

Relaunching tourism in Covasna county



The tourism industry has been one of the industries hardest hit by the coronavirus outbreak, as lockdowns have brought the sector to a halt. Festivals were deleted or rescheduled for a later date, accommodations were left without tourists, tourist attractions without visitors. The slowed-down HoReCa industry had to do major changes and reinvent itself.

During the lockdown, the actors of the tourism industry were working hard in the background, even if travelling was not possible.

There was a project called “Safe and friendly Szeklerland” which aimed to link and synchronize the offers of the different service providers in the tourism industry: guides, accommodations, noble tourism, spa&wellness&balneo tourism, riding centres, etc. This was important because it is thought that domestic tourism will be more popular than travelling abroad, and the more diverse offer a region has, the more attractive it will be for tourists.

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Since the 15th May some of the restrictions are being eased across the country, industry players are trying to find a way to regain the trust of tourists and breathe new life into empty leisure accommodations.

The Covasna County Tourism Association, launched a large-scale project called „Visit Covasna Safe Place”. The program, which grants hoteliers and food&beverage businesses a “COVID Safe Place” certification is helping them to be more visible and more attractive. So far, 68 accommodations and 36 restaurants&caffes in Covasna County have complied with the measures recommended by the Association and received such a certificate, but the programme in an ongoing one. The project was a hit in the national mass-media, presenting *Covasna county the first safe tourism destination in Romania*.

Besides the fact, that a lot of businesses tried to find their way on their own, the Covasna County Tourism Association provided a helping background for those that had questions regarding the restrictions, implementing requirements, etc.

We continued supporting the small businesses and the stakeholders as well by holding on-line workshops regarding different topics like effective communication, marketing, social media, etc. We keep providing support to the tourism industry by making promotional videos of accommodations, restaurants.

A near-future project is to continue promoting the destination by inviting Romanian bloggers, vloggers who will have a 3-day trip in Covasna county. Their experience will be a credible one to their followers and our potential tourists.