

Development Plan Julian Alps Biosphere Reserve Sustainable Tourism Destination 2016 - 2020

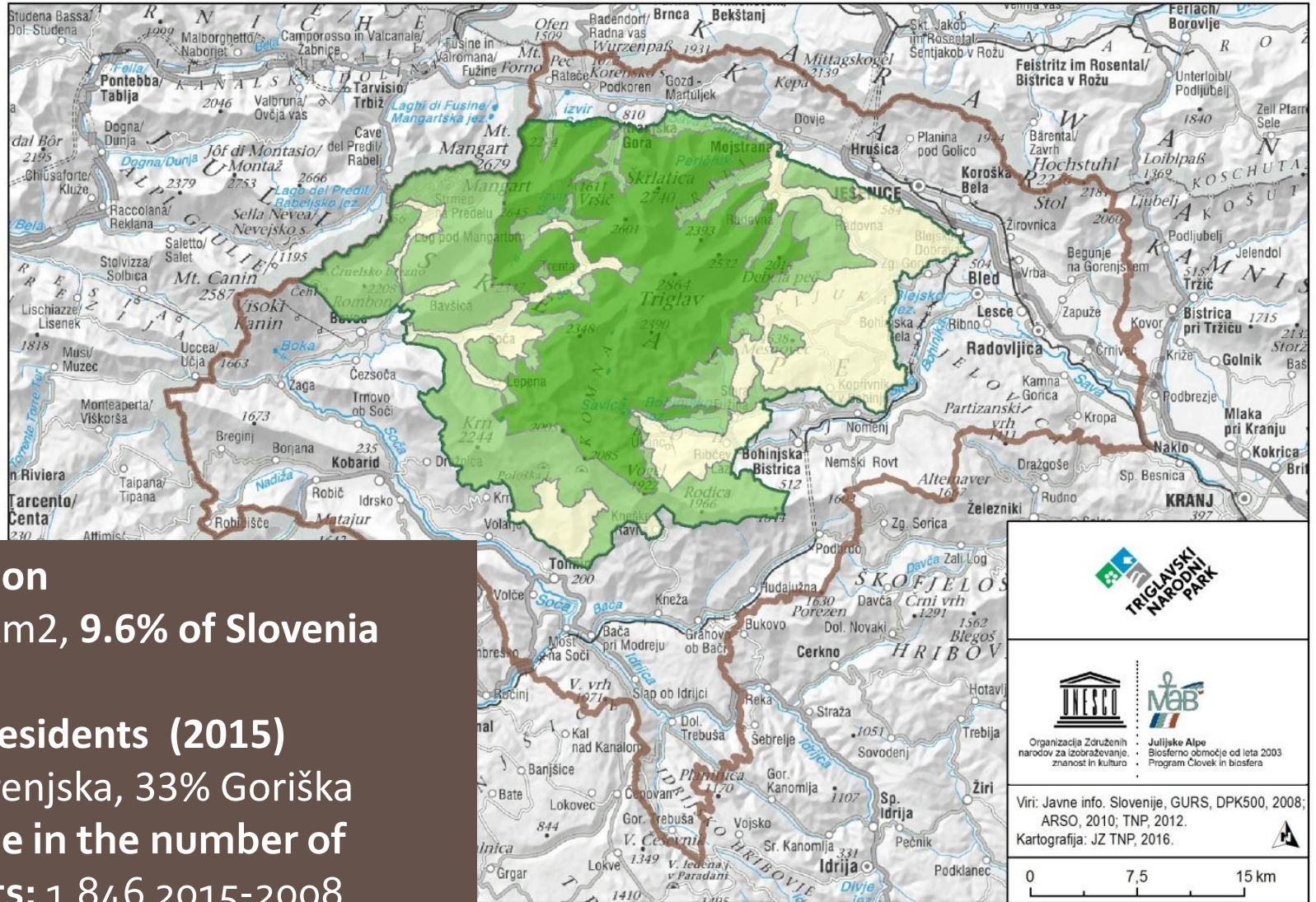
