

Meeting Minutes – Final Version

Project Meeting Foligno, October 21-23, 2019

Participants: participation list is enclosed

Responsible for Meeting Minutes: Barbara Stumpf (leadpartner) in cooperation with Martin Schobert (St. Elmo's Tourismusmarketing)

slide numbers: 1-16

title: Work Package Project Management



a) GENERAL INFORMATION: BUDGET + INVOICES + PROJECT PARTNERS

The overall budget plan was adapted for 9 partners because our Romanian partners didn't submit the project. All costs from each partner are included (according to the approval letters). Every project partner shall take a look again and make sure that everyone has parked € 43.154,82 in total for transnational costs. The transnational costs will be paid from the lead partner, therefore every partner will get the invoices for the transnational costs from the lead partner with the attributable share for each project partner.

Please note: The procurement is not finished for the whole project (this is important, otherwise we can't react or adapt our budget if necessary), therefore minor budget changes (shiftings between budget lines) should be possible for all partners. In this new budget the first invoice from the lead partner was divided through 10 partners. Romania has informed the lead partner that they will pay the first invoice even though they decided to leave the project. So from this moment on all invoices will be divided through 9 partners.

Discussion: Romania, LAG Valle Umbra and Lithuania didn't pay the first transnational invoice so far. Marco Parroni explained in the project that he will need further documents from the lead partner to be able to pay the invoice – he will send a prepared excel-file to the lead partner and he will ask to fill in the new budget. Lithuania explained that the financial contract is still not signed and that the management authority needs the approval letters in Lithuanian language.

b) DISCUSSION TIME PLAN:

#	When	What	Where
1	2019 January	Project Kick-off Meeting 1	Hartberg
2	2019 June	Train the Trainer 1 How to Product Development Workshop	Romania
3	2019 October	Project Meeting 2	Umbria

4	2019 November	Train the Trainer 2 (2 people who become the trainer)	Luxembourg
5	2020	5 Press Trips	
6	2020 March	Train the Trainer 3	Germany
7	2020 March	Website Go-Live	
8	2020 April	Project Meeting 3	LAG Start 2020
9	2020 Autumn	Project Meeting 4	Lithuania
10	2021	4 Press Trips	
11	2021 Spring	Project Meeting 5	Sweden
12	2021 Autumn	Project Meeting 6	Austria / Urfahr
13	2021	4 Press Trips	

results / decisions

a) All project partners agreed collectively that we can proceed with our project with 9 partners without our Romanian Partners. The overall costs shall stay the same. Minor project shiftings between budget lines are possible. If problems arise, the lead partner will be informed immediately. Lithuania asked the lead partner for a entry of all project approvals into a EUROPEAN PROJECT DATABASE. Barbara didn't know which database is meant, she will clarify this issue back home. All project partners agreed that the payment of the next invoices shall be faster, so that also the lead partner can concentrate more on content related topics and we can proceed in our project smoothly. For all upcoming invoices the lead partner will prepare a bilingual procurement documentation (English/German), contract of the offer, original invoices and invoice for each project partner. The original invoices from our contract partners CAN ONLY BE PAID from the lead partner, when the attributable shares of all partners are paid. **Therefore, please pay in time!** Our common working language is English, translations into other languages if necessary can't be done from the lead partner and have to be organized from the respective partners.

Supplement to the protocol: The issue of the European Project Database was clarified with the Austrian Management Authority and also with the Federal Ministry of Sustainable Tourism of Austria. This database is not available for us project partners and also not for public, therefore it is not the duty of the lead partner to enter the project approvals into this platform. It is the duty of each managing authority in the respective country to fill in your project approvals into this database. Until now, just Sweden, Austria and Germany entered the project approvals.

b) The next transnational project meeting will be organized from LAG Start 2020 from 20-23 April 2020. The 3rd Train the Trainer will be organized from Germany (LAG Märkische Seen) from 16-18 March 2020.

