

**CultTrips 2.0 European Slow Travel Experiences /  
European Agricultural Fund for Rural Development (EAFRD) /  
LEADER 2014 – 2020**

meeting minutes

ZOOM meeting n°5

Tuesday, September 15, 2020, 2 – 3:30 p.m.



**host:** LAG Zeitkultur Oststeirisches Kernland – Barbara Stumpf

**participants:**

LAG Zeitkultur et al (Barbara Stumpf), LAG Urfahr West (Sigrid Gillmayr), Office Régional de Tourisme Centre-Ouest asbl (Nadine Schanck, Fons Jacques), LAG Valle Umbra (Marco Parroni, Luciano Posti and Manuela Ciri), LAG Cittadella del Sapere (Maria Cristina Porfidio), LAG Märkische Seen (Katrin Riegel), LAG Nedre Dalälven 3 (Henrik Thomke and Charlotta Heimersson), LAG Alytus District (Henrieta Miliauskienė excused), LAG Start 2020 (Giuseppe Melillo), crosseye Marketing (Anna Klein)

## MEETING AGENDA

### 1) WELCOME

### 2) Project Management

- Presenting financial plan / transnational payments
- planning next steps
  - transnational payments
  - website Go-Live
  - implementation of Slow Trips experiences

### 3) Website and Placement

- status quo of website, open tasks
- guideline for Slow Trips product implementation
- status quo of Regiondo webinars

### 4) Open Questions from Project Partners



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### 1) WELCOME TO ZOOM! 😊

Barbara welcomed all participants to the 5th ZOOM-Meeting and asked all participants what challenges they had to face at during the COVID-19-time. Main findings:

- it's hard to focus on new product development for Slow Trips when touristic partners have other essential problems during COVID-19 time.
- the national tourism authorities have their hands full to prepare local tourism for the new situation
- face-2-face-meetings were only limited possible, project partner meetings were not possible at all
- local touristic partners in all regions need the input of us all, Slow Trips experiences will be a good solution in contrast to conventional tourist products.
- time was used to write website texts, to support suppliers with the creation of their products and to get in touch with the new booking tool Regiondo (webinars)
- it was absolutely necessary to prolong the project duration until end of June 2022.

Barbara presented some main outputs from a survey from StenaLina (Sweden) and from Austria Tourism (Austria). Main findings: Good news for the travel industry is that overall attitudes towards travel remain strong. The trend is to stay or visit a neighbouring country. We are on a good way with developing European Slow Travel Experiences. The surveys are attached.