Marketing Promotion

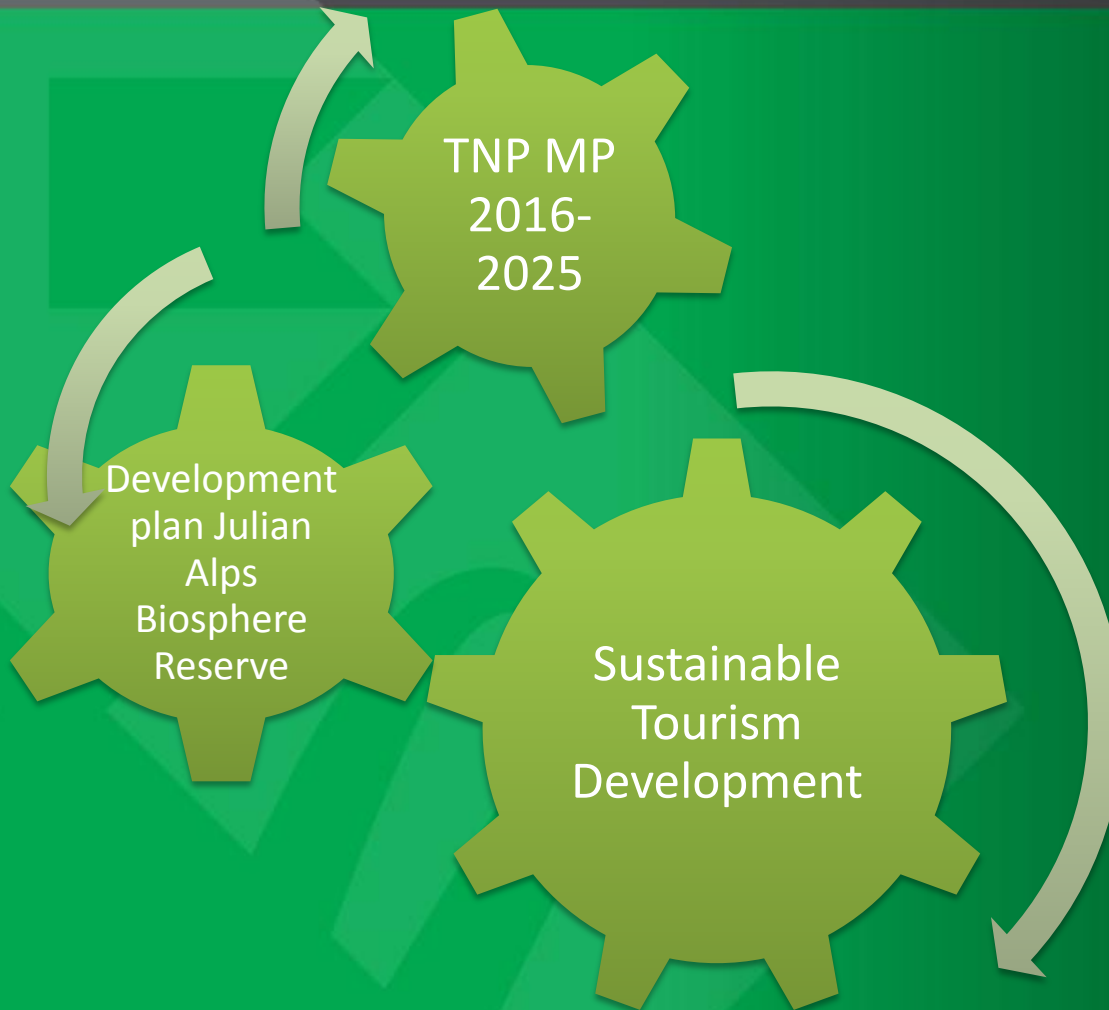
Majda Odar, Triglav National Park Public Institution
Roosta, september 2017



