

**I FEEL
SLOVENIA**



**OPERATIONAL MARKETING
PLAN FOR CULTURAL TOURISM IN
SLOVENIA 2018–2020 (OPCULT)**

SUMMARY

The Slovenian Tourist Board defined culture as the leading theme of Slovenian tourism in 2018 and 2019. Therefore, the Operational Marketing Plan for cultural tourism in Slovenia (OPCULT) was prepared. It comprises definitions of key value and promotion-related advantages of the cultural and tourist offer in Slovenia, which are summarised in the matrix of the most attractive products, and a set of elements of the cultural and tourist offer by four macroregions in Slovenia. The presentation of TOP offer is rounded off by a cover marketing story with a slogan, which is implemented in individual tools of the Slovenian Tourist Board (STB).



1. STRATEGIC BASIS

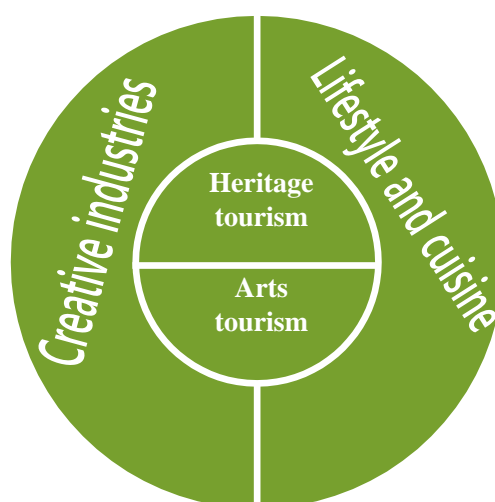
DEFINITION OF CULTURAL TOURISM AND CULTURAL TOURISTS

For uniform understanding of cultural tourism, we summarise the definition used by the **European Travel Commission** (ETC) in *City Tourism and Culture* (2005), which distinguishes between the outer and inner circle of cultural tourism.

The inner circle represents the primary elements of cultural tourism. They may be divided into two parts, i.e. heritage tourism related to the achievements of the past, and arts tourism related to, in addition to artistic overachievements from various periods in the past, contemporary cultural production such as the performing and visual arts, contemporary architecture, literature, music etc.

The outer circle represents the secondary elements of cultural tourism. They may also be divided into two parts, i.e. lifestyle, which connects beliefs, traditions, cuisine, folklore and other traditions of a destination, and the creative industries such as fashion, design, film, media and entertainment (*City Tourism and Culture*, 2005).

Scheme 1
THE
OUTER AND
INNER CIRCLES
OF CULTURAL
TOURISM
City Tourism and
Culture, 2005



The European Travel Commission (ETC)¹ divides cultural tourists into two segments:

Tourists for whom culture is the primary motive for visiting a destination.

As a whole, this is a homogeneous discovery-oriented segment. This type of a tourist seeks a deep and complete cultural experience, they like exploring and in comparison with other tourists, they spend more time and money on travel. They are familiar with issues of sustainability and express care for the environment. They are motivated by specific cultural events and festivals. When they arrive at a destination, they are well-equipped with broad cultural knowledge, they like to communicate and respond to their surroundings.

Tourists for whom culture is one of the motives for visiting a destination.

The motivation of such tourists is to learn something new during their travels, which will enrich their life. This segment of travellers enjoy cultural activities/events and/or cultural heritage. However, culture is not the only motive for travelling, with spending time with family, relaxation and entertainment also ranking high. The majority put the educational type of holidays first, but they like to combine them with leisure activities.

When addressing target groups of cultural tourists, it must be considered that a part of this segment is homogeneous and explicitly culturally motivated, i.e. culture is the primary motive for visiting a destination, while the rest of such tourists is dispersed and culture is one of the motives for their travelling or part of their travelling experience, making it an excellent counterweight to other types of tourism.

OBJECTIVES

THE BASIC STRATEGIC OBJECTIVES OF THE PRESENT OPERATIONAL MARKETING PLAN FOR CULTURAL TOURISM IN SLOVENIA (HEREINAFTER: OPCULT) ARE:

- ✚ To position Slovenia on the market as a cultural tourism destination with attractive, diverse and high-quality cultural offer.
- ✚ To contribute to the increasing number of tourists and overnight stays, and expand the average length of stay by promoting the product of city and culture.

