





**Zoom – Meeting  
Slow Trips**

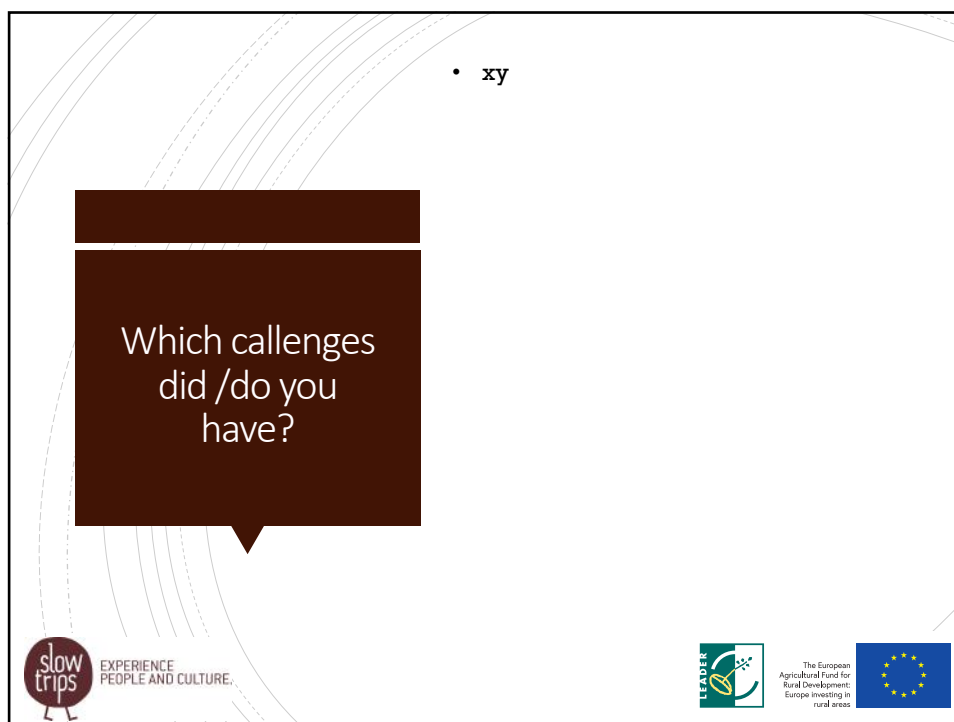
**Tuesday, September 15,  
2020  
2 P.M. – 3 P.M.**

- 1) Welcome (15 minutes)
- 2) Project Mangement (20 minutes)
  - presenting financial plan / transnational payments
  - planning next steps
    - transnational payments
    - Website Go-Live
    - implementation of Slow Trips experiences
- 3) website and placement (20 minutes)
  - status quo of website, open tasks
  - guideline for Slow Trips product implementation
  - status quo of Regiondo webinars
- 4) open questions from project partners (20 minutes)

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• xy

**Which callenges  
did /do you  
have?**

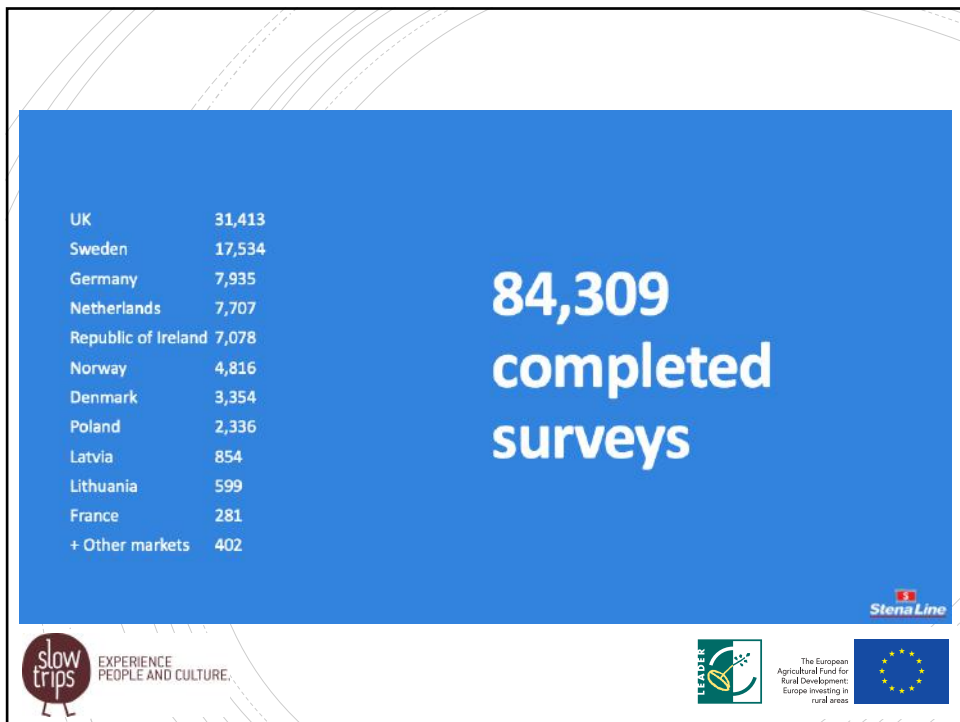
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3



