

# Interreg



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## ADRION

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## WONDER



1090 WONDER

**Child-friendly destinations**

D.T2.2.1 - Branding plan

<b>Deliverable</b>	D.T2.2.1 - Branding plan
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## 1. FAMILY FRIENDLY: BRAND VISION

### WHY INTRODUCING COMMON QA BRAND

**The WONDER project aims to strengthen attractiveness and competitiveness of the Adriatic-Ionian region with tourist offer, suitable for families and children.** Development of new infrastructure and products with innovative approach should also enhance the liveability of the places and areas, recognized as family friendly among locals and visitors alike.

Destinations of the Adriatic-Ionian region have their own individual place brands which differentiate and position them in domestic and international markets. Those brands represent the integrative set of values and characteristics, connected to a place/destination identity. None of them is solely family/children oriented, because they are targeting locals and visitors of all demographic and social groups.

**There is a need to introduce a common group brand in coexistence with individual destination brands** to communicate and connect the family offer of all Adriatic-Ionian destinations. The common group brand becomes a QA transnational label beyond national character or border, ensuring guaranteed quality with approved family infrastructure, activities and products.

#### **QA label for family-oriented offer of Adriatic-Ionian region communicates:**

- activities, tours, accommodation, experiences and events, created for families;
- endeavours of all stakeholders in public and private sector to enhance the attractiveness and liveability of a place/destination for local and traveling families;
- clearly defined identity and awareness of the Adriatic-Ionian region as family friendly;
- a regional network of family friendly destinations/places, connecting local inhabitants, tourism providers, non-governmental organizations and educational institutions.

## WHAT ARE THE ADVANTAGES

The QA label always strengthen the position of any individual brand. Destination brands tend to have a problem aiming to satisfy the widest possible range of target groups, lacking the courage to specialize in specific segment of offer for specific groups.

**The label that communicates the quality of infrastructure, tours, activities, events, accommodation etc. for families targets one of the most proliferating groups.** Children are decision-makers of today due to their specific needs, but on the other hand they are also consumers and travellers of tomorrow who will return to their favourite destinations, not only once, but probably at least twice in their life – first alone and then later with their own kids.

**The advantages of introducing a QA label to coexist with individual destination brands are multiple:**

❖ FOR DESTINATIONS:

- Marketing opportunity – standing out as a destination for families (safe, clean, playful, joyful, friendly, guest-oriented, ...) which can attract other segments as well (e.g.: silver panthers / senior travellers with the biggest travel budget).
- Getting more character and differentiating value
- Developing infrastructure and offer that is as attractive and important for locals as for visitors

❖ FOR TOURISM PROVIDERS:

- Approving quality – standing out with offer / area / attraction for families
- Marketing and sales opportunity in competitive travel market which is becoming more and more specialized and individual
- Transnational network of providers with similar goals/target group in the region recommending one another to the same travel/target group – common database of regular/repeating travelers

❖ FOR LOCALS

- Liveability enhancement – family friendly destinations and places tend to improve local quality of life

❖ FOR TRAVELERS

- Transnational network of destinations and providers in the region making traveling decisions easier and travel more comfortable
- Quality guarantee – set of criteria for family friendly offer met and approved

- Destinations and places which support and stimulate family values

## 2. KEY COMPONENTS OF TRANSNATIONAL BRAND FOR FAMILY EXPERIENCES

### BRAND NAME

Brand name is the most important component of the brand identity. It should be clear, unambiguous, attractive and short at the same time to deliver the brand promise effectively.

**FAMILY DESTINATION/-s was the first and the most obvious idea and starting point to develop the brand name and identity.** On one hand, it communicates the whole destination, nevertheless missing the ability to communicate different aspects of a destination offer (accommodation, tours, activities, ...). On the other hand, it also lacks the sense of community and connection between all social spheres, groups and stakeholders.

**That is why the final brand name proposition is**

**FAMILY FRIENDLY. This brand name has more emotion and power because it is not only technical term, referring to a specific segment (family) or specific place (destination).** It is a beginning of a promise and story how to make families happy and relaxed.

