



Educational & Press tour + B2B Workshop - Romania Activity Report

During the period 7-9 May 2014, in the North-East Region of Romania (Iasi and Bukovina), the RECULTIVATUR Educational & Press tour + B2B Workshop events took place. Their goal was to bring specialized press and tour operators directly in the territories, where new Religious Tourist product proposals are in development and acquaint them with the quality of facilities and services.

Also during this period, the North-East Regional Development Agency organized a press conference and a regional final conference, which aimed to promote the RECULTIVATUR project and its results, along with the huge potential of the cultural and religious heritage of the region.

The events addressed key internal and external tour operators, travel agencies, representatives of religious and cultural objectives, public authorities and service providers (accommodation, food and transport) interested in developing cultural and religious tourism.



1 day

in which Iași became the center of national tourism.

14 representatives of the press

attended the press conference.

70 participants

present at the regional final conference.

4 foreign travel agencies

invited and present in all parts of the event.

16 travel agencies

present in the B2B networking session.

6 tourist attractions

included in the Iași sightseeing tour done in the afternoon.



RECUltur

Key numbers – 8-9 May,
N-E Region

2 days

in which the North-East Region became a tourist area of national interest.

30 participants

representing travel agencies from Romania, specialized press and external tour operators.

500 km

traveled in Iasi, Neamt and Suceava (Bukovina) counties.

7 tourist destination

included in the itinerary

2 UNESCO tourist attractions

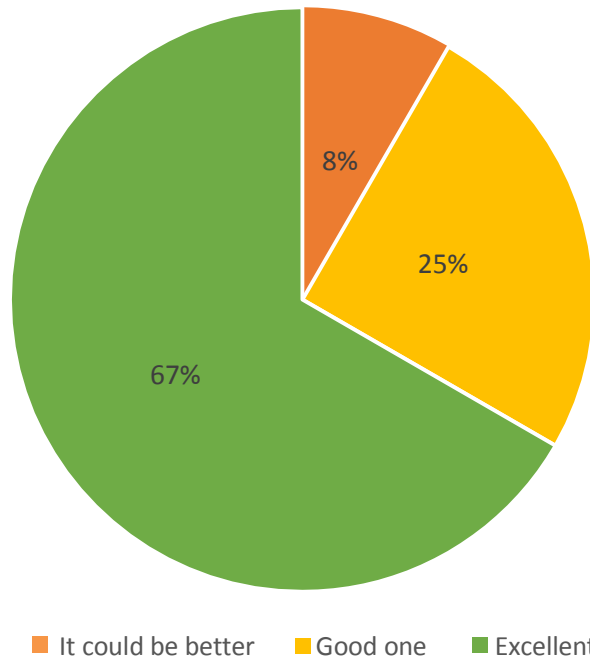
Voroneț and Humor monasteries

4 traditional craftsmen

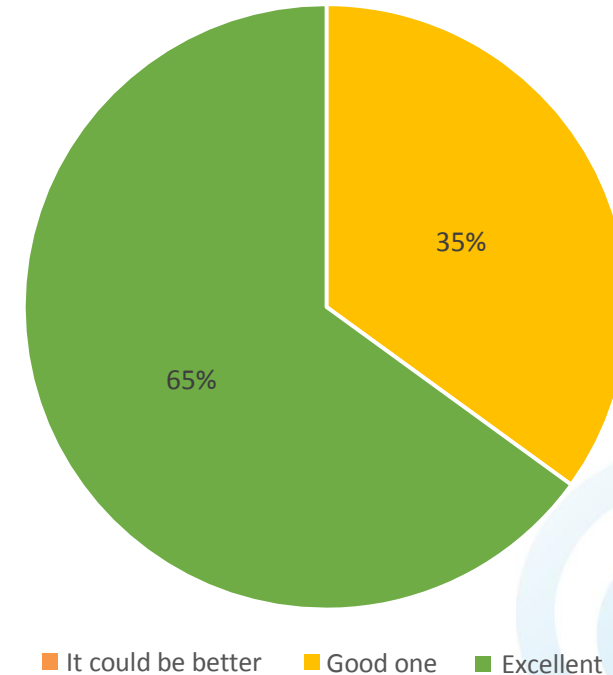
encountered during the tour

Out of 30 participants from all parts of the event (Conference, Educational & Press tour, B2B), 23 completed a feedback form from which the following conclusions emerge.

