



EXPERIENCE  
PEOPLE AND CULTURE.

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

**meeting minutes**

**ZOOM meeting n°3**

**Thursday, April 30, 2020, 2 – 3:30 p.m.**



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

**participants:**

LAG Zeitkultur et al (Barbara Stumpf), LAG Urfahr West (follow up: Monday, May 4 - Sigrid Gillmayr, Susanne Rechberger), 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 (Grit Körmer and Katrin Riegel), LAG Nedre Dalälven 3 (follow up: Wednesday, May 6 - Henrik Thomke and Charlotta Heimersson), LAG Alytus District (Henrieta Miliauskienė), LAG Start 2020 (Gianluca Gariuolo and Giuseppe Melillo), crosseye Marketing (Edda Merana, Evelyn Götz) & HMC Marketing (Bettina Haas)



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## MEETING AGENDA

### 0) WELCOME TO ZOOM! 😊

- Address of welcome by the lead partner
- Giving an overview to the final meeting agenda

### 1) Placement and Distribution (implementation)

- Status quo of the implemented website texts by crosseye Marketing
- Giving an overview about main topics, structure and next steps for the website implementation from Evelyn, crosseye Marketing.
- Questions to all participants: Do you agree with this structure? Do you have remarks to the main topics? Are there any other inputs or open questions?
- Time planning for Go-Live of first website version by the lead partner

### 2) PR Marketing & Press Releases

In order to plan our first press releases, Bettina from HMC Marketing, asked us to fill in our positioning in the provided template with the 8 brand principles of Slow Trips. This file was delivered with our last meeting minutes:

Positioning of the 9 LEADER regions (March 2020)							
	Hidden Treasures	Contact to locals	Authenticity	Learning together	Economic sustainability	Social sustainability	Ecological Sustainability
LAG Zeitkultur Oststeirisches Kernland	Nature and easy hiking tours through gentle hills (target group 2)		culinary highlights made from regional sources (target group 4)				Join a drive on a historic steam train; take a look into the local gardens, etc. (target group 1-4)
LAG Urfahr West	Enjoy nature through hiking (development of a new mountain bike trail) (target group 2,3 and possibly 1)	Integration of all social groups is key (target group 1+3)		High environmental awareness of local residents (target group 1-4)		Integration of all social groups is key (target group 1+4)	Public transport options are available (target group 1-4)
LAG Atert-Wark	Biking (EuroVelo-routes) and hiking (target group 2+3)	special offers for kids / families (farms, climbing gardens, etc.) (target group 2)	cultural offers (castles, museum, etc.) (target group 1+4)	cultural offers (castles, museum, etc.) (target group 1+4)			special offers for kids / families (farms, climbing gardens, etc.) (target group 2)
LAG Valle Umbra e Sibillini	UNESCO world cultural heritage: St. Francis of Assisi (target group 4)	Get to know local cuisine through local cuisine (target group 1,4)	cultural offers (castles and fortresses, museum, etc.) (target group 1+4)	cultural offers (castles and fortresses, museum, etc.) (target group 1+4)			sustainable agriculture (target group 1,3,4)
LAG La Cittadella del Sapere	unique landscape (sea on both sides of the area, mountains, etc.) (target group 4)	Get to know local cuisine through local cuisine (target group 1,4)	Culinary enjoyment is key (citrus fruits (especially lemons), olives, olive oil, wine, cheese) (target group 1+4)				Experience Italy with all of your senses (target group 1,3,4)
LAG Märkische Seen	rich in water and forest (target group 2+3)			cultural offers (exhibitions...) (target group 1+4)			E-Bike-tourism (target group 2+3)
LAG Hedre Dalälven 3		fishing (target group 1+2+3)					Local cuisine: attend a cooking course (target group 1+3+4); try fishing on your holiday (target group 1+2+3)

- Explanation from Bettina, HMC Marketing which information is necessary from every destination to make first press release suggestions.

We should also continue with our Social Media contents:

- Explanation from Bettina, HMC Marketing which information is necessary from every destination to plan the next Facebook and Instagram postings.

