

COIL Project

Discover Iași

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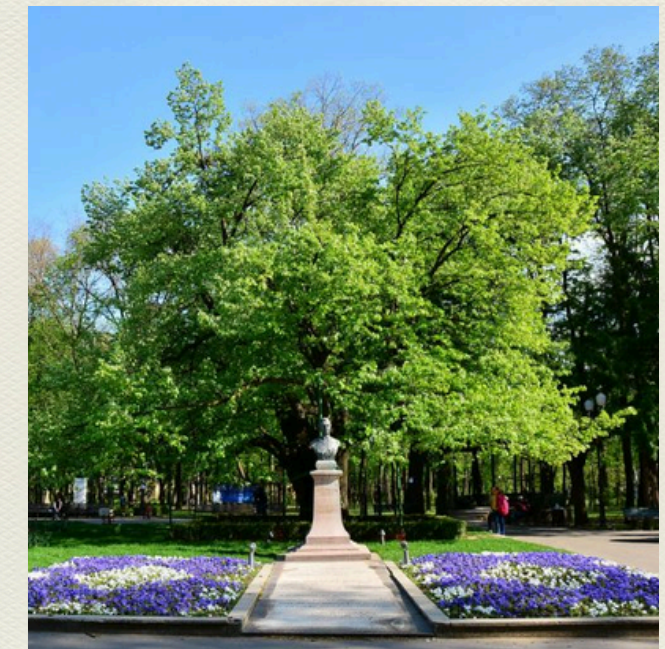
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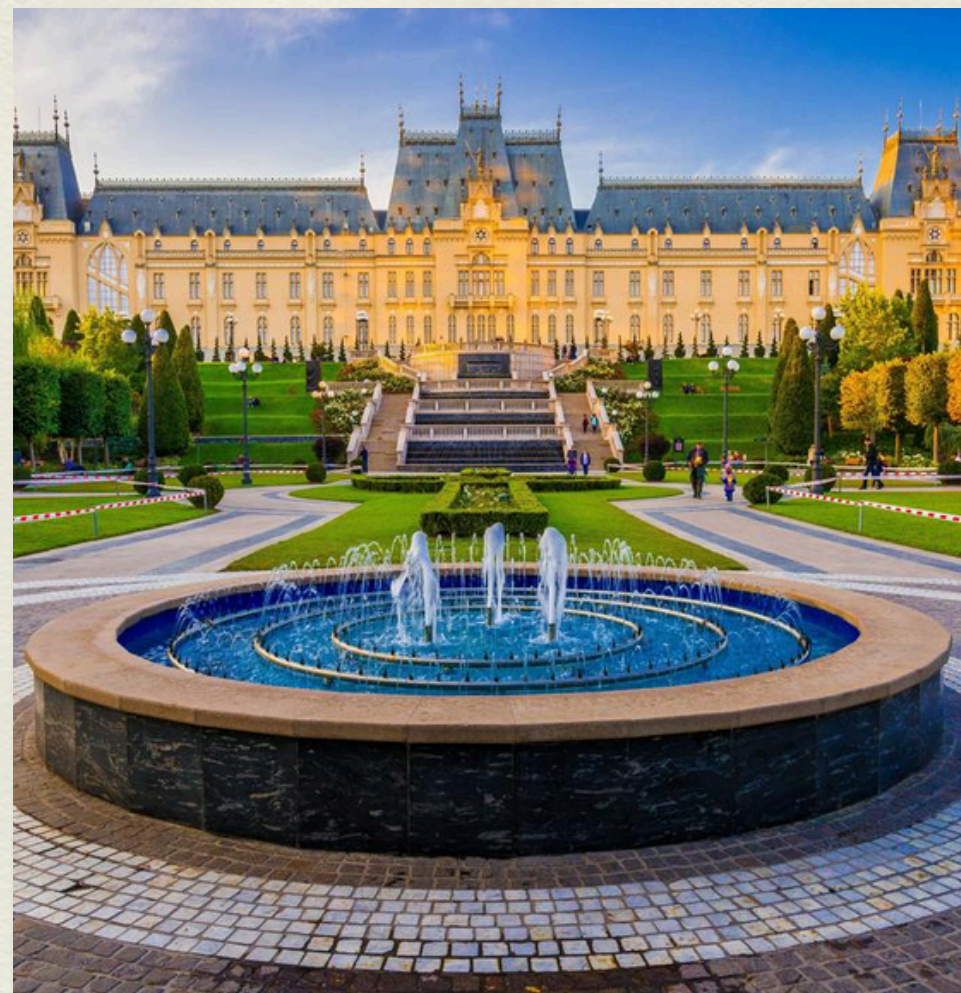
Carla Furtado TC3

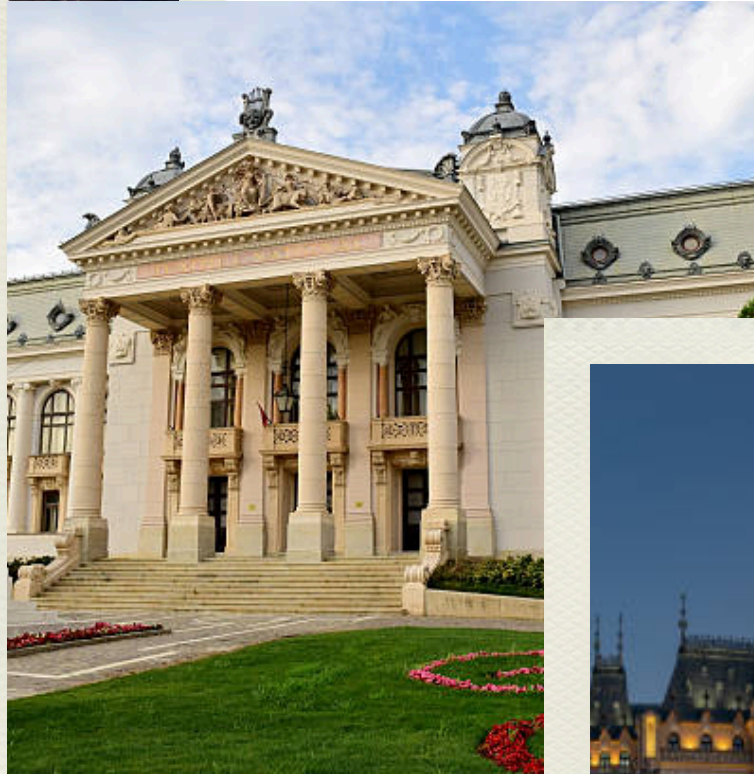
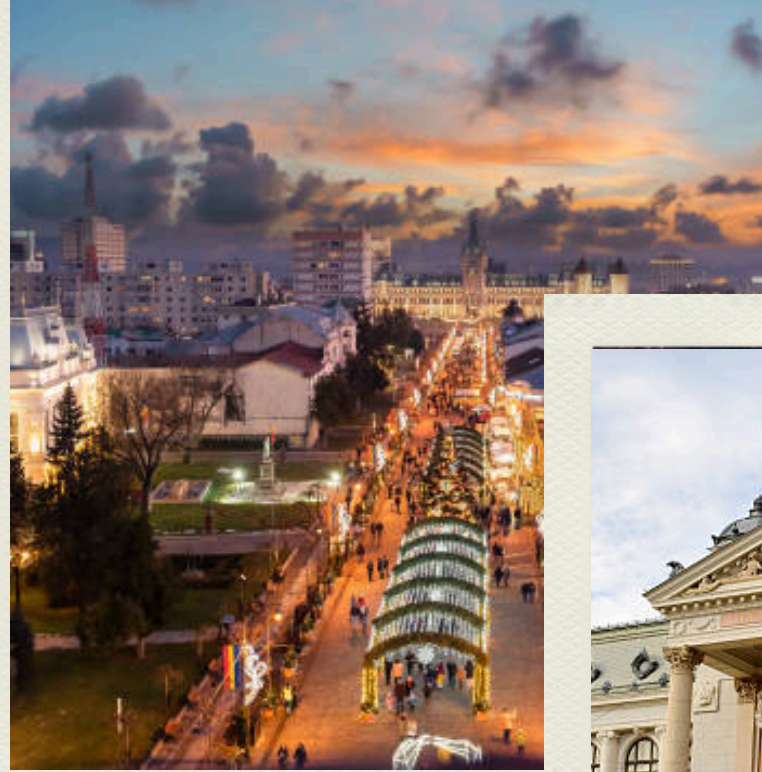