TNP:
83.982 ha
= 4% of SLO

Biosphere Reserve Julian Alps





Visitor
Monitoring

Visitor
Management

Sustainable
Tourism

Reaching
protection
and
conservation
aims

Tourism in Julian Alps 2014

Julian Alps in Slovenia

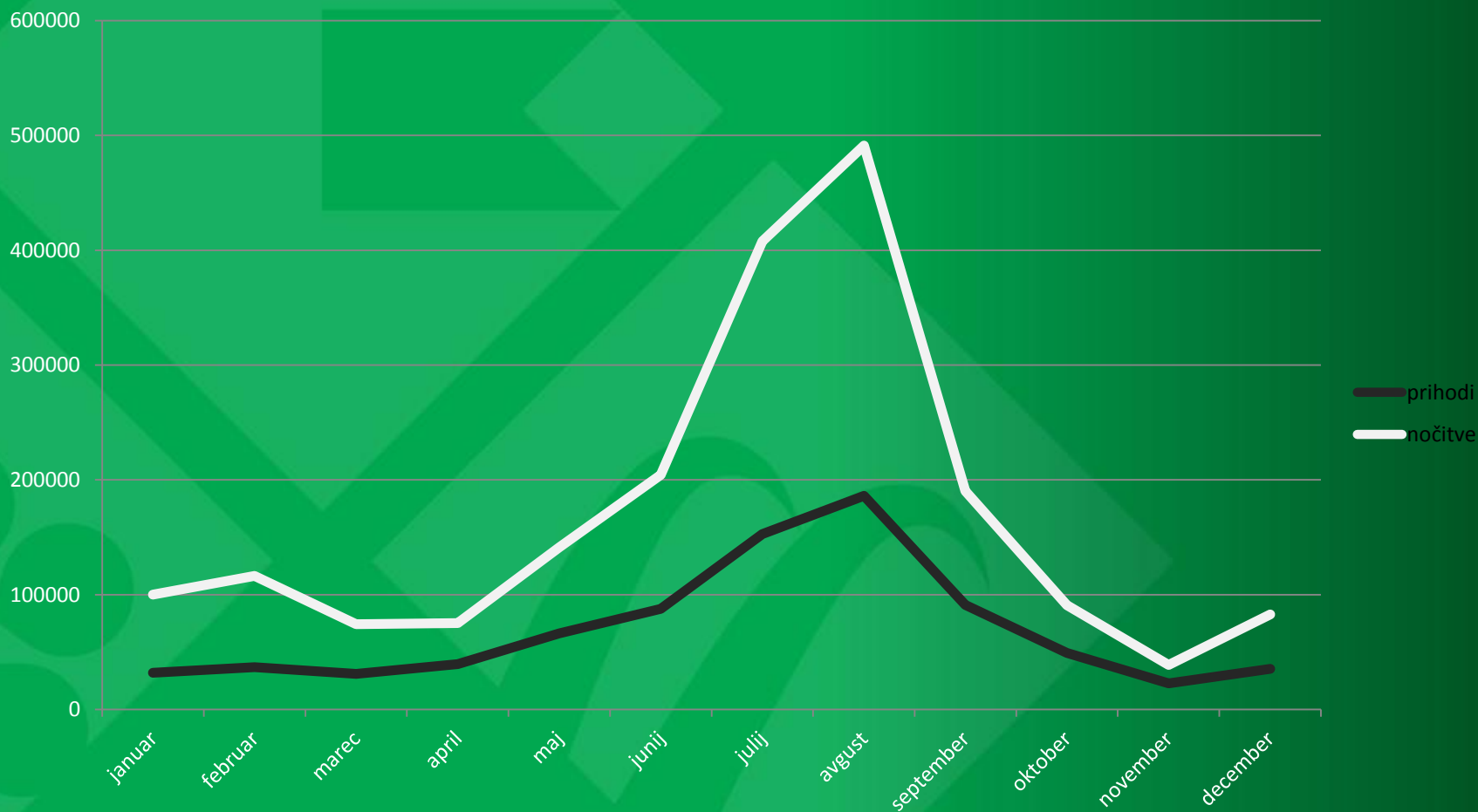
- 30,474 beds = **24.7% Slo**
- 732,859 incomes = 20.7% Slo
- 1,880,047 nights = **19.6% Slo**
- 2.57 days – average length of stay < Slovenia (2.7)