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## Main trends/findings

- Good news for the travel industry is that overall attitudes towards travel remain strong, with **78%** of the respondents saying they **will travel same or more than before**.
- When choosing destination, the trend is to **stay in Europe (44 %)** or visit a **neighbouring country (42 %)**. Only 1 % answers that they will avoid from travelling totally.
- Almost two thirds of the respondents (**65 %**) answered they **would consider ferry travel** over air travel in the wake of COVID-19. When choosing means of transport the respondents are **most likely to choose to travel by car and ferry** and less likely to travel by air, coach and with train.
- The COVID-19 pandemic has also **changed the priorities** when choosing how we travel. **83% of said fresh air circulation onboard or the ability to go out on deck** was important or very important. While **75% said the ability to move round** was important/very important. in total **72 % rates the importance of getting information** by the transport company about safety measures, social distancing and hygiene measures as important/very important.

Stena Line



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# Future of Travel

IPSOS / EUROP ASSISTANCE BAROMETER  
GLOBAL RESULTS

30th JULY, 2020

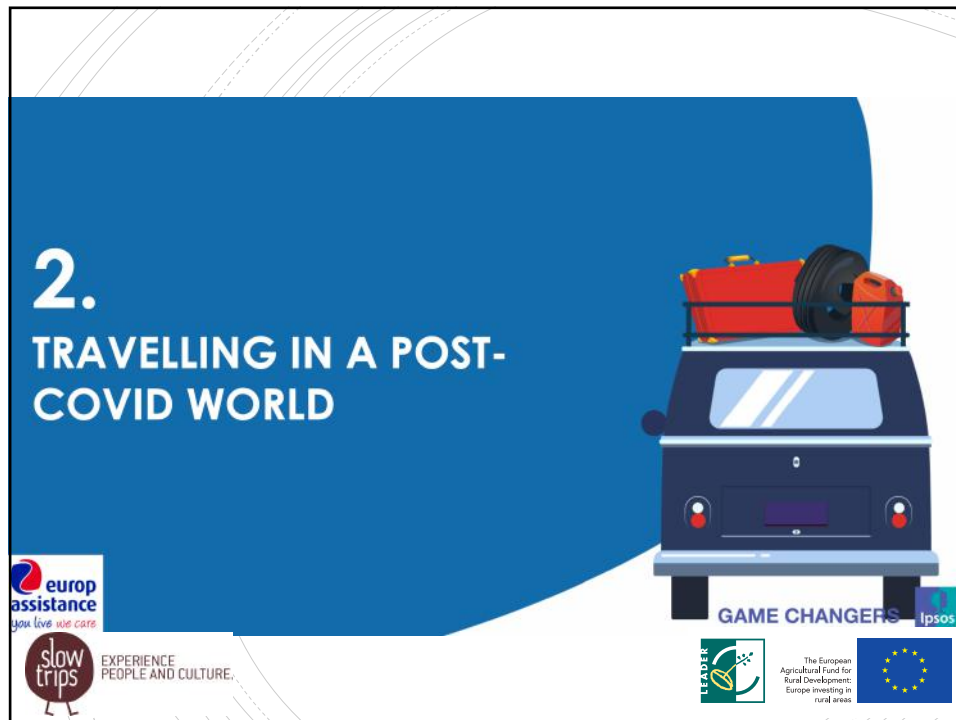
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slow trips  
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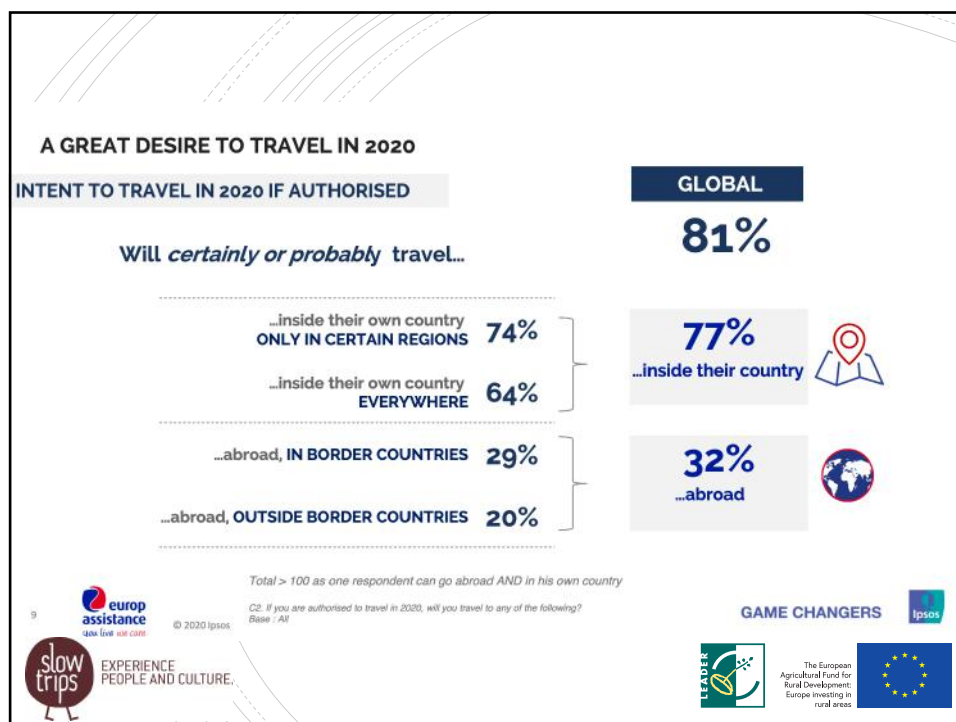
LEADER