From strategical and semantical point of view the name does not contain the noun CHILDREN / KIDS on purpose, because the offer for locals and tourists should be developed for the whole family, not only for children.

**Syntagm FAMILY FRIENDLY attracts visitors and locals while enabling this QA label to get even more segmented and organized with different sub-labels when it comes to the types of offer/services/infrastructure:**

FAMILY FRIENDLY ACCOMODATION

FAMILY FRIENDLY ATTRACTION

FAMILY FRIENDLY EXPERIENCE

FAMILY FRIENDLY AREA

**Due to effectiveness of communication and building awareness there is no need to communicate FAMILY FRIENDLY in different national languages. Transnational network of family friendly destinations and individual destination brands will all be stronger with one common transnational brand name.**

## BRAND IDENTITY

**Family friendly encompasses all the necessary attributes of a brand:**

- ❖ functional attributes and values to meet the needs of family segment:
  - FAMILY DESTINATION / PLACES TO DISCOVER TOGETHER,
  - FAMILY COMFORT / ACCOMMODATION TO RELAX TOGETHER,
  - FAMILY ACTIVITIES / EXPERIENCES TO (RE)CONNECT.
- ❖ Symbolic attributes and values to exceed the expectations:
  - KINDNESS,
  - SENSE OF COMMUNITY,
  - RELIABILITY,
  - FEELING OF SATISFACTION (friendliness, hospitality).
- ❖ Experiential attributes and values for unforgettable memories:
  - WELLBEING OF THE FAMILY
  - PLAYFULNESS
  - SAFETY FOR CHILDREN
  - FAMILY TOURS AND ACTIVITIES

## BRAND SLOGAN AND COMMUNICATION PLATFORM

Brand name *Family Friendly* communicates the promise to be delivered to every family in need of time spent together and experiences to enrich that time.

Slogan can strengthen the sense of community/family/network of destinations which is the most important objective of the WONDER project. Another advantage of the slogan is more specific

explanation and inspiration what is family travel all about. It suppose to be fun, engaging, happy and - at first place – playful.

## **FAMILY FRIENDLY – OUR PLAYFUL TRAVELING**

is a position slogan which underpins all the attributes of the brand listed in the previous chapter. OUR personifies the family, the community and commitment to spend quality time together. Playfulness is the core experiential value and attribute of the brand while traveling communicates the ongoing activity and mobility within the network of family friendly destinations (one day you are a local at one place, another day you are a visitor or tourist at another place).

From here every destination can easily build its own communication platform according to the types of family friendly offer they have:

OUR PLAYFULL HOLIDAYS

OUR PLAYFULL CAMPING / RESORT / HOTEL

OUR PLAYFULL WATERPARK / HOUSE OF ILLUSIONS / MUSEUM / ...

OUR PLAYFUL TOUR / DISCOVERY / ESCAPE ...

## **3. MARKET POSITIONING AND TARGET GROUP OF THE COMMON QA BRAND**

Every destination can decide if it wants to promote family friendly identity as the key promise and or in addition to its own brand story. At first, destinations will probably use the QA label FAMILY FRIENDLY as a proof that they offer services, suitable for families. Later on, with the development of more and more infrastructure, aimed also to locals not only travellers and tourists, they can develop distinctive family character if their strategy will embrace and support that concept.

Nevertheless, it is very important from the start, that every destination within the Network / HUB of family friendly destinations, starts to communicate and labelling their offer, suitable for families and



children, right away, as a Quality Approved label in coexistence with destination brand (see the corporate graphic identity document).

The FAMILY FRIENDLY brand clearly addresses the target group of families and invite them to a destinations. In addition to a brand, a destination needs to incorporate family friendly products and services in their communication and marketing strategy with Family friendly Call-to-Actions to raise the awareness as a family destination.

## TARGET GROUP

Families are one of the most interesting and proliferating target groups in tourism, containing more target profiles/personas in one common category. Women (aged 35 plus) tend to be key decision makers in tourism in general, both, men and/or women forming families tend to belong to different target segments according to the motivation of their travels (activities they repeat on every destination, type of transfers and accommodation they use, etc), while children are often navigating the family decisions.

