



Sunday, Jan. 13th 2019

17:00 Get together and first informal meeting

19:00 Dinner at the Gasthaus

Monday, Jan 14th 2019 – Moderation: Martin Schobert, St. Elmo's Tourism Consulting

8:30 Address of welcome by representatives of LAG Zeitkultur Oststeirisches Kernland, Tourismusregionalverband Oststeiermark and the mayor of Hartberg

9:00 Short presentation of each partner of our project (5 min each): Where is your region? Why do you want to participate? What are your expectations and your goal for this project? What is your approach to cultural/creative/slow/sustainable tourism?

10:15 Learnings from project CultTrips 1.0 – what were the strong and weak points of CultTrips in the first phase? Presentation 5-10 min each by LAG Atert Wark, LAG UWE, LAG Umbra e Sibillini, LAG Zeitkultur Oststeirisches Kernland (the most important achievement, what went wrong, where are you now in the development since end of project phase 1.0)

10:45 15 min coffee brake

11:00 Input from Martin Schobert: - what is Slow Tourism? How does it relate to CultTrips? Trends and chances of Slow Tourism.

12:30 Lunch

Project Documentation 'Slowtrips Europe'

CULTTRIPS 2.0 EUROPEAN SLOW TRAVEL EXPERIENCES - transnational development of sustainable, participating and innovative products in culture travel and tourism

Kick-Off Meeting CultTrips reloaded.

13.-15.1.2019 in Hartberg, Austria

Place: Gasthaus Pack, Josef-Hallamayrstr. 30; 8230 Hartberg - Maria Lebing

Coached and moderated by Saint Elmo's Tourismusmarketing, Team Tourismusmarketing GmbH
Team Tourismusdesign Wien, Martin Schobert and Michael Fenböck www.tourismusmarketing.com

Wednesday, Jan 16th 2019

9:00

As part of the group had to leave already early morning the program was changed. At 9:00 leave for the CultTrips program in Pöllauberg at family DeBuigne (where could be made a fabric bag with own print design, and the Landlust house www.landlust.at was visited.

Participating Regions

1. Austria: LAG Zeitkultur Oststeirisches Kernland / Lead Partner
2. Austria: LAG UWE Urfahr West
3. Germany: LAG Märkische Seen
4. Italy: LAG VALLE UMBRA E SIBILLINI
5. Italy: LAG LA CITTADELLA DEL SAPERE
6. Italy: LAG START2020
7. *Lithuania: LAG Alytus District and LAG Druskininkai (as one partner) – excused*
8. Luxembourg: Office Régional de Tourisme Centre-Ouest asbl, Luxemburg in close



- collaboration with LAG ATERT-WARK and LAG LËTZEBUERG WEST (as one partner)
9. Romania: LAG NAPOCA POROLISSUM, LAG Lider BISTRITA-NĂSĂUD and LAG DELTA DUNARII - 3 Romanian LAGs as one partner
 10. Sweden: LAG Nedre Dalälven

Content of the workshop & Goals of the meeting:

Kick-Off Meeting of the European Transnational Leader Project Culttrips

Day 1

Make things clear for all participants at the transnational leader project CultTrips reloaded:

- Who we are / what are the key values?
- What makes us so unique?
- Learnings from CultTrips 1.0
- What is Slow-Tourism?
- Who are our stakeholders?
- What fields of actions need to be addressed?
- Goals of the project

Day 2

Clear all administrative and organisational affairs to work properly and efficient during the 4 perspectives of a strategy map (balanced scorecard method)

- How can we ensure development? How big are our financial, personal and knowledge resources we can provide – transnational and national?
- How shall we establish our processes during the period of the transnational network?
- How shall we provide benefits to our visitors, touristic partners (tourist offices, destination management companies, ...) and to our touristic suppliers?
- How will we generate added value to our LAG areas and to our suppliers? How can we create value for the living space and environment of residents in our regions?

Documentation (protocol of results):

1) Our Values



Results: Information of all participants

- These are the core values of the CultTrips 1 project

Jobs to be done:	Responsibility (first one = lead):	time:
Adopt to own regional develop. of touristic products, marketing, sustainable experiences	all	3 years

2) Question to all participants:

What makes our region so unique?

- 1st circle at the center: project owner and financial stakeholders
- 2nd circle: directly involved partners and stakeholders, touristic service providers
- 3rd circle: indirect partners and important participants / beneficiaries of the project

Cooperations and touristic service providers

- Does LAG cooperate with Tourism Boards / Travel (Incoming) Agencies, other touristic structures?
- Are the touristic organizations of your region involved in this project?
- How does tourism look like in your region?
- Touristic offers in your region that have „CultTrips“ approach (according to our core values)?

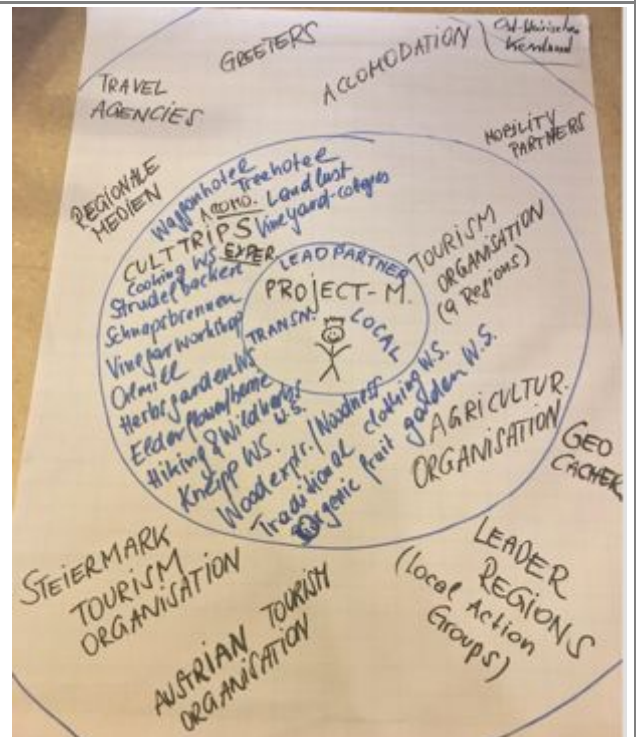
Stakeholder questions:

- What is the tourist structure of the partners? Are the tourism associations involved? Network partners?
- What is planned in the individual regions in addition to the transnational share of costs?
- Are there already CultTrips offers or similar creative tourism offers in the regions?

