

Submission Date	Nov 14, 2022 3:31 AM
Name of the consortium	The Lovely Places 2023
Number of co-funding partners (excluding ETC)	3
Name	Tourism Ministry San Marino
Type of entity	Other governmental or public entity
Country where the partner is legally established	Samoa
Website	https://www.visitsanmarino.com/
Description (200 characters maximum)	San Marino Republic is located few km from Em.Rom. and Marche. The country covers area of 61 km ² .The 3rd smallest country in Europe. The republic has a population of 33,100.Language is Italian .
Name	Tourism Office Emilia Romagna
Type of entity	Other governmental or public entity
Country where the partner is legally established	Italy
Website	https://emiliaromagnaturismo.it/en?utm_source=ERT&utm_medium=menu
Description (200 characters maximum)	Emilia Romagna lies between the River Po to its north and the Apennine Mountains . It is one of the most fertile and productive regions of Italy, thanks to the mitigating effect that the Adriatic Sea.
Name	Tourism Office Regione Marche
Type of entity	Other governmental or public entity
Country where the partner is legally established	Italy
Website	https://www.turismo.marche.it/en-us/
Description (200 characters maximum)	The Marches is mostly comprised of hills and mountains; the region embraces the Adriatic side of the Marche Apennines, yet in contrast features low-lying, sandy beaches patches of still unspoiled land
Name any other entities which will provide support to the execution of the promotional campaign but that are not co-funding partners. Briefly explain their role (800 characters maximum).	In the Project in 2023 there will be a huge development ; the consortium will increase with 2 new countries : Greece and Croatia .These countries has in common with San Marino and Italy : Adriatic Sea but not only , history , heritage , small towns that are hidden from the tourism mass route . Last but not least founder of San Marino , Holy Marino came from the Dalmatian Coast and travelling on the sea after being in Italy founded San Marino . Several new routes in common with the new partners will be developed during the campaign connected with slow nature and heritage , for free independent traveler and family .The connections between the 4 states are very developed and reachable especially from March till October.The Financial model will be as in 2022 with the 2 regions and San M.

Coordinating partner	Ministry Tourism San Marino
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Campaign name	The Lovely Places 2023 going Beyond Imagination
Theme	Nature and the Outdoors
Subtheme	Gastronomy Lifestyle Ecotourism Heritage and culture
Describe your objectives (2,000 characters maximum)	<p>The lovely places 2023 will develop new ideas and continuing the successful 2022 campaign : in the 2023 there will be adding 2 new countries in several activities :Greece and Croatia ,which have similarities as heritage , nature focus with the 2022 consortium.</p> <p>The Republic of San Marino is the leader of a project for a tourism development with Emilia-Romagna and Marche Region, developing also in 2 new countries with focus strongly on a common value of the entire area .</p> <ol style="list-style-type: none"> 1) Nature slow : several new routes build ad hoc to promote also the 2 new states 2) Root tourism , Ancestral , experiential 3) Heritage and Culture 4) Innovative and Sustainable Tourism 5) Pilgrims and nature : a new way to be in touch with the religion 6) Be local eat local think local <p>With the new countries Croatia and Greece,we already signed a collaboration for projects in tourism and we would join on board few new territories from these countries .</p> <ul style="list-style-type: none"> • As San Marino UNESCO World Heritage Site developing new and revolutionary way to approach tourism in these territories to move freely , discover the oldest land of Freedom without barriers in synergy with Emilia Romagna , Marche , Greece and Croatia . • Awareness their territories as future key destinations for new markets • Increasing positions for market in Italy , San Marino , European Union , Usa ,Canada Brazil for tourism : free independent travelers , pilgrims tourists , family , youngster new generation tourists and silver tourists • Becoming local : developing new contents with the support of new digital instrument • Developing their Brand as Nature , Slow , Local , • Developing the connection undiscovered with the Cultural Heritage of San Marino, Emilia Romagna, Marche historical castles , in the historical route with Croatia and Greece • Developing the empathy , respect for the indigenous tradition of the old story telling and legend from San Marino , Croatia and Romagna and Old trades that were there in the old days .
Describe your campaign scope (4,000 characters maximum)	<p>We would arise and promote with this campaign several opportunities and several countries that could be the key for the future tourism development after the fruitful campaign of the 2022;it will be joined during 2023 with other 2 countries Greece and Croatia.</p> <p>In the details we will present which will be the main scopes :</p> <ol style="list-style-type: none"> 1)The lovely places Slow Nature <p>The Lovely Places Videos Season Tv :</p>

