

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

ANDALUSIA TOURISM. SUMMER CAMPAIGN 2018  
Ministry of Tourism and Sports

# Programa Operativo de Andalucía

Año 2019

Fondo Europeo de Desarrollo Regional



## ANDALUSIA TOURISM. SUMMER CAMPAIGN 2018

This action consists of a communication campaign on national media for the promotion of Andalusia as a tourist destination by showing and announcing the attractions and products of the community for the summer season.

Through the campaign, information is given about the Andalusia's tourist diversity, with a special focus on its plurality and complementarity. It is therefore highlighted that Andalusia is the best destination for holidays, a destination for everyone and all ages.

The possibility of expanding the visit to several areas through various specific proposals, thus contributing to a better territorial distribution of tourism activity is also stressed. In addition, communicating the destination's tourist attractions that are available the months before and after those with the highest concentration of travellers, thus expanding the summer season and improving the profitability of SMEs, is a key action.

This campaign has involved an investment of EUR 187,551, which has been 80% co-funded by the ERDF, i.e. it has received a Community aid of EUR 150,041. This action aims to increase the number of regular exporting SMEs at the national/regional level to reach 5,357 companies by 2023, as compared to 3,920 quantified in 2013.

**It is considered a Project's Good Practice since it meets the following criteria:**

**1. The ERDF's role has been suitably disseminated among the beneficiaries, potential beneficiaries, and the general public:**

The objective of this action is to reach the largest number of people in the national market that are interested in travelling during the summer season of 2018, to consolidate Andalusia as a reference tourist destination for Spaniards in this holiday season. To impact the target audience, the materials of the current creative campaign are used. Said campaign, under the claim 'Intensely', contemplates the different logos of the European funds and in all of their adaptations for each type of media, to provide these with visibility while accompanying the brand "Andalucía". In this way, the brand "Andalucía" and the ERDF logo are present in all the contemplated media.

Television and cinema: Spot - [https://www.youtube.com/watch?v=A1mDXsz9X\\_0](https://www.youtube.com/watch?v=A1mDXsz9X_0)



Andalucía  
TE QUIERE

andalucia.org



On television, broadcasts were made on the regional television of the Autonomous Community of Madrid (“Telemadrid” and “La Otra”), with daily passes from July 23 to August 9, reaching a total of 146 slots and 1,368,998 people contacted.



MADRID (IND.16+)				
GRP	Inserciones	Cob% [Ac]	Cob(ooo) [Ac]	Cont(ooo)
88,074	146	25,324	1,368,998	4,761,289

In cinema, the broadcast was programmed in 470 cinemas in Madrid and the Basque Country in two phases, from 20 to 26 July, and from July 27 to August 2, reaching 23,683 broadcasts and 464,566 contacted people.

	Periodo	Formato	nº Salas
<b>Madrid</b>	<b>Del 20 al 26 de julio</b>	<b>Spot 30"</b>	<b>395</b>
<b>Vizcaya (Bilbao)</b>	<b>Del 20 al 26 de julio</b>	<b>Spot 30"</b>	<b>75</b>
<b>TOTAL CINE</b>			<b>470</b>
	Periodo	Formato	nº Salas
<b>Madrid</b>	<b>Del 27 de julio al 2 de agosto</b>	<b>Spot 30"</b>	<b>145</b>
<b>Vizcaya (Bilbao)</b>	<b>Del 27 de julio al 2 de agosto</b>	<b>Spot 30"</b>	<b>20</b>
<b>TOTAL CINE (ampliación por anulación Video Redes)</b>			<b>165</b>

The dissemination of the campaign was made in free press of the Autonomous Communities of Madrid, Catalonia, and Valencia (in the papers “Gente” and “20 Minutos”), with a total of 187,500 copies of these papers on July 27.