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rural areas

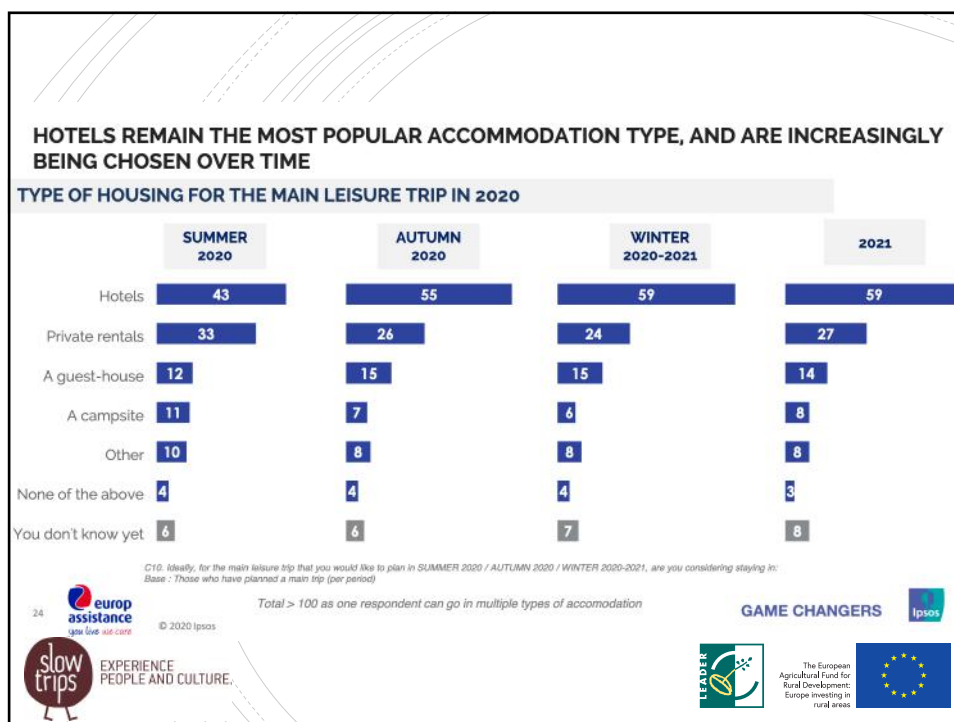
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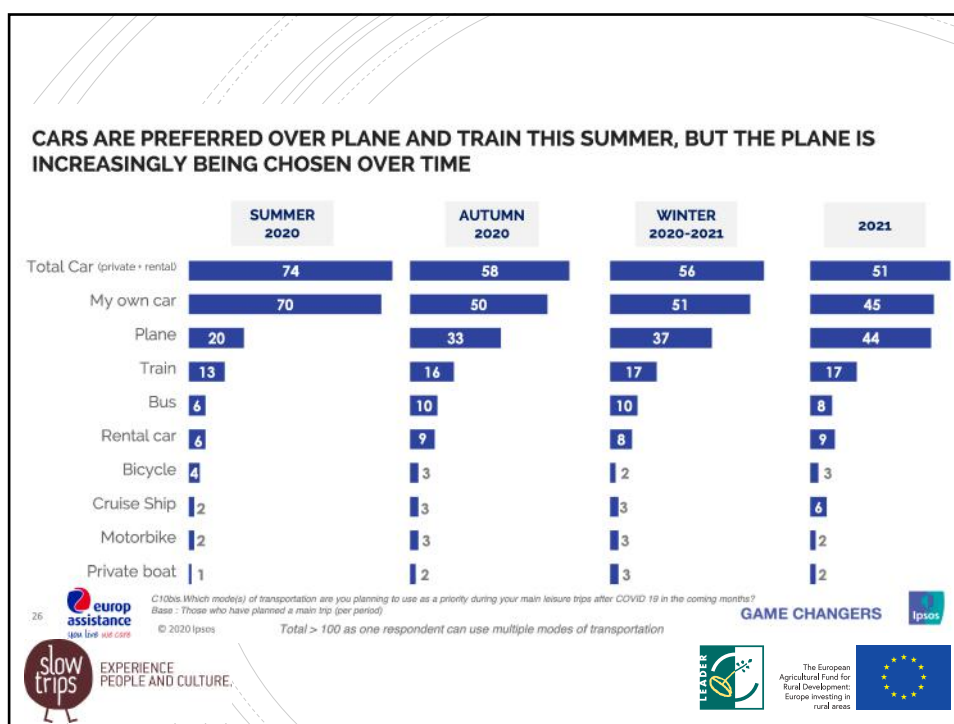
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