



Tourism Research

18.09.2017



The Why ?

Ideas pull the
trigger, but
instinct loads
the gun

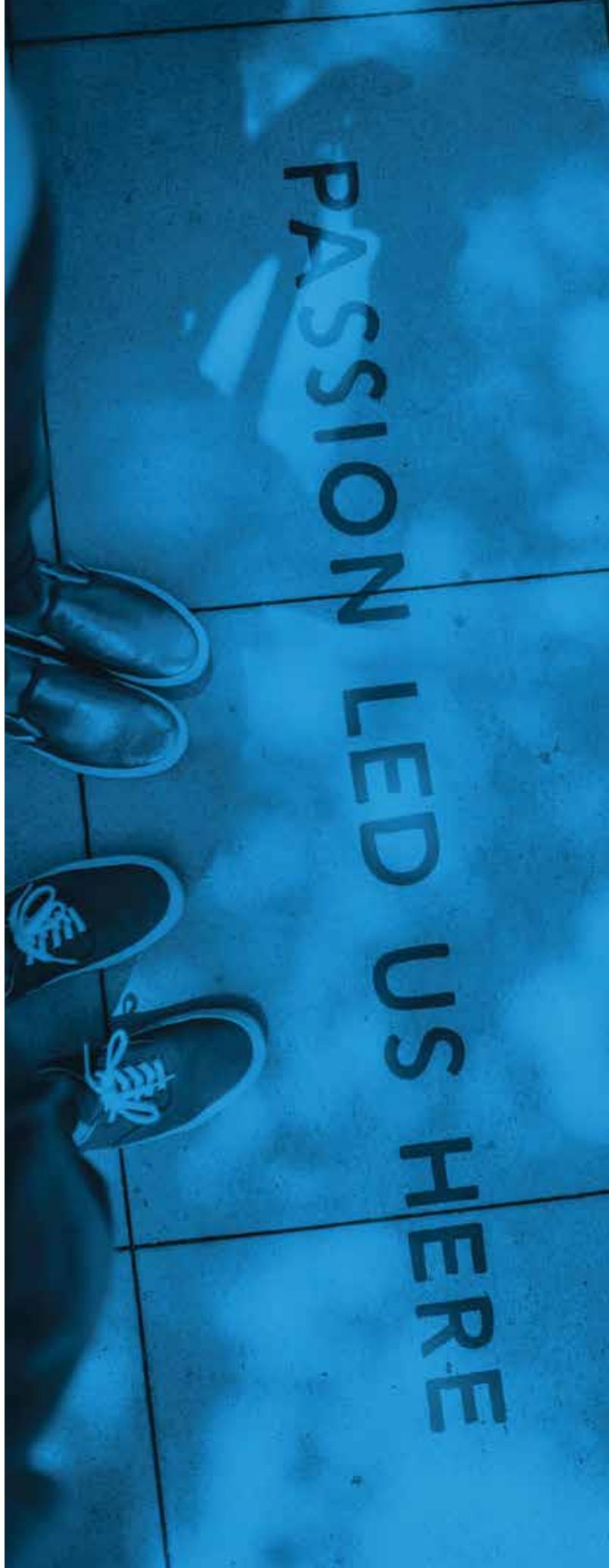
What made us do this research and in depth analysis.

We are makers and travelers, and as such we have faced the services and products provided by the tourism agencies in many countries and on a plethora of platforms, devices and ways.

Given the fact that we also have had 2 clients from this sector we can firmly say that we also understand the perspective from the other side when it comes to the travel industry.

In this brief analysis you will see our take on the tourism sector in Romania and how it matches with the global trends.

The Who.





What we do.

Regardless of the challenge, it can be done.

We are a communication agency focused on storytelling across multiple channels and platforms.

Delivering the right message, in the right form to the right segments of your audience at the right time. Our services make your digital marketing as relevant as possible to your key buying audiences. This makes you achieve your goals, plus it's what we do best.

We work with brands that have the ambition to lean into tomorrow, regardless of where they are in their evolution today. We're a true partner, whether we're increasing awareness of your existing products, building a ground-breaking new platform or joining both through social connectivity.

Like true pioneers we don't just follow a path just because it is the easy one. No matter the task at hand, it can be done.

Our Values:

- **Innovation**
- **Confidence**
- **Gratitude and Humbleness**
- **Keeping it Simple**
- **Quality Driven**
- **Responsible and Trustworthy**
- **Team Focus**
- **Be Courageous**



Our Approach.

We assume the promises and actions, and if something has to be done, we do it.

A culture of thinkers and makers.

We are a community of diverse individuals with different skill sets, talents and backgrounds. What we share in common is a passion for the work we put out.

Do more with less!

The scarcity of resources forces focus and creativity. This means we allocate our resources disproportionately to those few things that matter most.

Be fast!

Mistakes are okay, going slow and falling back is not. We're proud of finishing first and continue to lead with innovative solutions.

Get it done!

We value people who are resourceful and we have a strong bias for action. We take ownership, and if some- thing needs to be done, we do it.

Strategy



User Experience



Design



Development



Analytics



Report

Repeat



Design.

Thoughtful design can make the difference between mediocre and exceptional.

From the initial impact of the first site visit, to the subtle details that create an intuitive experience for your customers, it's crucial to find the perfect digital design solutions. Even the smallest decisions can affect the perception of your brand and the success of your project.