Content

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1. Market Study

Desk Research Methodology



- **Objective:** Understanding Iași's current tourism landscape, strengths and challenges.
 - **Tools used:** Official tourism websites, industry reports, academic articles, travel platforms & social media trends.
 - **Time duration:** 05 – 19.11.2024
 - **Key focus areas:** Cultural and historical attractions, accessibility, pricing compared to other destinations and current position.
 - **Key outcome:** Identified Iași's strengths, challenges and opportunities.
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Desk Research Conclusions

01

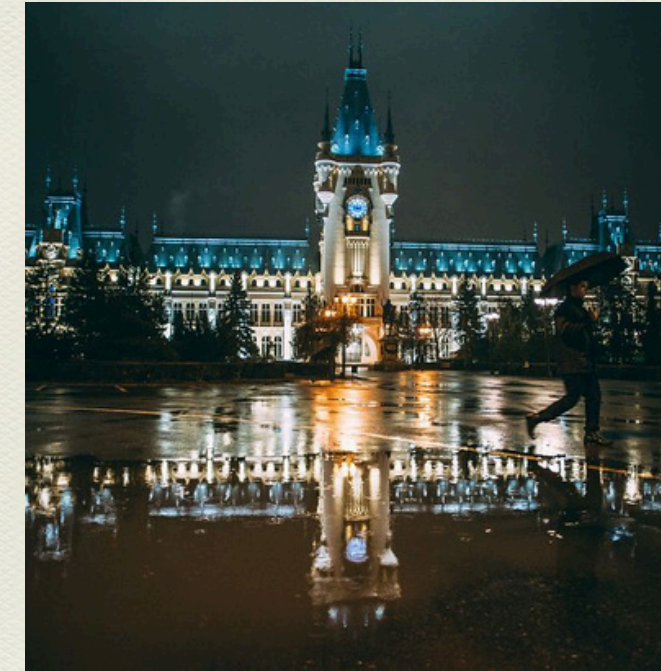
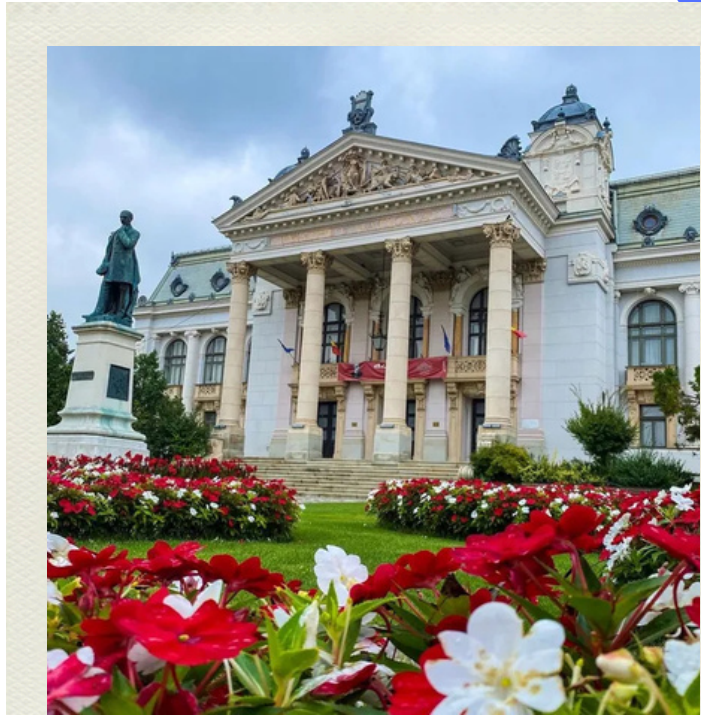
Cultural richness: Iconic landmarks and cultural events like FILIT.

02

Infrastructure gaps: Roads and public transport need improvement.

03

Seasonal peaks: Focus needed on boosting off-season tourism.



04

French appeal: Cultural and eco-tourism attract French visitors.

05

Branding need: Unified branding can enhance global appeal.

Qualitative Research Methodology



- **Objective:** Understanding local stakeholders perspective on Iași's tourism potential.
- **Tools used:** Semi-structured interviews with hoteliers, restaurateurs and tour operators.
- **Number of participants:** 5 participants
- **Time duration:** 13 – 22.11.2024
- **Key focus areas:** Strengths, weaknesses, unique attractions, challenges and future vision for Iași's tourism.
- **Key outcome:** Identified Iași's strengths, challenges and opportunities.

Qualitative Research Methodology

01

Infrastructure & attractiveness relationship: Modernisation boosts tourist flows and highlights cultural and gastronomic appeal.

02

Synergy between promotion & collaboration: International strategy & public-private collaboration drive competitiveness.

03

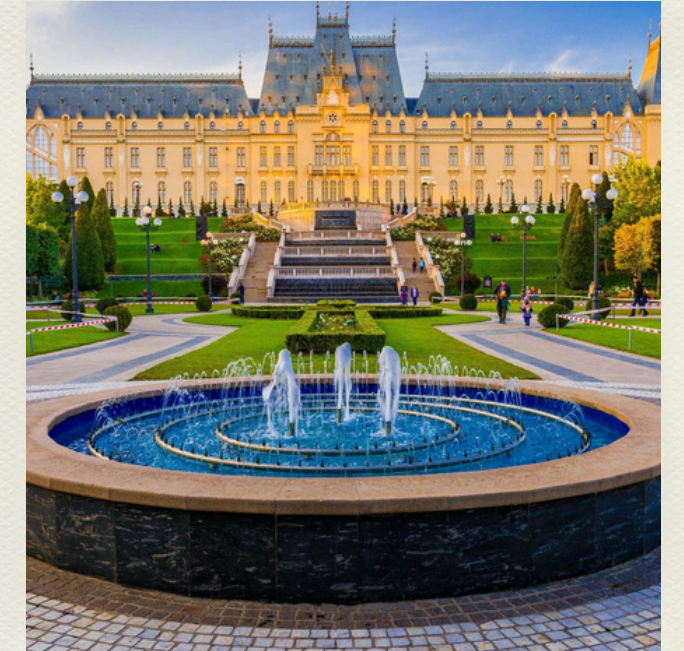
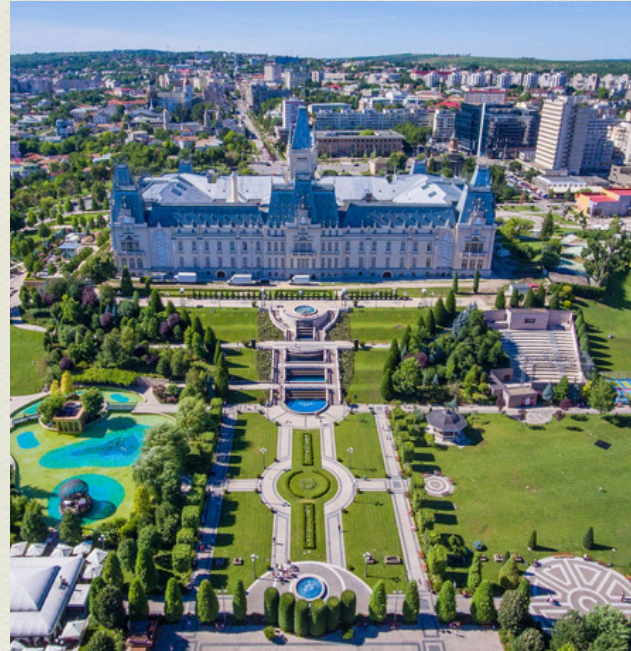
Importance of diversification: Unique attractions and events reduce seasonality and increase appeal.

