



## Integrated Promotion Campaigns

Press trips, advertising campaigns, photo-video content



## International Fairs and Events

Tourism fairs, B2B meetings



## Medical Hub

Integrated platform, medical partnerships



## Academic Hub

Online and OOH campaigns



## MICE tourism

Fam trips, MICE guide, local collaborations, meeting planner guide



## Promotional Materials

Multilingual brochures, promotional videos



## Local Gastronomy

Culinary tours, collaborations with influencers



## Destination Management Strategy

Public consultations, sustainability priorities, research



## Historical Landmarks in the Touristic Circuit

Thematic tours and events



## Accessing Funding



## Partnerships with HoReCa

Training courses, collaboration platform



## European Knowledge Exchange Networks



## International Partnerships

## Marketing

## Local Tourism Boost

# 2025 Action Plan

## Visitor-Friendly City



Tourist Mobility



Souvenir Shop



Timișoara City Card



Online Platforms



Interactive Children's Museum



Timișoara Award for European Values - Second edition

## In the Local Community



Free Guided Tours for Locals  
Weekly thematic tours



Education and Projects in Timișoara Schools  
Student tours, interactive workshops