To-Do's	Who?	When?
payment of 1st transnational invoice	LAG Valle Umbra, Lithuania, Romania	as soon as possible
next transnational invoices	will be prepared from lead partner in October/November 2019, checking and payment from all partners	checking and payment until end of November 2019 from all project partners
entry of your project approvals into European Project Database	managing authorities of Italy, Luxembourg and Lithuania	as soon as possible

organizing next transnational project meeting	LAG START 2020 (Italy)	20-23 April 2020 (preparing access plan, participation list and agenda appr. 2 weeks in advance)
---	------------------------	--



slide numbers: 77-122, 135-156	title: Work Package Product Development and Testing
<p>a) GENERAL INFORMATION</p> <p>Martin Schobert repeated the main outcomes of our first Train the Trainer Seminar in Cluj-Napoca, Romania:</p> <ul style="list-style-type: none"> • Product Template + different methods (e.g. stages of travel, Boom-wow-wow-Boom-dramaturgy, customer journey map, experience pyramid) as support for developing your regional Slow Trips offers • Key Values of Slow Trips shall be integrated in all offers: Contact to locals, learning together, authenticity, storytelling, hidden treasures, social sustainability, ecological sustainability, economic sustainability • for the next Train the Trainer Seminar Martin will also prepare a workbook for all participants • Pricing: Business Model Canvas as an orientation <p>Martin Schobert described that our suppliers shall charge a high value for their participants. The Business Model Canvas helps for finding the right price and all single positions. As an example: 100 € per person: 6 hours-guided tour, photo documentation, including coffee, meal, vine etc. It always depends on the story behind, so the calculation sheet shall only be an orientation and helping tool when finding the right price. Before it comes clear how to calculate the offer, think about the business mode canvas. It should be the first important step when we define our price. It includes key partners, key activities and cost structure.</p> <p>For which activities can we calculate our price? As an example: The guide takes the photos for the visitors, he/she tells secrets, spring water during a bike tour is included, think about toilet entries ... It is very important that you calculate the net-budget.</p> <p>Martin Schobert presented 5 different methods how to calculate the price of your offers: Take into account all of them. You can't tell a business entrepreneur which method is the best one. The business owner has to decide which method is the best for himself/herself:</p> <ol style="list-style-type: none"> 1) oriented to the past 2) goal- and revenue-oriented 3) competitor-oriented 4) benchmark-oriented 5) zero-base-oriented <p>The price should be divided into fixed price-elements and also variable price according how many participants will participate. We will train one method at our next Train the Trainer Seminar. You must know your own expenses! That's the most important message.</p> <p>b) Feedback to Slow Trips Tour in Foligno (during meeting) and to Status Quo of each region (see results)</p> <p>c) Press Trips, Creating Media Concept</p> <p>Due to important discussions and decision makings during the meeting, there was not enough time to discuss and explain the PR Concept and planned Press Trips in detail, which are described on the slides pg. 135-156. Barbara explained that she started the procurement with HMC, our transnational PR contract partner. They will create a media concept and they will also support us with our social media concept from the begin of January 2020.</p>	
results / decisions	
<p>a) a workbook will help participants at 2nd Train the Trainer Seminar for further developing their first Slow Trips offers → this will be presented from Martin at our next Train the Trainer Seminar</p>	

b) feedback Slow Trips offers Foligno (LAG Valle Umbra):



positive feedback:

- Slow Food (22/10/2019): The dinner at Trevi was very authentic, we were able to taste different olive oils. We could get an insight to the people who are working in the restaurant. Very good regional food. Coffee with Ricotta. Love & proudness of locals, passion of the locals for their food. Authenticity of those 2 sympathic men. Fantastic age of restaurant staff!
- Colfiorito Park / guiding through nature town: Manuela as a guide has a good story telling, she is a big asset and a great ambassador for Umbria. It was nice to get the binoculars during the walking tour. Possibility to watch birds.
- Rasiglia / village tour: There is a potential to interact more with local people and to experience local life stories and the rural life style. It was impressive to walk through the inner city and to see all the historical buildings. Lots of old machines / handcraft / possibility to get in contact with locals / interesting photo documentation in the village. It would be a good Slow Trips experience to stay in the village and to have the possibility to work with the locals. Connection between water and local life style.

Things / ideas to improve:

- We missed the results and tactics of the first Train the Trainer Seminar! The trained sessions in Romania were not implemented in both tours → these aren't real Slow Trips offers. The Slow Trips Criteria weren't fulfilled in both offered tours, unfortunately. „Just“ walking behind the guide is not Slow Trips. The speeches were too long =), better directly with an English speaking guide than long translations (both tours). Please look for already existing offers in your region (e.g. greenways bike & bite at [tripadvisor.com](https://www.tripadvisor.com)) and get in contact with them! Try first to come back to offers from the 1st CultTrips project.
- Rasiglia / village tour: It would be a good Slow Trips experience to stay in the village and to have the possibility to work with the locals. The water village is very nice and has big potential. The guided tour was too long → better: no discussions among guides during the experience – it feels disturbing guests. Engage english speaking guides for international guests. Not enough contact with the locals, practical part was missing. No interaction between potentials. People should speak for themselves. Get more in touch with locals by taking a seat for example instead of standing around (different feeling); self-participating in different activities; Guests should have time to have a drink, visit local shops also! Picture of culture, landscape and people etc. → support the construction. Shops were open, but we didn't use them.
- Nature Town / Colfiorito Park: „Be a nature-guide for a day“ → practical part must be developed! The itinerary in the park could be improved. We were a large group, it was difficult to keep participants concentrated on the stories. Guides were speaking in Italian too long, but explanations in English were short and funny. Integrate all 5 senses in this tour. A special activity was missing. Involve guests or make a direct experience. There were too many theoretical explanations.