When children grow up, they also tend to come back to destinations they visited with their parents, first alone, then with their own families. Thus, FAMILY FRIENDLY label communicates the quality of the place in general, being more safe, clean, organized, activity and experience driven, accessible and attractive to other segments of target groups.

Families are the most inclusive group when it comes to merging and coexistence with other groups on a destination.

Due to variety of offer, partners, and destinations the target group addresses families with children of all ages, from 0 to 18 years.

Family may also refer to a group of people that are not necessarily parents and children but share the typical family values (teams, circles, small groups...).

## FAMILY OF STAKEHOLDERS ON A DESTINATION

Every destination should communicate its family character internally, all the key stakeholders, from the marketing and management destination organization to tourism providers, local community and

inhabitants, public and private sector should be well informed why a certain destination introduced a FAMILY FRIENDLY brand and what that means for a place at the moment and in the future, not only for tourists but also for locals.

## **INTERNAL AUDIENCE: TOURISM PROVIDERS AND LOCAL INHABITANTS**

At the beginning it is important that destination management and marketing organization (DMMO) encourages tourism providers to identify or/and furtherly develop all the services they can offer specifically for families (family friendly areas and amenities, family activities, ...). Ideally destination would introduce a FAMILY FRIENDLY product manager / pater familias to communicate effectively with all the stakeholders (in public sector to develop infrastructure for families – trails, playgrounds, areas, ... and in private sector to stimulate special offer and services to be developed).

DMMO is responsible for labelling 4 categories (accommodation, attraction, area and experience) with FAMILY FRIENDLY brand distribution. Every labelled service/product needs to meet a set of criteria to get the quality approved label FAMILY FRIENDLY.

Local inhabitants are very important as they are the first to embrace the family concept of the destination. If the area within a destination is known exclusively for being a working/administration area with no residential properties and daily free time activities it cannot develop family friendly feel and atmosphere.

In order to communicate effectively internally, all the stakeholders need to know the benefits and possible positive transformation of introduction of FAMILY FRIENDLY services and brand/s.

## **EXTERNAL AUDIENCE: VISITORS, PARTNERS AND MEDIA**

### **DOMESTIC AND INTERNATIONAL VISITORS**

Every destination/place should consider the markets and target personas they address. Family friendly brand is easily incorporated in destination offer and activities, but it needs to be visible and communicated, not only with the usage of a brand, but also with content that supports the brand and makes it legitimate to use.

When it comes to marketing strategy, destination decides when, where, how and to whom it communicates FAMILY FRIENDLY brand and offer. The QA brand has the power to strengthen the image and the ability to push the sales of family products.

All the communication tools for domestic and international markets (online and offline) need to include the FAMILY FRIENDLY brand and communication of its promise (services, activities and offer, suitable for families). If the brand is not communicated, it does not exist. The communication and branding need to be implemented at the location (information design, areas, entry points with printed materials, brochures, applications accessible by QR codes, ...), online (destination website/portal, social media, SEO, online marketing and advertising) and offline (traditional and mass media).

## B2B

Destinations rely on a network of partnerships they build in order to raise awareness and image and help pushing sales of their offer. A network / HUB of family friendly destination, formed around WONDER project is the most important partnership with many B2B opportunities among different segments of partners.

## MEDIA

It is crucial that every destination, regardless the budget they have for advertising, starts to communicate its family friendly character, brand and offer with local, national and regional press. The FAMILY FRIENDLY product manager should develop the content distribution plan/brief for partner PR agencies and/or provide the content (if DMMO is very small and has no content marketing appointed agencies or internal specialists) to the media and press. It is important that journalists get to know the whole picture and all the positive effects of brand introduction in the local environment (playgrounds / trails / workshops / offer..., developed for local families, not only for tourists...) and all positive effects for local tourism providers and stakeholders as well as for visitors who will contribute to the places/destinations to develop in the sustainable direction with positive benefits for local communities.

