



Evropski kmetijski sklad za razvoj podeželja: Evropa investira v podeželje

Lokalna akcijska skupina med Snežnikom in Nanosom

# Marketing promotion in GREEN KARST DESTINATION - LAG BETWEEN SNEŽNIK AND NANOS

Estonia, 28.9.2017

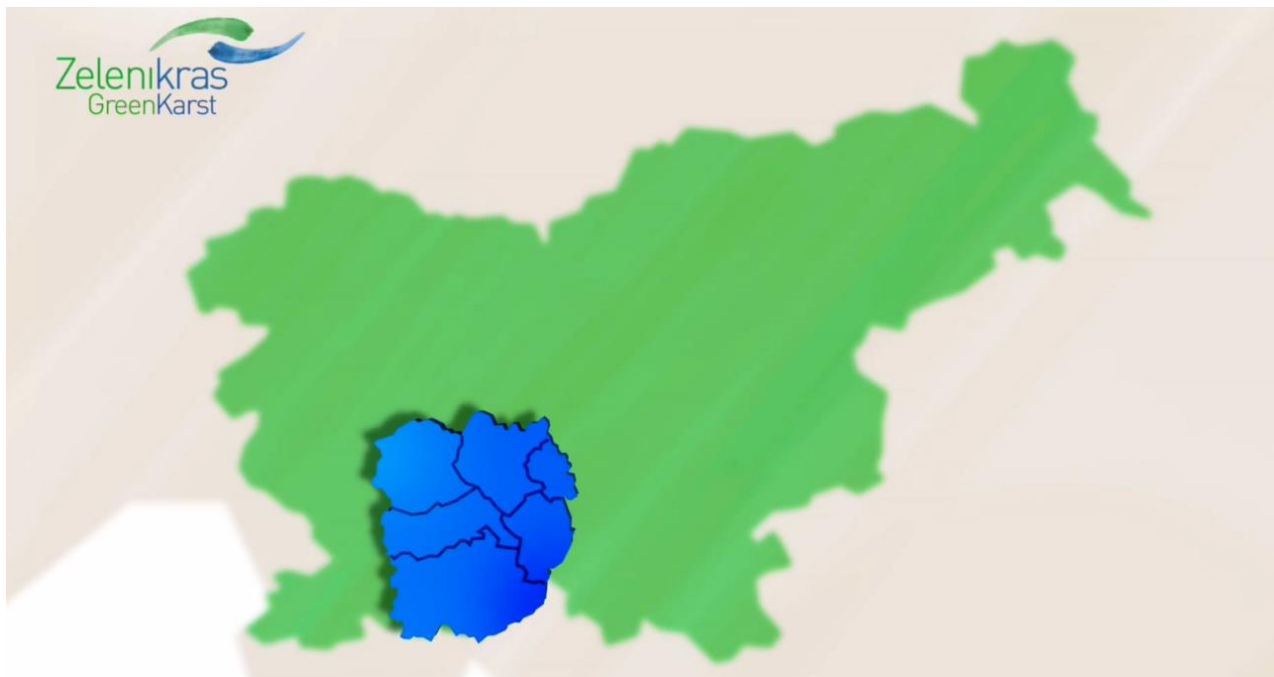
Anita Kranjc, Municipality of Postojna



# GREEN KARST TRADE MARK

Trade mark for entire region:

Municipalities Bloke, Cerknica, Ilirska Bistrica, Loška dolina, Pivka, Postojna  
(LAG Med Snežnikom in Nanosom in LAG Notranjska)