### 6) FEEDBACK and CONCLUSION



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## 0) WELCOME TO ZOOM! 😊

### input host:

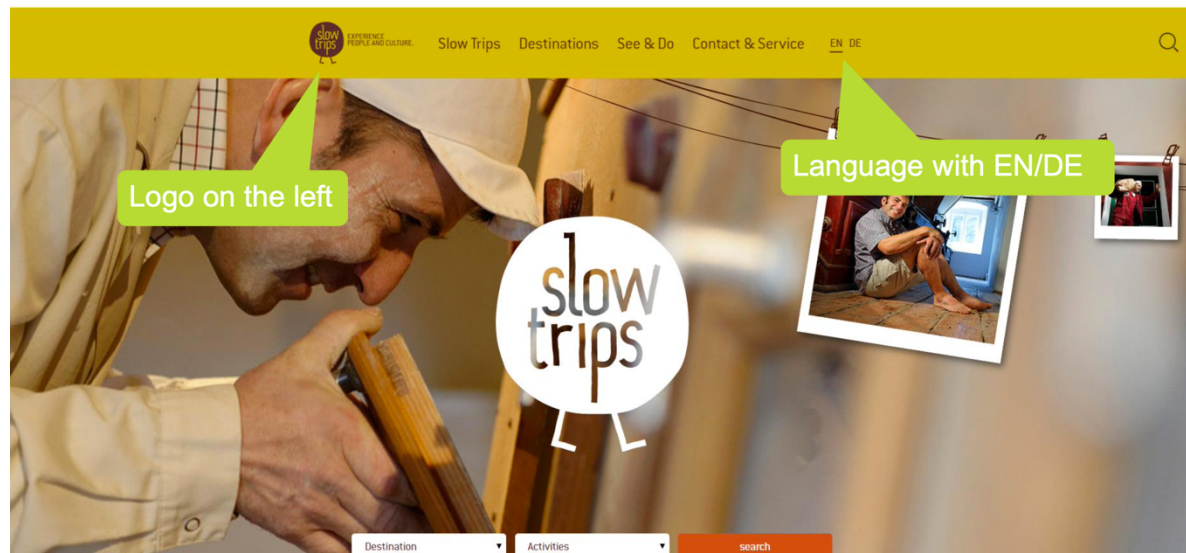
After all participants had tested sound and video technology, Barbara welcomed all participants to the 3<sup>rd</sup> ZOOM-Meeting.

## 1) Placement and Distribution (website implementation)

### introduction lead partner:

In the last weeks all project partners worked a lot on their website texts. Additionally, the lead partner had some internal meetings with crosseye Marketing. Mrs. Evelyn Götz (crosseye Marketing) prepared a presentation to show the status quo of the transnational Slow Trips website:

### presentation Evelyn (crosseye Marketing):



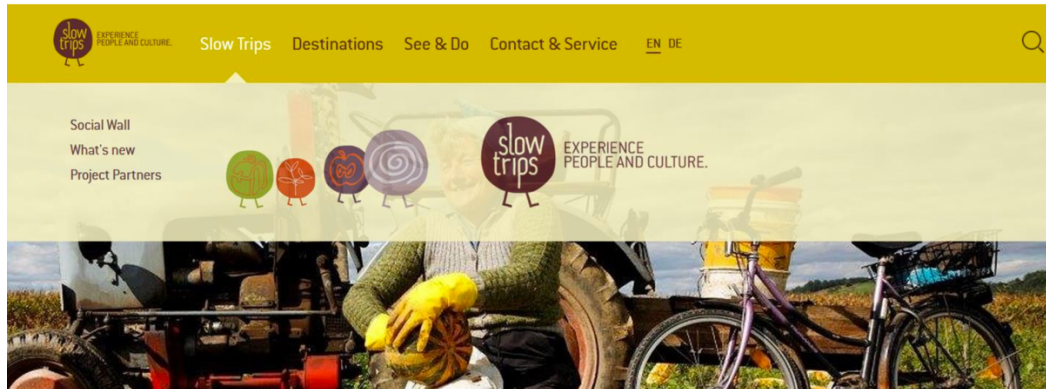
The main website navigation is fixed now. After our remarks crosseye Marketing made adjustments on our website: We can find the Slow Trips-logo is on the left side and the language buttons on the right side now. A drop-down menu for the language buttons won't be necessary, but it can be integrated later when we decide to translate our website in more languages.