## 4. COMMUNICATION STRATEGY AND BRAND DISTRIBUTION

Family friendly brand can easily coexist and cohabitate with destination brand. Destination brands need to communicate their distinctive character, connected to their genius loci spirit. In addition, with the introduction of FAMILY FRIENDLY brand, they complete their own destination site-specific story with offer / services / activities, suitable for families.

### LOCATION FAMILY FRIENDLY LANDMARKS: PLAYGROUNDS, ENTRY POINTS, AREAS

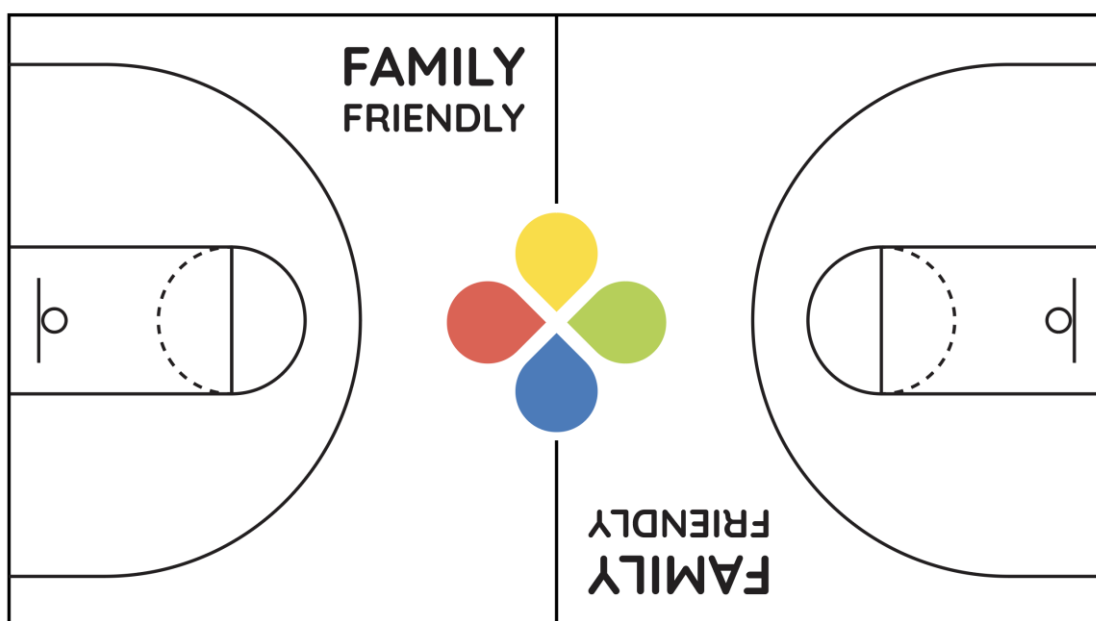
Destination can develop entry points or areas where they communicate and make family offer and/or character more visible. The majority of travellers still pick their activities on a destination, while they tend to book their accommodation in advance.

Special playgrounds, using the colour scheme, imagery and symbols of a FAMILY FRIENDLY destination could connect the Network of family friendly destination and raise their awareness with less costs than traditional advertising.

Playground or information areas can be as playful as the character of the brand itself, at the same time functional and inspirational for locals and visitors.

Example of a merry-go-around and other possible playground / resting area elements (picnic table, fortune wheel and other) in the character of a FAMILY FRIENDLY BRAND:







## INFORMATION DESIGN

Every destination could use the location pin form of the graphic identity as welcoming info point form families with main attractions and providers listed.



## FAMILY FRIENDLY TOURISM PROVIDERS

All Family friendly tourism providers should mark and brand their properties with Family friendly label (see the brandbook).

## CONTENT MARKETING PLAN AND ACTIVITIES

Every destination should prepare yearly content plan of family friendly communication and marketing activities that includes presentation of the brand and its offer in all online communication tools and in all printed materials. Family friendly becomes a product-oriented communication and quality approved character of destination, exposed as one of the key products.

The plan should also determine the budgeting of marketing and advertising of family friendly products and offer (accommodation, attractions, experiences, areas). Every destination should prepare an editorial calendar for the promotion of attractions, activities and providers with the Family friendly brand.

