

Sustainable Destination Award Good Practice Story

Tourism for all destinations: Marketing activities for dispersion of tourist flows over place and time.

International tourism growth is exponential and managing tourism flows is more important than ever. Slovenia is well aware what impact tourism flows can have on a small place like Slovenia. Reactions on tourism growth and undertaken measures to minimize negative impacts must be in line with transformed concepts of destination promotion (digitalisation, hyper connectivity). Developmental activities (such as The Green Scheme of Slovenian Tourism, researches and monitoring) are giving the basis for corresponding marketing strategies on how to address the growth of tourism and therefore manage tourism flows. Slovenian Tourist Board has taken several measures in this respect: careful selection of target groups and markets, before and after season marketing activities, complete absence of high season campaigns, development of Slovenia Unique Experiences and tourist products, available throughout the year (special attention to culture, gastronomy, well-being, nature) and campaigns for promotion of less crowded tourist areas. Together with modern technologies and smart solutions we can steer tourist flows in sense of effective destination management and develop sustainable tourism to the benefit of all.