Trends 2013- 2014

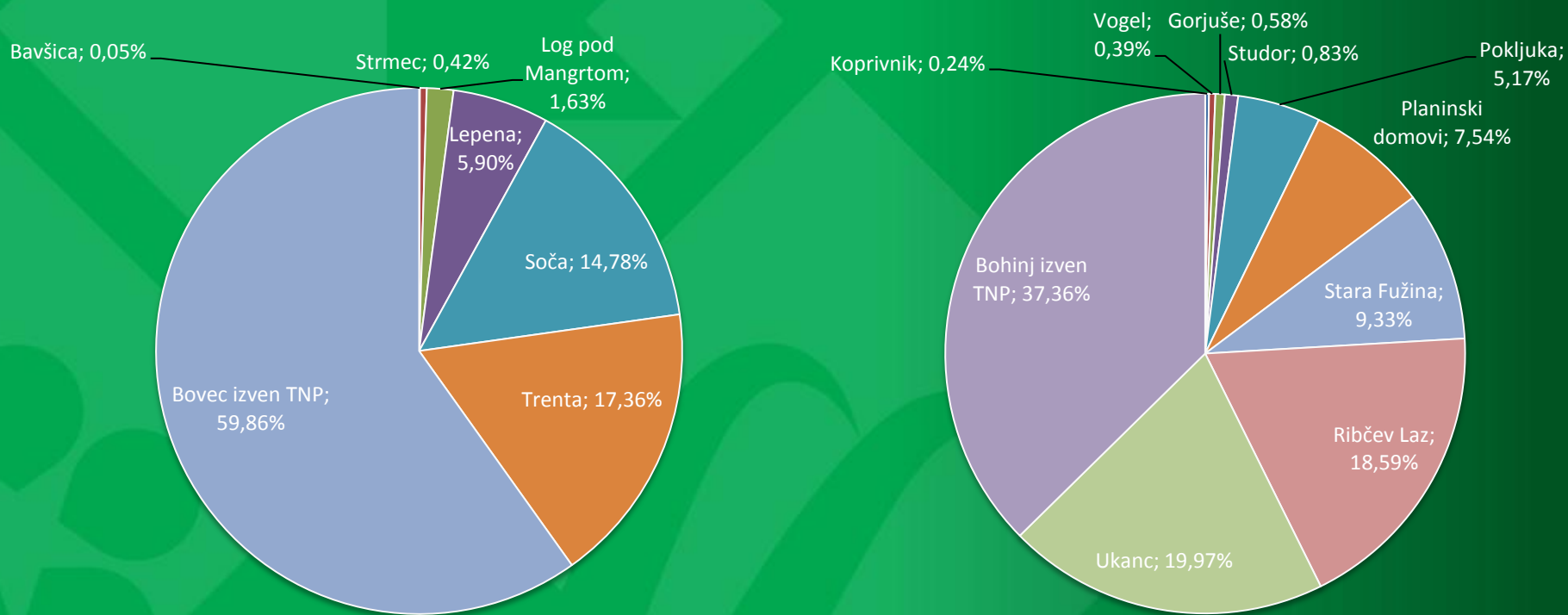
- 14.8% revenue growth > Slo 14.2 % ↗
- 5% growth night > Slo 2.9% ↗
- 12% fewer domestic tourists ↓
- 24.8% more foreign tourists ↗

11,7 % English	4,4 % Great Britain	4,1 % Czech republic	3,8 % Croatia
8,6 % Italy	4,4 % Austria	3,9 % Nederland	3,3 % USA

