



Get to know #GoTürkiye

The Romanian campaign that puts
Türkiye on the front cover of
popular tourist destinations



ROGALSKT
DAMASCHIN

#GoTürkiye

by

ROGALSKY
DAMASCHIN



INTRO

How Turkiye became The Tourism Story of The Romanian media



**Eliza Rogalski, Founding Partner
Rogalski Damaschin Public Relations**

With hundreds of endless beaches operated by premium services, mild sun nine months a year, cultural diversity impossible to match on the territory of a single country, trekking routes already known to mountain enthusiasts from all continents, rituals of hospitality that have constantly raised the standards in the field of tourism, Turkey will re-enter the attention of public opinion in Romania in the fall of this year, through a campaign developed by Rogalski Damaschin. With over 15 years of activity and expertise in communication and multiple awards won at international profile festivals, including for projects promoting some tourist destinations, the agency assumed the role of partner of the Agency for the Promotion and Development of Tourism from Turkey to Romania.

With 5,000 kilometers of coastline and ancient Christian and Byzantine ruins, Turkiye was in the top 10 most sought-after holiday destinations in the world even before the outbreak of the coronavirus pandemic. In 2019, the country attracted a record number of tourists, according to the Financial Times, namely 45 million tourists, who spent more than 30 billion dollars. However, the pandemic led to dramatic declines a year later, namely a total of approximately 13 million visitors. In all this context, the Ministry of Tourism

in Ankara, together with the Turkish Tourism Promotion and Development Agency (TGA) had the task of revitalizing the tourism sector, responsible for 13 percent of the GDP and promoting, beyond the already known destinations and new places, places less known but very attractive for travel enthusiasts. This is the story of how we did it.



“ Promoting such a destination in Romania is a dream job for a communication agency. With honesty rooted in this motivation, but also with the proof of the 6 customs stamps that I collected last year traveling to Turkey only to understand this little explored part of the cultural origins of Europe, we won the trust of our partners. Together with them, we developed an ambitious engagement plan that has already propelled Romania to the top of the sources of tourists interested in this country. ”

Campaign Summary

In 2022, in the context of the war but also the context of following a long period of restrictions due to Covid-19, the tourism industry in Türkiye has suffered immensely.

In Romania, Türkiye is mostly known for its all-inclusive summer destinations, having a broad offer and a long season. In 2021 almost 90.000 Romanians visited Türkiye, but the numbers needed to be uplifted in 2022.

The agency proposed a strategy that would promote more than just the summer destinations, but also places rich in culture, historical places, gourmet routes, trekking routes or even fashion trips.



The story behind it

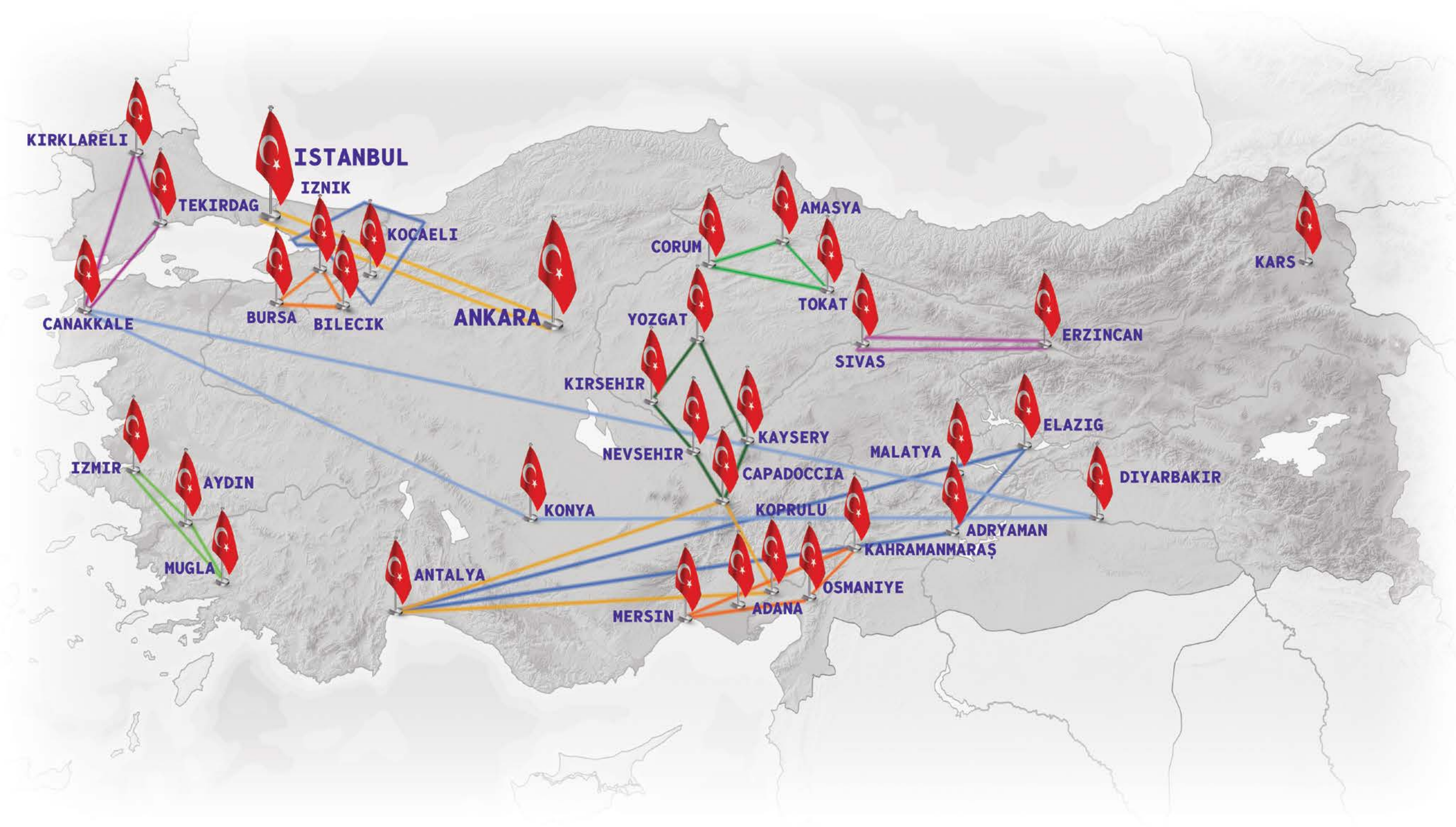
For most people, visiting a country or any other destination is more than just a vacation. One dedicates time into research – from travel times to accomodation, tourist points, infrastructure, reviews from other visitors, not to mention budget.