Our experienced design team understand the importance of making the right choices, from colours and fonts, to visuals and animation. Our dedicated UX Lab and Device Lab means that we can check, test and improve every detail.

User Experience Design.

Carefully considered, thoughtful design can make the difference between average and outstanding when it comes to websites and apps.

Website and App Design.

We take the time to ensure all the key design elements of your website or app are carefully weaved together to deliver a fluid, engaging user experience. From typography and colours, to illustrations,

fonts and photography, we know what it takes to create a visually stunning digital project.

Digital Brand Development.

The initial impact of your brand is your customer's first impression of your business, so it's essential that it conveys an accurate message, and embodies your company values. We create thoughtful, considered brands that translate seamlessly across the digital landscape, from social media to your website.

Visual Assets.

With decreasing attention spans, and the fact that humans process visuals 60,000 times faster than text, it's no wonder that users avoid websites loaded with written content, and delete text-heavy emails. We create eye-catching, icons, illustrations, animations and other visual content to engage with your customers and clearly communicate your products and services.



Development.

The success of your business depends on the ability to make the right decisions.

Stunning design and an engaging user experience are not the only considerations for a successful website. When the traffic flows in, you want to be sure that your site will function seamlessly. Choosing the best technology for the task, building a scalable infrastructure and ensuring consistent reliability is our forte. Our development team know what it takes to build sites that are efficient, reliable and secure, so your reputation never suffers.

Interactive Landing Pages.

We have built beautiful, detailed interactive landing pages that tell stories, explain products and services, and get shared on social media because they function seamlessly and are visually stunning.

Software & App Development.

We understand that every business is different, with unique requirements and specifications. That's why we never use off-the-shelf solutions when it comes to building your apps or software, as there is always a compromise to make. We build our systems from the ground up, designed to fit your needs and goals.

Reporting Tools.

The success of your business depends on being able to make considered decisions based on key performance data. Whatever you need to know, we can ensure your reports are clear, accessible and accurate, in a format that suits you.

Technological Laboratory.

Most websites and businesses can be set apart by having a website feature that brings the product or service to the end users "hands" via their screen. In order to provide this experience for the user we develop website apps, from 360 video tours to real time customization and photo editing directly in the browser.



Brand.

We make sure we develop a deep communication.

So your website looks fantastic, functions perfectly, and it's ready and waiting to withstand an influx of visitors... but how do you get your brand seen by your target audience? That's where our service comes full circle, with carefully crafted content, detailed competitor analysis and regular performance reporting.

We are all looking for companies that offer that extra level of connection and a more human touch. Consistent, informative interactions build brand awareness and loyalty, leading to engaged customers that choose your products and services at the time of purchase and for years to come.

Advertising and Marketing Plan.

We create advertising and marketing plans specific to your business, product and brand with your business objectives.

Digital Marketing.

We take the time to develop a deep, rich feel for your business, and can therefore engage with your customers using your unique tone of voice, consistently sharing your passion for your products and services, in addition to being flexible and

responsive to any changes in your message or the industry as a whole.

Content Creation.

With an SEO focus to organically impact your Google ranking, our copywriters can provide the perfect message to ensure your brand is accurately and consistently reflected across your website, social platforms, blog posts and email communications.

Reporting.

With a wealth of statistics and information available for your website and social platforms, we can help you cut through the noise and understand what really matters. We create clear, reports that outline your key performance data in a format that suits you, and can make recommendations for future activity to help you achieve your goals.

What Did We Research?





The image of a brand is formed over time



World Wide.

It is well known that the Travel & Tourism has acknowledged quite a big growth in the past 7 years since the 2009 economic crisis. Even though the service sector has faced many different challenges due to terrorist attacks and natural hazards happening in different parts of the world, it managed to create **9.8% of the global GDP in 2015.**

This growing interest in traveling and discovering new places is influenced by different factors such as: easier access to countries (eg. citizens of EU), the evolution of the smartphones, influencers (Youtubers, Instagrammers), globalization, international companies, natural hazards, terrorism, political & economical instability (Turkey, Greece), NGO's are making their presence more visible for sending people abroad for volunteering (AIESEC, UN, UNICEF).

9.8%
GDP

Generated per year from traveling

1/11
Jobs

Is in the Travel Industry

1.5
\$ Trillion

Are spent per year on Traveling

7%
World

Exports Travel Goods

30%
Exports

Travel Services



Traveling – it
leaves you
speechless, then
turns you into a
storyteller.

National Level.

In Romania, the Travel and Tourism service sector has directly brought **1.3% of the country's GDP**. Bringing all this information down to Romania, we have made a PEST Analysis in order to understand better the problems we are facing in this field when it comes to Politics, Economic, Social and Technological aspects.

Political	Economical	Social	Technological
Political stability	Exchange rates	Lifestyle changes	Inventions
Governmental organization	Inflation rate	Trends & Habits	Innovative campaigns of promoting
Fiscal policies	The level of governmental spending	Income distribution	Changes in the technological field
Policies regarding the environment	Taxes	Well-being	The Internet
Consumer's protection	Monetary Politics	Life conditions	The evolution of smartphones
Competition policies	Profit Rates	Social mobility	Life cycle of technology
Laws regarding workforce	Consumption Assurance	Demographic growth rate	The usage and cost of energy
Policies regarding international commerce	Economic Growth	Education	Technological transfer rate



Examples.

