

## **Tour de Pologne and Madonna di Campiglio: a winning combination**

Tullio Serafini: *'Poland represents our first foreign winter market'*

The Tour de Pologne is not only the most prestigious sporting event in Eastern Europe, but also an excellent marketing platform for European companies that, through this event, are able to get in touch with the Polish public following the event on the roads and on television thanks to live broadcasts on TVP1.

This is the case of the Madonna di Campiglio Tourist Board, which has invested in the Lang Team to promote tourism in one of its key markets, Poland.

*"The Polish market represents the first foreign market for the winter season for our area. 40% of our winter customers are foreigners. Of these, 25% are Polish. Our objective is therefore twofold, to consolidate this market on the one hand, and to increase a premium target clientele on the other; the Tour de Pologne is the ideal medium for making contact with a large, sports-loving public, but also for high-level PR actions,"* explains Tullio Serafini, president of the Tourist Board, who together with director Matteo Bonapace and PR Loredana Bonazza met the journalists present at the Tour de Pologne at the Bukovina SPA in the Tatra mountains.

*"The collaboration with Lang Team and Trentino was born years ago when the race had a stage in Madonna di Campiglio in 2013. We got to know each other on that occasion, and a few years later we met again when Lang came to Madonna di Campiglio and Riva del Garda last year to shoot some high-impact promotional videos. Czeslaw is absolutely a volcanic man who conveys great positive energy to those who are lucky enough to meet him,"* explains Serafini.

During the evening meeting with journalists, the Madonna di Campiglio team presented the area's tourist offer and the meaning of the new payoff 'Where Mountains Meet Humans'. The evening was also an excellent opportunity to talk about cycling.

*"The visit of the Madonna di Campiglio team gave us great pleasure. It is always important that our partners can see the Tour de Pologne and our set-up with their own eyes, so that guests and fans can experience the race at its best. Madonna di Campiglio represents a premium brand in tourism. The combination with them is further proof that the Tour de Pologne is an important platform for those who want to enter the Polish market through the front door. We look forward to being able to develop joint projects for the continuation of the cooperation,"* says Agata Lang, Vice President of the Lang Team.