What do you think about the topics discussed in the regional conference?



What do you think about the logistics of the first part of the event (regional conference and B2B session)?

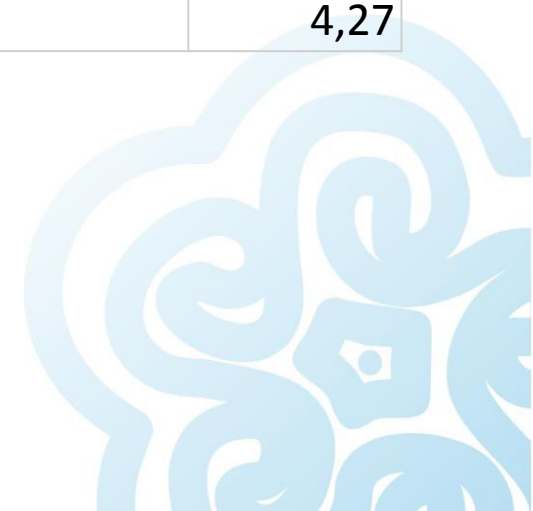




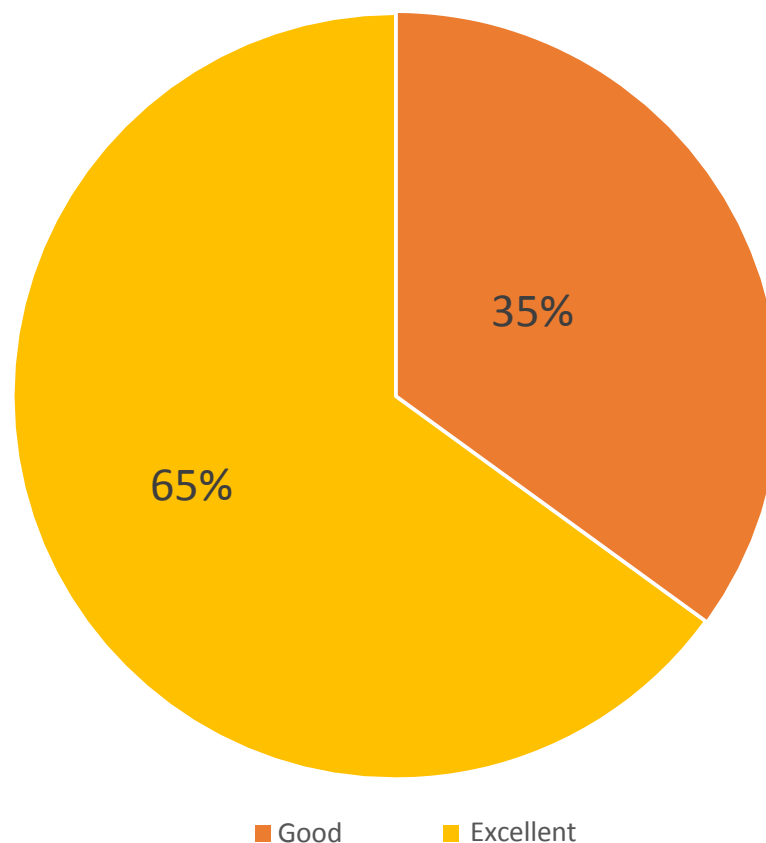
Educational & Press tour feedback (notes from 1 to 5)

Professionalism of the organizers	4,90
Atmosphere within the group	4,86
Accommodation at Hotel Unirea	4,85
Tourist attractions included in the program	4,81
Quality of the guide and information presented	4,77
Transport and coach quality	4,68

Walking tour - Iasi	4,65
Lunch at "Hanul Ancutei"	4,61
Printed materials	4,59
Dinner at Hotel Unirea	4,42
Dinner at Best Western	4,40
Lunch at "La Cetate"	4,27



Overall, how did you feel during the Educational & Press tour?





RECULTIVATUR Testimonials

"The atmosphere within the group was pleasant and helpful and this is due to the organizers."