VISION

VIZIJA

By 2020, Slovenia will be recognisable as a cultural tourism destination for guests who come with primary and secondary culture motives.

1 ETC Snapshots – Travel Segments

TARGET GROUPS AND MARKETS

The segmentation of target groups of Slovenian tourism², which was carried out in 2016, represents the target segments of foreign tourists as the **persona of Slovenian tourism**. It includes behavioural, geographic, demographic and life-cycle data, and key motivation factors related to arrivals in Slovenia.

As a motivation factor and a value, **culture appears** in in free time and/or lifestyle in various forms in **seven personas** of Slovenian tourism. Culture is among key interests with **Marjo**, an urban consumer, and **Iris**, an urban-conscious traveller. With identified personas, culture also appears among the interests of **Johanne**, a green explorer, and **Max**, a foodie. All of them **represent four key target groups or persons with explicit cultural motivation, which were the basis for the preparation of the Operational Marketing Plan**. Cultural content is also included among the interests of **Zoran**, an active nostalgist (he likes attending local events and concerts), **Mireille**, an adventurer (she is interested in historical attractions), and forever young **Liudmila** (she tours churches and castles).

To promote the products of culture, the following markets were highlighted on the basis of data and document analysis, and the segmentation of target groups: **Italy, Germany, Austria, Croatia, Benelux (the Netherlands), Great Britain and France**.

DOCUMENT PREPARATION METHODOLOGY



The document was prepared in three stages. At the end of each stage, a final report was prepared, which was amended and approved by an expert group composed of representatives of the Slovenian Tourist Board, the Ministry of Economic Development and Technology, the Ministry of Culture, the Association of Historic Towns and Tourism Ljubljana.

² Slovenian tourism target group personas, report of the project, June–September 2016, www.slovenia.info/uploads/dokumenti/raziskave/sto157_persono_ciljnih_skupin_slo_turizma.pdf



2. DEFINITION OF KEY VALUE AND PROMOTION-RELATED ADVANTAGES OF THE CULTURAL AND TOURIST OFFER IN SLOVENIA

CULTURAL CROSSROADS OF NATIONS AND PLACES

Slovenia is a country with extreme cultural and natural diversity. It combines four characteristic geographical and cultural places which have shaped specific cultural landscapes and lifestyles—the Alps, the Mediterranean, Karst and Pannonia. Through millennia of history, Slovenia has represented the shortest way from the Pannonian Plains to the Mediterranean Sea (via the Alps) or from northern countries to the Mediterranean.

TREASURY OF CULTURAL IMPACTS AND FINDS

The Slovenian territory has been a post for all peoples who traded in the area of present-day Europe and beyond, making it an exceptional treasury of cultural impacts and certain rare archaeological finds (including the oldest musical instrument in the world, the oldest wooden wheel with an axle, two out of seven lamellar armours of Alemanni warriors etc.).

ICONS OF SLOVENIAN TOURISM BUILT THROUGH CENTURIES ARE CULTURAL ICONS

The icons of Slovenian tourism such as Ljubljana, Bled, Piran, Postojna and Ptuj are becoming increasingly recognisable in foreign markets. They are also the cultural icons of Slovenian tourism, which have not been primarily promoted through the prism of culture, but mostly in relation to their natural and geographical attractiveness and/or general attributes. The communication of their rich cultural history may upgrade the prevailing tourist perception of places and towns in the midst of pristine nature by perceiving their culture and history.

HISTORIC TOWNS OF SLOVENIA AND BOUTIQUE TOURISM OF TOWN CENTRES

In the Middle Ages, Slovenian settlements began acquiring market and town privileges. Charming town centres emerged, which today provide boutique accommodation in town centres which are frequently closed to traffic. A walk around a town hotel may reveal a genuine architectural outdoor museum, where the heritage of the Middle Ages interlaces with the Renaissance, Baroque and Secession.

RURAL TOURISM WITH RICH ETHNOLOGICAL HERITAGE

Slovenian rural areas preserve the authenticity and many customs, traditions and celebrations, which may account for extraordinary tourist experiences. More and more rural destinations develop products of creative tourism—various demonstrations and workshops related to everyday and holiday culture.