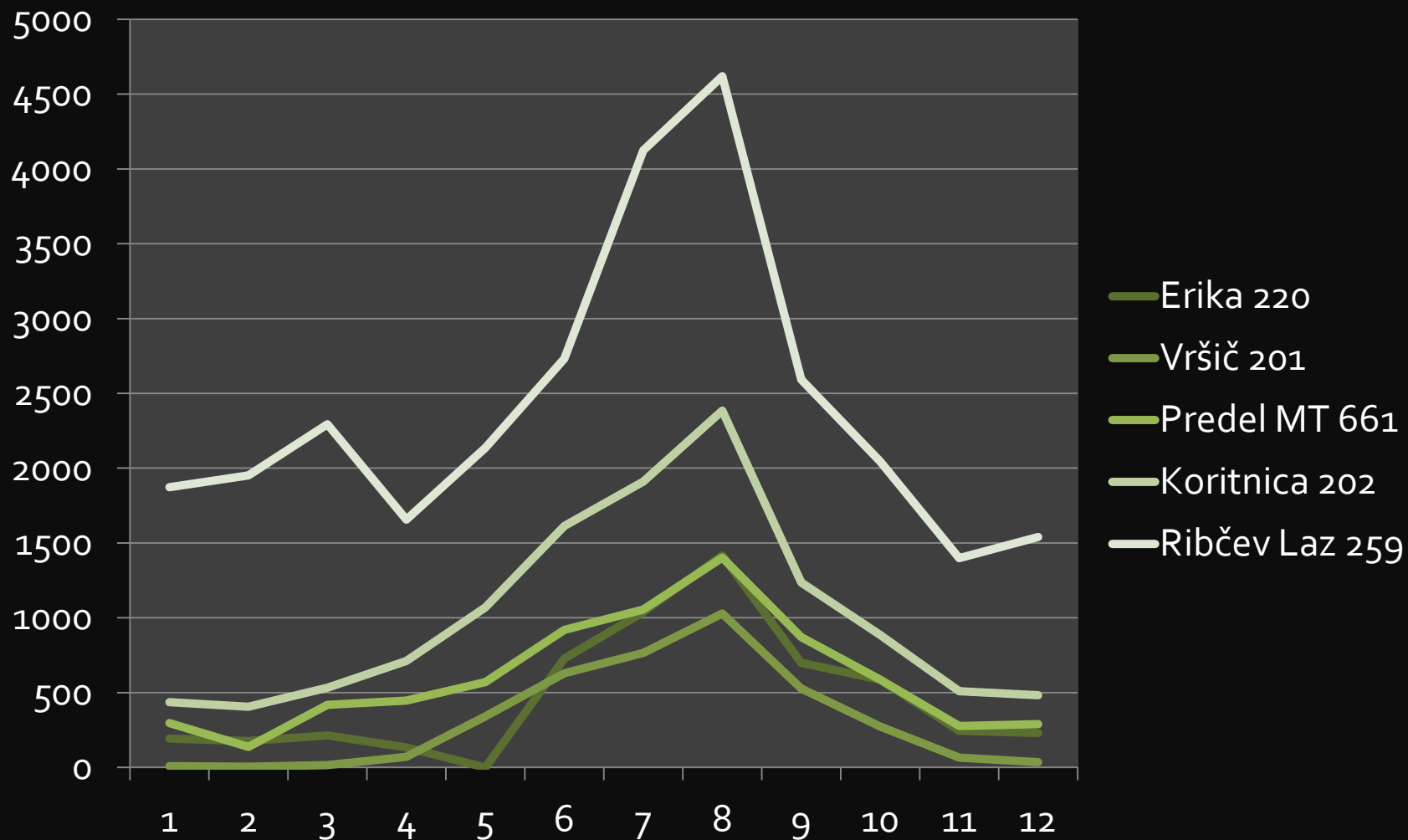
Tourist Arrivals and Overnight Stays 2015



Overnight stays in municipalities Bohinj and Bovec (largest share in the area of TNP)



Motor vehicle numbers at selected points 2014



5 common development challenges

- Reaching the protection and conservation aims of NP
- Julian Alps Biosphere Reserve demographic decrease
- Low added value in tourism
- 60% of all guests in period June – September
- Low sustainable mobility development

CHALLENGE: How can we help reverse negative trends in tourism and better use the existing tourism opportunities ?