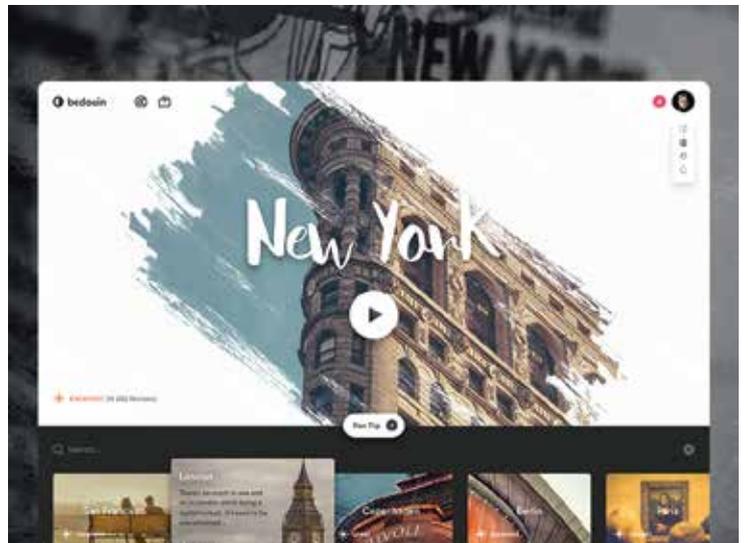
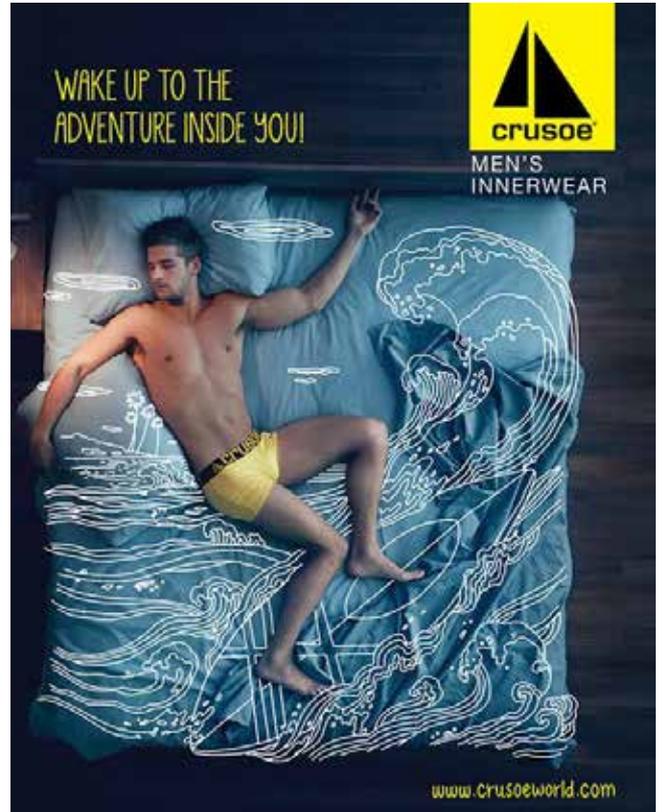
A brand is the amount of perceptions about a product, service or person.





Visuals.

A brand is a voice and a product is a souvenir.



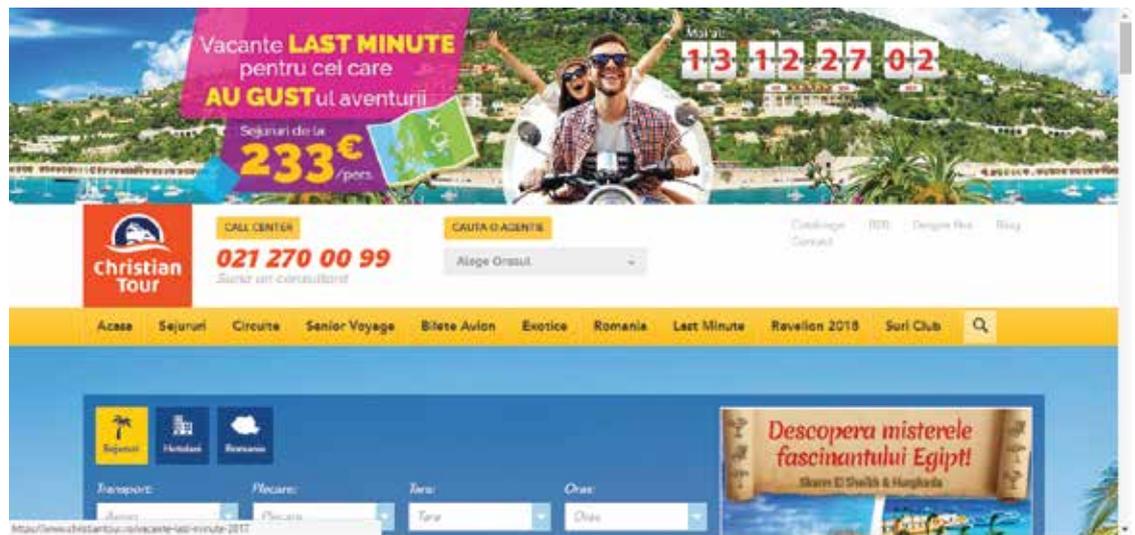


Top 7 Analysis.



