

# MUNICIPIUL SIGHIȘOARA

Str. Muzeului nr.7 Sighișoara cod. 545400 jud.Mureș România  
Tel. 40-265-771280 Fax: 40-265-771278  
E-mail: primaria@sighisoara.org.ro Web: www.sighisoara.org.ro

Nr. 21.008 /III/2/19.07.2018

## INFORMARE

*Privind selecția Municipiului Sighișoara pentru titlul de "Cea mai bună destinație Europeană 2019" de către Organizația Europeană Best European Destination creată pentru a promova cultura și turismul în Europa*

*Doamnelor și domnilor consilieri,*

*Organizația Europeană Best European Destination, care are ca scop promovarea culturii și turismului în Europa, ne informează prin adresa înregistrată la Municipiul Sighișoara cu nr. 20.891/19.07.2018, faptul că, Sighișoara a fost selectată pentru Titlul de "Cea mai bună Destinație Europeană 2019".*

*În cadrul evenimentului care se va desfășura în perioada 15 ianuarie - 5 februarie 2019, pe parcursul a trei săptămâni, călătorii din întreaga lume vor putea vota destinațiile preferate.*

*Milano, Geneva, Lisabona, Roma, Barcelona, plus alte 20 de destinații turistice, vor fi promovate în cadrul acestui eveniment care va reuni mass-media din lumea întreagă și profesioniști din industria turismului ce vor vota pe parcursul evenimentului destinațiile lor preferate, precum și pe parcursul întregului an pe cel mai vizitat website dedicat turismului din Europa.*

*Pentru înscrierea în această competiție se percepe o taxă de participare în cuantum de 9.880 euro, Sighișoara beneficiind de o reducere de 60%, astfel taxa fiind de 4.480 euro. Participarea la această competiție conferă Municipiului Sighișoara posibilitatea de a câștiga Titlul "European Best Destination 2019" ceea ce ar conduce la o creștere semnificativă a numărului de turiști și la o amplă promovare a Sighișoarei.*

*Orașe ca Porto, Bordeaux, Lisabona, Zagreb s-au bucurat de o creștere a numărului de turiști cu până la 25% și au beneficiat de o promovare media a destinațiilor premiate datorită Titlului de "Cea mai bună Destinație Europeană".*

**Primar,**

Ovidiu – Dumitru Malancăvean

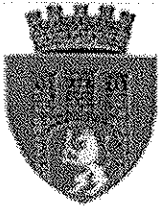


**Direcția Relații Publice și Comunicare,**

Oana SITEA

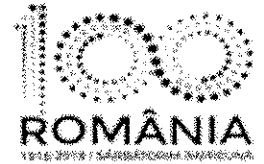
**Compartimentul Relații cu Publicul,**

Nichifor Raluca



# MUNICIPIUL SIGHIȘOARA

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**Traducere neoficială,  
19.07.2018**

**De la: Maximilien Lejeune, Director executiv  
organizație- Cele mai bune Destinații europene  
Către: Domnul Primar Ovidiu-Dumitru Mălănrăvean**

*Domnule primar,*

*Organizația Best European Destinations, organizație europeană creată pentru a promova cultura și turismul în Europa în parteneriat cu peste 300 de birouri europene de turism și Rețeaua EDEN creată de Comisia Europeană, am onoarea să vă informez că Sighișoara a fost selectată pentru Titlul de "Cea mai bună Destinație Europeană 2019".*

*Orașe ca: Porto, Bordeaux, Lisabona, Zagreb s-au bucurat de o creștere semnificativă de turiști cu până la 25%, plus promovare media pentru destinațiile premiate datorită titlului conferit. Pe parcursul unei perioade de trei săptămâni, călătorii din întreaga lume vor vota destinațiile preferate. Milano, Geneva, Lisabona, Roma, Barcelona, plus alte 20 de destinații turistice vor fi promovate în cadrul acestui eveniment care va avea loc în perioada 15 ianuarie - 5 februarie 2019 și care va reuni mass-media din lumea întreagă și profesioniști din industria turismului ce vor vota destinațiile lor preferate, precum și pe parcursul întregului an pe cel mai vizitat website dedicat turismului din Europa.*

*Puteți găsi ca atașament unele mărturii ale colegilor dvs. europeni despre acest eveniment și toate beneficiile de care s-au bucurat făcând parte din această echipă.*

*Echipa voastră ne-ar putea trimite deja cele mai bune texte și imagini despre Sighișoara prin intermediul acestui formular online dedicat destinațiilor selectate: <https://www.europeanbestdestinations.com/about-1/membership-ebd-2019-form/>*

