



EXCOVER Positioning Strategy

WORKSHOP, May 25th 2022

Excouver Tourist Products & Experiences



Fortresses,
Castles

Historical
Buildings

(Cultural)
Hiking

Horse-riding

Watersports
- kayaking

Sport Fishing

Cultural rural
escapes

Stays in
charming
villages

Beer, Wine,
Gastronomy

Educational

Urban
Trekking

Music

Alchemy,
Mystery

Biking

Nikola Tesla

Museum &
Art

Mountain
fun

Traditional
Handicraft

Birdwatching



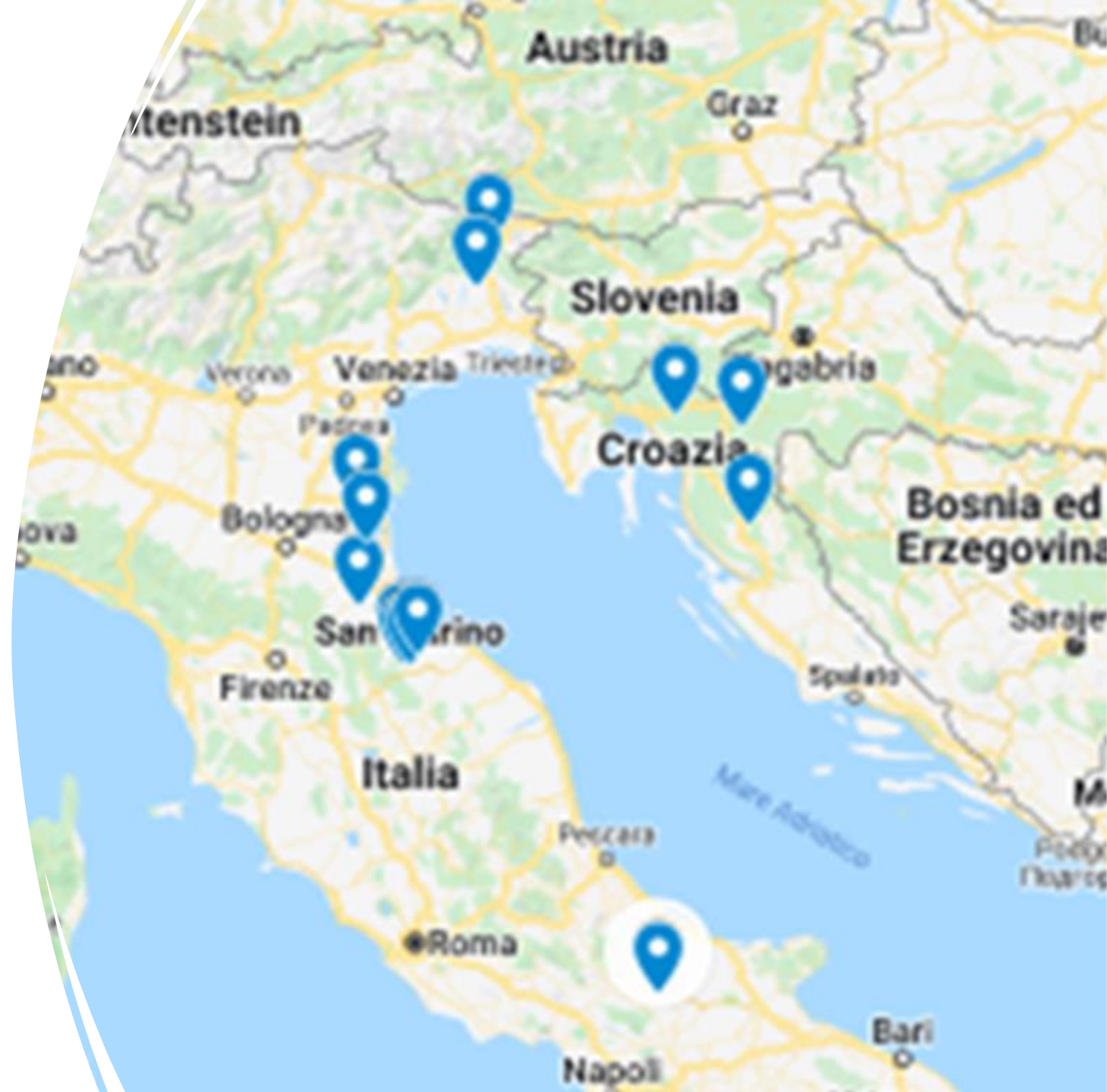
Positioning



The EXCOVER destination is a multiregional destination covering areas in Croatia and Italy:

- Lika-Senj County
- Karlovac County
- Primorje-Gorski Kotar County

- Campobasso
- Carnia
- Rive D'Arcano
- Predappio
- Ostellato
- Alfonsine
- Montefeltro
- Parco Sasso Simone Simoncello



Why destination positioning is required



There are different tourist destinations offering similar tourism value.

