

Tourism in Slovakia Going for Growth

A Presentation

from

THE **m**arket
SPECIALISTS

Tourism in Slovakia Going for Growth

1. Your Questions Answered?

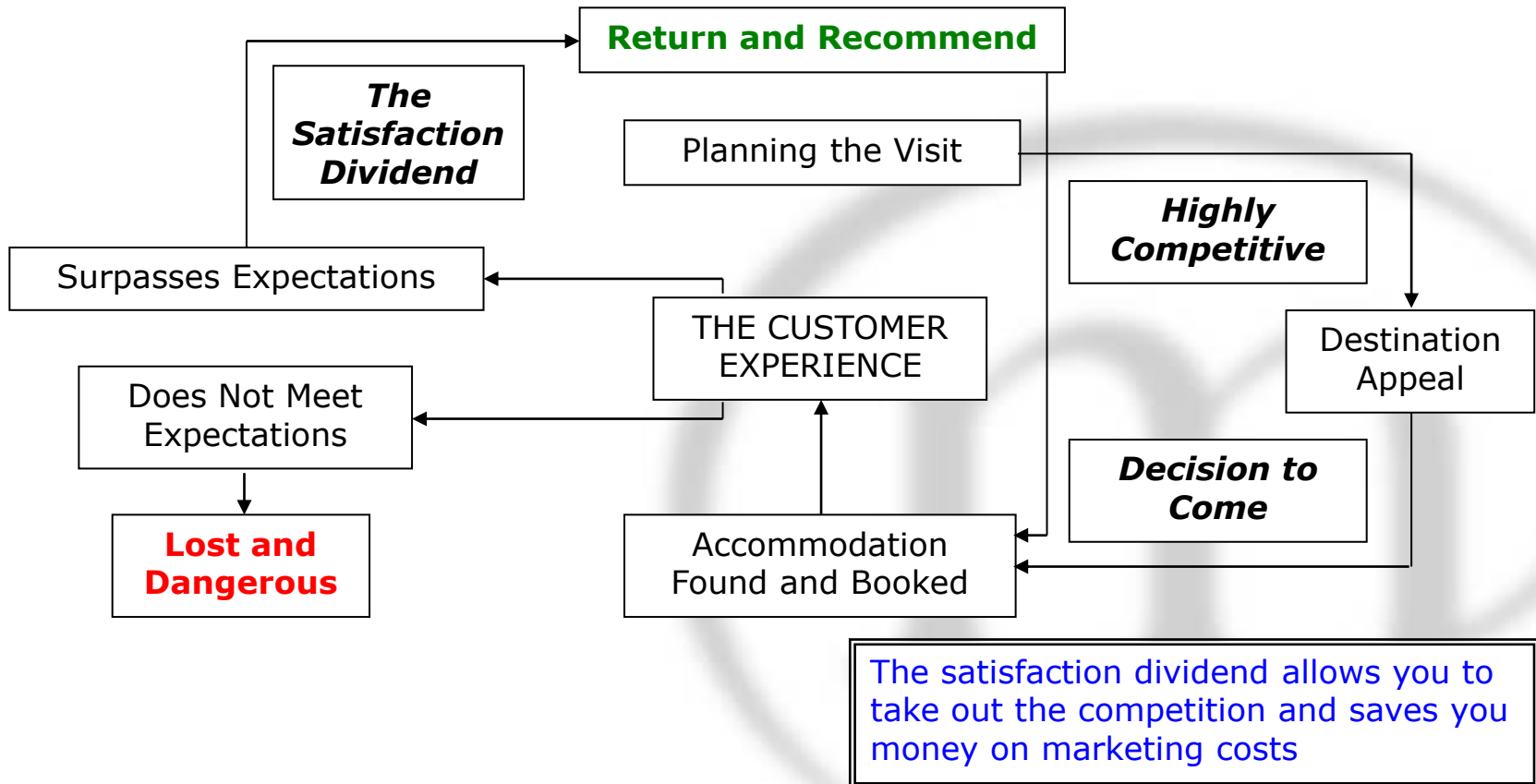
- ❖ **How to prepare an effective strategy?**
- ❖ **How to achieve regional collaboration?**
- ❖ **How to create regional tourism products?**
- ❖ **What works – and doesn't work?**
- ❖ **Let's go on holiday!!**