Presentations of regions and status of slow trips products / experiences

Austria (LAG Oststeirisches Kernland et al.)



Eastern Styria is working currently on different offers, but also unusual accommodations and they are always thinking about a special framed story and other interesting places next to their Slow Trips Offers. It is very important that every project partner tries to develop real Slow Trips Offers, but also think about the frame story, about hidden treasures, lost places, photo points, local attractions which are next to your Slow Trips offer and can be visited from your guests themselves. Also try to combine your offers with unusual accommodations so that your guests are able to stay longer in your region. We will integrate in our website a „must-see-map“, where we can also highlight other interesting or unusual places in your region which are not bookable with our booking tool.

Austria (LAG Urfahr West)

P2 – AT - LAG Urfahr West

slow trips in Urfahr (P2) 21-22 October 2019

- Experiences from the world rowing championship 2019
- For a side program – we offered 10 different packages – five have been booked.
- Most popular were historical buildings, animals and cooking offers.
- For this five packages – we do have 8 providers.

P2 – AT - LAG Urfahr West

slow trips in Urfahr (P2) 21-22 October 2019

- At the moment – we have two packages:
- Llama Trekking** – take a walk with Llamas and enjoy Austria's culinary traditions.
- Recharge your Batteries** – Trip through mystical Pesenbach valley, water treating and tasting of selfmade products.

P2 – AT - LAG Urfahr West

slow trips in Urfahr (P2) 21-22 October 2019

- In September 2019 we invited 30 providers along the Danube, which are already close to the Slow Trip idea - to a Slow Trip Workshop.
- Only 1 Provider and 3 Guides accepted the invitation. We canceled!
- In November 2019 we try it again – on three different places, were we are close to the "main" providers. (Master Minds)

Supported by the federal government, federal provinces and the European Union

LEADER

ZEITKULTUR AT ÖSTERREICHES KERNLAND

Supported by the federal government, federal provinces and the European Union

LEADER

ZEITKULTUR AT ÖSTERREICHES KERNLAND

Supported by the federal government, federal provinces and the European Union

LEADER

ZEITKULTUR AT ÖSTERREICHES KERNLAND

Urfahr West has already gained some experience from the world rowing championship 2019. It is really good that Urfahr West tried out their first offers directly at this event as a side event program. 5 of 10 packages have been booked on the spot. Most popular were historical buildings, animals and cooking offers. They already have 8 providers for these 5 packages. At the moment, Urfahr West has 2 Slow Trips Offers ready: Lama Trekking and Recharge your batteries. Discussion was about regional development workshop – it was hard to find enough suppliers, so they had to cancel the workshop. In November they will try again. Feedback St. Elmo's Marketing: What is special about Lama Trekking? What's the difference to other Lama Trekking tours in other regions? Try to find a Unique Selling Proposition for your own region.

EXPERIENCE
PEOPLE & CULTURE



Italy, Basilicata (LAG La Cittadella del Sapere):

OUR LEADER DISTRICT

27 MUNICIPALITIES
70.000 INHABITANTS
2 NATIONAL PARKS

OUR FIRST SLOW TRIPS

- DISCOVERING FROM THE WATER
- THE EAGLE'S FLIGHT
- BIODIVERSITY ROUTE

DISCOVERING FROM THE WATER

WHAT? River trekking

WHERE? In the heart of the National Park of Pollino, along the River Mercure Laco

WHO? Adults, children, groups, families

DISCOVERING FROM THE WATER

NATURE

- Direct contact with pristine nature

DISCOVERING

- Unconventional place, hidden treasure of Basilicata Region

SUSTAINABILITY

- No infrastructures
- No exploitation of natural resources

THE EAGLE'S FLIGHT

WHAT? Flying up and down from the top of a mountain on a special flying vehicle

WHERE? In San Costantino Albanese, a picturesque village, surrounded by the Samnite Valley