## ONLINE PRESENCE: WEBSITE, SEO, SOCIAL MEDIA

Family friendly destination websites should incorporate the Family friendly logo in the header (better than footer) and introduce the content category / tab with listed tourism providers, activities, accommodation, and other services, suitable for families.

Logo should lead to family friendly subpage with the vision and aim of the brand and WONDER network of family friendly destinations. Every destination should write a story why they decided for a family friendly feel, how this character resonates on a destination and why they got awarded the transnational label FAMILY FRIENDLY. Content of the family friendly offer should list all the functional and emotional advantages of family friendly services providers.

Reliable and inspirational content includes high quality photo and video material.

All the stories and offer should be inspirationally presented in social media content as well (Facebook, Instagram, Twitter accounts with regular family friendly posts, at least once a week).

In the future, a network of family friendly destinations should have their common portal/website and social media profiles, which are not project but consumer oriented.

## DATABASE AND E-MAIL MARKETING

Every destination can make its own e-mail marketing and collect/segment its database.

Family friendly logo should be incorporated in the header or footer of e-mail marketing design. At least one of the news/articles should be about family friendly offer, activities or enhancements.

There is also an opportunity for a network of family friendly destination to share their database according to the common European legislative frame and regularly send newsletters with destination stories and offer.



## ONLINE AND OFFLINE ADVERTISING

According to the yearly/seasonal budget for marketing activities, every destination should decide how much budget it can invest in family friendly product marketing and sales.

Online advertising (Google and social media) is usually financially more accessible and easily measured. Every ad needs to communicate logo and underpin it with general character/image of family friendly destination or present specific family offer/activity/tour/accommodation.



## PRINTED MATERIALS

Family friendly destinations should consider brochures or at least leaflets / flyers with family friendly offer, accessible at info points and at every family friendly tourism provider.

All printed material of the destination (image brochures etc) should include the Family friendly logo at the bottom of the first page.

## MERCHANDISING

Innovative collection of family friendly souvenirs and other merchandising products can be developed (T-shirts, mugs, family games etc).

## TRAVEL TRADE SHOWS AND EXHIBITIONS

Every destination should present the Family Friendly offer (attractions, activities and providers with the Family friendly brand) also on trade shows and exhibitions.

# **5. PILOT CASE STUDY: INTRODUCTION OF FAMILY FRIENDLY BRAND TO DESTINATION DOLENJSKA**

In following pages, we prepared several concrete ideas and suggestions on how Dolenjska can incorporate Family Friendly brand in its identity and how can it communicate new project to the world. It will be crucial to boost online presence through associated websites, social media handles and email channels. We identified public media communicational approach and suggested potential business partners. For the purpose of greater media appeal, ease of collaboration between associates, promotion and legitimacy, ideas for different events are present. We propose actions which look at how destination Dolenjska can help its Family Friendly destinations reach full potential, as well as what it can do on its own to fulfil Family Friends brand objectives.

**WEBSITE - [HTTPS://WWW.VISITDOLENJSKA.EU/](https://www.visitdolenjska.eu/)**

Family Friendly brand should be incorporated into destination website ([www.visitdolenjska.eu](http://www.visitdolenjska.eu)). It should be easily accessible, visible and logically placed and associated with Family Friendly destinations. Recommendations will be explained using screenshots from the website.

Family Friendly Logo could appear to the right of Tripadvisor logo at the bottom of main page. Ideally, it would contain a link to a currently non-existent crown Family Friendly website where all Family Friendly related info and destinations could be found.



In the rubric Other content at the bottom of main page, About Family Friendly could appear. The link would lead to an incorporated page introducing and explaining Family Friendly and visitdolenjska collaboration, objectives, reasons, vision, progress and news.