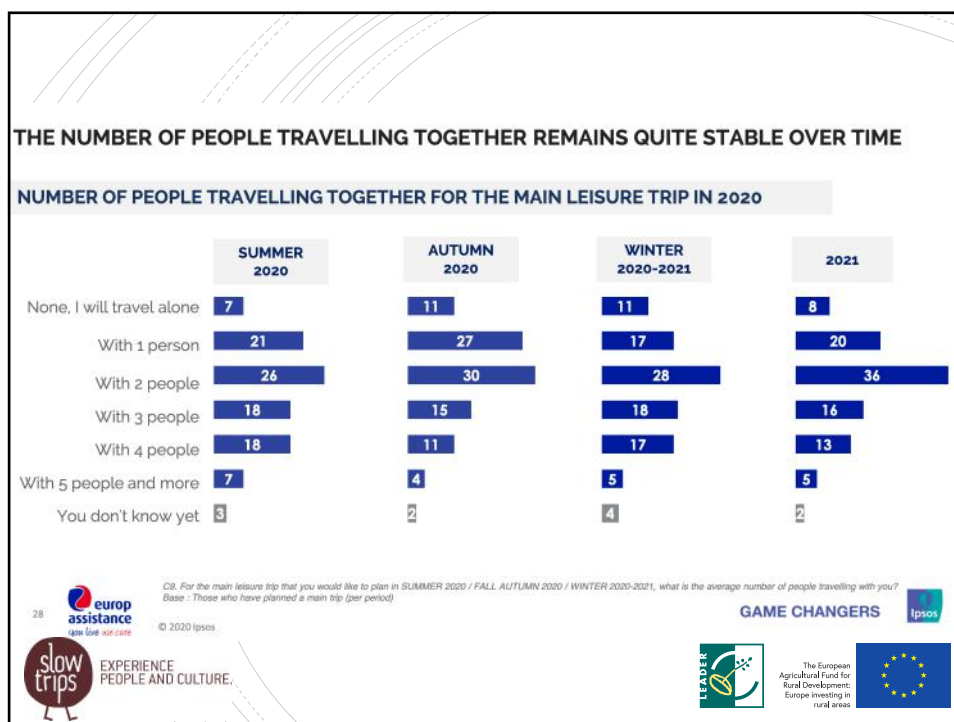
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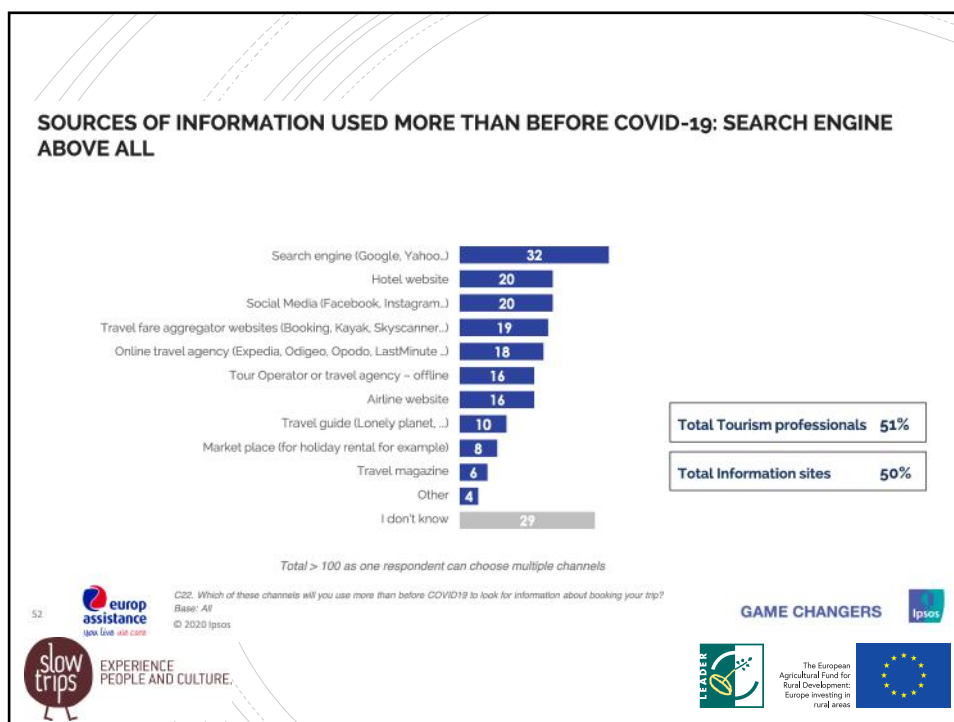
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### Main findings from Austria Tourism:

- By the end of the year, Austrians are mainly planning recreational, hiking, swimming and nature vacations.
- Above all, Germans want to go on vacation and beach holidays, followed by nature trips, families and visiting trips.
- Increased attention is paid to hygiene at the travel destination / in the accommodation and to the infection rate at the travel destination.
- Also important: to come home quickly in an emergency and not be in close contact with strangers.

### In my opinion: SLOW TRIPS has really good chances for our future market!!

- Small groups
- Private and unusual accommodations
- Trips in not crowded places



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# Project management



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## Project Outputs

### A – Project Management and Invention

- Management Transnational (staff costs)
- 2 Project Meetings / 6 Project Meetings

next transnational invoice  
budget line 1a

### B – Product Development and Testing

- 2 Train the Trainer Seminars / 3 Train the Trainer Seminars

### C – Placement, Distribution and Dissemination

- Transnational Website (Go-Live: October 15, 2020?)
- Website Must-see Map (after Go-Live)
- Website Translations (ongoing)
- Photo concept + Photos (finished for website release)
- Booking Tool (starting with begin of October 2020!)

budget line 14

budget line 18

### D – Promotion, Communication and Dissemination

- PR concept (finished)
- Social Media Plan (ongoing)
- Brand Book (finished)
- Status of Union Trademark Protection



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The screenshot displays the EUIPO eSearch plus interface. At the top, the EUIPO logo and navigation links (Home, Trade marks, Designs, Law & practice, Learning, About EUIPO) are visible. The search results for 'SLOW TRIPS' (018285811) are shown, including the trademark image and detailed information:

Trade mark information		Owner information	
Trade mark number	018285811	Owner ID number	1112238
Type	Figurative	Owner name	Regionaleentwicklungs Osteösterreichs Karlstad
Filing date	07/08/2023		
Registration date			
Nice Classification	35, 39, 41, 43	Representative information	
Trade mark status	Application under examination	Representative ID num.	10861
Class	EUTM	Representative name	OFFICE FRODLINGER S.A.
Reference	T-LEADER-002/EM		

At the bottom of the slide, there is a 'slow trips' logo with the text 'EXPERIENCE PEOPLE AND CULTURE.', the LEADER logo, and the European Agricultural Fund for Rural Development logo.

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# Financial Plan

The screenshot shows a Google Drive interface. On the left, a sidebar lists folders and files. The main area displays a folder named 'SlowTrips' with a sub-folder '1\_AP M Management' and a file 'Budget Plan'. Below this, a file named '20200910\_total transnational...' is visible. The file's thumbnail shows a table with financial data.

transnational costs of € 43.154,82 stay the same!



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# Transnational Key Values

- Not only a booking platform!
- Experience People and Culture!
- Sleeping in unusual accommodations
- Showing secret hidden spots / lost places (not crowded sightseeing)
- Enjoying Slow Food products of the region
- Travelling slow (using public transport), not airplanes (it's not a rule, but we try to promote public and sustainable transport)
- our Slow Trips guests are connected with nature in our rural area
- our guests get to know our locals, they learn from our locals
- active participation!