WHO? Adults, singles, groups, families (with children over 10)

THE EAGLE'S FLIGHT

ADVANTAGES

PECULIARITY

- Unique activity
- The cable is one of the longest in the world
- Peculiar view of the stunning natural landscape
- Different culture

CULTURE

- Meet local people
- Authentic (cave-tourism) culture

ADVENTURE

- Strong emotion
- Adventurous experience

BIODIVERSITY ROUTE

WHAT? Following biodiversity route guided by local farmers

WHERE? Several municipalities located in Pollino National Park

WHO? Adults, children, singles, groups, families

BIODIVERSITY ROUTE

ADVANTAGES

NATURE

- Local biodiversity

CULTURE

- Interaction with local farmers

FOOD

- Typical local food

TECHNICAL INFORMATION

	Discovering from the water	The Eagle's Flight	Biodiversity route
AVAILABLE PERIOD	SUMMER	From JUNE to SEPTEMBER	From APRIL to OCTOBER
PROVIDED SERVICES	RIVER TREKKING and APERITIF	EAGLE'S FLIGHT ACTIVITY	Guided tours
BOOKING	MANDATORY by phone	ONLINE BOOKING, not mandatory, but strongly suggested	Not mandatory
WARNING	The difficult river trekking is not allowed to children under 14	Children under 10 are forbidden from doing the activity	No warnings

OUR STRATEGY

1. OFFER

We want to create a synergy with these local providers of touristic offers, to:

- Foster seasonal adjustment
- Improve their competitiveness
- Internationalise the offer
- Enhance the services supplied
- Encourage social and work inclusion

OUR STRATEGY

2. MARKETING

A key point will be the endorsement of an efficient marketing strategy, based on digital platforms and popular media.

NEXT STEPS (1/3)

ENGAGING EXISTING SLOW TRIPS

Our organisation covers a territory full of natural resources, with high potential touristic proposals. Thus, our core goal is to enhance the existing offers, in order to improve and grow their business.

FOCUSING ON CULTURAL TOURISM

The area provides several cultural events that could trigger attractive slow trips.

NEXT STEPS (2/3)

SOME EXAMPLES OF CULTURAL TOURISM

MAGNA GRECIA in Sersale

- An arena situated in front of a lake that becomes the stage for theatre plays on the Ancient Greece

LA SIGNORA DEL LAGO in Nemi

- Fantasy Theatre play that has the Lake Stino as stage

RECREATIONAL FISHING in Maratea

- All night, from the stunning harbour of Maratea, it's possible to go fishing on traditional local boats

NEXT STEPS (3/3)

SYNERGY with LAG START 2020

We propose to strengthen the synergy with LAG START 2020, to establish an efficient cooperation in the field of movie tourism, creating a route that crosses the two areas covered by the LAGs

Movie Tourism

- Basilicata's landscapes have been the set of several famous movies, visiting all these sets, you can follow an interesting route from the Ionian to the Tyrrhenian Sea, along natural, historical villages and ancient ruins.

LAG La Cittadella del Sapere

HEADQUARTER C.da Galia, Latronico (PG) - Italy

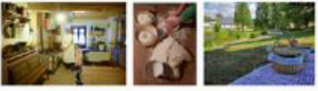






WEB: www.basilicatadelasapere.it

EMAIL: portofoglio@basilicatadelasapere.it

[illegible]

LAG La Cittadella del Sapere presented 3 ready offers and also mentioned the synergy with movie tourism in Basilicata as an example. Good starting, go forward. Discussions were made regarding the Slow Trips Offer „The Eagle’s Flight“. What is special about this offer in contrast to other „Eagle’s Flight-Offer“ in other regions. What is the connection to your region? How can be all Slow Trips Criteria fulfilled? What’s the learning experience or the connect to the locals part? Which story telling about your region? People shall participate, not only have an adventure that they can book everywhere else. Guests shall learn something about your region, about your special and unique stories in your region. Make it more unique and try to respect all Slow Trips Criteria in developing your offers.

