

# Trentino

When a local  
brand becomes a  
World-Famous Lifestyle





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TRENTINO: WHEN A LOCAL BRAND BECOMES A WORLD-FAMOUS LIFESTYLE



# Image, values, and sentiment of a province emblematic of sport and nature, well-being, and quality of life to be preserved

In recent decades, tourism in Trentino and South Tyrol has experienced strong economic growth and a steady increase in the number of tourists and visitors, thanks to investments and communication campaigns aimed at satisfying the growing need of people to spend not only a holiday in the mountains but above all a **unique and fulfilling life experience**. How? Immersed in unspoilt nature amidst breathtaking Alpine landscapes, where you can combine sport, wellness, food and wine, shopping, art and culture.

“**Breathe, you are in Trentino**” and “**South Tyrol, a way of life**”. These are the slogans that the Provinces of Trento and Bolzano have chosen to promote their territory in recent years, with excellent results in terms of flows, brand reputation and territorial marketing. Even on the Internet, where the success of a “**green & healthy**” holiday is very popular among users and tour operators, who invade the web with photos and reports of enviable moments or promises of authentic and unforgettable tastes of life, useful for the regeneration of body and mind. The strategies of the world’s major players in the tourism and leisure industry also have their hand in the web, able to condition demand and travel desires, creating new needs and new destinations, presented as exclusive and all to be discovered, such as the lakes, forests and peaks of the borderland between Veneto and Austria.

The growing success of the tourist industry has also had **side effects**, such as the concentration of visitors in a few places and at certain times of the year (Christmas and winter ski holidays, Easter, spring and summer), the consumption - if not outright exploitation - of land and the environment to build efficient and increasingly welcoming facilities and infrastructure, a noisy form of tourism that has little awareness of, or respect for, the tranquillity and times of the mountains, and that is increasingly unpopular with local people, who are concerned - even online - about the future of their land and their quality of life.

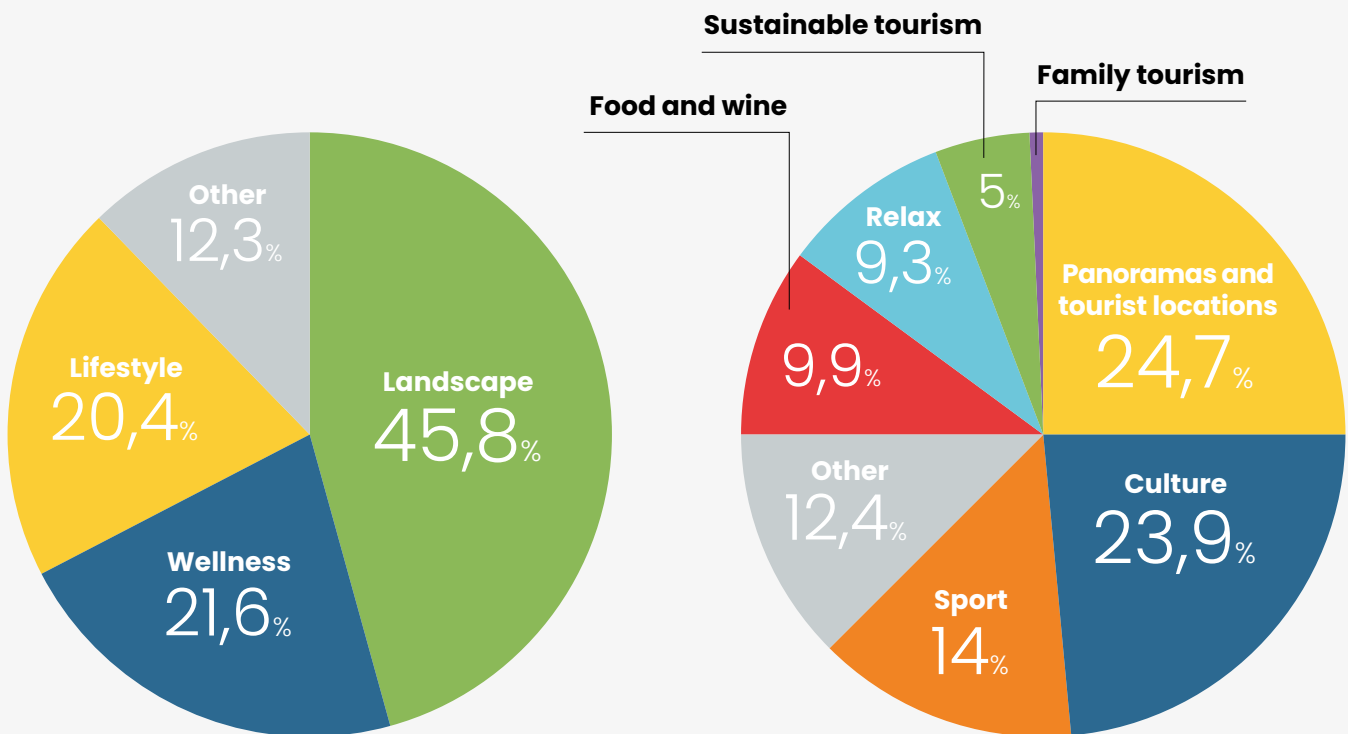
Between May and June 2023, we questioned the network in Italian and English, collecting languages, images, information, and the public’s expectations of **Trentino** to identify current trends and outline **possible new strategies** for revitalising its territories and developing fairer and more ethical tourism, based on the communication of a brand that has now become global. Below are the main findings.

