

Smart data for smart growth

Tool for managing sustainable growth

Janez Jager
Kristijan Gregorić





DESTINATION as a **Business Entity**



... a highly complex Business Entity

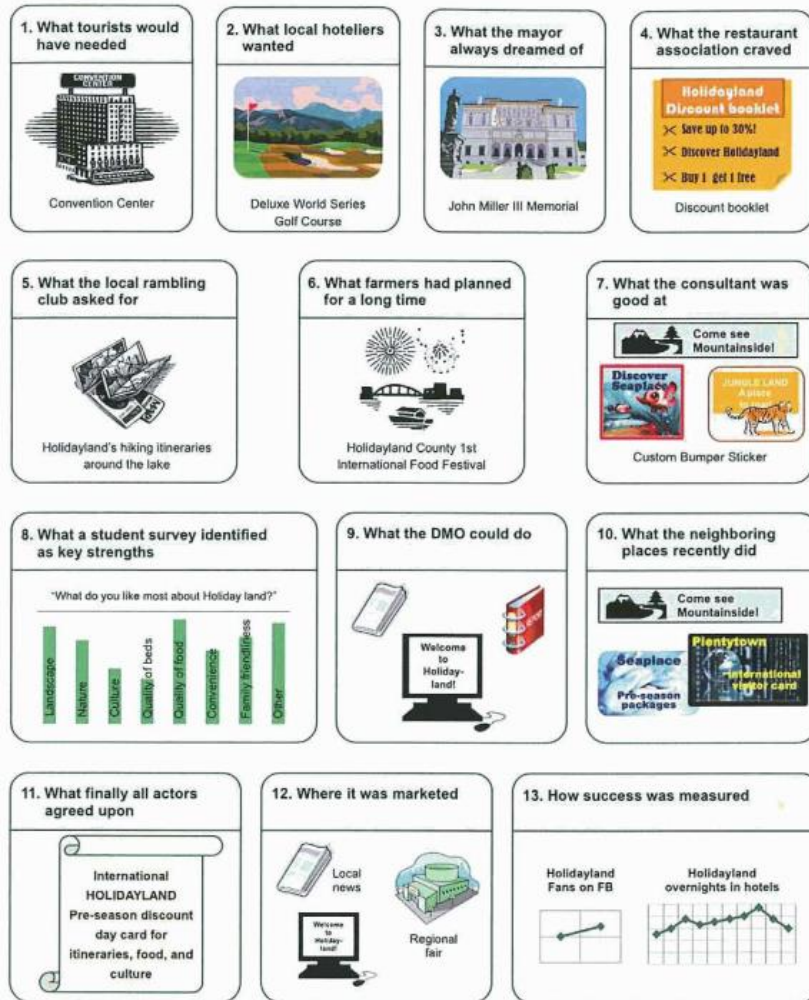


Destination Managers are facing issues:

- 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

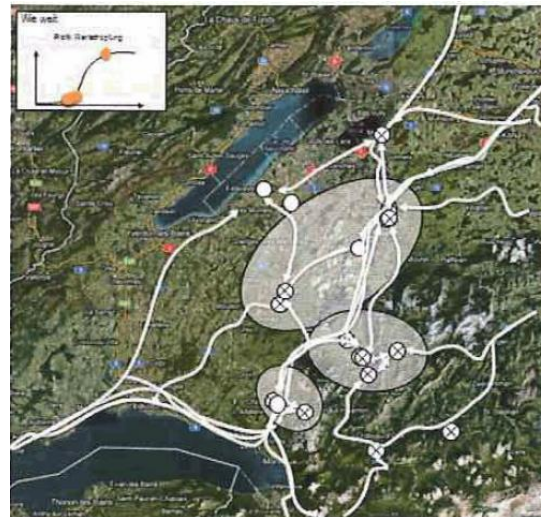
Traditional view

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

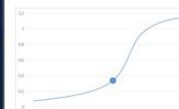
WHAT / WHY:

Recreation, nature experience

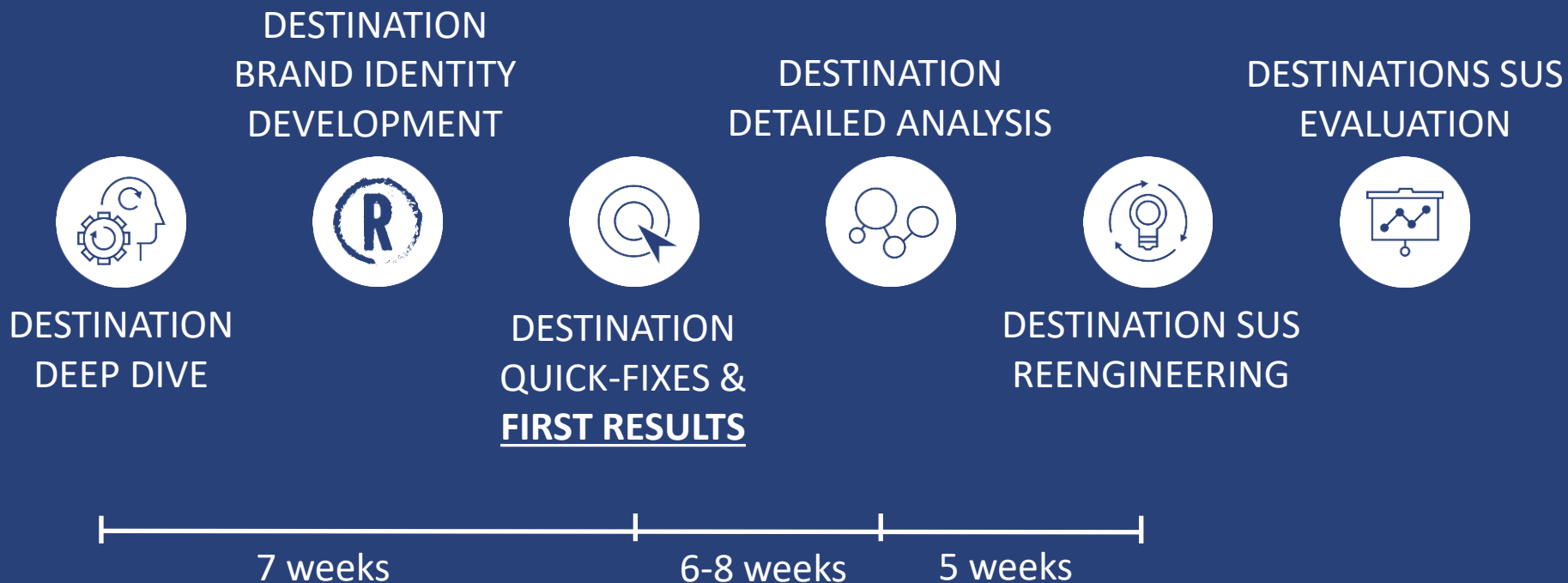
HOW MANY / WHEN:



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😊



ADRIA HOTEL FORUM

VALICON Ljubljana

Kopitarjeva 2
1000 Ljubljana
T: +386 1 420 49 00
F: +386 1 420 49 60
info@valicon.si

VALICON Zagreb

Baruna Trenka16
10000 Zagreb
T: +385 1 640 99 55
F: +385 1 640 99 56
info@valicon.hr

VALICON Sarajevo

Branilaca Sarajeva 20
71000 Sarajevo
T: +387 33 258 655
F: +387 33 258 656
info@valicon.ba

VALICON Beograd

Gavrila Principa 16/2
11000 Beograd
T: +381 11 32 86 978
F: +381 11 30 30 444
info@valicon.rs

