



Za horami, za dolami

BANSKOBYSSTRICKÝ KRAJ

EXPERIENCE BASED TRAVEL

in Banská Bystrica Region

Banska Bystrica Regional Destination Management Organisation

Eva Macuľová - manager of incoming travel agency

August 17, 2020

OUR PRODUCT PARTNERS



OUR UMBRELLA DESTINATION BRAND

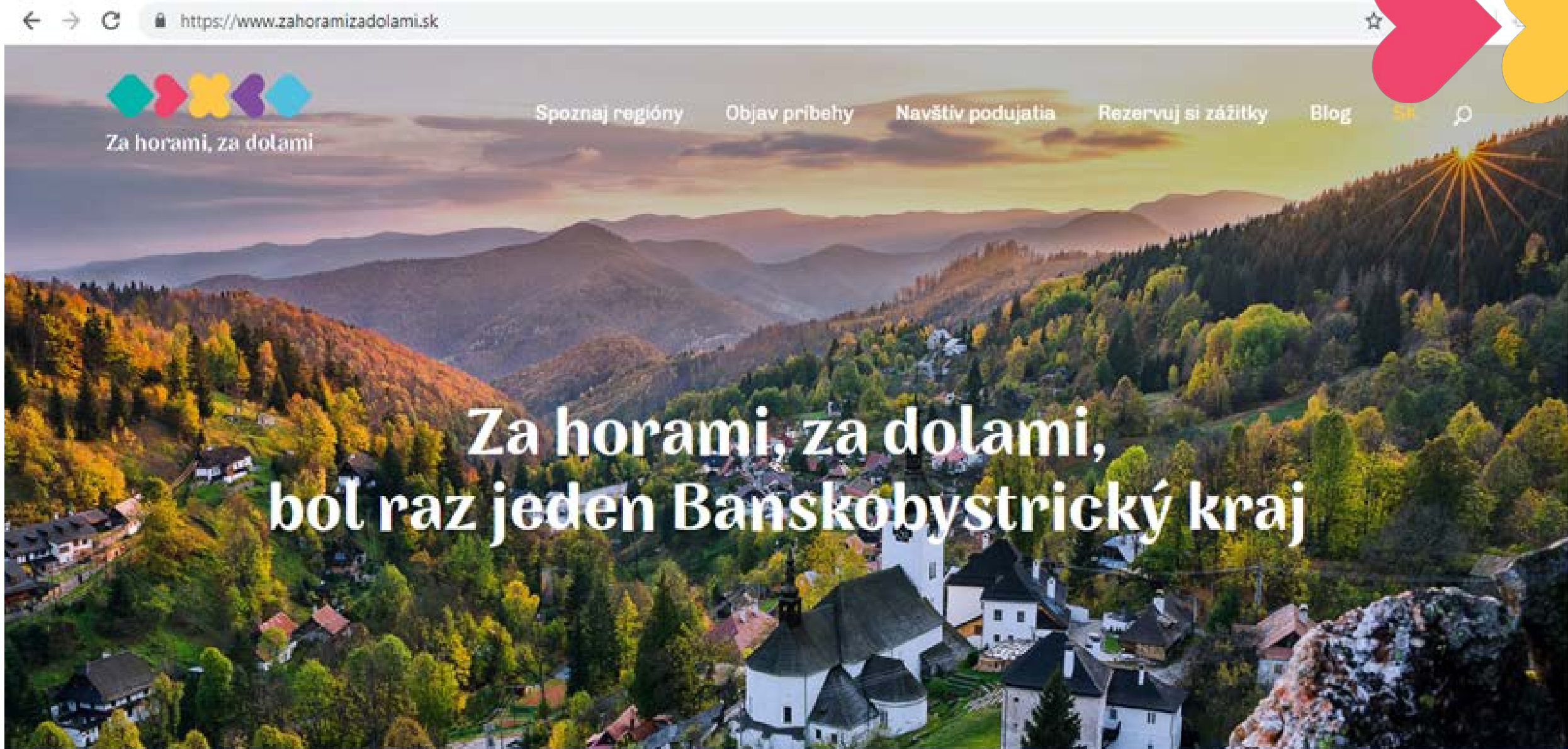


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OUR DESTINATION WEB SITE



BETS ON EXPERIENCE BASED TRAVEL

NOVOHRAD



Jeden deň včelárom

Včeli kRaj vám prináša jedinečnú príležitosť zistiť, aké je to aspoň na jeden deň byť včelárom.