Christian Tour.

Website



Online

- Up to date content on FB
- Daily posting
- Up to date content on Blog
- Pozitive reviews
- Easy website navigation

Offline

- Present in over 20 cities
- Present in over 3 cities abroad



Online

- The blog is not known
- The SM links are non-existent
- Instagram is not up to date
- Not sharing clients reviews/experiences
- Mostly present on FB

Offline

- The locations are not placed very well (eg. Iasi)



Communication.

Facebook

Christian Tour
@christiantour.ro

Home
Photos
Videos
Posts
Events
About
Community
Notes

Like Following Share ...

Book Now Message

Search for posts on this Page

English (UK) English (US) Română Français (France) Magyar

Privacy Terms Advertising Ad Choices Cookies More Facebook © 2017

Christian Tour
1 hr · 0 · 0

Buna dimineata din insula Thassos!
De 20 de ani cream cate un drum spre fiecare vis. >>
http://bit.ly/Thassos_August

Instagram

Instagram

Search

christiantour Following

39 posts 2,520 followers 137 following

Christian Tour Travel Agency 20 ani alaturi de tine! Iti multumim tie, turistul care a avut incredere in noi, si iti promitem ca ceea ce urmeaza va fi si mai frumos.
christiantour.ro

Lefkada



Happy Tour.



Website

The screenshot shows the HappyTour website interface. At the top, there are navigation links for Corporate, Agenti Asistate, 021 5987, and contact@happytour.ro. Below this is the HappyTour logo and a main navigation menu with links for HOME, DISNEYLAND PARIS, VACANTE IN STRAINATATE, VACANTE IN ROMANIA, HOTELURI, and CONTACT. A search bar is prominently displayed with tabs for SEURURI CU AVIONUL, CIRCUITE CU AVIONUL, SEURURI INDIVIDUALE, VACANTE DIGITICE, and CROAZIERE. The search bar contains fields for Destinatie (selectata destinata), Oraș Plecare (selectata oraș plecare), Plecare (Data plecării), Vizitatori (Data întoarcerii), and Pasageri (2 adulti), with a CAUTA button. Below the search bar is a promotional banner for Kusadasi, featuring a scenic view of a bay and the text 'Kusadasi de la 511€ /pers' and 'Vreau sa plec în vacanta!'.



Online

- Easy to navigate website
- SM presence
- Up to date content
- Daily posts
- Promo campaigns

Offline

- Clear and simple brand image
- Well known presence at specialty fairs or events



Online

- Twitter is not up to date
- Very few reviews compared to de no. of likes
- The engagement of the posts can be higher
- Happytour game is not known
- No Google Ads for website

Offline

- Word of mouth
- Present only in 3 cities



Communication.

Facebook

Happy Tour
@happytour

Home
About
Reviews
Photos
Provoacarea lui HAPPYsor
Videos
Pinterest
Notes
Posts
Community

Rezerva-ti vacanta online
www.happytour.ro

4.9 ★★★★★ 86 reviews

Book Now Message

Bugneru Mihai Si Alina
★★★★★ 26 July 2017
Multumesc Happy Tour si multumesc Domnului Alexis pentru oferta din

Instagram



happy_tour_romania Follow

92 posts 189 followers 69 following

Happy Tour One of the largest and oldest travel agencies in Romania.
www.happytour.ro

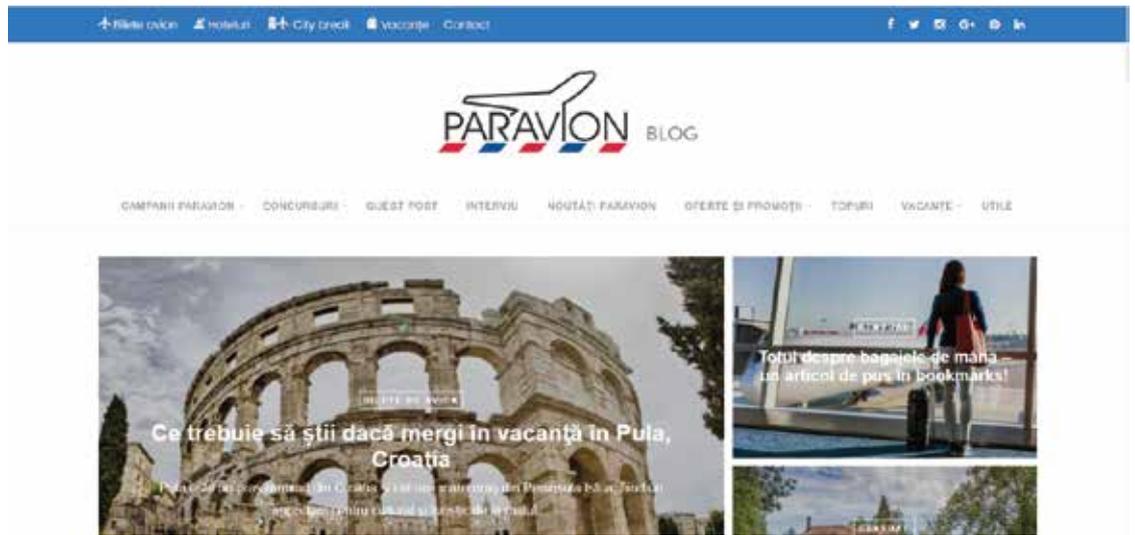




Paravion Tours.