JULIAN ALPS BIOSPHERE RESERVE: COMMON DESTINATION STRATEGY



MISSION OF JOINT ACTIONS OF THE BR JA

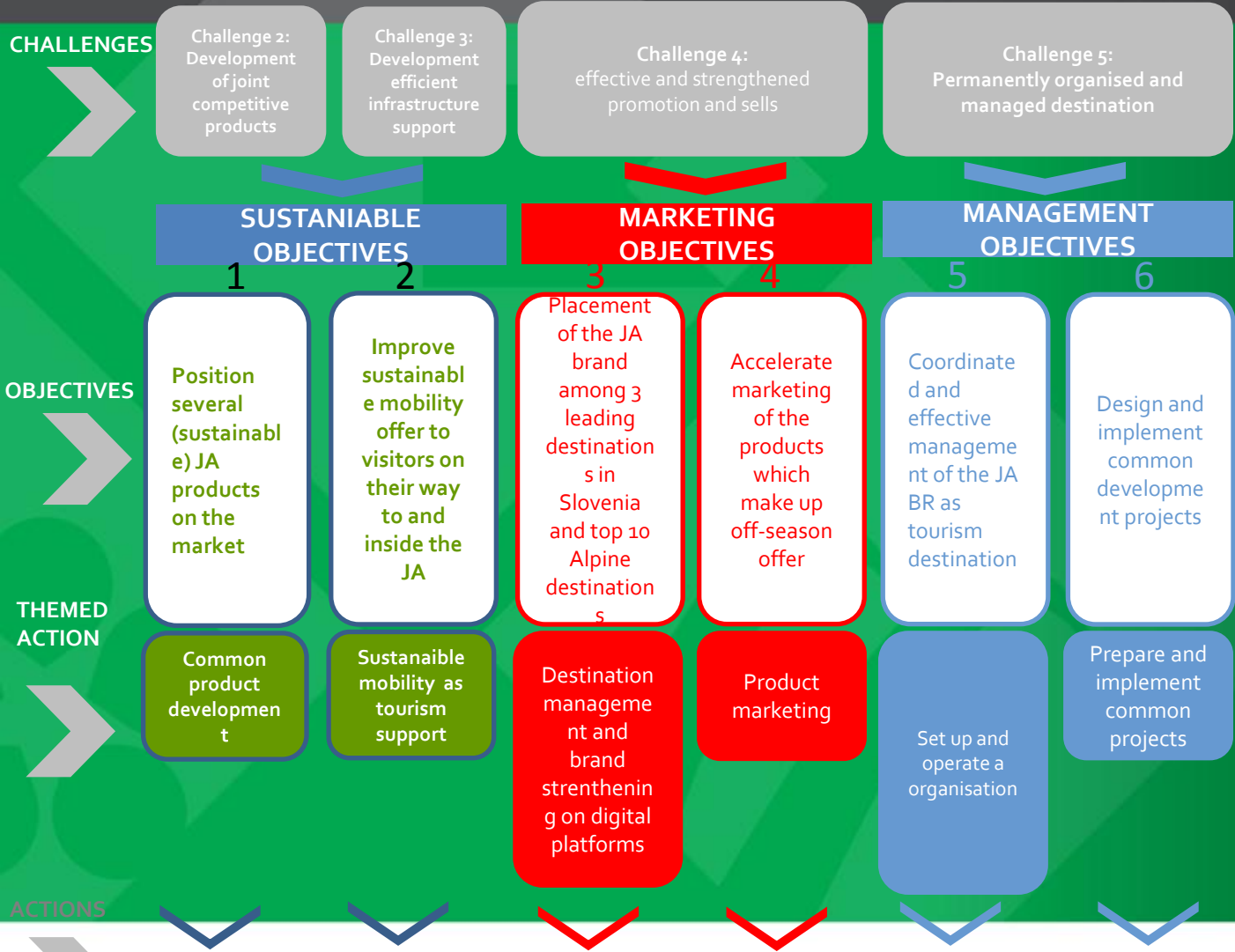
We have joined to:

WORK TOGETHER ON DEVELOPING the sustainable tourism offer,

- ACHIEVE higher VISIBILITY and COMPETITIVENESS
- SUCCESSFULLY COPE with balancing nature and culture conservation and tourism development .

Strategic development model

Challenge 1: Conservation and protection Triglav National Park biodiversity, landscape, natural and cultural heritage = single concept of sustainable tourism development



