

## **Nicholas Montemaggi - CMO iambassador**

First of all I would like to say that it is a great honor for me to have the chance to be here at the 7th Advisory Forum of the Cultural Routes of the Council of Europe, also because I have three personal reasons:

1) I like always to introduce myself as a "son of the tourism" since my mother is German and my father is Italian and they met on the beach in the 80s in Rimini;

2) I am the perfect example of the Erasmus generation, having had the chance to study abroad in Ireland, and I currently live and work in the Netherlands;

3) this year it is not only the 30th anniversary of the Cultural Routes of the Council of Europe, but as well my 30th birthday, so I can say that I am a son of the Cultural Routes as well

I work for iambassador, an influencer marketing agency based in Amsterdam, and we work with international brands and destinations from the tourism sector and develop innovative digital marketing campaigns.

In Summer 2016 we had the pleasure to collaborate with the Cultural Routes of the Council of Europe on the project Crossing Routes Blogging Europe, where we sent six international travel influencers and video-makers from the key markets of the Cultural Routes of the Council of Europe (Brazil, China, Canada/US, India and Europe) to take part at a program organized in the Austrian part of the Transromanica and in the Serbian part of the Roman Emperors Danube Wine Route.

The results of this project resulted in different articles/blogposts and a video that reached a wide audience in the different markets and created awareness and interest of the Cultural Routes of the Council of Europe.

It is important nowadays to consider in every communication strategy to work actively with digital and influencers. People today spend daily more and more time online, also thanks to smartphones and now even more thanks to the fall of the roaming charges within Europe. For this reason a strong online presence in different languages and on important travel websites is requested, in order to feed interested users and possible future travelers and tourists with information about a destination, in this case the Cultural Routes of Europe.

We hope that we will have the chance to cooperate in the near future again with the Cultural Routes of the Council of Europe in order to promote these on the international markets.