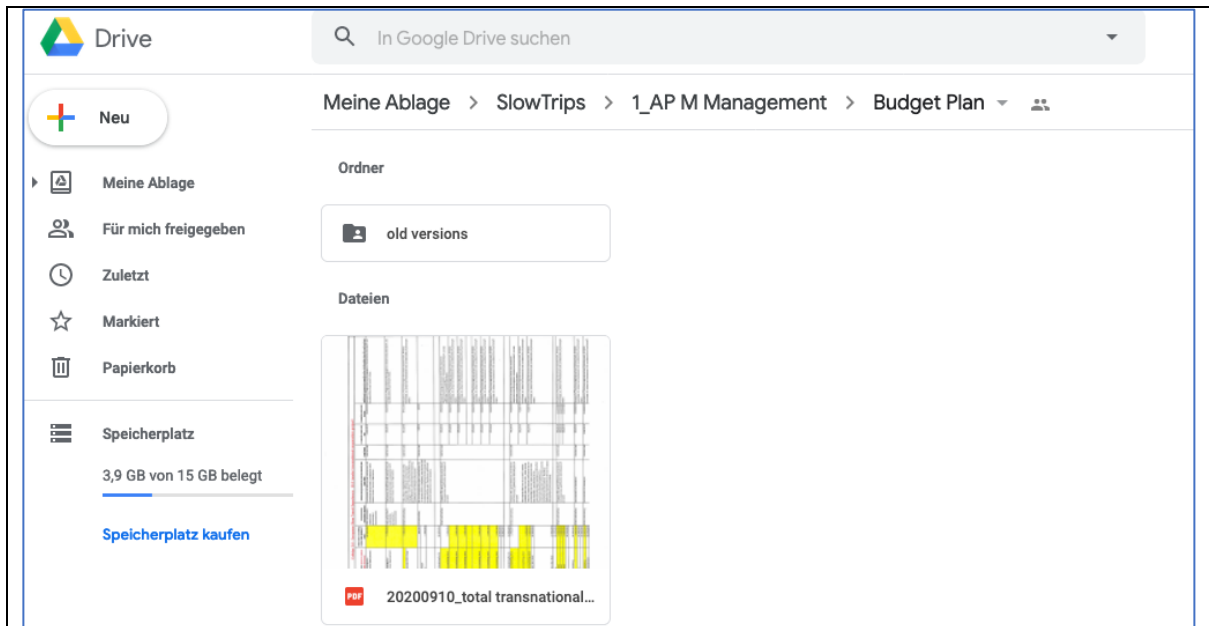
### 1) Project Management

#### Financial Plan:

- Some payments are still outstanding. Barbara will contact the destinations directly. Also our Romanian project partners didn't pay the first partial amount so far (→ **note on the meeting minutes: in the meanwhile the first partial amount is paid!**)
- Budget shiftings between the budget line were necessary, actual budget plan is online. But the transnational budget with € 43.154,82 stays the same. (changes because of project prolongation and changes in website translation)



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- Next transnational invoice for budget line 1a (Management Staff Costs), budget line 14 (Website Translations) and budget line 18 (Booking Tool) will be planned as soon as possible. Please check the invoices in advance before paying!

#### Project Outputs:

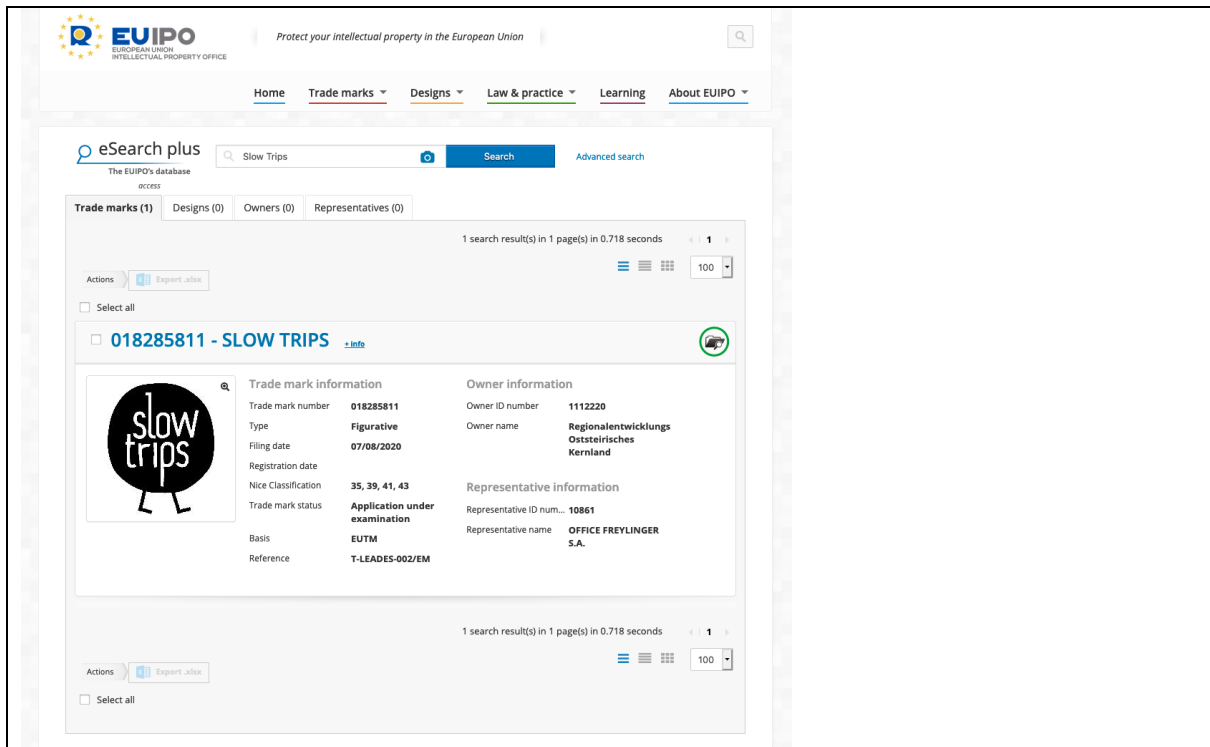
- **Go-Live for transnational website is planned for October 15, 2020 (→ note on the meeting minutes: unfortunately this is not possible, the integration of all ready Regiondo offers takes longer; guidelines for partners are attached)**