<https://www.sanmarinortv.sm/programmi/terranostre-lovely-places-p211> (here the link for the first edition)

History-legend-territoriality: Strategic places that over time have given life to food and wine products that have become symbols; places that still tell the personal stories of those who are committed to defending the traditions and sustainability of the territory, in the second edition we would empathize also the connection with the 2 new countries enrolled.

2) Heritage and culture : a route that becomes a real "collection" of historical and cultural values scattered throughout the territory
Fil de rouge between the partners of the consortium.

It will be selected as Historical route linked the Council of Europe with Croatia and Italy :

Connection territory the Lovely Places with the Dalmatian Coast in Croatia with historical connections of "San Marino" the Holy that started his journey from Island of Rab , settled in Rimini and later founded a community on Mount Titan and allow later the Birth of an independent Country
These part will be developed in direct contact with the Dalmatian territory to create few special experience to be described also in the website , social media and influencer experiences .

3)Religious route : " Il cammino del Titano" a path of religious tourism between faith, culture, art and traditions.

The itinerary The Way of the Titan is an experience not to be missed to discover the entire territory of the Republic of San Marino.

The path of the Cammino del Titano allows you to connect to 8 other thematic itineraries . Motivation and mystic of the pilgrim visitor to Promote, increase notoriety, position itself on the international market of routes and offer of religious and cultural tourism.

4)Consortium root tourism and ancestral : One example : train with the The Way of Dante is a ring route between Regions .It is the responsive tourist portal of the castles, fortresses and historic houses of consortium . The cultural tourist offer of the castles, the experiences and events .

5) Sustainable tourist and cultural routes : living following locals (the lovely stories): experiential tourism and eno-gastronomic tourism .

Villages: "small places" that have maintained a strong identity and are able to transmit their own, precise territorial identity especially in Greece and Dalmatian Coast both in connection with Italy and San Marino .

The slow traveler who favors for in his heterogeneity to age groups and socio-cultural level (families with children, young people, golden and silver age tourists,new generation digital)all these types of tourists that travelling independently

Eno- gastronomic : toward choosing foods that are healthy, zero-mile and produced using organic farming and ranching techniques.

6) San Marino and the consortium will develop several activities in touch with nature that not yet are promoted in these new market selected

A) Climbing: adrenaline rises along the cliffs of Monte Titano.

B) Trekking and excursions:

C) E-bike:

D) Archery

There will be chosen 3 micro influencers experts in their languages one of them will be Donnaventura Brand .

There will be developed the app with "Gaming concept"

New version up-dated of the website and social media campaign 2023 process in Portuguese , English , Italian

The lovely stories a new concept of the " Luoghi Parlanti "

A Roadshow in USA and Brazil(with webinars).

An Ads campaign that will be divided in 2 parts each around 5 months for better explain the results and the actions realized during the campaign.

Describe your target audience
(3,000 characters maximum)

Communication and promotional campaign will be developed in Europe , North American USA Canada and Brazil : important markets for consortium players , with the airports closed to the territory as for example : Bologna , Ancona , Rimini , Forli airport as just 1 hour 20 min max far away from the consortium partners .

In this campaign will be very important harbors : Ravenna , Rimini , Ancona where every day there are ships and boats that they are connecting with Greece and Croatia .

North America and Brazil , were chosen because there are many tourists from USA coming in the past years to San Marino and consortium partners

for the ancestry , natures and for the slow food .

Eno-gastronomic tourism and last year campaign with the influencers from there 2 countries was a success,USA and Brazilian market were tested and the results for incoming especially solo tourists gave very high numbers in terms of revenues ,statistically can reach 25% .