Website



Online

- Have a booking app
- SM presence
- Daily content
- Contests
- FB page engagement



Online

- Some visual content is not qualitative
- #ParavionLive is not known
- No reviews



Communication.

Facebook

Paravion.ro
@paravion.ro

Home
About
Photos
Videos
Events
Google+
Pinterest
Posts
Notes
Community

PARAVION
www.paravion.ro

Liked Following Recommend

Book Now Message

Status Photo/Video

Write something on this Page...

Videos

Vacanta vara 2016 Paravion.ro

Ticket sales in Bucharest, Romania
Open now

Community See at

Invite your friends to like this Page

- 157,013 people like this
- 154,479 people follow this
- 360 people have visited

Instagram

Instagram

paravionro Follow

293 posts 1,631 followers 86 following

Paravion.ro Online Travel Agency in Romania. Follow us to get inspired for your next dream destination. Add #paraviontravel to your travel photos. www.paravion.ro

11 0



Paralela 45.



Website



Online

- Daily content on FB
- Has FB and Twitter
- Relevant blog content

Offline

- Offices in 32 cities
- Very well known
- 2 offices abroad



Online

- The website is not optimized
- The design of the website is old
- Testimonials are not up to date
- Visuals are not qualitative
- People are not engaged on the FB page
- Very little content on Blog and Twitter

Offline



Communication.

Facebook

Paralela45ro
@Paralela45

Home
Posts
About
Photos
Pinterest
YouTube
Twitter
Instagram
Poll
Videos

VACANTE CU PLATA IN RATE FARA DOBANDA!

15 RATE 12 RATE 12 RATE 5 RATE 5 RATE 5 RATE

NU LASA SA TREACA VARA
FARA SA VEZI MAREA!

CROATIA • PORTUGALIA • GRECIA
TURCIA • SPANIA • ITALIA • CIBRIU

REZERVA O VACANTA!

Contact Us Message

Status Photo/Video

Write something on this Page...

Posts

Paralela45ro 2 hrs. #

108,993 people like this and 108,195 people follow this
Alexandru Damaschin and 17 other friends

717 people have been here

www.facebook.com/39625862971/photos/10154979403287972/

Twitter

Home Notifications Messages

Search Twitter

Paralela45

Tweets 139 Following 28 Followers 1,660 Likes 28

Follow

Paralela45 @paralela45
Hai sa vorbim despre vacante si turism!

Tombana
Paralela45ro
Joined May 2009

Tweets Tweets & replies Media

Paralela45 @paralela45 · Aug 16
Mai cu noi in Laguna! #paralela45 #christmas #agonia
Translated from Romanian

Who to follow Follow · View all

Bilete de avion @paravion
Follow

Captain Travel @captain_1...
Follow

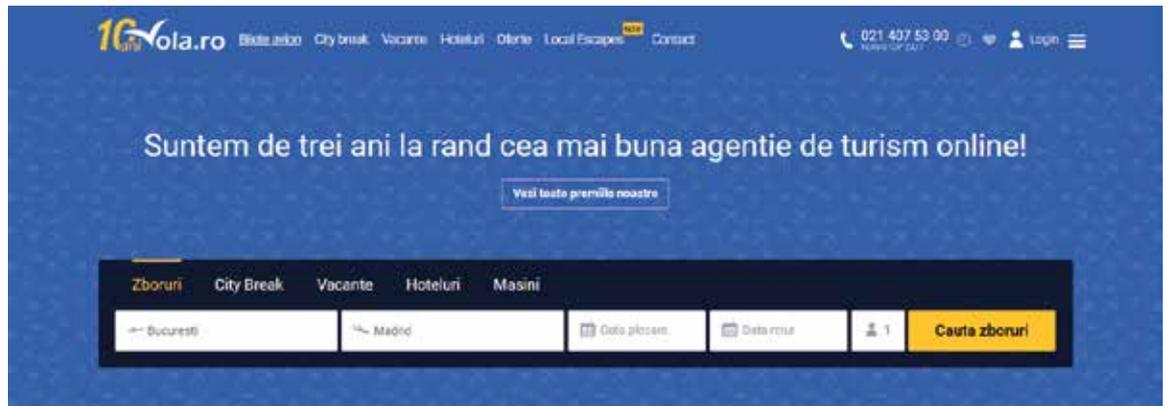
Go Travel @GoTravelR...



Vola.ro



Website



Oferte bilete avion



Online

- Easy access to website
- Minimalist design
- Daily content on FB
- Engagement
- Qualitative visuals
- Contests
- Very well known online
- Google & FB Ads



Online

- Only present on FB and YT
- Lack of content on YT
- Lack of reviews
- Lack of testimonials



Communication.