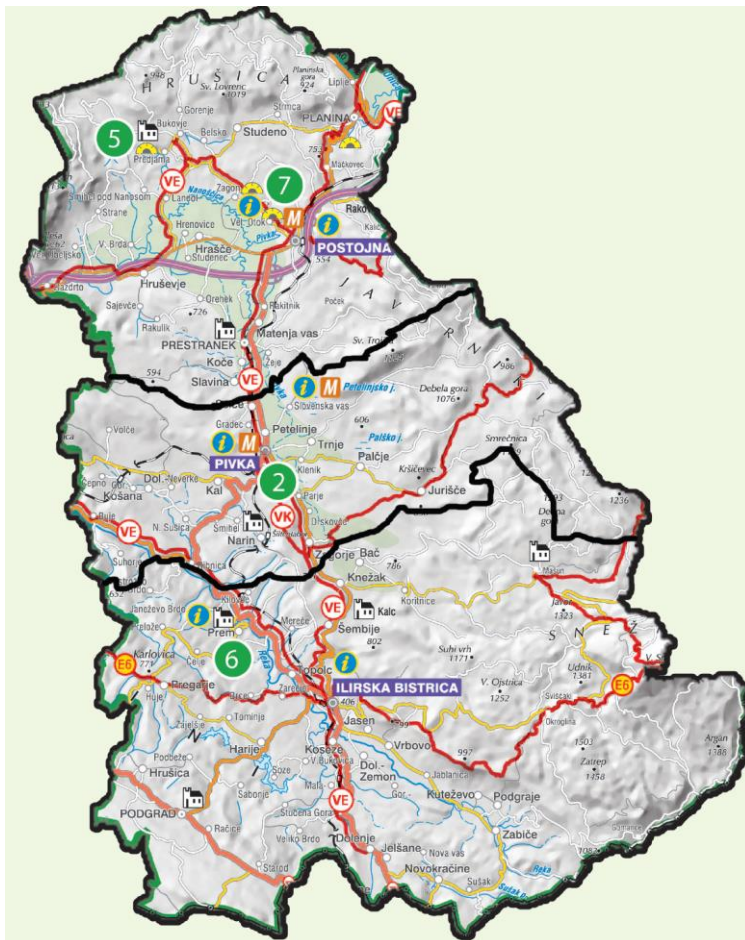
Primorsko –  
Notranjska  
Region has

1.456 km<sup>2</sup>

52.551 inhabitants



# LAG BETWEEN SNEŽNIK AND NANOS



- *Area of the LAG's activity:*

The area on which the LAG carries out its activities has 973,2 km<sup>2</sup>. The area, which the LAG covers, has no town with more than 10,000 people.

It is divided into three municipalities: Ilirska Bistrica (57 settlements), Pivka (29 settlements) and Postojna (40 settlements)

- *Number of people living in the area of the LAG's activity:*

The area covered by the LAG has 35.750 people (av. 36,73/km<sup>2</sup>)



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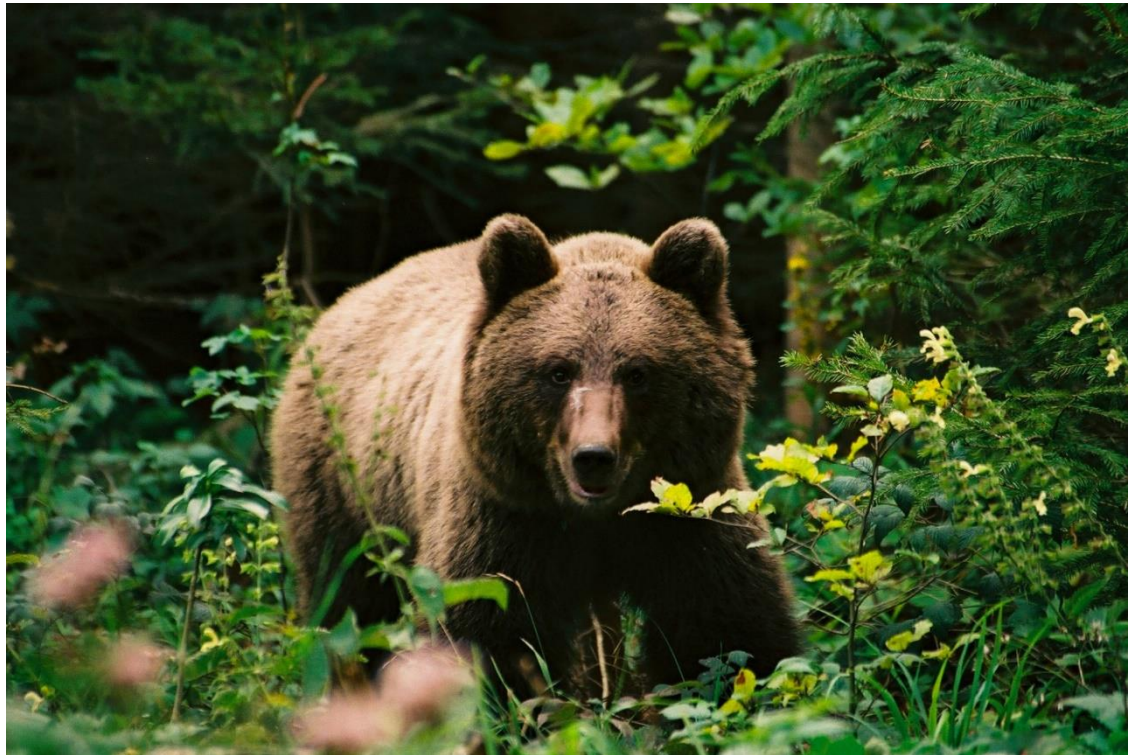
# Zelenikras

- Name emphasizes key characteristic of the area: **green karst nature**
- Trademark connects different aspects from all parts of the region
- Main goal is to **connect** and at the same time **increase brand awareness** of geographical area, tourism providers, public institutions and companies



