



CYCLING IN SLOVENIA & CROATIA

Visit Goodplace
Jan Klavora
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Over 27 years working in tourism



Biking, trail running, tour skiing, alpine skiing



Route development, event organizer



Sociology, Chair of Social Informatics and Methodology



**JAN
KLAVORA**



Between the Alps and the Adriatic



Local driven, boutique and responsible Tour Operator

Committed to sustainability: 1st B Corp-certified company in Slovenia, highest sustainability standard in the world



This company meets high standards of social and environmental impact.



5* rated on Tripadvisor, Google and Facebook



Presented in the world-renowned media:





**Diverse cycling tracks
covering 4 countries**



Over 10.500 km



**6 touring, 5 MTB tours,
4 gravel, 2 hiking, and 1
wildlife watching tour
(brochures on our web)**

WHAT WE OFFER

DIFFERENT TOURS

Guided, self-guided, tailor-made

BOOKING FOR ACCOMMODATIONS

We find you the best places to rest after a day full of adventures.

LUGGAGE TRANSFER

On our holidays, your luggage is transported for you, so you just have to focus on having a day trip backpack.

RETURN TRANSFER

NAVIGATION PACK

BIKE RENTALS

SUPPORT

Our Talk Today



Topics We'll Cover

Cycling in Slovenia & Croatia
Who are our guests
How we get guests

Q&A

**Main reasons to come
to Slovenia & Croatia**

LANDSCAPE DIVERSITY & STUNNING VIEWS IN SLOVENIA



PERFECT FOR CYCLING, HIKING, SWIMMING, WATER SPORTS...



AND LET'S NOT FORGET ;)