Austria: LAG Zeitkultur Oststeirisches Kernland

Top 5 experiences:

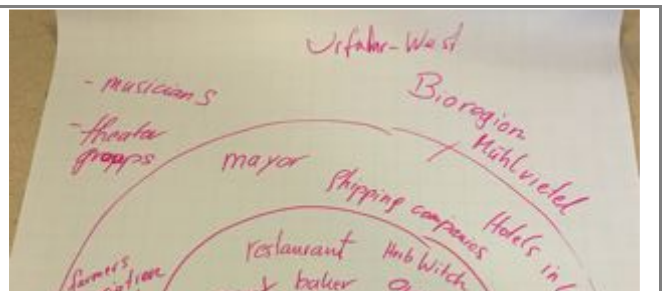
- Preparation of traditional advent wreaths / crowns
- Ballooning
- Waggon-hotel
- Stubenberg-Lake (Ice-Skating)
- Bad Waltersdorf & Buschenschank
- ...



Austria: LAG UWE Urfahr West

Top 5 experiences:

- Baking bread in local mill
- Shipping experience at danube
- Meeting a priest
- Meeting a ferryman



- Meeting a herb witch

Germany: LAG Märkische Seen (=winner of the most beautiful and creative flipchart! ;-)

Top 5 experiences:

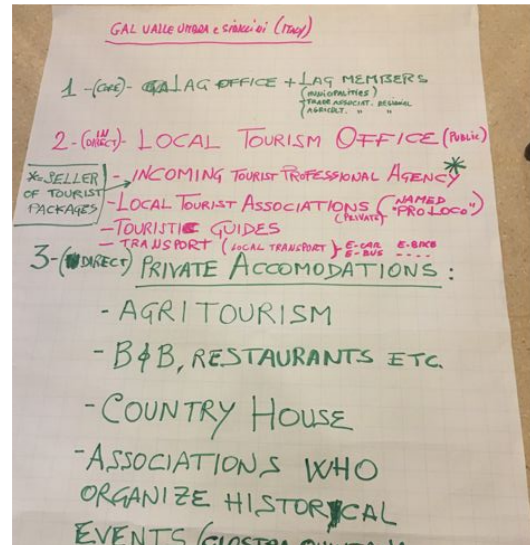
- open theatre
- 55 explorer tours
- Local cooking experience & active culture network
- Night watchman
- Healthfull mode of life



Italy: LAG VALLE UMBRA E SIBILLINI

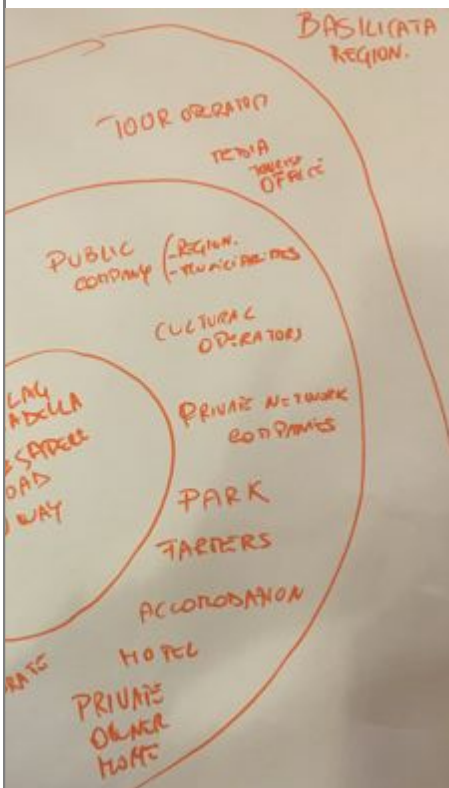
Top 5 experiences:

- Ancient Craft
- Embroidery
- Historical Tours
- Agritourism



Italy: LAG LA CITTADILLA DEL SAPERE

- Top 5 experiences: ?