# Green Karst Strategy

- Niche markets
- Differentiation
- Deseasonalization



Opazovanje in fotolov rjavega medveda v njegovem naravnem okolju

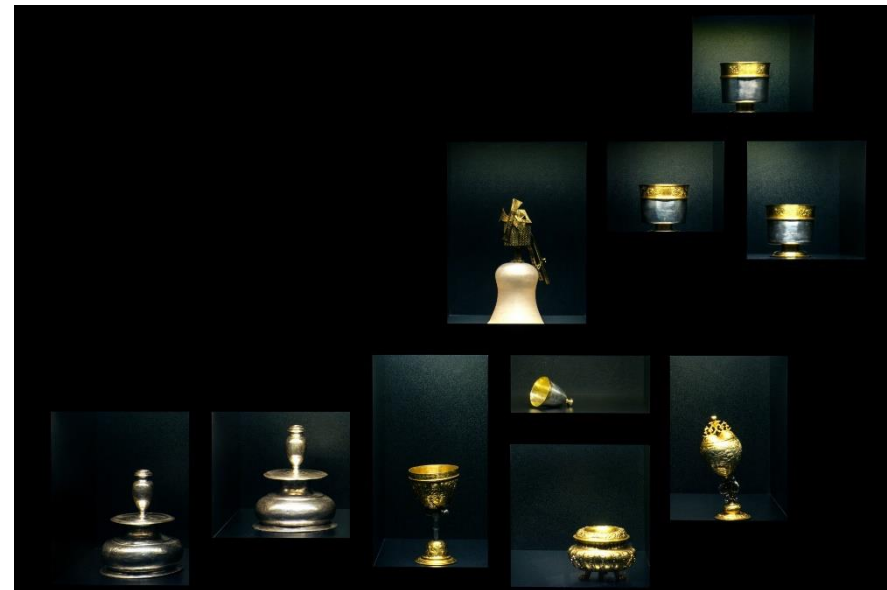


# What is Green Karst as a destination?



Križna jama – one of a kind experience of mysterious underground world)

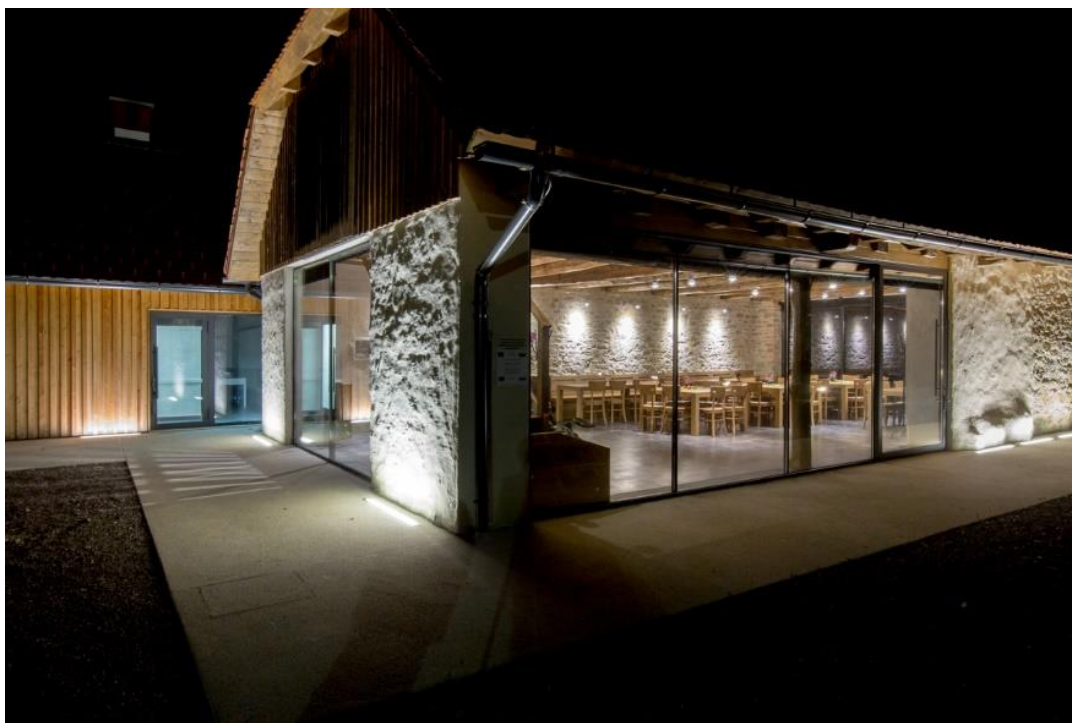
Prejama treasure in Karst museum Postojna