Facebook

Vola.ro
@VolaRomania

Home
About
Photos
Videos
Events
Posts
Notes
Community
[Create a Page](#)

Colectioneaza amintiri, nu lucruri
www.vola.ro

Liked Following Recommend ... [Book Now](#) [Message](#)

Status Photo/Video [Write something on this Page...](#)

Videos
[Link to Romania's 321 sports | Vola.ro!](#)

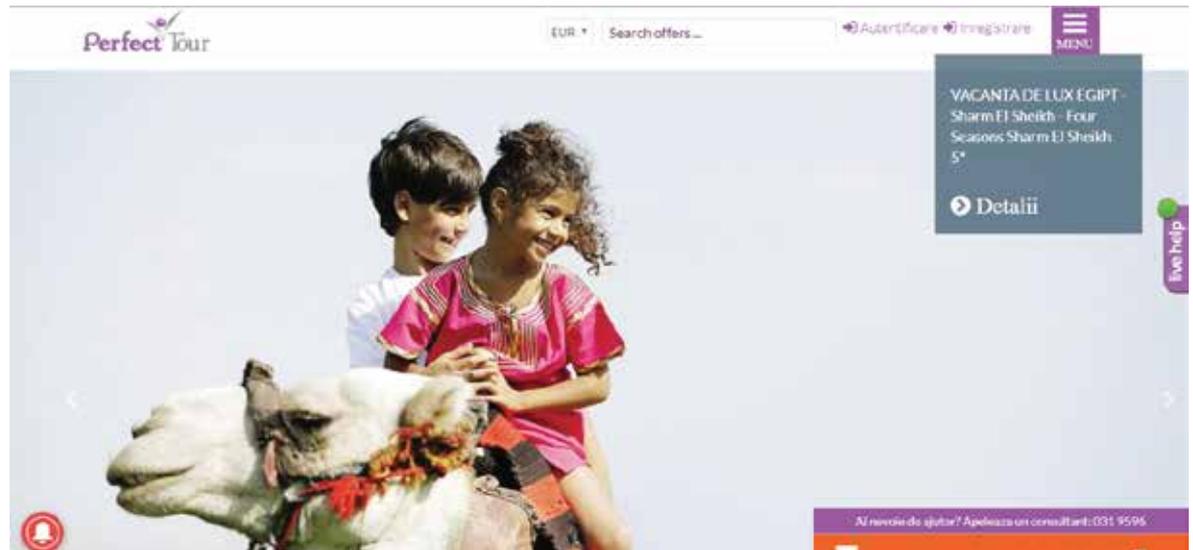
Ticket sales in Bucharest, Romania
Very responsive to messages
Community [See all](#)
Invite your friends to like this Page
233,968 people like this
229,410 people follow this



Perfect Tour.



Website



Online

- Reviews
- SM presence
- Daily content on FB
- Daily content on Twitter



Online

- Hard to navigate website
- Confusing design
- No content on YT
- Only 2 blog posts every month
- No engagement
- No Ads
- Visuals are not qualitative



Communication.

Facebook

Sansa dubla sa il vizitezi pe Mos Craciun, in Laponia.

**#OFERTA
EARLY BOOKING
100 Euro / Adult
Reducere valabila pana pe 31.08.2017.**

Like Follow Recommend ...

Call Now Message

Perfect Tour
021 569 6939

Community See all

Invite your friends to like this Page

40,402 people like this

39,840 people follow this

Perfect Tour
57 mins · 🌐

IREPETABIL in Istonia #Disneyland, #Paris 🇷🇺🇸🇯🇵



Aerotravel.

Aerotravel

Lufthansa
City Center

Your travel agency. World-wide.

Website



Online

- Easy to navigate website
- Minimalist design
- Up to date blog
- Daily content on FB

Offline

- Present in 6 cities



Online

- No other SM channels
- Few & bad reviews
- Visuals are not qualitative
- No engagement

Offline

- Not very known



Communication.

Facebook

Aerotravel
Lufthansa City Center
Your travel agency. World wide.

Aerotravel
@aerotravel.ro

Home
About
Photos
Reviews
Notes
Videos
Posts
Offers
Community

Like Follow Recommend ...

Book Now Message

Status Photo/Video

Write something on this Page...

Reviews
4.1 ★★★★★ 49 reviews

Tell people what you think

Travel Agency in Bucharest, Romania
4.1 ★★★★★ Open now

Community See all

Invite your friends to like this Page

27,848 people like this

27,834 people follow this

227 people have visited

Instagram

Aerotravel
Lufthansa City Center
Your travel agency. World wide.

Contact: Despre Aerotravel - Info utile

0731 20 20 70 (L-V 9:00-18:00)

Bilete avion Hoteluri City break Schi Croaziere Vacante Oferte diverse Sejururi Rent a car Corporate Travel Blog