Luxembourg (LAG Atert-Wark et. al.)

slow trips	P3 – LU - LAG Atert Wark and Lëtzebuerg West	slow trips	P3 – LU - LAG Atert Wark and Lëtzebuerg West	slow trips	P3 – LU - LAG Atert Wark and Lëtzebuerg West
<h3>Slow Trips Offers in the Gutland Region</h3> <div>  <p>Rural Museum "Thillenvogel" in Rindschleiden</p> <ul style="list-style-type: none"> Jump back in time at the Museum Thillenvogel and learn how people used to live on the Luxembourgish countryside 150 years ago Bake your own bread Optional: Relax and enjoy the beautiful landscape around Rindschleiden with a regional picnic or a slow walk on the meditation path </div> <div>  <ul style="list-style-type: none"> Learn more about the Luxembourgish kitchen and cook together within a group a typical Luxembourgish meal with fair and regional products Optional: Wine tasting with an organic wine grower from Luxembourg </div>					
<div>  <p>National Gliding Centre in Useldange</p> <ul style="list-style-type: none"> Visit the aerodrome of the CLVV (Cercle Luxembourgeois de Vol à Voile) and prepare together with a pilot your own flight with a glider Enjoy the beautiful landscape of Luxembourg by air </div> <div>  <p>D' Georges Kayser Altertumsfuerscher (archeological researcher group)</p> <ul style="list-style-type: none"> Help archeologists with excavations on a unique roman villa site near Goebange Prepare and cook a typical roman soup outside, while heating slag (from the surroundings) in a roman oven to produce your own iron with which a coin is made at the end (that the participants can take as a souvenir) </div>					
<div>  <p>D'Millen in Beckerich</p> <ul style="list-style-type: none"> Smuggler tour in the dark forest of Beckerich along the Luxembourgish-Belgian border. Get a feel for population's situation in our region during and after the World Wars. The stories during this really active tour are driven by amazing ideas and methods of smuggling. </div> <div>  <p>Slate museum in Haut-Martelange</p> <ul style="list-style-type: none"> Slate museum (Musée de l'Ardoise) with different activities (storytelling, making slates,...) </div> <div>  <ul style="list-style-type: none"> Learning to play the traditional game of skittles (ninepins) in a typical village café </div>					

Good examples of Slow Trips Offers. In Luxembourg the „Rural Museum „Thillenvogel“ in Rindschleiden“ (jump back 150 years ago and learn how people lived there, bake your own bread, option: relax and enjoy beautiful landscape), a regional food offer (cook together a typical Luxembourgish meal, wine tasting included), national gliding centre in Useldange with a local guide, archeological reseracher group (cook a roman soup outside), Smuggler Tour in the dark forest of Beckerich, Slate Museum with different activities, learning to play the traditional game of skittles (ninepins) were presented. The most unusual and special interesting offer is probably the Smuggler Tour. The castle tour will be part of the next Train the Trainer Seminar

Lithuania (LAG Alytus et al):

P9 – LT - LAG Alytaus rajono 14:30 – 15:30		P9 – LT - LAG Alytaus rajono 14:30 – 15:30		P9 – LT - LAG Alytaus rajono 14:30 – 15:30	
<p>REGION Area: 1,936 km² Population: 34,959</p> <p>COUNTRY Area: 65,360 km² Population: 2,705,722</p>	<p>Alytus region 1: HUSSAR LIFE STYLE</p>	<p>Alytus region 2: PARAMILITARY CITIZENSHIP CAMP</p>			
<p>Supported by the federal government, federal provinces and the European Union</p> <p>Federal Ministry Department of Justice Sustainability and Tourism</p> <p>LE 14-20</p> <p>ZEITKULTUR AT ÖSTERREICHISCHES KERNLAND</p>		<p>Supported by the federal government, federal provinces and the European Union</p> <p>Federal Ministry Department of Justice Sustainability and Tourism</p> <p>LE 14-20</p> <p>ZEITKULTUR AT ÖSTERREICHISCHES KERNLAND</p>		<p>Supported by the federal government, federal provinces and the European Union</p> <p>Federal Ministry Department of Justice Sustainability and Tourism</p> <p>LE 14-20</p> <p>ZEITKULTUR AT ÖSTERREICHISCHES KERNLAND</p>	
P9 – LT - LAG Alytaus rajono 14:30 – 15:30		P9 – LT - LAG Alytaus rajono 14:30 – 15:30		P9 – LT - LAG Alytaus rajono 14:30 – 15:30	
<p>Alytus region 3: SEA BUCKTHORN FARM</p>	<p>Druskininkai region 1: COW MILK CHEESE FARM</p>	<p>Druskininkai region 2: HERBAL COSMETICS</p>			
<p>Supported by the federal government, federal provinces and the European Union</p> <p>Federal Ministry Department of Justice Sustainability and Tourism</p> <p>LE 14-20</p> <p>ZEITKULTUR AT ÖSTERREICHISCHES KERNLAND</p>		<p>Supported by the federal government, federal provinces and the European Union</p> <p>Federal Ministry Department of Justice Sustainability and Tourism</p> <p>LE 14-20</p> <p>ZEITKULTUR AT ÖSTERREICHISCHES KERNLAND</p>		<p>Supported by the federal government, federal provinces and the European Union</p> <p>Federal Ministry Department of Justice Sustainability and Tourism</p> <p>LE 14-20</p> <p>ZEITKULTUR AT ÖSTERREICHISCHES KERNLAND</p>	
P9 – LT - LAG Alytaus rajono 14:30 – 15:30		P9 – LT - LAG Alytaus rajono 14:30 – 15:30			
<p>Birštonas region 1: PORK FARM</p>	<p>In progress:</p> <ul style="list-style-type: none"> Looking for 1 more alternative for Alytus region Looking for 1 more place in Druskininkai region On 28 October meeting with 2 interesting people in Birštonas region (Goat milk cheese farmer and famous Angels' carver) 				
<p>Supported by the federal government, federal provinces and the European Union</p> <p>Federal Ministry Department of Justice Sustainability and Tourism</p> <p>LE 14-20</p> <p>ZEITKULTUR AT ÖSTERREICHISCHES KERNLAND</p>		<p>Supported by the federal government, federal provinces and the European Union</p> <p>Federal Ministry Department of Justice Sustainability and Tourism</p> <p>LE 14-20</p> <p>ZEITKULTUR AT ÖSTERREICHISCHES KERNLAND</p>			

