

# CROSS-BORDER e TOURISM



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# CROSS-BORDER e TOURISM

**EUROPE** world's top tourist destination  
(EU commision, november 2010)

**Tourism GDP World 5 % Europe 10 %**

**Crises vs. Opportunities**

**77 Geoparcs - UNESCO - Dinaric Karst**

**Sustainability & Multiculturalism**

**Wien, Venice, Dubrovnik, Lipica, Bled,  
Plitvice, Postojna**



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# CROSS-BORDER e TOURISM

## POSTOJNA CAVE - The Queen of World Caves

34 000 000 visitors since 1819

150 Kings, emperors, presidents

Unique cave train 1872

electric lights 1884 before London

87 % visitors from abroad

10 % from Japan, China

Emperor Franz Josef & Elisabeth 1857 and 1883

Proteus Anguinus and 100 species of cave animals



year	1965	1985	2010
Visitors	500 000	1.000 000	500 000



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## PREDJAMA CASTLE

9 km from POSTOJNA CAVE

unique cave castle in Europe

since 1201, rebuild 1570

the legend of Erasmus Lueger 1484

listed among 10 most fascinating castles  
in the World

100 000 visitors / year



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# CROSS-BORDER e TOURISM

## MARKETING A

leaflets

printed advertisements

jumbo billboards

fairs

television

internet

the potential visitor is **PASSIVE**

tickets are sold at the entrance to the cave

Results of promotion ??



# CROSS-BORDER e TOURISM

## MARKETING B

Modern ICT platform with innovative e-ticketing solution for on - line tickets, packages and merchandise sales

natural or cultural tourist attractions, museums, galleries, sport events, festivals :

- multifunctional (promotion, booking, ticketing, data exchange, reporting, analysing ...)

- multichannel ticketing (box office walk –up, mobile phone, real time internet kiosk, ticketing agents, partner organisations, gas stations ...)



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# CROSS-BORDER e TOURISM

## ICT PLATFORM

capable, durable, flexible, reliable, safe open system,

easy to use and user –friendly, use print@home tickets, integrate with access control and analytics tools, end-user-defined reporting,

no time or geographical limits, real time 24/7

CRM, measurable results of promotion



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# CROSS-BORDER e TOURISM

## ADDED VALUE FOR COSTUMERS

- discount for combination tickets
- buy more – save more
- prompt information about daily offers,
- full discretion and comfort
- user friendly presentation in one place
- easy and safe way for on-line making booking and buying tickets from home
- better preparation for attraction visit = higher satisfaction



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## ADDED VALUE FOR PARTNERS

Producing, promoting and selling of joint tourism products with no time or geographical limits