## Other content

- Sitemap
- About project
- Publications
- Tourist information
- Trademarks
- Links
- Legal Notice
- Where we are and how to reach us
- Satisfaction Survey
- Tourist guides

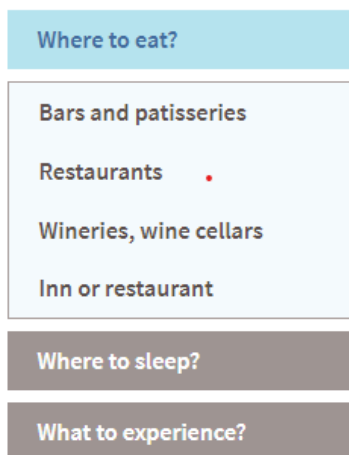
Under Destinations tab (Destinacije) in general menu (Slovene page only), individual destinations can be reached once region and town is chosen. Next to Family Friendly

destination a small Family Friendly Logo could appear. When the mouse is slid over the logo, small pop-up window could appear, in short explaining the meaning of the logo, also containing “learn more” link, leading to earlier mentioned Family Friendly and visitdolenjska collaboration page.

### 1. NOVI LURD (RAKOVNIK)

Novi Lurd (Rakovnik) je vas v vznožju Gorjancev pod Opatovo goro (Pečurka, 950 m). Sredi gozda stoji nad Lurškim studencem romanska kapelica Matere božje, Novi Lurd. Svoje ime je dobil po francoskem Lurdu. Prvi začetki romanja segajo v leto 1908. Kraj je

Under Offer tab in main menu, under each of the subsections “Where to eat?”, “Where to sleep?”, “What to experience?” Family Friendly option could appear contain all Family Friendly destinations within a subsection.



In a search window at the top of the first page, Family Friendly destinations could be added as an Offer type option. In Upcoming events section, Events related to Family Friendly brand could be showcased. Potential events will be discussed later.

**Offer**  

Where to sleep? ▼

**Offer type**  

Choose an offer: ▼

Choose an offer:  
Glamping  
Apartments  
Hostel  
Vineyard cottages  
Mountain huts  
Camping  
Tourist farms  
Hotel  
Private rooms  
Motorhome stopover

**Place**  

Pick a place: ▼

Search

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rihajajočih dogodkov.

ENTS

## E-MARKETING STRATEGIES

### SOCIAL MEDIA

#### DESTINATIONS ACTIVITY

Destinations need to be encouraged to create their own content. To do so, they need to understand the reach of social media, gain knowledge of content creation, considering differences in social media platforms. **Social media seminar** for Family Friendly participants could introduce social media channels, explain differences and give content creation insights. Common hashtags should be developed, and mutual promotion advised and agreed.

#### VISITDOLENJSKA ACTIVITY

Visitdolenjska should also create its own content. Special focus should be on visual content platforms Instagram and TikTok which appeal to parents and children alike. Regular Facebook and Twitter news, updates and interactions are also needed. At the moment, visitdolenjska Twitter, Facebook and Instagram handles exist. On Instagram, a Family Friendly Highlight should be added to the selection. Twitter account requires periodical posts and more engagement with followers and partner organisations. **TikTok** is already an essential social media platform, and it grows at a faster rate than others. It is particularly popular with younger generations. Due to its focus on short visual content, it is a great platform for travel and tourism marketing. Compared to other major social media platforms, TikTok is more informal. It requires prompt and spontaneous content. Major part of TikTok content creation are viral Trends, which can be recreated by anyone.

An example: A video made from very short clips from different Family Friendly destinations, where in all participants in the video recreate specific Trend.

### *SOCIAL MEDIA INFLUENCERS*

Even the best visually appealing content does not guarantee marketing success of social media posts. A wider audience can be gained by collaboration with “Influencers” who specialize in family and parenting content. Such collaboration usually, in exchange for a fee, requires the influencer to test and experience services and products. On their social media channel, they post locally created positive and inviting content. In Slovenia, suitable influencers are most known for its Instagram content.

## **ONLINE ADVERTISING AND KEYWORDS**

Majority of online ads are done through Google and Facebook. One way of finding potential clients is through identification of keywords searched. Such keywords are “Dolenjska”, “family”, “trip”, “holidays”, “family friendly”, “children”, “daily tours”, “fun”, “experience”, “summer”, “weekend”. Another way of reaching potential clients is targeting individual customer segments. In our case, we are looking for parents of underage children, who tend to spend quality family time away from home.