*Fiecare destinație selectată va achita o taxă de participare la eveniment. Deoarece Sighișoara a fost preselectată de Consiliul nostru de administrație și cum ne dorim cu adevărat să faceți parte din echipă, European Best Destination oferă Sighișoarei o reducere a taxei de participare de 60%, astfel plătindu-se 4.480 euro în loc de 9.880 euro. Pentru această promovare la nivel mondial la peste 5.5 milioane de călători, mass-media și profesioniști din industria turismului precum și posibilitatea de a câștiga Titlul "European Best Destination 2019" cu o promovare masivă în mass-media și creșteri semnificative a numărului de turiști. În ceea ce privește promovarea și impactul economic, aceasta merită cu adevărat.*

*Aveți libertatea de a împărtăși această selecție partenerilor, mass-media, profesioniștilor din industria turismului.*

*La primirea confirmării dumneavoastră, logo-ul oficial "Nominalizarea , Sighișoara - European Best Destination 2019 " va fi trimis echipei dumneavoastră.*

*Am fi recunoscători dacă am primi răspunsul înainte de 30 iulie 2018.*



*Așteptăm cu nerăbdare să împărtășiți frumusețile destinației dvs. cu milioane de călători din întreaga lume.*

*Vă rog să acceptați considerațiile noastre.*

*Toate cele bune*

*Maximilien Lejeune*

*CEO - Cele mai bune Destinații europene*

*1000 Bruxelles*

*Tel 0032.49.49.20.254*

*[www.europeanbestdestinations.com](http://www.europeanbestdestinations.com)*

**From:** "M.Lejeune - European Best Destinations" <m.lejeune@europeanbestdestinations.org>  
**To:** primaria@sighisoara.org.ro

11/9

**Date:** Thursday, July 12, 2018 02:05PM  
**Subject:** Sighisoara European Best Destination 2019

Nr: 1062/11/19.07.2018

JUDEȚUL MUREȘ		
MUNICIPIUL SIGHISOARA		
Nr	20891	
Ziua	19	Luna
	07	Anul
		2018

Mr the Mayor,

In the name of European Best Destinations, a European organization created to promote culture and tourism in Europe in partnership with more than 300 European tourism offices and the EDEN Network created by the European Commission, I have the honour to tell you that **Sighisoara has been selected for the title of "European Best Destination 2019"**

Porto, Bordeaux, Lisbon, Zagreb (+16% up to + 25% of tourists, up to +10 millions of media coverage for awarded destinations) enjoyed a massive visibility thanks to this recognition. During a three week period of time, worldwide travellers will vote for their favourite destinations. Milan, Geneva, Lisbon, Rome, Barcelona, 20 trendy destinations will be promoted - during **this event that will be held from the 15th January to the 5th February 2019** and that will gather worldwide travellers media and professionals from the tourism industry that will vote for their favourite destinations - as well as during the whole year on the most visited website dedicated to tourism in Europe.

Please find as an an attachment some testimonials of your European colleagues about this event and all the benefits they enjoyed being part of it.

Your team could already send us the best texts and images about Sighisoara via this online form dedicated to selected destinations: <https://www.europeanbestdestinations.com/about-1/membership-ebd-2019-form/>

A participation fee is requested to each selected destination. As Sighisoara has been pre-selected by our board of Administrations and as we really want you on board EBD is offering Sighisoara a reduction of the participation fee of -60% (4.480 euros instead of 9.880 euros for this worldwide promotion to more than 5.5 millions of travellers, media and professionals of the tourism industry) and the opportunity to win the "European Best Destination 2019" title with massive media coverage and important growths of tourists. Regarding the massive visibility and economic impact it really worth it.

Feel free to share this selection with your partners, media, professionals from the tourism industry.

Upon reception of your confirmation, the official logos "Sighisoara - European Best Destination 2019 Nominee" will be send to your team.

Thank you for your feedback, if possible before the 30th July 2018.

Looking forward to share the beauties of your destination with millions of worldwide travellers.

Please accept, Mr Mălăncrăvean Ovidiu – Dumitru , the expression of our highest consideration.

Best regards

Maximilien Lejeune



Maximilien Lejeune  
CEO - European Best Destinations  
1000 Brussels  
Tel 0032.49.49.20.254  
[www.europeanbestdestinations.com](http://www.europeanbestdestinations.com)

Attachments:

Sighisoara European Best Destinations  
2019.jpg

European Best Destination 2019.pdf





European Best Destination 2019  
From 15th January to 5th February 2019





## 20 destinations are in the competition

From 15th January to 5th February 2019, twenty days of on-line voting on our website:

<https://www.europeanbestdestinations.com/european-best-destinations-2019/>

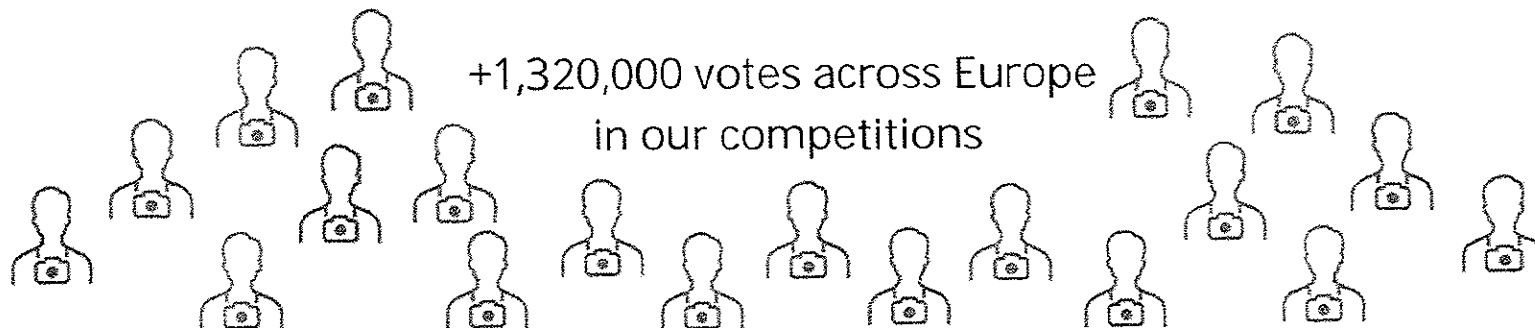
🔗 TINY URL : [www.vote.ebdest.in](http://www.vote.ebdest.in)



One of the destinations will be awarded the title of

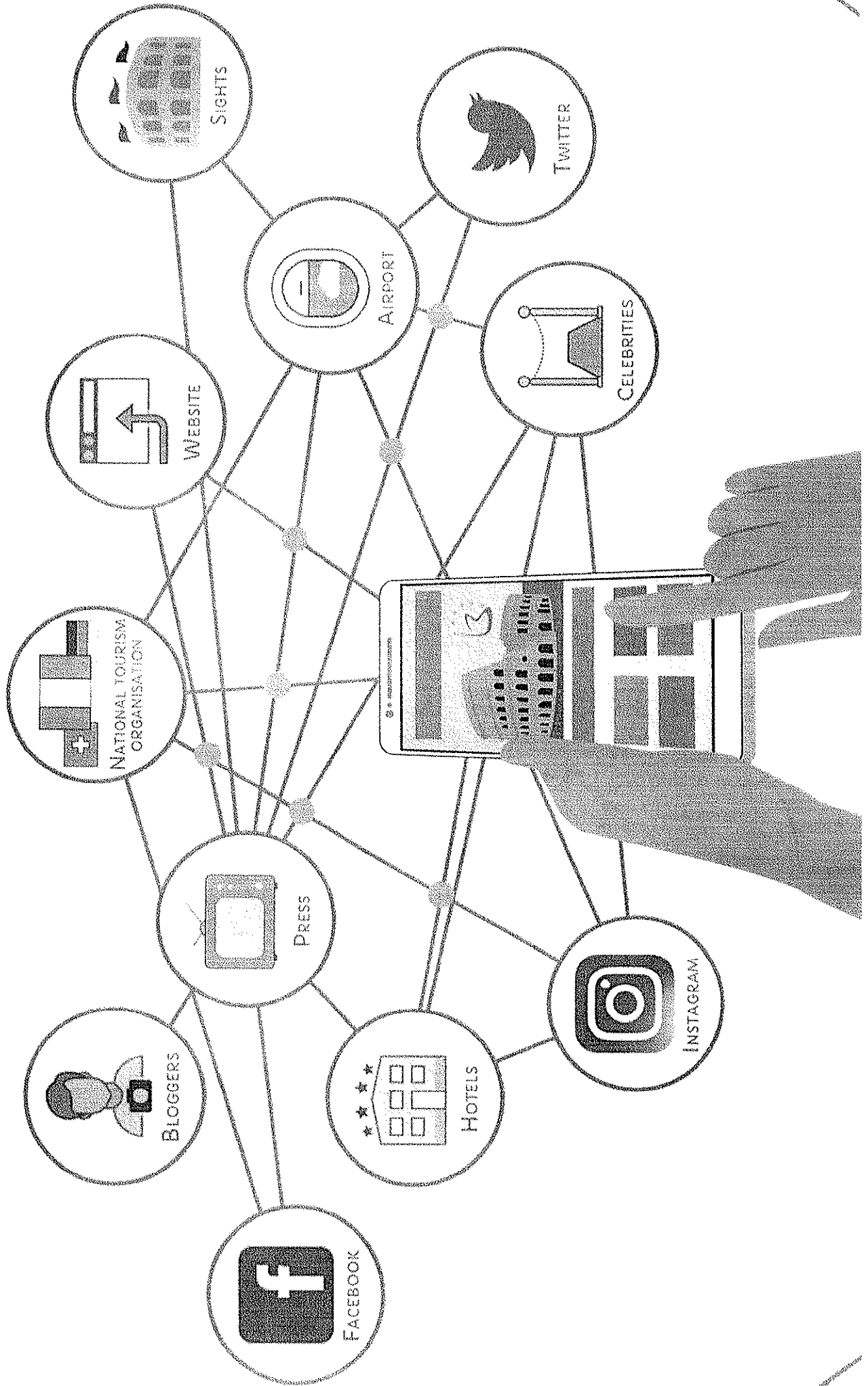
"European Best Destination 2019"