6 Slow Trips Offers were presented from our Lithuanian project partner. In the project group we discussed the very special offer of a „paramilitary citizenship camp“. All partners shall take care that our offers are not negative associated. They shall be strange and different and special, but we have to take care that we don't exceed the limits of dark tourism. The naming „paramilitary citizenship camp“ is kind of shocking, too shocking. But the offer itself can be very interesting, when tourists have the opportunity to get to know a military as a „survival camp“ or from the perspective of „protection“. But please make sure that tourists don't have to handle with weapons or other extreme military stuff. When you choose such an offer you have to be very careful what you can expect from international tourists without catching terrible reviews after the first bookings.

Sweden (LAG Nedre Dalälven 3):

P8 – SE - LAG Nedre Dalälven 3
14:30 – 15:30

P8 – SE - LAG Nedre Dalälven 3
14:30 – 15:30

Actions:

- Started establishing network by contacting 1-3 persons as local support/inspiration. Acting as extended arms in three different parts of our area.
- Participation, 2 pax, Train de Trainer program in Romania, June.
- Personal contacts with selected Slow-Trips suppliers, introduction of the Slow-Trip criteria's and the product template.
- Uploading a selection of product templates on Slow-Trips G-drive.
- Planning three local meetings to inspire and inform interested.
- Drone-filming. There is constantly a lack of interesting pictures and videos, using a drone offers new perspectives.

P8 – SE - LAG Nedre Dalälven 3
14:30 – 15:30

Experiences so far:

- A story-telling text can be a challenge. How can it be illustrated/ explained in the template.
- Template, position no 15) "Which person stands behind the Slow Trips offer". Also a possibility to complete a story not only based on a person but also a place, an episode etc?
- Booking and cancellation rules. Varies a lot among suppliers and DMOs (if available). How will this/does it need to be handled?
- Booking engine on www.slowtrips.at Very important to provide easy channel management handling/successfully the administration for the entrepreneurs already using a booking engine – i.e. Bokun, VisitNorth, BookVisit, CityBreak, Rezdy, Rezojo, TrekkiSoft....
- Videos – is it possible to upload short videos to SlowTrips?

LAG Nedre Dalälven 3 has uploaded 6 Slow Trips Offers on G-Drive so far. The topics are e.g. canoe activities, farm activity (wheel chair → run into the woods), horse back riding with natural cooking, using local herbs, lunch cooking, swedish woman making courses for flyfishing, guided tours (historic tours and nature tours) from Eva-Lena. Offers sound very interesting so far! We discussed the questioning about videos, if it is possible to upload them on the booking tool also (Barbara will check). Story telling is quite difficult, therefore we will need a good texter which is helping us with finding good texts for our offers. And for many offers we also have the language issue. For international guests it is necessary to speak English. We agreed that it don't have to be a very proper English. Martin Schobert also told from a new technology, so called ear plugs. But until this technology is implemented, we should try to find translators or suppliers who can speak little English. BrandBook is very important for developing the products to understand the brand better.

