

Tirol Werbung's summer campaign

Easter will see the launch of Tirol Werbung's summer marketing campaign in eight European markets. Bearing the title "Always Challenging", it focuses on the memories and new experiences Tirol offers visitors to this region. A new campaign model will make it possible to target specific groups even more precisely in future when it comes to communicating messages and offers.

After a challenging winter which in the end turned out to be a little less turbulent than many had initially feared, Tirol is already looking forward to summer. The mood is optimistic based on strong bookings for the upcoming months. With borders open and many restrictions lifted, the region's tourism industry is hoping for a positive summer season. At the same time, unlike in 2021, travellers will this year once again be able to choose from a wide range of destinations on offer – meaning more competition when it comes to attracting holidaymakers to the region. "That makes it even more important to focus and position Tirol as a unique destination for holidays and activities, for both international visitors and locals," explains Patricio Hetfleisch, Head of Marketing at Tirol Werbung.

New campaign model aims to strengthen Tirol's brand image

With this in mind, Tirol Werbung spent last year further developing and refining its campaign model. One aim of this new approach is to underline Tirol's core qualities in communications with target markets. These values lie at the heart of all advertising and marketing activities promoting Tirol as a destination. This year, like last year, the idea of "connection" will be the key driver – connection to the culture, the landscape, the people, the traditions and the history of Tirol. The summer 2022 campaign bears the slogan "Always Challenging". This, in turn, will serve as a springboard for individual campaigns aimed at three groups of people –adventurers, families and discerning travellers – with areas of the website www.tyrol.com dedicated to each of these three groups.

Attractions for nature lovers

"This year we will be focusing once again on outdoor activities – the idea of finding rest and relaxation on holiday through activities in the mountains. Demand for these kinds of holidays remains very strong – and Tirol embodies better than any other region outdoor activities and adventures. Sustainability is also another topic which is still very important," explains Patricio Hetfleisch. "With its alpine landscape, Tirol is the perfect place to spend a holiday combining these two big themes. Our main focus will be on the most popular summer activities: hiking, cycling and rock climbing." Food and regional produce will also feature heavily, especially in marketing activities aimed at discerning travellers.

Marketing campaign in eight European markets

The summer campaign will be launched shortly after Easter in the core markets of Austria, Germany, Switzerland and the Netherlands as well as other important markets in Belgium, Italy, the Czech Republic and the United Kingdom (together with the Austrian Tourism Board). Adverts will be shown on Tirol Werbung's social media channels as well as on billboards, other advertising spaces, various print media and radio stations. There will also be extensive online advertising. Tirol Werbung and the Austrian Tourism Board will join forces to cooperate on a campaign aimed at the UK market. Local tourism boards from across Tirol will once again be able to take part in the advertising campaigns – for example in print media or online – as well as in the joint summer marketing campaign in the United Kingdom.

Staying safe on holiday: For an overview of the current Covid-19 rules and recommendations in Tirol please visit www.welcome.tirol

4.478 Zeichen

JS

Tirol with its 34 regions is one of the leading tourist destinations in the Alps. Tourism in Tirol dates back almost 200 years and has been at the forefront of many innovations. Guests in both summer and winter appreciate the unique landscape, the high standard of service and infrastructure, and the traditionally warm welcome that has made Tirol famous throughout the world. Based in the regional capital Innsbruck, Tirol Werbung is the tourism marketing organisation for Tirol. Its main task is to position Tirol as the number one holiday destination in the Alps.

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