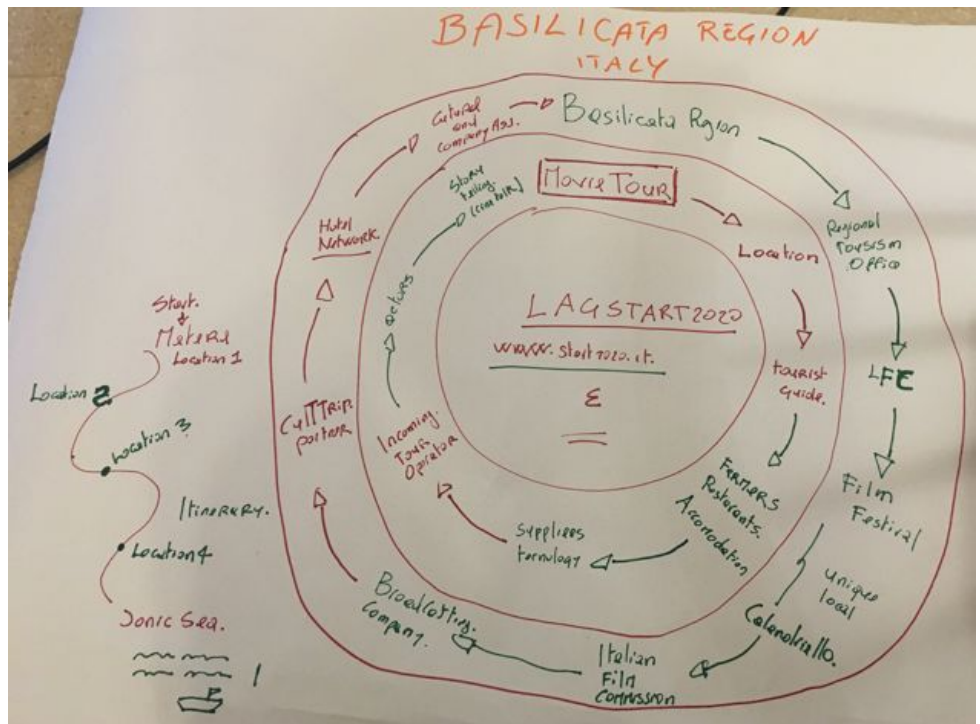


representatives were temporarily meeting

LAG
not at the

Italy: LAG START2020

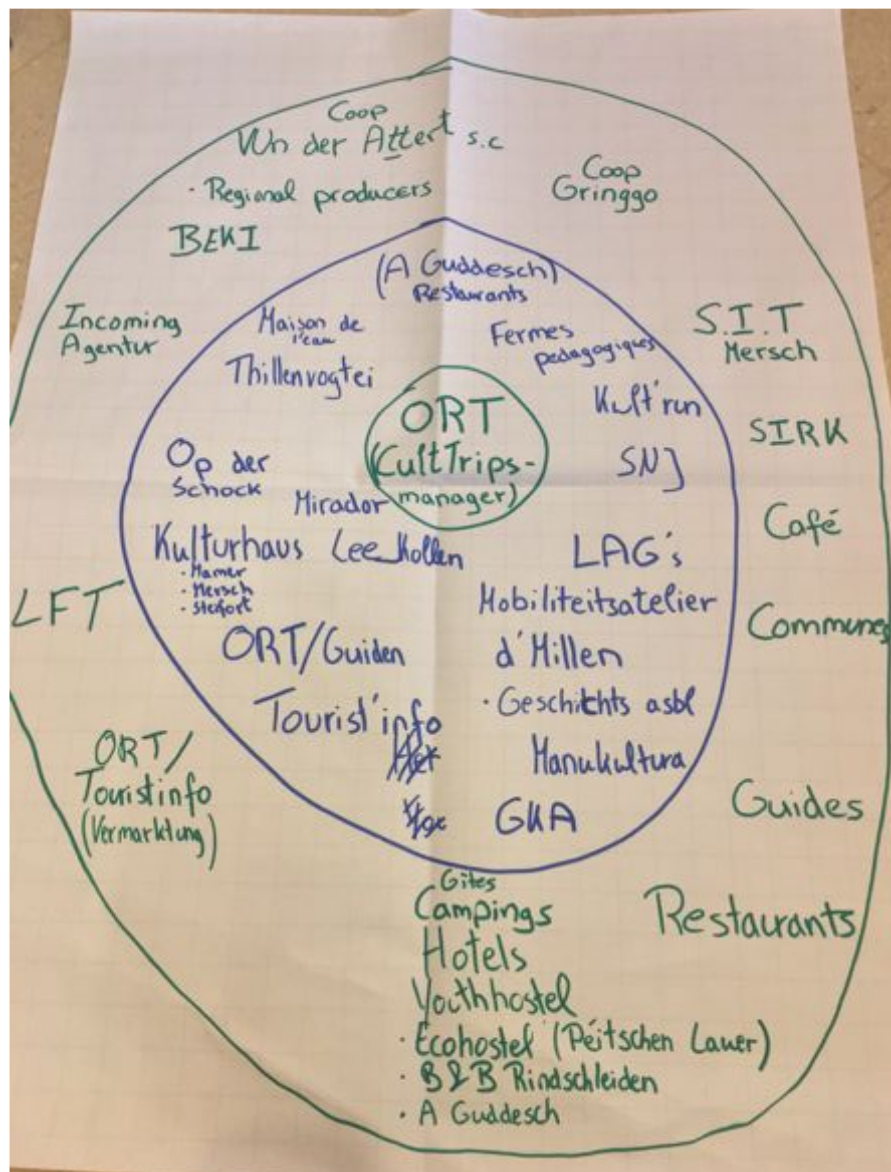
Top 5 experiences:



- Acromobanone
- Farming experiences
- Movie Tour
- Film Festival
-

Luxembourg: Office Régional de Tourisme Centre-Ouest asbl, Luxemburg in close collaboration with LAG ATERT-WARK and LAG LËTZEBUERG WEST (as one partner)

- Rindschleiden
- Castle Anseburg & Labyrinth
- Woods and trails
- Castle Nightwalk
- Balcony of „my house“ – landscape and view