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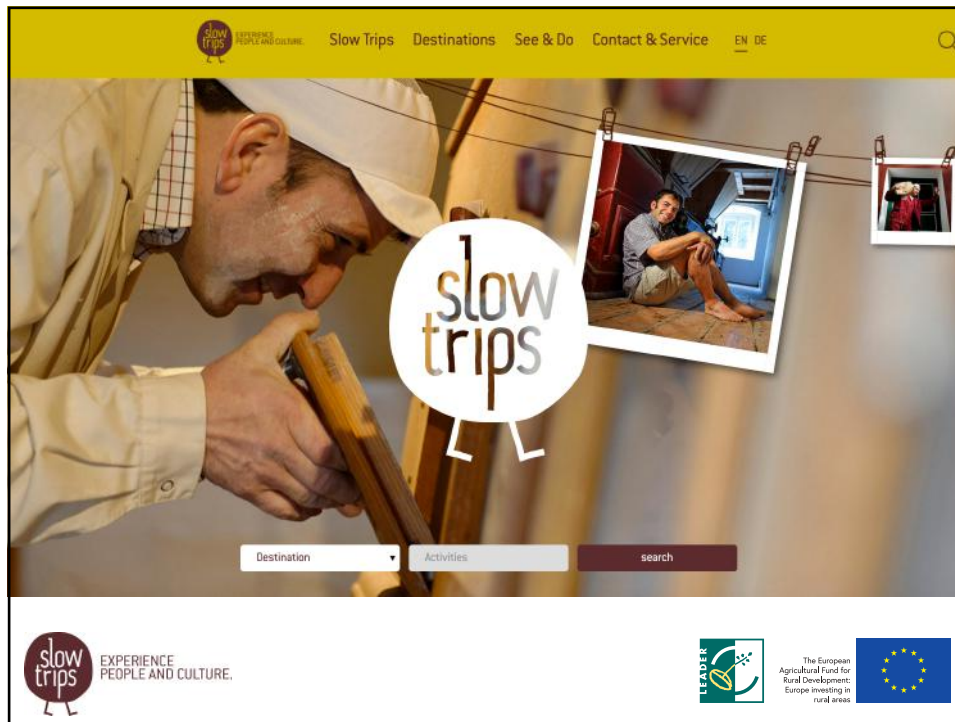
implementation  
▼ of our website  
[www.slowtrips.eu](http://www.slowtrips.eu)



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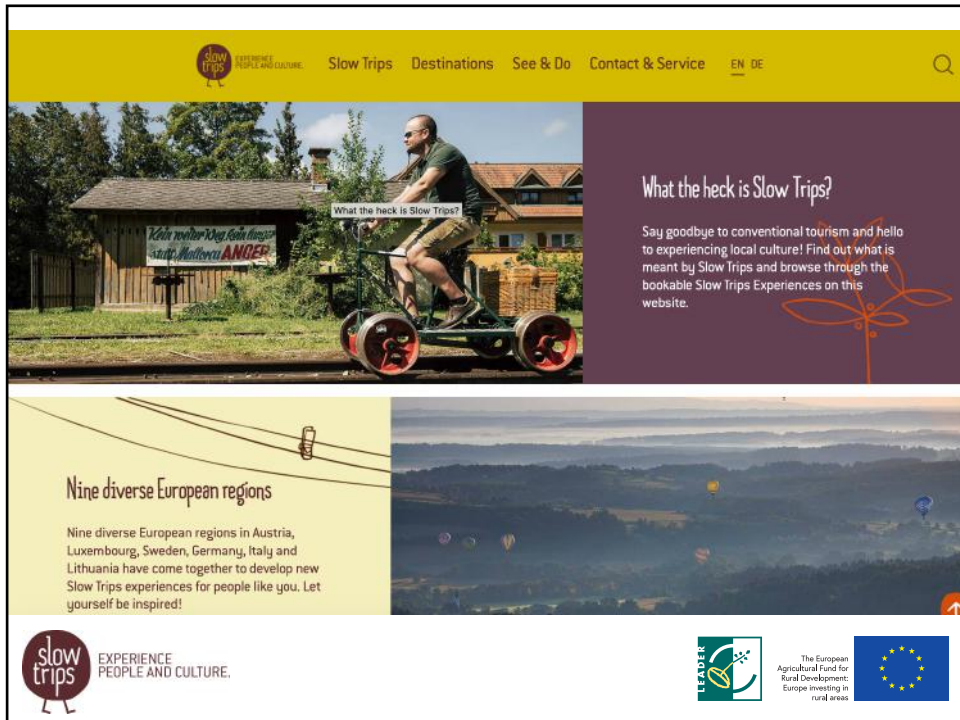
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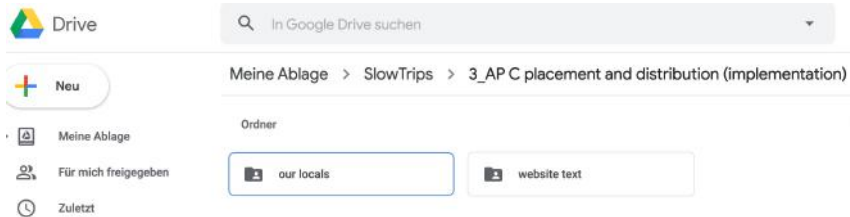
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### 12) Which person stands behind the Slow Trips offer:

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:

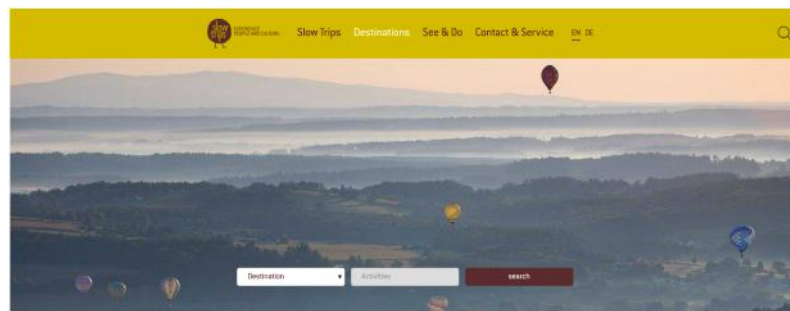
“region\_name surname\_profession\_Fotocredit“

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

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

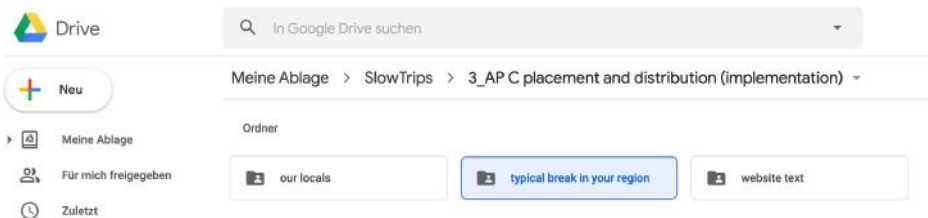


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### DESTINATIONS

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



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What's a typical scene for a break in your region? Please don't provide typical touristical photos ... it should be suiteable for Slow Trips! Show your hidden secrets in your region!



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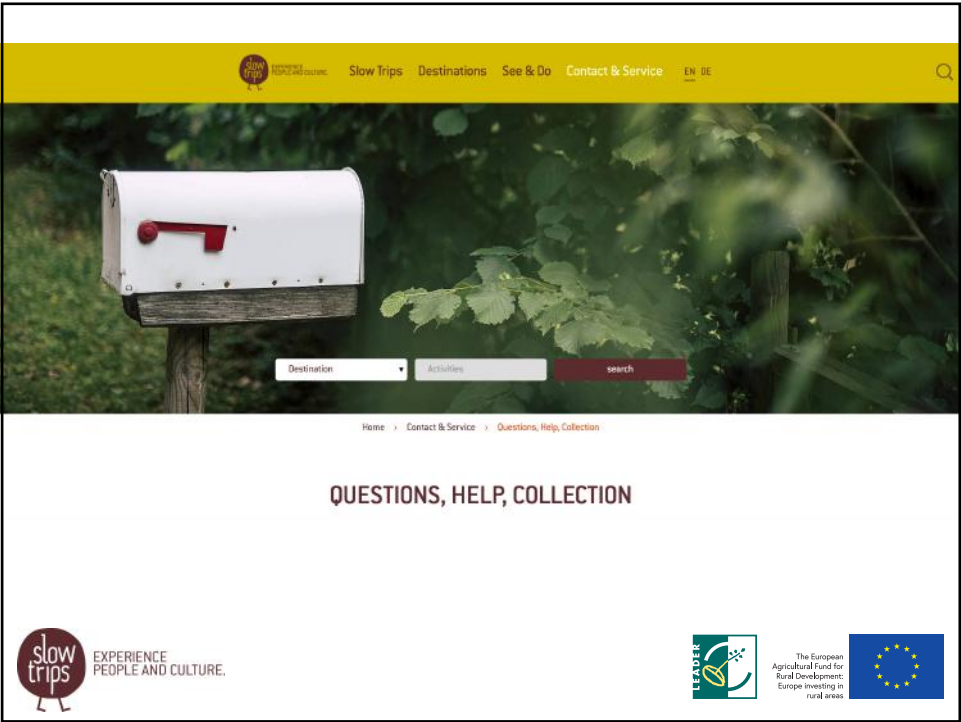