**Trentino  
is a land  
that engages,  
excites, and  
moves people,  
even online**

In the two months under review, the most popular content in terms of volume was that related to tourism and landscape (45.6%): **tourism promotion of localities and areas, events** in the area, discussion of tourism management **strategies and plans**, sharing of **natural or cultural beauty** and breathtaking views. This was followed by content

related to **sport and wellness** (21.6%), relaxation and outdoor activities, and mentions of the possibility of adopting a **quality lifestyle** (20.4%), family-friendly and sustainable, characterised by good and healthy food, authentic traditions, air quality and a slower pace compared to the hustle and bustle of lowland cities (Fig. 1).

Fig. 1 Distribution of contents by thematic clusters.



The most active voices are those of **tourist promotion websites or local and national editorial offices**, which present Trentino or its municipalities as places where it is good to live (due to the high quality of life), to spend holidays and to relive history (especially the episodes of the First World War and the early 1900s). On **Twitter, YouTube and Instagram**, however, it is primarily the users who have the upper hand,

sharing photos and hot comments about places they have visited or plan to visit, events they cannot miss, outdoor sports competitions and championships, discussions about the dangers of the mountains and how to deal with or avoid them. The emojis associated with the social content express pride, joy and passion for the places visited and outdoor activities (Fig. 3).

Fig. 2 Some examples of tweets related to places in Trentino.

The most prominent tourist resorts are **Lake Garda, San Martino di Castrozza, Madonna di Campiglio, Val di Sole and Val di Non**. Struggling more, but not disappearing from the web radar, are destinations considered minor, such as **Molveno, Tovel, Vallesinella and Lago dei Caprioli**, promoted by territorial marketing to reduce the impact of tourist flows and try to redistribute them to new destinations less renowned but of great historical and landscape value (Fig. 2).

Trentino is also renowned for having some of **the most beautiful cycling routes in Europe** and is recognised as a leader in welcoming eco-cyclists, as confirmed by the Banca Ifis report. The **Giro d'Italia**, the **Mountain Bike Championships** and the **Festival dell'Economia in Trento** also attract visitors and clicks on the web.



Fig. 3 Emoticons associated with search results.