The other destinations with the highest number of votes will be announced in our communications, website and social networks as being one the best European destinations to visit in 2019





# Mobilize your network...

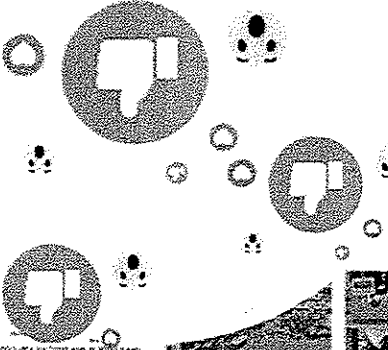






# SOCIAL MEDIA WALL

## +62K SHARES



STO  
FLORENZIAN  
TOURIST  
BOARD

European Best Des...

Best Decisions

Asian on Time

POLITICA

MUSIC  
BRUSSELS

CLASH FOR BONNIE!

European Best Des...

European Best Des...

European Best Des...

European Best Des...

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# Benefits

The 2019 best European Destination will be authorized to use the title and affix the "European Best Destination" logo on all its communications, adverts, website and photos; it will also have the right to authorize its own public and private partners to use the logo.

The other selected destinations can also use the logo by indicating that they have been chosen as one of the best destinations in Europe; we will share their news, photos and videos throughout the year via our website to +5,5 millions travellers and via our major social networks (+90,000 followers).

## Use of logo European Best Destinations

Porto, Zadar and Bordeaux (European Best Destination 2017/2016/2015 winners) and have integrated the logo into their website, videos, paper communications (city maps, brochures, flags...) and communicated it to tourism professionals (hotels, airport, airlines) who all proudly feature the logo on their websites.



## International coverage of the elected city

**More visitors:** Thanks to The "European Best Destination" award, destinations benefit from significant tourism growth (on average + 15% with some peaks at + 40% for some destinations such as Zagreb, elected Best Christmas Destination in 2016 and 2017).

**More visibility:** This European title also offers the winning destination an important media coverage at the time of the results but also throughout the year (+ 74% of media coverage for Bordeaux elected best European destination 2015). The positive impact of this award is still palpable several years after (more hotel investments, new airlines). The victorious destination is also more advertised by cruise lines and tour operators.