WE IDENTIFIED 6 POSIBILITIES FOR EACH OBJECTIVE

WHERE PARTNERS SEE OPPORTUNITY FOR JOIN WORK ON PRODUCTS IN THE JULIAN ALPS

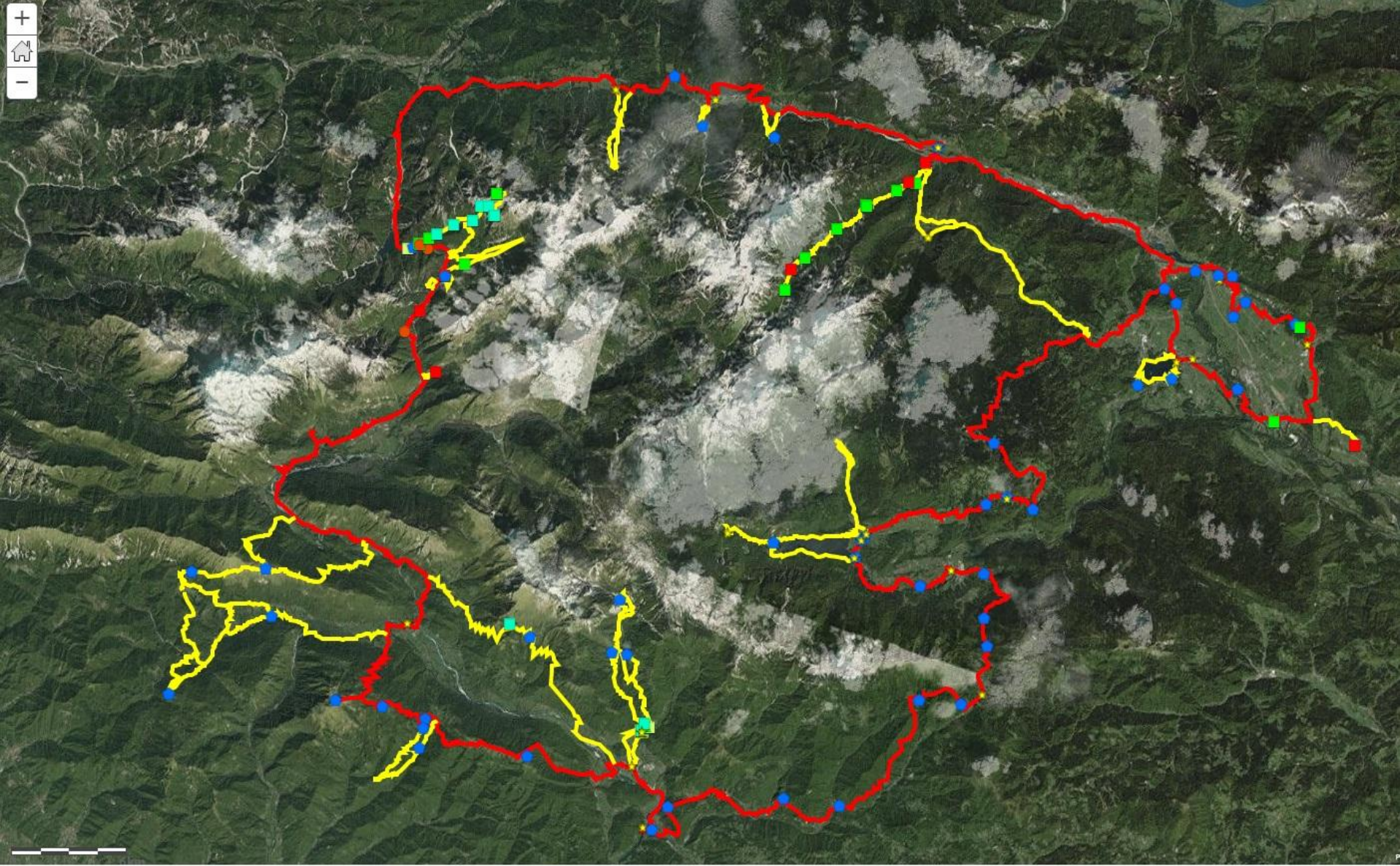
WE IDENTIFIED 6 PRODUCT AREAS

We cooperate on different levels - guidelines and activities are described below

	1.	2.	3.	4.	5.	6.
Produktna področja	MOUTAINEERING	WINTER	EVENTS/ FESTIVALS	GASTRONOMY	FISHING/ FLY FISHING	CYCLING
Work concept	New JA circle walking trail – development of new products	JOINT PROMOTION and conected offer	Expanding successfull festivals to other destinations and selection of the best 2016 /2017	Connecting gastronomy and events (The Best Of) 2016	Coordinated promotion & JA Fishing Trail 2016	JA Distance Cycling Route 2018+
Priorities	DEVELOPMENT Product priority Instant start	MARKETING Product priority Instant start	MARKETING Product priority Instant start	MARKETING Product priority Instant start	MARKETING Product priority Instant start	Long turn goal
Aspected outcomes	JULIAN ALPS TRAIL	JULIAN ALPS SKIPASS	Implementaion of good festival practices (JA Hiking Festival, Wild Flower Festival)	Selection of representative JA dishes and best gastronomy offers	Themed fishing trail	JA cycling route (circle route)

Off season products

Product strategy:



9/13/2017

Sustainable Mobility for locals and tourists

Kje vidijo partnerji priložnosti za ukrepanje na področju TRAJNOSTNE MOBILNOSTI?