15:02 · 07 giu 23 · 590 Visualizzazioni

2 repost 13 Mi piace



Posta la tua risposta



16:04



### Dolomiti del Brenta viste da Madonna di Campiglio: spettacolo naturale unico (prov. ...

44 visualizzazioni 9 mesi fa ... altro



Annifrid Elle Giro d'Italia&scon... 712

Iscriviti



4



Condividi

Remix



Scarica

Commenti 3

15:04



Post

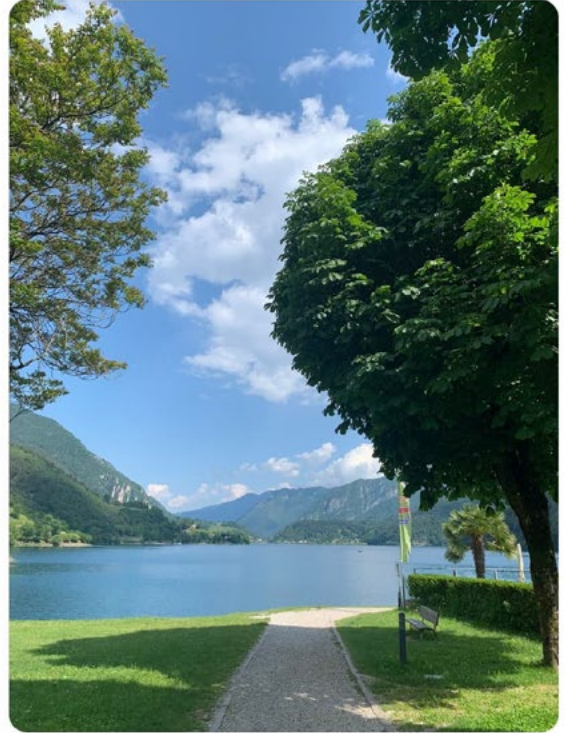


Marco R.

@arditopiave1915

Segui

Scorci... statemi bene... #lago #ledro  
#trentino #pievediledro



16:02 · 16 giu 23 · 26 Visualizzazioni

1 Mi piace

Posta la tua risposta



15:02



Post



CHS SKI TRIP

@cwmbbranhighski

Segui

It is official! We are flying to Folgaria, Italy in 2024 for our next ski trip! Information has been sent out via parentmail, we are down to our last 10 places! 🇮🇹

Traduci post



**The mountain  
is both  
inspiring and  
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in moderation)**

If positive content is strong, accounting for **34.5%** of online mentions, concern and some criticism also appear, albeit in a limited percentage (**6.8%**). The **case of JJ4**, the bear at the centre of controversy and debate, provoked negative reactions that influenced the perception of safety during holiday periods in Trentino. **Landslides and accidents on lakes or at high altitudes** (e.g. the deaths of a base jumper, a canoeist and a young boy on a lake) or the **fragile state of the Marmolada** have also fuelled fears that the mountains and Trentino are no longer safe places to spend a holiday.

Lastly, there are complaints regarding the **overcrowding of tourist sites**, which causes suffering and discomfort to the local population, including those working in the hospitality sector (for example, the closure of two restaurants due to overcrowding and the difficulty of managing peak periods, also due to the bad behaviour of impatient and rude tourists). In addition, there are the **environmental costs** associated with the ever-increasing production and management of waste, especially in the most attractive and famous resorts, and the threat to biodiversity and the mountain environment caused by the excessive human presence, eager to enjoy the natural beauty but with little respect for the rules of the ecosystem. The malaise is further aggravated by the excessive efforts made by the mountain rescue services to help hikers in difficulty, many of whom lack experience and are improvising in the mountains.

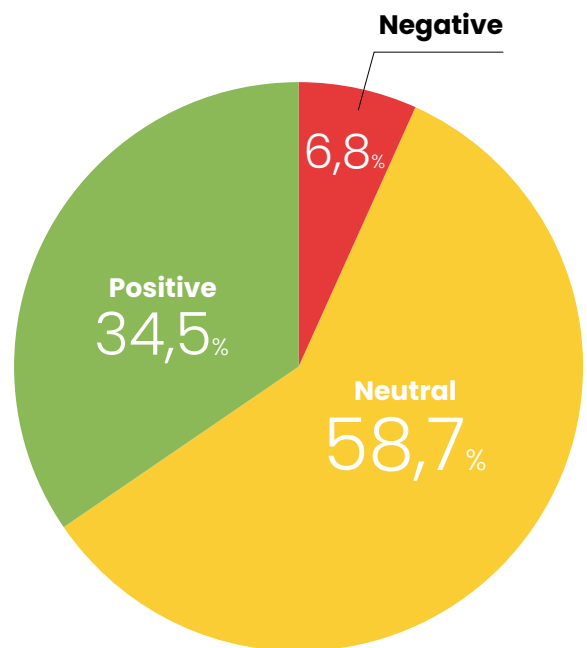




Fig. 4 Sentiment-related keywords and volume distributed according to sentiment.



