PRESS RELEASE

**Launch of a global digital campaign called *I FEEL SLOVENIA – Make New Memories* to increase competitiveness of the Slovenian tourism**

**Slovenian Tourist Board is launching one of the most important projects since August 2015, when it started to operate on its own again. By running a global digital campaign in close cooperation with the economy, the Slovenian Tourist Board will, through innovative advertising messages, raise the recognisability and reputation of Slovenia as a green, active and healthy tourist destination, promote attractive tourist products, and increase the competitiveness of Slovenian tourism on key foreign markets.**

On 1st August 2015, when STB became an independent organisation once again, the team led by Maja Pak changed the guidelines and placed digital content marketing among key activities for the 2016–2017 period. These activities include, among other things, a further development of communication with the public through social media, the new [www.slovenia.info](http://www.slovenia.info/) website and a global digital campaign. The digital campaign, which starts today, will be carried out in several waves until 11th November 2016.

The number of people using digital and mobile services and links on social networks is rapidly increasing around the world. According to data published on the *We are Social* website in January 2016, as many as 46 percent of all 7.395 billion inhabitants of our planet use the Internet (the number increased by 10 percent in comparison to January 2015), whereas 31 percent of the world population uses social networks (which is 10 percent more than last year). The share of unique mobile users is more than 50 percent or 3.790 billion people (up by 4 percent since last year), and mobile social media users represent 27 percent of the total population (17 percent more than last year). Researches show that as many as 80 percent of tourists look for information about their trips online, and 65 percent of them book their holiday on the Internet.

“*Upon establishing the Slovenian Tourist Board as an independent organisation, the need for an immediate development of a comprehensive and operational strategy for the digitalisation of marketing in tourism was recognized as the key priority in line with the global trends. Therefore, we decided to include the digital content marketing in our marketing and communication activities in order to raise competitiveness of the Slovenian tourism. Through digital content marketing we aim to address the clearly defined target groups and convince them to choose Slovenia as their holiday destination. For this purpose, we established a working group in close cooperation with the economy sector, with the task to prepare guidelines for the new strategy and monitor its implementation,”* said **Maja Pak**, Director of the Slovenian Tourist Board.

The Slovenian Tourist Board's digital content marketing strategy is oriented towards end-users – tourists and potential visitors to Slovenia, which is why the rest of the planned promotional activities are also focused on meeting their communication needs and expectations. The Slovenian Tourist Board’s own media will be actively involved in establishing communication with end-users by adopting the approaches of digital content marketing. A greater reach and exposure of the Slovenian Tourist Board’s own media, as well as an increase in visitors and growth of the [www.slovenia.info](http://www.slovenia.info/) website will be achieved through creative small-scale digital campaigns and the main global digital campaign, which will be carried out in different intervals in addition to the regular communication and promotional activities. The first advertising wave has begun on 18th April and will continue for one month. It will be followed by another four advertising waves, ending on 11th November 2016. There is €1,972,705 (exclusive of VAT) in the advertising space lease budget.

The key objectives of the “I FEEL SLOVENIA – Make New Memories” digital campaign are to raise the recognisability and reputation of Slovenia as a first-class destination for green, active and healthy adventures in target groups on the target markets, promote attractive tourist products based on the principles of sustainable development, and increase the number of foreign tourists and overnight stays as well as achieve the reach, engagement and different types of conversions.

The campaign is based on the story of Slovenia as a land of diverse experiences. Their authenticity is emphasized by testimonials in the form of quotations and statements which spread the message, attract attention and arouse curiosity. *»Such advertisement actually acts as some sort of a trailer – displaying video clips and photos of the expected experiences,«* explained **Alenka Pahor Žvanut**, Head of Digital Marketing Department and Digital Communications Manager. *»We chose an innovative media genre which addresses target groups through the selected pictures and text. The stars, which categorize the quality of future experiences, similar to the ones used in the hospitality and hotel industry, as well as the following two slogans are used to draw attention with every ad. The slogan “Slovenia. This summer will be something to talk about.” holds a clear promise of a wonderful adventure, and the content is well wrapped up by the invitation saying “Slovenia. Make new memories.”*

“*In digital advertising in the field of tourism, it is important to stand out and attract attention, but due to the strong international competition, where everyone makes efforts to achieve the same thing, this is never an easy task. Fortunately, it is not only the invested funds what counts but also the quality of both the content and the concept. This year’s digital campaign run by the Slovenian Tourist Board is distinguished by a simple yet effective concept, which will certainly capture attention with potential visitors,*« said **Uroš Črnigoj**, editor of the [www.visitljubljana.com](http://www.visitljubljana.com/) tourist website and member of the Slovenian Tourist Board’s content marketing working group.

