Period of observation: from 29/04 (day of arrival of delegations) to 14 May 2022

1. SITE www.turismotorino.org*

A section dedicated to the event has been created (www.turismotorino.org/eurovision-torino) with all the useful information for visiting the city during Eurovision: from the collaboration with Lonely Planet to the numerous initiatives of locals and businesses.

This was the most visited section of the site throughout the observation period, with 4,374 views (with peaks on 6, 9 and 10 May).

It was followed by the page related to the Torino+Piemonte Card, with 4,164 views, ‘Torino regala Torino’ (‘Torino gives Torino’) by Lonely Planet (3,258 views). The 7th most visited page was the Eurovision Village one, with 2,854 views.

Most users accessed the pages via the newsletter and the QRcode on related material (723 views)

The average time spent on the Eurovision site was about 2 minutes per page: an excellent result.

All the main keywords related to the event were positioned in SERPs between the first and second page

* Google Analytics data only tracks those who have consented to full cookie tracking when landing on the site

2. SOCIAL MEDIA
The activity on the social media of Turismo Torino and Provincia in the run-up to the Eurovision Song Contest started as early as mid-April and intensified from the end of April. The event and the activities offered by the city to delegations and the public were followed more closely, together with the touristic offer in Torino and the Provincia during the same period.

A daily story showing the Eurovision Village schedule has been available since 7th May.

FACEBOOK
Posts reached 510,000 people and 49,013 interactions (including reactions to posts, comments, clicks on links and photo views - 879% more than in the previous period).

- The posts which recorded the most reach and engagement were certainly those relating to the turquoise carpet and the artists participating in the Contest, as well as the presence in town of Eugenio in Via di Gioia for the #MusicaOvunque project, organized in collaboration with IREN.

With regard to the information material, the most popular posts were the ones regarding the collaboration with Lonely Planet (28,000 people reached), the Eurovision Village (12,300 people reached), and the -1 to Eurovision, which included information for tourists (10,501 people reached).
The number of accounts reached over 250,000 people, with 18,600 registered followers and 232,000 new followers. The reels of the Turquoise Carpet and the creators involved helped reach around 40,000 people, while the posts reached around 35,000.

37,900 FANS TO DATE FOLLOW THE PAGE

It is also worth considering the average age group, with 50% of engagements from people under 44 years old (28% in the age group 25-34 years old).

Overall interactions were 10,009. The posts reached an average of 17,500 people and recorded over 500,000 impressions.

The 3 best posts

- Eurovision opening and press conference: 8,626 impressions, 675 likes, 11 saves
- Mole Countdown Eurovision: 8,320 impressions, 800 likes, 17 saves
- Instant song by the Norwegian contestants Subwoolfer, posted by the band record company: 16,4444 plays, 825 likes, 63 saves

STORIES: The publication in the feed was accompanied by an intense activity of posts and reposts in stories that followed the activities of the village on a daily basis. Posts also presented the offer for tourists and followed the artists: almost 200 stories reached 94,588 people (1,200 people on average per posted story).
TWITTER
Number of followers reached: 19,800 (+50 followers during the observation period)
17,900 tweet views
236 mentions

Most relevant tweets:
- Eurovision press conference opening
- Eurovillage

LINKEDIN
7,987 TOTAL FOLLOWERS (+263 during the observation period)
68,959 post views (+76%)
3. NEWSLETTER:

Torino, What a Show! (sent at the end of April with box dedicated to Eurovision)

- Italian - 55,282 recipients
- English - 8,548 recipients
- French - 4,855 recipients

Eurovision Song Contest in Turin (newsletter on all the events related to the Eurovision Song Contest)

Users who received the DEM. 68,700

- Italian end customers - 55,818 recipients - open rate 23%.
- Italian institutional contacts - 275 recipients
- English end users - 8,507 recipients - open rate 26%.
- French - 4,855 recipients - open rate 26.5%.

The dedicated newsletter in Italian saw an increase in clicks of about 61% compared to the average. The most consulted boxes were:

Torino regala Torino: 42.5% - Eurovision Village: 11.5% - Eurovision Off Events: 10.3%

ACCOMMODATION FACILITIES IN TURIN AND PROVINCE: 1850 recipients
**DRIVE-TO-EVENT CAMPAIGN**

A drive-to-event campaign was planned during the first two weeks of May, coinciding with the days of the event, with the aim of increasing the visibility of the events organised in the city and the tourist proposals designed to experience Turin to the rhythm of Eurovision.

- 95,000 text messages sent, more than 94,000 with an open rate of more than 99% and 11,761 clicks to Turismo Torino’s Eurovision page
- 200,000 e-mails sent with an open rate of 9.53% and 784 visits to the page
- More than 700 impressions for the "BANNER", native and proximity campaigns, with 1,885 visits to the page.
Torino Turismo

<table>
<thead>
<tr>
<th>Campagna</th>
<th>Timing</th>
<th>Inviti</th>
<th>OR</th>
<th>Impression/Aperture</th>
<th>CTR</th>
<th>Click</th>
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<td>784</td>
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* Aggiornamento al 11 maggio

CTR medio del settore:
SMS: 8.9%
DEM: 3.3%
Nativity: 0.35/0.3%
Proximity: 2/1.5%

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A Torino arriva la 66ª edizione di Eurovision Song Contest!

Pronti a vivere la città a pieno ritmo?

Abbracciamo preparato per le sue sette ore di figure, eventi ed esperienze uniche per scoprire l'energia di Torino e dintorni.

EUROVISION VILLAGE AL VALENTINO
GUSTA TORINO: PROPOSTE A TEMA

LA NOZZA OPETITA NON SI TEMA CI:

IN PIÙ... Torino regala Torino!

La famosa guida Torino Pocket di Lonely Planet potrà essere trasformata gratuitamente e lasciarti condividere la scoperta della città e dei dintorni.

CONDIVIDI SCOPRI DI PIÙ

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CREATOR CAMPAIGN
A digital PR campaign was planned with national creators present on all social networks who possess well-defined artistic skills and peculiarities. Since TikTok is the Official Entertainment Partner of the Eurovision Song Contest, creators with a strong following on that channel were included in the selection, including for example Pietro Morello, former Ambassador of the City of Turin.

STORIES:
Tot media views: 151,844
Tot media accounts reached: 145,126
Tot interactions: 585
Tot click links: 200

REEL:
Tot views: 751,739
Total likes: 54,612
Tot comments: 790 - Tot saves: 110