 Včelárstvo

 Kokava nad Rimavicou

OD **10€**

PODPOLANIE



Opáč podpoliansku náтуру

Príď si opáčiť a zažiť dobu gazdovania na hriňovských lazoch ku gazdovi Jozefovi Kučerovi.

 gazdovanie, farmárčenie

 Hriňová

OD **6€**

BANSKÁ ŠTIAVNICA



Ochutnávka vín spod sopky

Ochutnávka lokálnych vín z oblasti Štiavnických vrchov, kde vinohrady rastú na sopečnej pôde.

 Víno

 Banská Štiavnica

12€

DUDINCE/HONT



Galéria masiek, Lišovská izba a Keltské obydlie

Navštív zbierku masiek z celého sveta, nahliadni do tradičnej Lišovskej izby a prezri si keltské obydlie.

 Kultúra, Pamiatky

 Lišov

OD **1€**

OUR STRATEGY

Develop and provide
authentic and unique travel
experiences



OUR OBJECTIVE

ONLY 14 % of all visitors in Banska Bystrica regions are foreigners – the last position from 8 self governing regions in Slovakia.

We focus in **authenticity** in product development because we aim **to attract more tourists from abroad** in the future.



CRITERIA

for PRODUCT SELECTION AND DEVELOPMENT

- provided by locals
- unique for the destination
- authentic
- in line with brand essence
 - to slow down
 - to return to roots
 - to experience adventure



OUR SPECIFIC PRODUCT LINES

in line with ecotourism principles

- Mystérios Castles
- Night Sky
- Local
- Treasure of Earth
- Heritage Train



Product line

MYSTERIOUS CASTLES

Explore history in our Heritage castle tours - guided tours with our experts on history or archeology.

Revište

Šášov

Hronský Beňadik

Pustý hrad

Zvolen Castle




REGIÓN
GRON
Región s veľkým srdcom


STREDNÉ SLOVENSKO
OBLASTNÁ ORGANIZÁCIA CESTOVNEHO RUCHU

Product line

NIGHT SKY

Observe the night sky and let yourself be guided by the experts.

Šášov Castle at Night

**Guided tour in
the Observatory**



Product line

LOCAL

Apiary tours - get really close look at the life in the hive, hear the buzz, taste the honey and make a honey candle.

Beekeeper for one day

**Apiary tour –
„Honeymoon“**



TURISTICKÝ
NOVOHRAD A
PODPOĽANIE

Product line
LOCAL

Taste the Podpolanie Nature

Explore the life on the traditional Podpolanie farm and join in with seasonal work.