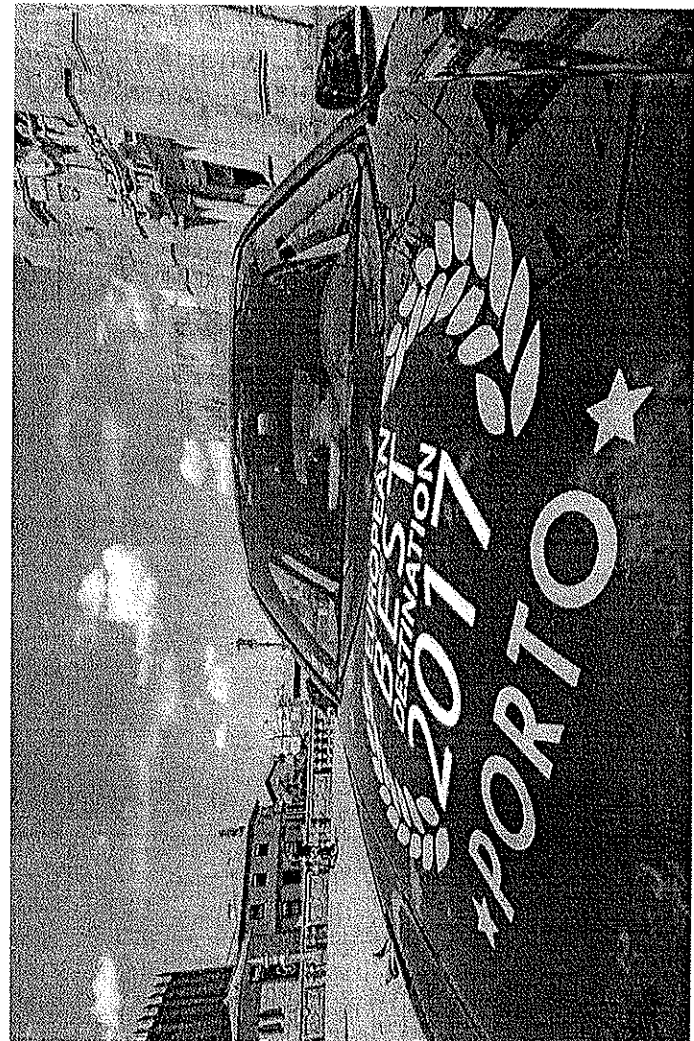
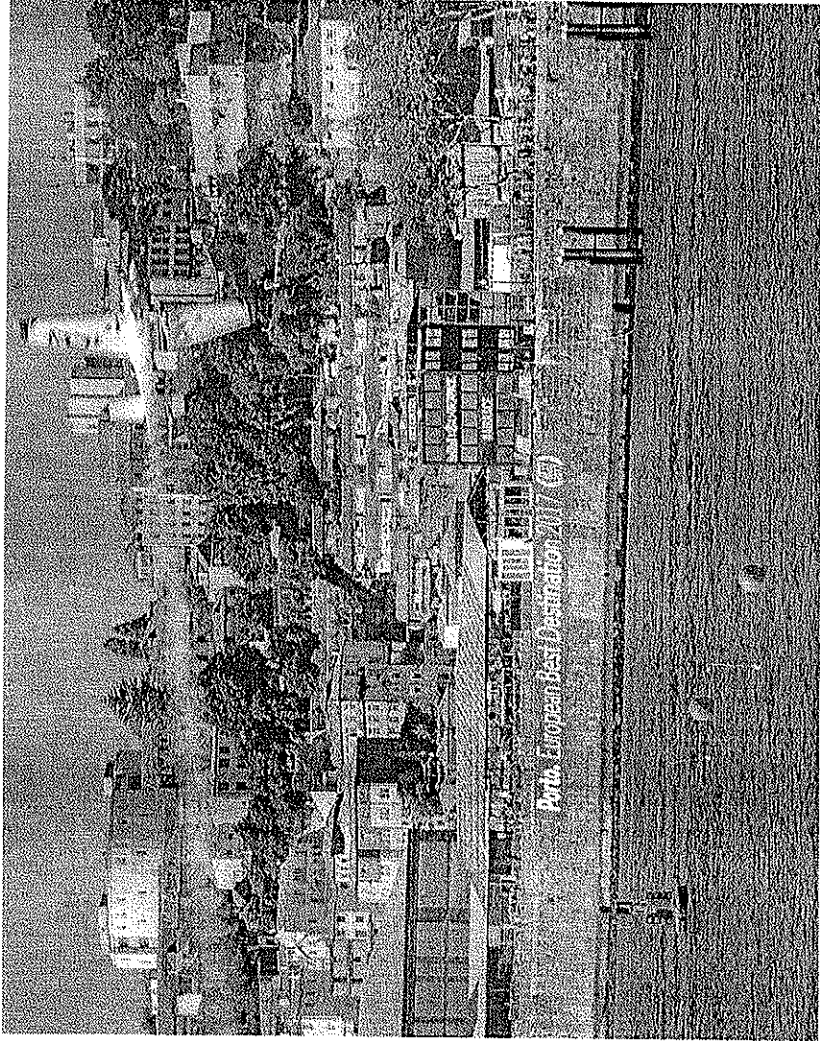
