

CONFERINȚA NAȚIONALĂ pentru TURISM INTERN



25 IUNIE
2020



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Hospitality Culture[®]
INSTITUTE

Planificare vacanta/concediu in perioada urmatoare

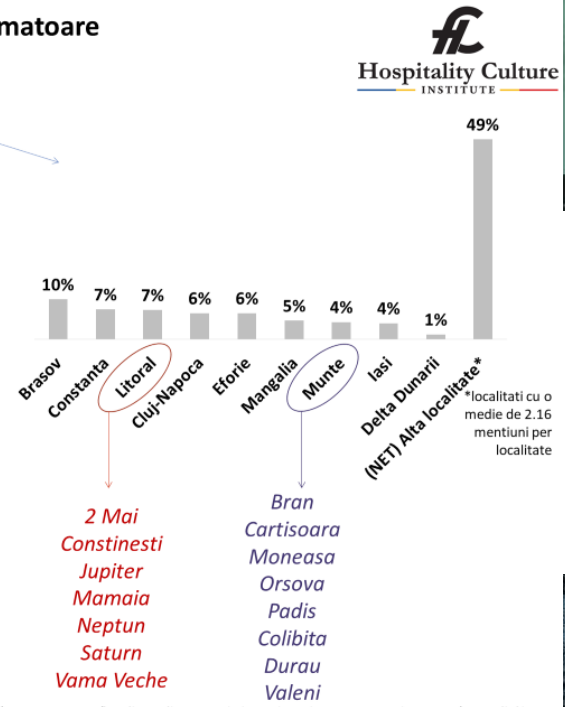
Romania **50%**

Nu am planificat inca **35%**

Strainatate **15%**

Nicaieri **7%**

50% dintre respondenti se gandesc sa isi petreaca vacanta/concediul din urmatoarea perioada in Romania. Printre destinatiile preferate enumeram: **Brasov, Constanta sau Cluj-Napoca.** De asemenea, 35% dintre respondenti inca nu si-au planificat zilele libere de anul acesta si doar 15% doresc sa isi petreaca concediul in strainatate.



- 2 Mai
- Constinesti
- Jupiter
- Mamaia
- Neptun
- Saturn
- Vama Veche
- Bran
- Cartisoara
- Moneasa
- Orsova
- Padis
- Colibita
- Durau
- Valeni

Q22. Unde intentionati sa va petreceti vacanta/concediul in perioada urmatoare? N=655 / Q23. In ce oras/localitate din Romania intentionati sa va petreceti vacanta/concediul in perioada urmatoare? N=326

Intentii de iesit in oras/food delivery dupa ridicarea starii de urgenta in Romania



Research Study (April - May 2020), Sample on National, Urban Population



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Recommendations from International Tourism Organizations



1

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2

Save jobs through domestic tourism

3

#trust, the new currency in the new economy

Can Romania take the increased demand on local tourism?



Are our logistics ready?



Do we know the best and most efficient way to promote ourselves to our own people (*local target audience*)?



Are the entrepreneurs in our hospitality industry prepared to receive and delight their guests once again?



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1st Edition: National Conference for Local Tourism

- The best networking with professionals and industry colleagues
- Community Center
- Best place for first hand, trusted information, coming directly from the authorities
- Q&A LIVE

THE EVENT that addresses the business & travel community in Romania and that aims to put local tourism on the map for all Romanians.



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WHO ARE WE?

MISSION

- Identify trends with economic, social, politic and cultural impact and to share know-how and applicable solutions.

VISION

- Became number 1 resource center for HoReCa entrepreneurs in Europe

VALUES

- **Authenticity:** We allow ourselves to be vulnerable in order a to achieve clarity in our purpose.
- **Relevance:** Quality, relevant content can't be spotted by an algorithm. You can't subscribe to it. You need people - actual human beings - to create or curate it.
- **Integrity:** the quality of being honest and strong about what you believe to be right.



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Hospitality Culture Institute is an Association that gathers HoReCa leaders, professionals from different industries, academic personnel, architects, media representatives, entrepreneurs and business angels.

Conference: Discussion Panels

Is our infrastructure ready?

Speakers:

- Virgil-Daniel POPESCU. Ministrul Economiei, Energiei și Mediului de Afaceri
- Mariana Ionuta - Director General Compania Națională de Administrare a Infrastructurii Rutiere
- Florin Dimitrescu, General Manager Compania Națională Aeroporturi București
- Ioan Pinteș - Director General CFR

Local Administrations

Speakers:

- Gabriela Firea – Mayor of Bucharest
- Ilie Bolojan – Mayor of Oradea
- George Scripcaru – Mayor of Brasov
- Mihai Chirică – Mayor of Iasi



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Conference: Discussion Panels

Dream places in Romania,
with an entrepreneurship
flavour

- Andreea Esca - Oberwood
- Horia Szabo – Conacul Archia
- Dragos Anastasiu – Green Village
- Travlocals.com

Unique Selling
Proposition

- Reky – My Transilvania #slowfood
- Alexandru Tudor – Basilica Travel Director
- Valentin Gheorghe - Owner at Romanian Adventure
- Nicu Rădulescu - Președintele Organizației Patronale a Turismului Balnear din România
- Mihai Barsan – Epicvisits.com



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Conference: Discussion Panels

Local Producers

Ferma Nasul Roșu din Palanca, județul Prahova

Manufactura de Brânză din Cund, județul Mureș

Ferma Hărman

Stupina Miere Subcarpatica

Travel Agencies

Happy tour

Paralella 45

Christian Tour

Karpathen Tour



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Conference Key Speakers (TBD)