- |   |                                   |
|---|-----------------------------------|
| <b>A – Project Management and Invention</b>                                 | <b>next transnational invoice</b> |
| • Management Transnational ( <u>staff costs</u> )                           | <u>budget line 1a</u>             |
| • 2 Project Meetings / 6 Project Meetings                                   |                                   |
| <b>B – Product Development and Testing</b>                                  |                                   |
| • 2 Train <u>the</u> Trainer Seminars / 3 Train <u>the</u> Trainer Seminars |                                   |
| <b>C – Placement, Distribution and Dissemination</b>                        |                                   |
| • Transnational Website (Go-Live: <u>October 15, 2020?</u> )                |                                   |
| • Website Must-see Map (after Go-Live)                                      |                                   |
| • Website <u>Translations</u> ( <u>ongoing</u> )                            | <u>budget line 14</u>             |
| • Photo concept + Photos (finished for website release)                     |                                   |
| • Booking Tool ( <u>starting with begin of October 2020!</u> )              | <u>budget line 18</u>             |
| <b>D – Promotion, Communication and Dissemination</b>                       |                                   |
| • PR concept ( <u>finished</u> )  |                                   |
| • Social Media Plan ( <u>ongoing</u> )                                      |                                   |
| • Brand Book ( <u>finished</u> )  |                                   |
| • Status of Union Trademark Protection                                      |                                   |

The other project outputs were presented (see presentation slide).

Our application for the UNION trademark “Slow Trips” is still under examination, registration date should be done in October 2020

(<https://euipo.europa.eu/eSearch/#basic/1+1+1+1/100+100+100+100/slow%20trips>)



### Transnational Key Values:

Slow Trips is not a conventional tourism project!

We don't only implement a booking platform.

Slow Trips has really good chances for the future market: small groups, private and unusual accommodations, no crowded places ...

Our travel offers are all niche products in the field of creative tourism, ranging from the amusing to the downright kooky. And we have key values that we should have in mind all the time.

#	what	who	until when
1	Go-Live Website	all partners	depends on the integrating of Regiondo offers of all destinations

### 3) website and placement

- for the website Go-Live still some texts are missing, and also the integration of all ready Slow Trips offers from Regiondo. Barbara will prepare a guideline for the integration of your Regiondo-products which things she needs from all power

users, so that the integration of the ready offers is possible. → Please look up the **Regiondo integration GUIDELINE!**

- Every partner destination has the possibility to show one Slow Trips offer of your own region with three photo examples. Every partner has already uploaded a lot of pics on G-Drive, but it would be very helpful to choose the best example for the landing page and to upload these pics on G-Drive here: **pictures for landing page**, “nameSlowTripsoffer\_destination\_Fotocredit”,  
<https://drive.google.com/drive/folders/1c3Z4Bm3UrO2A-znugg1RmeBejLkUTRqR?usp=sharing>
- Perhaps not for Go-Live, but a possibility for later: At the end of the landing page we have a section where we can introduce our locals, which are offerereng the Slow Trips experiences. On our product template we have integrated the question, who stands behind the Slow Trips experience: If you have texts and photos ready, we can integrate them here. Please upload your documents on G-Drive here: **our locals**:

<https://drive.google.com/drive/folders/1WJFFX7QGaNXR048dNxSnp-F3MulEvDv2?usp=sharing>





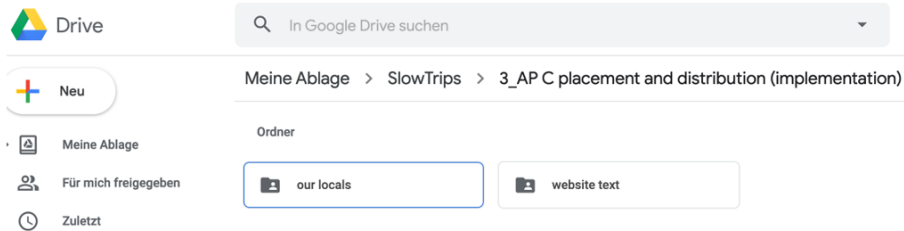
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## 12) Which person stands behind the Slow Trips offer:

Is there a special story about this person? Why does it make sense to meet this person? What is curious about this person?



