

I FEEL  
SLOVENIA

# Analiza percepcije turističnih destinacij

Poročilo netnografske analize objav spletnih uporabnikov in  
semiotične analize spletnega nastopa vzorčnih destinacij

*December 2018*

# Izhodišča in cilji raziskave



## IZHODIŠČA

Raziskava je zasnovana kot spremljanje komunikacije spletnih uporabnikov, povezane s Slovenijo in njeno turistično ponudbo, zapisane v obliki mnenj, vprašanj in povpraševanj popotnikov in turistov, na ciljnih trgih Slovenije: Avstrija, Nemčija, Italija, Združeno kraljestvo, Francija, Švica in Beneluks. Raziskava temelji na:

- pregledu in netnografski analizi spletnih objav uporabnikov,
- pregledu in semiotični analizi nastopa vzorčnih destinacij.

## CILJI

Namen raziskave je pridobitev izhodišč za razvoj in načrtovanje optimalnih marketinških in komunikacijskih aktivnosti.

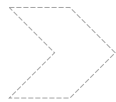
Cilj raziskave je ugotoviti:

- Kako je percipirana Slovenija in po katerih produkti je iskana?
- Ali je zaznana kot butična destinacija in katere druge države so zaznane kot butične?
- Kakšen nastop imajo Sloveniji vzorčne destinacije?

# Potek raziskave

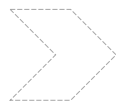


Analiza  
ključne besede  
"butična  
destinacija"



Percepcija  
Slovenije

**netnografska  
analiza**



Percepcija  
vzorčnih držav

**netnografska  
analiza**



Spletni nastop in  
sporočila vzorčnih  
držav

**semiotična  
analiza**

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# METODOLOGIJA

# 1. faza: PERCEPCIJA SLOVENIJE\*

preko **10.000** PREGLEDANIH ZADETKOV 2.000 ANALIZIRANIH OBJAV



**8**

**GLAVNIH  
VIROV\*\***



**8**

**DRŽAV**

Avstrija, Italija,  
Nemčija, Švica,  
Francija, Beneluks,  
Združeno kraljestvo,  
(Ruska federacija)



**260**

**relevantnih  
OBJAV**



**OPAZOVANJE  
„SOCIAL LISTENING“**

=

spremljanje družbenih  
omrežij in uporabniško  
ustvarjenih vsebin

Obdobje **2018** in podrobno spremljanje  
„v živo“ za mesec **oktober 2018**



**PRIČAKOVANJA &  
VPRAŠANJA**



**POZITIVNI IN  
NEGATIVNI VTISI**



**PONUDBA &  
AKTIVNOSTI**



**IZPOLNITEV  
PRIČAKOVANJ**



## 2. faza: PERCEPCIJA VZORČNIH DRŽAV\*

preko **10.000** PREGLEDANIH ZADETKOV 2.000 ANALIZIRANIH OBJAV



**8**

**GLAVNIH  
VIROV**



**8**

**DRŽAV**

Avstrija, Italija,  
Nemčija, Švica,  
Francija, Beneluks,  
Združeno kraljestvo,  
(Ruska federacija)



**330**

**relevantnih  
OBJAV**



**OPAZOVANJE  
„SOCIAL LISTENING“**

=

spremljanje družbenih  
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**PRIČAKOVANJA &  
VTISI**



**PONUDBA &  
AKTIVNOSTI**



# 3. faza: SEMIOTIČNA ANALIZA VZORČNIH DRŽAV



**5**

**VZORČNIH DRŽAV**

**Estonija**

**Irska**

**Islandija**

**Švica**

**Nova Zelandija**



**8**

**VIROV**



**7**

**ELEMENTOV**

**Produkti**

**Barve**

**Simboli in znaki**

**Podobe**

**Sporočila, slogani**

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# REZULTATI



## Seznam vsebin

- Analiza pojma “butična destinacija”
- Percepcija Slovenije
- Primerjava Slovenije z ostalimi destinacijami
- Analiza spletnega nastopa vzorčnih destinacij
- Pregled percepcije po kanalih

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# BUTIČNA DESTINACIJA

# Pojem butična destinacija se redko pojavlja v „jeziku uporabnikov“



# Elementi butičnosti v percepciji Slovenije\*

## ELEMENTI BUTIČNOSTI

- **majhna**
- čarobna narava
- **skriti** dragulj
- nekatere **edinstvene znamenitosti** (Postojnska jama)
- zametki percepcije edinstvenosti/butičnosti v **kulinariki** in **glampingu**

»A trip to Slovenia may seem inconspicuous and not glamorous at first glance. In my opinion, that's just fine. That's the way Slovenia **stays for the really interested and curious**, and you can discover the country in peace.« (NEM)

## ODMIK OD BUTIČNOSTI

- neopazna
- spregledana (*ni v izboru*)
- nezanimiva, dokler je ne doživiš
- neturistična
- mešanica stilov in nekonsistentnost ponudbe