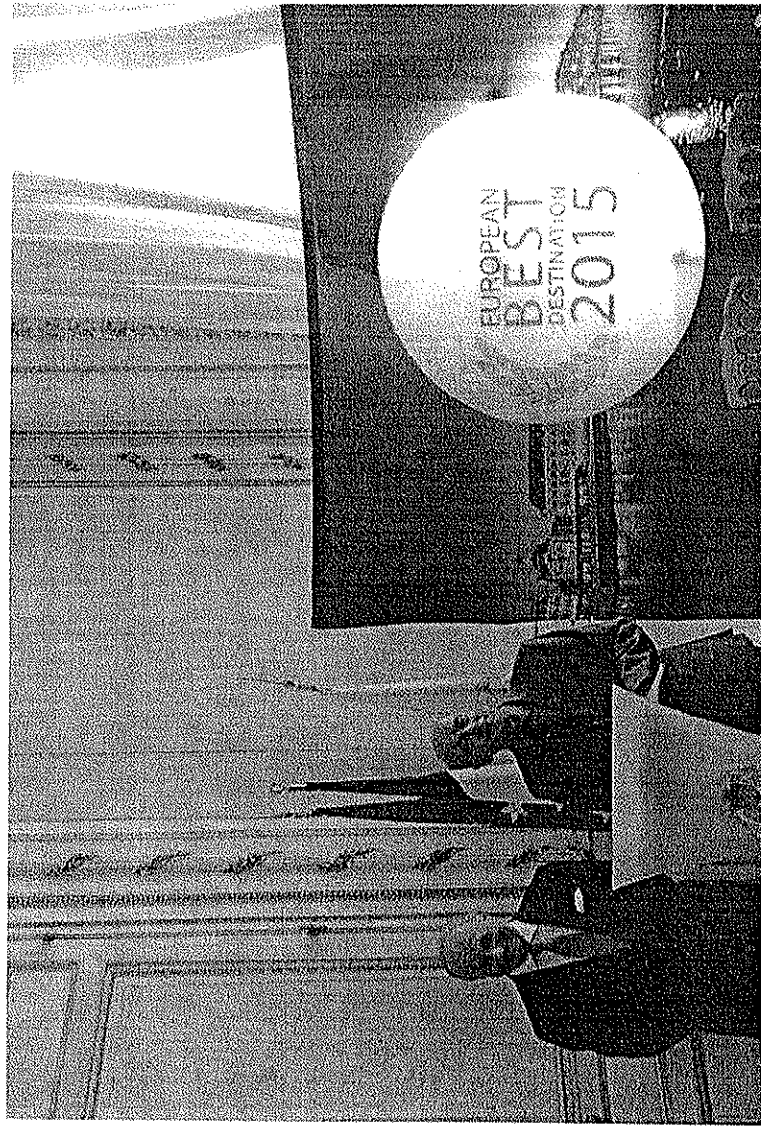
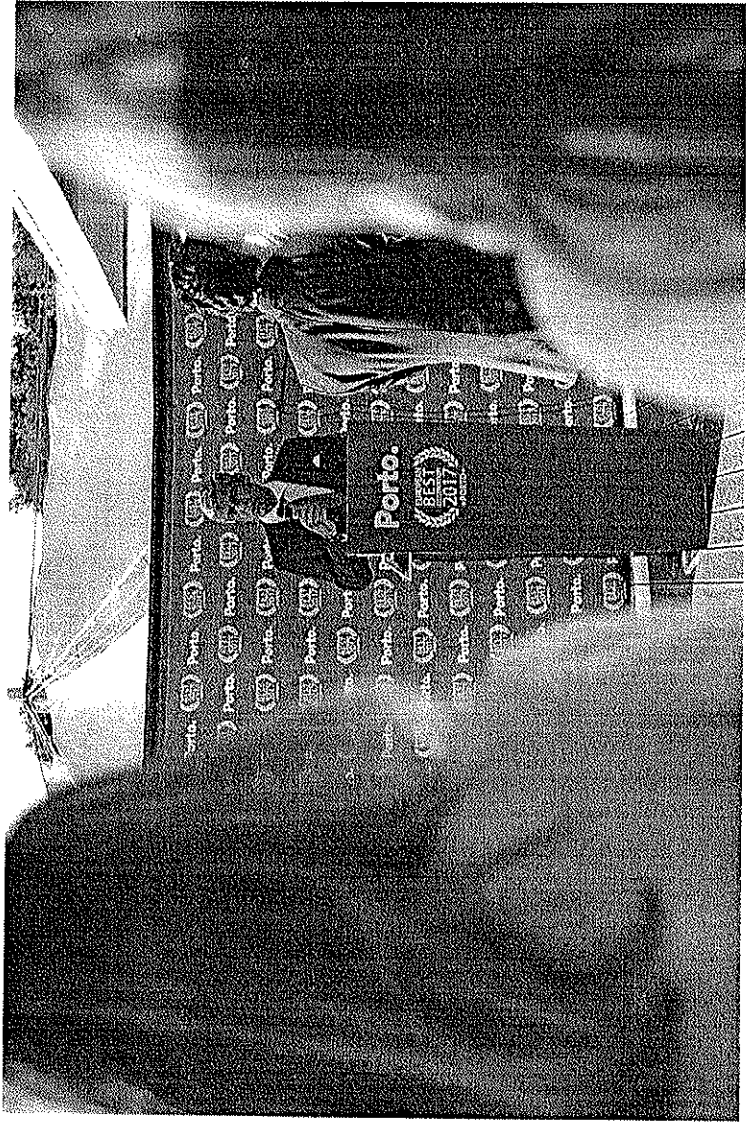
## An award ceremony