Also there are some cooperation agreement signed from these countries with the consortium partners.

Brazil and North America are countries were also the consortium partners want to realize webinars and emailing to contacts,Press and realizing several activities for FIT and Family with children ,last but not least a Roadshow with professional of the sector for presenting the Consortium partners for tourists that already visited Europe and they should be back because once or twice is not enough with all the heritage , cultural and nature located .

Brazilians appreciated Nature and outdoors , of San Marino and Italian in the past campaign and also to add , many emigrants moved in Brazil , and North America also this target market is very important called “Return Tourism”.(Turismo delle Radici 2024)Roadshow “ Ancestry Tourism” many emigrants want to discover their ancestry and travelling back to Consortium partners .

And the Regions is developing perfectly in the Nature and the Outdoors: Inspiring experiences and stories framed around human or nature-powered journeys that connect with the outdoors, the local culture, food and people in rural areas in line with the ethos of the Slow Adventure movement .

The tourists that want to learn about new cultures, experience new adventures and expand their perspectives from what they learn when travelling is the Perfect lovely place .

Audience of the project that will be reached trough : the micro influencer campaign 3 : Usa , Brazil , EU ,trough the new Gaming app will be reach the youngsters travelers that always are searching new contents .

The lovely stories will be remaining in the podcast plus also new videos .

The new contents of the website and video campaign , with the translation dedicated languages will be explained in the target .

A subcontractor will be in charge for monitoring the influencers and social media activities with a new AI program for statistics and data analyzes in developing for quarterly checking measures and control .

Indicate the estimated size of the target audience that the campaign will engage (200 characters maximum)

Audience will be : Single, Free Independent Travelers , Families with children , Slow nature tribes, Silver tourists , Ancestry Tourists, Experiential , New generation digital tourists, Couples .

Describe your campaign (10,000 characters maximum)

Our Campaign for 2023 “Lovely Places going Beyond Imagination” will be developed following also the best practice of the 2022 campaign keeping in mind that there are 2 countries more as Greece and Croatia that will participate in few activities

1)Influencer Campaign : 3 TOURISM influencer will be chosen for the 3 different countries as fare Brazil were the past campaign it was a success , USA or Canada for developing also the roadshow new activity and last influencer will be chosen with a brand from Donnaventura .1 influencer will make the journey that Holy Marino did trough Croatia Island of Rab on Dalmatian Coast till Italy and finishing to San Marino , this will be on the High Bump of the campaign.

Few words more for Donnaventura brand : The style of Donnaventura is to tell the beauties of the country visited . Particular attention is paid to sustainable tourism, with outdoor routes, outdoor activities with sustainable / electric vehicles. The Donnaventura brand is known, thanks to the team of influencers all over the world. The Donnaventura site, in addition to Italian users, is also visited from the USA and Switzerland. The format therefore reaches a very wide target (families, FIT) through TV, while the young audience is reached through social media and the digital platform. The broadcast on Rai International, it could certainly be a promotional vehicle for ancestral tourism in the name of the rediscovery of one's roots, characterized by historical and cultural research, in order to rediscover a

sort of "sense of belonging" to the country of origin by international communities.

Type of expenses: Invitation, selection round trip, hospitality, fee of influencers, Updating and/or new audio-video productions, Ads on social networks.

2) It will be developed new materials for the connection to the territories for new categories of tourists: pilgrims, families, single travelers, nature and slow tribe, digital youngster tourists, ancestry tourist, gamer tourists. Creation of new areas in the website useful to maintain updated portal, Technical maintenance of the site, Updating of content within of the site, Inserting new pages for new ones projects, Languages: Italian - English - Portuguese, "Explore" section, Experiences, "Live" section with thematic routes, page "The Project"; Content update: Changes to Common tabs, Addition of new Common tabs, Insertion of new itineraries, Creation of the new section dedicated to the "Lovely Stories" project, Update of the section in Podcast and TV with the inclusion of the new episodes of "Terra Nostra".

