



„Success factors for tourism destinations and hotels to enhance all-year round tourism“

Karin Stefanie Niederer



MOŽE LI
HRVATSKI
TURIZAM 365?

Croatian tourism 365?
Zagreb, 4th of October, 2017



Current Situation

- Croatia is **very popular** as a destination

BUT

- **Tourism clenches** in touristic centers and seasonal periods

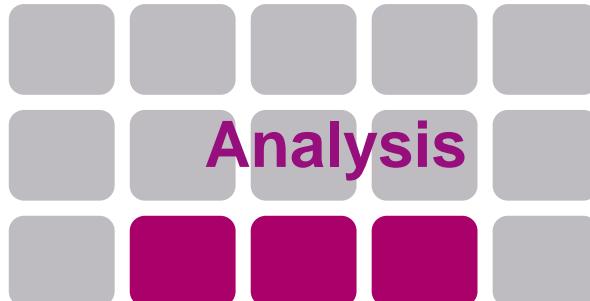


First goals of tourism 365



- **Extend** the touristic high seasons & **strengthen** the shoulder-seasons
- **Develop** tourism outside the main touristic centers

A possible approach for Croatia



Step 1:

- **Analysis** of Best Practice examples abroad and potentials within Croatia and look at **trends**

Step 2:

- **Determination of success factors** for different seasons and regions

Step 3:

- **Develop first ideas including discussion** with all stakeholders involved

Step 4:

- **Concept development, testing period** and fine tuning based on first results

Step 5:

- **Implementation** within the different regions of Croatia with a **clear positioning**
- Proper **marketing & distribution**



Well positioned Best Practice examples within Austria

The „Apple-Route“

Nature & Product



Heritage & Tradition

„Martini Praise“

Wellness & Spa

Bathhouse Millstättersee



A woman with blonde hair, wearing a green long-sleeved top and a blue and white patterned scarf, is standing in an apple orchard. She is reaching up towards a branch of a tree, which is laden with ripe red apples. The background shows more trees and a clear blue sky.

Nature &
product

The „Apple-Route“

Styria, Austria



Nature & Product

1986 40 agricultures joined forces to market their **natural products** and strengthen the region's economy overall. Today, a **wide variety of enterprises** are taking part and the brand is internationally recognized. Annual events round off the offer.

Success Factors

- Interdisciplinary cooperation (agriculture, gastronomy, hotels, etc.)
- Clear focus an a well-known product including by-products (apple-juice, cider, apple schnaps)
- Clear Brand and joint strategy

Heritage & Tradition



„Martini Praise“

Burgenland, Austria



Heritage and Tradition

Every year, at the 11.11., the winegrowers are traditionally visiting each other's cellars to “baptize” and taste the new wine.

This tradition has become an attraction for wine-lovers as well as art lovers, as internationally known artists are presenting in the cellars. – Not to forget the classic “Martinigansl”, a culinary-highlight.

Success Factors

- A classic national/regional **tradition**
- **Interdisciplinary** cooperation (agriculture, gastronomy, wine-makers, hotels, etc.)
- **Clear brand name** and **marketing** with story-telling





Wellness & Spa

Bathhouse Millstättersee

Carinthia, Austria



Wellness and Spa combined with Fitness

The beautiful panorama, the variety of wellness and spa-offers and good gastronomy guarantee a relaxing stay. On top, the region is well-known for diverse sportive possibilities like biking, climbing or sailing.

The bathhouse is already frequented not only by Austrians but an international audience **all year round**.

Success Factors

- Lack of spa-offers in the region, especially during the low season and bad weather conditions
- Alternative for bad weather days during the main-season
- Consolidation of smaller properties
- Clear focus on target segments
- All year and all weather facility



Overlap?