04

Cultural heritage as a core strength: Rich culture needs better marketing and accessibility to shine globally.


05

Tourism experience personalisation: Authentic experiences in gastronomy, culture & events enhance tourism.



Quantitative Research Methodology



- **Objective:** Assess French tourists preferences and expectations.
 - **Tools used:** Online structured questionnaire with 19 questions, targeting 18+ years-old French people.
 - **Number of respondents:** 31
 - **Time duration:** 12 - 03.11.2024
 - **Key focus areas:** Motivation, awareness of Iași and preferences for cultural, gastronomic and eco-tourism activities.
 - **Key outcome:** Revealed interest in affordable, cultural experiences and gamified exploration.
- 

Quantitative Research Conclusions

01

Appeal to young travellers: Offer flexible, tech-driven itineraries for independent exploration.

02

Emphasise affordability: Highlight Iași's budget-friendly 3–4 day trips under €500.

03

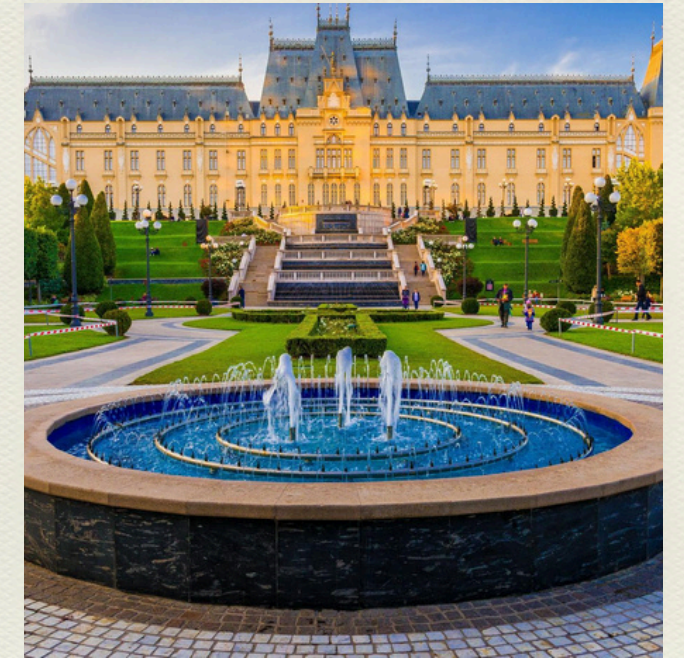
Showcase culture: Focus on landmarks, museums and heritage sites.

04

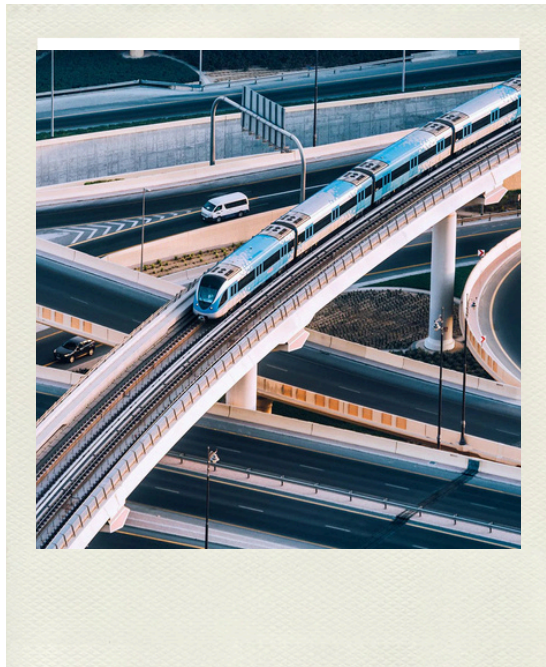
Use social media: Promote Iași with engaging, visually appealing campaigns.

05

Leverage timing: Target holiday and weekend travelers with short, tailored trips.

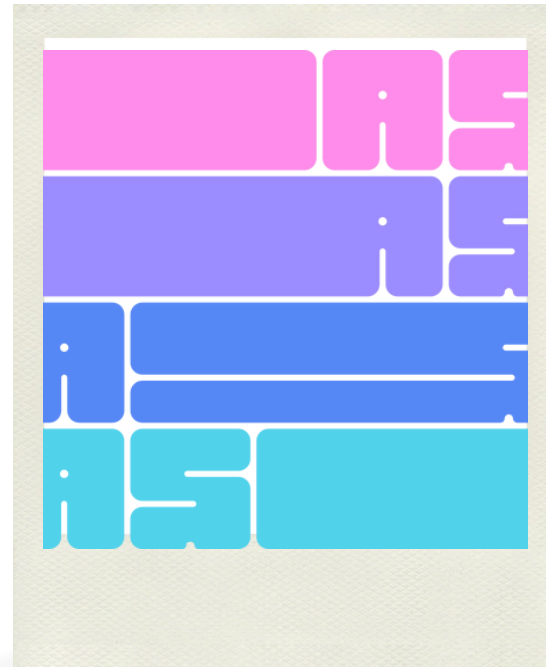


Market Study Conclusions



Modernise infrastructure

Improve transport and accommodation to enhance accessibility and compete with top European destinations.



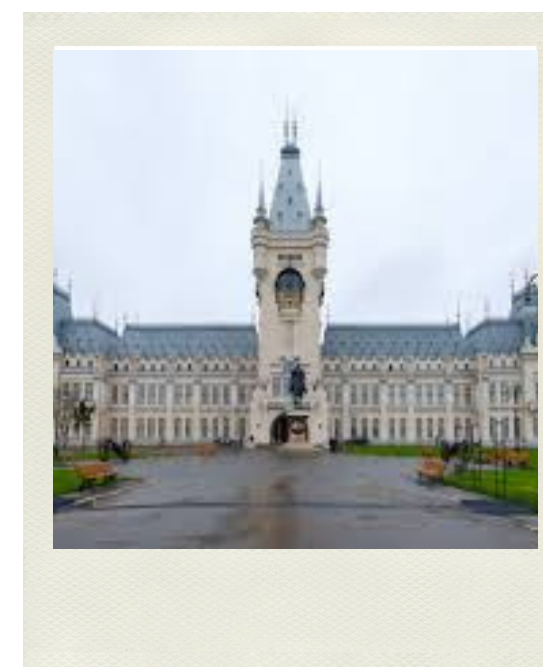
Strategic branding

Highlight Iași's cultural heritage through cohesive branding, digital marketing, and global partnerships.



