

The new promotion strategies for the Swiss resort region in Moscow: analysis of digital communications and development of recommendations (example with the Dents du Midi region)

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Nowadays, there are only about fifty resort regions around the world, and each of these regions have their own unique characteristics [5]. The resorts of Switzerland are among the most famous. However, a problem of stereotypical perception of Swiss stations by the Russians is observed, especially in Moscow. Indeed, such a perception was confirmed by a study carried out within the framework of the promotion project of the Swiss resort region Dents du Midi in Moscow. The respondents declare that «Switzerland is skiing and winter activities» or that «Switzerland means high prices for goods and services». In addition, respondents do not know exactly the Swiss resort regions, including the Dents du Midi region [4].

These are the problems: on the one hand, for citizens of Moscow the image of Switzerland as a country «for rich people» has developed; on the other hand, the target audience is not sufficiently informed about the Swiss region, because of the lack of a marketing strategy allowing the promotion of this region on the markets of Moscow and, generally, of Russia. As a result, the importance and the need to solve the problem of promoting the Swiss resort Dents du Midi in Moscow using new technologies seem to be obvious.

The object of study is the online communication of the Dents du Midi region. The subject of study is the search for new promotion strategic solutions of the Swiss resort Dent du Midi in Moscow. The aim is to develop a campaign to promote the Swiss resort Dents du Midi in Moscow by creating new strategies. To achieve this objective a research of online communications of the region was carried out. Moreover, this research revealed the importance of ensuring the qualitative communication with the target audience (residents and guests of Moscow) on the Internet, to form partnerships with Russian and international companies, to prepare special event plans to attract the target audience and, finally, to develop a promotion project.

Analysis of mentions of the region on the Russian segment of the Internet on Google request «dents du midi» has shown a lack of information: no resource appears in the search results. In fact, the results obtained from this research only provide two sites of the region: Tour Des Dents Du Midi and Region Dents Du Midi. Following an audit of the two sites, it was revealed that the most active and visited site is the Dents Du Midi Region [2], [3], [7]. In addition, the region has several social media accounts, among which the Facebook account predominates in terms of target audience engagement [6].

Based on a preliminary study, it was revealed that the potential target audience for the project were men and women of three age groups: 25-35 years old, 35-50 years old, 50-65 years

old, representing affluent residents of Moscow who already have an experience in having a rest in a mountain resort in winter and summer.

In order to determine the main interests and preferences of the target audience concerning summer mountain holidays, an online survey was carried out among 12 representatives of the target audience [4].

Subsequently, based on the identified communication problems and the preferences of the potential target audiences promotion recommendations for the region among Moscow audience were put forward and the target audience was segmented in a following way: a) 25-35 years old, couples without children, higher education, good stable income (100,000 rubles per month and per person); b) 35-50 years old, married couples, working at high income; c) 50-65 years old, married couples, single women, wealthy. It was concluded that it was necessary to create Russian versions of the site and accounts on Facebook and Instagram (because these are the most popular social networks among the target audience).

Sections for social networks were proposed - information about promotions and special offers; news; lifehacks for tourists; online flashmob #янапикеполудня; partner giveaways; photos of Russian subscribers. Thanks to the analysis of tourist agency rankings on the Internet, of tourism media content in Word Stat, as well as the interests of the target audience (2019) potential partnerships were found - Trip Advisor, Trip My Dream, Immigrant Invest and Tonkosti Turisma, European Travel Agency, ICS Group, Swiss Travel House, Art-Cherdak in Moscow and WWF. With their support, Dents Du Midi can be promoted by press releases, review articles and ranking lists, and by the creation of special offers and mutual recommendations.

The activities suggested as offline public engagement are linked by a common concept: «Art Recreation». The loyalty program, the painting competitions, the charity exhibitions, the art masterclasses and workshops and the ecological festival (with simultaneous social networking) will help achieve the goal of the campaign and ensure the effective promotion of the region. As for the performance evaluation, it will be carried out mainly by using digital instruments.

This study makes it possible to examine the communication of the Swiss territorial brand online and to highlight the problems of lack of a precise strategy and, consequently, to solve the problem of the stereotypical perception of Switzerland by the Russian audience. Finally, the study opens the doors for new investigations of the influence of digital communications on the attraction of new target audiences, for example, of linguistic nuances and cultural codes hidden behind the information on web sites [1].

References

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