to-do's	who	when
Preparation work of our PR Agency: it is necessary to upload on G-Drive or sending directly to the lead partner	one contact person for PR agency (including name, e-mail address, phone number) mail to barbara.stumpf@zeitkultur.at	31/12/2019
Please provide a regional project description (informal information for our PR Agency of your status quo in your region): What is your USP (loveletter - 12 sentences)? What did you already communicate in public about Slow Trips? What is planned to communicate in your region? Give a general background information about your region: How are you/ your region? What is special about your region?	Contact person for PR agency	31/12/2019
Please provide also your regional press releases in your country language (if you already have some) to our PR Agency for a first information and better planning!	Contact person for PR agency	31/12/2019
develop first Slow Trips offers (appr. 10 offers per region, at least 5 shall be ready per region when our website is going ON-LIVE)	all project partners	31/12/2019
defining 1 press manager as contact person for our PR Agency and also for our Social Media Platforms	all project partners	30/11/2019
participating at next Train the Trainer Seminar in Luxembourg, fill in missing datas in participation list, prepare 1 Slow Trips Offer with the provided Slow Trips Template and present your offer at this Seminar (max. 10 minutes!)	all project partners (send at least 2 trainers from each region)	17-20/11/2019
Organizing 3rd Train the Trainer, fix your trainers from your region	all project partners	3rd Train the Trainer: 16-18 March 2020
Feedback to the brandbook	Lead partner	As soon as possible, best second week of November
Integration of the feedback	Saint Elmo's Tourismusmarketing	The week after the train the trainer seminar
feedback brandbook (2 nd and final feedback)	Lead partner	As soon as possible
Final integration (and final delivery)	Saint Elmo's Tourismusmarketing	First week of december

slide numbers: 123-132	title: Work Package Placement, Distribution and Dissemination	
<p>a) transnational website:</p> <p>The website will be made from crosseye marketing, process started already. Procurement is finished. As soon as the brandbook (or essential parts of it are finished), crosseye marketing can start with the first design template for our transnational website. We will get a website prototype, where we can test different functions before „Go-Live“. The „Go-Live“ of the first version of our website is planned in March 2020. Budget was adapted (see budget plan), now we have more marketing budget for our website and our Slow Trips Products. A newsletter tool will be also integrated in our transnational website. Barbara presented a first Mock-Up of the website, what shall be integrated in our transnational website. Unfortunately, there was no time to discuss it deeper. We will work on it together.</p> <p>b) booking tool:</p> <p>It was a very hard process for the lead partner. Barbara called Regiondo and also other booking tools with support of crosseye marketing around 20 times. The offer of Regiondo was adapted several times, now all languages from all participating project partners are available in this offer. Example of a region which is using Regiondo is www.experiencecotedazur.com. Please take a look how the offers are integrated in this platform. We will have other categories and also our website will look different. But herewith you can get a first impression how Regiondo works. Every project partner will get a central DMO Account and has the possibility to open in this project budget 15 accesses for your regional suppliers. Every supplier shall calculate at least 3,5 percent for the standard payment charge of his/her offer. It is possible for each supplier to open further distribution channels with REGIONDO, but then the supplier has to pay an additional charge for using the system. There is a channel manager included, this means every region can decide to publish their slow experience at the digital marketplaces of big players like mydays / jollydays / Jochen Schweizer / viator (trip advisor) / Expedia. If you want to use these marketplaces (channels) your suppliers have to calculate an additional marketing provision of 15-30 percent to the price of the Slow Trips offer. The lead partner didn't contract yet, but we have to contract as soon as Regiondo can also offer all languages. Suggested starting date: March 2020. Until this time from every region at least 5 offers shall be ready (including pictures, activating headlines and core messages, valuable pricing etc.). So please try to develop different offers as a first suggestion as soon as possible (best until end of this year).</p>		
  		
<p>local marketing</p> <p>a) Please make your regional website domain registrations (www.slowtrips.XX) → XX = your country domain The registration of the trademark will be done from the lead partner. Costs will be paid from lead partner, appr. costs are € 2.480,- (these are costs which can't be refunded).</p> <p>b) The decision was made to use REGIONDO as our common booking tool. For a proper and efficient use of Regiondo from March 2020 it is the own job (!!!) of each project partner to develop suitable, inspiring and attractive Slow Trips offers. First offer-examples will be discussed as a best practice examples at the train the trainer seminar in Luxembourg.</p>		
to-do's	who	when
register regional website domains	all project partners	as soon as possible
register trademark Slow Trips	lead partner	as soon as brandbook is finished