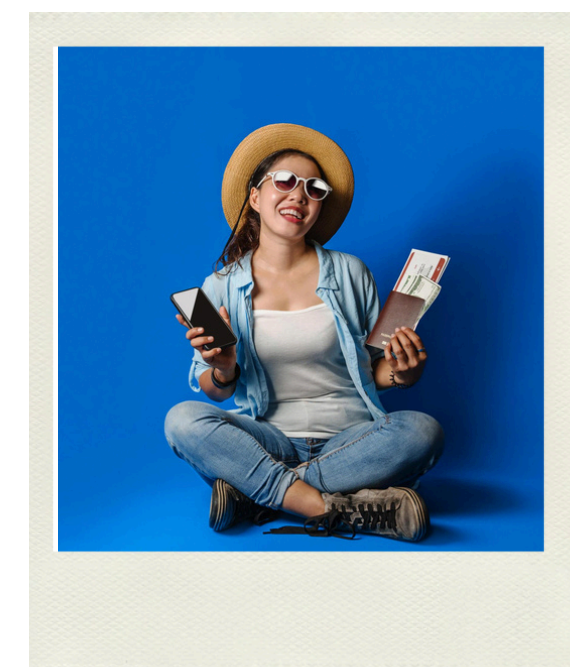
Diversify experiences

Develop eco-tourism, gastronomy and seasonal events to attract diverse visitors year-round.



Leverage heritage

Enhance marketing and accessibility to fully utilise Iași's rich cultural and historical assets.



Personalised packages

Offer flexible, budget-friendly options with self-guided tools for younger, independent travelers.

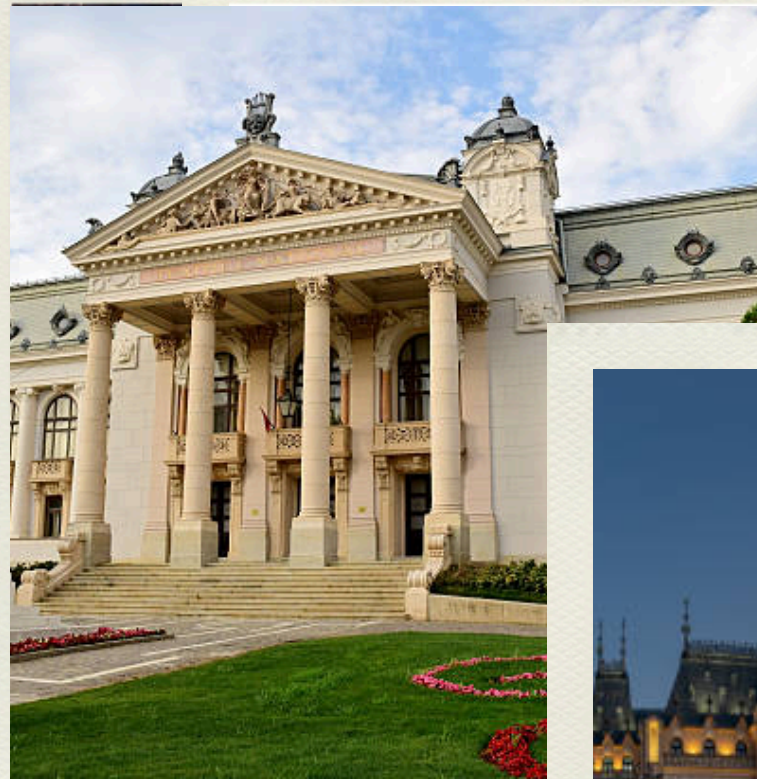
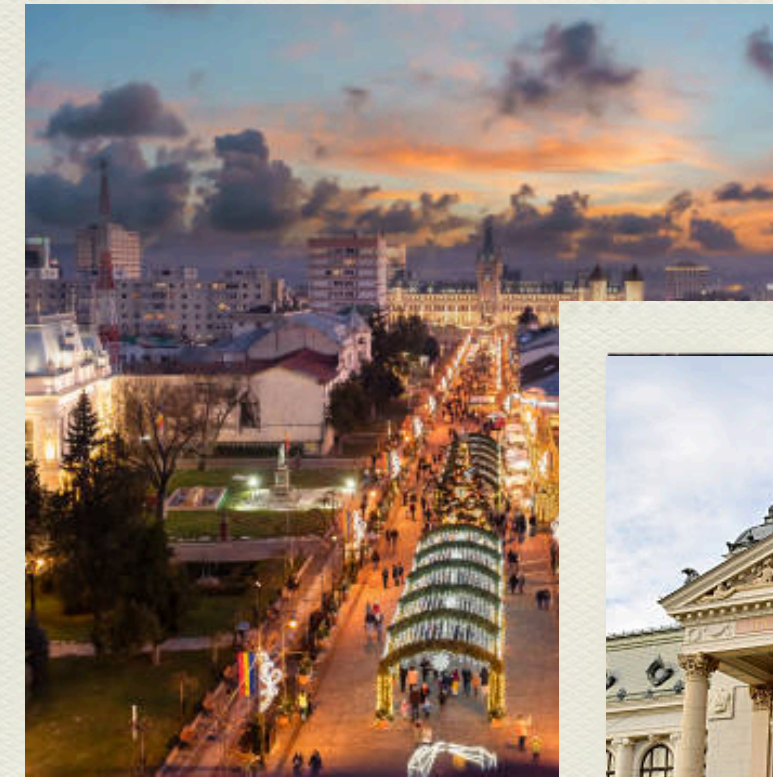
Market Study

● Limitations

- **Limited representativeness:** Sample sizes may not fully reflect the broader target audience or tourism ecosystem.
- **Bias in data:** Secondary sources and subjective responses may affect accuracy.
- **Supply-side focus:** Lack of direct feedback from French tourists (interviews) on their needs and experiences.

● Future directions

- **Widen research reach:** Collect fresh data from tourists and stakeholders through diverse methods.
- **Track trends:** Monitor travel trends and competitors to stay relevant.
- **Use advanced analytics:** Validate findings with actual insights and apply predictive tools.



2. Market Strategy

Tourist segmentation



Adventurous Independents



Demographic:

- young (18 – 28)
- budget-conscious explorers
- gender mix (mostly female)
- students or early-career professionals

Psychographic:

- freedom, adventure & flexibility
- prefer self-guided trips with digital tools
- focus on landmarks & affordable cuisine

Behavioural:

- inspired by social media
- prioritize cost & unique cultural offerings

Scenic Weekenders



Demographic:

- 25 – 40
- professionals or families
- escaping routine for short

Psychographic:

- compact, convenient itineraries with Instagram-worthy highlights
- drawn to landscapes, local markets & vibrant streets

Behavioural:

- value budget-friendly, easy-to-navigate destinations
- for quick stays

Cultural Enthusiasts



Demographic:

- 30 – 45
- balanced gender mix
- mid-career professionals
- traveling as couples or friends

Psychographic:

- rich cultural experiences (mix of guided tours & free time)
- value authenticity & historical significance

Behavioural:

- seek history, architecture & local gastronomy
- spend up to €1,000 for quality

Solo Storytellers



Demographic:

- 28 – 35
- freelancers or remote workers
- primarily solo male travelers & some female adventurers

Psychographic:

- unique cultural immersion
- quiet spaces for work-life balance
- favor lesser-known destinations with compelling stories

Behavioural:

- driven by affordability, inspiration & authenticity over luxury

Ideal target



Adventurous Independents



Description:

- young French travellers (18–28 years old)
- students or early-career professionals
- seeking affordable, flexible & culturally rich experiences

Attractiveness:

- **Size:** Over 30% of French travelers fall in this age group, taking frequent short trips (2–5 days).
- **Growth potential:** Driven by budget travel, social media, and interest in unique, gamified experiences.