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## Slow Trips

- › Project description, Stories, Project Partners
- › Social Wall -> collection & curations of content via #hashtags (#slowtrips #slowtravel,...)



In the section “Slow Trips” we have to adapt the icons / illustrations. They shouldn’t be so colorful. In this section we can find the Social Wall, Our Stories – What’s new & Project Partners.

## What is a Social Wall?

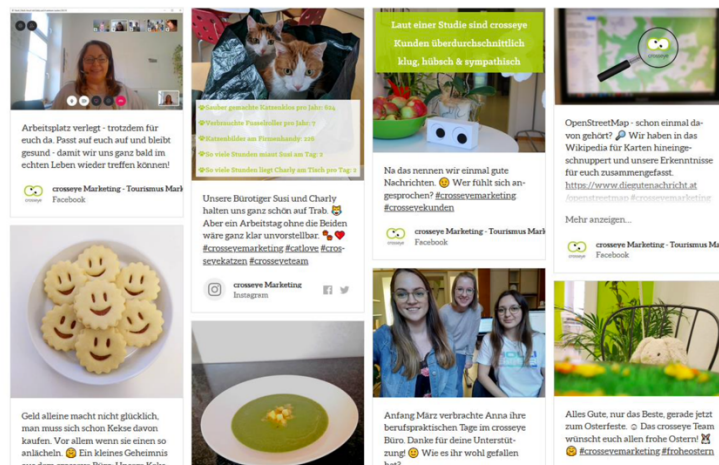
#crosseyemarketing

Entdecke auf einen Blick die wundervolle Welt von crosseye Marketing!

Du willst auch, dass dein Posting hier angezeigt wird? Poste einfach einen Beitrag auf Facebook, Twitter, Instagram, Pinterest, YouTube oder Flickr mit #crosseyemarketing!

## Social Wall example

- › Content vom Facebook, Instagram, YouTube, Twitter and other social networks.



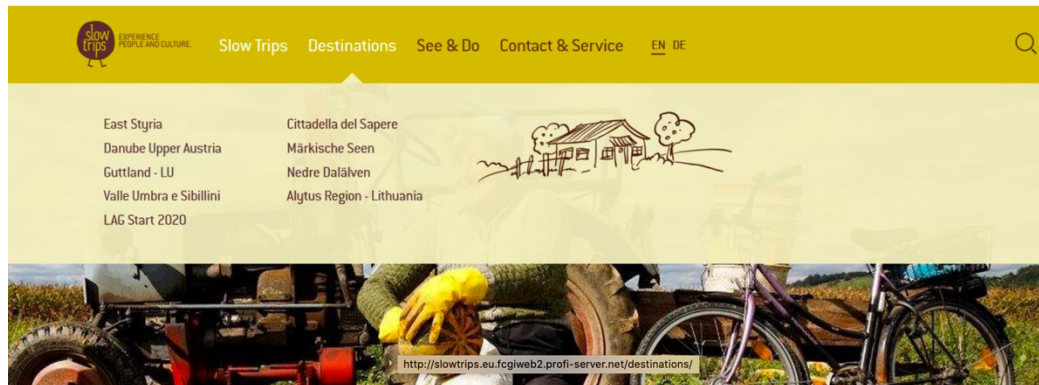




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## Destinations

- › Map & Destination Description
- › To give a short overview where to travel



We decided that the name of our destination should be renamed to our touristic destinations (not the leader regions) and we should also integrate the country name (2 letters after the destination name). Example: **East Styria - AT**

## Eastern Styria

### Main description



- Description about every day culture in your destination

### Every Day Culture

We will have in all destinations the same structure. What we will need from every destination is a short description of the everyday culture in your destination.



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## Eastern Styria

Special Topics on  
every day culture

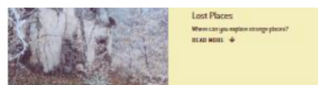


- one picture
- Short teaser text
- Description Text

„Read more“  
dropdown area

If you have additional topics that you want to integrate in the section everyday culture, we will need one picture, a short teaser text and a description text. And then you have the possibility to write more text in the “read more” dropdown area.