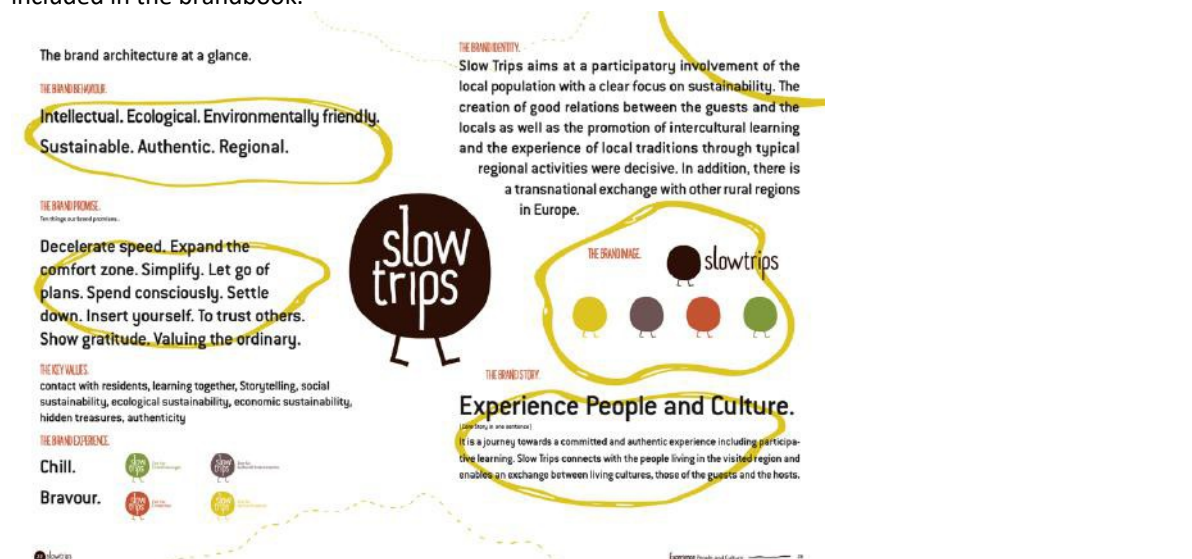
slide numbers:
17-76

title: Work Package Placement, Distribution and Dissemination

a) The Brand Book.

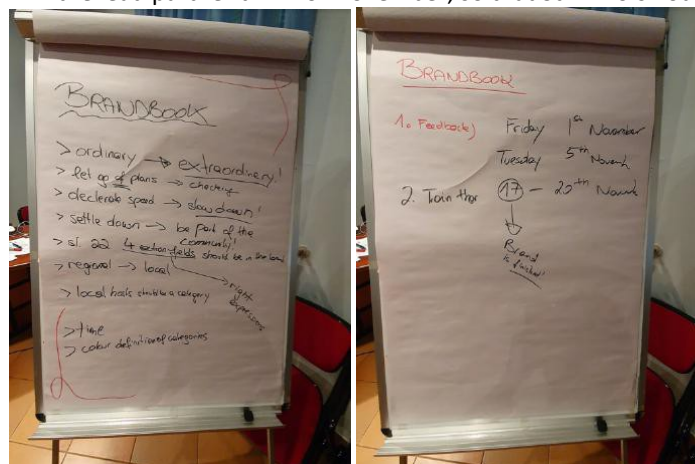
Outlines of the first version of the brandbook where presented from St. Elmo's Tourismusmarketing. The content is structured into capitals like 'the brand', 'design guideline', 'visual language', 'wording'.

The Brand Book shall help all project stakeholders, your regional ambassadors and your regional product developers to understand the brand of Slow Trips. It will be also to basics of marketing activities of all our contract partners like website developer, booking tool, photographer etc. A checklist for the offer shall be included in the brandbook.



Feedback to draft

a) First feedback was discussed during the meeting in Foligno, but all partners will send their feedback to the lead partner till 1st of November, so that St. Elmo's Tourismusmarketing can proceed further.



To-Do's	Who	When
feedback to lead partner	All project partners	01/11/2019
Feedback to Saint Elmo's Marketing	Lead partner	As soon as possible
Next version	Saint Elmo's Tourismusmarketing	After train the trainer seminar, till the end of November