Therefore, in promoting Türkiye's destinations we wanted to build awareness and trust for all of these. At the same time, we wanted to build a media community that gets to know the real Türkiye, not only the 2, 3 popular destinations that everyone knows about.



In this process we managed to also create a group of people that after visiting Türkiye built relationships, are now friends and will cherish the time spent together for a lifetime.

With every trip and every article published, we built a bridge between Romania and Türkiye, a relationship that bloomed every month during this year and will continue to grow in the future.



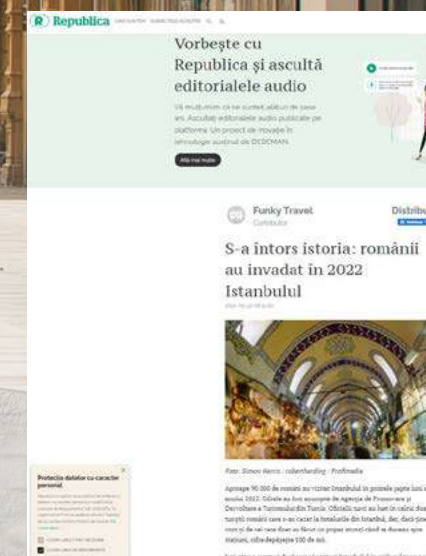


THE MOST BEAUTIFUL STREETS OF ISTANBUL

press release

3 dedicated articles

1.305.000 views
(opportunities to see)



Publication:	republica.ro
Date:	September 22, 2022
Country:	Romania
Number of subscribers:	1,2M
Sentiment:	Positive
Category:	Cultural

Which cities/events/products are promoted?
Istanbul



THE MOST WANTED TURKISH FOOD SPECIALITIES FROM ISTANBUL

press release

3 dedicated articles

137.150 views
(opportunities to see)



Publication:	Ziar.com
Date:	October 3rd, 2022
Country:	Romania
Number of subscribers:	154.3 K
Sentiment:	Positive
Category:	lifestyle, tourism

Which cities/events/products are promoted?:
Istanbul's Turkish food specialities



Publication:	Bursa.ro
Date:	October 3rd, 2022
Country:	Romania
Number of subscribers:	389.8 K
Sentiment:	Positive
Category:	lifestyle, tourism

Which cities/events/products are promoted?:
Istanbul's Turkish food specialities



PHOTOGRAPHY FESTIVAL

press trip



Influencer: Claudia Bonchiș (RomândraTravel)
Reach: 15.390 views

Claudia Bonchiș - Journalist Romândra Travel & influencer



Influencer: Raul Dumitriv
Reach: 60.339 views

Raul Dumitru - Professional photographer & influencer with 102.000 followers on Instagram

PRESIDENTIAL YACHTING RACES

press trip



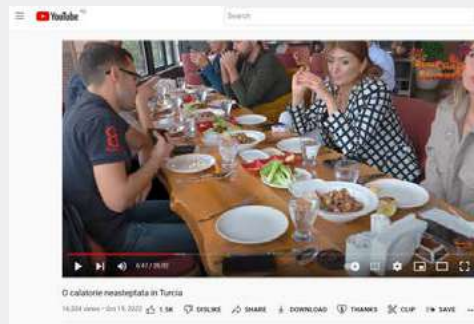
Influencer/journalist: Cetin Rasit (Digi FM)
Reach: 940.000 people



Influencer/journalist: Lucian Mîndruță
Audience: FB 321k folowers
Instagram 6,721 followers
Impressions: 13,466

GASTRO AFYON

press trip



Influencer: SunchaseJourney
Audience: 15.390 followers
Reach: 41k total views
Audience: 3,422 impressions

Luminița & Constantin de la Sunchase Journey - Influencers and content creators on travel topics with a 25.3 K community on Instagram and 104.000 subscribers on their own YouTube channel



Lucian Mîndruță - One of the most famous TV presenters and journalists in Romania with more than 20 years of experience in the field

Cetin Rașit - director of Digi FM part of Digi24 one of the largest 24h news television in Romania



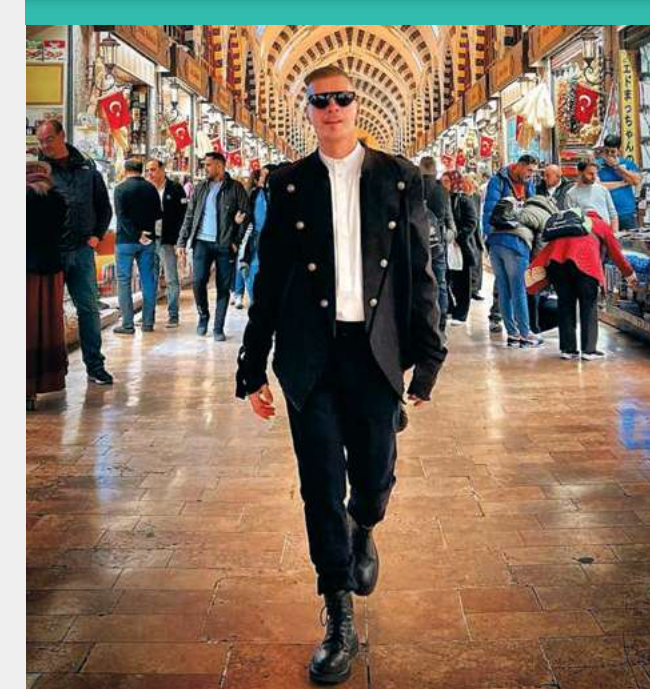
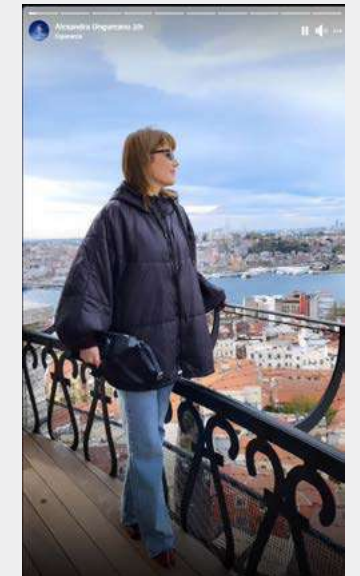
FASHION STREETS OF ISTANBUL