→ Potrebna je celostna strategija prometa in trajnostne mobilnosti Julijskih Alp

Ukrepi	1. Javni prevozi	2. Transferi in alternativne oblike mobilnosti	3. Informiranje in promocija zelene mobilnosti	4. Spodbujanje in pospeševanje rabe javnega prevoza	5. Prometni režimi in parkiranje ter infrastruktura za umirjanje in upravljanje prometa	6. Infrastruktura za kolesarje
Pričakovani outputi	<p>1.1 Usklajeni vozni redi bus-bus- vlak</p> <p>1.2 Prevoz koles na avtobusih in vlakih</p>	<p>2.1 Razviti in logistično povezani shuttle in drugi sistemi prevozov v Julijskih Alpah</p>	<p>3.1 On-line in tiskani uporabniško prilagojeni vozni redi in druge potovalne informacije</p>	<p>4.1 Promocijski mobilnostni paketi Julijskih Alp</p> <p>4.2 Mobilnostni popusti</p> <p>4.3 Kartica Julijske Alpe</p>	<p>5.1 Usmerjeni in nadzorovani sistemi centralnih P&R parkirišč na najbolj obremenjenih lokacijah v Julijskih Alpah</p>	<p>6.1 Ključne manjkajoče dolinske daljinske kolesarske povezave na Gorenjski in Goriški strani</p>



TOP TEMA
NOVE
FINANČNE
PERSPEKTIVE!

Marketing strategy

Where partners see the opportunities for marketing actions?				Need for a joint marketing strategy aligned with brand identity, market positioning concept and product strategy		
Actions	„HARD “ marketing approach: to establish marketing infrastructure			„SOFT“ marketing approach: to strengthen market presence		
	1. Upgrading the existing JA brand with creative message design	2. Joint Julian Alps web portal	3. Joint booking system Feratel	4. Joint promotional activities to enhance area visibility and visitation	5. Targeted joint marketing of joint products	6. Efficient positioning of the JA destination at the level of Slovenian tourism
Expected outputs	1.1 Upgrading of the JA logo 1.2 JA Brand book	2.1 Modern JA web portal	3.1 Coordinated joint booking system that will connect the JA area and all its providers	4.1 10 joint promotion activities per year 4.2 2 joint campaigns per year 4.3 Active visibility on 3 social networks	5.1 Active product marketing presence (in 2018 for 2 joint products)	6.1. Active partnership with STO

Market positioning

- First class connected Alpine destination which offers authentic, intense and responsible experience of unspoilt nature, culture and traditions of life
- **exceptional area of Triglav National Park.**

Umbrella trademark of Julian Alps Biosphere Reserve

NAME OF BRAND–

which name is used for the entire Julian Alps Biosphere Reserve

Julian Alps

It is used for marketing communication –

In terms of the description of the place as visual communication (logo containing the words Julian Alps).



Needs a refresh, partial renovation,
on the existing foundations.

TNP as a brand

Brand

Triglav National Park

= A brand which represents the basic feature and value of the destination – and is used as marketing foundation which defines the type and concept offers

It is a guarantee of quality – if we speak in terms of nature experience and rich Alpine area identity. The fact that it is a national park is of crucial importance.

The use of TNP name is NOT at the same level as the Julian Alps, but it is communicated through the content (what is TNP, TNP offer, TNP values ...). Both brands are present.

Brand

UNESCO MAB

UNESCO MAB is „quality brand“.

GOALS FOR THE FUTURE

SUCCESSFULLY IMPLEMENTED TOURISM PLAN

SET UP A FORMAL ORGANISATION

WORK ACTIVELY ON FUTURE PUBLIC CALLS FOR EU FUNDS

CONTINUE IMPLEMENTATION OF OTHER TOPICS, E.G. JA TRAIL, SUSTAINABLE MOBILITY DEVELOPMENT PLAN

INVOLVE NATIONAL PARK INHABITANTS IN THE IMPLEMENTATION OF DEVELOPMENT PLANS

CREATE OPPORTUNITIES FOR CONNECTING UNESCO JA MAB WITH OUR TRANSBOUNDARY PARTNERS IN ITALY (NATURE PARK JULIAN PRE-ALPS)

Good environmental policy is good economic policy.

Bernie Sanders

Hvala