FINEST CULTURE AND ART

Slovenia is a land of finest culture and art. Although there are very few blockbuster cultural events/exhibitions or celebrity concerts, which would support the arrival of tourists exclusively to visit a certain exhibition, Slovenia provides many top artistic pleasures not only in museums and galleries, but also in repertory theatres which are among the best in Europe (more and more of them provide surtitles in foreign languages), on dance stages and in concert venues.

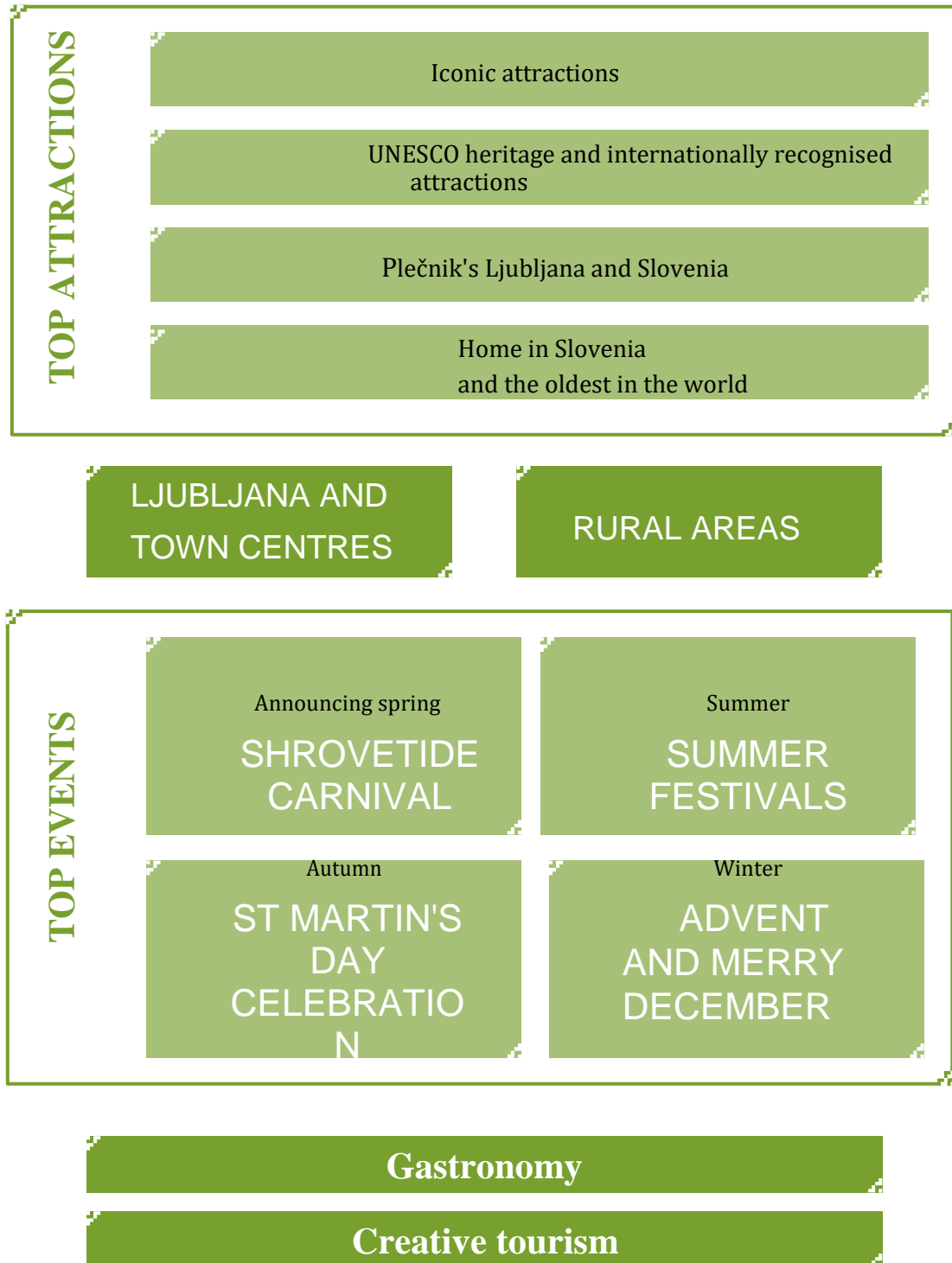
TRADITIONAL CULTURAL EVENTS THROUGHOUT THE YEAR

Slovenia's cultural calendar is rich both in towns and in rural areas. Numerous festivals and traditional events, from entertainment and music to niche and culinary events, and festivals that revive ethnological heritage are held throughout the year.