press trip



Influencer/artist: Alexandra Ungureanu
Reach: 45.3 K people viewed

Alexandra Ungureanu - one of the most famous singers and artists from Romania with a personal podcast on Youtube with 141.000 subscribers and a community of 100.000 followers on Instagram



Influencer/artist: Ovidiu Mureșan
Reach: 12,5 K people viewed



Ovidiu Mureșanu (The Stories of O.) - a well known blogger with articles dedicated on lifestyle and the fashion industry

Journalist: Alexandra Boeriu
Publication: Ziare.com
Reach: 3.3 M people viewed





ANKARA CULTURE ROUTE FESTIVAL

press trip



Publication: TVR (Cap Compas show)
Date: 2022
Country: Romania
Sentiment: Positive
Category: Tourism, Cultural

Which cities/events/products are promoted?
Ankara



Publication: Click.ro
Audience: 3,2M people
Category: Tourism, Cultural

Which cities/events/products are promoted?
Ankara

Instagram post by sandrabendre showing a view of Istanbul, Turkey, with the city's skyline and the Bosphorus River visible.

Alexandra Bendre - influencer with 132.000 followers on Instagram

Influencer: Alexandra Bendre
Reach: 35,966 total views

ANKARA CULTURE ROUTE FESTIVAL

press trip



Influencer: Ioana Chisiu
Reach: 55.035 total views

Ioana Chisiu - influencer with 104.000 followers on Instagram



MUSEUM OF ANATOLIAN CIVILIZATIONS

press trip

Influencer: Laura Muşuroaea
Reach: 158.7 K



Laura Muşuroaea - influencer with 100.000 followers on Instagram

Influencer: Bogdan Urucu
Reach: 137 K



Bogdan Urucu - former contender at the Survivor TV Show broadcasted by ProTV one of the largest news television in Romania and influencer with a 16.900 community on Instagram



EXPLORE CAPITAL CITIES OF OTTOMANS

press trip



Publication Wowbiz.ro
Audience: 329,9k people

Publication: Historia.ro
Audience: 646,9k total visits

TROY CULTURAL ROUTE FESTIVAL

press trip



VINEYARD TOUR OF NORTHWEST OF TURKIYE

press trip



Publication
Audience:

Historia.ro
131.2 K people



Publication
Audience:

Realitatea TV
6,1M people with an
earned value of 7.980 euro



BALLIKAYALAR TREKKING ROUTE

press trip



Journalist: Alina Oprea
Publication: News.ro
Audience: 869,6 K total visits



Journalist: Alexandra Tenea
Publication: jurnala.ro
Audience: 2,5M total visits

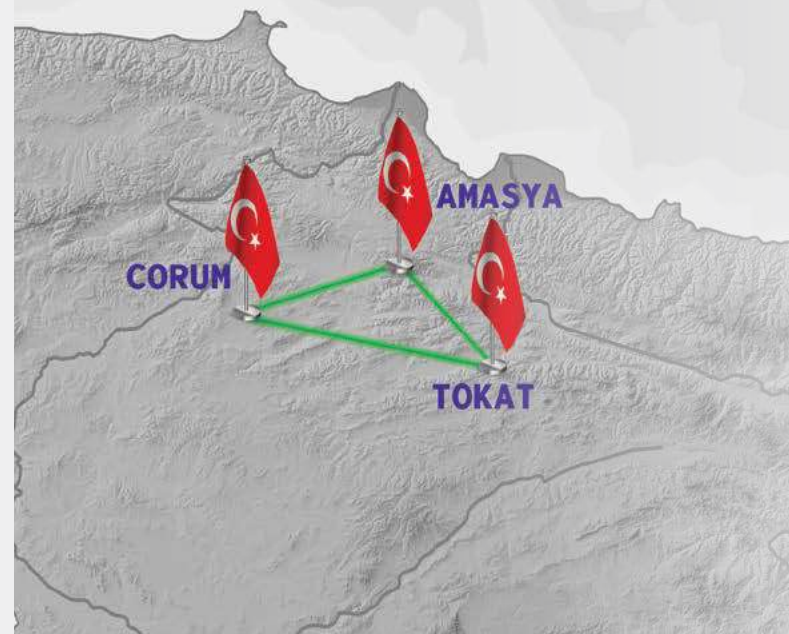
MEDENIYETLERIN İZİNDE

BASIN AĞIRLAMASI

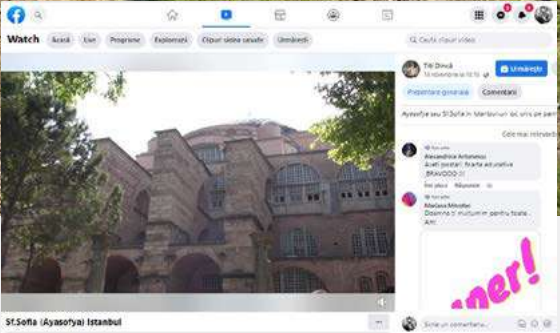
press trip



Journalist: Carmen Dima
Publication: SaCaIatorim.ro
Audience: 31.9 total visits

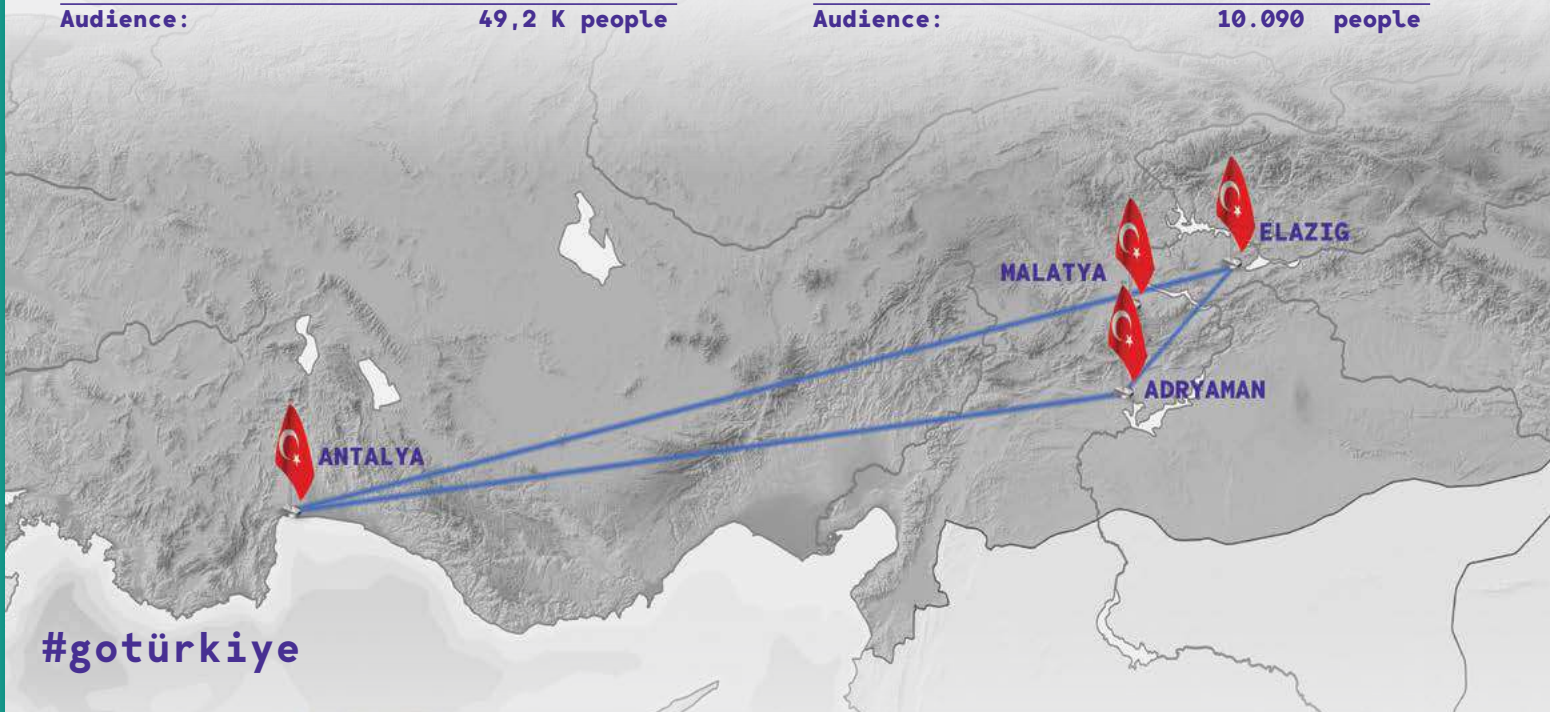


UNESCO WORLD HERITAGE ROUTE
IN ANATOLIA
press trip