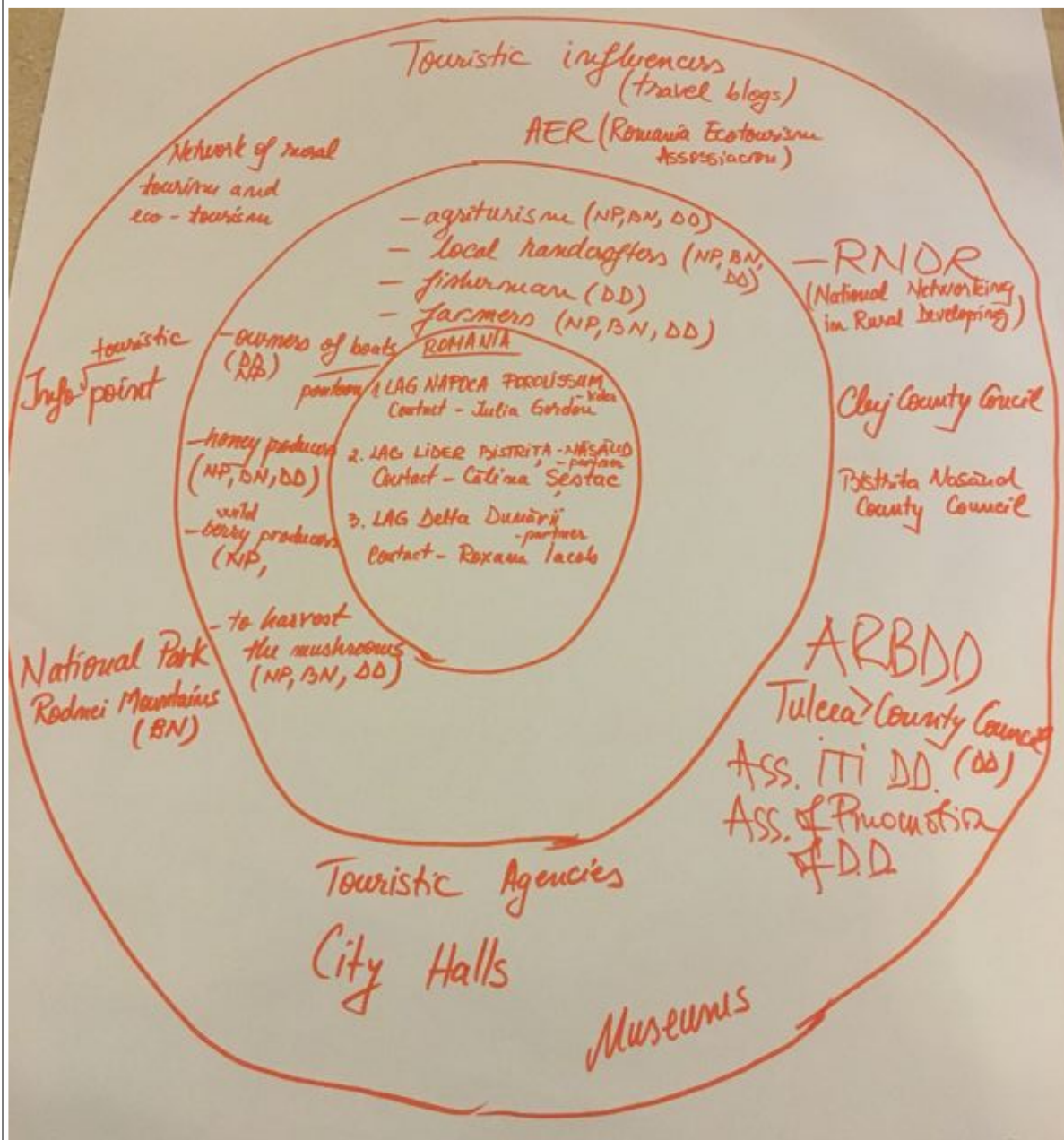


Romania: LAG NAPOCA POROLISSUM, LAG Lider BISTRITA-NĂSĂUD and

LAG DELTA DUNARII - 3 Romanian LAGs as one partner

Top experiences:

- National park with small cottages, trails and free-ride (winter)
- Belige region
- Meet locals in Danube delta
- Movie festival



Sweden: LAG

Top Experiences:

- River Dalälven: fishing, hiking, cooking
- Moose-farm

jobs to be done:	responsibility (first one = lead):	time:
<p>Answer yourself some questions: What are the most important experiences people can explore in my region? What are the most relevant things to do, places to see, people to meet, spots to rest... Which locals & originals do you might meet? Where? Why? And how? What activities are most attractive? How to slow down/travel slow in your region?</p>	<p>All regions</p>	<p>Next 6 months</p>
<p>Product development of experiences: step 1: Setting the theme f.e. with 7 elations. step 2: design core service that people buy step 3: additional services, which surprise. step 4: service of ambiences, which inspire.</p>	<p>In Training courses</p>	<p>Next 3 years</p>

3) Learings from CultTrips 1 project



We developed a SWOT. Results:		
Strengths <ul style="list-style-type: none"> • Experience people and culture in Europe • Ultra-local food and products • Integrate whole process of production • Learning is part of human behavior • Not always translation is necessary – show, not explain / talk • Seminars for local CultTrips-providers (incorporate whole value chain) • Look at the backyards of culture and people 		
Chances <ul style="list-style-type: none"> • Transnational movement of rural regions • Incorporate local housing and lodges • Strong partners in tourism and businesses • Direct new / old Hotel-concepts in right / one direction • Seminars for int. CultTrips-providers • Solutions for the „last mile“ & mobility • Product-development within „slow“ leaves room for uniqueness of each region • „Lost-places“ as a trend 		
Weaknesses <ul style="list-style-type: none"> • Not enough accommodations • Too little reflection about CultTrips philosophy • Not enough time for proper product development • Locals often don't speak foreign languages • Touristic partners are missing • Missing training sessions with local suppliers 		
Threats <ul style="list-style-type: none"> • Locals that do not support the idea • No contact to local tourism boards • International digital point of interest database no standard • No local icons / signage that explain local experiences 		
jobs to be done:	responsibility (first one = lead):	time:
Reflection	All	ongoing
Development of around the corner solutions	all	ongoing

4) Touristic Expertise of Martin Schobert: What is slow tourism?

Short impulse presentation as a PowerPoint. (all the presentations are attached)

5) What is our vision and goal according to the CultTrips project and what are our regional objectives we want to achieve with our participation as a LAG at the CultTrips project?

