



Enrico Maria Milič

**More days in Karst for tourists
more aware of what Karst is**

GAL Carso- LAS Kras (with Slow Food Italia)



- 1) How can our region (**Karst, Kras, Carso**) extend the average overnights of tourists?
- 2) How can we **support Karst** and its services for tourists (overnights, restaurants, experiences) in expressing its core values?

CONTESTO #1



VADO IN VIAGGIO E STO PIU' GIORNI IN UN VIAGGIO PER UNA MOTIVAZIONE PRECISA: SONO ALLA RICERCA DI QUELLO CHE NON VIVO A CASA (AMBIENTI, COSE DA FARE, CIBI E VINI, PERSONE)

VEDI L'IMPORTANZA DI OFFRIERE ESPERIENZE ADEGUATE

CONTESTO #2



**INTERNET E' PREDOMINANTE
E CONDIZIONA ALMENO IL 90% DEL FATTURATO**

**VEDI L'IMPORTANZA DI
SITI WEB E PUBBLICITA' DIGITALE**

CONTESTO #3



**LA BUROCRAZIA SUI MARCHI PER LE PICCOLE
AZIENDE E' TROPPIA E NON E' LA RISPOSTA**

**VEDI L'IMPORTANZA DI
TROVARE RICONOSCIMENTI
DI MARCHIO ALTERNATIVI**



**VEDI L'IMPORTANZA DI
OFFRIERE ESPERIENZE ADEGUATE**

Horse riding in Karst



