

Why Sports Events May Represent the Key to Reveal Unknown Italian Regional Destinations to China

体育赛事何以在意大利向中国展示鲜为人知的区域目的地过程中扮演重要角色

Scenario / 方案简述

We had the privilege in this year to observe first hand a change in affluent Chinese travelers preferences toward travels and leisure-time activities.

May well have been a second psychological effect of Pandemia, we notice in domestic market a different attitude in destination choices, and from the industry point of view a new raise of diffused and remote hospitality solutions.

Remote regions, natural, isolated and "unknown" places became trendy destinations.

Outdoor activities and sports, hiking, camping, cycling became the target of an holiday – for singles, friends and families alike.

Anticipating or following the trend, ethnic camp lodges or sustainable boutique properties became to appear, close to main metropolitan hubs as well as in the total wilderness: for the first time – a trend which is well developed in western destinations, and not only, but totally unheard before.

This level of service thou still lack the experience that western destinations are able to put into operations, and this reveals a key factor which affluent Chinese travelers soon enough became to complain about, while dreaming again to being able to travel overseas, where also activities 'choice and level of service still differ very much. This is a positive point for overseas destinations, as tour operators started to realize the best part of their clients is more and more looking for quality too, and therefore they are now more open to receive information on new destinations than before.

今年能够有幸观察到，富裕的中国游客在出游及休闲活动喜好方面出现的变化。

或许是新冠病毒带来的次级心理效应，国内游客在目的地选择方面的态度不尽相同，从行业角度而言，发散与远程型接待方案开始升温。

偏远地区、自然景观和鲜为人知的景点正逐渐成为时髦的出游目的地。

户外体育活动、徒步、露营、骑行等成为单身贵族、亲朋好友和全家出游的首选。

许多具有民族特色的露营旅社与环境友好型精品酒店随着新的出游趋势应运而生，分布范围较广，有些靠近都市，有些位于荒野郊外；此前只有西方国家的知名景点拥有如此完备的条件，这样的发展趋势之前在中国闻所未闻。

与西方高品质的出游运营服务相比，中国仍然显得缺乏经验，这反映出一个关键讯息，那就是中国较为富裕的游客很快就会开始抱怨，同时再次梦想着能够到海外旅行，因为海外的出游选择和服务水准品质较高。这对于海外旅行目的地来说是一个积极的信号，旅游运营商开始意识到，客人逐渐开始追求品质，且比以往任何时候都更倾向于了解更多关于全新出游目的地的信息。

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Different reports highlighted the fact that both among millennials and older generations alike a strong interest in topics like "once in a lifetime", "participating in sporting events and sport competition", "watching live sports events abroad", "health and fitness" and "participating in outdoor sports" while considering traveling abroad is definitely rising, up to constituting the very reason to travel for.

Another key factor concerning how destination are chosen: safety, natural environment and weather are the first three top motivations, followed by iconic landmarks (read: instagrammability), political climate and online reviews.

We would say Italy has all the chances to classify as one of the top destinations, also taking into consideration the very lucky sequence of international events which will happens soon: 2022 China-Italy Cultural and Tourism Year, The Beijing Winter Olympics, followed then by the Milan – Cortina Winter Olympics.

Only one small black dot appears: Chinese travelers nowadays have no idea Italy boast a spectacular fan of options concerning outdoors.

Montebianco is Mont-blanc, for China. Alps are French, Swiss, Austrian: all countries that invested heavily in their presence and promotion here on this topic.

Then...where to start?

据多家媒体调查显示，无论是“千禧一代”、还是岁数稍微年长的人群而言，都对“人生必去之地”、“参加体育运动和竞赛”、“在国外观看实况体育赛事”、“健康养生”、“参加户外体育运动”等主题颇感兴趣，随着出国游热度逐渐回升，这些主题会促使更多人选择外出旅行。

另外一个影响出游目的地选择的三大首要关键性因素分别为：安全、自然环境和气候，其次是知名地标（可参考社交媒体上的图片分享）、政治环境与在线评论。

意大利完全有机会成为出国游首选目的地之一，与此同时，伴随着国际赛事接踵而至：2022中国-意大利文化旅游年、北京冬奥会、以及米兰-科尔蒂纳冬奥会。

只出现了一个小黑点：中国游客目前并不了解意大利在户外活动方面拥有众多的选择和丰富的资源。

在密集的宣传攻势下，中国游客都知道勃朗峰 (Mont Blanc)、法国、瑞士和奥地利境内的阿尔卑斯山等，这些国家在对外宣传和旅游推广方面都倾注了巨资。

那么...从何入手?

The Project / 项目简述

To use sports event to boast visibility of new regional destinations in Italy.

The project is a definition of a different approach in order to promote unknown Italian destinations.

The hint is to use the emerging trends as cornerstone of this strategy: outdoors and active tourism as dragging tool to create awareness about the areas: Italian geography and urban/rural settlements logistics allows for short transfers (within 2 hours max) to reach complete different natural scenarios – from mountains to the lakes or hills, or the sea even.

While the outdoors and the activities represents the main reason why, Italian territories are never shy of regional food and wine excellencies - still to be discovered as well – art, history, cultural apexes and of course natural beauty.