Itaşi aligns:

- **Culture:** Iconic landmarks like the Palace of Culture match their love for exploration.
- **Affordability:** Low costs appeal to budget-conscious travelers.
- **Freedom:** Self-guided, flexible options fit their travel style.
- **Social Media:** Picture-perfect spots for Instagram-worthy moments.

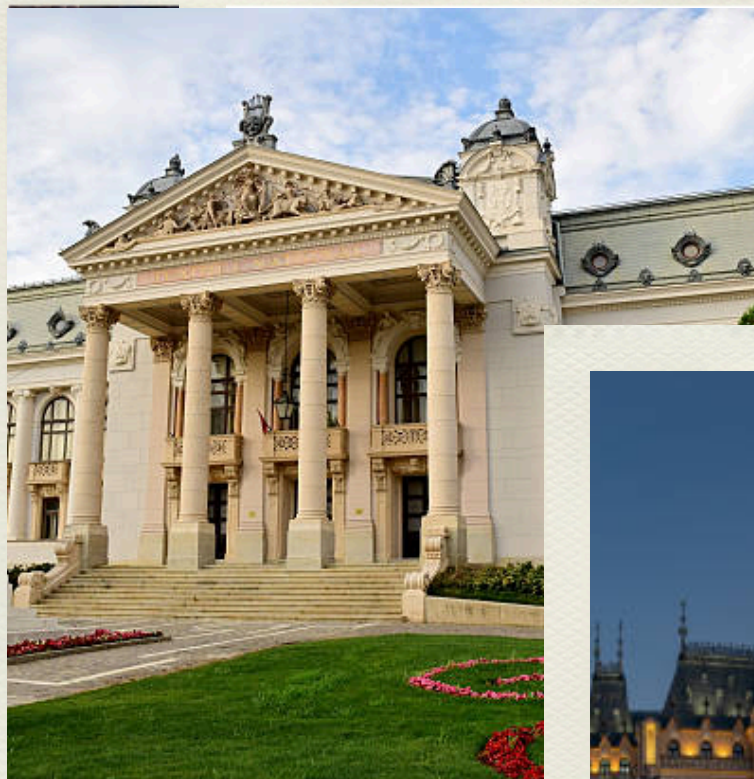
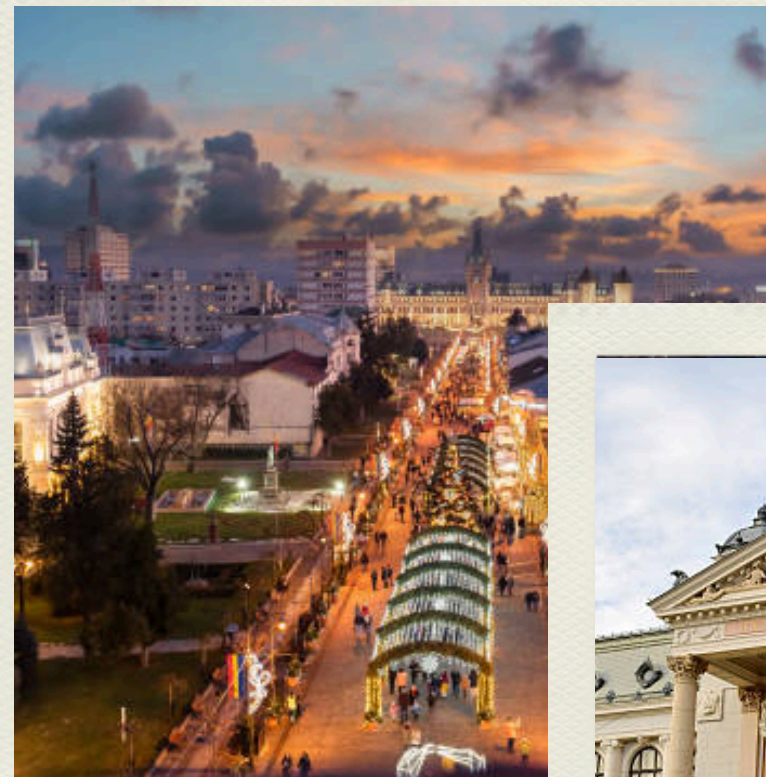
Unique Value Proposition