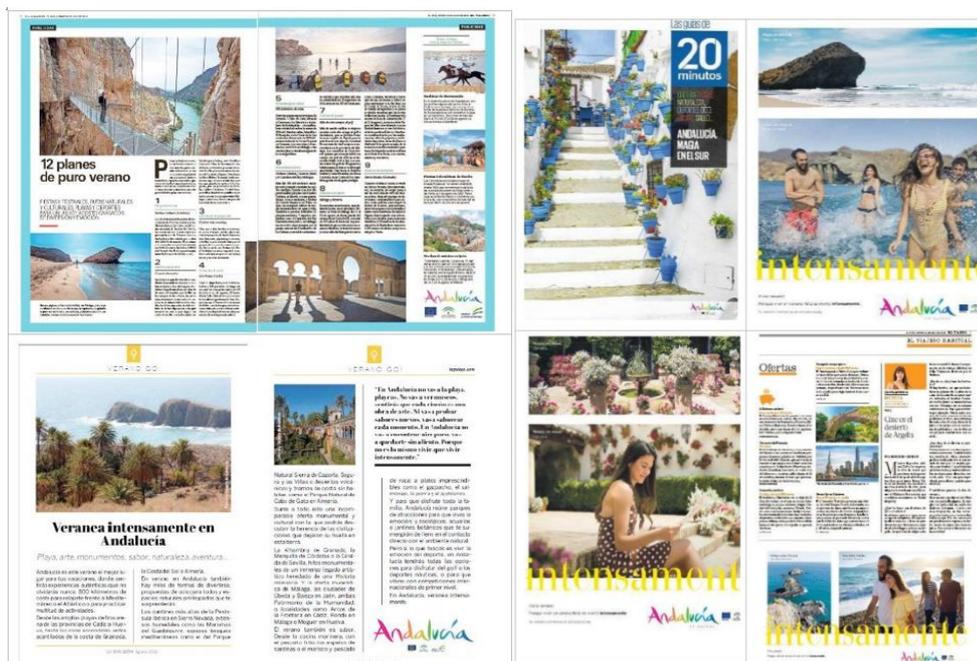
	Gente		20 Minutos
<b>Madrid</b>	<b>140.000</b>	--	--
<b>Cataluña</b>	<b>30.000</b>	--	<b>1.250</b>
<b>Valencia</b>	<b>15.000</b>	--	<b>1.250</b>

Travel and leisure guides were distributed at a national level (“El Viajero” on 20 July) but, also, in the Autonomous Community of Madrid (“Leisure Guide” on 20 and 27 July), and in 13 non-Andalusian cities (“Guía Go”, in its August and September editions in Zaragoza, Cantabria, Burgos, Leon, Valladolid, Albacete, Pontevedra, La Rioja, Murcia, Alicante, Castellon, Bilbao, and Asturias). Finally, the dissemination of the advertising campaign summed 848,451 copies.

Guía	Formato	Ambito	Total inserciones	Total Tirada	JULIO			AGOSTO			SEPTIEMBRE						
					S.27	S.28	S.29	S.30	S.31	S.32	S.33	S.34	S.35	S.36	S.37	S.38	S.39
El Viajero	Doble página + Faldón	Nacional	1	171.000			20										
GO Guía del Ocio	Doble página + Faldón	Madrid	2	360.000			20	27									
Guía GO	Doble página + Faldón	18 Ciudades*	2	317.451					Agosto			Septiembre					
<b>TOTAL</b>				<b>848.451</b>													

The action taken in the free press and in these guides reached a total of 1,329,440 contacted people.

Examples of written media content generation:



Online media: an action was carried out on Facebook, Instagram, and Youtube from 30 July to 19 August. Thus, 4,135,424 visits were achieved on Facebook, 3,888,764 on Instagram, and 1,516,205 on Youtube. After eliminating duplicates in different social media, a total of 6,249,470 persons are registered as contacted.

Facebook		
Formato	Alcance	Impresiones
Video + Texto	2.361.343	3.348.968
Imagen + Texto	1.774.081	2.334.669

Instagram		
Formato	Alcance	Impresiones
Video + Texto	1.757.439	2.760.494
Imagen + Texto	1.903.615	2.151.499

Refuerzo Instagram		
Formato	Alcance	Impresiones
Imagen + Texto	2.227.710	2.257.121

YouTube			
Canal	Formato	Alcance	Impresiones
General	Trueview	1.516.205	2.143.453



## 2. The action incorporates innovative elements:

With the aim of opting for new ways of communication, which place special emphasis on quality content generation that is of interest for the target customer but without letting aside the classic advertising presence, a special effort was made in the dissemination of Andalusia as a destination through editorials among the usual sections of the selected written media.