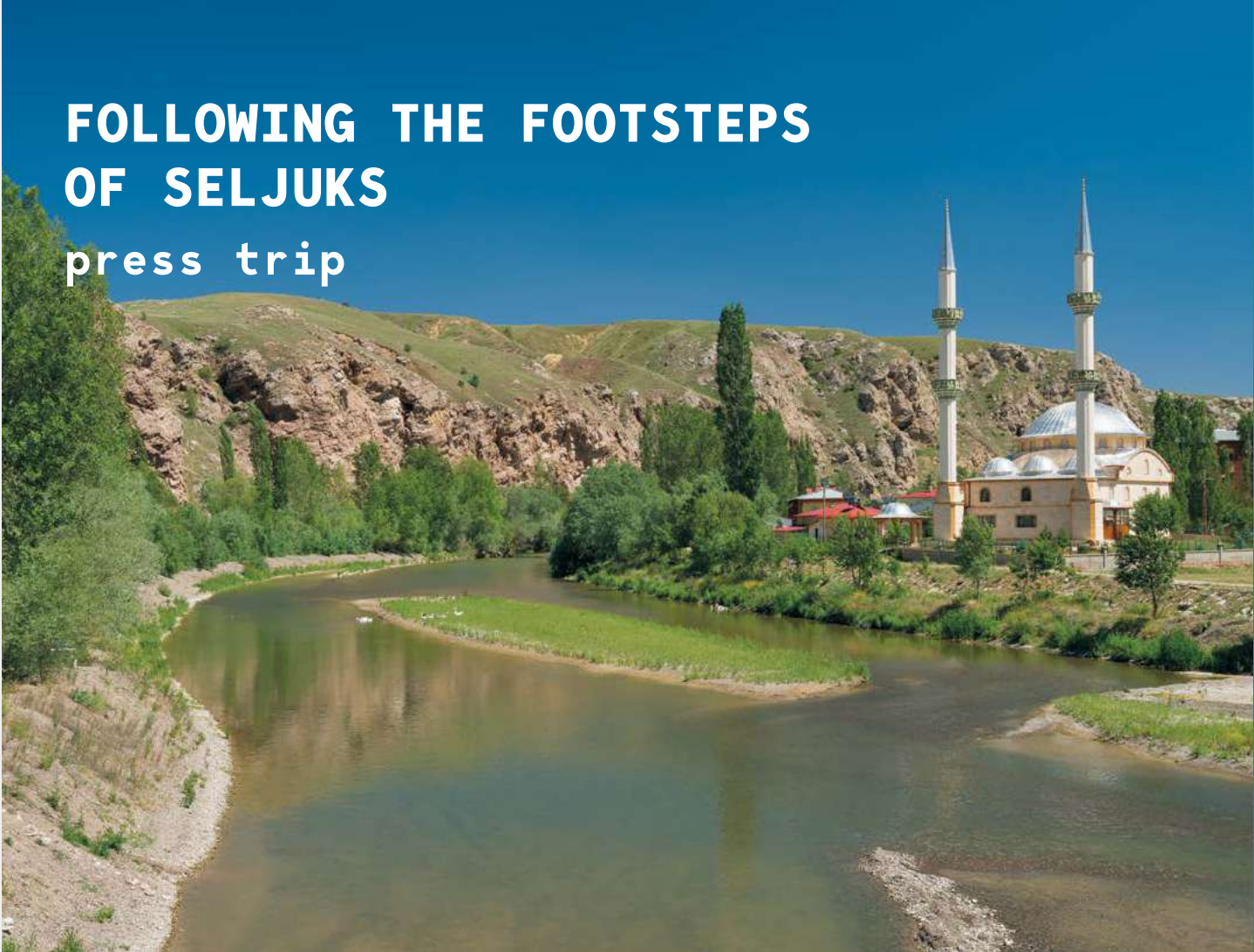


Publication: urban.ro
Audience: 49,2 K people

Journalist: Titi Dincă (TVR)
Audience: 10.090 people



FOLLOWING THE FOOTSTEPS
OF SELJUKS
press trip



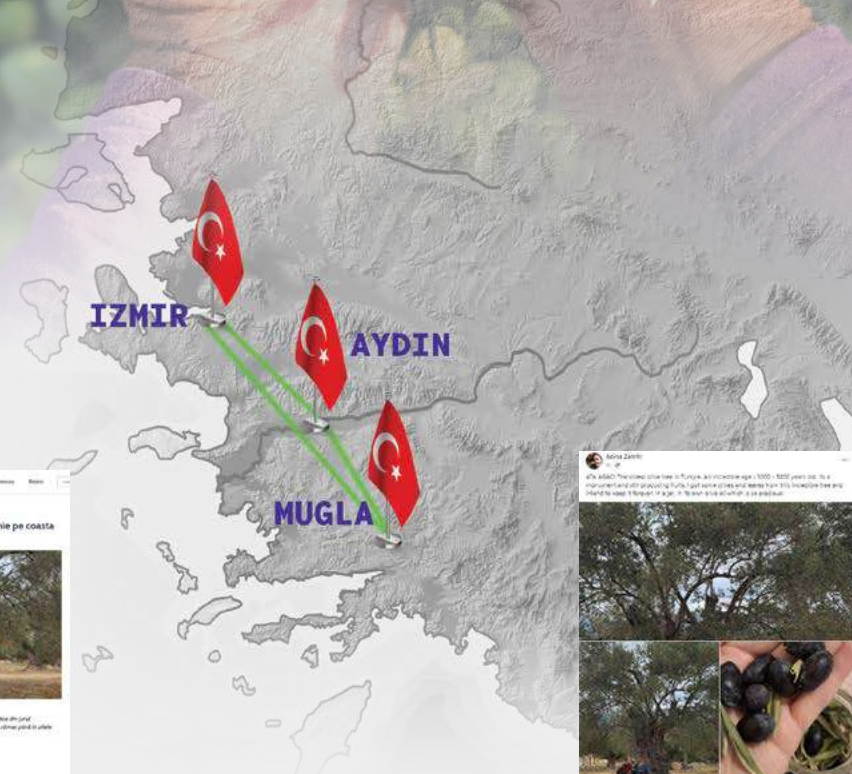
Influencer: Maria Cojocaru-Drăguleanu
Reach: 68 K people viewed

Maria Cojocaru-Drăguleanu -
influencer with 16.300 followers
on Instagram



CHASING THE WAY OF OLIVE TREE THROUGH TURKAEGEAN

press trip



Journalist: Iulia Roșu
Publication: Unica
Reach: 425 K people viewed

Journalist: Adina Zamfir
Publication: Libertatea pentru femei
Reach: 275 K people viewed