Positioning “Iași Quest” for Adventurous Independents

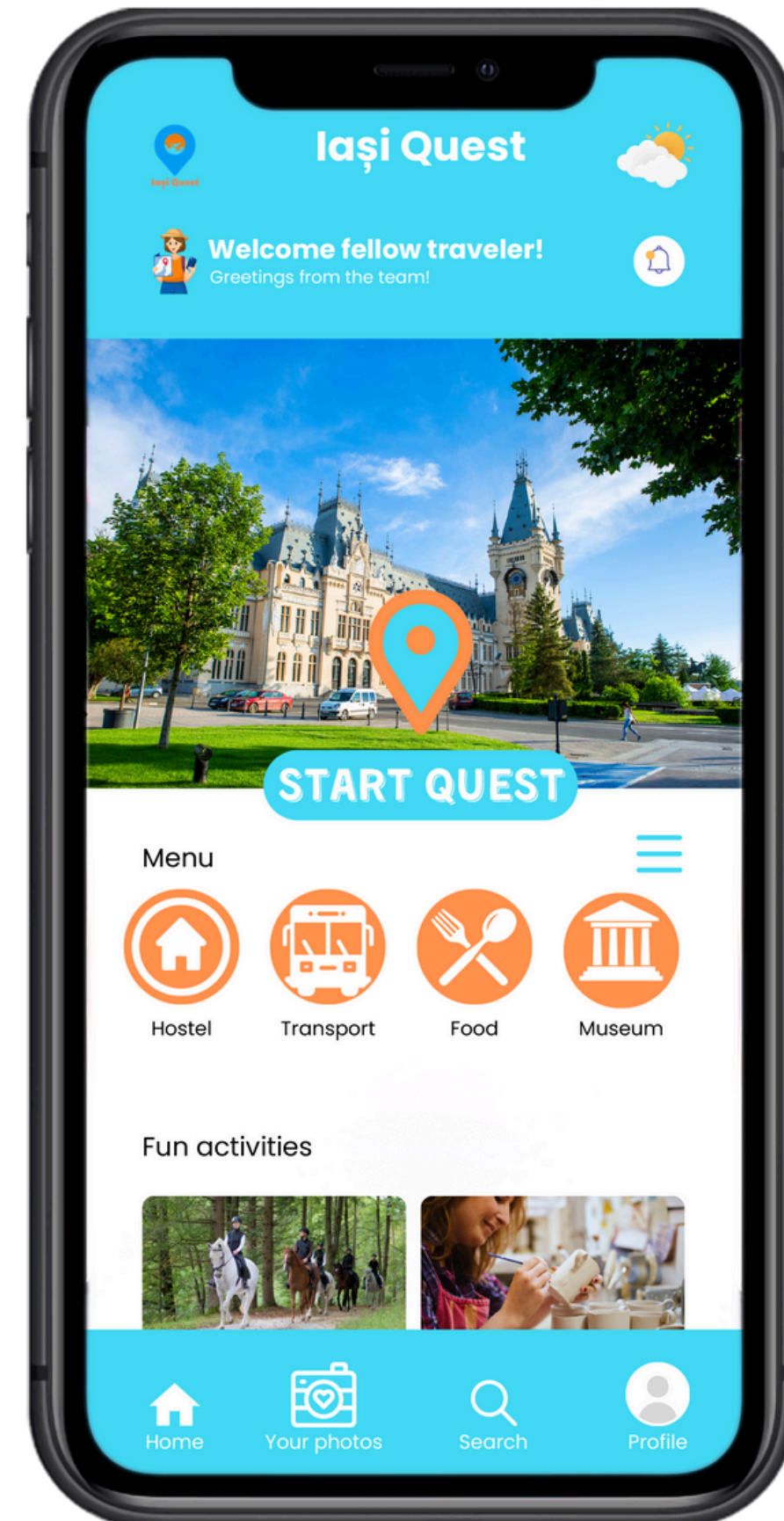


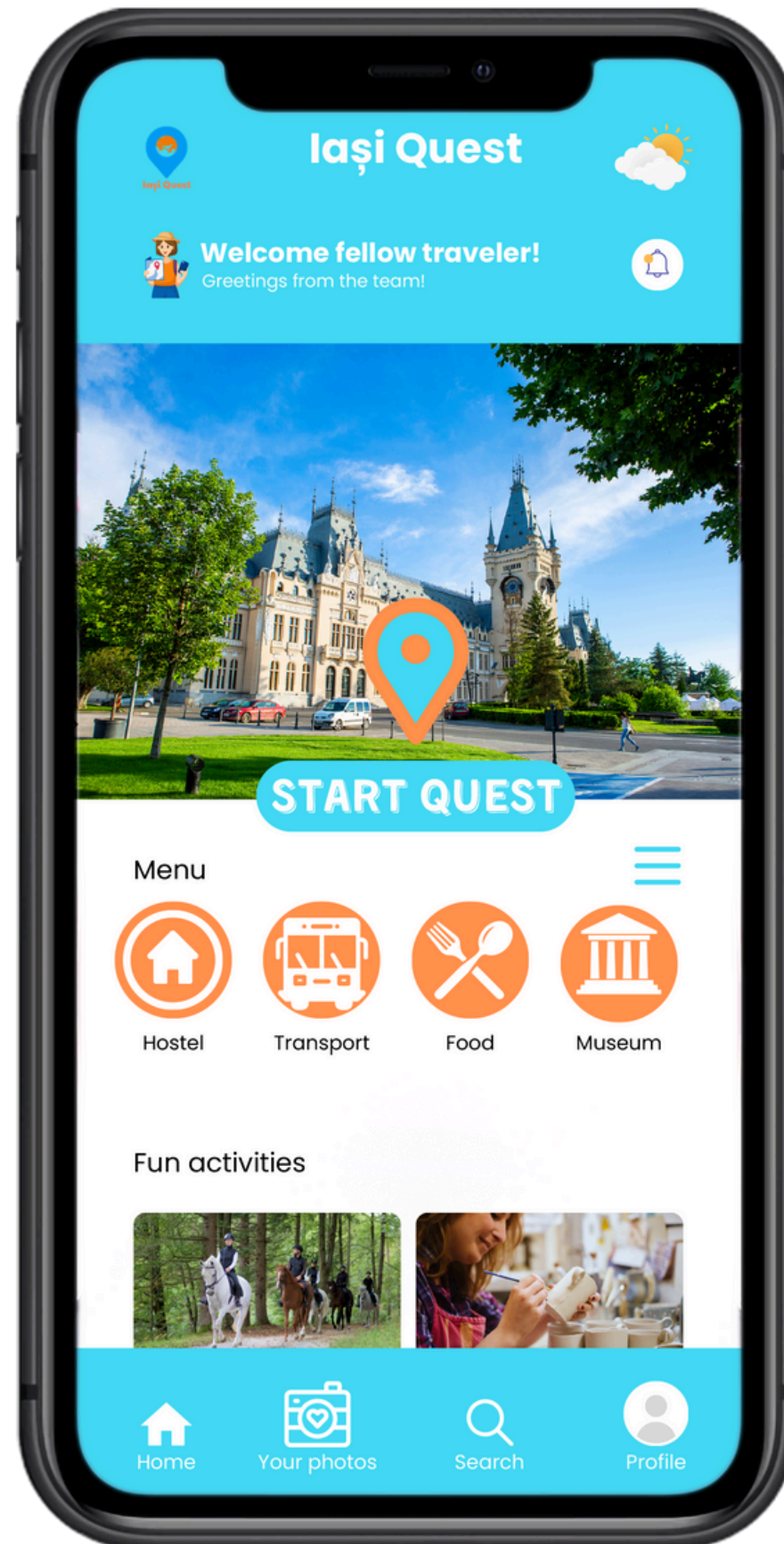
- **UVP: “Iași Quest: Where Adventure meets Culture”**
Explore Iași through a gamified experience - solve riddles, discover hidden stories and earn rewards while immersing yourself in the city’s rich history and charm.
- **Positioning Statements**
 - **Freedom to explore:** A flexible, self-guided adventure designed for independent travellers.
 - **Cultural immersion:** Uncover local legends and landmarks through interactive challenges.
 - **Affordable adventure:** A budget-friendly escape with plenty of excitement at every step.
 - **Instagram-worthy moments:** Iconic sights like Copou Park and the Palace of Culture make every moment shareable.
 - **Rewarding exploration:** Earn points and redeem them for local experiences.



3. Marketing Mix

Iași Quest App





Marketing Mix – Product

Product concept

Iași Quest transforms exploring the city into an interactive treasure hunt for young, independent travellers. Combining cultural discovery with gamification, it offers flexibility, adventure and Instagram-worthy experiences.

Key features

Mobile App: Includes interactive challenges, riddles and stories leading to iconic landmarks and hidden gems.

Eco-friendly focus: Encourages walking, cycling and public transport use.

Gamification: Players earn points to redeem rewards like free museum entries, creative workshop and local delicacies.

Challenges & Rewards



Challenges

1. **Poet's Legacy:** Discover Mihai Eminescu's Linden Tree at Copou Park.
2. **Hidden History:** Solve mysteries at the Palace of Culture.
3. **Taste of Tradition:** Find traditional ingredients at Piața Hala Centrală.
4. **Street Art Secrets:** Locate and photograph vibrant murals in the city center.
5. **Local Legends:** Climb Golia Monastery's tower to uncover its history.