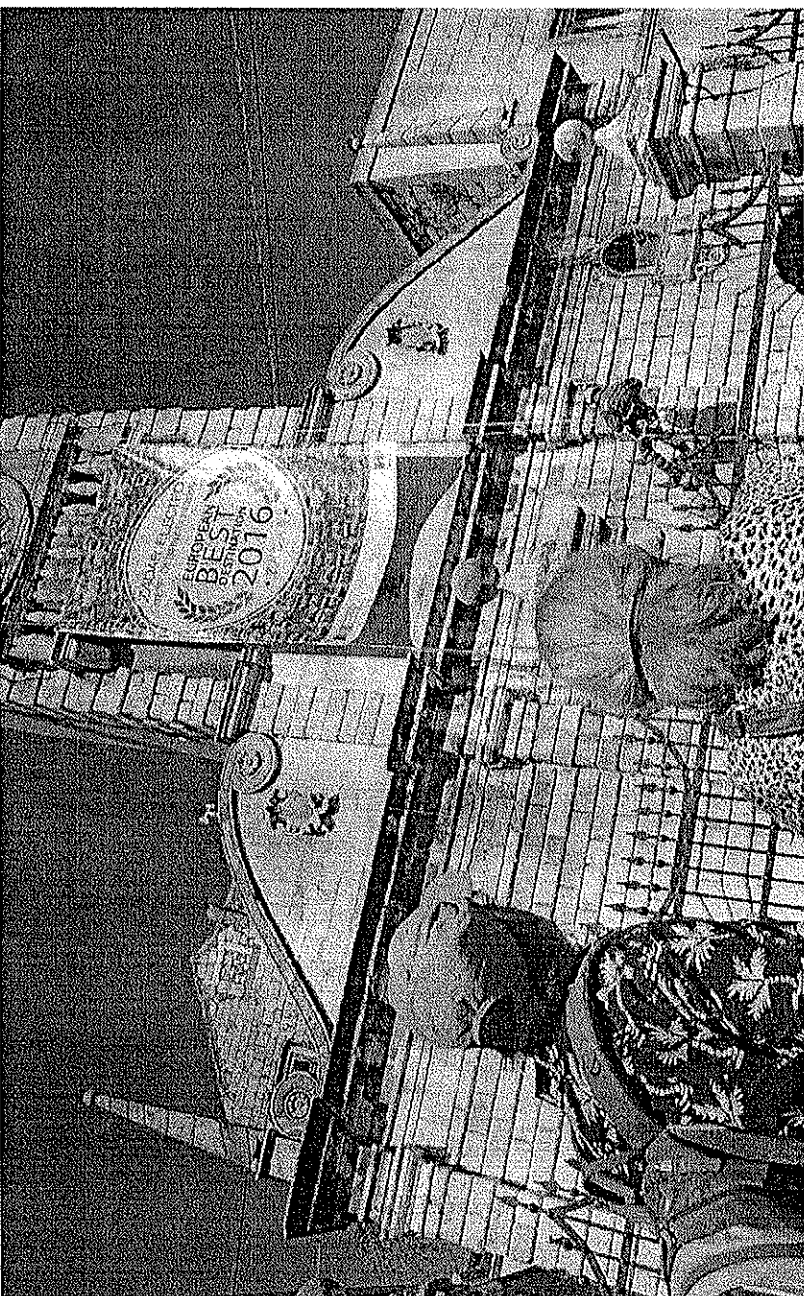
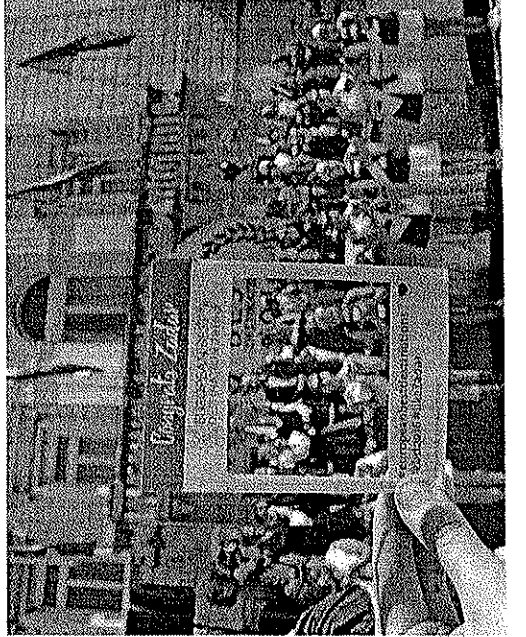
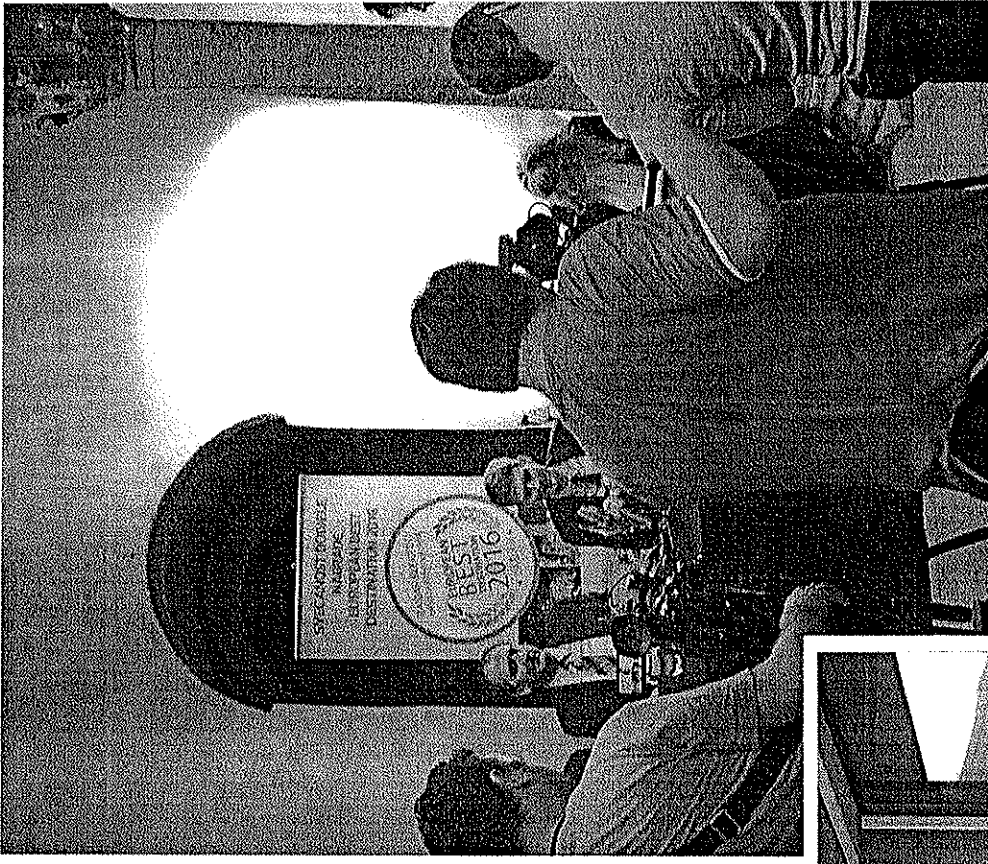
The official "European Best Destination 2018" award will be delivered to the authorities of the city of Wrocław in the coming weeks. For the first time since the creation of this competition in 2009, an official representative of the past awarded destination (Porto) will join to this event and pass on the trophy and share their experience to make the most of this prestigious award.

