



OLTENIA TOURISM FAIR

18-20 MARCH 2016, FIRST EDITION - MULTIFUNCTION CENTER CRAIOVA



OLTENIA TOURISM FAIR

First edition : 18-20 March 2016

**Location:
CRAIOVA MULTIFUNCTION CENTER**

**Organizer:
STAR TOURS TOURISM AGENCY**

**Partners:
CRAIOVA CITY HALL
DOLJ COUNTY COUNCIL
DOLJ COUNTY CHAMBER
OF COMMERCE AND INDUSTRY**

INTRODUCTION



The biggest tourism dedicated exhibition event in Oltenia, lasting 3 days, between 10:00 AM and 6:00 PM, taking place at the Multifunction Center in Craiova. Through this event we seek to address the 950.000 inhabitants of the Oltenia region.

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www.targdeturismoltenia.ro
office@targdeturismoltenia.ro



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f Targul de Turism al Olteniei



PARTICIPANTS

- Travel agencies and tour operators
- Tourism associations
- Hotels and restaurants
- Car transport companies
- Railway transport companies
- Airlines
- Rent-a-car companies
- Reservation systems
- National and county tourism organizations
- Event and adventure centers
- Insurance companies
- Financial services
- Healthcare tourism companies
- Theatres and museums
- Tourism industry recruitment companies
- Others



DESCRIPTION



The Oltenia Tourism Fair will house especially exhibitors from the Oltenia region and the whole country, but there will be foreign guest exhibitors as well.

The fair wants to promote the touristic areas and services in this Romanian region, conferences and debates on the subject of regional tourism development.

The exhibitors will introduce: cultural, rural and business tourism, treatment tourism, medical tourism, exotic destinations, cruises and adventure tourism.

The companies present at the fair will entertain the visitors with contests, prizes vouchers and early booking offers.

There will also be new destination and location presentations, product tasting from various tourist areas and artistic moments meant to draw attention to certain destinations.

There will be presentations of offers from: medical and travel insurance companies, private and corporate event planners.

During the fair, a job market for the tourism industry posts will take place.



OBJECTIVES



- Promoting the Oltenia Tourism Fair as a reference event in this branch, for the Oltenia regions and the neighboring regions in Bulgaria and Serbia;
- Promoting endemic tourism on an international scale;
- Promoting the city of Craiova, with the prime objective of naming Craiova European Capital of Culture in 2021;
- Attracting a large number of people who want to plan and purchase their holiday packages through special offers, promotions and competitions;
- Attracting a large number of tourism exhibitors and from other connected areas;
- Creating jobs in the tourism industry;



CRAIOVA 2021

ORAȘ CANDIDAT ÎMPREUNĂ CU **OLTENIA**
CAPITALĂ CULTURALĂ EUROPEANĂ

de văzut, de trăit, de povestit



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ADVERTISING



Event advertisement will take place through the following communication means:

Radio broadcasts at three of the most listened-to broadcasters in the Oltenia area:

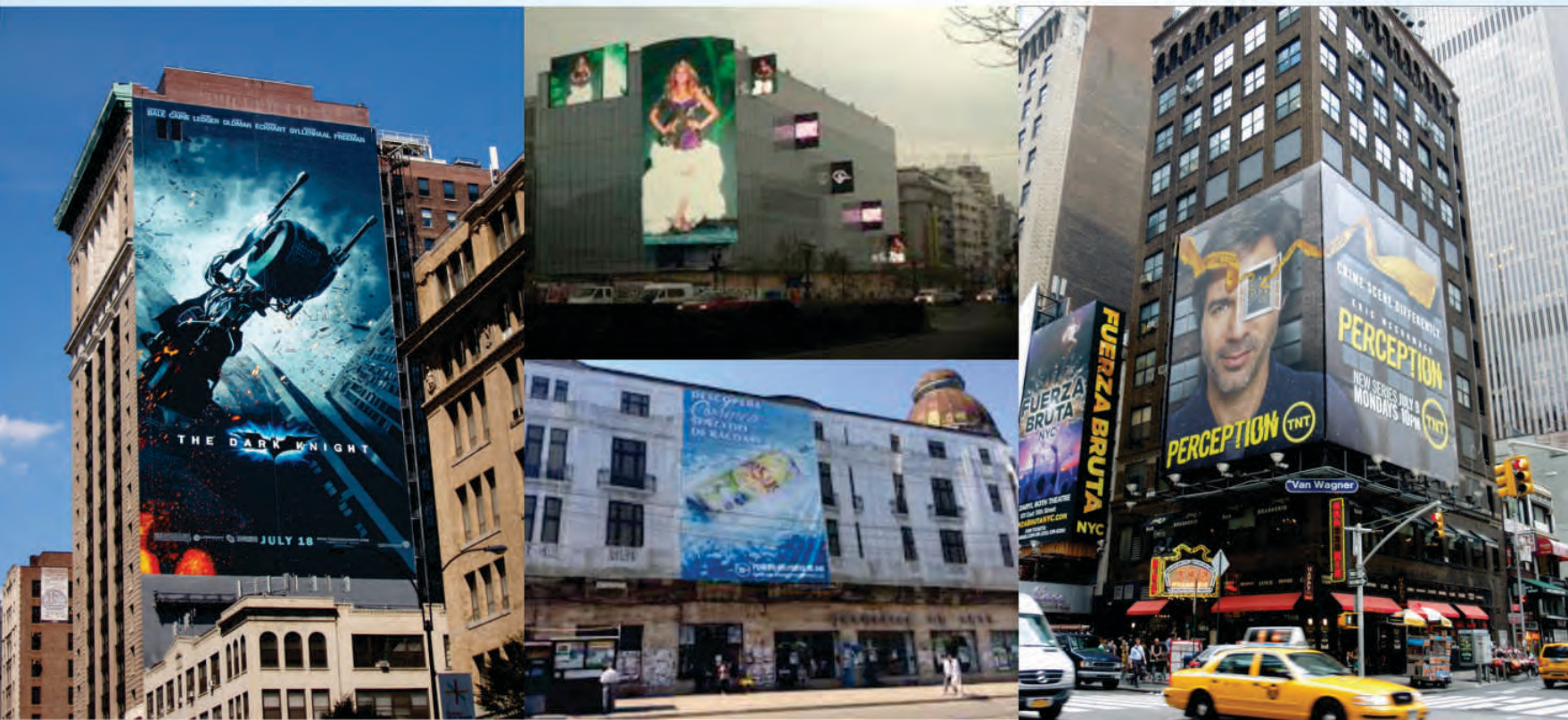
- Kiss FM, Radio Sud and Radio Oltenia, beginning February 20th to March 20th, 5 broadcasts a day, including the weekends;

TV advertising campaign: TVR Craiova, ALEGE TV, DIGI TV, TELE U, GTV:

- Interventions during the news in the week prior to the fair;
- Dedicated broadcasts from all the TV stations.

Press conference at the event opening:

- will attract a large number of reporters;
- will insure the full local media coverage from the first day of the event.



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ADVERTISING



Outdoor advertisement:

Banners placed in crowded areas beginning February 20th to March 20th.

A3 posters, placed in 40 local transportation means.

Advertisement in the windows of participating travel agencies, through an A3 poster given by the organizer to each participant.

Advertisement by A3 posters placed in town halls in the following towns:

Dolj: Craiova, Segarcea, Calafat, Dabuleni, Bechet, Filiasi, Bailesti.

Gorj: Târgu Jiu, Motru, Rovinari, Bumbesti Jiu, Târgu Carbunesti, Turceni, Tismana, Novaci, Ticleni.

Mehedinti: Drobeta Turnu Severin, Strehaia, Orsova, Baia de Arama, Vanju Mare.

Valcea: Ramnicu Valcea, Dragasani, Babeni, Calimanesti, Horezu, Brezoi, Balcesti, Berbesti, Olanesti Baths.

Ocnele Mari, Govora Baths.

Olt: Slatina, Caracal, Bals, Corabia, Scornicesti, Draganesti Olt, Piatra Olt, Potcoava.

Total: 40 towns.



ADVERTISING



Online campaign:

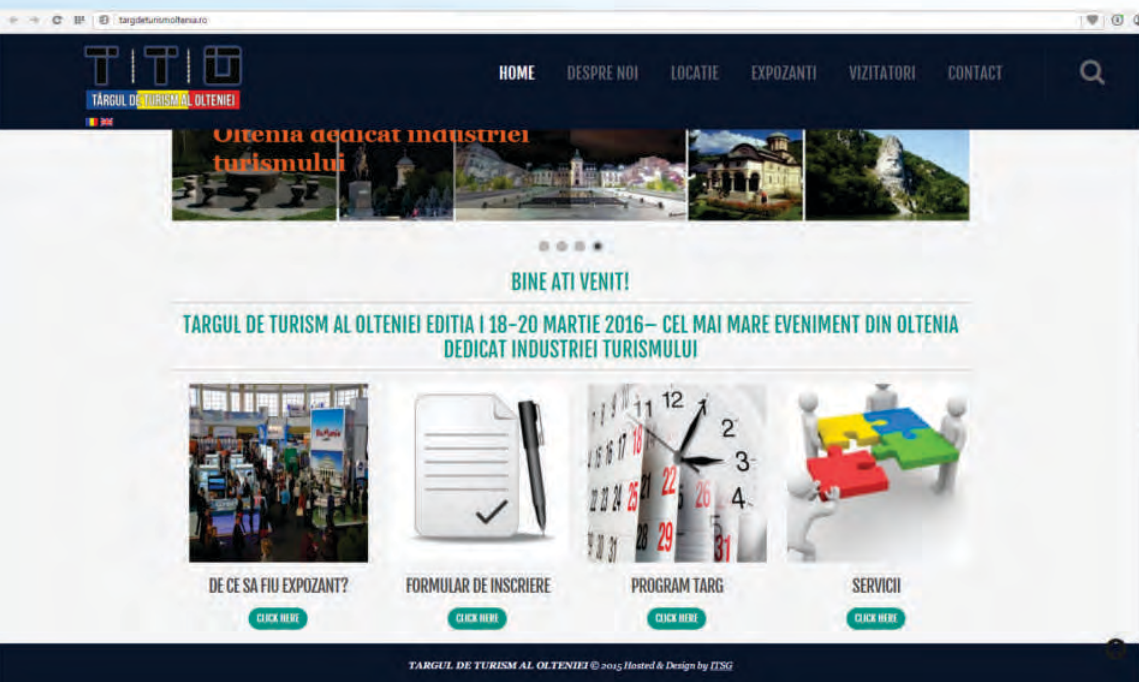
- advertising on local news and general interest sites;
- advertising on Facebook, Instagram and Twitter;
- sending info newsletters connected to the event.

