Marketing Tourist Farms in Brkini and Kras (Slovenia)

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Context

- Around Brkini and Kras in Slovenia
- To join forces to promote tourism farms and thus reduce the overall costs of campaigning separately.
Implied actors and type of funding

- 10 months project in 2010
- Co-funded by LEADER: 14,640.00€ (80%)
- Total Budget: 21,600.00€
- Actors:
  - LAG
  - Tourist farms
  - Tourist Development Agency Autentica from Koper
  - municipalities
Project and activities

• Lot 1: Analysis of the field
  – Motivational workshops to examine interest in farms
  – Expert conference on marketing of tourist farms

• Lot 2: implementation of joint activities:
  – Preparation of project activities with farms stakeholders and tourism agencies

• Lot 3: Promotion
Results

• A sales catalog in several languages (Italian, Slovenian, English, German) and distribution (through ICT, farms, during events)
• A common web portal: www.tourist-farms.si
• A profile on social network: Facebook
• Creation of a marketing plan
• Promotion at trade fairs
»Hiša posebne sorte«

AKTIVNOSTI / aktivitete / attività / Aktivitäten:

- Na kmetiji / at the farm / sulla fattoria / auf dem Bauernhof:
  - v bližini / okolici / In the neighbourhood / na dizen / In der Nähe:
    - Tipične kraske in vipavske jedo. / Tradizionali Kurs und Vipava Valley dishes. / Matti carsci, platit della Vala di Vipacco. / Tipische: Kursgenähhte und Gerichte aus Vipava.
- Povodenje in vjenčanje / Reception and wedding / Hochzeit:
  - Special offer: homemade wine, eco apple juice, other workshops, seminars.
  - Oferta specijalnih: vino, suco di melo ecologico, laboratorni eter, seminari.
- Soziedna ujedica / seminar / Seminare:
  - Etno-Lahrwerkstatt, Seminare

INFO:
Vila Sorta
Koseški 15, 6233 Šempeter
Tel. +386 (0)57 763 00 00, +386 (0)41 738 619
+386 307 709 190
v della.sorta.si
www.sorta.si

*LEHREN / Open for guests / orviera/
Omlaževanje:
Ponudnik: I. Zašnik, pbrm. selačka.
Ndekje: 12:22, Torč, sreda, zgoraj;
Prereznič: pon-nes / pes: Thursday.
Ponedeljek, sobota, sončav: 12:30,;
http://www.sorta.si/InfoHr / Wednesday: closed;
Accommodation: open non-stop / Lunedì-freitag: 12:22, martedì, wuvschid olhtus.; dopp: pon-nes / non-stop /
Montag, Donnerstag, Freitag – Sonntag: 12 – 22;
Dienstag, Mittwoch: geschlossen
Unterkunft: nonstop

Map

Description
Osnova pri Tomsu, Dožo Škapin, Vraboča 25, 6210 Sežana

Supported by
Innovative points

- Involvement of **stakeholders** straight from the beginning
- A **common marketing approach** developed and implemented in common by farmers and tourism actors