3. MATRIX OF THE MOST ATTRACTIVE PRODUCTS

To market cultural tourism, we prepared a matrix of the most attractive products on the basis of analyses of secondary sources, workshops, in-depth interviews and questionnaires, which serves as a substantive basis for the marketing plan.



The matrix of the most attractive products combines the main attributes of Slovenian cultural and tourist offer. At the heart of it is the separate offer of towns and rural areas, as the cultural context and offer in urban centres or small places and villages differ. The cultural and tourist offer of towns and rural areas is included in the tourist offer on two levels: one is represented

by cultural attractions available for tourists throughout the year, and the other by special events and festivals which, when they are held, provide for vibrant atmosphere and are an additional magnet for tourists.

CENTRE OF THE MODEL

From the aspect of marketing and communications, the main attribute of Slovenian cultural and tourist offer in towns are compact town centres from various historical periods, most of which are closed to traffic. The main attribute of the cultural and tourist offer in rural areas are preserved customs and traditions of living cultural heritage, which, in the context of tourist offer, appear extremely authentic and genuine.

TOP ATTRACTIONS

Cultural attractions are the backbone of the cultural and tourist offer at a destination, since they ensure the availability of the offer throughout the year mainly under the aegis of cultural institutions. We point out four sets of cultural attractions in Slovenia, which are the basis for promotional messages and represent the primary circle of cultural and tourist offer. Top attractions are composed of four promotional sets:



ICONIC ATTRACTIONS

Iconic attractions are attractions which are locally and internationally most recognisable, creating an image, expectations and/or perception of Slovenia as a tourist destination. Icons of the cultural and tourist offer in Slovenia, which were highlighted at the analysis stage (workshops, questionnaires, guide analysis, in-depth interviews) on the basis of coordination with an expert group, are: **Ljubljana and its Old Town, Bled with its island and castle, Piran, Predjama Castle with Postojna Cave, Lipica and Lipizzaner, Ptuj and Celje with Celje Castle.**



UNESCO HERITAGE AND INTERNATIONALLY RECOGNISED ATTRACTIONS

The most prestigious international title is the entry on the UNESCO World Heritage List. In Slovenia, there are three such areas which are highlighted: **Idrija with the world heritage of mercury, the Ljubljana Marshes with the heritage of prehistoric pile-dwellers, Škocjan Caves with typical karst cultural landscape.** The **Škofja Loka Passion Play** is included in the UNESCO intangible cultural heritage list. For promotion, we also point out other international titles or entries: **Ljubljana: UNESCO City of Literature, Franja Partisan Hospital (European Cultural Heritage Label)**; international cultural routes such as the Cultural Routes of the Council of Europe also have great potential in terms of promotion.



PLEČNIK'S LJUBLJANA AND SLOVENIA

All foreign guides state **Plečnik's Ljubljana** as a phrase in the first few sentences of their description of the Slovenian capital, which is also highlighted as an attraction in Slovenia in the results of questionnaires we have carried out. In cooperation with other stakeholders. **Ljubljana Tourism** has prepared cultural and tourist products, elements of offer and promotion related to **Plečnik's heritage**. Great potential is also seen in products related to Plečnik's work around Slovenia, which are also located in **Kranj**, in and around **Kamnik** (the parish church in Zgornje Stranje, the parish church in Kamnik), in **Celje** (former People's Savings Bank), **Prekmurje** (the parish church in Bogojina also referred to as a white dove), **on the Šentvid Plateau** (the parish church in Ponikve) etc.