Rewards

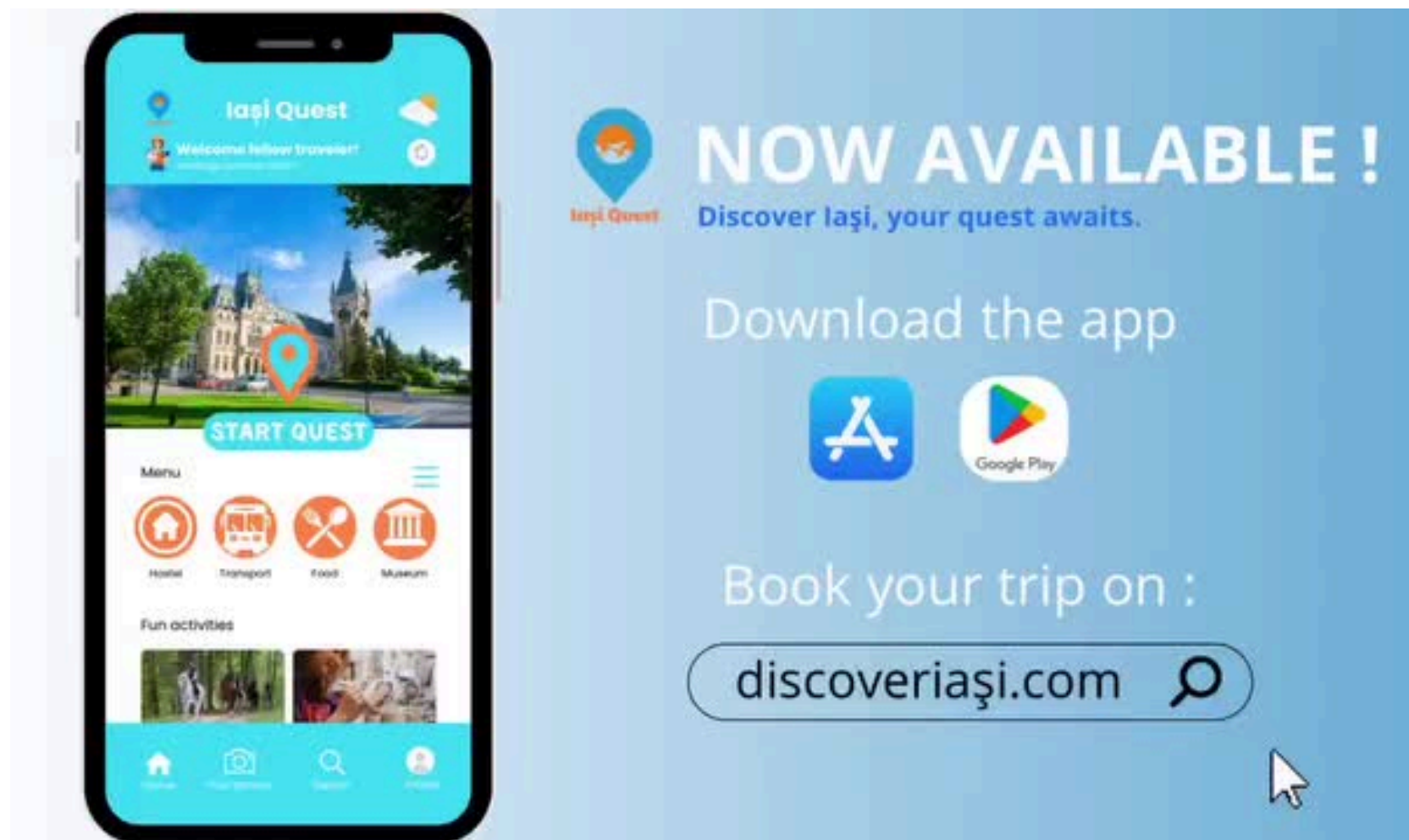
1. **Free "Paint-a-Cup" session** at Cafeneaua Creativă (Caferamica).
2. **Free entry** to the Palace of Culture.
3. **Traditional romanian dessert** at a local coffee shop (Fika Café).
4. **Wine Tasting discount** at Winederful.
5. **Personalized digital Postcard** from Iași Quest.

Marketing Mix – Package

Discover Iași

A 3-day, 2-night adventure for French travelers aged 18–28, combining culture & gamified exploration with the Iași Quest App.

Explore, earn rewards and uncover Iași's charm at your own pace!



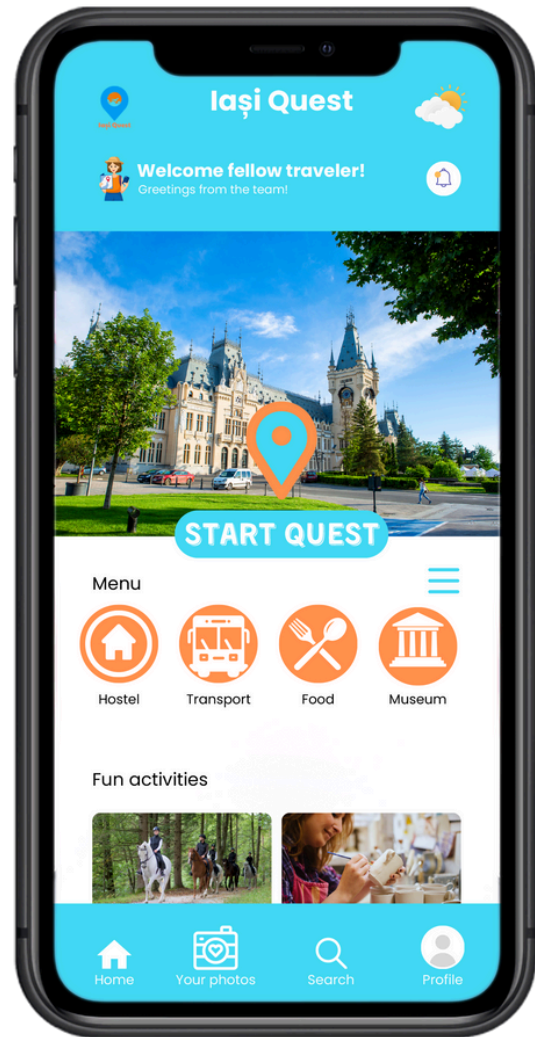
Highlights

- **Duration:** 3 Days / 2 Nights
- **Accommodation:** La Verde Hostel
- **Main Attraction:** Iași Quest App
- **Perks:** Free airport transfers
- **Price:** From €220/person

Intinerary

- **Day 1:** Arrival, orientation and mini-challenge.
- **Day 2:** Gamified exploration of Iași's landmarks.
- **Day 3:** Departure with breakfast to go.

Marketing Mix – Price



Pricing structure

- **Base Price:** €220 per person (2 nights, accommodation, app access, transfers and rewards).
- **Optional Add-Ons:** Exclusive challenges (€5–€10), enhanced rewards (€15–€20).

Competitive differentiation

- Offering free app access adds significant value compared to similar experiences (€5–€20 for others: GeoTourist, Detour, PocketGuide)

Discount strategies

- **Group Discount:** 10% off for 4+ travellers.
- **Early-Bird Discount:** 10% off for bookings made 60+ days in advance.