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- Connection between nature and culture
- Authentic flavours and local cuisine



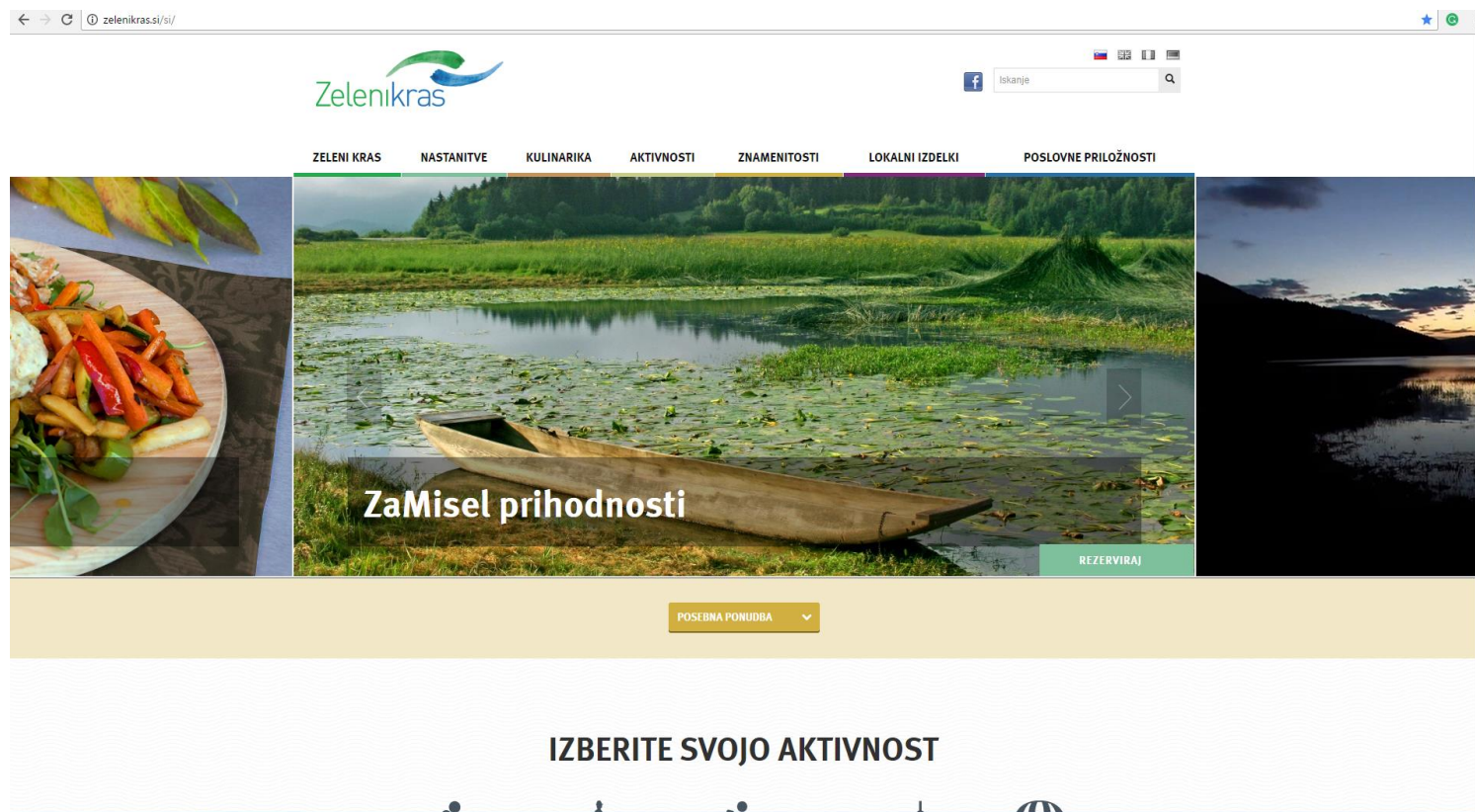


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# What did we achieve?

- Joint destination management(RDO)







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# DMO

- Promotion and marketing of entire destination Green Karst
- Promotion with joint brochures, fairs, maps, fam trips, articles...
- Education of tourism providers in the destination
- GOAL: To increase **growth and development** of quality and sustainable tourist products and building a **strong and recognizable** tourism brand



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# DMO VISION

- Effective model of management, connecting and marketing of tourism products under Green Karst brand
- Become recognizable tourism destination





# Results

- **Continuity** in the tourism sector (work with locals)
- **Constant connection** with tourism providers from the destination
- In 2016 **65,0% more overnights** compared to 2013
- Development of new tourism offer: in 2016 **32% more tourist providers** than in 2013

Gibanje prihodov Zeleni kras