I can't count how many times I said 'unreal' and 'stunning' during our Slovenia trip in June. Lake Bled and Triglav National Park well and truly took my breath away. It's a country **I would never had imagined would be so stunning**, cradling so many hidden gems and places that blow your mind. (UK)

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# PERCEPCIJA SLOVENIJE

# Vsebina analize

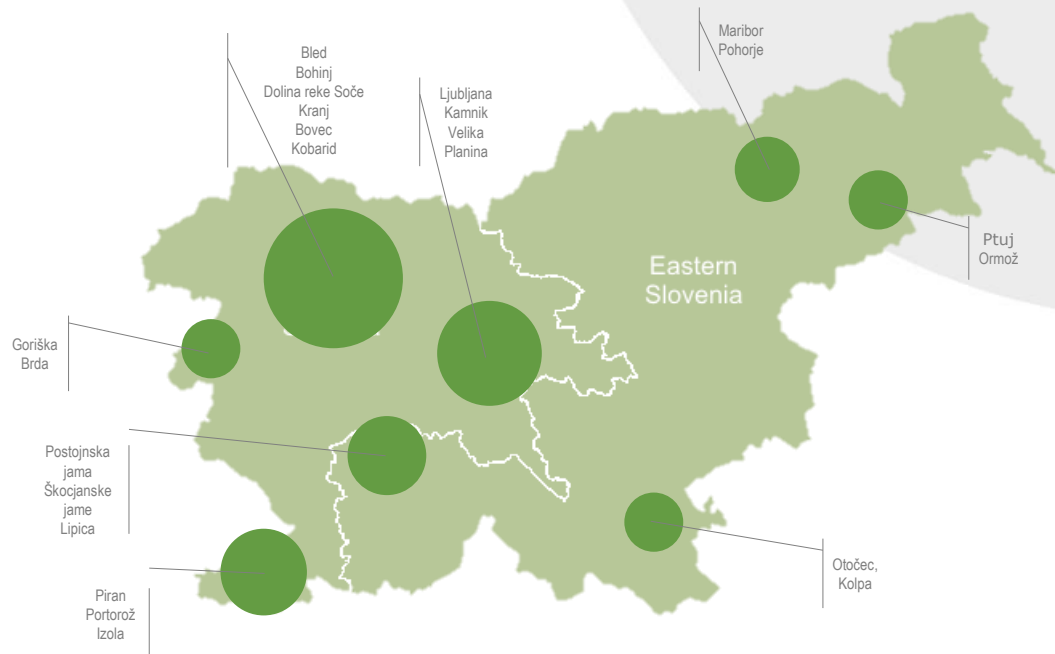


# Večina zapisov turistov se nanaša na zahodni del Slovenije

## Najpogostejši ključni besedi:

- **Bled**
- **narava**

Najbolj izpostavljena slovenska destinacija med spletnimi uporabniki je Bled, ki je pogosto enačen s Slovenijo ali celo nadrejen (turisti poznajo Bled, ne vedo pa, v kateri državi se nahaja).



# Slovenija je pogosto „sekundarna“ destinacija



## NAMEN OBISKA

### Primarni cilj je druga država

- potovanje z **avtodomom/avtom** na morje (Hrv.)
- **road trip** z avtomobilom/avtodomom (načrtovan ali nenačrtovan; združeno z obiskom sosednjih držav - Avstrija, Italija, Hrvaška)
- **ciljna država** (primarno Hrvaška) je lahko razlog, da Slovenijo sploh poznajo

### Slovenija je primarna destinacija

- road trip z **avtomobilom** (samo po Sloveniji)
- mestni / kratek / vikend **oddih**
- potovanje / tudi na **“bucket listi”**
- organizirane **skupine** popotnikov (potovanja z avtobusom, zbori, upokoјenci, ...)
- **poroke, zaroke** ali **obletnice** porok

“Many Dutch people drive through Slovenia on their way to the sun in Croatia.” (BEN)

“I do not know where you live in the Netherlands, but Slovenia in a day seems to me very long. I would rather go for Austria, I plan to spend the summer in Salzburg.” (BEN, on the way to Istria))

“to be honest: the visit to Slovenia was pure coincidence because we were in Austria.” (NEM)

“ideal destination for a road trip through Europe” (ŠVI)

“I really want to visit Venice as well so I will be looking into a trip which could combine the two – exciting stuff.” (UK, Ljubljana)

“Slovenia has received a lot of attention from (international) media in recent years and therefore ended up on the so-called bucket list for many travellers.” (BEN)

“this time we are specifically looking for the less traveled roads.” (AV)

“This time I am traveling with a larger group in the course of a choir excursion in Maribor. I am honest, I heard the term Pomurje for the first time during my trip to Slovenia. We in Carinthia know Istria... The area around the Triglav National Park is known to me through mountaineering. And I have already visited the beautiful cities Ljubljana and Maribor. But Pomurje was still a blank spot on the map for me.” (AV)