Bilete avion Hoteluri City break Schi Croaziere Oferte diverse Vacante

Unde vrei sa pleci? Tipul calatoriei

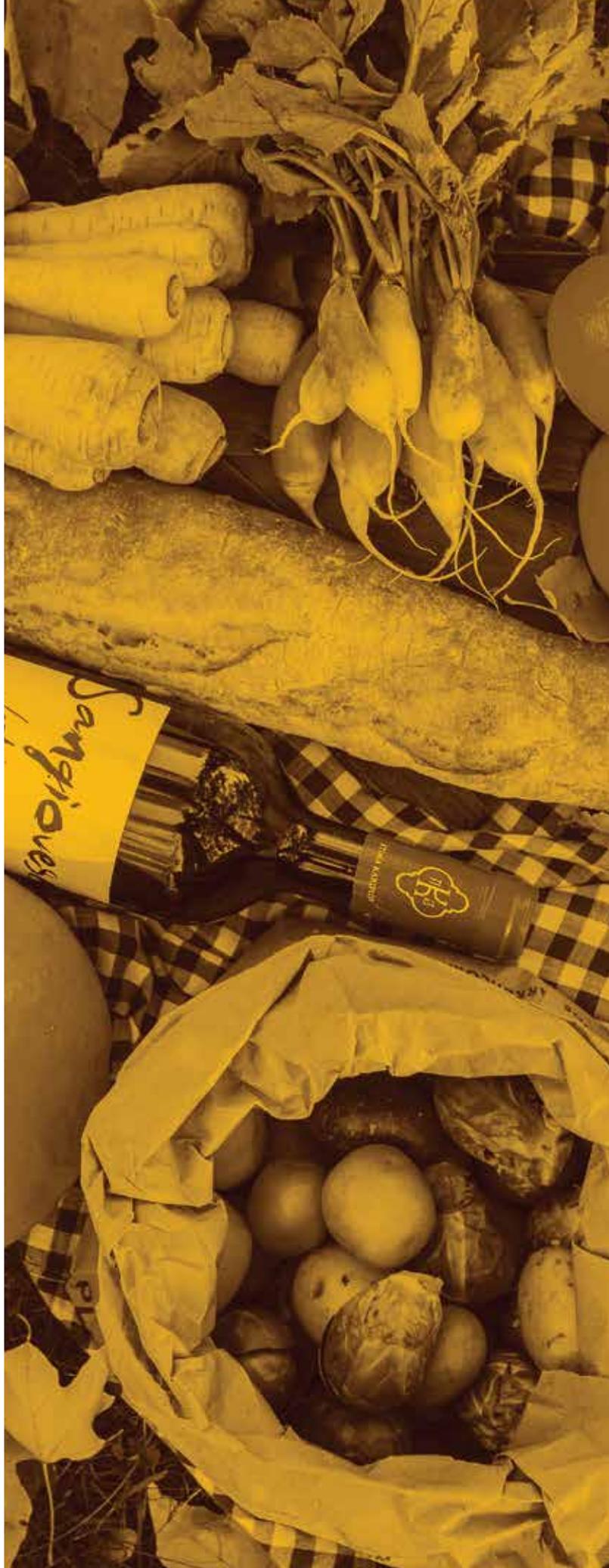
Cauta

Oferte diverse 2017

Oferte speciale

Reconectat

Conclusions.





Overview.

As you can see through the analysis made above in Romania, according to their profit from 2015, there are **two similar problems** occurring through these business.

First of all, the first seven of them are obviously the ones that have expanded themselves more than the others. They have a pretty good online presence from owning a website to other Social Media Channels. They tend to create, on average, good content and they keep people more engaged on their Social Media platforms. But, something that neither of them have is a **global strategy**, that involves website and social media channels, not just one or the other. We can see this problem in the fact that they are very present on Facebook, but not at all on Instagram or other channels. In the same time, the content that they display differs from platform to platform. **This stops the creation of an overall image of the campaign/brand.**

Second of all, the other part of the top is not only having problems on Social Media, but **most of them don't even exist there** or their **website's design is very poorly made or very old**. Most of them are **not optimized for what today's technology** has to

offer, are hard to navigate and leave you with the impression that the information is too crowded in one single page. On another hand, if they are present on Facebook, the visuals are not qualitative and do not seem to have a certain guideline or direction.

Analyzing more in depth all of the top agencies lack one important aspect, having a clear message and communicating it in a clear and aligned way across all media channels. Some agencies have made right strategical moves on channels such as facebook, youtube or instagram, but by not having a bigger message and centralized approach the impact of that potential tactic is far diminished.

In conclusion, taking into consideration the factors of influence and the analysis of the 30 agencies, we would like to point out that **just the activity of selling is not enough to be at the top**. You need a **overall strategy/direction for your brand and build strong campaigns** around it. Nowadays, people are using different platforms as methods of sharing their Holidays experiences around the world, therefore **Social Media becomes**



Online.