Creation of an "Events and News" calendar.

3) ADS CAMPAIGN: as in the 2022 campaign it will be needed a positioning of the website, contents, influencers, video, stories podcast, series and so on with expert company that could select markets, market research and developed the history cases for an ADS campaign divided in 2 period first semester and second semester of the activities.

4) Gamification: existing app developing, a sector still little explored, but instead territories and operators should learn to exploit even just for the numeric: 3 billion players worldwide.

To increase the interest and involvement of users within the Mobile App "The Lovely Places" and at the same time to enhance the tourist destinations, the following innovative idea must be integrated, based on a logic of gamification, in order to stimulate people to visit and the areas generally less frequented and known, in exchange for a prize, that it will be funded by private donors: museum, restaurants, t-shirt, hotels all in the territories, in the form of voucher. Each place of interest will be associated with points called "Lovely Points" that may vary for each place, using a logic that rewards the less known and / or less frequented location. By taking a photo at the Place of Interest, the user will get the expected "Lovely Points". (The app will have to automatically verify the geographical position and assign the points only in case of correspondence with the place)

It must be integrated into the Mobil App and an algorithm that will allow the automatic recognition of the user's position and the relative validation and assignment of the points provided at a place of interest.

5) Bespoke B2B: Brazil connection and potential of the market for San Marino and Italy and possibilities of webinars in USA.

Online training activities through webinars for travel agents and tour operators.

Promo-marketing activities for travel itineraries in Italy, San Marino be enriched by experiences that can be combined with the stay with different themes: Food & Wine, Unesco Heritage Tours, Outdoor activity, cooking class, bike tours, outdoors activity.

The sale of the product will take place through the American t.o. GT experience. To increase the knowledge and notoriety of the destination in the United States and especially in reference to American travel agents, it is necessary to produce webinars in the territory showing the peculiarities of the offer. 3 for thematic categories after a market selection study.

To promote, increase the awareness of the B2B destination on the North American market and generate overnight stays and excursions in the territory.

Our idea of roadshow will be matched with the provider professional selected and will be developed in 10-11/2023 in Brazil were as consortium we have different political connection that can support the realization in optimum way, it will be selected a company that will take care from A to Z about all the organization.

6) Terra Nostra Series: a series in Italian and English (with subtitles in other languages) each show will be dedicated to few territories as described in the website with 2 presenters and local guide that will introduce the public to the micro territories (6 episodes) (1 plus with influencer or guest, duration of the episodes 40 minutes, realization video, stories, focus on the

territories slow nature and heritage.

Target : FIT , digital youngster tourists , young family and couple .

After the success of the first edition-

<https://www.sanmarinortv.sm/programmi/terranostre-places>- the program continues for the consortium territories presenting the history of Consortium and the villages, through their characteristic position and their historical, artistic and naturalistic heritage .

7) Lovely stories : a new Lovely stories are stories that arise mainly from the need to create a visual, oral, video "archive" of people and places that are told. Identified the territories, the areas of intervention are identified (ancient/characteristic works and crafts, museums, truffle hunting, crossbowmen, the falconer , the sailor of Cesenatico, the ceramic craftsman, fishermen from Croatia and the long work of writing the contents in collaboration with the "testimonials" begins.

Cultural heritage and environment for future generations .

All this audio material will be made podcast both in ITA and in ENG with a native speaker who will interpret the value of the testimony. Testimony that will be taken directly on site with a specific instrumentation for audio and videos to support the promotion activity during the interview phases .

The container will be the site thelovelyplaces.com through the creation of a new dedicated area with an interactive map in which the 10 testimonials chosen for the project will appear divided according to geographical areas. Map, together with the ITA/ENG audio tracks, written texts, English translations of the testimonies, and some videos make the whole project complete.