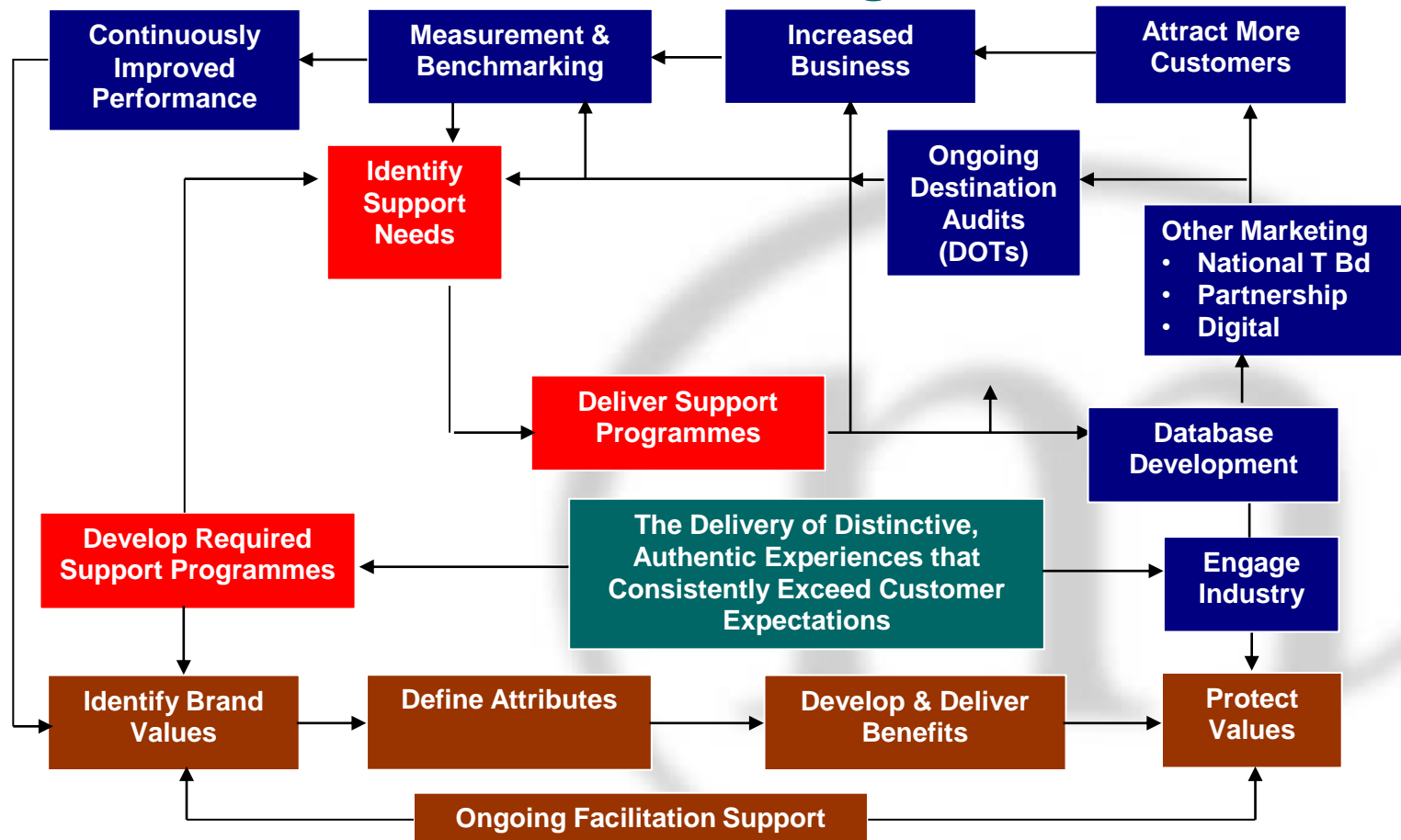
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2. How Tourism Works