## Eastern Styria



Get a Roman spirit in East Styria



Video



Short link to further  
categories

„Call to action“ and  
bookable content  
from Regiondo

Bookable slow trips experiences

Take your time and breathe through our Slow Trips experiences in East Styria

#10194010101

For further information about our bookable destinations, please also check our websites

[www.regiondo.at](https://www.regiondo.at)

[www.oststeirisches-kernland.at](https://www.oststeirisches-kernland.at)

[www.zeitkultur.at](https://www.zeitkultur.at)

[www.zeitkultur.at](https://www.zeitkultur.at)

Link to your destination  
tourism website & your  
LAG Website  
Logo(s) of your destination

It is also possible to integrate video clips (youtube videos) in your section. We will also link your destination with the “See & Do” categories → short link to further categories. After that our bookable Slow Trips Experiences are planned which will be integrated from Regiondo. Here we need a short “Call to action”, so that our visitors click and book our Slow Trips Experiences. In the bottom area of each destination we can insert the links to your destination tourism website & your LAG website, and also the logos of your destination.



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## Eastern Styria



Our section „See & Do“ shall be a possibility for our visitors to find bookable Slow Trips offers in different categories. Therefore, in every See & Do section bookable Slow Trips Experiences which belong to each topic will be integrated. Moreover, every destination has the possibility to write some frame stories about those „See & Do“ topics. We have defined following See & Do categories, where you can think about further stories in your region:

- Surprising Encounters (in this category we will insert all bookable Slow Trips Experiences. You can think about special frame stories to this topic too. In East Styria, for instance, we described our greeters and also geocaching routes)
- Unusual Accommodations (in this section we want to highlight offers which are directly connected with unusual accommodations or which are next to unusual accommodations. The frame stories are special Slow Travel accommodations in your destination)
- Lost Places (Also here we will integrate our Slow Trips Experiences which are next to Lost Places in your region or are directly connected with them. And then every destination can describe its own lost places.)
- Places of longing (this is not the right wording... maybe better: “hidden secret spot”)
- Regional delicacies (In this section you can describe local recipes / stories about regional food and so on. And on the very top we will insert all Slow Trips Experiences which are directly connected with local food)
- Slow mobility (in this section we want to show all Slow Trips offers which have to do with mobility (riding a bicycle, hiking, riding a horse, carriage, train, etc....) and we also want to show the possibilities of slow mobility in every destination. Our tourists should not take the taxi from one spot to the other. Therefore, we should describe alternative mobility options in our region.



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Slow Trips

Destinations

See & Do

Contact & Service

EN DE

## SUPRISING ENCOUNTERS

IN EAST STYRIA

Bookable content  
from Regiondo

Bookable Slow Trips experiences in East Styria

Take your time and browse through our Slow Trips Experiences in East Styria!

## Regiondo ##



- one picture
- Short teaser text
- Description Text



Greeters East Styria - Come as  
a guest, leave as a friend!

East Styria is a member of the international non-profit  
Greeter organization.

READ MORE ↓

## See & Do

- › Activities & Travel Types
- › To give a short idea what to do
- › Search & Book!



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Slow Trips

Destinations

See & Do

Contact & Service

EN DE



### ACTIVITIES TO DISCOVER:

Surprising Encounters  
Unusual Accomodations  
Lost places  
Places of longing  
Regional delicacies  
Slow mobility