Our Goal

results

Our necessity

- Promotion and marketing were not effective, need to be effective
- Level of professionalism needs to be raised

Our purpose

- Increase setting
- Suppliers are using adequate marketing and booking tools
- Bookable CultTrips products and offers
- Create a network to sell local products

Our goals

- Experience people and culture
- Improved status for tourism
- Official support of the slow offers
- Be part of the regional touristic promotions
- Become a well-known brand of slow-trip destination / European label
- Constantly innovate our offers

Our desired impact

- Be a slow travel „pearl“ along the Danube
- 10 permanent offers (CultTrips stamped and bookable)
- Constant slow-tourism training (communities and businesses)
- Good mix of ½ day and whole day offers
- Seasonal difference is nearly non-existent
- Networking with partners that were difficult to reach before
- Active people that are engaged in their region
- To become a popular region for interesting slow-trip offers
- Added value for suppliers
- More and more inspired suppliers
- Introduce slow travel standards
- Establish a network-system (independent from people)

Vision:

SLOW TRIPS EUROPE is a European label of slow travel and slow tourism experiences in close connection to sustainable tourism development in rural regions in Europe

jobs to be done:	responsibility (first = lead):	time:
Answer: what are my regional goals?	all	Next 3 month

Day 2



6) Strategic plan to develop as a joint “slow”-taskforce?

Step 1 Ensuring development (knowledge, manpower, budget)

Step 2 Establishing processes (how do we work together, timetable)

Step 3 Securing guest-benefits (developing sustainable experiences)

Step 4 Ensuring value proposition (how to earn money with „slow“)

Results

Answer the following open questions

7)

Step 1 Ensuring development (knowledge, manpower, budget)

- Is there a budget plan for regional measures, actions?
- Who is the responsible person for CultTrips in your region?
- What do you plan on a regional level?
- When did you submit the CultTrips project to your authorities?
- When do you expect the approval of CultTrips?
- How does the framework / general condition for LEADER funds look like in your region/country?
- Did you submit for LEADER funds or others for CultTrips?
- How many % is the funding for LEADER in your country?
- Are you able to provide changes / reallocations (e.g. in the budget) during the project period?

jobs to be done:	responsibility (first = lead):	time:
<ul style="list-style-type: none"> • You will get a form to answer these questions 	all	Next 1 month
<ul style="list-style-type: none"> • Table of local budgets 	All Lead partner to all after they sent information to lead partner	Next 3 month

8) improvement of applications

#	leader region		date approval	probability
1	Luxembourg	2	done	100%
2	Austria Zeitkultur Ostst.Kernland	1	soon	97%
3	Austria Urfahr West	1	soon	97%
4	Sweden	1	Jan. 14th	100%
5	Italy Umbria	1	done	Mar/Apr
6	Italy Start 2020	1	done	realistic
7	Italy La Citadella del Sapere	1	done	realistic
8	Germany	1	March	realistic
9	Romania	3	did not apply yet; February	open
10	Lithuania	2	should be soon	realistic

Results

- Except Romania all partners have applied already. All partners mention, that they have good chances to get to approval of applications within the next couple of weeks/months.
- We do not have any information about Lithuania. Lead Partner will contact them asap.

jobs to be done:	responsibility (first = lead):	time:
Send information about approval of application to lead partner.	All	Asap
Contact Lithuania	Lead Partner	Done

9) Name

Change of Name from **CultTrips** to **Slow Trips Europe** was discussed. The reason is, that in English language "CultTrips" can be clearly misconceived .

Results and agreements

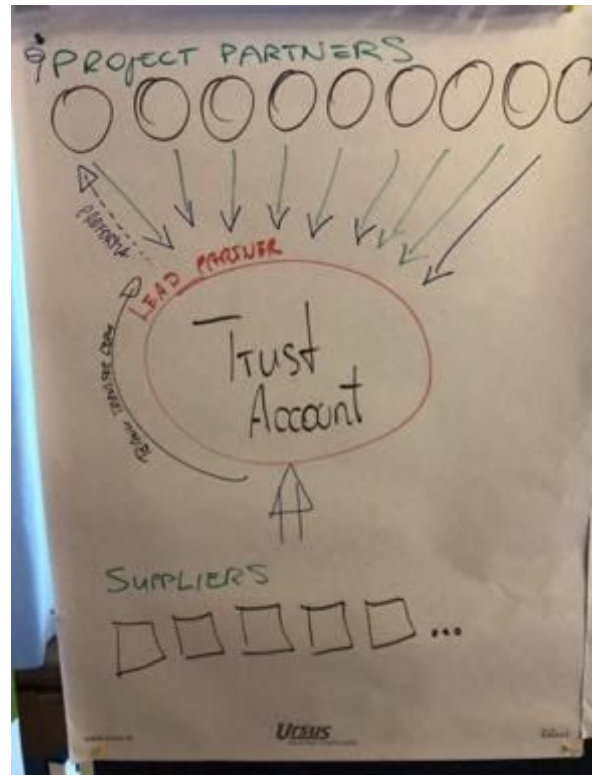
- Decision: in external communications the term Slow Trips Europe shall be used

jobs to be done:	responsibility (first = lead):	time:
Change Logo	Luxembourg	Asap / this is more complicated than assumed, has to be discussed in detail
Change Communication settings	Lead Partner	Asap / in progress (new domains will be purchased)

10) Budget

results and agreements

- If finally 10 partners participate, additional Budget is left, f.e. video production. If 8 Partners take part, new Budget has to be calculated.
- One project partner (budget share) with 2 or 3 LAGs behind (like Romania, Lithuania, Luxemburg): share of budget and services according to the budget: 9 official project partners (budget shares) = services are shared/divided through 9 (e.g. one press trip to each project partner = 9 trips)
- But: how to share other services (e.g. website)? How to have a fair balance?
- The way of payment will be fixed by the lead partner soon.



jobs to be done:	responsibility (first = lead):	time:
Check budget after all partners are fixed and send final budget information	Lead partner	June?
Joint video-conference if there is a change in status quo and budget has to be redesigned.	all	If necessary it will be scheduled
Send information about additional local budget you will / can spend during the project for local / regional / national promotion, product development, experience design, ...	all to lead partner	Asap
Payment Procedure will be part of the form – please check with your authority if you may send down payments on the trust account	all	Asap

11)

- Are you getting any prepayments for LEADER funded projects?