CROATIA IS MORE THAN JUST ITS COAST



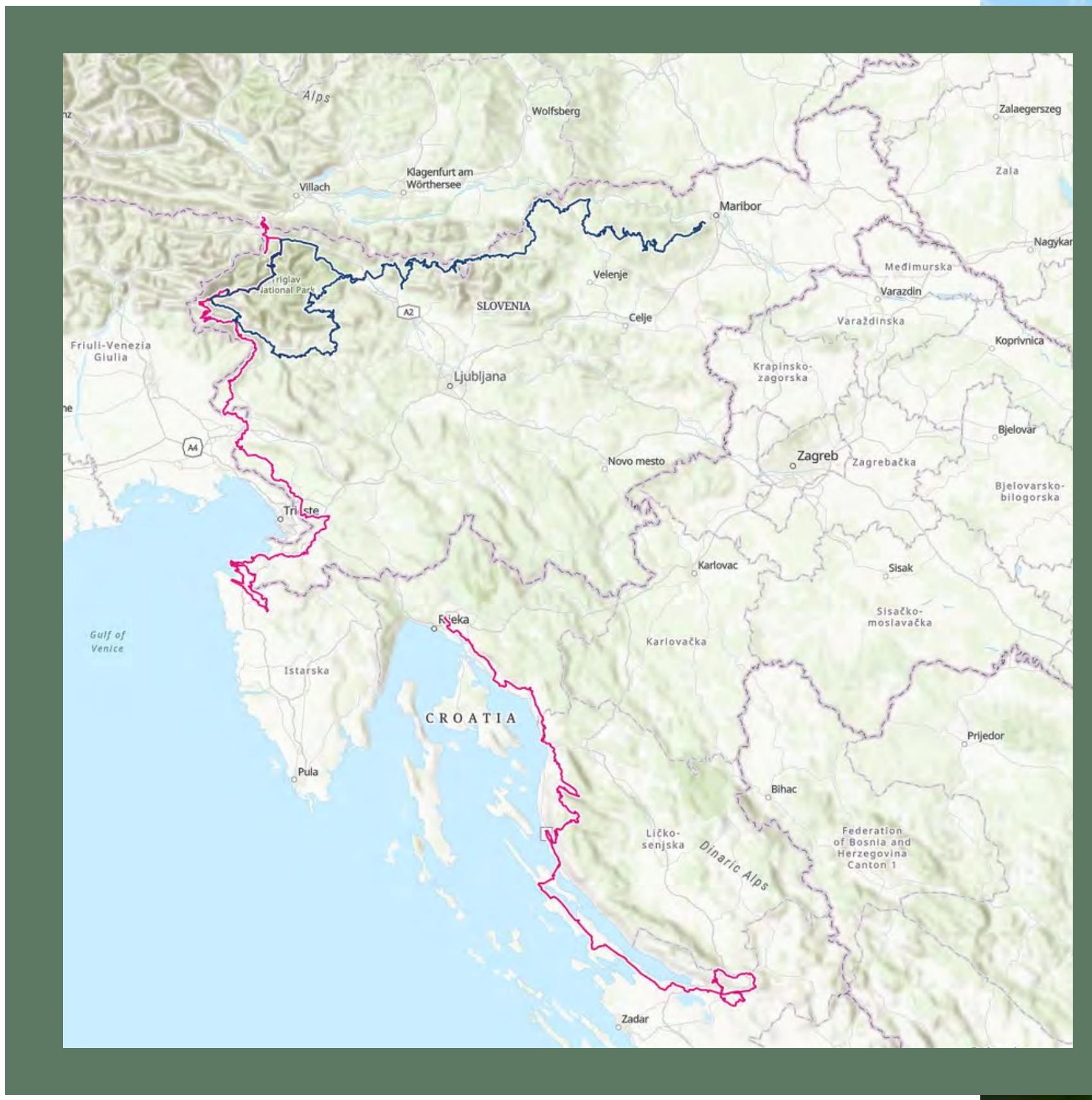




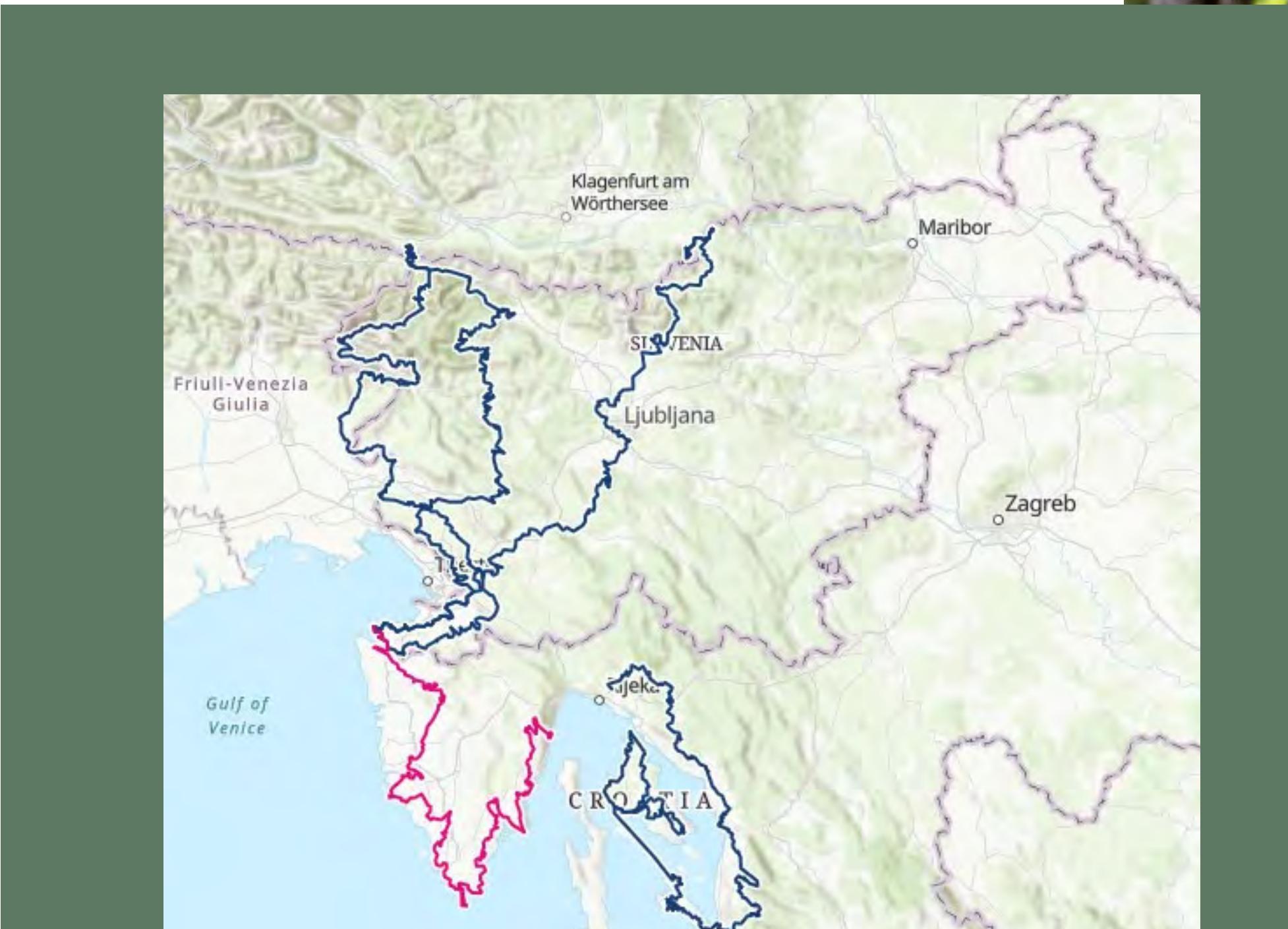
TOURING CYCLING



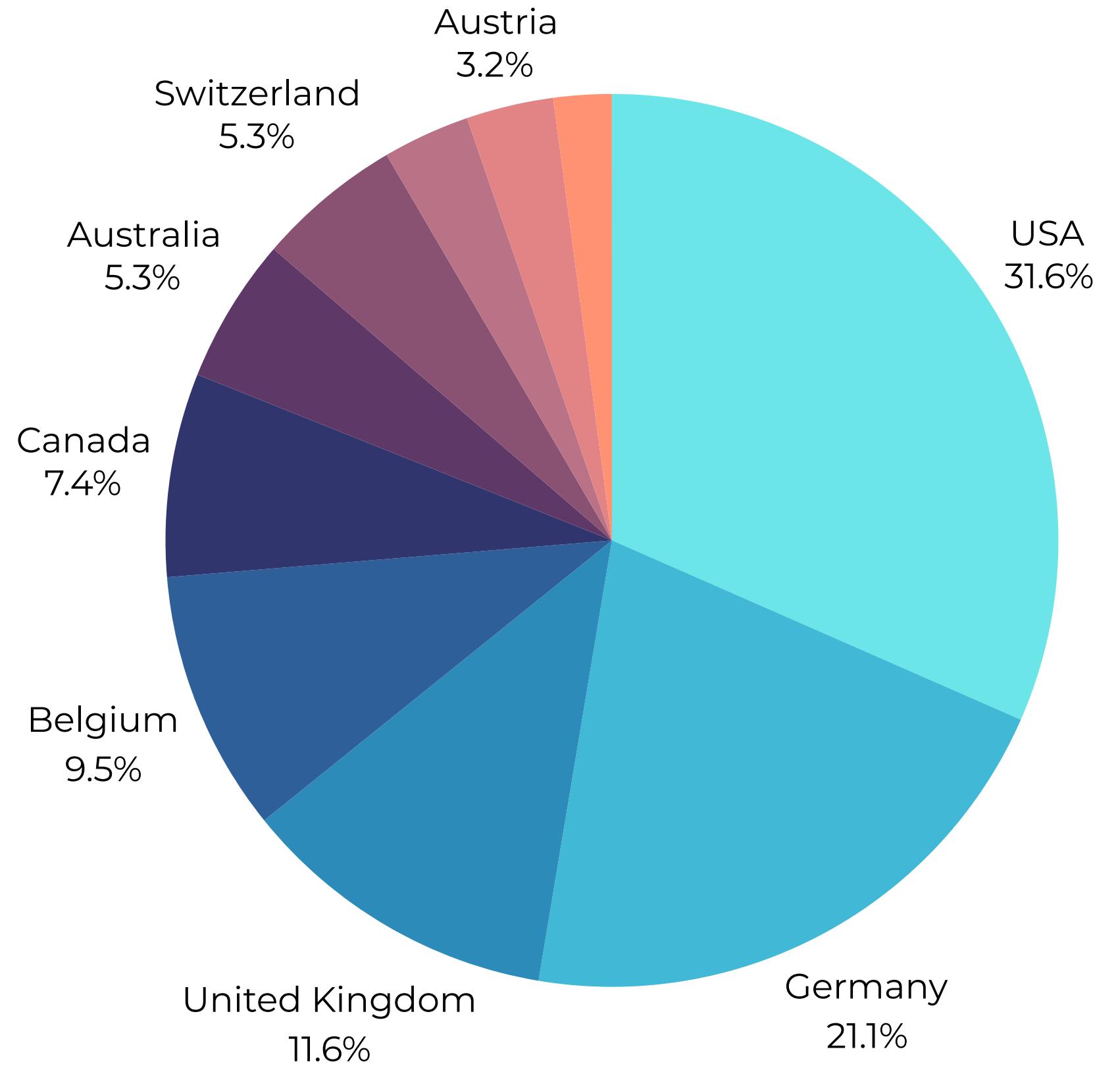