A click on an ad presenting one of the major Slovenian attractions, such as Ljubljana, the Postojna Cave, Piran, Bled or Lipica, will lead the viewer to the landing page of one of the main topics emphasized by the Slovenian Tourist Board in line with its

marketing strategy for tourism products, which is coordinated in close cooperation with the economy sector, i.e. Health and well-being, Active holidays, Adventures in nature, Gastronomy, Cities and culture. There, the visitors will encounter the final virtual experience of our country. At the end of March, the Slovenian Tourist Board published a call for tender for the promotion of tourist packages prepared in the Slovenian tourism sector. Nearly 150 bids were submitted. The purpose of the I FEEL SLOVENIA – Make New Memories digital campaign is to give users an experience as promised in the ad by guiding them to the actual package offer through a thematic image ad. The campaign aims to increase the sales of services in tourism directly from the providers. The Slovenian tourism sector and destinations are already starting to include the digital campaigns in their own promotional activities, which means they can further enhance their practices by co-operating with the Slovenian Tourist Board. In the future, the Slovenian Tourist Board intends to organize various workshops, including the digital marketing courses for people working in the tourism sector and at tourist destinations, and it already coordinates the media advertising plans with them.

“*The digitalisation represents an important part in the marketing and communication activities of the Postojna Cave Park. In fact, it is becoming an increasingly important component since addressing the alpha generation requires a completely different approach,*” said **Marjan Batagelj**, Chairman of the Postojnska jama d.d company. *“We are expecting an exciting campaign from the Slovenian Tourist Board, which will include images of the Postojna Cave depicting the magnificent and mysterious underground world of our beautiful Slovenia.”*

**Ana Praprotnik**, Marketing Director at Sava Turizem, d. d. and a member of the Slovenian Tourist Board’s content marketing working group agrees that the presence on the Internet is one of the most important marketing strategies of a company. “At Sava Hotels & Resorts, we are focusing on smart and effective digital campaigns which attract high-quality visitors to the website, as well as on constant improvement of the user experience and optimization of the sales pipeline on the website with the goal of increasing the conversion rates. *This year's digital campaign run by the Slovenian Tourist Board will particularly help us in positioning Slovenia on the foreign markets through the key products.* For us, this means a more optimized sales communication of the relevant products to the relevant target groups in each market.”

The Slovenian Tourist Board’s digital campaign will be carried out in 12 European markets or groups of markets (Italy, Germany, Austria, the Czech Republic, Scandinavia, France and Switzerland, Great Britain and Ireland, Hungary, the Benelux Union, Croatia, Serbia, the Russian Federation), as well as in the United States of America and in Canada. The goal is to achieve at least 150 million ad impressions on all web and mobile portals, the Google Display Network and in search advertising, and to reach at least 50 million Facebook users, a million Instagram users, two million VK users and 400.000 Twitter users. With this campaign, the Slovenian Tourist Board aims to get at least 100,000 new likes on its Facebook page, 20,000 new Instagram followers,

10,000 followers on the VK page and 10,000 Twitter followers. The goal is to reach at least 300,000 unique visits through the Google and Yandex search engines and 200,000 through the Google Display Network. On the YouTube channel, at least three million video ad impressions are planned to run, each of them shown for more than three seconds and at an average frequency of 2.5.

The digital campaign will be run on various foreign digital platforms: on the general yet the most important news platforms such as the German Spiegel.de or the Italian Corriere.it, as well as on the specialized tourist portal called TripAdvisor. An important part of the digital campaign will be focused on the search and display advertising networks as well as on social networks, especially on Facebook and YouTube. Under a pilot project, the Slovenian Tourist Board will also advertise on Twitter and Instagram. The creative design of the campaign is based on dynamic banners and the latest trends in using video ads, which use the advanced advertising techniques with a more demanding and innovative approach to engaging internet users in comparison to the traditional types of digital advertising. This means the ad production is more complex, but the expected advertising results are higher and, according to the analysis of contemporary digital trends, bring greater conversion rates.

As part of activities related to the digital content marketing, the Slovenian Tourist Board is also modernizing the [www.slovenia.info](http://www.slovenia.info/) official Slovenian tourist information website, which will be turned into a core communication platform with a more responsive and modern design, providing a simpler user experience and content adjusted to mobile devices. The communication via social networks will also be upgraded with the objective to increase the number of followers through the integration with digital campaigns. The Slovenian Tourist Board has its own profile shown on Facebook (Feel Slovenia), Twitter (Slovenia Tourism; Slovenia and the UK), LinkedIn (Slovenian Tourist Board), YouTube channel (l Feel Slovenia), Instagram (feelslovenia), Google+ (Feel Slovenia) and Pinterest.

The existing system of e-newsletters and direct digital communication needs to be upgraded so it can become even more personalized and structured according to the target group segments. In the framework of the Tourism Press Agency, the website offers the integrated Tourism Press Agency news, which also functions as a system of electronic newsletters. Furthermore, the Slovenian Tourist Board publishes the Tur!zem (Tour!ism) digital magazine for management and marketing in tourism. The modernization of the web portal also includes the publication of digital versions of various content catalogues.

More about the digital campaign: [www.slovenia.info/digitalnakampanja](http://www.slovenia.info/digitalnakampanja).

**Further information**

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