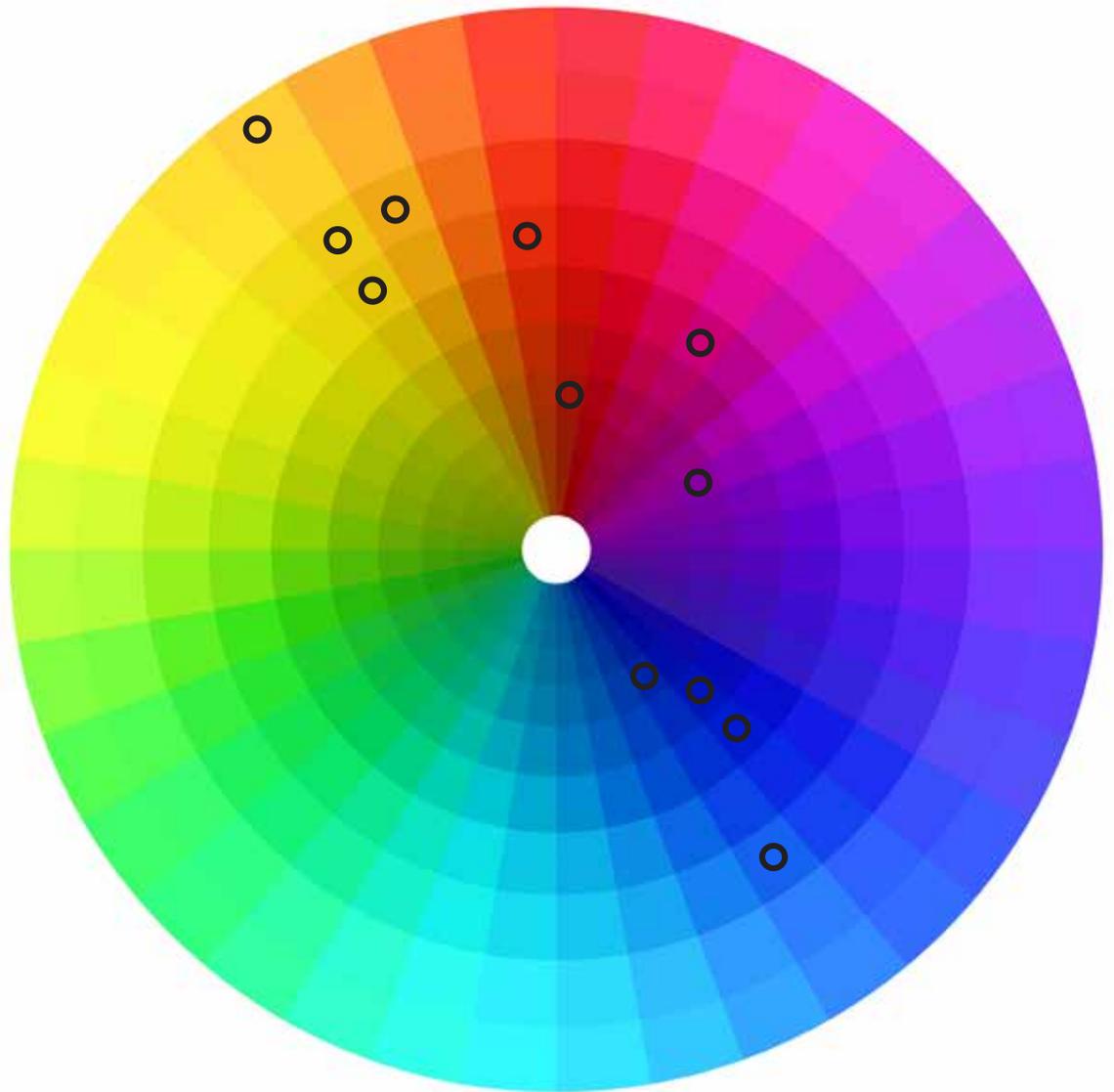
more of powerful partner in attracting people and converting into clients, rather than just a communication channel. Of course, all of this comes together with the

help of a solid website build on the needs of each company that supports the brand and its direction through user's experience and design.

	Website	Facebook	Twitter	Youtube	Instagram	Pinterest	G+	Other Platforms
Christian Tour	•	•	•	•	•			•
Happy Tour	•	•	•	•	•	•		
Paravion Tour	•	•	•	•	•		•	
Paralela 45	•	•	•	•		•		
Vola	•	•	•	•	•	•	•	
Perfect Tour	•	•	•	•		•	•	
Aerotravel	•	•					•	



Colors & Fonts.



Used Fonts

Helvetica
Avenir

Arial
Open Sans

Roboto
Lato



References.

To give examples of how you can improve content on all Social Media Channels, we will tackle them separately:

- **Instagram:** #travel is one of the most searched hashtags on the platform, therefore the interest on this matter is quite big. It is the perfect place to start showing off **travel pictures and videos.**

<https://www.instagram.com/travelandleisure/?hl=en>

- **Blog:** The blog is the perfect place to share experiences, you can talk more in depth about accommodation, food and different aspects of trips. <https://www.nomadmatt.com/travel-blog>

- **Pinterest: tips and beautiful imagery** are the biggest hit on this platform, therefore creating boards with tips for travelling and best places to escape do will definitely do the trick. <https://ro.pinterest.com/pin/169096160991593845>
<https://ro.pinterest.com/pin/162974080248112205>

- **Twitter:** Once you have your content on other platforms, Twitter is one of the best places to let people know about your **updates.**

- **Facebook:** While this is also great for sharing news, one of the best things that you can create around your brand is a **community.** If it is about sharing moments provided by the travel agencies or just talk about travel experiences over all, it is great to for a community from which you can **receive feedback** and even create your own **brand ambassadors.**

https://www.facebook.com/groups/334369173387711/?ref=br_rs

https://www.facebook.com/groups/mazman-na3/?ref=br_rs

https://www.facebook.com/groups/455978111210624/?ref=br_rs

https://www.facebook.com/groups/455978111210624/?ref=br_rs

https://www.facebook.com/groups/455978111210624/?ref=br_rs

https://www.facebook.com/groups/455978111210624/?ref=br_rs

Having an optimized, good looking and working website is also important. And then again comes the request for content. You can make a blog section on your own website and link your social media presence. While a really good website will do great with SEO, creating content on other platforms will do wonders for the website.

Thank You.

www.subsign.co

office@subsign.co

facebook.com/subsign

twitter.com/subsignco

youtube.com/subsign

instagram.com/subsign

behance.net/subsign

dribbble.com/subsign

pinterest.com/subsign

medium.com/@subsign