HOME IN SLOVENIA AND THE OLDEST IN THE WORLD

This set includes three extra achievements from the area of present Slovenia. **The oldest musical instrument in the world—a 60,000-year-old Neanderthal flute from the Divje Babe site**—is a valuable artefact of global importance and the product of a Neanderthal. The flute can be seen by tourists at the National Museum of Slovenia. **The oldest wooden wheel with an axle in the world—a 5,200-year-old wheel from the Ljubljana Marshes**—was found during research of the remnants of a pile dwelling in Stare gmajne pri Vrhniki. From 2018, it will be available for visitors to see at a new permanent exhibition at the City Museum of Ljubljana. **The oldest grapevine in the world—the Old Grapevine in Maribor's Lent** which has been growing in the central part of the Old Town of Maribor, in Lent, for over 400 years. It is listed in the Guinness Book of World Records, which officially makes it the oldest grapevine in the world, which still produces grapes every year.

TOP FESTIVALS AND EVENTS

In Slovenia, numerous festivals and events are held, including some that are internationally recognised and interesting to foreign tourists. For the purposes of promotion, we have joined festivals and events into four substantive sets with great promotional and product development potential, which cover all four seasons. From the commercial aspect, we pointed out peaks to which, depending on communication tool, content may be added related to an individual set/peak.



SHROVETIDE CARNIVAL—PTUJ AND ACROSS SLOVENIA

The most internationally recognisable event is the Kurentovanje celebration in Ptuj, one of the most important festivals in Europe that revive ethnological heritage. The analysis of the Register of Intangible Cultural Heritage in Slovenia has shown that the Shrovetide Carnival with related customs and traditions is one of the main sets by the number of entries.



SUMMER FESTIVALS—LJUBLJANA FESTIVAL, LENT FESTIVAL

The analysis of festival events has shown that most festivals take place from June to August. They include the two largest Slovenian festivals, i.e. the Ljubljana Festival and the Lent Festival (Maribor), which are at the centre of promotional activities. Festivals in public places and famous buildings of cultural heritage, and niche festivals that address audiences with a special profile are particularly interesting for promotion.



ST MARTIN'S DAY CELEBRATION—MARIBOR AND ACROSS SLOVENIA

The St Martin's Day Celebration joins and connects the cultural and tourist offer in towns and rural areas across Slovenia. In terms of promotion, it relates to the oldest grapevine in Maribor, which is accessible at the Old Vine House throughout the year. St Martin's Day Celebration across Slovenia are highlighted: in Brda, the Vipava Valley, the Karst, Primorska, Dolenjska, Bela krajina, Posavje, Bizeljsko, Prlekija, Prekmurje, Slovenske gorice etc., and in towns, e.g. the Ljubljana Wine Route in Ljubljana, Wine Routes in the tunnels under old Kranj etc.



ADVENT AND MERRY DECEMBER

Decorated old town centres with additional cultural and gastronomic offer in the markets, and Christmas and New Year fairs across Slovenia. In terms of promotion, events and fairs may be joined into happenings lasting a whole month, e.g. December in Ljubljana, a living nativity scene in Postojna Cave and nativity scenes across Slovenia.

The matrix of the most attractive products strives to improve the recognisability of Slovenia as a cultural destination by communicating selected products or sets (TOP attractions and products/TOP events and festivals), and is the basis for substantive marketing. We may strengthen the cultural and tourist recognisability of Slovenia only by repeating images, content and messages.

The cultural offer of TOP town attractions and TOP events is supported by the gastronomic offer across Slovenia, for example Taste Slovenia, which combines 24 gastronomic regions of Slovenia (Development Strategy for Gastronomy in Slovenia, 2006), and culinary products of individual towns and areas. The Open Kitchen culinary market is also attractive to tourists, which provides the gastronomic offer of Slovenia and the world at markets in various Slovenian towns. Culinary tours and interest in culinary workshops are also on the rise.

Great potential is also seen in creative tourism which facilitates learning about, and discovering, foreign cultures with active participation of tourists, particularly with workshops, courses and creative experiences.



4. SELECTION BY MACROREGIONS

Due to the guidelines provided in tender documentation in order to ensure wide regional representation, we prepared a short-list of cultural and tourist offer by four macroregions, which will be complete promotional and substantive areas of the new Strategy for the Sustainable Growth of Slovenian Tourism, on the basis of the results of workshops, the analysis of questionnaires, in-depth interviews and proposals from the expert group. The strategy foresees four regions: **Ljubljana and Central Slovenia** (including Kočevje and Bela krajina), **Alpine Slovenia** (including Maribor and Koroška), **Mediterranean Slovenia** (with Karst and Brda) and **Pannonian Slovenia** (with Celje, Novo mesto, Velenje, Krško).