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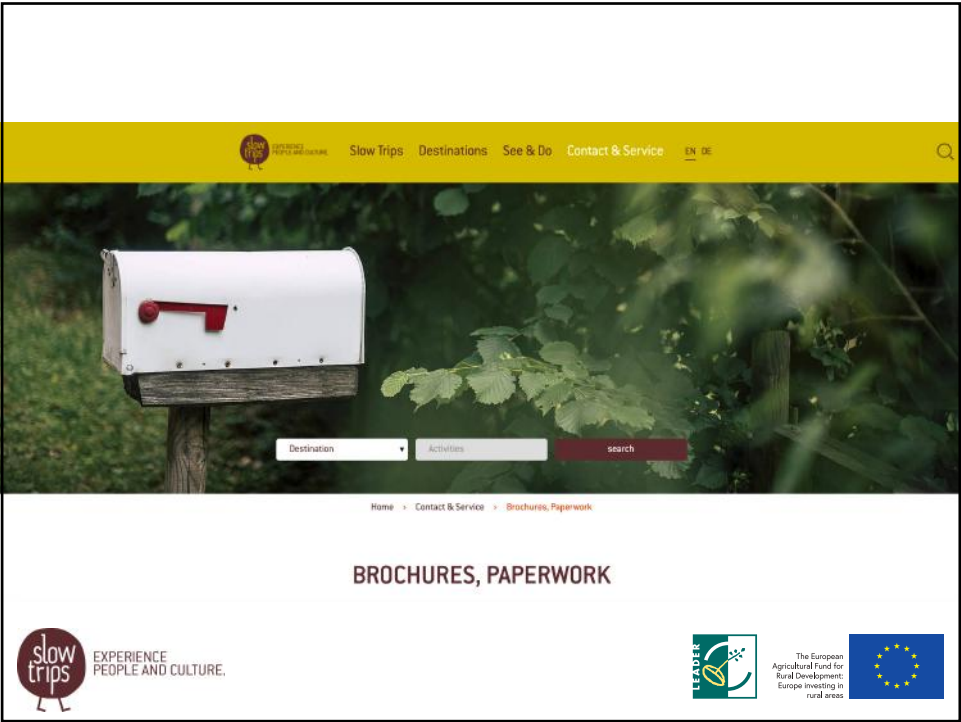


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Regiondo Guideline



crosseye  
Tourismus Marketing Online

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## KURZANLEITUNG

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Thema: Regiondo-Widget auf der Website einbinden  
Kunde: Slow Trips  
Datum: September 2020

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www.crosseye.at



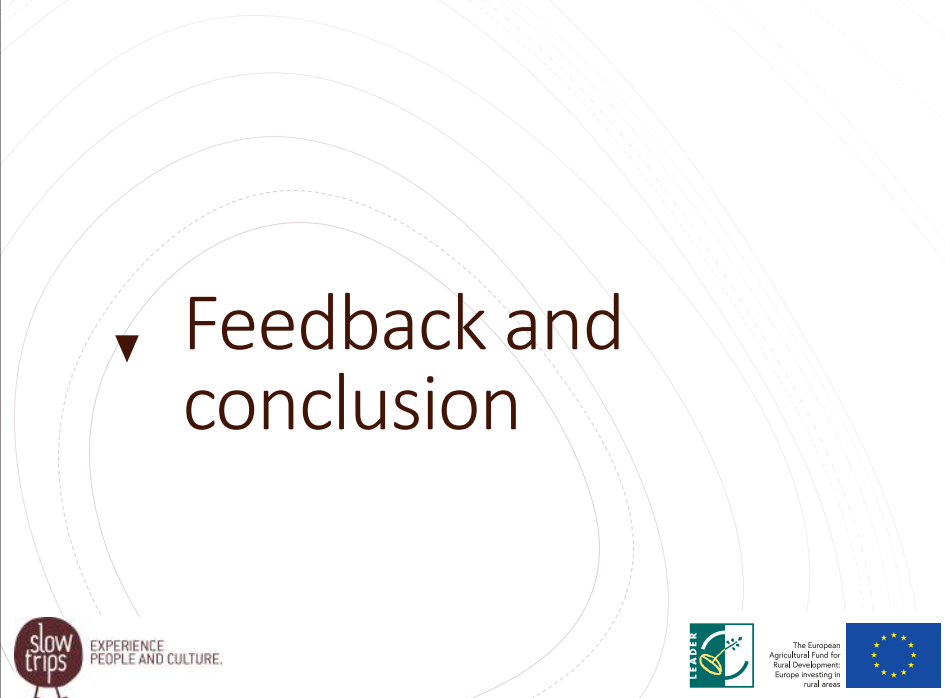
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▼ Feedback and  
conclusion



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