“I always prefer to take the road less traveled, Istria will always have a special place in my heart.” (UK, engagement)



# Fotografije ustvarjajo visoka pričakovanja



## PRIČAKOVANJA PRED POTJO

### Visoka pričakovanja

Fotografije / Instagram(able)	● ● ●
Lepa narava in podoba Bleda	● ● ●
Trendovska	● ● ○

### Brez pričakovanj

Spregledana (ne pride na misel, tranzitna)	● ● ○
Nepoznana	● ○ ○

### Nizka pričakovanja

Poceni	● ● ○
Podcenjena	● ○ ○
Nepredstavljiva	● ○ ○

“The small village of **Bled** on the eastern edge of the Triglav National Park **has been experiencing a boom lately**. You can always **watch such trends on Instagram** and **my feed is currently flooded with the same photos**: Lake Bled with the tiny island in the middle of the top. I've been to Bled for a short time years ago, but admittedly I found neither the place nor the lake so insanely remarkable.” (AV)  
“On holiday to Slovenia, I had never really thought about that. Yet **I saw more and more Instagram and Facebook messages** about the country.” (BEN)

“Many times I have heard that many tourists who are on their way to Croatia by car **ignore** Slovenia more or less” (NEM)  
“It is true that all the people to whom I said “I'm leaving for Slovenia” answered “In Slovenia? **Where is it ? Why are you going there? It's weird for a holiday no?**” I probably would have been one of those people if 3 years ago I had not crossed Slovenia by truck.” (FR)

“ I hear that Slovenia is **cheap**” (UK)  
“I have obviously completely **underestimated** Slovenia. Nature looks great for hiking.” (NEM)  
“It's a country I **would never had imagined** would be so stunning, cradling so many hidden gems and places that blow your mind.” (UK)  
“ I hope there is still plenty we can do - I mainly just want to see some beautiful scenery but I'm **worried we will be a bit limited in what we can do!**” (UK)  
“A trip to Slovenia may seem **inconspicuous and not glamorous** at first glance ” (NEM)

# Cene, varnost, pot, ogledi, ponudba



## VPRAŠANJA PRED POTJO

### O destinaciji na splošno

- Kakšne so cene?
- Je poceni?
- Je varna?
- Kakšne so ceste, infrastruktura?
- Je primerna za postanek na poti do ..?
- Kdaj naj grem? Tudi pozimi?

“I would be interested in the **prices in the city** - more “ Italian tourist“ or cheaper?“ (ŠVI, Piran)  
“questions arise immediately. Is it **safe**? Are the **roads** good? How is the **food** and the **weather**? How are the **people**? Is it cheap or expensive?“ (BEN)  
“In July I go with my family on a car trip to Croatia (Trogir). **As a stopover** we want to make 1 night, preferably in Slovenia.“ (BEN)  
“I had **never thought about visiting in Winter** so this was a great post to open my eyes about going there in winter and all there is to do!“ (UK, Bled)

### O znamenitostih

- Kaj lahko še vidim (poleg Bleda)?
- Kako pridem od A do B?

“Explore Slovenia including Lake Bled but I am not sure what else there is to do around there but could include sailing around Croatia.“ (unknown)  
“**How to get from** Postojna to Predjama castle?“ (UK)  
“**How do people get between the wineries**? Or should we just stick to drinking wine at our accommodation?“ (UK)

### O ponudbi, aktivnostih

- „Potrebujem nasvet“ za:
- wellness (spa)
  - dobro restavracijo
  - pohode (pot, oprema in trajanje)

“I’m looking for a **hotel near the lake with spa**“ ali “**do you know the spa** of Šmarjeske toplice? Vitarium hotel?“ (ITA)  
“I’m wondering if anyone can help with **recommendations for a nice restaurant** that will be doing a Christmas style dinner/menu in Ljubljana?“ (UK)

# Mir in lepa narava po dostopnih cenah



## POZITIVNI VTISI

### Naravne lepote

- narava ●●●
- voda ●●●  
(reke, slapovi, jezera)
- lepa in lepi razgledi ●●●
- neverjetna ●●○
- čarobna ●●○
- unikatno, zanimivo ●○○

### Mir, sprostitev, čas zase

- mir ●○○
- sprostitev ●○○
- preprostost ●○○
- samorealizacija in  
inspiracija

## ZA TURISTE + ZA POZICIJO SLOVENIJE -

### Dostopna (finančno, časovno)

- majhna, kompaktna,  
(hitro si lahko kjerkoli) ●●●
- vredno denarja ●●○
- vredno časa ●○○
- lahko dostopna  
za vse ●○○

“If you love **nature**, Slovenia is the perfect place for you.” (UK)

“postcard idyll: blue sky with bright sunshine, **mirror-smooth water** and a romantic little church on an island in the middle of the lake.” (NEM)