"A weak point was the low number of guests from abroad, but time was short. Maybe it would be better to invite more journalists and possibly a TV crew. Otherwise, organization and communication were excellent."

"I wanted to see the tourist attractions of NE Romania bsc this is important for my job as product manages, for creating new programs in the Balkans. In my opinion the program could include even more of them."

"It was an interesting and well organized info-trip, with a beautiful group of people (rarely you can see such a group)."

"I felt a little time pressure, created by the desire to watch so many tourist attractions at relatively large distances. The proposed timetable was too ambitious for a 2 day event. The meeting with Ion Albu craftsman was not organized in an appropriate scenery and the meeting with the other craftsmen seemed organized at the last moment."

"The event was an excellent experience from all points of view."

"Seeing is believing, so I think such info-trips is how you can approach most of the essence of things. The initiative should be continued, developed."

SOURCE	APPEARANCES	VIEWERSHIP
Press	5	7K
Blogs	4	1K
Twitter	21	3K
Press comments	0	0
Blog comments	0	0
Facebook	44	50K
Forums	0	0
Linkedin	0	0
Aggregators	2	0
YouTube	5	50
Facebook profiles	35	4K
Instagram	13	1K
Foursquare	0	0
G+	1	1K
Ask.fm	0	0
TOTAL	130	70K IMP

What is the Viewership?

Viewership measures the number of potential visitors that go through a message. In terms of Online Advertising, Viewership is similar with the number of Impressions (displayed pages which contain an ad or a message). That is why, Zelist Monitor also measures Viewership in Impressions.

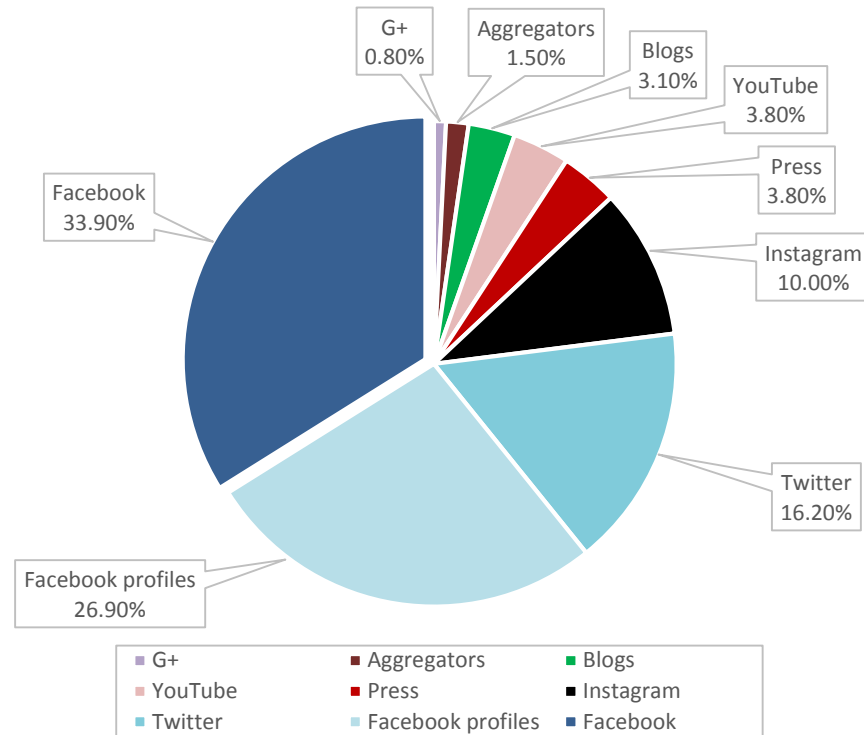
How is the Viewership of a social media channel computed?

The Viewership for each social media channel is estimated as the sum of the (estimated) viewership for each mention published on that channel. The notation 1k represents 1.000 impressions.

Of course, the higher the number of sources and/or the longer the monitoring period, the higher the duplication between users that have seen the message, either on 2 or more sources or in 2 or more moments of the day, on the same source.

Online visibility 5-19 May 2014 #recultivatur

Number of appearances on the type of source:



Impact of source type:

