Map of the strategy documents

Tourism Development and Marketing Strategy of the Brașov Destination 2027–2034 · OMD Brașov · BrandBerry srl / Horwath HTL România / GMP CommUnity

One strategy, in three volumes and one annex. Nobody has to read everything: each reader takes the document they need, and each document points to the next. The binding text of the strategy is in the documents proposed for adoption (left column); the reading editions tell the same strategy for reading and are not proposed for adoption.

The strategy documents (proposed for adoption)

Volume I · Volume I

the strategy document: diagnosis, direction, the 13 policies with their key measures, implementation, methodology, annexes; it opens with “The strategy in brief”

about 3 hours without annexes (288 pages) · City Hall, Local Council, OMD leadership and members

Volume II · Full chapters

the seven chapters, with the diagnosis, the directions, all 392 measures and the indicators of each policy; chapter II.3, Poiana Brașov, is also written as the tourism development strategy of the resort

to be consulted by chapter (528 pages) · whoever implements a policy; operators and OMD members, for their chapter

Annex 1 · Implementation plan

the register of the 392 measures, filterable by policy, objective, owner, horizon and priority (XLSX) and the reading edition (PDF)

to be filtered, not read · whoever executes a measure; the OMD annual plan

Volume III · Evidence base

the integrated diagnosis (ADMI), the destination analysis, the national survey, the consultation and the theme matrix, the studies, the extended methodology

to be consulted (228 pages) · whoever checks a figure or a method

The reading editions (not adopted)

The strategy in brief

the seven pages that state what the strategy decides: vision, ambition, positioning, scenario, objectives, policies, first year

5 minutes · all readers; the recommended first reading

Brașov, your friend in Transylvania · the reading edition

the strategy told to people, with photographs and quotations, without technical apparatus (Romanian; print edition of 60 pages)

about 2 hours (56 pages) · the OMD board and members, partners, press, residents

The brochure (RO and EN) and the presentation

the same content condensed into 20 landscape A4 pages; the presentation, for meetings

30 minutes · meetings, foreign partners (EN edition)

The public summary in magazine format (RO and EN)

the strategy in 24 pages: figures, direction, policies, implementation

20 minutes · the general public; the website

The brand brief

the direction of destination communication: promise, core story, tone of voice, audiences, rules for partners

about 1 hour · OMD and the communication team

Who reads what

The OMD president and board	“The strategy in brief”, the reading edition; from Volume I, the key messages and the policy sheets
City Hall and Local Council	the full Volume I; Volume II for the policies they apply; Annex 1; chapter II.3 for the Poiana Brașov resort
Other public authorities	Volume I; Volume II for the policies that concern them; section 4.2 of Volume I, whom OMD Brașov works with
Operators and OMD members	the reading edition and their chapter in Volume II
Whoever checks a figure	Volume III, with the references from Volume I
Whoever executes a measure	Volume II and Annex 1

All documents: www.brandberry.ro/brasov2034