Marketing activities for HT
Swot analysis
The Dolenjska tourist cluster
Vineyard cottages

Dragatuš, 26.9.2006
KOMPAS NOVO MESTO
established in 1991
3 stockholders
9 employees
Annual turnover: 3,000,000 €
Annual income growth: 10-15% (average)
ACTIVITIES

Specialists in inbound and outbound travel

- Wholesaling and handling with our own arrangements (40%),
- Airline tickets - complete service (23 %),
- Selling all kinds of arrangements for third parties (domestic and foreign travel agencies), rent a car, insurance, visa...(28%).
KOMPAS NOVO MESTO

- An official travel agency for Heritage trails in Slovenia
- Run The Dolenjska tourist cluster
MARKETING ACTIVITIES FOR HT

- Prepare different tourist programs and brochures (Short breaks, Theme tours)
- WEB SITE
- Domestic and int. Tourism fairs
- Study tours for tour-operators and journalists
- Promotional CD and DVD Slovenija
- Cooperation with STB and all other partners in project
SWOT ANALYSIS

I. STRENGTHS
As a new member of E.U. we are classified as a safe European country (we are not part of the risky Balkan area anymore).
2. SMALL COUNTRY WITH A VERY DIFFERENT OFFER

- Nowhere in the world can you find such a rich variety in such a small area (mountains, lakes, rivers, hills covered by vineyards and forests, karst with an unbelievable underground world, Adriatic coast, medieval towns, including Ljubljana, many churches, castles...)

strenghts
3. INTACT NATURE, RELATIVELY WELL-PRESERVED COUNTRY AND HERITAGE

- Slovenia, and especially Dolenjska and Bela Krajina has relatively untouched/preserved nature, interesting architecture (hayracks), natural beauties, rich heritage...
4. SAFETY AND HOSPITALITY

- Slovenia – one of the safest countries in the world. Especially in the south part of our country – you will find very hospitable people. You may trek wherever you wish without any problems about crossing private land.
Especially in the southern part of Slovenia you can find very reasonable prices for food and drinks, which are almost half the price of those in Ljubljana.
6. QUALITY HEALTH RESORTS

- Šmarješke Toplice, Dolenjske Toplice, Čatež with many swimming pools, saunas, massage centres...

- a good combination of wellness programs and heritage trails !!!
During the last few years we've conducted a lot of courses for our participants (tourist guides, tourist farms, bakers, meat and milk processors, language courses... )
SWOT ANALYSIS

II. WEAKNESSES
Because of that, we included other Slovenian sites in our tourist programs (Ljubljana, Bled, Postojna, The Slovenian Adriatic coast...) and combine it with Heritage trails through Dolenjska and Bela Krajina (we should consider our clients` wishes).
2. HIGH PRICES FOR ACCOMMODATION

- Our partners (tour-operators) are usually looking for 3*** hotel accommodation which is quite expensive in Slovenia (compared with Austria, Hungary, Croatia). Especially in our region we have good 4**** hotels which have quite high prices. One of the reasons for high prices is, that Slovenia has the least accommodation capacity per person in Europe.
Dolenjska and Bela Krajina have no tourist tradition except spa tourism. We are at the beginning so we must put a lot of energy in to preparing good tourist products and start good marketing. We should be patient, because we are working for the long haul and the results may only come after a few years - certainly not immediately.
Dolenjska and Bela Krajina are not included in the Slovenian tourist map. So we must do everything to win “domestic attention” to put us on the Slovenian tourist map so we are treated as an equal partner. This is also a condition for getting some financial support from the EU.
5. BAD TRAFFIC CONNECTIONS

- Unfortunatelley our region have very bad traffic connections between tourist destinations, so our individual passengers have to use their own car or rent a car and there are limited opportunities for using public transport.
SWOT ANALYSIS

III. OPPORTUNITIES
1. GROWING INTEREST IN CULTURAL TOURISM

- In the last few years we recorded increased interest in cultural tourism. Dolenjska and Bela Krajina have a rich heritage, especially archaeological heritage which confirms the very high level of development of our region from the stone age to the last antique century. Our archaeological sites are part of the most important archaeological heritage in Europe. In addition, we have a lot of beautiful churches, castles, monasteries, galleries...
2. POSSIBILITIES FOR ACTIVITY HOLIDAYS