“The Postojna Cave and Predjama Cave Castle are among the most **impressive sights** in Slovenia. **Unique** underworld of stalactite sculptures in the Postojna Cave” (NEM)

“Easy to **escape** the crowds and uncover the **raw beauty** of this region” (UK, Bohinj)

“Slovenians seem to have invented **slow travel**, going back to **basics**” (BEN)

“where you **feel a better person** with every breath of fresh air.” (BEN)

“It was really fascinating and **my mind was imagining** all sorts of things” (UK; Postojna)

“**Vintgar Bled**: impressive natural spectacle. For me one of the **highlights** of the trip and the **5 euro** entry per person absolutely **worth it**.” (NEM)

“Slovenia is a **very compact country**, to see the main beautiful locations ... the distances between them are quite small, and the roads are almost ideal.” (RU)

“Postojna Cave is basically **very easily accessible**.” (NEM)

# Zasedenost vs. nerazvitost



## NEGATIVNI VTISI

### Ponekod preveč **turistično oblegana**

- predvsem **Bled** ter v **poletnem** času
- **razočaranje**, če od turističnega kraja ne dobijo pričakovanega (npr. mir, ponudbo, pričakovano podobo)

“The downside is Bled's fame, specially in the summer, **many visitors pour on its banks, making him lose some of its romance.**“ (IT)

“**Presented as being sheltered from mass tourism**, it is expected that Velika Planina and Mala Planina will be a place with little traffic and quite calm. Think again! Slowly **victim of their success.**“ ... “I have read many times that the inns on site enjoy a very welcoming staff and really typical food. So we were very disappointed not to be able to order anything and to have been thrown several times in a very unpleasant way.“ (FR, Velika Planina)

“I must say, after watching the photos on the Internet, I expected more from this place. In general, the more I drive, the more I understand that all these advertised **mountainous places in Europe are 40% successful weather and 40% photoshop.**“ (RU, na poti iz Ljubljane na Bled)

### Turistično **nerazvita**

- **ponudba** v razvoju, **infrastruktura**
- **slabša muzejska ponudba** izven Ljubljane (primer: notranjost gradov lahko razočara)
- **zaprti** turistični/gostinski lokali
- **parkiranje**

“The surroundings of the lake cater to tourism, but in this sort of poor, **beginners way.**“ (UK)  
“my idea of the **early beginnings of Swiss tourism**“ (NEM)

“tourism is not very developed and Slovenes do not always have the necessary infrastructure.“ (FR)

“We did not visit the castle because we had read that the visit was not exceptional.“ (BEN, Blejski grad)

“**All the shops in Bled closed** at or before 5pm, so if you need any essentials for your stay, make sure you visit early enough (early November visit)“ (UK)

“**closed beach in Bled in september** (tourist page said differently“ (IT)

“**Parking** in Slovenia can sometimes be difficult. Low-cost parking is particularly challenging in Ljubljana.“ (BEN)

# Hrana je zadovoljiva s posameznimi presežki, namestitve niso razkošne



## PONUDBA

### Hrana in pijača

- **veliko/dovolj** jih je (restavracij, barov)
- hrana je **dobra, poceni**
- **trudijo se, prijazni** so, nekateri opazijo **vidik domače, lokalno** pridelane hrane
- malo **kičasto**
- pokušanje **vin** (Brda in V Slovenija)
- včasih hrana in ambient **izvrstna**, edinstvena

“There are **many cafes and restaurants** dotted around the lake should you need to stop for refreshments (Lake Bled)” (UK)

“you **can eat quite well** in one of the many restaurants.” (ŠVI, Portorož)

“Eating out is **fairly cheap**.” (UK) “wine more expensive than in Italy” (IT)

“the **love and attention** they put into their dishes is really quite special” (UK)

“the **room** which is **quite kitsch**, with its carpets and purple seats” (BEL, Bled)

“We visited Malek, the largest winery in Slovenia and tasted **wonderful wine** here.” (AV)

“**unique** moment, surprising and humble.” (ŠVI, o hiši Franko)

“I am thrilled with the **exquisite food**, the great ambience.” (ŠVI, Blejski grad).

### Namestitve in storitve

- nekateri očarljivi, z dobro ponudbo wellnessa (**hoteli\***)
- veliko jih je, tudi otrokom prijazni (**kampi**)
- se počutiš posebno, ampak ne pretenciozno, razkošno (**glamping**)
- nenavadno, ampak drugačno in lokalno (**turistične kmetije**)

“building is older, rustic and charming and comes with lots of elegance” (AU)

“many **child-friendly eco campsites** in Slovenia” (BEN)

“At Big Berry, you’re treated like a super special guest right from the moment you arrive. But in a chill way. A ‘**we’ll be super nice to you** and make sure you have everything you need and more’ way, **not a pretentious fancy way**. It’s delightful.” (UK)