### SEARCH & BOOK:

The active creatives  
The cultural purists  
The escapists  
The discoverers



ZEITKULTUR.AT  
OSTSTEIRISCHES  
KERNLAND

# 8



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



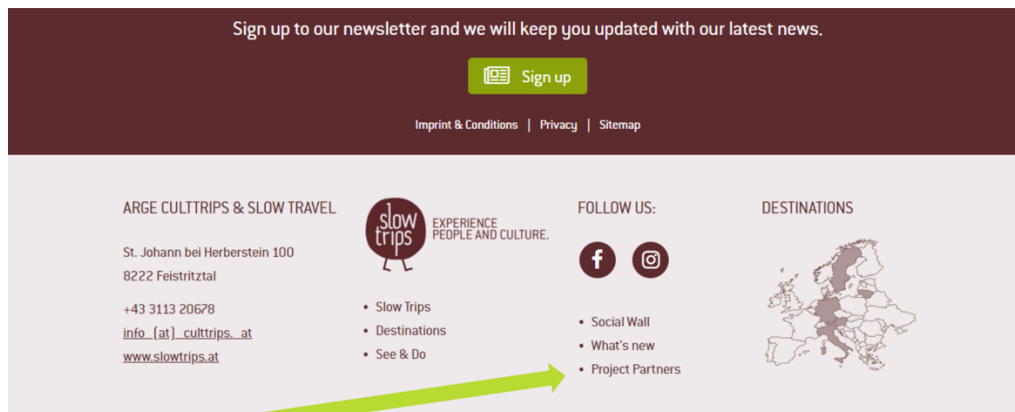
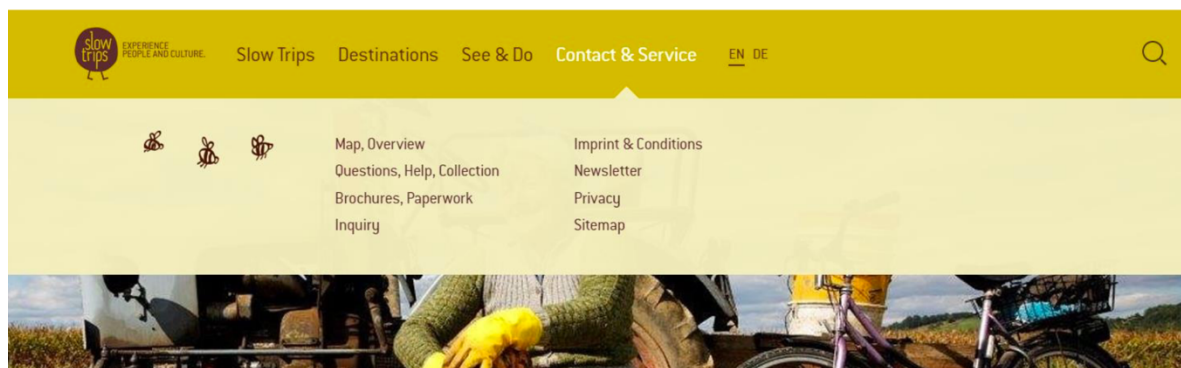




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## Contact & Service

- › Service area for „all the rest“
- › Newsletter, Brochures/Paperwork
- › Conditions, Imprint, Privacy, Sitemap,...



The European  
Agricultural Fund for  
Rural Development:  
Europe investing in  
rural areas



We will consider all project partner logos in each destination and in the section “Project Partners”. Please forward your websites which are connected to your institutional logos.

#	what	who	until when
1	destination website texts	all destinations, See & Do sections → forward changings or additional texts directly to Barbara	Friday, May 8, 2020





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## 2) PR Marketing & Press Releases

input Bettina Haas (HMC Marketing)

### PR - Press Releases - Slow Trips

rough timetable as of 30.4.2020

Partner	Topic	Date of Release
<b>All</b>	<b>Presentation of Partners, new Website</b>	4th June
Oststeiermark	Individual Portrait of Region	11th June
Lithuania	Individual Portrait of Region	18th June
Märkische Seen	Individual Portrait of Region	25th June
Cittadella del Sapere (IT)	Individual Portrait of Region	2nd July
Nedre Dalälven	Individual Portrait of Region	9th July
LAG Start 2020	Individual Portrait of Region	16th July
Luxembourg	Individual Portrait of Region	23rd July
Valle Umbra e Sibillini	Individual Portrait of Region	30th July
Urfahr West	Individual Portrait of Region	6th August

Bettina Haas suggested that after the Go-Live of our transnational website in June 2020, we should start directly with the first press releases to introduce every destination to our journalists individually. Therefore, she suggested, that she will prepare the first texts with the Go-Live of our website and she will get in touch directly with each destination in the next weeks.

Moreover, she will also plan within the next 2 weeks Social media contents.

## 3) FEEDBACK and CONCLUSION (15 minutes)

discussions:

- next ZOOM meeting will be scheduled for May 12 (4 p.m – 5 p.m.) together with Christopher Conze (head of sales of our booking tool Regiondo), every destination shall think about 1-2 persons who can participate at this meeting (ideally those persons shall participate who will be the responsible persons for Regiondo in your destination)

THANK YOU FOR YOUR GREAT CONTRIBUTION!!! ☺

#	what	who	when
1	next ZOOM meeting	All destinations+ Regiondo	May 12, 4 p.m.