

Social Round



**Tournée Sociale
Vinum & Spiritus
Belgium
2021 > 2021
#AwarenessRaising #On-trade
#SocialMedia**



Objective

To ensure the safe reopening of the hospitality sector for both the staff and patrons.
To encourage consumers to enjoy in moderation and to stay safe.

Description

The online #TournéeSociale campaign ran in May 2021 to ensure that the reopening of the hospitality sector took place in the best conditions. “Tournée” is a reference to conviviality, and “Sociale” is a reference to socialising whilst respecting the rules.

All partners distributed a visual (see attachments) accompanied by the #TournéeSocial hashtag. Four important messages were shared:

- Respect closing times: do not stay longer than planned.
- Respect the measures: when getting up from your seat you must wear a mask.
- Keep an appropriate distance: stay 1.5m from other tables and don't go to other tables even if you know someone.
- Enjoy in moderation: enjoy, but don't forget to hydrate regularly with a non-alcoholic drink if you are drinking alcohol.

Customers were encouraged to share a photo on social media of enjoying themselves whilst respecting new rules and using the #TournéeSociale hashtag for a chance to win a surprise gift.

A second wave of took place in December with more partners taking part. The key messages this time were:

- Help catering managers and staff: spontaneously show your Covid Safe Ticket (CST) upon arrival.
- Respect the measures: when getting up from your seat you must wear a mask and respect the opening hours.
- Keep an appropriate distance: stay 1.5m from other tables and don't go to other tables even if you know someone.
- Enjoy in moderation: enjoy, but don't forget to hydrate regularly with a non-alcoholic drink if you are drinking alcohol.

Partners

Belgian Brewers - May and December

Fevia (Belgian Food Industry Federation) - May and December

Febed (Belgian Federation of Beverage Distributors) - May and December

Horeca Vlaanderen (hotel, restaurant, catering Flanders association) - May and December

VIWF (Association of Belgian water and soft drinks industry) - May and December

Horeca Brussels (hotel, restaurant, catering Brussels association) - December

Horeca Wallonie (hotel, restaurant, catering Wallonie association) - December

UNIZO, UCM, (Unions of Self-Employed Entrepreneurs) - December

COMEOS (Belgian trade and services association) - December

Event Confederatie (Event Confederation) - December

Results

12 associations took part along with many independent venues.

Downloads

Photo gallery



