CITY PROMOTION AND DEVELOPMENT PROGRAM
WE TRY TO DESIGN UMBRELLA CONCEPT

EACH DESTINATIONS HAS DIFFERENT POTENTIAL, STRUCTURE AND RESOURCE

CITY PROMOTION AND DEVELOPMENT PROGRAM

DESTINATION MARKETING
Since July 2021, “City Promotion and Development Program” have been carried out in cooperation with the Turkish Ministry of Culture and Tourism, General Directorate of Promotion and the Turkish Tourism Promotion and Development Agency (TGA).

**Collaboration and Efficiency**
- Coordination between all relevant stakeholders
- Setting short, medium and long-term goals
- Result-oriented and sustainable promotion
- Integrity in the language of communication
- Effective use of the budget

**Destination Marketing**
- Creating an identity for the destination
- Facilitate target market segmentation
- Promising value and quality in communication

**Visibility in the Digital Universe**
- Easy and accurate access to target markets through the GoTürkiye platform
- Greater visibility in the digital universe
- Target audience focused promotion
- Possibility of behavioral analysis of visitors
THE STRUCTURE OF CITY PROMOTION AND DEVELOPMENT BOARD

Board structure to be established by considering the dynamics of each province.

A protocol is signed by members promotion and development board cooperation.

* Tourism Sector Organizations: Transportation, accommodation, online/classic travel agencies, guides, event planners, eating/drinking venues
A platform has been built on the [itgp.tga.gov.tr](http://itgp.tga.gov.tr) website and only Board members can access to the platform with a password.

The purpose of the [itgp.tga.gov.tr](http://itgp.tga.gov.tr) platform is to support the sustainable cooperation model and to make the outputs of the program trackable and measurable.

- Tourism planning, destination marketing
- Sustainable tourism
- Alternative tourism types, new concepts
- Digital marketing and social media strategies
- Content creation, text, photo & video contents
- Influencer marketing
- Social media management
- Creating new routes for the new needs
CASE STUDIES ACTION PLAN

1. ROUTE CREATION
   - Creation of destination and theme-based routes
   - Thematic route combinations including nearby destinations

2. CONTENT CREATION
   - Video and photo shooting
   - Content procurement from stakeholders in the city

3. SOCIAL MEDIA
   - Opening, managing and transferring domestic and international social media accounts of pilot cities

4. ADVERTISEMENT
   - Collaboration with Amadeus
   - Digital advertisements
   - Domestic campaigns

5. EVENTS
   - Distribution of events and activities by regions
   - Creating social media interaction with influencer events

6. B2B
   - Organizing infotours for the routes created in the pilot cities
   - Inclusion in tour itineraries
SOCIAL MEDIA

@go_canakkale

- @Go... for overseas target audience and @Gezsen... Instagram social media accounts were opened for domestic target audience,
- Post plan created monthly until the end of the year,
- Accounts will be matured with all advertising and digital PR activities and transferred to CPD Boards.
- GoTurkiye integration is done with Go_accounts
  - @go_erdemir
  - @go_kars
  - @go_thrace
  - @gobalikesir
  - @go_adana
  - @go_bolu
  - @go_orku
  - @go_konya
CONTENT PRODUCTION

• Umbrella concept compatible with Go Türkiye

• Modular structure that can be applied to all routes/destinations/regions

• Icon usage for each city's main products/destinations

• Digital advertising campaigns relevant with target markets

• Amadeus Campaign
Follow the footsteps of civilizations and explore the legendary Ancient Troy.
Go & Dive Gallipoli

Dive into the crystal clear sea and explore history in Gallipoli Historical Underwater Park.
GO & SEE
TROY MUSEUM

Explore a globally awarded museum and witness the war that changed the course of history.
Go & Wander Mount Ida

There is a gateway to the nature and perfect chance to be one with it.
Thank you!