



The Digital Reputation of Puglia: A Shared History

Pugliapromozione



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Pugliapromozione is an instrumental promotion agency in the southern Italian region of Puglia that serves and enhances both regional and local tourism marketing and communication.

The agency actively works to promote elements that represent the competitive value and image of Puglia, including territorial identities, quality of the landscape and environment, the degree of civilization and

well-being of local residential communities.

There are two main offices associated with Pugliapromozione - Observatory and Innovation. The Observatory office monitors and manages tourist flows using data from accommodation facilities throughout Puglia, while the Innovation office was a project introduced in the 2016 - 2025 Puglia365 Strategic Tourism Plan, and works to support the agency's strategic decisions and vision.

THE OFFICES

Observatory and Innovation Offices

Regional Agency of Tourism Pugliapromozione
General Management at Fiera del Levante, PAD. 172,
Lungomare Starita, Bari 70132

viaggiareinpuglia.it

COMMERCIAL SECTOR

Destination - Public Administration - B2B - B2C - H2H

PRODUCTS USED

Dashboard

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Travel Appeal is a fundamental tool that supports our administration. **Thanks to Travel Appeal, we know the online reputation trends, in real time and virtually instantaneously.**



Bianca Bronzino, Innovation Officer at Pugliapromozione Regional Tourism Agency, shares her experience between Pugliapromozione and Travel Appeal.

From word-of-mouth feedback to digital insights

We started using the Destination platform when we introduced the Puglia365 2016-2025 Strategic Plan. Looking ahead at 2025, we need innovative and real-time support tools for strategic decisions. Before Travel Appeal, the only information we had regarding the perception of our territory was collected from regional meetings and told from individual tour operators or hoteliers.

The whole thing was absolutely outdated. We asked operators directly for their opinions and conducted tourist surveys at info points and hotels throughout the region. A fundamental element was lacking. Without a suitable tool to monitor our visitor feedback, we couldn't hear the voices of both travelers and operators.



Online reputation: for the greater good

The only “monitoring” of online information was the occasional figure from the Social Media Team. In this case, there was a major difficulty, *“how to share updates about the region without “dirtying” the data with our subjective and personal feelings?”*

We wanted to make tourism operators in

Puglia aware about the importance of online reputation. Our objective was for them to understand that **reputation depends on how everyone involved welcomes customers**, and *if enhanced*, the overall hospitality of Puglia will improve.

The hidden value of online conversations

Collecting and monitoring online content provided the framework we needed. The more our digitalization path continued and online content grew, the more we realized the possible opportunities of listening online. We discovered great value in online conversations and the possible advantages of collecting, managing and analyzing reviews and content.

While looking for online sentiment analysis platforms, we only found very generic tools. Travel Appeal, on the other hand, was the only one in the Italian market that is vertically focused on tourism and destinations, and therefore is already set up to collect and display the data of interest to us - an in depth territory analysis.



Discovering our competitive advantage

Until discovering our general sentiment thanks to Travel Appeal, it was not possible to measure the overall value of Puglia. We wanted to understand visitor appreciation about specific attributes of the region with a single indicator. This metric allowed us a

parallel comparison with other Italian regions and provided precise information about the satisfaction of travelers regarding hotels, other accommodations, restaurants and tourist attractions.

More and more happy travelers

In just a short amount of time, we knew we made the right choice by investing in Travel Appeal tools. In the analysis conducted 12 months after using Travel Appeal, the results showed fantastic improvements!

Reviews of restaurants, hotels and other

accommodations had grown by 46%! We also discovered that reviews from foreigners alone had grown by 16%. However, the result that made us most satisfied was the sentiment score expressed by travelers was now 86% - a nice 1.3% increase compared to 2017!

Seamless interface and customized filters

There was no resistance from our team about adopting Travel Appeal because the interface is really well designed! Not only is it seamless and visually appealing, but above all, it's simple to use! Moreover, to conduct faster analyses, we asked Travel Appeal to help us simplify things even more. They included default filters for real-time large data analysis.

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We want the promise we make in our communication to correspond with what operators provide and Travel Appeal plays a key role in this. Together, both operators and tourists create a shared story, which Travel Appeal helps us uncover and share.



Our Web Sentinel!

Travel Appeal has become an indispensable tool for our administration; it shows us the trends of Puglia's online reputation at any time of the year, almost instantly!

This data is indispensable for the current goals of the Puglia region. There is a recent focus on the products and traveler experience, rather than the overall brand.

As Bruno Mastroianni says in the classic Italian book *Tienilo acceso*, "it is what it appears to be". The traveler experience starts with a destination as a whole and the journey begins online. Now, on our computers, is the sentinel Travel Appeal to help us understand if we are welcoming tourists in the right way.

Writing a destination's reputation, together

One of our main goals is to ensure that the promise made to travelers at the communication level really corresponds to the offers advertised. Thanks to Travel Appeal, we succeeded! They constantly help us involve all operators. Hoteliers and restaurateurs are more aware about how their reputation contributes to the overall region; they understand that they each have an economic impact on the territory. Everyone is committed to doing his part. Most importantly, the operators and tourists are writing the story together!

Travel Appeal DAY BY DAY

A new way to enhance operators

Travel Appeal is incredibly useful, not only to monitor our reputation, but also to find operators throughout the region to add into our official portal. We use Travel Appeal to identify facilities that are not currently on our accommodation listings site: www.viaggiareinpuglia.it/hp/en. In Puglia, it's mandatory for accommodations to be listed on this site, but some smaller businesses are unaware.

After finding them with Travel Appeal, we can contact them and help them integrate. Thanks to Travel Appeal, we have also managed to take advantage of the most popular restaurants featuring food typical of Puglia. We meet monthly to propose their integration into our portal, providing added value and communication to them, while expanding our offer for visitors at the same time.



Travel Appeal WHAT I LOVE

Custom Reports for Each Operator

Because the Dashboard offers the possibility of creating customized reports in just a few minutes, we decided to give the most “virtuous” operators an overview of their online reputation. This is a prize for those who communicate more frequently and effectively (i.e. participating in fairs, sending

photographic material, etc). Not only does this benefit each manager, but it helps us become even more aware of their online reputation. The Travel Appeal reports are such a useful and appreciated service, that sometimes we get requests from other operators who want one too!



The intelligent platform transforming your online content into profitable business opportunities

Travel Appeal combines data science, AI and human experience to reshape business strategies. We analyze millions of online content from different sources (social media, review channels and more!) to uncover actionable insights. Our ready-to-use solutions are designed for professionals working in

travel and destination management.

Our data is easy to interpret and share with colleagues and partners. Discover the Dashboard, customized Reports and other solutions dedicated to destinations.

Improve your reputation, increase revenues and attract more visitors today!

DISCOVER THE SOLUTIONS



We're here to find the best solution for you!

Contact us! We're happy to answer any question, clear up any doubt and quickly support any trouble you may have.

Scan the QR code to access the contact form or write us directly at the email address below



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