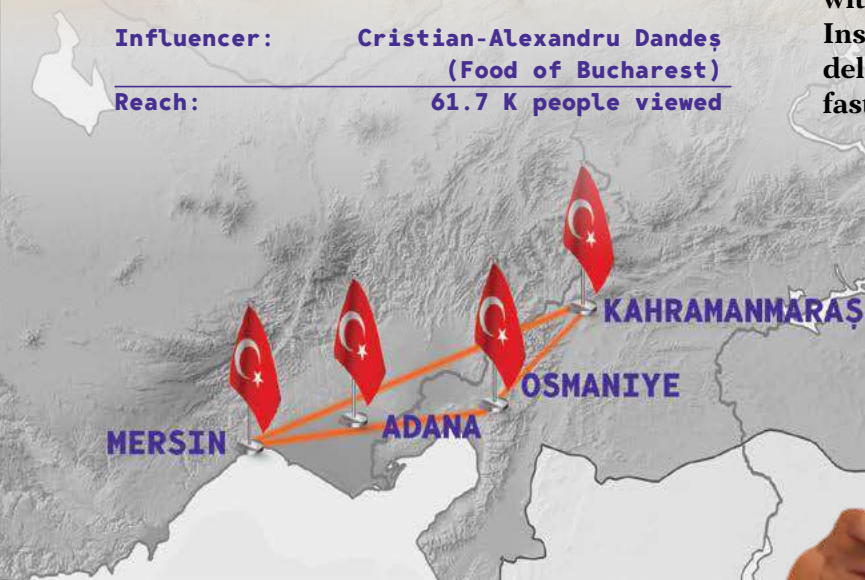
GASTRO AND NATURE IN EAST MEDITERRENEAN

press trip



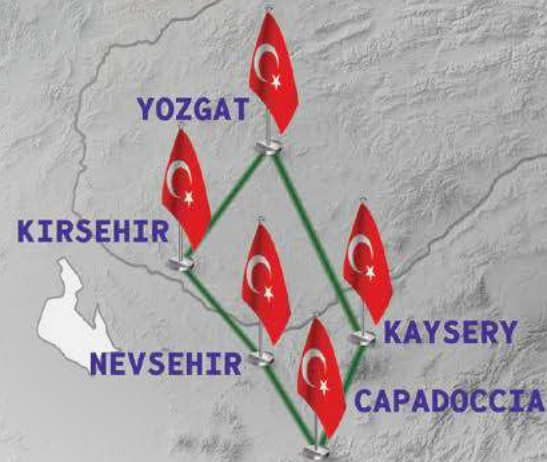
Influencer: Cristian-Alexandru Dandea
(Food of Bucharest)
Reach: 61.7 K people viewed

Cristi Dandea - Food of
Bucharest - influencer
with 43.500 followers on
Instagram and content for
delivery services like Tazz or
fastfood chains like Popeyes



UNESCO WORLD HERITAGE ROUTE IN ANATOLIA

press trip



Journalist: Ioana Cotruș
Publication: Infoturism.ro
Audience: 16.2 K people viewed

Journalist: Cristina Nistor
Publication: Ziare.com
Audience: 2.9 Million people viewed

CANYONS OF TURKEY

press release

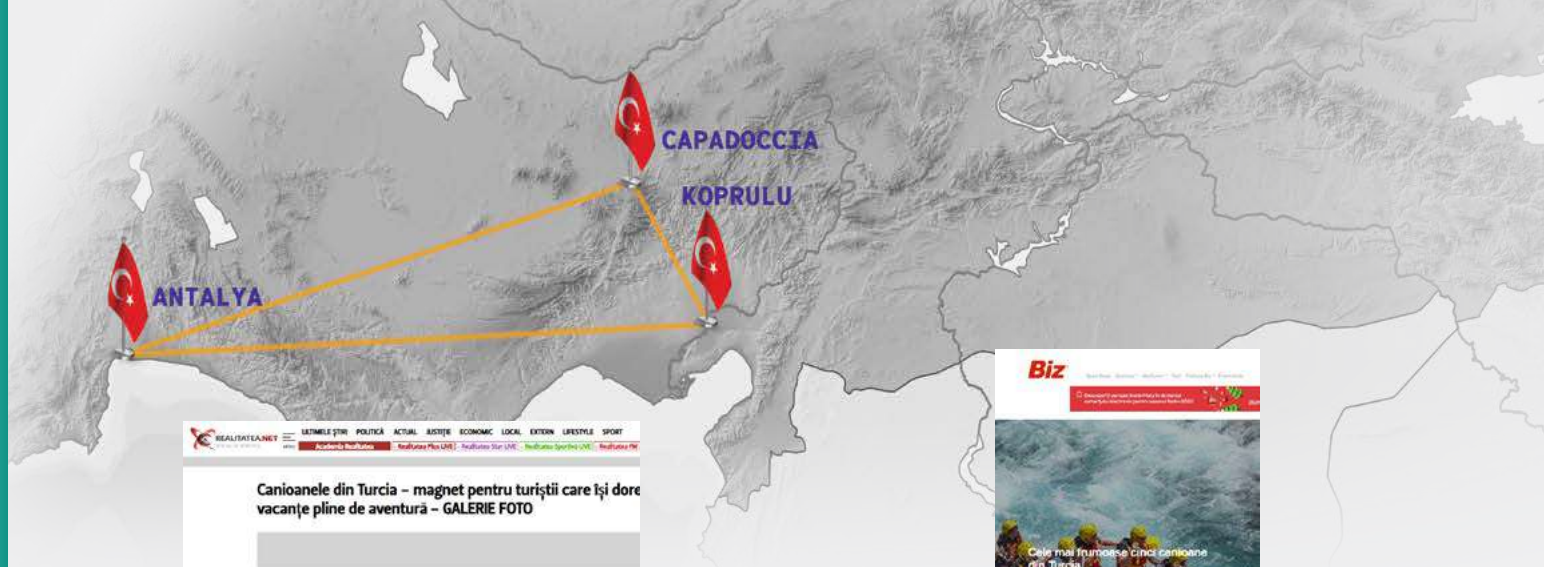
9 dedicated articles

2.785.000 people view
(oportunities to see)



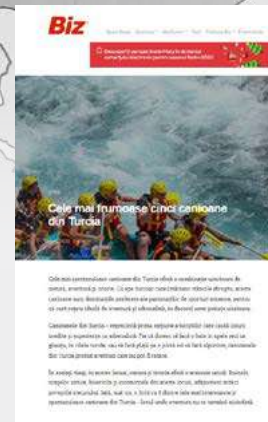
Publication: Bursa.ro
Date: September 2nd, 2022
Country: Romania
Number of subscribers: 1,4M
Sentiment: Positive
Category: lifestyle, tourism

Which cities/events/products are promoted?:
the canyons of Türkiye



Publication: Realitatea.net
Date: September 1st, 2022
Country: Romania
Online Page View: 7,1M
Sentiment: Positive
Category: Tourism, lifestyle

Which cities/events/products are promoted?:
the canyons of Türkiye



Publication: Revista BIZ.ro
Date: September 1st, 2022
Country: Romania
Online Page View: 55,5K
Sentiment: Positive
Category: tourism, lifestyle