“In Slovenia I became acquainted with a very special form of Bed and Breakfast. Here you have the opportunity to stay on a **so-called tourist farm**. May **sound a little crazy**, but it is just one of the things that make a trip through Slovenia so beautiful. Staying at a tourist farm in Slovenia is a truly **unforgettable experience** ...ideal combination of good food and drinks, a **comfortable stay** and **contact with the local population**.” (BEN)

# Prevladujejo aktivnosti v naravi, redkeje se pojavi kaj posebnega\*



## AKTIVNOSTI

### Aktivnosti v naravi

- **hoja** po hribih, gorah, naravi \*\* ●●●
- **kolesarjenje\*\*\*** ●●○
- **plavanje** ●●○
- **aktivnosti/avanture na vodi** ●●○  
(rafting, canyoning, ...)

### Ostalo

- **sprehajanje** po **mestnih** ulicah ●●●
- **terme, wellness, savna** ●●○

“wild and romantic Vintgar gorge is wonderful to **explore on foot.**“ (AV)  
“Lake Bled and Triglav National Park as well and truly took my breath away. Jaw dropping, stunning, perfect stop for anyone wanting to **sunbathe, swim** or simply **take in the breathtaking views**, with the stunning backdrop of the Triglav mountain range.“  
“Lots and lots of steps to climb to find this beautiful hidden gem“ (UK, slap)  
“**Especially cool** is a **canyoning** tour through the National Park, where you experience nature with the whole body! In addition, you can do the **mountain biking, paragliding, white water rafting** and **zip lining!** For these activities, you should definitely plan a little budget, because it's worth it. The prices are very moderate. For example, the canyoning tour costs 95 euros.“ (NEM)

“looking through the windows of the boutiques and souvenir shops.“ (UK)  
“At the castle there is a museum and a lookout tower. Admission costs 11 euros for adults. We have renounced and looked only at the courtyard and enjoyed the view of the city.“ (ŠVI, Ljubljana)  
“The **spa was wonderful**, especially in the afternoons, after walking all morning in the snow and low temperatures. Sitting in the **jacuzzi** and looking up, through the glass ceiling how the snowflakes would fall, was so relaxing! They also have a special welcome offer, a half an hour body **massage** for only 15 euros!“ (UK)

# Nizka pričakovanja dvigujejo zadovoljstvo, veliko jih načrtuje vrnitev



## IZPOLNITEV PRIČAKOVANJ

### Lepo presenečenje, odkritje

- **odkritje**
- potovanje, ki si ga bodo **zapomnili**
- največja **skrivnost** v Evropi

“This little country, for which I absolutely did not know here to put it on a map and whose name I could barely pronounce, was not on my list of countries to visit. And yet. **What a discovery!** (FR)  
“**surprising** little country, A **jewel** of a country squeezed in between Italy, Croatia, Hungary and Austria“ (UK)  
“I’m so pleased I have crossed it off my list now – before it gets too popular, too overcrowded, too overly shared on social media.“ (UK)  
“went on **one of the most memorable journeys of my life.**“ (RU)  
“A place which I **did not want to leave.**“ (RU)



## NAČRTI ZA PRIHODNOST

### Še se bodo vrnili

- vrnitev **za daljši čas**
- vrnitev **v drugem letnem času** (pozimi, jeseni)

After first visit: “I would love to go back and **explore Slovenia properly**, maybe on a road trip, and to do more hiking. (UK)  
“its **impossible to not be planning my return**; next time, I want to visit in the Autumn to see the changing of the colours in those forests.“ (UK)  
“I have visited Bled twice, but never in the winter. It is very pretty in the summer, but really busy so I think **I would much prefer it in the winter when it is quiet. I didn’t realise that there were thermal spa hotels** nearby, that is worth remembering for this winter!“ (UK)  
“I hate cold and especially winter but this scenery and the lake is so beautiful that so long as I keep warm in the spa and indulge in the food and wine, then it would be a time well spent.“ (UK)

# Zahodna Slovenija najbolj vredna ogleda



## OMENJENI KRAJI

### PRIPOROČAJO

#### Alpska makrodestinacija\* Postojnska jama

- moraš videti
- ikonično
- edinstveno
- vrhunec potovanja

#### Ljubljana

- urbano
- živahno

#### Piran

### ŠE VREDNO OGLEDA

- Predjamski grad
- Škocjanske jame
- Goriška Brda
- Lipica
- Izola
- Ptuj
- Velika Planina
- Logarska dolina

### LAHKO RAZOČARAJO

- Portorož
- Celje
- Škofja Loka
- Maribor

“Lake Bled is Slovenia’s icon, a place that personifies its natural beauty and its lush green landscapes.” (UK)  
“Postojnska jama is a **must see**.” (UK)  
“Soča Valley is my **absolute favorite** every time, and the **highlights** of my trip.” (GER)