- Or do you have to pre-finance all spending?
- Who (which institution) is approving your project? (ministry, province authorities...)
- Are you using „Logframe“ als planning tool (quite common in EU settings)
- LAG cooperation with Tourism Boards / Travel (Incoming) Agencies, other touristic structures?
- Are touristic organizations of your region involved in this project?
- How does tourism look like in your region?
- Touristic offers in your region that have „CultTrips“ approach (according to core values)?
- One project partner = one contact person (who organizes between the „sub-partners“)

Results

- Please answer the questions in the form.
- Communications: Should we use Skype for web-meetings (or e.g. zoom)?
- Any suggestions, experiences (with at least 9-10 different partners at 1 meeting)

job's to be done:	responsibility (first = lead):	time:
Communication tools: Skype for Business / Google Hangout Tool Documents: Dropbox / Google Doc	Lead partner	Soon

12) Timetable of project meetings

#	When	What	Where
1	2019 January	Project Kick-off Meeting 1	Hartberg
2	2019 Mid June	Train the Trainer 1 (Product Development Workshop)	Luxembourg or Romania*
3	2019 Sep/Oct	Project Meeting 2	Umbria
4	2019 Mid October	Train the Trainer 2 (2 people who become the trainer)	Romania or Luxembourg
5	2020/2021	1 Pilot Trip to 5 – 6 new regions (not in the transnational budget)	2 Persons
6	2020 January	Website Go-Live	
7	2020 April	5 Press Trips	
8	2020 May	Train the Trainer 3	Start2020/Italy
9	2020 Early Spring	Project Meeting 3	Germany
10	2020 Autumn	Project Meeting 4	Lithuania
11	2021	5 Press Trips	
12	2021 Spring	Project Meeting 5	Sweden

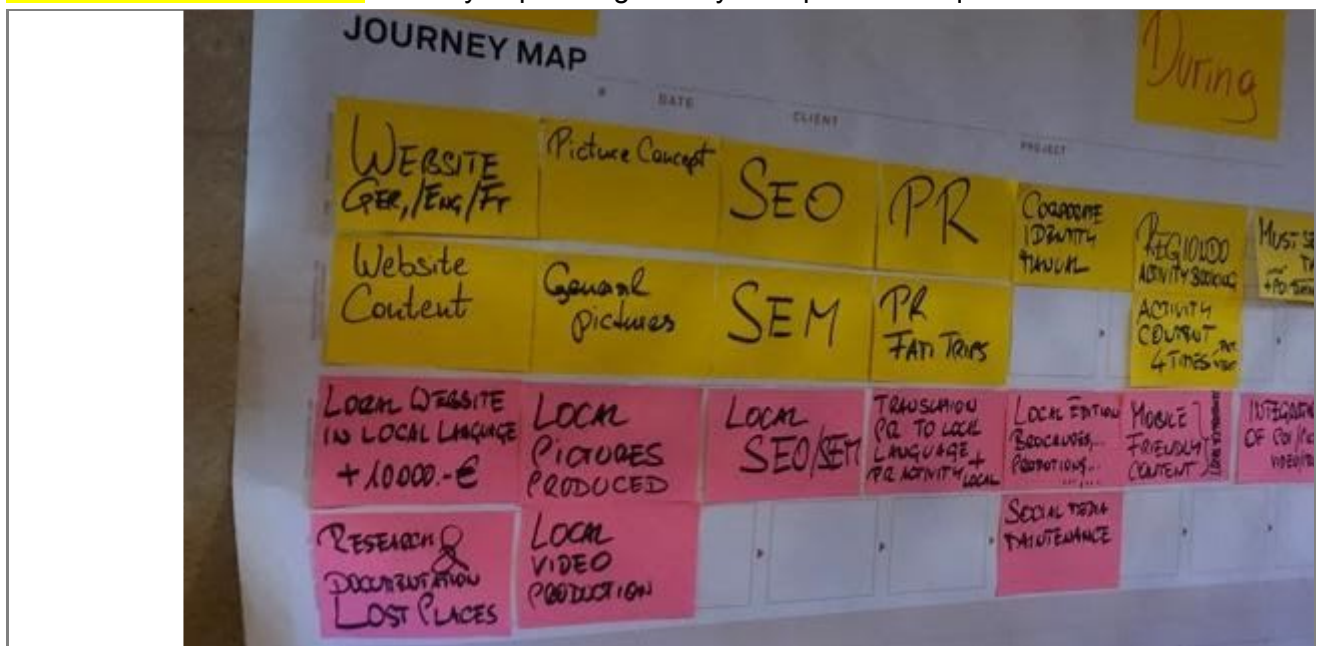
13	2021 Autumn	Project Meeting 6	Austria / Urfahr
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Results