CRM Active and long term communication with costumer



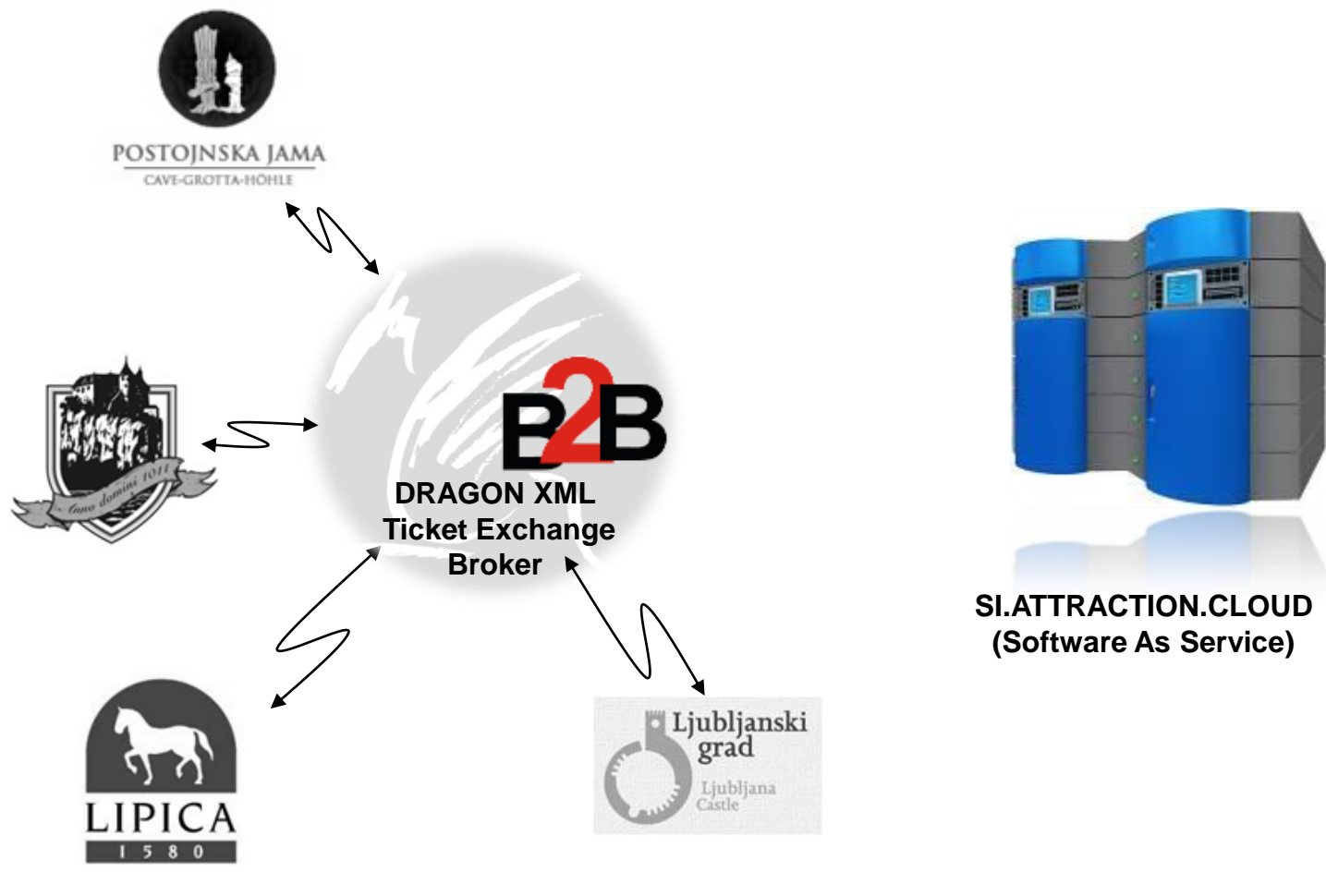
# CROSS-BORDER e TOURISM

Real-time reporting & good analysing = better planning



# CROSS-BORDER e TOURISM

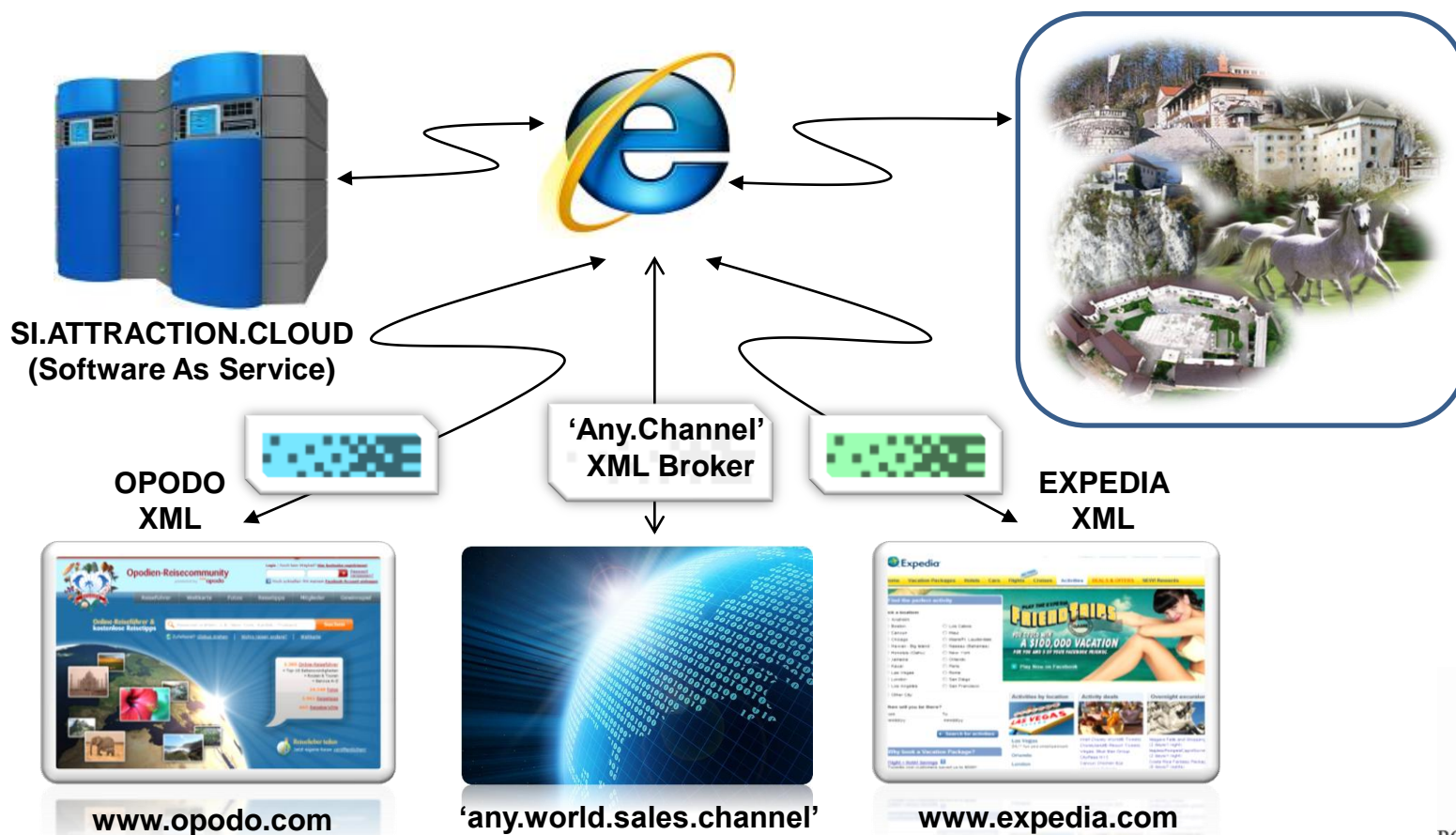
B2B automatic scheme of selling between partners