## Use of logo European Best Destination 2019

The 2019 best destination will be authorized to use the title and affix the "European Best Destination" logo on all its communications, adverts, website and photos.

**The destinations in our Top 15 can also use the logo by indicating that they have been chosen as one of the best destinations in Europe;** we will share their news, photos and videos throughout the year via our website to millions of travellers and via our major social networks.





# Substantial media coverage

The election of the European Best destinations receives substantial coverage right across all the various media in Europe. The main national newspapers, specialist press, blogs, specialized sites, television and social networks etc... ensure that the winning city and the other top destinations are fully covered.



This election generates a great deal of interest for various reasons. First of all it gives European travellers a voice by casting their vote. Secondly, it is organized by an independent organisation.



# They are talking about us



Mr Rui Moreira, the Mayor of Porto says :

"Such a media coverage is of considerable value and demonstrates that it is possible to mobilize the communication and people about good causes. People usually mobilize about protests or negative causes. In this case, we have proved that we can mobilize the media and a whole city about a positive cause which benefits everyone by leading tens of thousands of people to vote online in a European election, at low cost."



ITW of Nicolas Martin, Executive Director Bordeaux Tourism :

The year was exceptional in terms of tourism growth with an **increase of 10.7% in international arrivals** in Bordeaux Merignac Airport (source GDS / Forward Keys) or of **12.26% in hotels progression of Revenue per room (RevPar)** for all categories (source MKG). Most nationalities are increasing, especially this year European travellers (British, Spanish, German, Swiss, Belgian, Italian ...). It is undeniable that the fact of being elected European Best Destination 2015 has contributed to this result, press fallouts after winning this title have been global and massive.

# Our actions

European Best Destinations is an organization based in Brussels and developed to promote culture and tourism in Europe. In partnership with the participating tourism offices and the **EDEN Network created by the European Commission**, we promote a better understanding of the wealth, diversity and quality of European destinations.

Speaking to an audience of e-citizens, European Best Destinations plays an important role in promoting Europe as the number one destination in the world. It has become the meeting place for tourism offices and world travellers, a main gateway to the discovery of Europe, the **most visited website dedicated to tourism in Europe**.

Since 2009 EBD has been working with major tourism offices in Europe to reward and highlight the best destinations via its website and social networks (+5 million visitors and thousands of followers on Facebook, Twitter, Google+ Pinterest and 60,000,000 euros of media coverage).

We are proud to announce that we have all the main European Tourism offices on board and our footprint covers over 260 European Destinations: from Aachen to Zagreb!

Worldwide travellers have access to the best photographs, videos, best tours and activities, travel guides, top things to do and the main social networks for over 260 destinations.



Total Visitors  
**5,400,000+**



Destinations  
**260+**



Followers  
**90,000+**



Media coverage  
**€ 60,000,000+**

# Take part in this great event

Validate your candidacy



Contact us:

Phone : 0032.494.92.02.54

[contact@europeanbestdestinations.org](mailto:contact@europeanbestdestinations.org)



[www.europeanbestdestinations.com](http://www.europeanbestdestinations.com)