8) Social media development :

Continuation of activities social ORGANIC

Programming in organic on the main social channels (Facebook, Instagram, LinkedIn and TikTok)

- Selection and creation of content originals based on the contents present on the site

- Content tags with municipalities to facilitate their repost

- Selection of a strategic language from use

Languages: Italian - English - Portuguese

Number of posts: 3 per week (on Facebook, Instagram and LinkedIn)

Number of stories: 3 per week (on Instagram and Facebook)

Number of reels/short videos: 3 per month (on Instagram and TikTok)

- Sharing of local events

- Sharing of content related to the paths on the site of The Lovely Places

- Sharing new content produced with "Lovely Stories"

Inclusion of thematic hashtags

Insertion of Tags to the municipalities involved in the single post

Plus contents dedicated to other 2 countries ad hoc selected

9) Translations :

All the new contents of the website , old contents not yet in Portuguese , subtitles for the videos , adaptation of the languages for the 2 new countries , meaning shorting in new countries languages .

2 new events will be planned without demanding any budget to ETC TTG TOURISM IN NOVEMBER 2023 in Rimini with presentation of the results

THE LOVELY PLACES ANNUAL EVENT 29/7/2023

The target audience is defined as follow for the main target groups:

A) Travel Solitary 500.000

- facebook groups 60.000

- linkedin groups 40.000

- instagram groups 70.000

- tik tok users 50.000

- mini /micro influencers 150.000

- Twitch 20.000

B) Families 300.000

- connectors 40.000

- micro/mini families influencer 45.000

-live healthy and travel slow tribu 30.000

C) New generation Digital Tourists , youngsters 500.000

D) Pilgrims 200.000

E) Couples organizing alone holidays 400.000

F) SILVER AGE 200.000

G) Slow , nature tribes and live healthy 100.000

H)Free independent Travelers 900.000

I)Ancestry Tourists 75.000

L)Experiential Tourists 35.000

The 2 new countries will enter : Greece in beginning of October 2022 the Lovely Places was presented in a International Event with the Council of Europe at the presence of the Greek Ministry for Culture and they appreciated the project and the direct partnership for Tourism continued after the agreement signed in 2021 between the 2 Ministries of Tourism : San Marino and Greece .

Please upload any relevant supporting documents:



memorandum intesa RSM_BRASIL_inglese.pdf
1.23 MB



memorandum with Italy.pdf
712.51 KB



San Marino Tourism Agreement with Greece for Tourism
7.92 MB



agreement with Croazia for tourism with San Marino
2.45 MB

Start date

Jan 1, 2023

End date

Dec 31, 2023

Upload timeline



GANT TTT 2023 Lovely Places Beyond Imagination .pdf
164.92 KB



GANT TTT 2023 Lovely Places Beyond Imagination .xls
91 KB

Describe your campaign outputs and KPIs (5,000 characters maximum)

Going in the details , starting from Influencers , we present this analyses that we used in the campaign 2022 matched with the subcontractor chosen for the activities improved with 2023 new KPIs .

MIA ANALYSIS - Media Impact Analysis

- Type (on/offline)
- Object
- Diffusion
- Readership
- Page value
- Space
- ADV value
- Periodicity
- Type Of Magazine
- Photo

Our experts contact working on this field they update the 2022 campaign

with other important social media metrics

1. Reach
2. Impressions
3. Audience growth rate
4. Engagement Rate
5. Amplification rate
6. Virality rate
7. Video views
8. Video completion rate
9. Customer satisfaction (CSAT) score
10. Net promoter score (NPS)
11. Click-through rate (CTR)
12. Conversion rate

INFLUENCER

Following 2022 successful campaign :

Organizational methods:

- Market: Europe, Usa, Canada , Brazil .
- Choice of reference hashtags
- Design of the editorial plan for the scheduling of activities on social networks and the activities of bloggers

During the weeks of activity will be produced at least 4 weekly contents, such as:

- reactions of original posts / social cards
- sharing the article related to the blog or blog of influencers (Facebook and Instagram)
- teasing activities presentation social influencers on the go (Facebook and Instagram - stories and photos)
- sharing stories during influencer stays
- sharing social cards (Instagram and Facebook)
- 3 influencers

The activity as a whole includes:

- 6 blog posts of at least 800 words
- at least 12 social shares between Instagram and Facebook
- 4 articles on the blog of the influencers involved directly on the territory (1 article per month): the chosen influencers must have at least 3% engagement rate on social media and at least 5 thousand monthly visits to the blog
- at least 6 photographs on Instagram
- at least 30 stories on Instagram (at least 5 stories a day from each influencer on the go, three days of travel per month - Friday, Saturday and Sunday)
- Blog: at least 8 blog posts
- Instagram Stories and Facebook Shares: At least 42 Social Shares

All digital activities by influencers will report the hashtag of the official profile and this will be tagged on social media.