TURISTICKÝ
NOVOHRAD A
PODPOLANIE

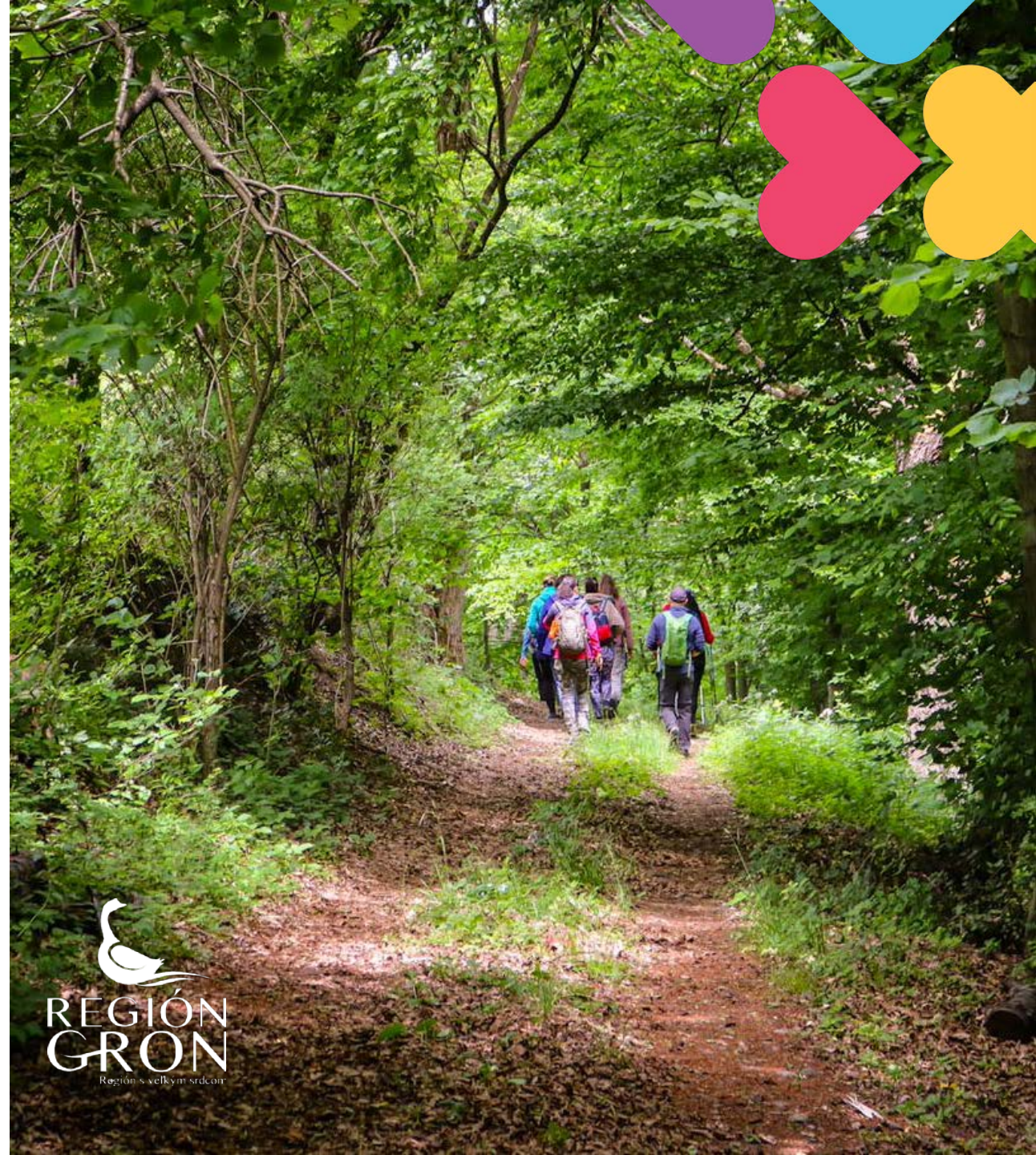
Product line

TREASURES OF

EARTH

Walking tour from settlement to settlement "from štál to štál"

Walk with us, observe typical local
abandoned settlements ("štál") with
knowledgeable local guide and
taste local food products.



Product line

TREASURES OF EARTH

Join original walking tours and explore local history, nature and wildlife .

Walking tours in **Pol'ana** **Vulcano**

1. Tracking the steps of a bear in Pol'ana
2. Exploring ancient roots in Pol'ana
3. Following the shepherds' path

Duration: 4-5 hours, 10-12km



Product line

TREASURES OF EARTH

Join us on guided walking tours
in National park Slovak
Kras and
explore unique caves, cracks
and holes

Across the **National park**
Slovak Kras (UNESCO
Biospheric Reserve).



IGELMEIR

Product line

HERITAGE

TRAIN ADVENTURE

Take a train ride on heritage scenic train with historical spectacles.

Horehronie Expres

Bandit Expres

Mining Expres

34 tunels Expres

Steam train Tisovec

Forestry railway



horehronie
RAJ V TATRÁCH

IGELMEJR

STREDNÉ SLOVENSKO
OBLASTNÁ ORGANIZÁCIA CESTOVNEHO RUCHU

WORK IN PROGRESS

- Walking tours in all three official geoparks
- Guided cycling tours
- Guided horse walking tours



TURISTICKÝ
NOVOHRAD A
PODPOĽANIE

|G|E|I|M|E|R



LESSONS TO LEARN in product development

- most of the product providers take the product as hobby activity instead of BUSINESS one
- lack of knowledge and skills in PRICING
- lack of local certified GUIDES
- missing CUSTOMER CARE procedures
- not enough TRUST in our travel agency as an intermediary body - inspired by travel agency but purchase made directly from local product providers

**THE PRODUCT PROVIDERS DEFINITELY APPRECIATE UMBRELLA
TRAVEL AGENCY SERVICE**

(e-shop, marketing, sales communication with the clients)

THANK YOU
IN BANSKA BYSTRICA
REGION!



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