→ Please upload your locals on G-Drive or send it via email to me:



Please name your file like this:

“region\_name surname\_profession\_Fotocredit”

“East Styria\_Roman Posch\_miller master.docx”

„East Styria\_Roman Posch\_miller master\_c\_Bergmann.jpg”

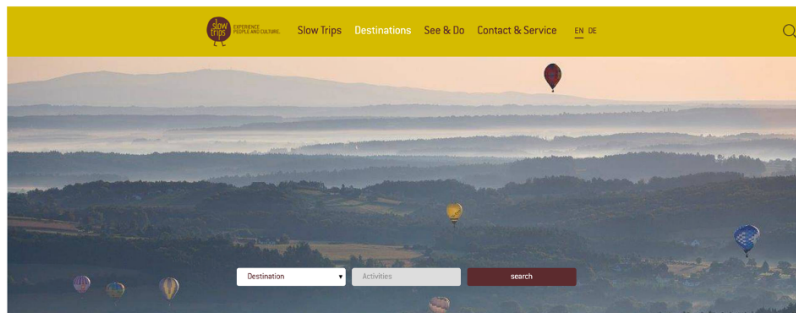
- At the Zoom-Meeting we also discussed the header image of the main menu “destination”. We discussed the idea to show in this section from every destination a typical photo how our Slow Trips guests can make a typical break in our destination? Where is it possible to meet the locals (e.g. in a typical coffee shop, at home, grocery stores, fuel stations, train stations etc.). If you have one suitable photo from your destination (please don't take a typical touristical photo, show your hidden secrets in your region!) please upload this photo also on G-Drive here:  
**typical break in your region**

<https://drive.google.com/drive/folders/1R-7Cqhl1TmXkCtR4e-WGYqwYi1c-61q2?usp=sharing>



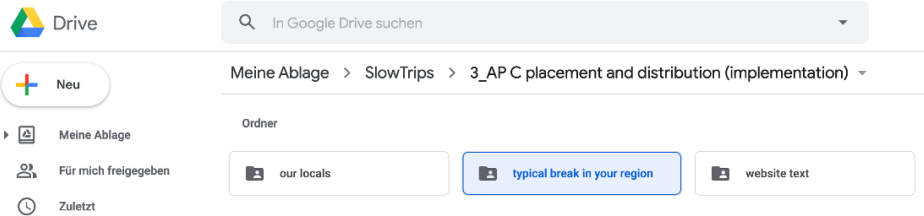


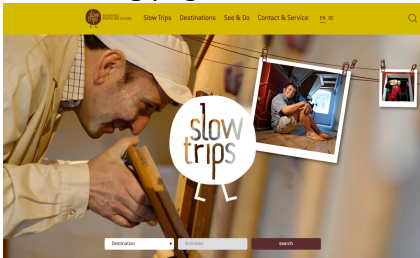
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## DESTINATIONS

→ Please upload your destination photos on G-Drive: (typical break in your region!) Name your photos: „region\_name of photo\_fotocredit.jpg“



#	what	who	when
1	three photo examples of every region for landing page: 	all partners	it will be considered as soon as some photos are considered
2	Ready Slow Trips offers should be communicated to the lead partner (look up Regiondo integration guideline)	all partners	as soon as possible
3	Upload your “locals” on G-Drive for the landing page	all partners	until end of 2020, but also earlier possible! as soon as you are ready



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# 8



EUROPÄISCHE UNION  
Europäischer Landwirt-  
schaftsfonds für die Entwick-  
lung des ländlichen Raums:  
Hier investiert Europa in die  
ländlichen Gebiete





#### 4) FEEDBACK and CONCLUSION (15 minutes)

We discussed if it is necessary to have a section for “questions, help, collection” on our website. These can be questions like “where can I find my favourite Slow Trips Experience? Is it possible to pay on the spot or online only?”

We decided not to open this menu at the beginning, perhaps these questions will arise when we start with our booking tool.