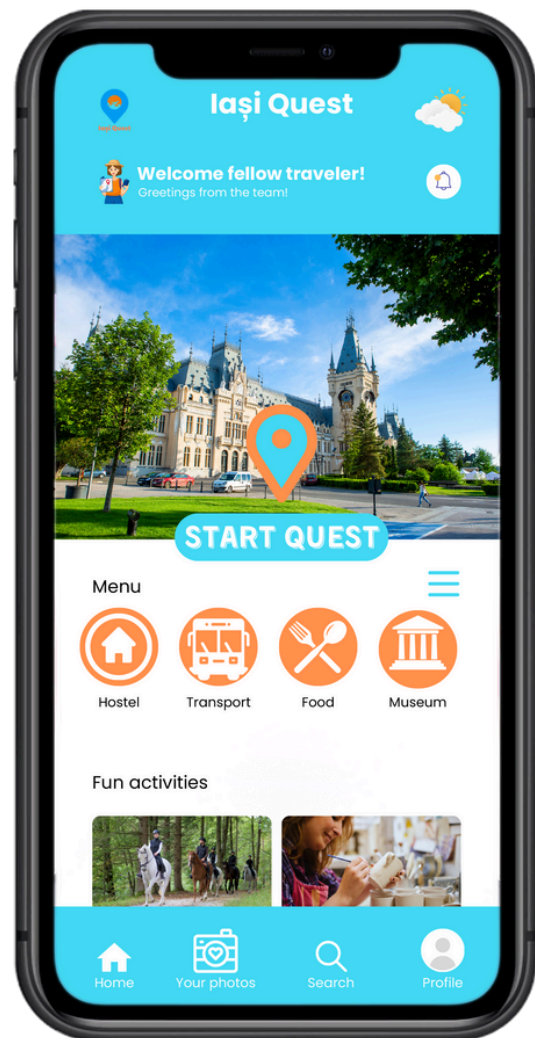
Optional extras

- Cotnari Wine Tour: €10–€60.
- Workshop at Cafeneaua Creativă: €15 or redeemable with app points.

Standalone App Pricing

- €5–€10 for app downloads, with future premium content to increase value.

Marketing Mix – Place



For Iași Quest App

- **Digital Channels:** App stores (Google Play, Apple Store), Iași Quest website and social media (Youtube, Instagram, TikTok, Facebook).
- **Physical Channels:** Promoted at La Verde Hostel, Iași Tourism Office and local attractions (Golia Monastery, Cafeneaua Creativă).
- **Indirect Channels:** Collaborations with travel platforms (GetYourGuide, TripAdvisor) and French agencies.

For Discover Iași Package

- **Direct Channels:** Dedicated website for bookings, social media ads targeting French youth.
- **Travel Partnerships:** Collaborations with Romanian and French travel agencies (Paralela 45, UCPA).
- **Online Platforms:** Listed on Expedia, Viator, Booking.com and French websites (Guide du Routard).
- **Local Partnerships:** Promotions through universities, local cafes and participating attractions like Winederful and Palace of Culture.

Marketing Mix – Promotion



Objective

- **Raise awareness among French travelers (18–28) and position Iași as a vibrant, affordable destination with a unique gamified experience.**

Digital Marketing

- **Social Media:** Instagram, TikTok, Facebook with engaging content, short videos and user-generated posts (#IasiQuest).
- **Promotional Video:** showcasing the excitement of exploring Iași with the help of the app.
- **SEM:** Google Ads targeting keywords like “affordable trips to Romania” and “Iași city tours.”
- **Influencers:** Collaborating with French travel influencers to share their Iași Quest journey.
- **Content partnerships:** Collaborations with French travel blogs (e.g., Guide du Routard) to feature the experience.

Traditional Media

- **French student magazines:** Ads in publications like L'Étudiant.
- **Travel fairs:** Promoting Iași Quest at tourism expos in France.



Marketing Mix – Promotion



Sales promotion

- **Early-bird discount:** 10% off for bookings made 60+ days before departure.
- **Group offer:** Book for 4, pay for 3.
- **Point-based rewards:** Extra points for travellers sharing their journey on social media with specific hashtags.

Additional ideas

- **Launch campaign:** A virtual event with live demos, testimonials and Q&A, promoted intensively on social media.
- **Referral program:** Offer discounts for travellers who refer friends to book the package.

Implementation timeline

- **Months 1–2:** Launch social media campaigns, influencer collaborations and content partnerships.
- **Months 3–4:** Execute SEM campaigns, engage in traditional media and launch sales promotions.
- **Months 5–6:** Monitor and adapt based on engagement and bookings.

Success indicators

- Social media engagement, bookings, app downloads and active user metrics during the campaign.

Marketing Mix – Promotional Video



Media Plan – Channels & locations

- **Social Media:** Instagram, TikTok, Facebook (short, dynamic 15–30 second edits).
- **Streaming Platforms:** YouTube, Vimeo (full-length 80-second ad).
- **Travel Websites:** TripAdvisor, GetYourGuide, Guide du Routard (embedded banners with 30-second teaser).
- **Video Billboards:** Screens in Paris metros and other urban hotspots targeting young commuters.

Timeline Pre-campaign Months 1–2

- Release teaser clips (10 – 15 seconds) on social media with hashtags (#IasiQuest, #DiscoverIași).
- Collaborate with influencers to share their experience via live posts and stories.

Timeline Main-campaign Months 3–4

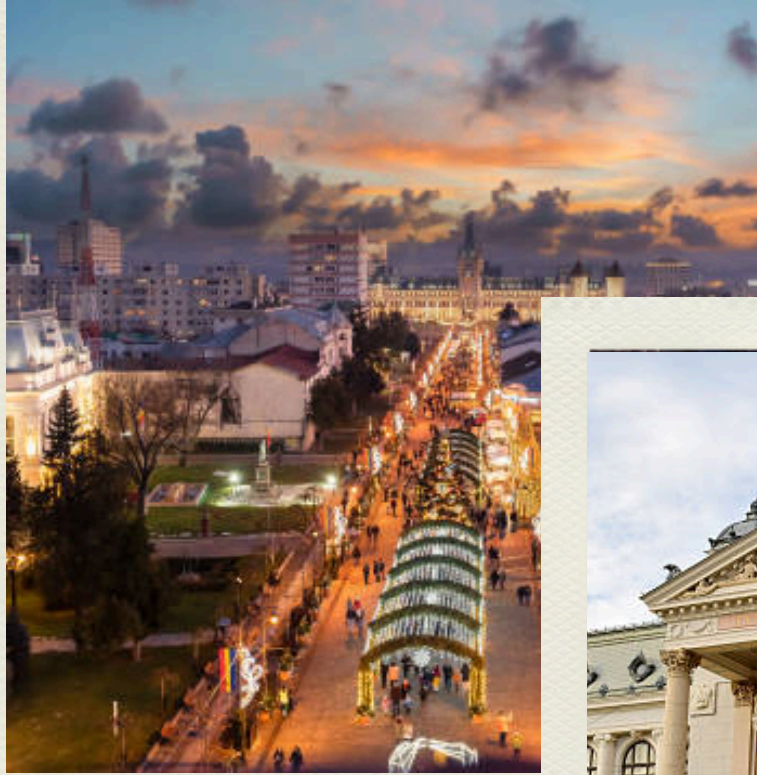
- Launch the full-length video across streaming platforms and social media ads.
- Distribute to French universities, student organisations and travel agencies.

Timeline Post-campaign Months 5–6

- User-generated content from the Iași Quest App is shared to keep the campaign engaging.
- Regular updates on rewards, seasonal challenges and exclusive events to attract repeat visitors.



Discover Iași



4. Recommendations

Practical Recommendations



01

Expand local partnerships – Partner with more local businesses for exclusive discounts and rewards.

02

Leverage data for personalisation
– Use app data and social media feedback to personalise experiences and marketing.

03

Strengthen digital marketing – Encourage user-generated content to increase brand visibility.

04

Introduce seasonal challenges – Launch seasonal or festival-themed challenges to boost off-peak engagement.

05

Offer customisable packages – Provide tailored options for different traveler segments with add-ons.