Quantitative indicators :

- click on the website : 2.500.000/5.000.000
 - Number of participants involved in direct campaign : 1.000.000/3.000.000
 - Number of participants reached from the influencer 1 . 8000 to 30.000 follower.
 - Number of participants reached from the influencer 2 . 8000 to 30.000 follower.
 - Number of participants reached from the influencer 3 10.000 to 100.000 follower.
 - Number of posts on project-related topics and news published on the official social media account of the project (Facebook): 500-1000
- App downloads currently are about 45,000 (90% Android, 10% iOS) with the 2022 campaign.

With the introduction of a stimulating interaction, such as the one conceived, they could exceed 150,000 downloads considering to convert even just 1.5% of the summer arrival.

To these 150,000 you could then add at least 50,000 downloads from "local" users who may be interested in the discounts and prizes up for grabs: 200,000 downloads deriving from gaming .

A) Free Independent Travelers

- Facebook groups Opening of FB channel, creation of group and

management of micro community - Number of posts 1000
 - linkedin groups Opening of LK channel, creation of group, management of micro community - Number of posts 30
 - tik tok users Opening of FB channel, creation of group and creation of videos - 1000 posts
 - mini /micro influencers Management of activities and co-ordination of micro influencers 10000 totally
 B) Families
 - connectors
 - micro/mini families influencer
 -live healthy and travel slow tribu
 C) New generation Digital Tourists ,youngsters 500.000
 D)Pilgrims 200.000
 E)Couples organizing alone holidays 400.000
 F)SILVER AGE : 200.000
 G)Slow , nature tribes and live healthy 100.000
 H)Free independent Travelers 900.000
 I)Ancestry Tourists 75.000
 L)Experiential Tourists 35.000
 Clicks:
 1.500.000/2.000.000
 2. Likes: 20.000 on FB
 3. Shares: 50.000 on FB
 4. Comments: 30.000 on FB
 5. Brand mentions: 20.000 on FB
 6. Profile visits: 3.000.000
 7. Active followers: 25.000
 ● Likes 10.000 / 50.000 FB
 ● Engagement 10.000
 ● Followers growth: 6 months 250%
 ● Traffic conversions : > 5/10%
 ● Social interactions 30.000/50.000
 ● Social shares 30.000 /50.000
 ● Web visitors from social channel 1.500.000/2.000.000
 ● Social visitors conversion rates 5/10% 1.500.000/2.000.000
 Terra Nostra series viewers 500.000 during project period
 Lovely Stories listeners 300.000 during project period
 All these KPIs will be verify and checked every quart for developing a Social Media Plan with Artificial Intelligence Algorithm that will check and connect the data between all the action above .
 This it will be used for improving if necessary the plan each 4 months of the campaign with a SWOT analyses for indicating where and how to react in real time .

Upload budget form



Annex 1.Budget Form 2023 The Lovely PI... .pdf
 120,86 KB
 ces 1



Annex 1.Budget Form 2023 The Lovely PI... .pdf
 173,69 KB
 ces 2



Annex 1.Budget Form 2023 The Lovely PI... .pdf
 201,25 KB
 ces 3



Annex 1.Budget Form 2023 The Lovely P... .xlsx
 28,41 KB
 ces

Have you previously submitted the same campaign project or one similar in content to any EU-funded programme?

No

Terms & Conditions

Accepted

Accepted

Terms & Conditions

Accepted

Before submitting your proposal, please let us know how you heard about this co-op programme

We are member of ETC and active partner TAC in DG GROW and Council of Europe .