To push on theme travel would be rudimentary and limited, while synergy among the different options would create a composite offer no other country is able to match: for quality, variety and service.

Longevity of the destination is assured as well as the opportunity to attract clusters widened to families, singles, millennials (very prone to sport activities and once in a lifetime) or cultured elderly.

In this optic Sports Event may well act as catalyze, as for their own definition the event epitomizes in a unique moment the quintessence of the activity in a specific place, giving maximum visibility to the destination and make it appear on the map for the public: this is the fundamental first step to be taken into consideration today.

Needless to say, the travelers 'cluster able and willing to travel abroad to join sport competition or to witness it, is largely affluent, curious and well-traveled. Those are the people that will be the destination's ambassadors among their friends and on social media – a destination able to grant them a unique moment in their life, and that they feel confident to recommend, as able to cater for almost any preference, actually.

Beside the fundamental activity of promoting toward the public, in order to help the retrievability of the destination is good to work with industry players as well: OTA and Tour Operators. Those will not surely act as promoter (no need to invest in a new destination, as long as the people travel anyway), while will be prompt to include in their product a destination suiting the trends. In this view, and for the set of approaching events already mentioned would be a good idea to promote Italian outdoor destination through in presence workshops.

利用体育赛事提升意大利地区旅游目的地的知名度。

该项目旨在通过不同的方式推广意大利鲜为人知的旅行目的地。

利用新兴趋势作为战略基础:户外和积极出游方式作为打造认知度的推动工具:根据意大利的地理环境和城乡居住地的数据显示,意大利境内可轻松实现短途转乘(2小时内),感受完全不同的自然景观,从绵延的山脉到清澈的湖泊和山丘、甚或蔚蓝的大海。

这些丰富多彩、各具特色的户外活动意味着,在意大利这片富饶的土地上,从来都不缺乏美食和美酒,当然,更不缺乏悠久的历史、艺术、文化和自然美景。

推广主题游是基础,具有局限性,不同选项之间的协同合作将打造出任何国家都无法与其比拟的效应:无论是品质、种类还是服务。

保障旅行目的地的可持续性,借此吸引不同的出游群体,包括家庭、单身人士、千禧一代(特别倾向于选择体育活动,受到“人生必去之地”宣传的影响)、或是有学识的老年人。

从这个角度而言,体育赛事或起到助推的作用,在特定的时刻和地点,成为此类活动的典范,最大限度提升旅行目的地的曝光和知名度,使其出现在公众的视野中:这是当下的首要任务。

无须多言,那些有意愿出国欣赏体育赛事的大都是富裕的群体,这些人求知欲强、且见多识广。这群人在各自的亲朋好友中、以及在社交媒体上将成为旅行目的地的代表,这样的旅行目的地将赋予其特殊的时刻,使其在推介时信心满满,几乎能够满足各种喜好。

除了最基本的推广方式外,为了帮助提升旅行目的地的可检索性,还需要与行业内同行携手:包括在线旅行机构(OTA)和旅游运营商。这些未必能起到推广的作用(没必要投资全新的旅行目的地,只要游客能够选择出游就可以),及时在产品中添加有利于趋势发展的内容。从这个角度而言,以及鉴于上述提到的重大体育赛事,在工作坊活动中推广意大利户外旅行目的地不失为一个好主意。



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- Distribute income and tourism flow to the territories
- Enter a new market where only France, Austria and Swiss now reign
- Intercept the new wave of trends and interests among affluent Chinese travelers
- Making the most from the next international events repercussions (Olimpics in BJ and Cortina)



Impact and Benefits / 影响与收效

Benefits could be various: in Italy this movement will run against over tourism, distributing income to a wider extent of our Country, differentiate the tourism flow, while very possibly having a positive impact on economical, employment and then infrastructure on local level.

We are not inventing a new cluster: we are simply entering an arena that France, Austria and Switzerland claim for themselves years ago. A profitable niche, which we may well engage with higher returns in terms of longevity and variety.

As Italians, we would make the best of the international events to come (Tourism Year, Winter Olympics), as it would be supposed to be.

Event-only guests (ref. Olympics) are welcome, but we may really transform this granted visibility to define new destinations, and to make them last - in Chinese travelers' preferences.

多重收效: 在意大利, 这样的活动将在旅游业产生积极的效应, 使整个国家的收益最大化, 实现旅游流差异化, 基或在经济、就业、以及本土基建方面产生积极的影响。

并非旨在另起炉灶: 只是意在加入法国、奥地利和瑞士多年前为自身所搭建的平台而已。一个有利可图的商机, 在可持续性和多样性方面获取更多的回报。

最为意大利人, 要尽可能地利用好举办国际赛事的机遇 (旅游年, 冬奥会)。

欢迎出席活动的嘉宾 (例如冬奥会), 尽可能利用好难得的机遇, 提升知名度, 诠释全新的旅行目的地, 根据中国游客的喜好做出调整, 使其长久发展下去。



- 收益分配与带动旅游流
- 进入目前由法国、奥地利和瑞士支配的全新市场
- 把握好全新的发展趋势, 激发中国富裕游客的兴趣
- 尽可能利用好国际赛事带来的机遇 (北京冬奥会和科尔蒂纳冬奥会)

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