Aperitif on the sailboat under Duino cliffs



An afternoon with the shepherd



Visits to the wine cellars



A Story about Prosecco



Seawatching in the WWF Miramare Natural Reserve

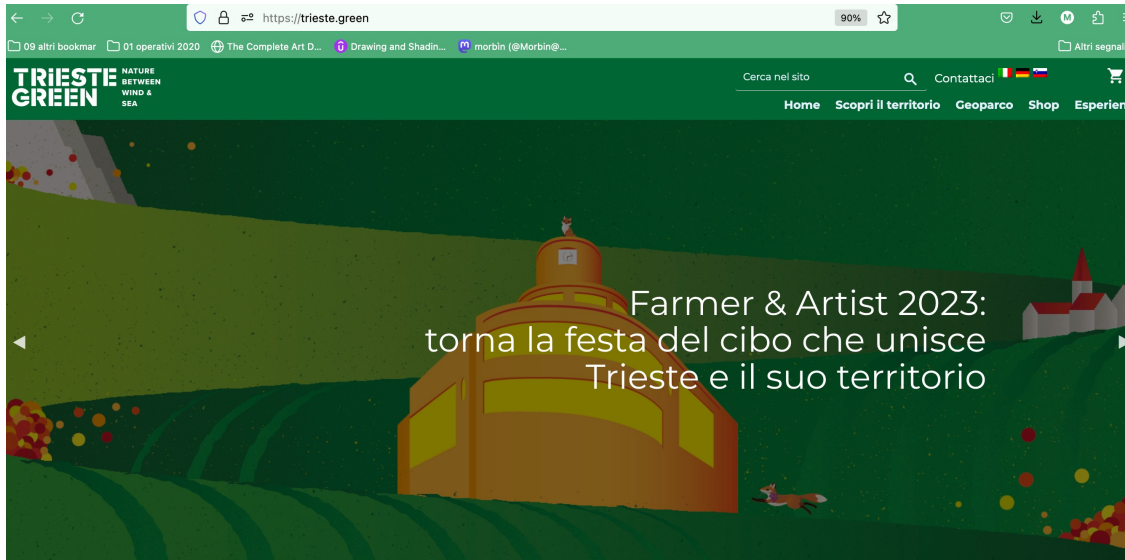


E-boat excursion in the WWF Miramare Natural Reserve





**VEDI L'IMPORTANZA DI
SITI WEB E STRUMENTI DIGITALI**



**+ ADVERTISING
ONLINE
(NOT ONLY FB & IG)**

**+ NEWSLETTER
TO OUR OLD CLIENTS**

**+ TICKETING PLATFORM
FOR SELLING AND RE-
SELLING EXPERIENCES**



**VEDI L'IMPORTANZA DI
TROVARE RICONOSCIMENTI
DI MARCHIO ALTERNATIVI**

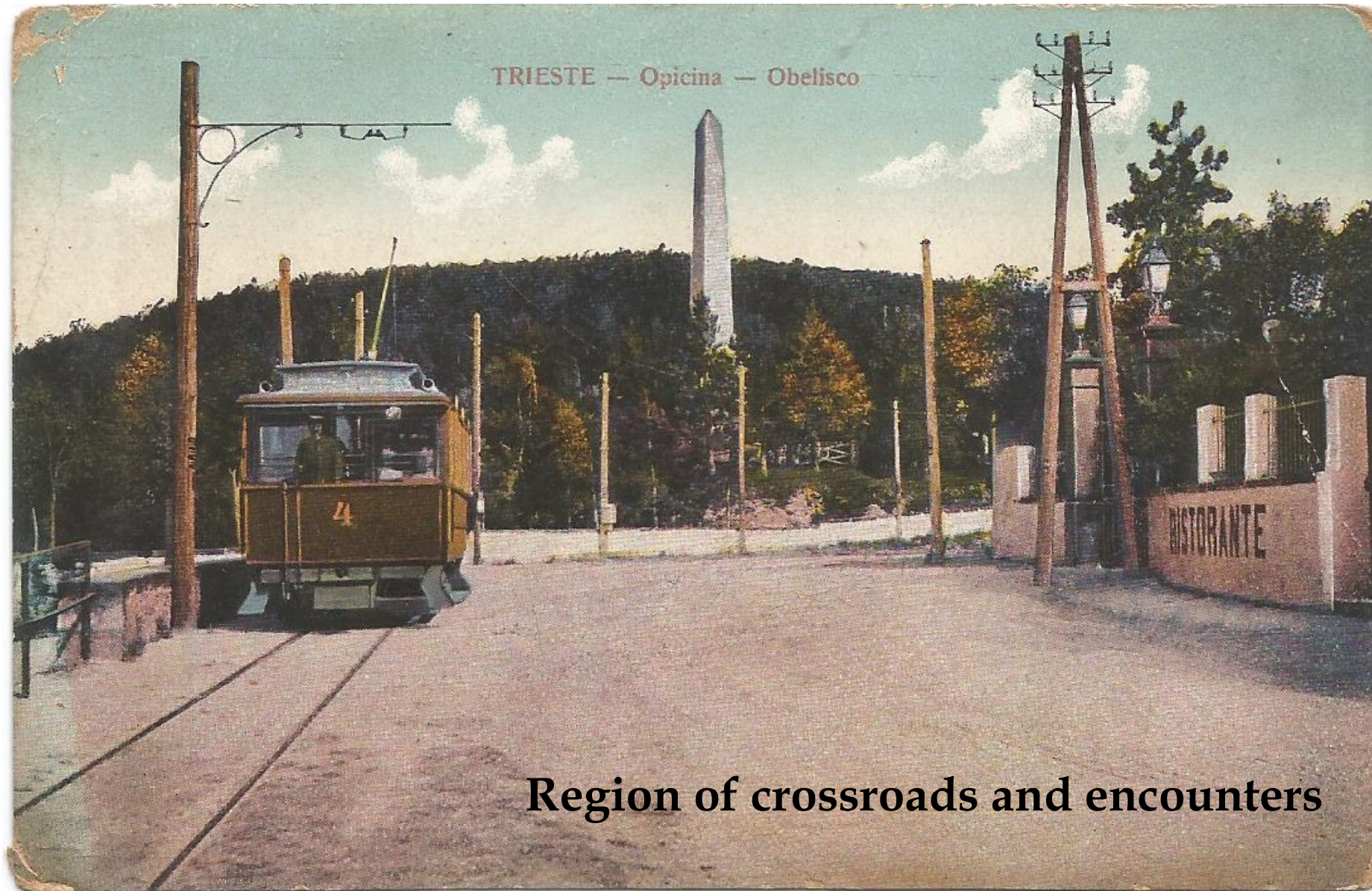


A kingdom of stone



(with underground)





Region of crossroads and encounters

Sea and beaches





Into the wild





Home to the Slovene community in Italy



Well known for its slow wines





GAL **CARSO** - LAS **KRAS**
PARTNER OF



+

2 NEW PRESIDIA

(**KRAŠKA OVCA** AND **MARASCA HONEY**)



+

KARST AS ONE OF THE
13 DESTINATIONS OF





HVALA!
GRAZIE!
THANK YOU!

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