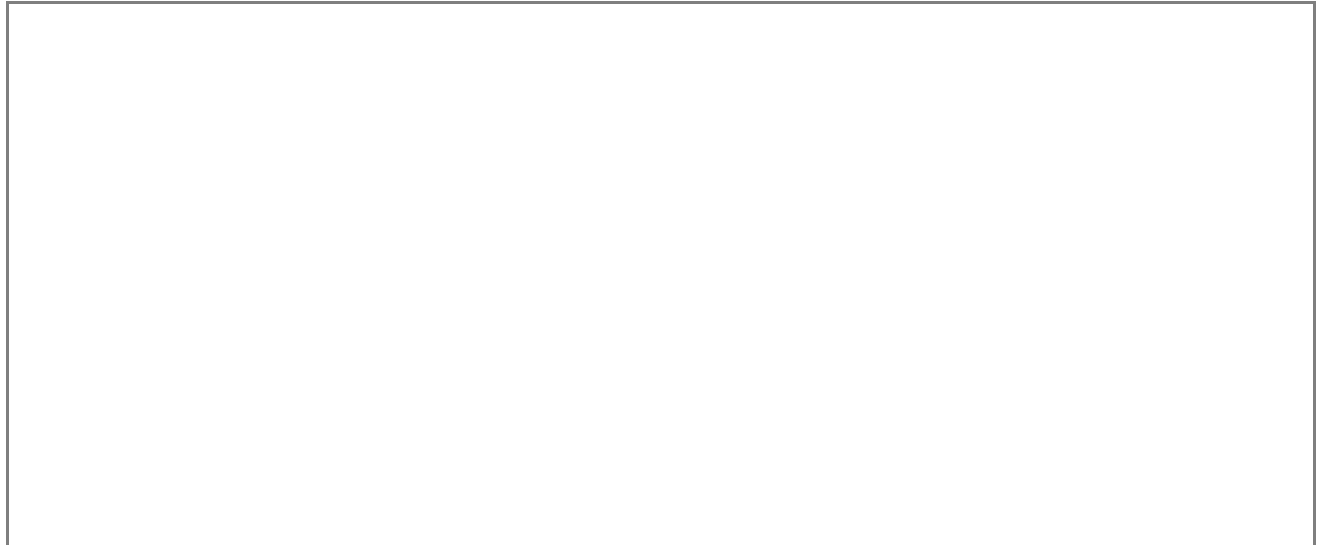
- Timetable is agreed by all participants

jobs to be done:	responsibility (first = lead):	time:
Detailed dates of meetings have to be fixed at least 6 month in advanced (place, time, experience)	Each LAG	6 month prior the event

* Romania asked to change dates of our next meetings (they are afraid that they will not have the approval of authorities in time and want to avoid to make bigger costs before approval). They want to change with Luxemburg (so first meeting in Romania, 2nd in Luxemburg). BUT: Luxemburg AND Martin will have problems with the date. **This is why we want to ask you if it would be ok to start with the first (train the trainer)meeting later? We could start with the date of the 2nd scheduled meeting and make the 3rd one later.** Would you please give us your input on this question?!



13) Marketingplan was discussed deeply



Results

- Evelyn Götz shows and explains each position and leads us through the marketing plan
- Agreement to the proposed marketing plan, Evelyn Götz, the Team of the Lead-Partner and Martin Schobert answered all questions
- Alternatives to Regiondo would be fine to compare in advance the decision is made. Important – “hidden” costs are huge!!! Bokun f.e. is just connected with TripAdvisor-Channelmanagement (because they bought it), selection has to be done carefully. The colleagues from Sweden have experience with “Booker” – they will send the contact to the lead partner. They have to check if it’s an alternative to Regiondo.
- Costs of PR (included all ground arrangements, flights, ... within the price?)*
- Missing budget for video production, No budget available with 9 Partner, with 10 maybe.
- Please inform lead partner about local marketing plans, he will share afterwards all regional budgets among the partners – please send your budget-plan in the form of transnational budget plan.

jobs to be done:	responsibility (first = lead):	time:
Check alternative proposals, PR costs	Evelyn Götz with lead partner	Soon
Check video options if budget is +	Content and Brand developer with lead partner	Not before summer 2019
Send local / regional / national Marketing Plans.	All to Lead Partner	Asap

*The price of the PR-company with the best conditions will be checked again thoroughly

14)

Step 3 Securing guest-benefits (developing sustainable experiences)

Experience Design of CultTrips / Slow Trips Europe Experiences



The stages of a travel is a good helping tool to check the customer journey and the before and after-Experience

Results



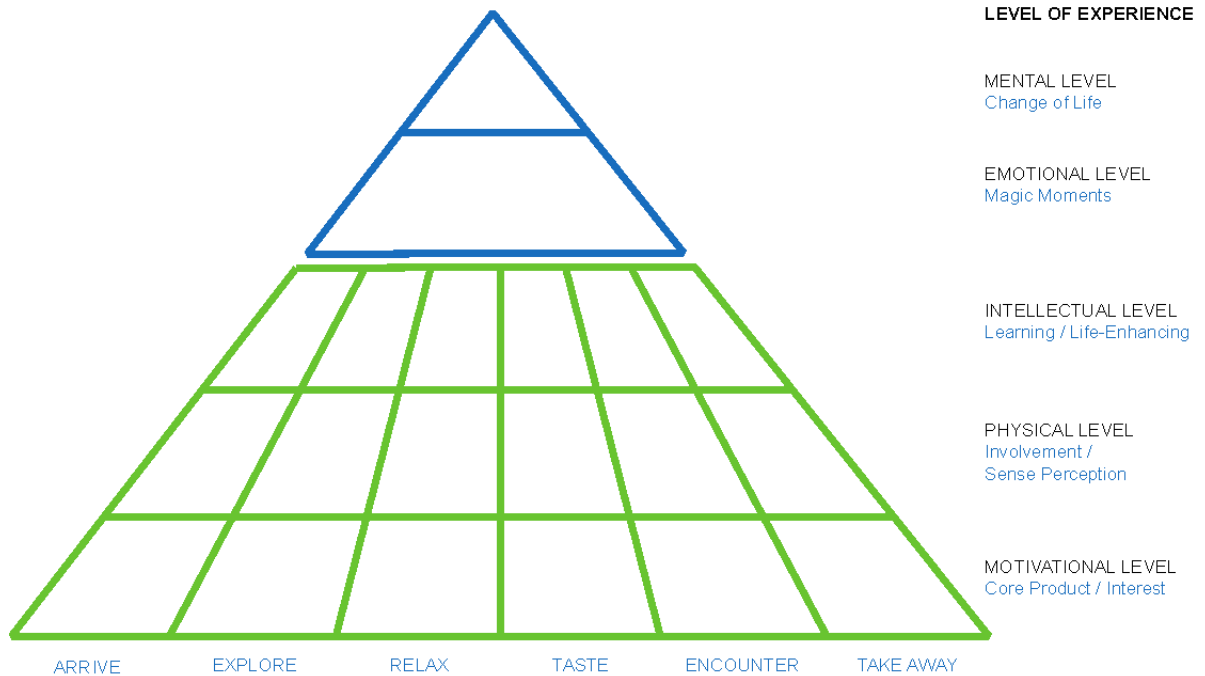
jobs to be done:	responsibility (first one = lead):	time:
Develop products along the customer journey of visitors	Each local Partner Lead Partner supports international slow travel product experiences	2019