## **COMMUNICATION TOOLS**

### **NEWSLETTER (B2C)**

The Family Friendly newsletter could cater to parents and schools with content regarding novelty, events, special offers, destination and partnership introductions.

## **PROMOTIONAL MATERIAL**

### *BASIC INFORMATION BROCHURE*

A short brochure includes essential information about all Family Friendly destinations such as contacts, opening hours, locations, prices, short introductions. Such brochure provides valuable and quickly accessible information for customers as well as other businesses, who want to help their clients with their holiday planning.

### *FULL INFORMATION BROCHURE*

A longer brochure would include more detailed information about Family Friendly destination, with which informed decision can be made. Recipients of brochure could be travel-info offices, travel



agencies and schools. Many Family Friendly destinations could be part of educational trip programs, therefore a separate school brochure which focuses on school trip suggestions, could also prove to be beneficial.

## **COMMUNITY OUTREACH**

Local community should be made aware of new tourism strategies and marketing efforts. Such campaigns are much stronger if community supports them. People may worry how potential new tourists affect their everyday life. Explaining financial benefits and positive externalities can change their mind and get them on board. Children appropriate destinations are generally associated with higher hygiene standards, green environment, clean air, minimal noise pollution, dynamic entertainment, safe surroundings, healthy lifestyle, educational content. We can assume these are environmental aspects not many people will fight against.

## **B2B COMMUNICATION**

### **NEWSLETTER (B2B)**

Existing newsletter could have a special Family Friendly section, where news from Family Friendly world is shared. In the section, professionals could answer common relevant questions from Family Friendly participants regarding marketing, lawful liability, economics... New ideas and concepts come with new risks and participants will move faster and be more confident if professional support is provided.

## **COLLABORATION WITH NATURAL PARTNERS**

### *SLOVENIAN TOURIST BOARD*

Collaboration with STO is essential. Family Friendly content should be included in their website, with links to relevant Family Friendly pages. New approach to tourism in Dolenjska should be advertised through STO marketing channels. New collaborative marketing content could be envisioned.

### *SLOVENIAN PRESS AGENCY AND TRAVEL AGENTS*

New concept should be communicated to journalists. For better understanding, they could be invited to participate in **study tours**, where new approach is showcased. Journalists would be invited to different Family Friendly destinations to experience novelty on their own skin. Similar tours could be organized for travel agents, so they get a sense of what is new and different. During the tour, concept objectives, ongoing development and theoretical background are explained.

## PRESS CONFERENCE

An official and public announcement of new concept is required. In the press conference, project's vision, mission, development, ongoing plans, statistical background, reasons and externalities are introduced and discussed.

## EVENTS

Annual open-door event can attract crowds and journalists. The purpose is to create fun atmosphere, where different destinations can be seen and experienced in one day. Collaboration between different destinations to create special services is possible (morning activity, lunch, afternoon activity). Such event could happen on International Day of Families (15<sup>th</sup> May) or Children's Day (1<sup>st</sup> June), to attract wider media attention.

## EXAMPLES OF DIGITAL ADS (FACEBOOK ADS, GOOGLE ADS)

There are some examples how to use the brand Family Friendly in coexistence with destination brand and to promote some local attractions or providers in digital ads.



**Title:** Haystory of Dolenjska

**Subtitle:** Wooden sculptures of our countryside

**Text:** Travel to Dolenjska countryside, learn about its story and climb the haystacks





**Title:** Unforgettable Farm Stay

**Subtitle:** Family holidays in pristine countryside

**Text:** Experience playful countryside from the comforts of Vesel Tourist Farm



**Title:** Family Cottage Story

**Subtitle:** Wine and play at hearth of vineyard country

**Text:** Playful family time exploring vineyard cottages in beautiful Dolenjska countryside



**Title:** Family Time in the Nature

**Subtitle:** Beautiful Dolenjska outdoors await

**Text:** Explore endless family friendly trails in playful Dolenjska countryside