In these contents, that were developed in coordination with the drafting teams of the different media, the focus is placed on areas of high added value, such as cultural value, and complementary products to the “sun and beach” activity, urban or nature tourism, or major sporting and cultural events.

Similarly, in terms of development through new technologies, the target was identified in a very specific way in social networks. This was done by segmenting people over 16 years of age at the national level who would have declared interested in Tourism in Andalusia, Tourism, Travelling, Beach, and different travel agencies.

In this way, users looking for a trip for their holidays are directly contacted, thus increasing the effectiveness and profitability of the action.

New advertising media such as the promoted post on Facebook, Instagram and Twitter were also used, with image, text and video, and with Trueview format on Youtube with preroll videos.

The used advertising materials, both offline and online, led to the official website of the destination, Andalucía.org, whose microsite was dedicated to the summer season and had proposals to enjoy the community in this time of the year. In addition, specific tourist products offered by Andalusian SMEs were also presented, which contributes to their commercialisation.



## 3. Adaptation of the obtained results to the established objectives:

The project has a wide dissemination at a national level thanks to the presence of the brand “Andalucía” in the materials of the current creative campaign in the following media: Autonomous television of the Autonomous Community of Madrid, free written press of the autonomous

communities of Madrid, Valencia, and Catalonia, Travel Guides and specialised publications, 470 cinemas of the autonomous communities of Madrid and the Basque Country, and social networks.

In short, the achieved results, according to the number of contacted persons, are as follows:

**RESULTS: OBTAINED PRODUCTIVITY INDICATORS**

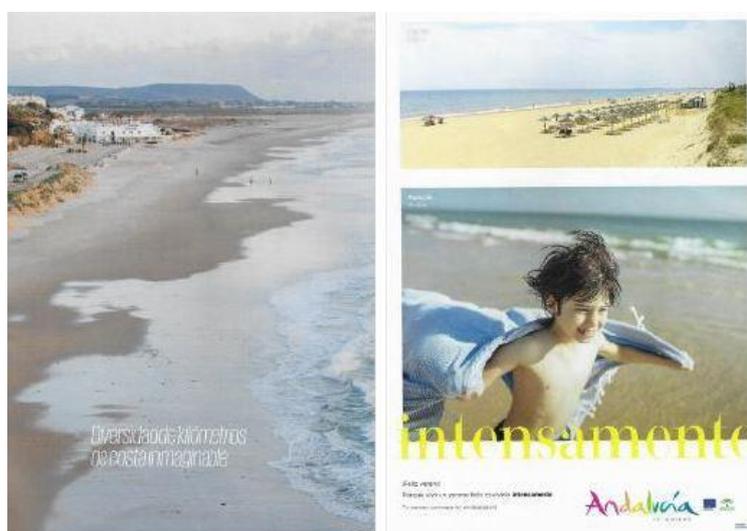
ACTION NAME	E020 INDICATOR	INDICATOR E039
2018 Summer Campaign		6,402,383
<b>TOTAL:</b>		<b>6,402,383</b>

**4. Resolution contribution of a regional problem or weakness:**

Summer is the busiest tourist season in the Andalusian destination, so most profitability of companies and SMEs in the sector depend on this time of the year. Therefore, a communication campaign that positions the destination for these months and ensures great deal of visitors traffic, better distribution of travellers among the territory, and greater expansion of the season is necessary.

Thus, due to the high national and international competence, it is essential to impact potential customers so as to influence their final decision when choosing their holiday destination. This must be done by communicating that Andalusia has the capacity to provide travellers with what all they are looking for on their holidays.

Likewise, it is intended to consolidate Andalusia as the main destination of the national market, as an undisputed leader within the country for Spanish travellers.



