

THERMAE COMMUNICATION AND MARKETING CHARTER

Thermal and Wellbeing Centres

**WEB, MOBILE, EMERGING MEDIA,
SOCIAL NETWORKS, MARKETING 2.0**
The New Frontiers of Communication



**November 29, 2014 – Palazzo del Capitano
(Bagno di Romagna, FC)**

Preamble

The *Thermae Communication Charter* (*Terme di Riolo, 2011*), drafted on occasion of the Convention "Communicating the Thermae" that took place at that venue on October 21-23, 2011, states a few basic issues, and particularly:

- the need for constant updating of thermae communication (aimed at the public and at medical practitioners), taking into account the potentials of the new media and the increased awareness of people with respect to the use of holistic-natural treatments;
- consistency of information, communication, advertising, and the feedback of users with the specificities of hydrotherapy;
- the acknowledgement of the crucial role of the media in view of their integrated use to disseminate the culture of appropriate thermal practices and the relevant imagery;
- the need to ensure appropriate resources for thermal communication,

and therefore mentions a set of "***PRINCIPLES AND GUIDELINES for better information and communication on and for the thermae***", which include:

- providing fair, comprehensive, and appropriate information to the media, taking into account the specificities of communication media and formats;
- providing for training initiatives aimed at promoting on-going interactions between the scientific, corporate, and communication culture;
- including updates on new information technologies in the training of thermal practitioners;

- promoting initiatives to communicate the pluses of thermal establishments in Italy according to the prevailing dimensions and organizational specificities of the entrepreneurial texture of the thermae in the Country.

Thermae Communication and Marketing Charter 2.0 Bagno di Romagna (2014)

On **November 29, 2014** Palazzo del Capitano in **Bagno di Romagna (FC)** hosted to the Workshop **“Thermal and Wellbeing Centres. WEB, Mobile, Emerging Media, Social Networks, Marketing 2.0 The New frontiers of Communication.”** The event, promoted and organized by **FEMTEC** (World Federation of Hydrotherapy and Climatotherapy, www.femteconline.org), **Thermae Campus** (www.thermaecampus.it), the **3T Consortium**, and the **Municipality of Bagno di Romagna**, was part of the Fondimpresa training scheme.

The workshop, chaired by Prof. Umberto Solimene, President of FEMTEC, involved experts in Communication and IT and entrepreneurs, and was aimed at providing updates on the contents of the above-mentioned Communication Charter of Riolo based on the technological innovation of modern media and on subsequent new socioeconomic needs.

At the end of the works, the participants to the workshop shared the need to state the following principles/operating guidelines to update and develop modern and effective Thermae Communication, also based on the emerging media and on the concepts of Local Promotion for entities operating in the thermal sector:

1. Promotion of thermal services should take place in synergy with other services of the relevant facility and of the corresponding region of operation. Special consideration should be given to the integrated Thermae-Thermal wellbeing-Tourist system, which allows to expand the target of existing and prospective customers, extend the activity of the facilities across seasons, and provide a value-added offering.
2. Promotion should also include classification of the provided services according to the needs of homogeneous user groups (profiling by type of requested treatments, family status, age, spending capacity,...), and should, in this respect, be aimed at optimal demand-supply matching.
3. The efficacy of Communication could be improved by designing the offering in view of providing an integrated and memorable tourist experience, according to the latest tourist experience design methods, aimed at specific market segments and subsegments in line with their needs, expectations, and wishes, both present and emerging.
4. Communication should consider using the most appropriate media to approach each customer type, as well as the possible synergies between traditional and emerging media. The media should be managed at best to convey positive messages about efficiency and professionalism to potential customers.
5. Wherever possible, traditional communication media should be integrated with new ones (websites, social networks, web-TV, mailing, apps for smartphones, Bluetooth systems, digital posters, applications based on augmented realities and QRcodes, etc.) based on the ability of the latter to target customers more closely and on their very cheap cost.

Websites should be designed for use on mobile devices, in consideration of different features and usage modes.

6. Mail marketing, ideally based on registration for newsletters, can play a primary role in Promotion and Retention. The Web 2.0 approach and the use of social networks should be encouraged, both for Promotion and for Customer Care.
7. Thermal facilities and related ones require at least basic in-house skills at Web technologies, Web Marketing, and Social Marketing, and should provide *a priori* for appropriate procedures to estimate the return on the investments in promotional initiatives.
8. Thermal facilities and local hospitality venues are also important resources. Cooperation should therefore be strengthened with the local entities in charge of Tourist and Territorial Development for more effective information activities and for creation of new proposals, special offers, and value-added services in view of integrated promotion.

Bagno di Romagna, November 29, 2014