“Ljubljana was one of our **favorite** European destinations.” (UK)  
“Ljubljana feel as **young** and **vibrant** as any capital I’ve visited in Europe.” (UK)  
“The only attraction of the Slovenian coast is **Piran**.” (IT)

“A lot of people have told me to go to Lake Bled but I’d rather go to the **Slovenian Istria** for some reasons. Reason #1 is I always prefer to **take the road less traveled**.” (UK)  
“If you are looking for a destination that is still little known, then you should drive to the **Logar Valley** ... one of the most beautiful alpine glacier valleys.” (ŠVI)

“Portorož is idyllically situated on the coast of Slovenia, but **does not really offer sights**.” (ŠVI)  
“Between Velika Planina and Ljubljana, I found it interesting to stop for a few hours in the small town of Skofja Loka. The stop was short-lived because we actually **found little interest** in Škofja Loka.” (FR)  
“The outer districts look a bit run-down, neglected and careless.” (ŠVI, Maribor)



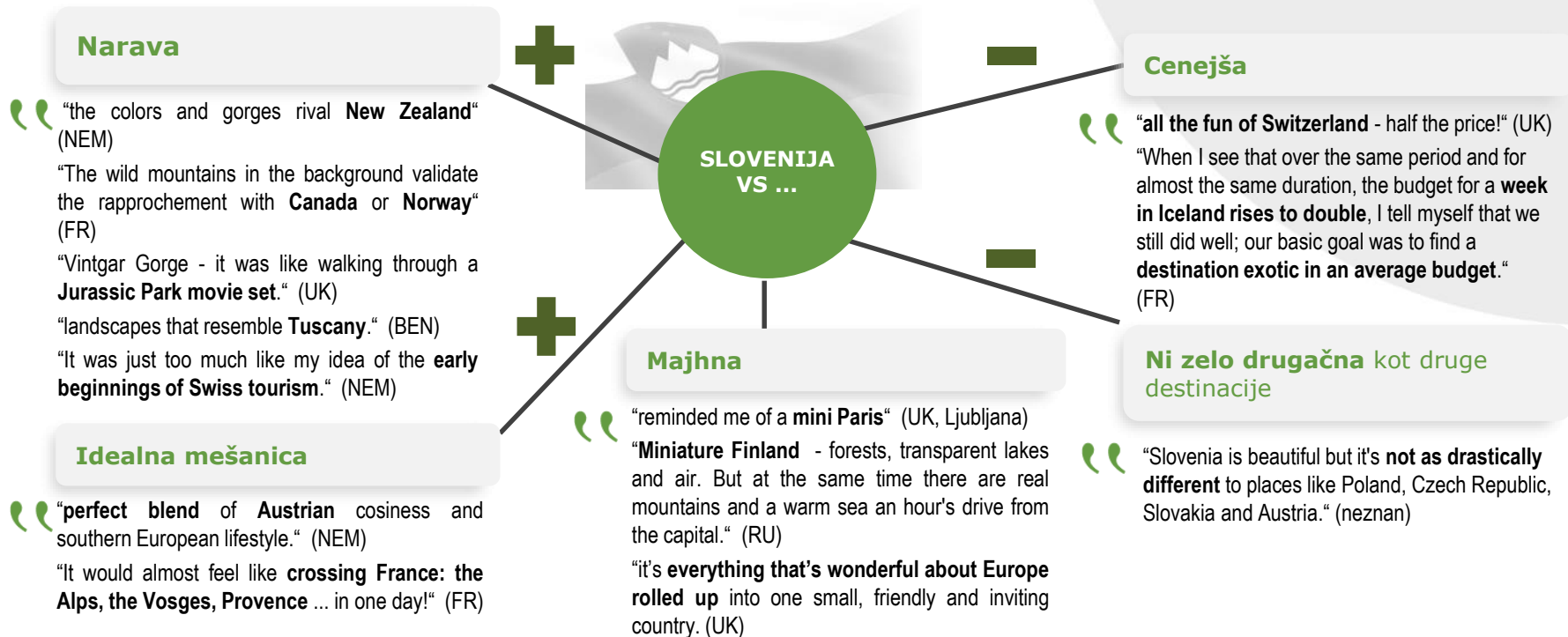
# Osnovna podoba Slovenije med izbranimi državami je precej enotna, posamezni vidiki izstopajo