His Royal Highness Charles,
Prince of Wales



Her Royal Highness
Margareta, Custodian of the
Crown of Romania



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Key Logistics

- Hybrid event
- Studio for speakers and moderators
- LIVE stream in virtual event platform
- 10% of content LIVE streamed to social media (Facebook/Youtube)
- Radisson Blu Hotel
- Hopin.to virtual event platform

Tickets: **19 euro/participant**

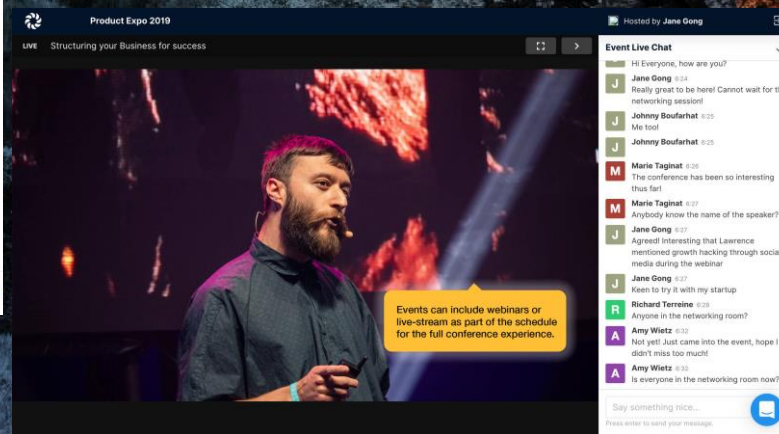
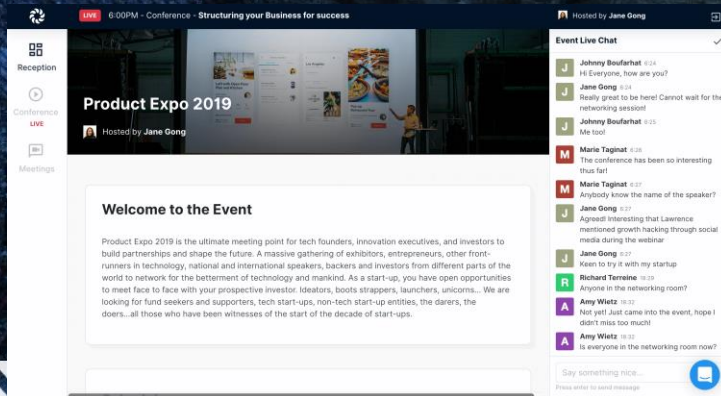


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Virtual Events Platform: BENEFITS

- Registration Area
- Partners Presentation
- Chat
- Schedule

- Main Stage
- LIVE Stream from Studio
- Product Placement
- LIVE Chat and Q&A



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Virtual Events Platform: BENEFITS

- Partners Booths

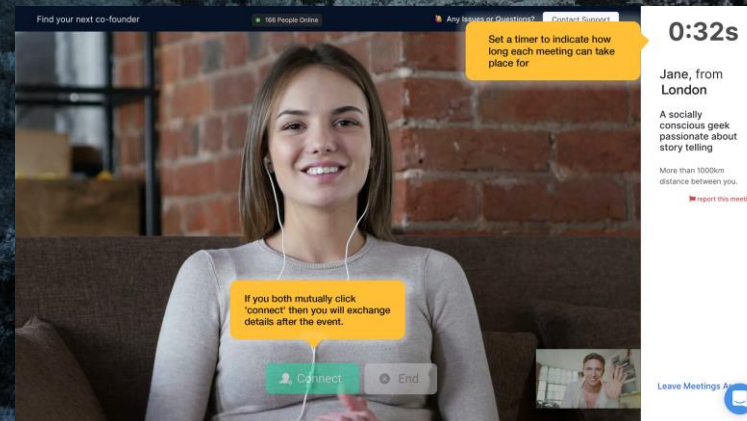
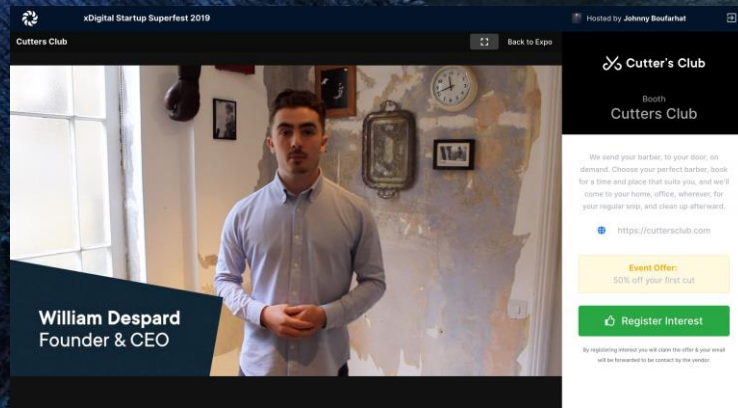
Special offers designed solely for participants

LIVE interactions // recorded video

- Networking

One to one video calls

Profile matching



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Communication

Social Media

- Facebook // LinkedIn // Instagram
- Event on Institute Page
- 48 promoted posts with panellists and partners

PR

- Press Release before the event, with research findings and the need for this type of conference
- During the event, flow of declarations to reflect the news flow
- After the event, communicate on main topics discussed
- Business & News media channels



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