**15) Experience Design of Cultrips / Slow Trips Europe Experiences
Experience Pyramid – Tool**

There is a difference between product- and experience development. The experience pyramid is a simple tool which was redeveloped for meaningful slow travel experiences of travelers

Results

EXPERIENCE PYRAMID - From Touristic Products to Travel Experiences
BASIC RULES OF CREATING MEANINGFUL TRAVEL EXPERIENCES



Source: Lapidus Center of Experience for the Experience Industry (Handbook of Experience Stages, 2010), adapted, reworked and evaluated by tofirm design.com (University of Applied Sciences Salzburg, Master+Class „Innovation & Product Development in Destinations“, 2017)

SAINT ELMO'S TRAVEL

jobs to be done:	responsibility (first one = lead):	time:
Participation at train the trainer seminars	All	

- 16) Guest and visitor benefits**
- our values – how to transform them to joint values?
 - How can we secure quality and criteria?
 - Who will be responsible for product development on a local basis? How is she/he trained?
 - How do we come from product development to experience design?
 - Tip from Martin: Life-translation head set: www.mymanu.com or www.waverlylabs.com <https://www.youtube.com/watch?v=1iThpThoQnQ>

Results: Please answer questions		
jobs to be done:	responsibility (first = lead):	time:

Please send 2 Persons to each Product Development / Train the trainer Workshop.	All	
---------------------------------------------------------------------------------	-----	--

What is the so called CultTrips experience today? What is important for us?

- Contact to Locals
- Backyard, hidden treasures, lost Places
- Inherent in our region
- Involvement of people, personal importance
- Everyday culture & life (expression of authenticity)
- Be active (A/Z-trip), work with your own hands
- Learning together, doing together
- Knowledge, enrichment (to take with), product
- Time dimension (not every time/season the same experience)

What is NOT a CultTrips experience as we know it from today

- If a local makes a workshop, which could take place everywhere else on earth
- Authenticity is not ensured
- No local story is ensured
- Local project without partners
- No strong story about the destination is included

jobs to be done:	responsibility (first = lead):	time:
Please send 2 persons to each product development "train the trainer" seminar	All	

We have basically agreed that Martin Schobert (St.Elmo's) and Julia Schroll (from LUX) will provide the 3 Train-the-Trainer Seminars according to our CultTrips core values

17) Our joint value proposition and added value goals in 2022? 2030?

- Why is Slow Trips Europe so important for the future of our regions?

Results

- 2030 is too far away, 2022 is better period
- Genius loci: to work with the spirit of the place
- We are center of a discussion about a new touristic beauty and we change experiences into a dialogue with people
- We awake the demand for rural area's
- Social aim, social responsibility
- we create a kind of diversification & development
- Artists, seasonal & regional aspects are included
- Mobility and quality and a more professional tourism
- Working together with T.Os & implement CultTrips there.
- We can broaden the idea to become a European network

<ul style="list-style-type: none"> • There is an exchange of tourists between our regions • We use possibility to learn in an international atmosphere 		
jobs to be done:	responsibility (first one = lead):	time:
Implement joint value proposition in regional Marketing and Development Plan	all	

Additional discussion point:

In CultTrips 1.0 one result of the pilot trips was, that test persons loved the international setting of the groups. They found the possibility to share time and experiences with people from other countries as a very important asset of CultTrips. The QUESTION is how to provide future guests with this experience?

18) Homework 1: Loveletter.		
<ul style="list-style-type: none"> • Why do I love my region? What is my unique selling proposition? Why is it so great? • Please deepen your own knowledge about your region and find out your own Core Story, and 5 Top 10 Lists of slow travel experiences within your destination 		
jobs to be done:	responsibility (first one = lead):	time:
1 Loveletter about your Region	All to Lead partner	Till June 2019

19) Homework 2: Headline New York Times.		
<ul style="list-style-type: none"> • Please develop a fictive Headline at NY Times magazine • How does your region create value with CultTrips? 		
jobs to be done:	responsibility (first one = lead):	time:
1 Headline in NYT about your Region	All to Lead partner	Till June 2019



last point to structure and development



THANK YOU FOR YOUR
UNDERSTANDING
SUPPORT
AND
PATIENCE!!



SAINT ELMO'S
TOURISMUSMARKETING

Mit Unterstützung von Bund, Land und Europäischer Union

 Bundesministerium
Nachhaltigkeit und
Tourismus

**LE 14-20**
Erneuerung in Europa

 Das Land
Steiermark
→ Regionen



Ergebnisse
Landwirtschaft für
die Entwicklung der
ländlichen Räume
über Investitionsförderung in
die ländlichen Gebiete



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