However, some are more appealing than others to the potential customer.



Positioning of a Tourist Destination

The *positioning* of a tourist **destination**

is the process of establishing a

distinctive place

of that destination **in the minds of potential visitors**

(Gartner, 1989)



A position that evokes **images** of a destination in the customers' mind;

images that **differentiate** the destination from the **competition**

and a place that can satisfy tourists' **needs and wants**.



As (tourism) destinations consist of diverse mix of features and

not all can be included in the positioning,

decisions should be made about

which attributes are important

(Pike, 2012)



KEY ELEMENTS



DISCOVER



EXPERIENCE



TREASURE



PASSION



CULTURE



NATURE



RELAX



UNKNOWN



LIVE



AMAZEMENT



ADRIATIC REGION

Unique Selling Proposition



EXCOVER

EXPERIENCE & LIVE

PASSION, RELAX, AMAZEMENT

BY

DISCOVERING UNKNOWN

CULTURE & NATURE TREASURES

IN THE *ADRIATIC* AREA

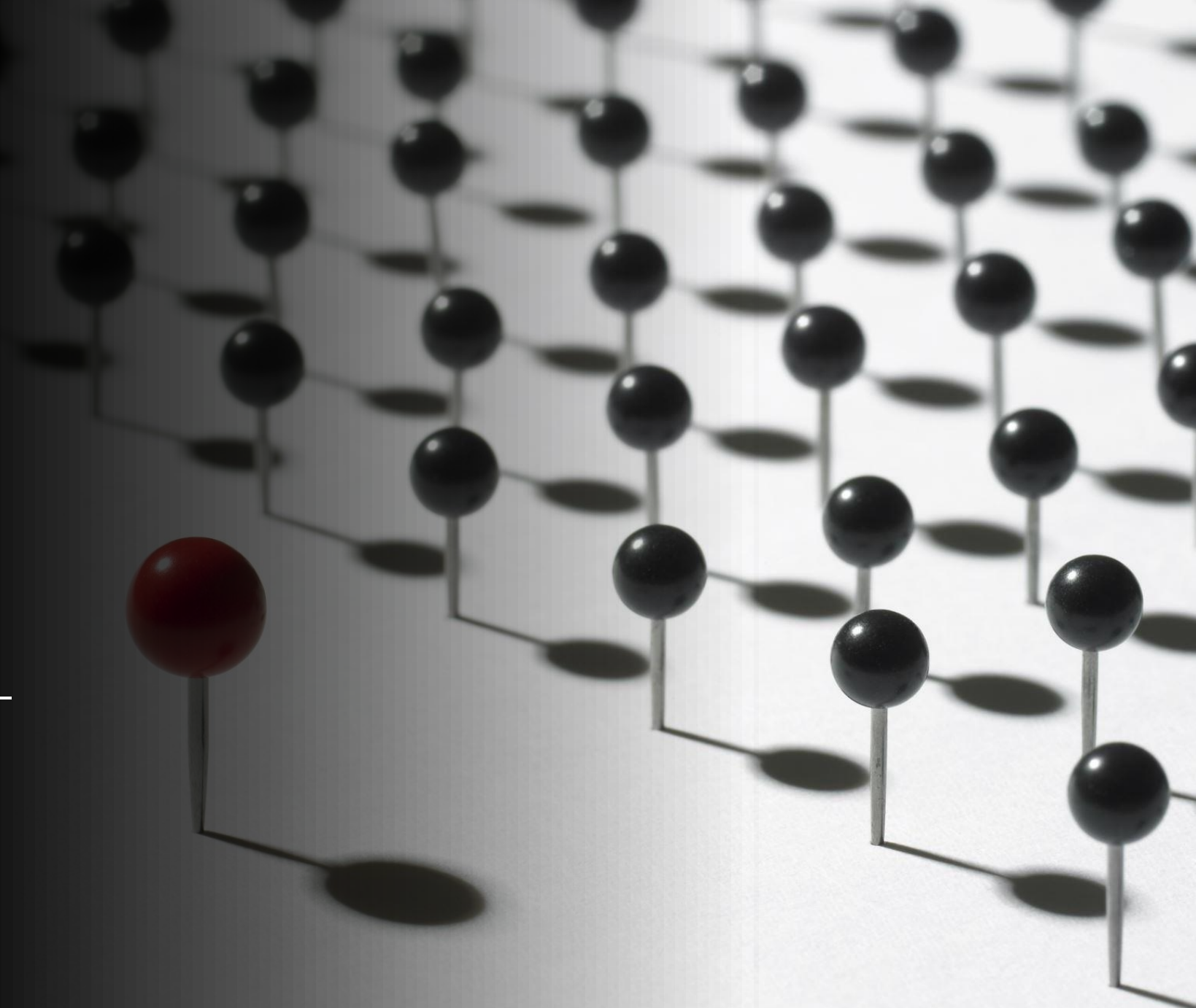


Local Positioning is based on reference to specific tourism products classes

- Local positioning is based on associating each territory with unique and extraordinary experiences, e.g.:
 - ✓ *“Experience the history and culture of Karlovac County!”*
 - ✓ *“Karlovac County - Relax, drink beer, learn and have fun!”*
 - ✓ *“For all lovers of cultural sights, nature and indigenous cuisine „Putevima Grobničke gospoštije“ is the perfect route!”.*
 - ✓ *“Chillout Platak, a mountain of enjoyment of play, laughter, recreation or just peace and relaxation!”.*
 - ✓ *“Po Delta Park: A Treasure to be discovered!”*
 - ✓ *“If you are passionate about fishing, there is only one choice: Ostellato!”*



Strategy






Strategy: Market Positioning

- For market positioning of the tourism products, all territories spot and picked the target segments with the highest potential to be attracted to a single tourism product, based on these costumers' needs, wants and perceptions.


- Professional athletes whose reason for coming to Platak is explicitly engaging sports, such as skiing, cycling, hiking.

*display of buyer persona n°1	
NAME AND SURNAME:	Zrinka Kozić
AGE:	44 years
EDUCATION:	Administrative jobs
WORKPLACE:	At the accounting office
HOBBIES:	He has been with the Mountaineers Association since his 20s, regularly conquering peaks around the Republic of Croatia and beyond. He spends his weekends hiking.
PREFERRED CHANNELS:	Messenger, WhatsApp, Facebook
GOALS AND CHALLENGES OF THE PERSON:	In her free time enjoying nature and hiking.