Nature & Product



Heritage & Tradition



Wellness & Spa



Some more Best Practice Examples



Törggelen



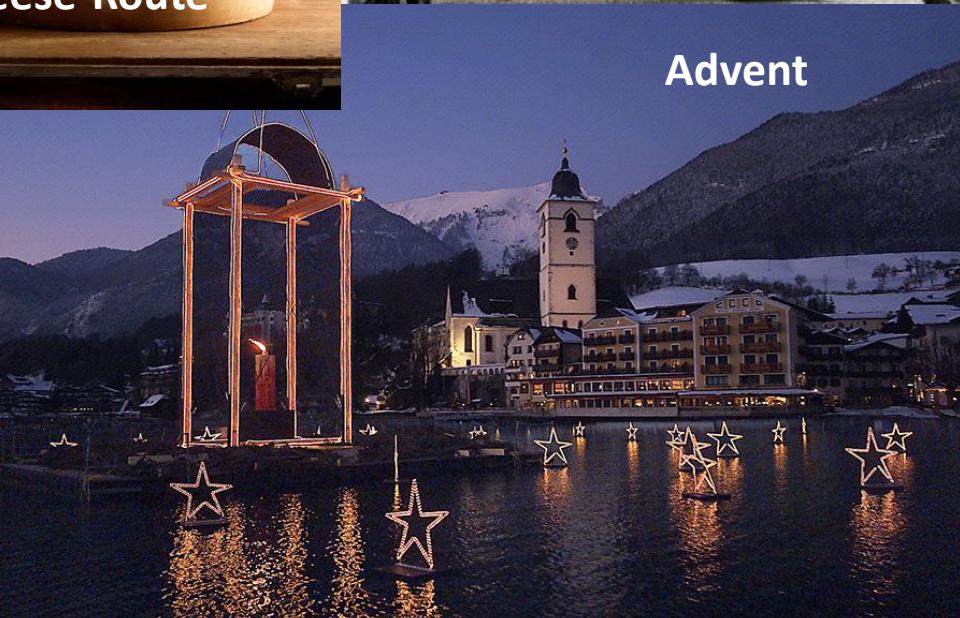
„Farmer's Autumn“



Wine-Route



Cheese-Route



Advent

<http://www.toerggelen.tv/toerggelen.html>

<https://www.salzburgerland.com/de/bauernherbst/>

<http://www.suedsteirischeweinstrasse.at/>

<https://www.weissesroessl.at/weihnachten/advent-winter-wolfgangsee.html>

<http://media.landherzt.at/käsestrasse-hogenzerwald/>

A closer look to the Best Practice Examples



Salzburger „Farmer´s Autumn“

Visitor-numbers **growing** from 150.000 to half a million since the late 1990ies



Advent at the Wolfgangs-Lake

Attracting 300.000 visitors during a former **off-season**



Törggelen in South-Tyrol

Tourists and Locals looking forward to their „5th season“



South-Styrian Wine-Road

„.... where the hosts are hearty, the dishes savory and the horizon impressive **all year round.**“



Cheese-Route in Vorarlberg

„from mild to wild“ - regionwide



<http://presse.salzburgerland.com/2014/08/12/neue-wege-im-19-salzburger-bauernherbst/>

<https://www.steiermark.com/de/urlaub/essen-trinken/feinkostladen/wein/weinstrassen>



Overview of the Success Factors for 365 tourism



1. Regionality and Authenticity
2. Build on strengths and treasures (heritage, nature, traditions, etc.)
3. A well-thought-out strategy
4. A detailed concept including a clear positioning with USPs and targeting
5. Interdisciplinary cooperation, enthusiasm and continuity. The first years are the hardest!
6. A well planned marketing & distribution

