

# Marketing Tourist Farms in Brkini and Kras (Slovenia)

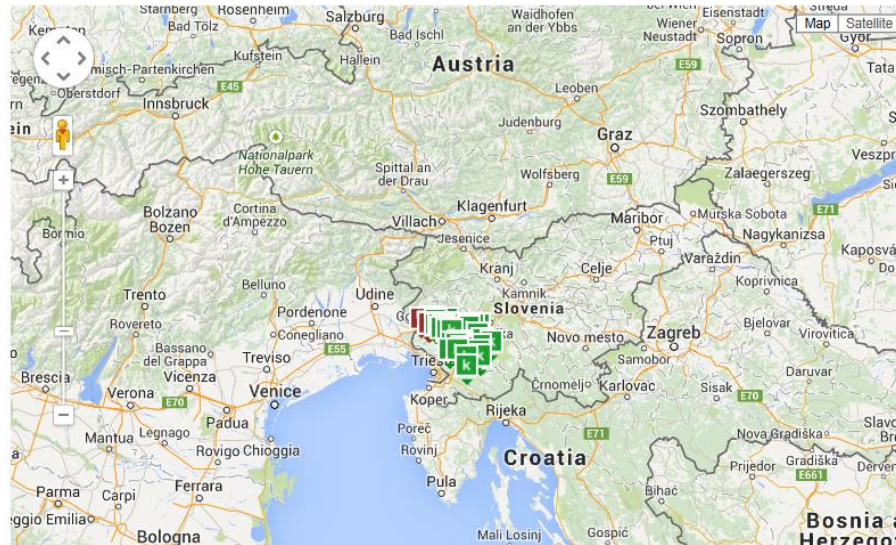
Marie Clotteau, Euromontana

24/10/2014



# 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](http://www.tourist-farms.si)
- A profile on social network: Facebook
- Creation of a marketing plan
- Promotion at trade fairs

# Results



## »Hiša posebne sorte«



INFO:  
 Vid Sorta  
 Kodretni 15, 6222 Štanjel  
 ☎ +386 (0)5 769 00 00, +386 (0)41 728 619  
 +386 (0)5 769 1090  
 ✉ vid.sorta@siol.net  
 www.sorta.si

### AKTIVNOSTI / activities/ attività/ Aktivitäten:

↔ Na kmetiji/ at the farm/ sulla fattoria/auf dem Bauernhof:



↔ V bližnji okolici/ In the neighbourhood/ nei dintorni / In der Gegend:



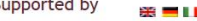
Tipične kraške in vipavske jedi. / Traditional Karst and Vipava Valley dishes. / Piatti carsici, piatti della Valle di Vipacco. / Typische Karstgerichte und Gerichte aus Vipava.

↔ Posebna ponudba kmetije: domače vino, jabolčni sok (ekološki), etno delavnice, seminarji.

- Special offer: homemade wine, eco apple juice, ethno workshops, seminars.
- Offerta speciale: vino, succo di mele ecologico, laboratori etno, seminarari.
- Sonderangebot: Wein, Apfelsaft aus ökologischem Anbau,
- Etno-Lehrwerkstätte, Seminare

- 60
- 3/2-dodatna ležišča
- 2APP/3+1,  
2APP/2+1

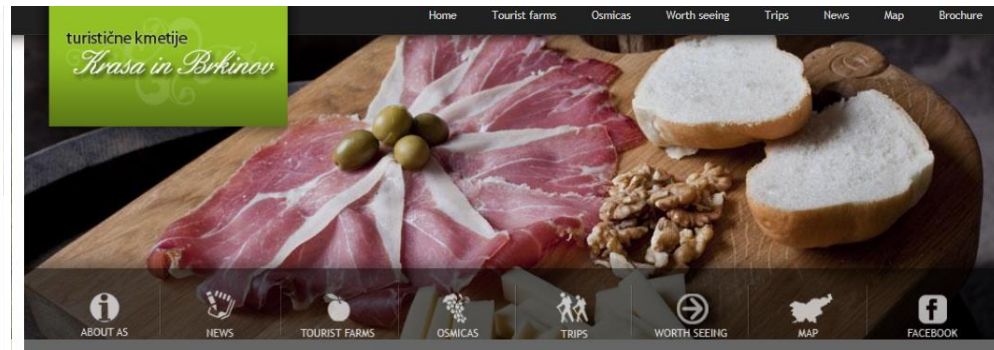
### Supported by



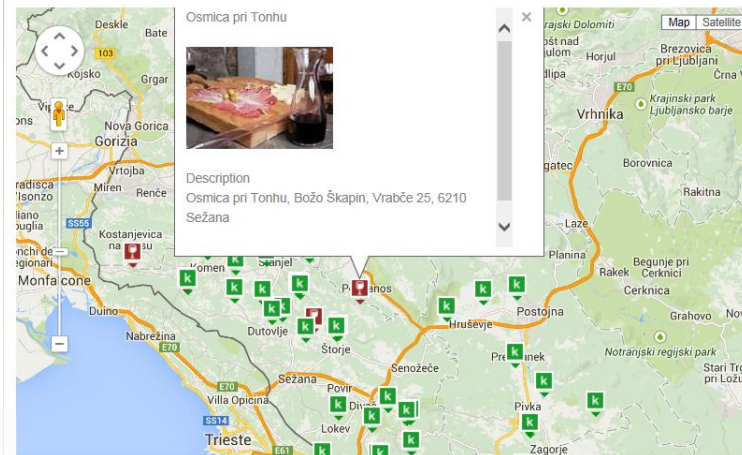
Evropski kmetijski sklad za razvoj podeželja:  
 Evropska investira v podeželje

EK,RP Evropska komisija

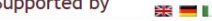
- Občina Postojna
- Občina Pivka
- Občina Ilirska Bistrica
- Občina Hrpejce - Kozina
- Občina Divača
- Občina Sežana



## Map



### Supported by



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# Innovative points

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