WHAT CAN WE DO FOR THIS PERSON:	Direct calls to hiking associations in the Republic of Croatia can be one of the channels of communication. Upon arrival at the location, ensure that the trails are in good condition and that the accompanying offer is good.

- Recreational athletes are a segment of visitors who visit Platak in order to get away from work and everyday life and make good use of time in nature and relaxing in some of the sports activities.


*display of buyer persona n°2	
NAME AND SURNAME:	Petra Stipić
AGE:	29 years
EDUCATION:	Personal banker
WORKPLACE:	Bank
HOBBIES:	Volleyball and Gym
PREFERRED CHANNELS:	WhatsApp, Facebook, Instagram
GOALS AND CHALLENGES OF THE PERSON:	In her free time enjoying recreational sports activities and socializing with friends
WHAT CAN WE DO FOR THIS PERSON:	Advertising through social networks, showing all the opportunities for recreational sports at the resort

3. Families with children are an important segment for the resort, the resort offers many facilities for children, especially in summer.

*display of buyer persona n°3	
NAME AND SURNAME:	Dino Trbun

AGE:	46 years
EDUCATION:	Physiotherapist
WORKPLACE:	Hospital
HOBBIES:	Socializing and playing in nature with family
PREFERRED CHANNELS:	Facebook, LinkedIn
GOALS AND CHALLENGES OF THE PERSON:	In his free time when he is not working he tries to spend as much time as possible with his family, loves to take the children out in nature
WHAT CAN WE DO FOR THIS PERSON:	Provide wide and fun content for children upon arrival at the resort

4) Groups of friends come with the intention of socializing, spending time in nature, barbecue, recreation, birthday celebrations and the like.

*display of buyer persona n°4	
NAME AND SURNAME:	Krešo Polić
AGE:	32 years
EDUCATION:	Plumber
WORKPLACE:	Owner of a plumbing shop
HOBBIES:	Hanging out with friends, going out
PREFERRED CHANNELS:	Facebook, Instagram, You Tube
GOALS AND CHALLENGES OF THE PERSON:	In his free time when he is not working he spends time with his friends (going out, outdoor sports, barbecue, etc.)
WHAT CAN WE DO FOR THIS PERSON:	Provide extensive and entertaining content at the resort and up-to-date social media notifications

For further
information

Gianluca Sarti, Dr.
Finproject j.d.o.o.
ceo@finproject.hr



POZIVNICA

INVITATION

Poštovani,

Pozivamo vas na tematsku prekograničnu radionicu na temu

RAZVOJ I POZICIONIRANJE NOVIH TURISTIČKIH PROIZVODA

koju u sklopu projekta Excover provodi Javna ustanova Regionalna razvojna agencija Karlovačke županije.

Radionica će se održati:

u srijedu, 25.5.2022.

u dvorani Starog grada Dubovac,
Zagrad-Gaj 5
47000, Karlovac,

s početkom u 11:00 sati.