- Hills, forests, valleys and rivers are sources for different kinds of activity tourism like walking, cycling, horseback riding, rafting, panoramic flights with plane or balloon, golf courses, recreation centres, wellness centers (Balnea). ... We could combine activity holidays with heritage tours.
3. LOW-COST AIRLINES

- At the moment we have two direct flights from London and one from Brussels to Ljubljana which are quite full. Airlines are satisfied with both lines. Now we are waiting for 4 new lines (Barcelona, Stockholm...).
4. GROWING INTEREST FOR INDIVIDUAL TOURISM

- “Mass tourism” has decreased during the last few years. Many passengers are now looking/asking for individual tourism, far away from the crowds and stress. They like to enjoy peace, safety and intact nature, they like to discover the continent of Europe and its rich history.
5. MANY CULTURAL ENTERTAINMENT AND SPORT EVENTS

- Numerous traditional festivals (wine festivals, traditional wedding, flower festival, cherry festival, medieval days, farm games...)
- Calendar of cultural performances and sport events
- Traditional customs (grape-picking, corn peeling, chestnut with new wine, festivals of St. Martin)
- Co-operation with local tourist associations, culture associations, wine-grower associations, associations of country-women, other interests associations...
6. PREVENTIVE AND ANTI-STRESS PROGRAMMES

- High quality spa resorts with their wellness centres and natural and cultural heritage, are an ideal combination for preventive and anti-stress programmes.
Wine roads with very well known wine-cellars and good quality wines, are very interesting to include in our offers (problems with individuals).
SWOT ANALYSIS

IV. THREATS
1. DESTRUCTION OF HERITAGE BUILDINGS

- Many buildings are in very bad condition, especially buildings in the countryside, castles, sawmills... Private and state interests are usually very different. Renovation of heritage buildings costs a lot of money. The state hasn`t got enough money to protect our heritage, but it still places many restrictions for renovation upon the private sector investor. Without a speedy reaction, many of these heritage buildings will become ruins.
2. DECLINE OF OLD MEDIEVAL TOWNS

- Unfortunately, many picturesque medieval towns are almost empty. The huge out of town shopping centers have changed their vibrant atmosphere. Communities and the state can`t find good solutions to stop this process. If this continues, our medieval towns will become “ghost-towns”...
3. BAD PHYSICAL PLANNING

- Industrialization, technical development, motorways, power-lines.....threaten the natural beauty of our landscape.
4. DANGEROUS “MASS TOURISM”

- In the future it could happen, that too many tourists will come to our region and this will have a bad influence on our environment. We could limit this pressure with higher prices, if necessary.
5. END OF THE HT PARTNERS CO-OPERATION

- If the HT partnership ends, development will be much slower than it was. The project still needs the support of all communities and partners. If we really want to improve our product and achieve good market results this is the crucial point.
THE TOURIST CLUSTER OF DOLENJSKA

ACTIVE HOLIDAYS IN DOLENJSKA

GOSTGRAD
Zazemlje

GOSTILNA
JAVORNIK
Bakovnica

GOSTILNA
MARINCIC
Skocjan

SKansen
Pletetje

HORSEBACK
Riding School
Cerca Vix

KOMPAS
Novo mesto
THE DOLENJSKA TOURIST CLUSTER –
union of 6 partners from tourist sphere:

- KOMPAS NOVO MESTO – travel agency
- SKANSEN PLETERJE, Simon Udvanc, s.p., Šentjernej-open air museum
- HORSEBACK RIDING SCHOOL, Češča vas
- GOSTGRAD d.o.o., Žužemberk - inn
- GOSTILNA JAVORNIK, Trebnje - inn
- GOSTILNA MARINČIČ, Škocjan – inn
- other partners, companies, tourist farms, tourist associations, TIC...