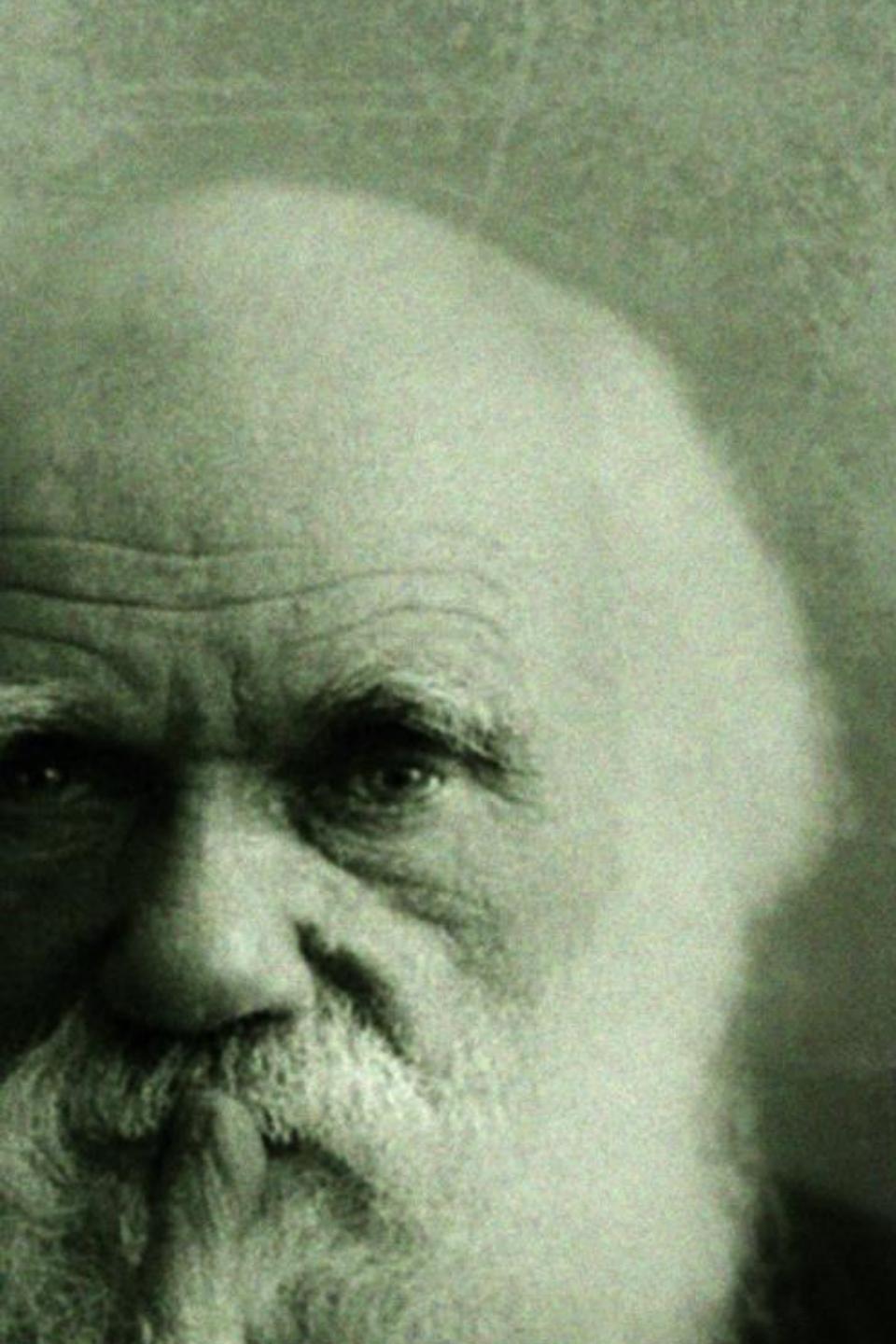
Obstacles for developing 365 tourism

1. Infrastructure, Reachability
2. Long-term development (5-7 years)
3. **And again:** Interdisciplinary Cooperation,
Enthusiasm and Continuity!
(Velden at the Wörthersee in Austria as negative example)



Statement of a Destination Manager: „To enhance all year round tourism you need a VW-bus full of people that enforce it“



A close-up, sepia-toned portrait of Charles Darwin's face, looking slightly to the right. He has a full, bushy white beard and mustache. His eyes are dark and thoughtful. The lighting is dramatic, casting deep shadows on the left side of his face.

“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to *change*.”

-Charles Darwin, 1809

Potentials in Croatia?



A closer look to the Potentials



Middle European Brass-Music Festival in Split and Trogir
... thinking out of the box

The Plitvicer-Lakes as Winnetou-Region
... making an advantage out of a fact



- In Rovinj some well-known hotels
accomodating tourists all year round for several years
- The largest Croatian Hotel group
Offering MICE all year round and accomodation for sports groups in the shoulder-season (tennis, bike)



Some more ideas and potentials for discussion

- „Croatian Autumn“ at the countryside with regional culinary highlights like wine, olives, truffels
- Themed Culinary Route eg Pelinkovac hiking trail
- Botanic tours to special places
- Croatian Garden route
- Cultural events – tradition and modern interpretation: music, lifestyle, culinary arts
- After-Season-Sailing
- Investment in Sportive infrastructure: biking, hiking routes
- Specialisation of the Regions on e.g. busgroups, triathlon training camps, etc.

My personal off-season experience in Croatia





Middle European Brass Festival in
Split April 2015



Thank you for your attention!

<https://www.facebook.com/werkskapelleKindberg/videos/10155417421370062/>

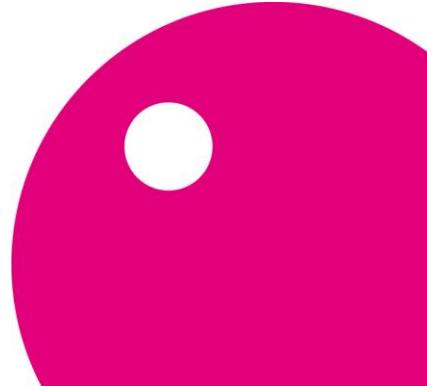


Together Successful

www.kohl.at



MOŽE LI
HRVATSKI
TURIZAM 365?



© 2017 Kohl & Partner, www.kohl.at, Alle Rechte vorbehalten.
Rechte der Veröffentlichung, Übersetzung, Speicherung auf elektronischen Medien usw. benötigen die schriftliche
Genehmigung von Kohl & Partner.