Molimo vas da zbog ograničenog broja mjesta svoje sudjelovanje potvrdite ispunjavanjem prijavnice na sljedećoj poveznici najkasnije do utorka, 24.5.2022. u 9 sati:

<https://forms.gle/DJBKB9yVfgD5pB2U8>

Ukoliko niste u mogućnosti sudjelovati na radionici uživo, putem sljedećeg linka na radionici je moguće sudjelovati i online:

<https://zoom.us/meeting/register/tJlSf-qqrj0rHtK4Y9RH8X0e41tWppHVUqHr>

Veselimo se vašem dolasku i srdačno vas pozdravljamo.

Dear sir or madamme,

You are invited to participate at the thematic cross-border workshop

DEVELOPMENT AND POSITIONING OF NEW TOURISM PRODUCTS

Organised within the project Excover by the Public Institution Regional Development Agency of Karlovac County

The workshop will be held:

at wednesday, 25.5.2022.

in the hall of the Old Town Dubovac,
Zagrad-Gaj 5,
47000, Karlovac,

starting at 11:00.

Due to the limited number of participants, we kindly ask you to confirm your participation by filling out the application form by Tuesday, May 24th, 9am, at the following link:

<https://forms.gle/DJBKB9yVfgD5pB2U8>

If you can't attend in person, on the following link you can join the workshop online:

<https://zoom.us/meeting/register/tJlSf-qqrj0rHtK4Y9RH8X0e41tWppHVUqHr>

Looking forward to your participation we are sending you best regards.

PROGRAM

PROGRAMME

11.00 – 11.15	POZDRAVNE RIJEČI	WELCOMING SPEECH
	dr.sc Vilko Klasan, ravnatelj JU Regionalne razvojne agencije Karlovačke županije	Vilko Klasan, PhD Director of the Public Institution of the Regional Development Agency of Karlovac County
	Andrija Brkljačić, ravnatelj JU Regionalne razvojne agencije Ličko-senjske županije	Andrija Brkljačić, Director of the Public Institution of the Regional Development Agency of Lika-Senj County
	Željko Fanjak, direktor Regionalne turističke zajednice Karlovačke županije	Željko Fanjak, Director of the Regional Tourist Board of Karlovac County
	Martina Furdek Hajdin, županica Karlovačke županije	Martina Furdek Hajdin, <i>Karlovac County Prefect</i>
11.15 – 11.35	PREZENTACIJE	PRESENTATIONS
	dr. sc. Andrea Guizzardi, Odjel za statističke znanosti "Paolo Fortunati" i voditelj Centra za napredne studije u turizmu, Sveučilište u Bologni	Andrea Guizzardi, PhD Department of Statistical Sciences "Paolo Fortunati" and Center for Advanced Studies on Tourism, University of Bologna, Bologna, Italy
	dr.sc Monica Pascoli, Odjel za jezike i književnosti, komunikologiju, obrazovanje i sociologiju, Sveučilište u Udinama	Monica Pascoli, PhD DILL - Department of Linguistics and Literature, Communication, Education and Society, University of Udine, Italy
	Predstavljanje strategije pozicioniranja dr. sc. Gianluca Sarti, Finproject j.d.o.o.	Presentation of positioning strategy Gianluca Sarti, PhD Finproject j.d.o.o.

12.15 – 12.30	Razvoj i pozicioniranje turističkih proizvoda vezano uz Stare gradove Karlovačke županije Juraj Randelj, Apsolon d.o.o.	Development and positioning of tourist products related to the Old Towns of Karlovac Count Karlovac County Juraj Randelj, Apsolon d.o.o.
12.30 – 13.00	PANEL RASPRAVA Moderator: Željko Trezner, Ferial d.o.o.	PANEL DISCUSSION Moderator: Željko Trezner, Ferial d.o.o.
	dr. sc. Andrea Guizzardi Sveučilište u Bologni, Italija	Andrea Guizzardi PhD University of Bologna, Italy
	dr. sc. Monica Pascoli Sveučilište u Udinama, Italija	Monica Pascoli, PhD University of Udine, Italy
	dr. sc. Tihana Cegur Radović Veleučilište u Karlovcu, Hrvatska	Tihana Cegur Radović, PhD Karlovac University of Applied Sciences, Croatia
13.00	Ručak i obilazak Branič kule	LUNCH AND VISIT TO THE MAIN TOWER OF DUBOVAC CASTLE

Radionica se provodi u sklopu projekta „EXCOVER – EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA“, kojeg provodi Javna ustanova Regionalna razvojna agencija Karlovačke županije na području Karlovačke županije. Projekt sufinancira Europska Unija u okviru programa prekogranične suradnje INTERREG V-A Italija – Hrvatska 2014. – 2020., iz Europskog fonda za regionalni razvoj (EFRR). Sadržaj ove objave isključiva je odgovornost Javne ustanove regionalne razvojne agencije Karlovačke županije.