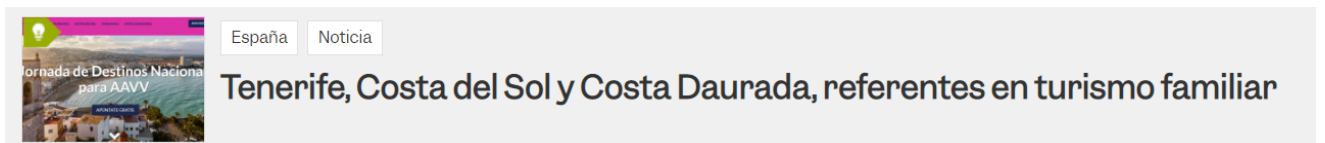
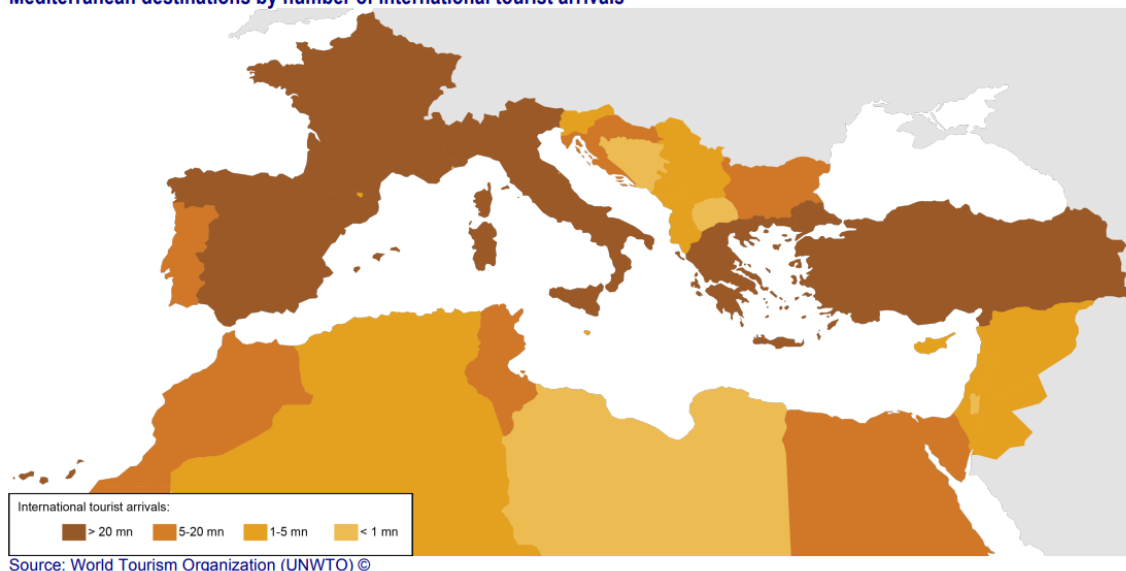


Image 16. Tenerife, Costa del Sol y Costa Daurada, Referentes en turismo familiar, 2 Apr 2022, Hosteltur

Considering the data from Graph 2 of chapter 7.4 it is possible to affirm that the main competitors of Costa Daurada on a national level are the Balearic Islands, the Canary Islands, Costa Brava (Lloret de Mar), Costa Blanca (costa de Valencia: Valencia, Benidorm) and Andalucía

Instead, on a larger scale, the main competitors of Spain are France, Italy, Turkey, Egypt, and Greece, as it is possible to notice by analyzing the graphs below.

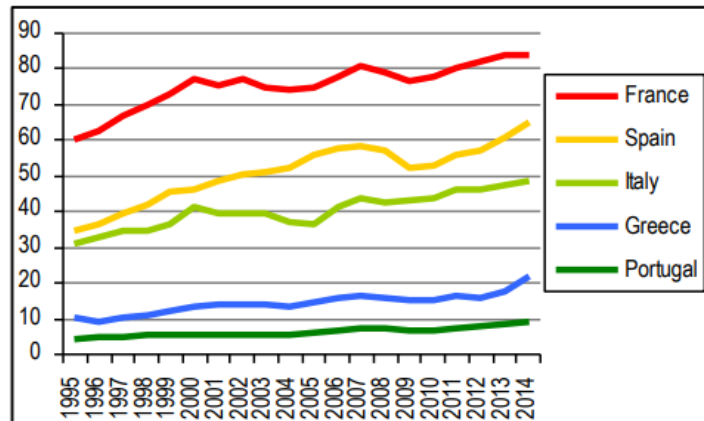
Mediterranean destinations by number of international tourist arrivals



Graph 12. Mediterranean destinations by number of international tourist arrivals.