Written media:

- banner in GAZETA DE SUD newspaper;
- newspaper articles dedicated to the event.

Street sampling:

- the targeted distribution of 10.000 flyers in Craiova, a week prior to the fair;
- info flyer, from the 10th to the 20th of March, distributed to the spectator present at the games housed by the Polivalent Hall in Craiova.



PROMOTING



Fair catalogue (contains the descriptions of all the exhibitor companies and other companies which want to advertise themselves in this catalogue):

Compiled in an A4 format, the catalogue will be distributed during the fair and outside it.

There will be a circulation of 2000 pieces.

FREE distribution will include:

- 5 copies for all of the 40 town halls of Oltenia;
- 5 copies for all of the County Councils of the 5 Counties of Oltenia;
- 5 copies for each of the 5 County Halls of Oltenia;
- 5 copies for each of the 5 Chambers of Commerce in Oltenia;
- 1 copy in every highschool of the 40 towns in the region;
- 1 copy in all the schools in Craiova, Târgu Jiu, Drobeta Turnu Severin, Slatina, Ramnicu Valcea;
- Each town hall will get the online catalogue: DOLJ 111 town halls; GORJ: 70 town halls; OLT: 112 town halls; MEHEDINTI: 66 town halls; VALCEA: 89 town halls,

TOTAL IN OLTENIA REGION: 448 town halls

Tourist appeal of the fair:

The Oltenia Tourism Fair, organized with the collaboration of Craiova City Hall will introduce a NEW tourist objective in Craiova.

The objective will be one of the main attractions of the fair and will be intensely advertised, resulting in a considerable increase of the visitor number.

THE EVENT WILL BE PROMOTED BEGINNING with the 20th of February 2016.

During the fair, a job market for the tourism industry posts will take place.



SPONSOR AUTO



Pachet Sponsor:

- alocare pagina A4 reclama catalog târg;
- reclama cu banner pe site-ul www.targdeturismoltenia.ro timp de 9 luni de la data incheierii contractului;
- reclama pe contul de facebook dedicat evenimentului;
- spatiu stand neamenajat de 6 mp la parterul centrului expozitional;
- titlatura de: Masina oficiala a evenimentului, folosita in toate comunicatele de presa;
- sigla pe machetele de presă si online;
- sigla pe flyere si afise;
- sigla pe mesh-ul si bannerele de promovare ale târgului;
- asigurarea a doua spatii de expunere pentru MASINA XXX in parcare Centrului Multifunctional Craiova, pe durata evenimentului;
- 3 mp alocati in interiorul Centrului Multifunctional Craiova pentru amplasare banner;
- alocare 4 mp in exteriorul pavilionului pentru amplasare mascote.



SPONSOR PRINCIPAL



Pachet Sponsor:

- alocare pagina A4 pe coperta exterioara a catalogului târgului;
- reclama cu banner pe site-ul www.targdeturismoltenia.ro timp de 9 luni de la data incheierii contractului;
- reclama pe contul de facebook dedicat evenimentului;
- mentionarea sponsorului in toate spoturile radio dedicate evenimentului;
- alocare stand neamenajat, de 12 mp, la parterul centrului expozitional;
- titulatura de Sponsor Principal al evenimentului, folosita in toate comunicatele de presa;
- sigla pe machetele din presă si online;
- sigla pe fleyere si afise;
- sigla pe mesh-ul si bannerele de promovare ale târgului;
- 6 mp alocati in interiorul Centrului Multifunctional Craiova pentru amplasare banner;
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