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3. A Local “DO IT” Organisation



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4Local Knowledge and Engagement

- ❖ Landscapes, townscapes and seascapes

- ❖ Heritage and culture

- ❖ Activities

- ❖ The things to see and do

- ❖ Local food and crafts

- ❖ Local festivals and fairs

- ❖ Local people

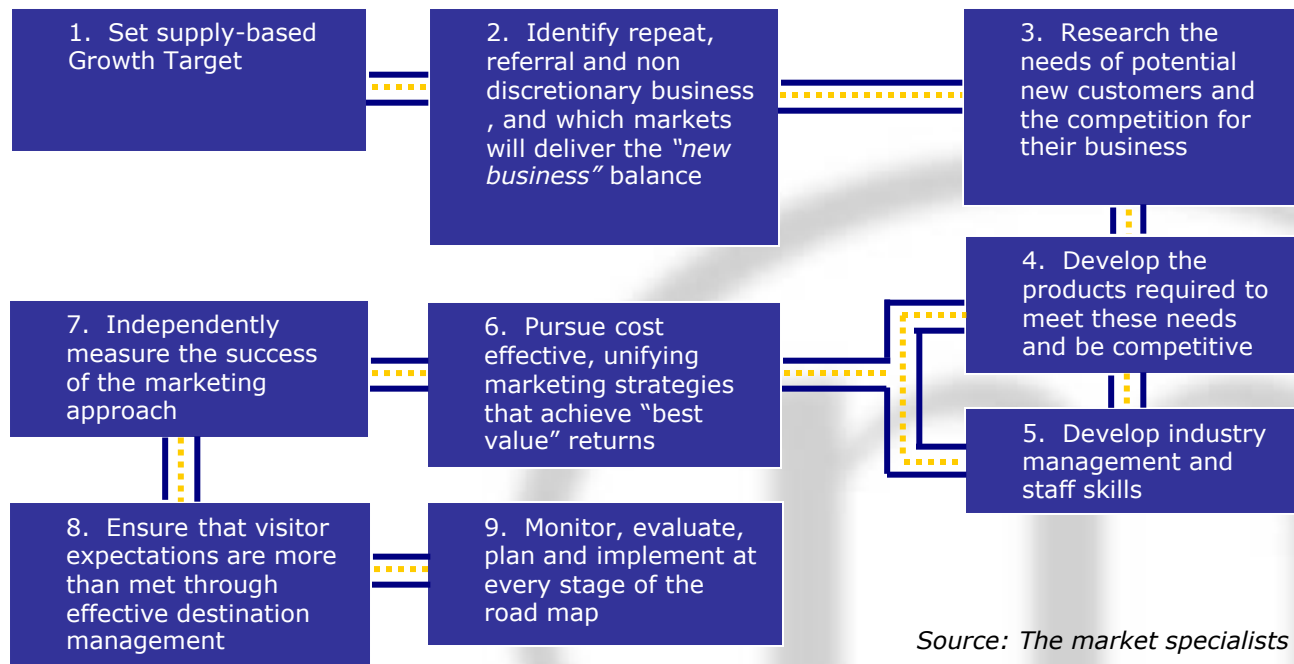
- ❖ The things to experience

- ❖ Means to promote and attract



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6. The Development Roadmap



Source: *The market specialists*

1. If one begins with a quantified growth target it not only needs to be relevant, rational & robust, the means of drilling down through it & monitoring it also need to be relevant, rational & robust.

2. Growth will be driven by the private sector, with public sector support. Industry engagement at destination and sectoral level is essential but it needs to be enabled if it is to happen.

