

EUROVISION SONG CONTEST TORINO 2022 ALL THE NUMBERS OF A GREAT SUCCESS

The City of Torino, the Piedmont Region and the Torino Chamber of Commerce, in collaboration with Turismo Torino e Provincia and VisitPiemonte, together to report the data of the event

"Torino, what a show!". The Eurovision Song Contest has brought enthusiasm and lots of emotions to the city and the whole of Piedmont. Flash mobs, impromptu concerts and performances by local and international artists followed by many fans and tourists filled the streets and squares, transforming Turin into an open-air stage. Eugenio in via di Gioia, Bandakadabra, Citi Zēni (Lettonia), Subwoolfer (Norvegia), The Rasmus (Finlandia) and the dance troupe of the Spanish singer Chanel Terrero Martínez, to name a few, are among the artists who have "used" the streets of Turin to perform and entertain audiences.

The positive impact on tourism in the city is confirmed by the processing of the first data provided by a sample of facilities to the Regional Tourism Observatory from May 1st to 14th in Turin: compared to the same period in 2019, overnight stays since the beginning of the month have in fact increased by 68%. Many foreigners: more than 40% of the movements in the considered period.

Who came to Torino?

During the Eurovision Song Contest, the Turin and Province Tourism Observatory (in collaboration with the Department of Foreign Languages, Literatures and Modern Cultures and the Management Department) administered a qualitative questionnaire (May 6 - 13) to tourists visiting Turin. From the more than 750 questionnaires collected, it was found that: tourists who came to Turin for the first time were 56%; these visitors travelled as a couple (30%) or with friends/colleagues (27%) using airplane (37%) and train (32%) to reach the destination. Interests are mainly focused on music (20%), food and wine (16%) and exhibitions (15%).

The main motivation that drove them to come to the city is the Eurovision Song Contest event (57%). As for their place of origin, it has been observed an excellent response from foreign visitors representing the 49%, in particular coming from Great Britain and France (12%), Spain (9%) and the Netherlands (6%). Regarding the analytics on their stay, the average stay is 3 nights or more (61%). The city was perceived very positively: they used adjectives like "beautiful, elegant" and by foreigners "warm, friendly, surprising, amazing" to describe it. It should also be highlighted that more than 70% of the tourists visited at least one museum, in particular at the top places the Egyptian Museum, the Royal Museums, the National Museum of Cinema, the Reggia di Venaria and Palazzo Madama. In conclusion, the feedback of this holiday in Turin, is highly positive; in fact, 88% of the survey

participants claimed that they had a positive experience and would return a second time (90%).

Delegations' Social Programme - Press

Turismo Torino e Provincia has organized the **Delegations' social programme** (from Saturday 30th April to Saturday 14th May for the 40 delegations coming from the 40 competing countries, 20 experiences in Torino and 6 in Piedmont, inflected in the topics excellence, green, unusual, contemporary, multi-sense, landscapes) that were attended by more than 1,100 people from 37 delegations, including 12 who also chose to discover Piedmont. Moreover, with the contribution of the Torino Chamber of Commerce, Turismo Torino e Provincia has also implemented the SOCIAL PROGRAMME PRESS (6 proposals from the GIA/Federagit and Maestri del Gusto Trade Associations of Torino and province, 12 museums, 2 tastings, 6 excursions in the region, 5 excursions in the province from Saturday, May 7 to Saturday, May 14), which recorded more than 140 bookings, including visits to the Royal Residences and food&wine experiences such as Merenda Reale and Extra Vermouth.

Social Channels

The social channels used by the entities involved in promoting the event (Facebook, Twitter and Instagram) reached a total of more than 2,400,000 people.

The website turismotorino.org registered more than 27 thousand users (+135.96% compared to the same period last year) and scored more than 35 thousand visits (+146.89% compared to the same period last year). The digital PR campaign, carried out by Turismo Torino e Provincia, has also obtained excellent results, with 7 national creators on all social networks with a strong following on TikTok, the Official Entertainment Partner of Eurovision Song Contest, including for example Pietro Morello, who already was Ambassador of the City of Torino. The Stories scored an average of 151,844 views and reached 145,126 accounts; 751,739 impressions obtained by the reels, 54,612 likes, 790 comments and 110 saves. The drive-to-event campaign (through SMS marketing, sending messages to profiled database of Turin and province, Native Advertising, on major websites and magazines that allow geolocation of users and DEMs (Direct Email Marketing), sending emails to profiled user database) recorded: 94500 text messages read out of 95000 sent; 19000 DEMs read out of 200000 delivered and more than 750000 banner views.

Eurovision Village - Valentino Park

With nearly 350 artists involved, Eurovision Village offered over 55 hours of entertainment in 8 very intense days spanning various genres and involving 20 official Eurovision Song Contest delegations. With an audience of artists from 24 different nations, bands formed or reunited for this occasion, the Valentino Village registered more than 220,000 visitors. A completely unprecedented format characterized the schedule that has involved the wide local artistic community in a major event of international scope, giving life to a "glocal" stage, surrounded in the Valentino Park in the city centre, showing more than 20 original productions and collaborations, thus melting local with great national and foreign performers. Unpublished, high-quality proposals that allowed the vast Village audience to meet new artists and be able to see international stars play with musicians from Turin and beyond. Other data: 24 volunteers involved each day for 8 days, summing up 192 people; 80 production staff, show technicians and workers. A total of more than 150 people.

Lonely Planet

The brand-new Lonely Planet Pocket Turin guidebook from May 4 to 14 was downloaded in free download by 25,000 users. "Torino gives Torino as a gift" was the City giveaway to all visitors thanks to the collaboration between the City of Torino, Lonely Planet and Turismo Torino e Provincia. More than 30,000 visitors also received promotional tourist material about the city, map and postcards.

Casa Italia Media Centre

More than 300 national and international journalists were accredited at the Casa Italia Media Centre in Palazzo Madama; 25 artists have been involved at the daily events dedicated to them; 45 guided tastings encompassed 25 Piedmonts' wineries including wine and tourism consortiums and regional wine shops and 125 Turin businesses engaged by the Torino Chamber of Commerce, including 30 Maestri del Gusto di Torino e Provincia, 25 Torino DOC wineries, and 10 trade associations.

In total, more than 1100 tastings were served.

Press Offices:

Pomilio Blumm Press Office - ufficiostampa@pomilio.com - 0854212032

City of Torino: Luisa Cicero → luisa.cicero@comune.torino.it - 3462356935

Piedmont Region: Donatella Actis - donatella.actis@regione.piemonte.it - 3357586327

Torino Chamber of Commerce: Elena Bergamasco - e.bergamasco@to.camcom.it - 3337376417

Turismo Torino e Provincia: Silvia Lanza - s.lanza@turismotorino.org - 3498504589