A selection of elements of cultural offer in eight cultural areas was prepared for each region:

- ✦ cultural and historic heritage (cultural attractions, famous buildings/architecture/castles/sacral buildings/mansions/monuments),
- ✦ museums, galleries, memorial houses, historic or artistic collections,
- ✦ cultural institutions and programme providers with continued offer of artistic and entertainment programmes (music/opera/dance/theatre/film),
- ✦ festivals (music/film/theatre/literary/entertainment/ethnological heritage etc.) and traditional events (also culinary),
- ✦ cultural routes,
- ✦ organised tours,
- ✦ creative experiences, demonstrations and workshops (creative, handcraft etc.),
- ✦ cultural landscape.

The document also includes marketing cultural routes which round off the cultural and tourist offer of macroregions in terms of content and promotion. The routes bring together the existing offer in the sense of marketing and sales connectivity of content and products. The content and elements of routes are prepared for individual personas of Slovenian tourism, which were prepared on the basis of the segmentation of target groups of Slovenian tourism.



5. COVER STORY WITH KEY MESSAGES

MESSAGE



We are building a bridge between the perception of nature as the key value and advantage of Slovenia and the perception of diverse and attractive cultural offer.

4 SEASONS
Nature paints a different image of Slovenia with each new season.

5th SEASON = CULTURE = ALL YEAR
Eternal proof of human creativity

4 SEASONS OF EVER-CHANGING NATURE

5TH ALL-YEAR SEASON OF EVERLASTING CULTURE
IT'S SLOVENIA CULTURE TIME = THROUGHOUT THE YEAR

SLOGAN

LOGO
AND
COVER
SLOGAN



NAME OF
PRODUCT
OF
CULTURAL
TOURISM

SLOVENIA

CULTURE

PRODUCT
SLOGAN OF
CULTURE USED
FOR PROMOTION
WHEN
THE COVER
THEME OF
PROMOTION
IS CULTURE

IT'S SLOVENIA
CULTURE
TIME

Every good simple and memorable slogan summarised the essence of the story it represents. The IT'S **SLOVENIA CULTURE TIME!** slogan relates to this core, the essence of the story, in several ways:

- ✦ IT'S **SLOVENIA CULTURE TIME!** highlights the concept of time as defined by culture. Unlike everyday, linear time measured in hours, this time is the time of complete here-and-now experience and at the same time, a relation to the great cyclical time when all individuals restore ties with tradition and deep patterns of human activity.
- ✦ With its simplicity, the IT'S **SLOVENIA CULTURE TIME!** slogan evokes memories of everyday ritual exits from fast-running linear time (e.g. *It's Coffee Time*). In available context, this eliminates the need for special preparation or prior knowledge of the addressed. Therefore, everybody, including tourists who do not perceive themselves as cultural tourists, is invited to experience culture.
- ✦ Not only does the description of the IT'S **SLOVENIA CULTURE TIME!** slogan have this effect, it also works as a direct call to the tourists being addressed. We may use this slogan to motivate tourists to act—attend cultural events—
—and at the same time, to connote the dynamic, active principle of culture.
- ✦ Slovenia is a country where the ties between culture and customs, traditions and legends have been preserved. Unlike many other countries, these elements are still alive and directly related to how Slovenians experience the world. The IT'S **SLOVENIA CULTURE TIME!** slogan is essentially related to this trait—we could say idiosyncratic speciality—of the Slovenian experience of culture.
- ✦ Replacing the phrase **SLOVENIA CULTURE** with the IT'S **SLOVENIA CULTURE TIME!** slogan open possibilities for use in the marketing of various attractive products from the matrix. We can transfer from the field of everyday to the field of timeless towns and landscapes (Bled, Ptuj, Piran, the Ljubljana Marshes etc.), attractions (e.g. Celje Castle, Plečnik's Ljubljana, Postojna Cave etc.), events (e.g. the Kurentovanje celebration, St Martin's Day Celebration etc.) and travel (the magnificent fifties).