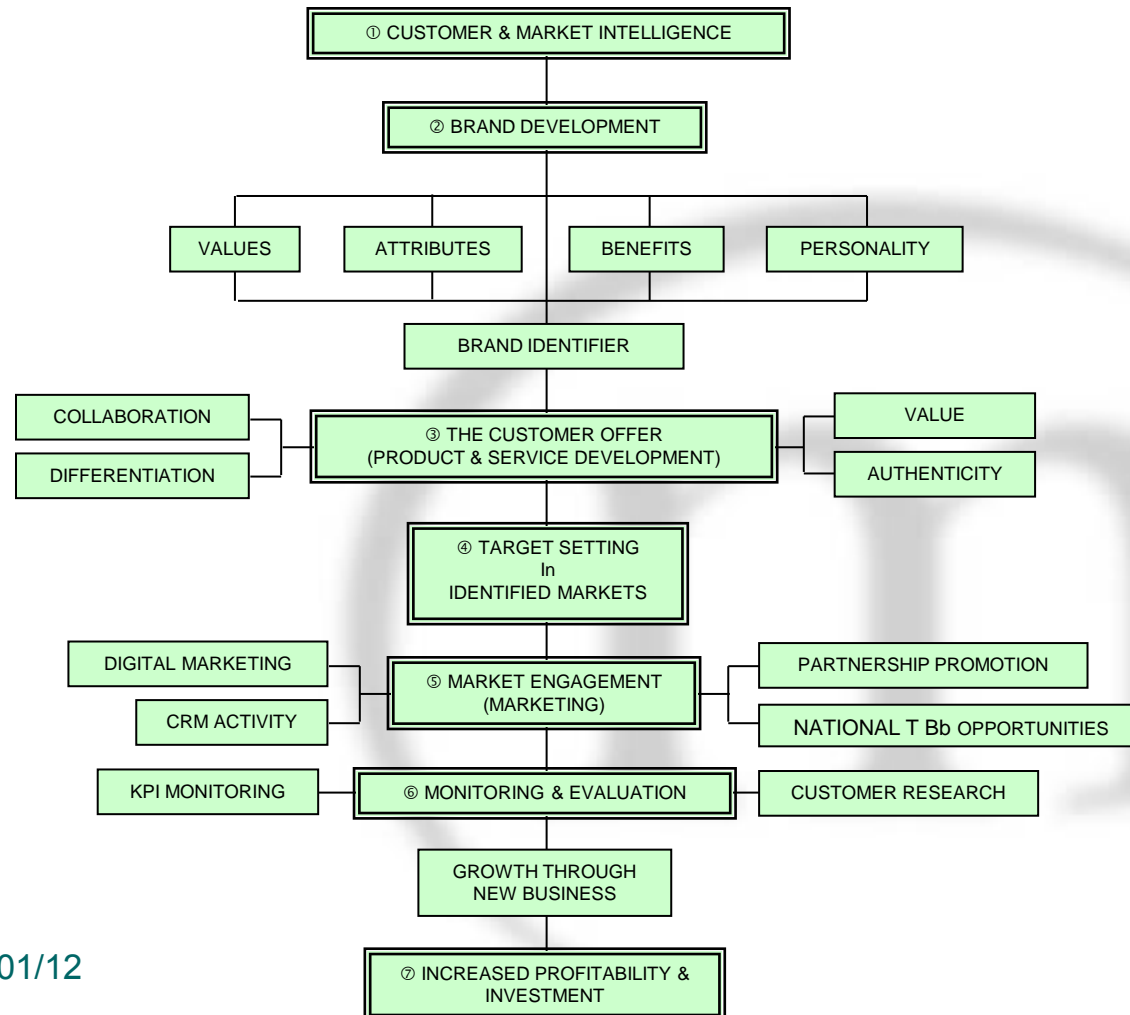
3. Engagement with the private sector is characterised by market failure. It will not happen automatically.

