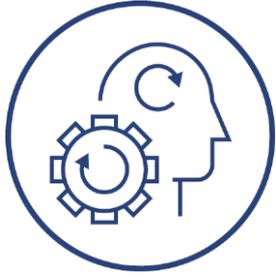


# Smart data for smart growth

Tool for managing sustainable growth

Janez Jager  
Kristijan Gregorić

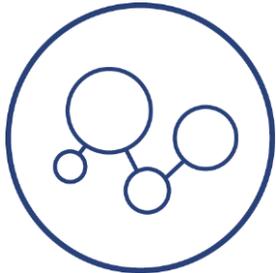




# DESTINATION as a **Business Entity**



... a highly complex Business Entity

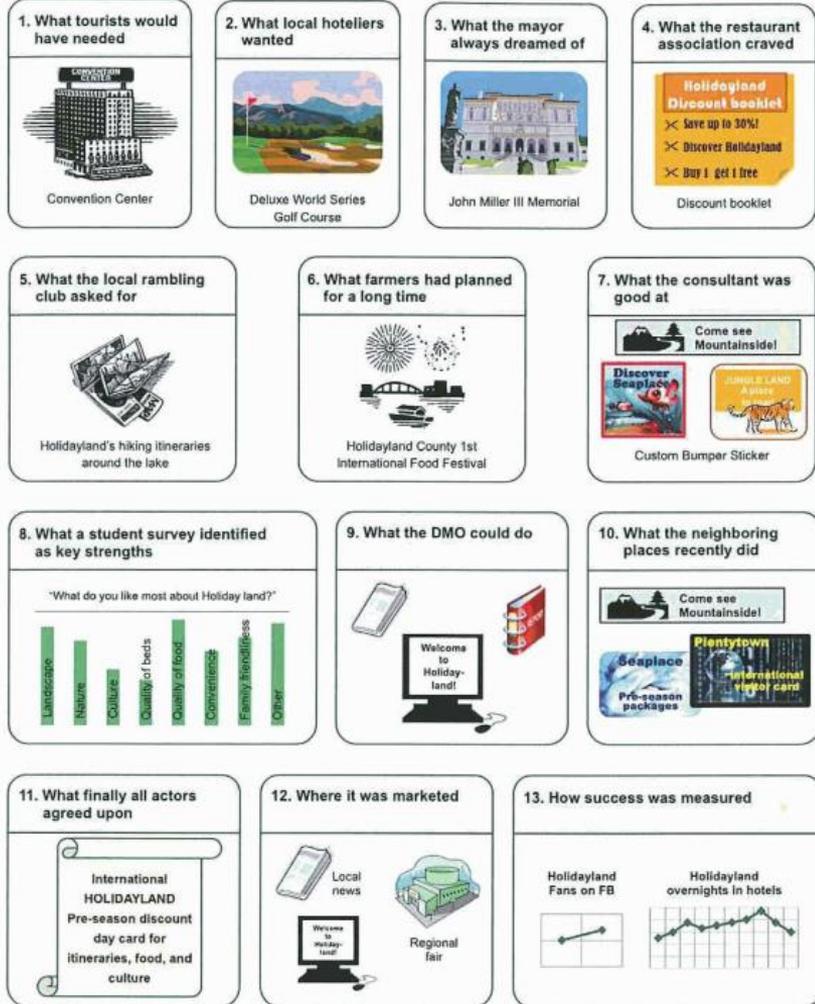


# Destination Managers are facing issues:

- Sustainable growth
- Success of New investments???
- Low occupancy of new Hotels, Attractions, Restaurants...
- How to bundle products
- What to include in promotion
- ...



Today destinations  
are „managed“  
by principle:  
“louder” you are  
more you get...



source: The St. Gallen model for destination management



## Global trends in Destination Management disruptors relevant for hospitality business

---

1. **Technology** – new ways of destination consumption and experience
  - Mobile and Wearables
  - Internet of things
2. **Customer Segments** – the growing segments
  - Millennials
  - Aging but still fit & active Babyboomers
3. **Motives** – emerging ones:
  - Activity - running, biking, hiking, yoga, triathlon...
  - Authenticity
4. **New business models** – new channels and opportunities
  - Sharable economy
  - Intercept services
5. **Big data** – more and more data generated:
  - Bigger and bigger chaos and harder to understand a big picture
  - Need for proper systematic decision making support tools



## A NEW PERSPECTIVE - THE FLOW/STREAM

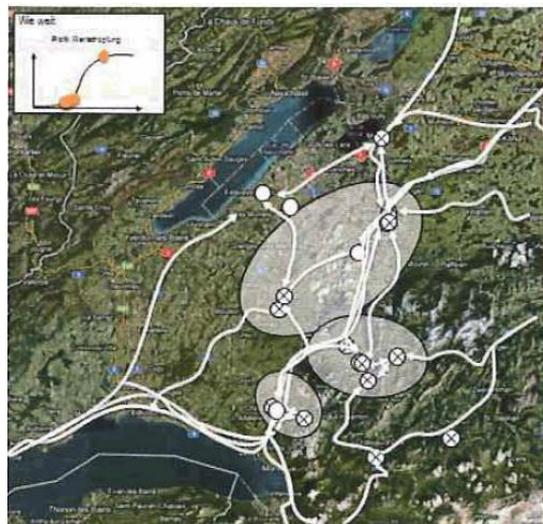
### Traditional view

Destination as a geographical area delimited by administrative borders

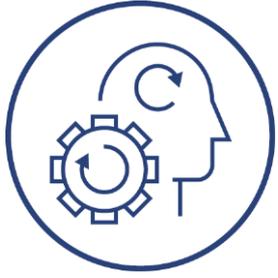


### New paradigm

Tourists consuming tourist product do not care about the administrative borders, the consumption is done along user STREAMS, which can cross borders

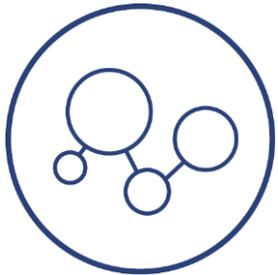


Source: *The St. Gallen model for destination management*



# SOLUTION

## Strategic User Stream



**Title: PARENZANA**  
Cyclotourism

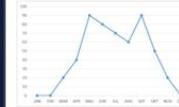
**WHO:**

Recreative cyclists, cycling clubs, sportive groups, families

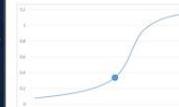
**WHAT / WHY:**

Recreation, nature experience

**HOW MANY / WHEN:**



**HOW FAR:**



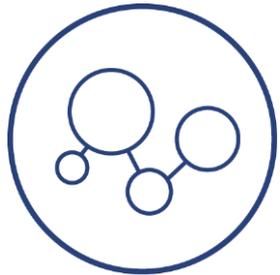
# Strategic framework for systematic destination development

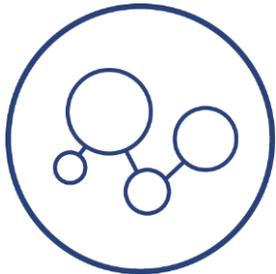


Example: Definition of Destination Brand Archetype & Content Development

## PIRAN

Brand Archetype: ROMANTIC





“SUS Model is for Destination Management same as iPad for Tablet Computers”

VALICON

Ths😊



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