Država izvora:	ITALIJA	AVSTRIJA	VELIKA BRITANIJA	RUSIJA	BENELUKS	NEMČIJA	ŠVICA	FRANCIJA
POZITIVNI VTISI	Zelena Lepi razgledi	Pravljična Lepi razgledi	Pravljična Zanimiva Vredna denarja	Lepi razgledi Narava (gore) Mir Majhna in raznolika	Narava (gore) Mir Aktivna Prijazni ljudje	Narava (gore) Mir Vredna denarja	Lepi razgledi Prijazni ljudje	Mir Ljubezen Majhna in raznolika
PONUDBA	Glamping Kampiranje Restavracije	Glamping Restavracije Vina	Dobra hrana Vino	Tradicionalna hrana	Kampiranje Tur. Kmetije Slow food /travel Vino	Kampiranje	Restavracije Gurmanska hrana (Hiša Franko, Kempinski) Kultura	Restavracije Sladice (kremšnita)
KRAJI	Podeželje in gradovi Postojna	Vzhodne regije Najstarejša trta Največji jamski grad	Bled Ljubljana	Postojna	Bohinj Ljubljana	Alpska makrodestinacija (Bled, Soča)	Piran Cerkve, jame	Bohinj Škocjanske jame Ljubljana Piran Velika Planina
AKTIVNOSTI	Spa-ji	Festivali, prireditve Lahkotni pohodi	Pohodništvo Lahkotni pohodi	Pohodništvo Lahkotni pohodi	Pohodništvo Avanture (rafting) Potovanje z otroki	Pohodništvo Avanture (rafting) Sprostitev	Pohodništvo Kolesarjenje	Lahkotni pohodi v naravi in mestih

**I FEEL  
SLOVENIA**

# **PRIMERJAVA SLOVENIJE Z DESTINACIJAMI**

# Neposredne primerjave z drugimi destinacijami



# Slovenija v družbi vzorov (zaželena percepcija)



## Lepa, slikovita

**Švica**  
**Irska**

Ruralna Francija  
Ruralna Italija (Toskana, Cinque Terre)  
Hrvaška

## Majhna / prijetna

Avstrija  
Finska  
Amsterdam

## Zelena / narava

**Švica**  
**Nova Zelandija**  
Kanada

## Majhna / ruralna\*\*

**Švica**  
Škotska  
Norveška  
Češka

## Za avanturiste\*\*\*

Škotska  
Norveška  
Avstrija  
**Irska**  
Portugalska

# Slovenija (redkeje) v družbi ostalih (nezaželena percepcija)



## Poceni

Škotska  
Poljska  
Slovaška

## Podcenjena

Romunija  
Bosna

## Manj turistična

Slovaška

# Izbor vzorčnih destinacij

Kriteriji za izbor:

- 1. Elementi butičnosti**
- 2. Sloveniji skupni pozitivni elementi percepcije**
- 3. Primerljive naravne danosti**
- 4. Dobro izkoriščen turistični potencial**
- 5. Izbrane države:**

Estonija, Islandija, Irska, Švica, Nova Zelandija

# Primerjava percepcije lastnosti destinacij

LASTNOSTI	Slovenija	Estonija 	Islandija 	Irska 	Švica 	Nova Zelandija 
narava				obala, klifi 		
magična			dramatična 	divja 		
sprostitev	mir 		svoboda, sreča 	zabava 	užitek 	
draga		Talin, najdražja med Baltskimi 			luksuz 	
kultura		tradicija, muzeji 	zanimivi muzeji, zgodovina 	literatura, zgodovina, filmi 		

# Primerjava percepcije ponudbe destinacij

KLJUČNI PRODUKTI	Slovenija	Estonija 	Islandija 	Irska 	Švica 	Nova Zelandija 
hrana		tradicionalna 			kulinarika 	
pijača	vino 	pivo 		alkoholne pijače 	vino 	vino, pivo 
avanture			hoja med tektonskimi ploščami 	kajakaštvo 		kajakaštvo, padastvo 
rekreacija	hoja, pohodi 			golf 		hoja, pohodi 
ogledi živali	medvedi, ptice 		kiti 			kiti, delfini, kiwi 
zimske aktivnosti			snežne sani 		smučanje 	
križarjenja		otoki, nordijske države 			jezera 	
spa, wellness						



# Značilnosti percepcije posamezne destinacije

DOŽIVETJA  
NARAVE

**Islandija:** podobni elementi, posebna doživetja narave, vendar "izven kategorije", tudi kultura

**Nova Zelandija:** narava – posebna doživetja (živali, avanture), pohodništvo, vino in kulinarika, tudi luksuzni produkti

KULTURA

**Irska:** kultura in zgodovina, manj narava

**Estonija:** Tallin, doživetje mesta in tradicionalne kulture, hrana in druženje

ŠPORT,  
LUKSUZ

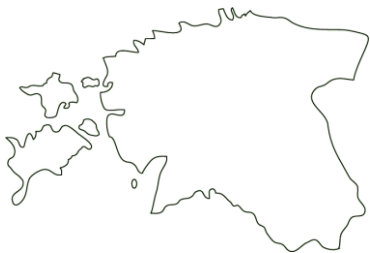
**Švica:** športi (smučanje, kolesarjenje), luksuzni produkti in ponudba, butična mesta

**I FEEL  
SLOVENIA**

# **ANALIZA SPLETNEGA NASTOPA VZORČNIH DESTINACIJ (POVZETEK)**

# Vsaka destinacija ima svojo zgodbo

**Estonija** je raznolika in ima svojo pot  
**#EstonianWay**



**Islandija** navdihuje s posebnimi doživetji narave in kulture  
**Inspired by Iceland**



**Irska** se predstavlja z bogato zgodovino, urbano kulturo in filmsko pokrajino  
**Welcome to Ireland**  
**#LoveIreland**