Tourism in the Mediterranean, 2015 edition, UNWTO Tourism Trends Snapshot, World Tourism Organization

International Tourist Arrivals in the Mediterranean
Selected advanced economy destinations Europe (million)

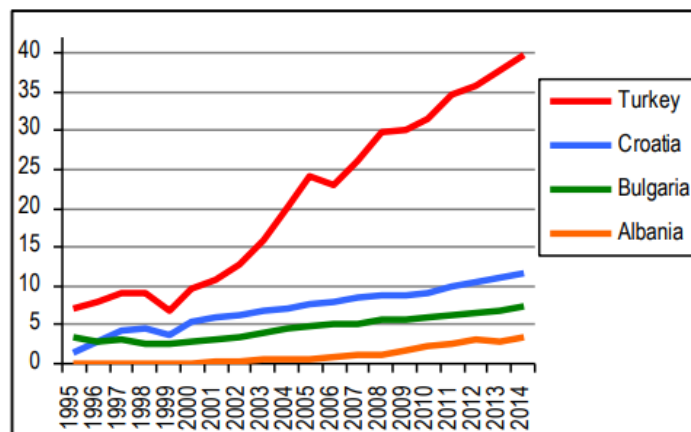


Source: World Tourism Organization (UNWTO) ©

Graph 13. *International Tourist Arrivals in the Mediterranean. Selected advanced economy destinations Europe.*

Tourism in the Mediterranean, 2015 edition, UNWTO Tourism Trends Snapshot, World Tourism Organization

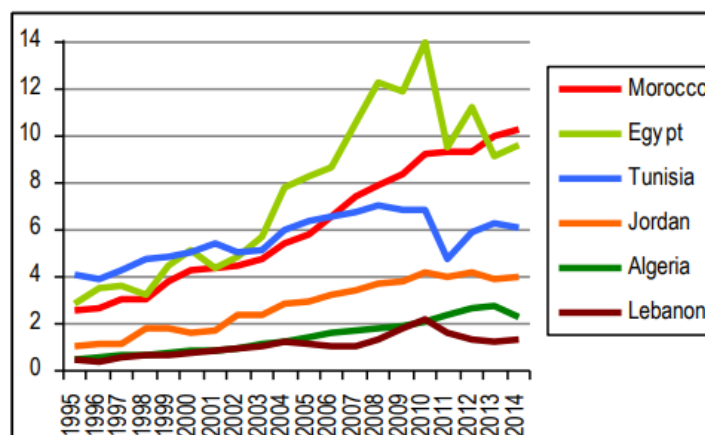
International Tourist Arrivals in the Mediterranean
Selected emerging economy destinations Europe (million)



Source: World Tourism Organization (UNWTO) ©

Graph 14. *International Tourist Arrivals in the Mediterranean. Selected emerging economy destinations Europe.*
Tourism in the Mediterranean, 2015 edition, UNWTO Tourism Trends Snapshot, World Tourism Organization

International Tourist Arrivals in the Mediterranean
Selected MENA destinations (million)



Source: World Tourism Organization (UNWTO) ©

Graph 15. *International Tourist Arrivals in the Mediterranean. Selected MENA (Middle East and North Africa) destinations. Tourism in the Mediterranean, 2015 edition, UNWTO Tourism Trends Snapshot, World Tourism Organization*

7.9 Product improvement areas

It would be beneficial for the destination to improve infrastructure (especially at the beach in Tarragona) and create strong partnerships with close-by destinations (especially Barcelona) as well as other touristic brands (Priorat, Terres d'Ebre, etc.)

7.10 Conclusions

From the study conducted it is possible to see, through a practical example (the case study of the marketing plan for Costa Daurada) how important it is to influence the perception that a certain target market has over a certain destination. Since Costa Daurada is a family destination with a strong potentiality for tourism also off-season (because of the sports activities and its diversified offer), it is important to communicate to the potential tourist what are the characteristics and strengths of the destination, so that he will perceive the destination as the perfect location for the vacations with the family, with a lot of leisure, sport and outdoor activities, the amazing beaches and weather and with a diversified offer that guarantees enjoyment for all the members of the family (gastronomical, cultural tourism).

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