# CROSS-BORDER e TOURISM

Digital reengineering of business environment for promotion and selling

B2B and B2C



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# CROSS-BORDER e TOURISM

all partners use the same ICT platform

better competitiveness

higher level of experience of tourist attraction

more satisfied visitors

experienced service and support team



# CROSS-BORDER e TOURISM

**NEW STANDARD for B2B, B2C**

**for Tourist destinations,  
Museums, Events, Festivals, Culture Institutions,  
Sport Clubs**

**NEW COMBINED CROSS-BORDER  
TOURIST PRODUCTS**

*TOP 5 Alpe Adria Heritage*

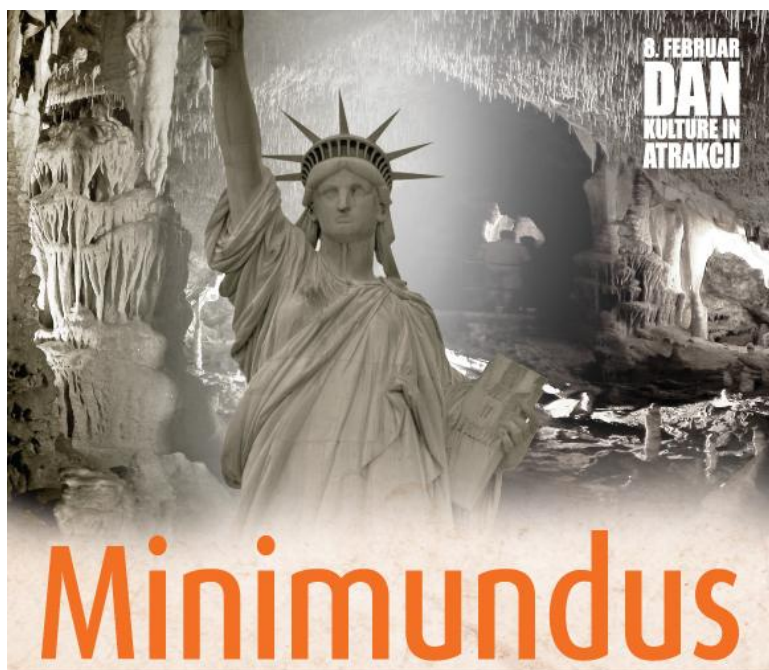
*Danube Tourist Champions League*



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# CROSS-BORDER e TOURISM

## Cross-border cooperation POSTOJNA CAVE - MINIMUNDUS



V POSTOJNSKI JAMI

8. februar od 10. ure dalje  
Zabava za vso družino!

50 % družinski popust na [www.kd-zivljenje.si/minimundus](http://www.kd-zivljenje.si/minimundus)  
Popust velja do 11. 4. 2011.



Vabi vas življenjska zavarovalnica  
**KD Življenje**  
Prijetelj in podpornik Postojnske jame



**MINIMUNDUS (A)**  
in the Concert Hall of  
**POSTOJNA CAVE (Slo)**

Februar 08 – April 13, 2011



**POSTOJNSKA JAMA**  
CAVE-GROTTE-HÖHLE

Postojnska jama d.d. with partners

invites **TOP 10 Tourist Destinations of Danube Region**

to join

*Danube Tourist Champions League*



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Thank you for your attention



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