**5. High target population coverage:**

This action aims to foster the internationalisation of Andalusian tourism companies by providing support for the promotion of the destination through mass media and new digital technologies, media supports of high scope, impact, and effect.

With this, 12.8 million visits have been generated in the national market (excluding the Andalusian territory itself), contacting a total of 6.4 million people, which represents a high degree of coverage of the target audience.

### Cobertura Total Campaña

Personas únicas contactadas, sin duplicidades (excluyendo Andalucía)

	Contactos estimados	Fuente
<b>Tv Madrid</b>	<b>4.761.289</b>	<b>Kantar Media</b>
<b>Prensa Gratuita</b>	<b>187.500</b>	<b>EGM/OJD</b>
<b>Guías de Viajes</b>	<b>1.141.940</b>	<b>EGM/OJD</b>
<b>Cine</b>	<b>464.566</b>	<b>Discine/014</b>
<b>Acción redes sociales</b>	<b>6.249.470</b>	<b>Facebook Ad/Youtube</b>
<b>TOTAL CONTACTOS</b>	<b>12.804.765</b>	
<b>TOTAL PERSONAS CONTACTADAS ESTIMADAS</b>	<b>6.402.383</b>	

### 6. The horizontal criteria for equal opportunities and non-discrimination, environmental sustainability and/or social responsibility have been taken into account:

The tasks developed within the framework of this action were carried out with total adequacy to the promotion of sex equality in Andalusia, with regard to the use of non-sexist language and the transmission of an image of equality between men and women, free of sexist stereotypes, as well as in relation to the use of Spanish sign language and means of support to the oral communication of deaf persons, and persons with hearing impairment and deafblindness in Andalusia.

**EXPERIENCIAS**



**VERANEA INTENSAMENTE EN ANDALUCÍA**

Hoja arte, monumentos, sabor, naturaleza, aventura...

**Andalucía es este verano el mejor lugar para sus vacaciones, donde tendrá experiencias andaluzas que no olvidará nunca. 800 kilómetros de costa para relajarse frente al Mediterráneo o el Atlántico o para practicar multitud de actividades.**

Desde las amplias playas de fina arena de las provincias de Cádiz o Huelva, hasta las calas escondidas entre acantilados de la costa de Granada, la Costa del Sol o Almería.

En verano en Andalucía también hay miles de formas de divertirse, propuestas de ocio para todos y espacios naturales privilegiados que te sorprenderán.

**Las cumbres más altas de la Península**

de Úbeda y Baza en Jaén, ambas Patrimonio de la Humanidad; o localidades como Arcos de la frontera en Cádiz, Ronda en Málaga o Moguer en Huelva.

El verano también es sabor. Desde la cocina marinera, con el pescado frito, los espetos de sardinas o el marisco y pescazo de roca, a platos impresionables es como el gazpacho, el salmorejo, la paella y el ajo blanco.

**Y para que disfrute toda la familia, Andalucía reúne parques de atracciones para que viva la emoción; y zoológicos, acuarios o jardines botánicos que te sumergirán de lleno en el contacto directo con el ambiente natural.**

Pero si lo que buscas es vivir la emoción del deporte, en Andalucía tendrás todas las opciones para disfrutar del golf o los deportes náuticos, o para que vibres con competiciones internacionales de primer nivel.

**En Andalucía, veranea intensamente.**

**"En Andalucía no vas a la playa, pleyeas. No vas a ver museos, sentirás que cada rincón es una obra de arte. No vas a probar sabores nuevos, vas a saborear cada momento. En Andalucía no vas a encontrar aire puro, vas a gozarte sin aliento. Porque no es lo mismo vivir, que vivir intensamente."**




### 7. Synergies with other public intervention policies or instruments:

The development of the communication campaign for the Summer 2018 season is part of a global strategy applied to the dissemination of the destination throughout the national market that is, in turn, part of the plans promoted by the Ministry of Tourism and Sports such as Horizon 2020 Marketing Plan and the 2018 Action Plan.

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