APPLICATION FOR PRODUCTS

IT'S SLOVENIA CULTURE TIME	IT'S LJUBLJANA TIME	IT'S CARNIVAL TIME	IT'S PREHISTORY TIME
	IT'S PIRAN TIME	IT'S FESTIVAL TIME	IT'S ANTIQUITY TIME
	IT'S BLED TIME	IT'S ST MARTIN'S TIME	IT'S MIDDLE AGES TIME
	IT'S UNESCO TIME	IT'S CELEBRATION TIME	IT'S COUNTS OF CELJE TIME

BACKGROUND TO THE STORY AND KEY FACTS

In terms of dramaturgy, the story leans on the greatest achievements of culture in the area of present Slovenia and related to the matrix of the key components of cultural tourism products in towns and rural areas. The active present in the narration of Slovenian cultural history is used intentionally. The complexity of historical events for promotion and marketing are simplified and joined.

Slovenia is marked with explicit change of the four seasons due to its geographical position. Our ancestors felt extreme connection with these recurring natural cycles. Their patterns were creatively woven into the rich treasury of Slovenian folk tradition (sayings, dances, legends, musical themes, painting, signs) that has remained alive until today. With their amazing power, these patterns reflect the extreme diversity of Slovenia and have continued to fuel extra cultural achievements. Culture is thus, as an eternal proof of human creativity, a connector, sustainable component and a common thread of the cyclical movement of time. Therefore, culture in Slovenia is the fifth season.

Each product in the matrix—in towns and rural areas—represents an element in the network of the fifth season, which connects the present with the past, supports complete experience of here and now, and connects with the great cyclical time during which the deepest ties with the past are restored.

The extra cultural achievements of Slovenia are related to number five—from the oldest innovations and finds in the world to various creative periods of the giants of Slovenian words, architecture and art: the over 50.000-year-old Neanderthal flute which is deemed the oldest musical instrument in the world (the Divje Babe site); the over 5,000-year-old wooden wheel with an axle which is deemed the oldest in the world (the Ljubljana Marshes); 500 key years of historic towns of Slovenia (formation of medieval city centres); 5 multinational kingdoms/formations/countries (the Habsburg Monarchy, Austro-Hungarian Empire, Kingdom of Serbs, Croats and Slovenes, The State of Slovenes, Croats and Serbs, Yugoslavia); almost 500 years of the oldest grapevine in the world; 500 years of reformation; over 500 years of the operation of the mercury mine in Idrija which is the oldest mine in Slovenia; 50 years of work of a giant of Slovenian architecture Jože Plečnik; the 1950s (peak of Slovenian design and music scene, the Na Golici song, the Rex Chair, the birth of the oldest European festivals in Slovenia); four natural seasons and the fifth season of events throughout the year (the Shrovetide Carnival, summer festivals, St Martin's Day Celebration, Merry December) itd.

The longer version of the OPCULT document includes the cover story and sub-stories with sub-slogans and cultural and tourist products.



6. OPERATIONAL MARKETING PLAN FOR THE SLOVENIAN TOURIST BOARD

The OPCULT document foresees the creative concept of IT'S SLOVENIA CULTURE TIME! to be introduced into various tools of the Slovenian Tourist Board: the **www.slovenia.info website, social networks, newsletters for domestic and foreign public** (Stories from Slovenia and news prepared for foreign media), **press releases, videos, study tours for foreign journalists and digital advertising**. The longer version of the OPCULT document also includes an editorial calendar which encompasses the main themes by months, and an announcement of events and festivals. A **cover catalogue** and a **series of promotional culture-related products** will also be prepared to present cultural and tourist offer. Between 2018 and 2020, the Media Library at www.slovenia.info will be supplemented with **photos on the topic of culture**.

The creative concept of IT'S SLOVENIA CULTURE TIME! will also be introduced in **presentations of Slovenia as a tourist destination abroad (fairs and markets)**. The Research, Development, Innovation, and EU Projects Department will **promote the development of cultural tourism** with development activities.

2018 and 2019 with the main theme of cultural tourism will be a good opportunity to reaffirm cooperation and connections between stakeholders in the field of culture and tourism. The chapter entitled **INTERSECTORAL COOPERATION** includes proposals for mutual connection and promotion of tourist and cultural stakeholders.

The whole Operational Marketing Plan for cultural tourism in Slovenia 2018–2020 is available at www.slovenia.info. You are most welcome to read it.



Project: The whole Operational Marketing Plan for cultural tourism in Slovenia 2018–2020 is available at www.slovenia.info.

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