- Established in 2004, awarded 27,000 EUR (prepare tourist strategy and marketing plan for cluster, different programs, brochures, web site)
- Second phase in 2006 (raft, walking trails, riding trails)
The Dolenjska region is characterized with rolling hills and valleys and as such is ideal for biking. There are many possibilities to take side roads and paths, where you can admire the unspoiled natural and rich cultural heritage.

Because of the very successful Krka Cycling Club this sport is becoming more and more popular amongst locals who will give you a warm welcome on your routes.
WALKING TRAILS

Although skiing is a national sport in Slovenia you can’t imagine Dolenjska’s landscape without hikers and recreational walkers and if Triglav is a sinonime for Slovenia, the Gorjanci hills represent Dolenjska’s “top of the world”.

There are many traditional walks throughout the whole year and our walking trails are appealing and suitable for beginners as well as for those walkers who find all day walking as a pleasure.
The Krka River is not only a natural pearl but also offers many possibilities for carrying out different sport activities, such as rafting and kayaking.

It is not a very wild river but it can suprise with its barriers, small waterfalls and places where a fish picnic can be organized.
PANORAMIC FLIGHTS

It takes about 15 minutes to discover the beauties of Dolenjska from the air.

Morning or afternoon flights can be organized for up to three people and can be arranged in combination with horseback riding.
HORSEBACK RIDING

Riding through the green woods or exploring the beautiful Krka River valley with its castles, churches,…

Does it sound attractive?

Then you should come and discover the beauties by yourself or in organized riding tours.

No problem if you’re a beginner, you can join a course in a riding school.
FISHING and HUNTING

The Krka River is known for many species of fish living in it and with its rich fauna attracts fishermen from all over Europe. It can be made in combination with kayaking or you can just sit on the bank and try your luck.

Hunting can be organized through the wide territories covered by forests. In recent years photographic hunting has became very popular and we invite you to shoot an attractive brown bear with your camera.
RECREATION IN SPORT CENTRES

In Dolenjska there are many sport and recreational centres, from athletic and football stadiums, tennis centres and natural spas with swimming pools and other water attractions.
Accommodation is in hotels, spas, private rooms, pension houses or tourist farms. We offer the possibility of renting traditional vineyard cottages that are comfortable, tastefully furnished and fully equipped. Perfect for pleasant and cosy accommodation.
Europe’s sleeping beauty

Gostinske storitve
Degustacije
Kultura
Narava

55%
16%
22%
7%
VINEYARD COTTAGES IN DOLENJSKA AND BELA KRAJINA

- MANY VINEYARDS COTTAGES
- ONLY COSTS WITHOUT ANY PROFIT
- BROCHURES
- WEB SITE
VINEYARD COTTAGES - UNIQUE TO OUR REGION

- MANY COTTAGES DON’T HAVE LICENCES
- PROBLEMS WITH THE LAW - CATEGORIZATION
- OWNERS USE THEM ONLY FOR THEMSELVES AND THEIR FRIENDS
- NO TOURIST TRADITION
- STB SUPPORT
### Zidanica

<table>
<thead>
<tr>
<th>Šifra objekta:</th>
<th>Naziv: Zidanica</th>
</tr>
</thead>
<tbody>
<tr>
<td>DO-A-04</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Splošen opis</th>
<th>Zidanica stoji sredi vinorodne Trške gore, s prekrasnim pogledom na Gorjance, dolino Krke in Novo mesto. Nov objekt: spalnica z dvema ležiščema, dnevni prostor z jedilnico in dvema ležiščema ter kuhinjo, TWC.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Vrsta Apartmani</th>
<th>1/4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zanimivosti in posebnosti v bližnji okolici</th>
<th>Možnost prehoda po Trški gori, na vrhu katere stoji cerkev Marijinega rojstva. Bližina Novega mesta in Otočca, neposredna bližina kmetijske šole (jahanje konj) - odlično izhodišče za raziskovanje kulturno-naravnih znamenitosti Dolenjske.</th>
</tr>
</thead>
</table>
for more information please contact:

KOMPAS NOVO MESTO d.o.o.

Novi trg 10, SI-8000 NOVO MESTO, Slovenia

e-mail: robinson@siol.net

telephone: +386 7 33 828 00

Or visit our web site at: www.robinson-sp.si