Which cities/events/products are promoted?:
the canyons of Türkiye



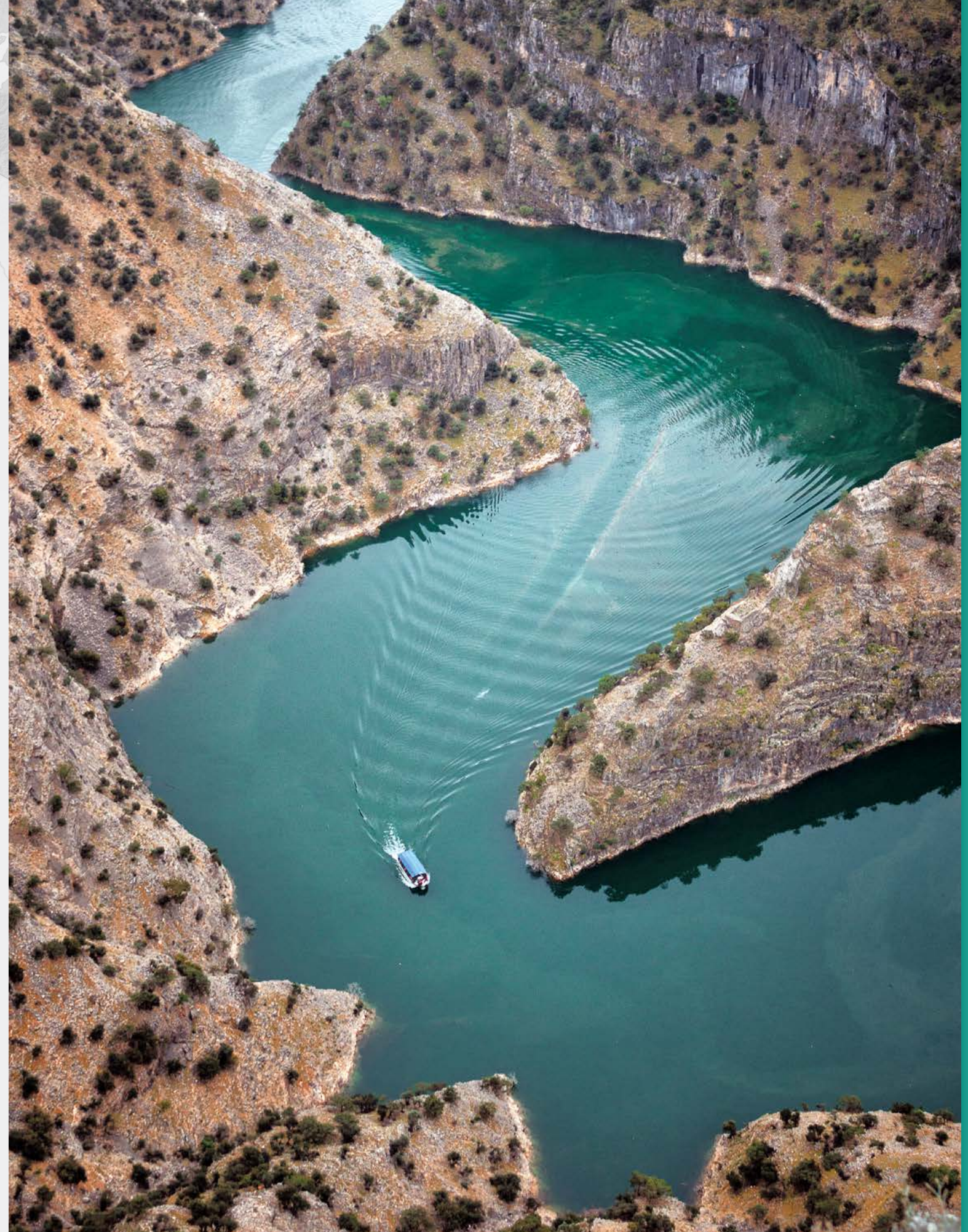
Publication: Wall-Street.ro
Date: September 2nd, 2022
Country: Romania
Online Page View: 911,4K

Which cities/events/products are promoted?:
the canyons of Türkiye



Publication: B1TV
Date: September 4th 2022
Country: Romania
Number of subscribers: 1,4M
Sentiment: Positive
Category: lifestyle, tourism

Which cities/events/products are promoted?:
Koprulu Canyon; Koprucay River;
Saint Pavel Trail;