**Švica** je destinacija užitekarskih (športnih) doživetij narave in butičnih mest  
**Get Natural**



**Nova Zelandija** je čista, zato so tam tudi turisti odgovorni. Ima edinstveno identiteto in raznoliko naravo.  
**100% pure**  
**#tiakipromise**



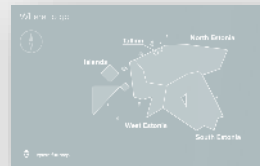


# Estonija

#EstonianWay

# Visit Estonia

Welcome!



## Ključni elementi

- Narava, hrana, kultura, ljudje
- Napredna, tehnološka družba

## Posebnosti

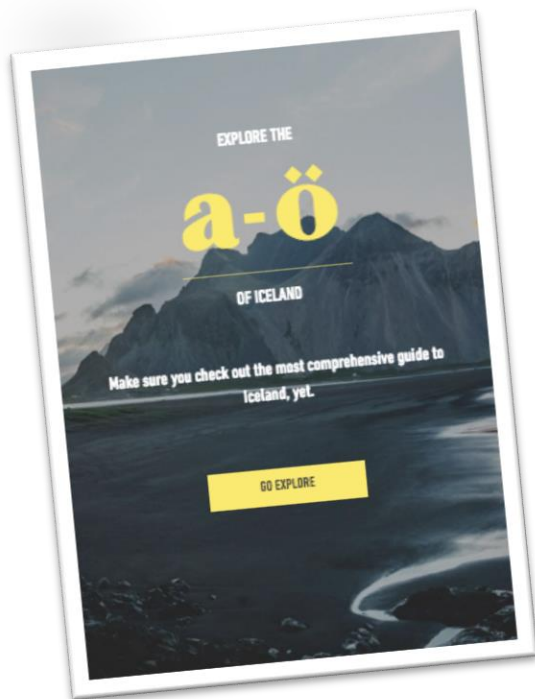
- Gverilska akcija
- Specifičen jezik
- Nagovarja najširšo množico
- „EstonianWay“
- Divjina

## Ključni produkti

- Kultura, glasba, dogodki, muzeji
- Tallinn (the best value destination)
- Shopping
- Posebne aktivnosti v naravi (savnanje, superhrana, ...)

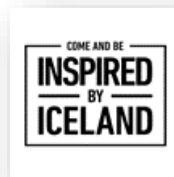


# Islandija



# Inspired by Iceland

Come and be inspired by Iceland.



## Ključni elementi

- Narava, kultura, okoljska naravnost

## Posebnosti

- Islandska abeceda
- 7 področij, 8 strokovnjakov
- Odgovorno potovanje, odgovornost do okolja, udobje in varnost

## Ključni produkti

- Opazovanje kitov
- Severni sij
- Geotermalni vrelni
- Ledeniško plezanje



# #LoveIreland Discover Ireland

Welcome to Ireland.

*Explore our warm welcoming island and become part of it.*



Quiz



Trip Idea



Q&A



Checklist



Through th...



#filterfree

## Ključni elementi

- Pokrajina, mesta, ljudje

## Posebnosti

- Odkrivanje korenin
- Filmska pokrajina
- Raj za golfiste

## Ključni produkti:

- Dublin
- Severna Irska
- Starodavni irski vzhod
- Titanik v 48 urah
- Irska whiskey pot
- Irska na filmskem platnu
- Miti in Legende
- Veliki svetilniki Irske
- Okusi divje atlantske poti

Visit Switzerland in winter, and you'll have some memorable stories to tell about your experiences.



Baden



La ChauxD...



Lugano



AutumnEve...



MyMagicR...



Bellinzona



WineFestiv...

## Ključni elementi

- narava
- avtentičnost
- varnost
- udobje
- točnost

## Posebnosti

- v oktobru že izrazito zimska
- prestižnejši produkti

## Ključni produkti

- zimske destinacije in aktivnosti (ski resorts, cross-country ski trails, winter walking trails ... )
- Unesco zaščitene stavbe in lokacije



# Nova Zelandija

# 100% pure New Zealand

Let us show you New Zealand



#tiakipromise



## KIA ORA

*Discover  
NZ as soon  
as you step  
onboard*

Search for fares

AIR NEW ZEALAND

### Ključni elementi

- dragocenosti
- toplina ljudi
- raznolika pokrajina
- edinstvena identiteta

### Posebnosti

- nagovarjanje turistov za odgovornost do okolja

### Ključni produkti

- Maori – domorodci
- luksuzna potovanja, poročna potovanja, delovne počitnice
- počitnic z nahrbtnikom
- družini prijazna
- filmska destinacija