4. If this market failure is addressed it will lead to the private sector helping to shape public sector programmes.

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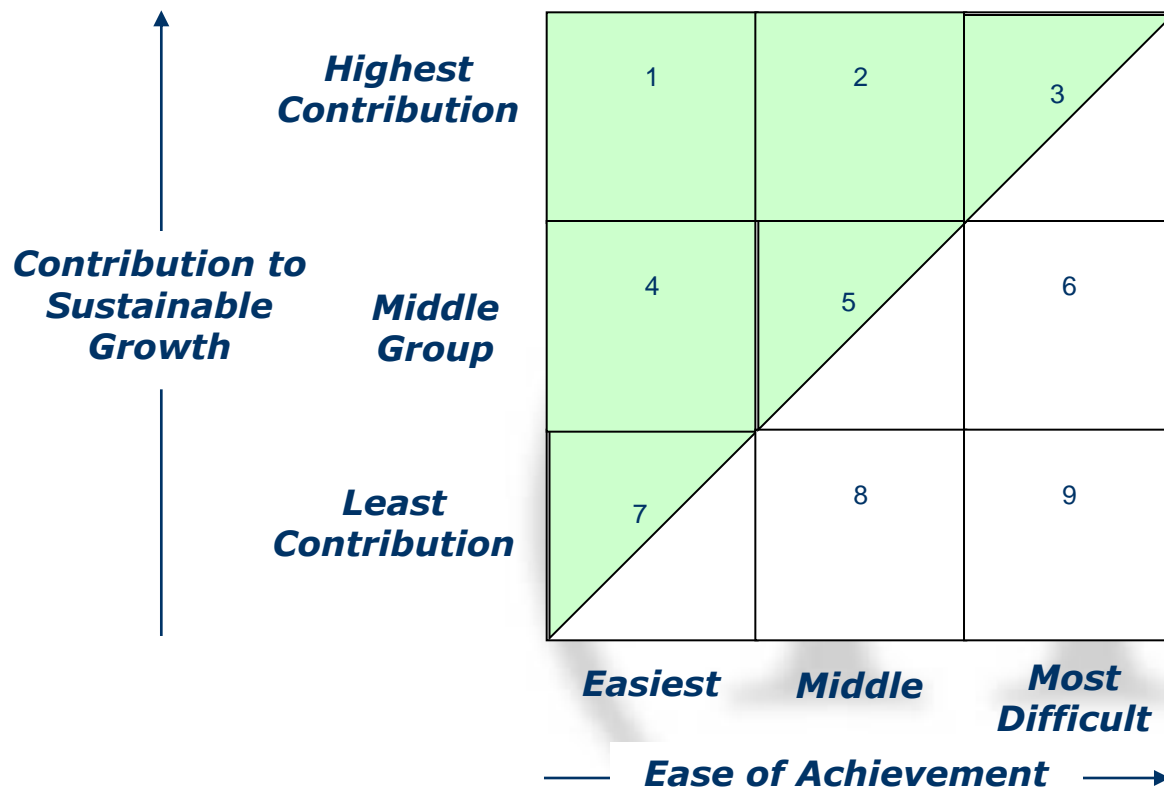
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7. A Market Development Growth Model