FESTIVALS OF CULTURAL ROUTE IN TURKEY

press release

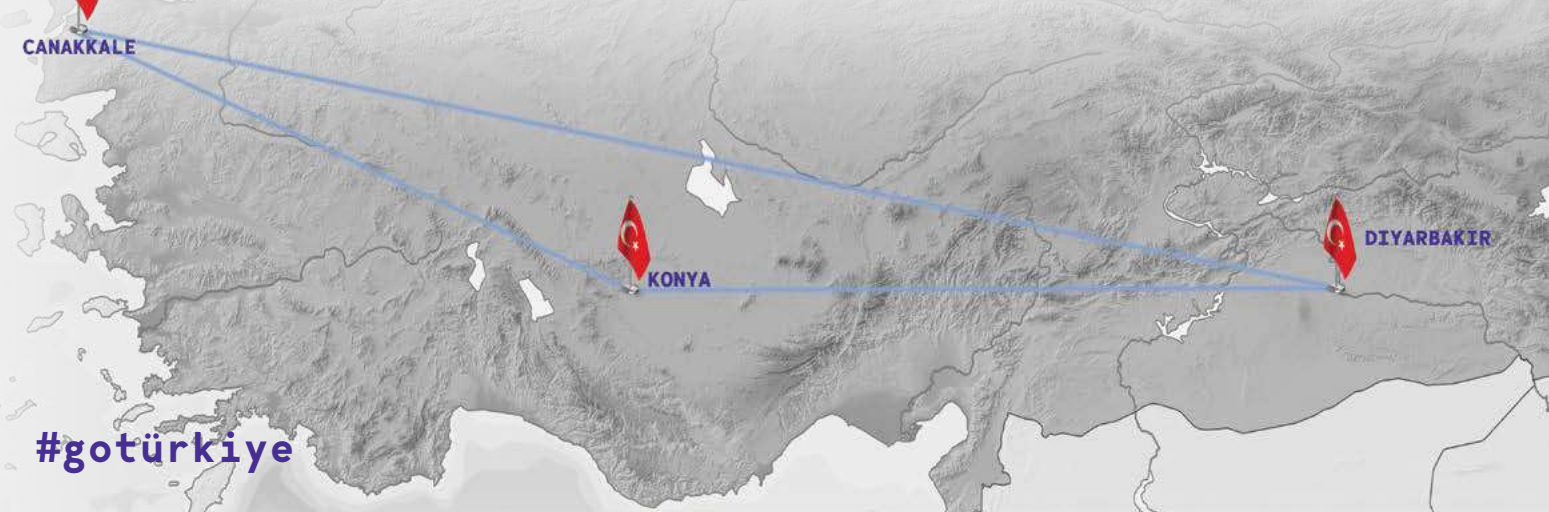


2 dedicated articles
175.331 people view
(oportunities to see)



Publication: Ziare Live
Date: September 9, 2022
Country: Romania
Number of subscribers: 292,7k
Sentiment: Positive

Which cities/events/products are promoted?:
Istanbul, Ankara, Canakkale, Diyarbakir, Konya



THE TURKISH MINISTRY OF CULTURE AND TOURISM CARRIED OUT A DIVE AT THE LUNDY SHIPWRECK

press release

3 dedicated articles
740.000 people view
(oportunities to see)



Publication: B1TV
Date: September 4th 2022
Country: Romania
Number of subscribers: 1,4M
Sentiment: Positive
Category:lifestyle, tourism

Which cities/events/products are promoted?:
Istanbul, Lundy shipwreck





ARCHAEOLOGICAL EXCAVATIONS IN SOLI POMPEIOPOLIS PORT

press release

1 dedicated article

94.500 people view
(oportunities to see)



MERSIN

Publication:	News.ro
Date:	September 16, 2022
Country:	Romania
Number of subscribers:	819,5k
Sentiment:	Positive
Category:	Cultural
Which cities/events/products are promoted?: Soli Pompeiopolis	

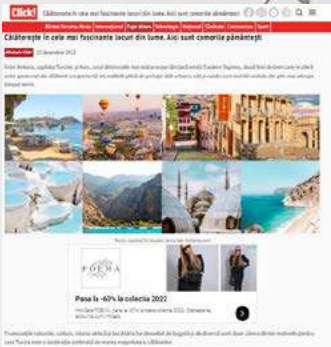


EASTERN EXPRESS DREAM JOURNEY THROUGH THE EASTERN PART OF TURKEY

press release



Publication:	Click.ro
Date:	22.12.2022
Country:	Romania
Number of subscribers:	4 M people
Sentiment:	positive
Category:	education
Which cities/events/products are promoted?: Kars, Ankara, Kirikkale, Kayseri, Sivas, Erzincan, Erzurum	





TURKISH AIRLINES - OFFICIAL SPONSOR OF THE UEFA CHAMPIONS LEAGUE press release

4 dedicated articles

754.000 views
(oportunities to see)



Publication:	ProTV
Date:	September 5th , 2022
Country:	Romania
Number of subscribers:	13.2M
Sentiment:	Positive
Category:	sports, tourism

Which cities/events/products are promoted?
Istanbul, Turkish Airline, UEFA Champions League



Publication:	Smarm
Date:	September 5th , 2022
Country:	Romania
Number of subscribers:	23,3K
Sentiment:	Positive
Category:	sports, tourism

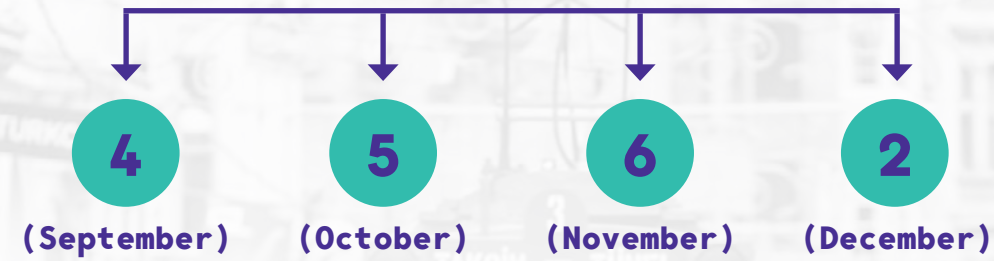
Which cities/events/products are promoted?
Istanbul, Turkish Airline, UEFA Champions League

OUR RESULTS:

PRESS TRIPS

17

press trips organized by us and TGA in 2022:



43 persons sent by RDPR in these press trips out of which **32** journalists & **11** influencers

Total reach scored by these press trips is **821.838** out of which:

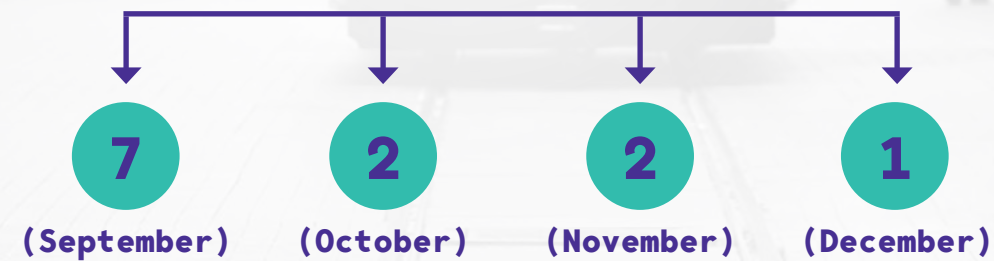
Journalists - total reach **148.798**

Influencers - total reach **673.000**

PRESS RELEASES

12

press releases sent in 2022:



Total number of sources who published TGA's press releases: **105**

Total EAV scored by the press articles who published TGA's press releases reached the total value of EUR **84.169**