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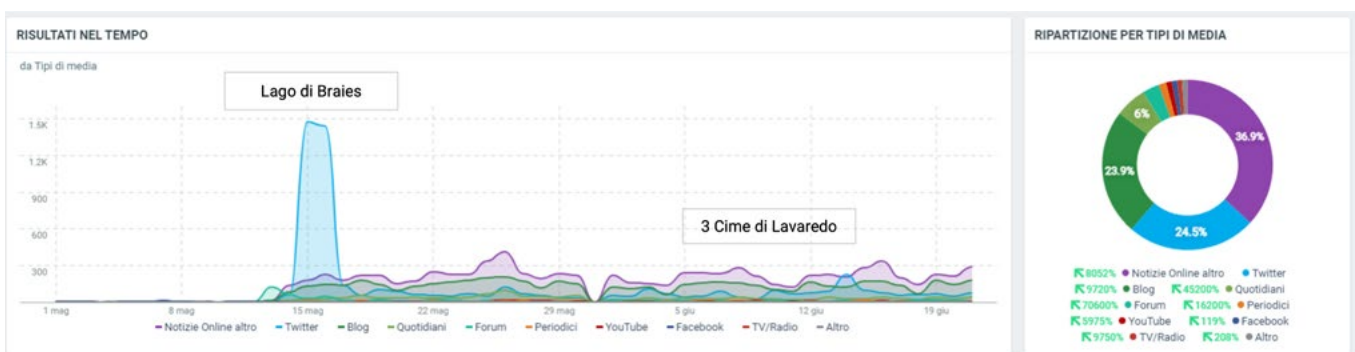


# Trentino or South Tyrol? This is the dilemma. And the danger posed to territorial marketing

Our research has revealed a general confusion among users, not only abroad but also in Italy. Most of them **do not seem to distinguish clearly** (or not always) between Trentino and South Tyrol, often using the word Trentino to refer to the entire region or to mention places that are actually part of the province of Bolzano. Certainly, this lack of clarity does not play well with Trentino in promoting its brand and its specifici-

ties, especially when **South Tyrol's resorts**, such as Lake Braies and the Three Peaks of Lavarredo, stand out. Locations that maintain high peaks and volumes even in seasons of low or medium affluence, such as the two months analysed (May and June), when Trentino tourist destinations suffer a physiological drop in attention and volumes, only to revive with the arrival of summer and the holidays of families and groups of friends.

**Fig. 5** The trend in mentions of tourist resorts in the provinces of Trento and Bolzano and their web/social distribution.





Lake Braies, in particular, stands out, attracting peaks of tweets and shares from nature enthusiasts who want to spend a day of “green style,” physical and mental well-being,

and, among other things—and this is no small thing—taking **the best photo of the year to show on their Instagram profile.**

**Fig. 6** Some example tweets with high user reactions dedicated to Lake Braies and the Tre Cime di Lavaredo.

Monica 🌿🌳🏞️🇮🇹  
@Monica09058845

I riflessi...Lago di Braies 🌿🌳🏞️



alessandro  
@alaper tutti

Lago di Braies



Every  
@Every\_N\_Nature

Good Morning ☀️  
Lovely day to all 🌿🌳🏞️

Beautiful sunrise  
at Three Peaks Tre Cime Di Lavaredo,  
Dolomites, Italy 🇮🇹

Traduc: 3 Tweet



**So, which key  
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future?**



The Trentino brand enjoys an excellent reputation, but in order to face up to its competitor, South Tyrol and the side effects of mass tourism, hit and run, concentrated in a few places and during the same periods of the year, it would need to strengthen its identity (differentiating itself more clearly from the province of Bolzano) and **diversify its offer more**, promote all the local assets and introduce exclusive and attractive activities also in the low and middle seasons, to **attract different target groups** with different behaviours and approaches to the holiday experience, to invest in **educational campaigns** on mountain culture, risk prevention and the promotion of safety for all. Moreover, while the comments of the media, influencers and users highlight the excellence of the landscape, environment and food and wine (PDO, PGI, TSG products), the **value of service, friendliness and hospitality** is not explicitly mentio-

ned (or not enough) as an integral part of the quality brand of this land. Strengthening the perception of the network and its specificities can help to grow the **territorial brand** and **make it unique and inimitable**, even in the eyes of its inhabitants.

Only an effective and synergetic strategy, both online and offline, capable of **involving all the stakeholders** concerned, from local institutions to local facilities, from major international players and tour operators to enthusiasts and influencers of travel, hiking, sport, food and wine, culture and local traditions, can bring about effective and lasting change. This is the change that the people of Trentino want in order to continue to **grow without giving up the quality of life** that is so much promoted at the brand level but which is threatened in its very essence if it is not controlled and safeguarded by all the players involved.





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