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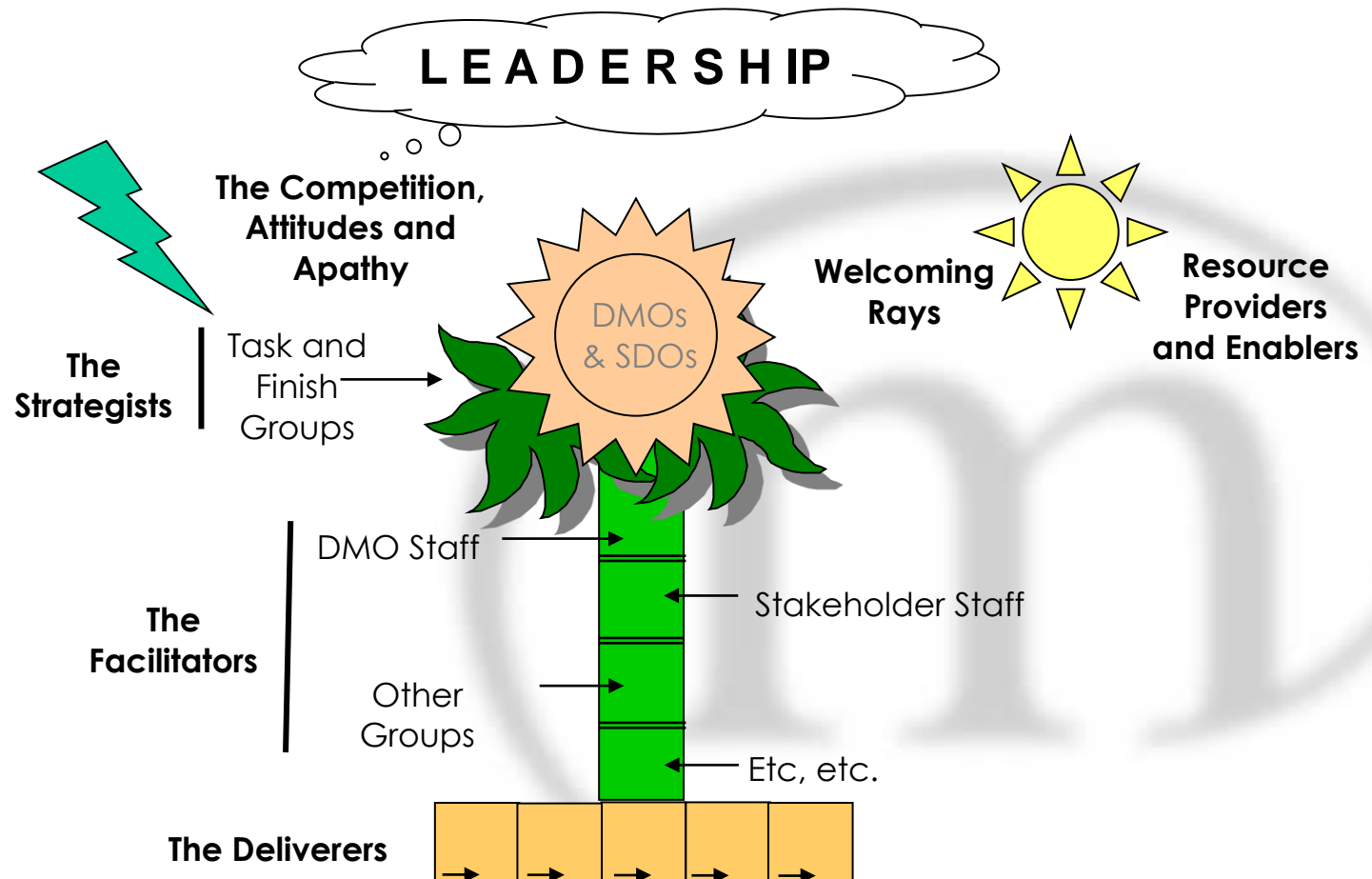
8. The Prioritisation Process



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10. The Sunflower Structure



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12. My “10 Commandments”

- 1. Remember that growth is an upward force**
- 2. The public sector enables: the private sector delivers**
- 3. Tourism is a collaborative experience that is everyone’s business**
- 4. Customer satisfaction demands consistent excellence**
- 5. Consistent excellence requires local delivery structures**
- 6. The attack brand is usually (but not always) the country**
- 7. The experience of the country is the experience of its destinations**
- 8. Destinations can develop excellent slipstream brands**
- 9. Authenticity, differentiation and value are excellent brand builders**
- 10. Tourism is everyone’s business**

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