GRAVEL

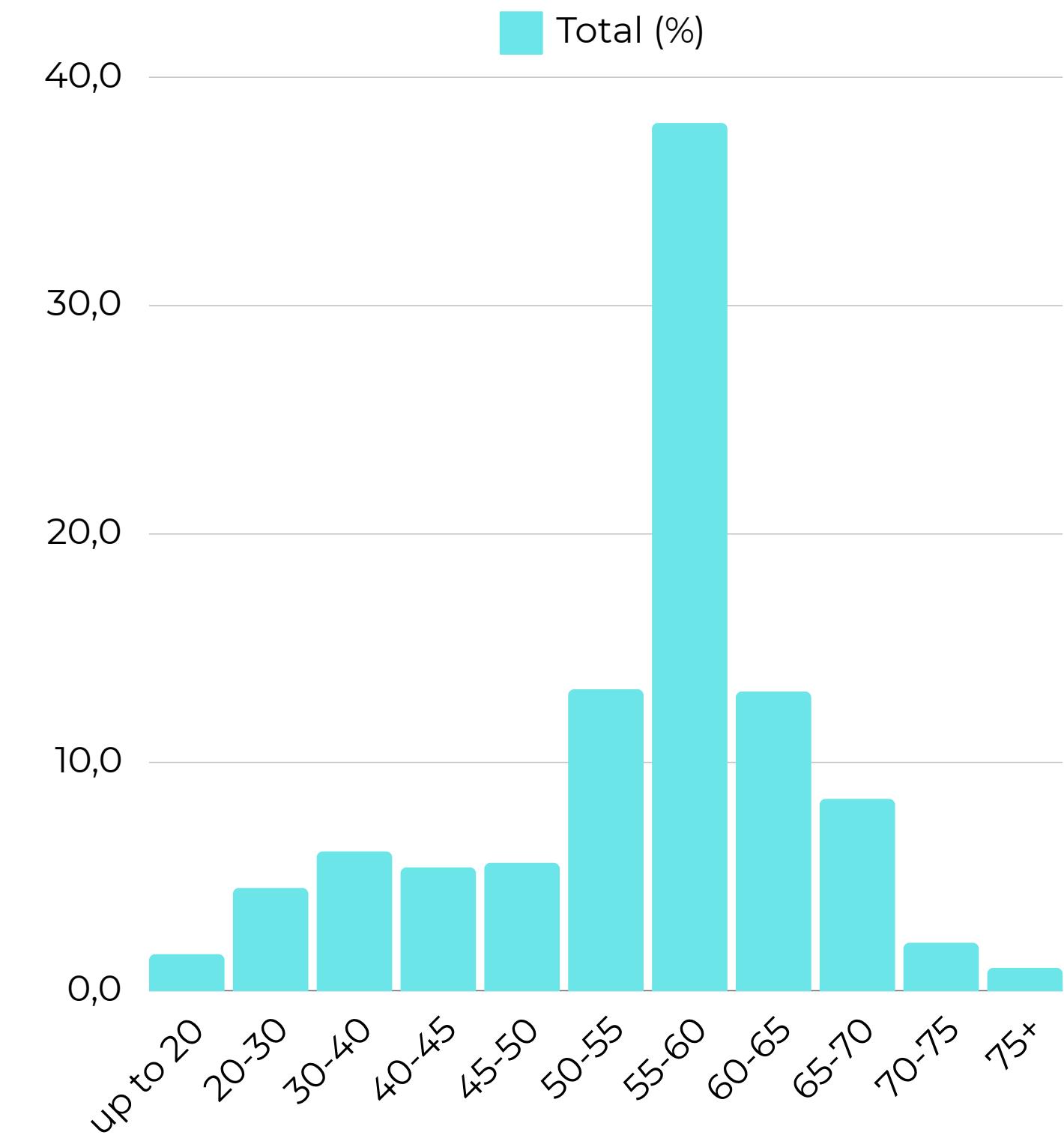


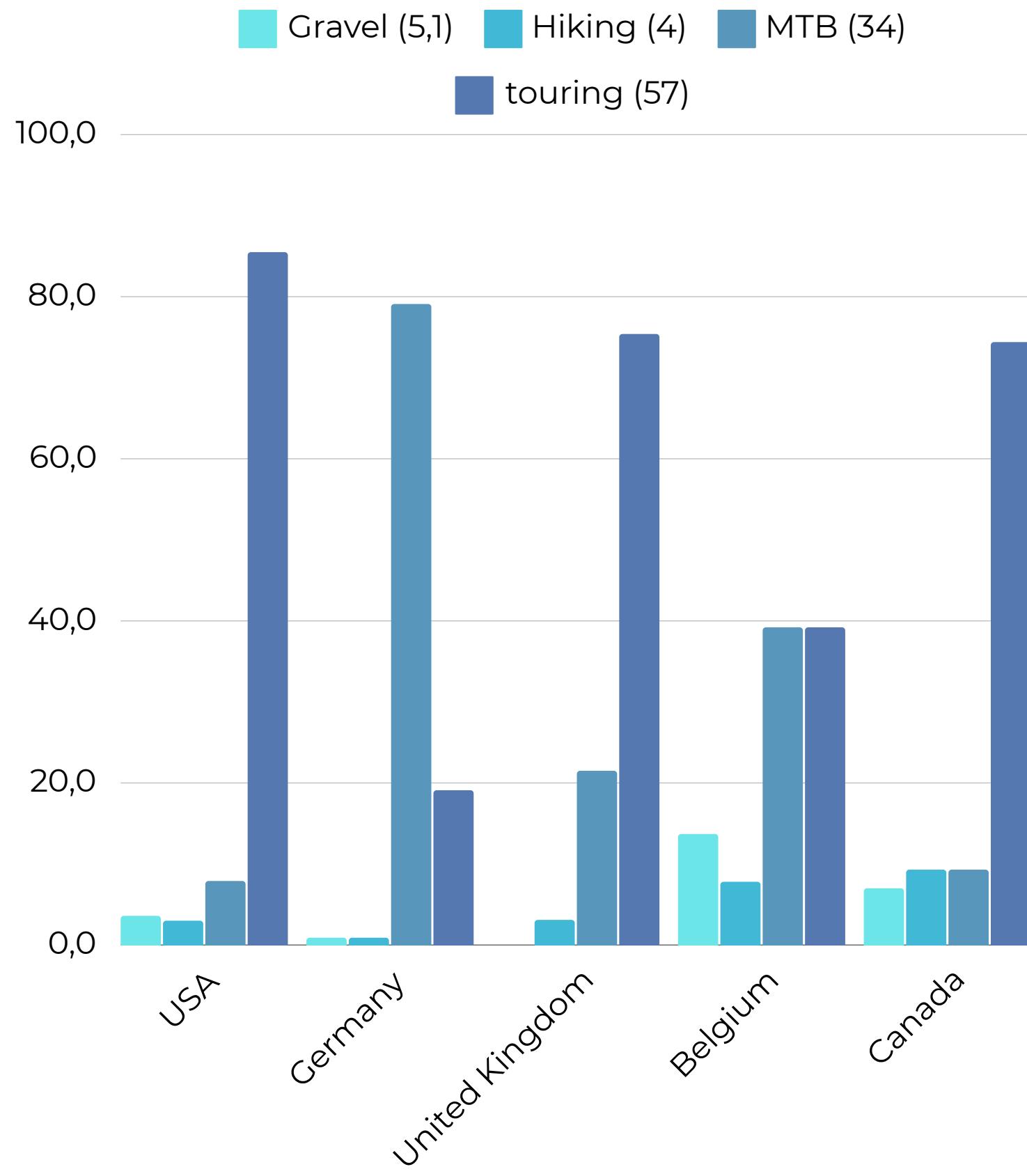
MOUNTAIN BIKING



Who are our guests?









Different product, different needs



Different country of origin, different perspective



Different product and country of origin, different service - change of pricing policy

How we get our guests?



theguardian.com

Vast panoramas and the gleaming Adriatic: a cycle ride in west Slovenia



theguardian.com

Vast panoramas and the gleaming Adriatic: a cycle ride in west Slovenia



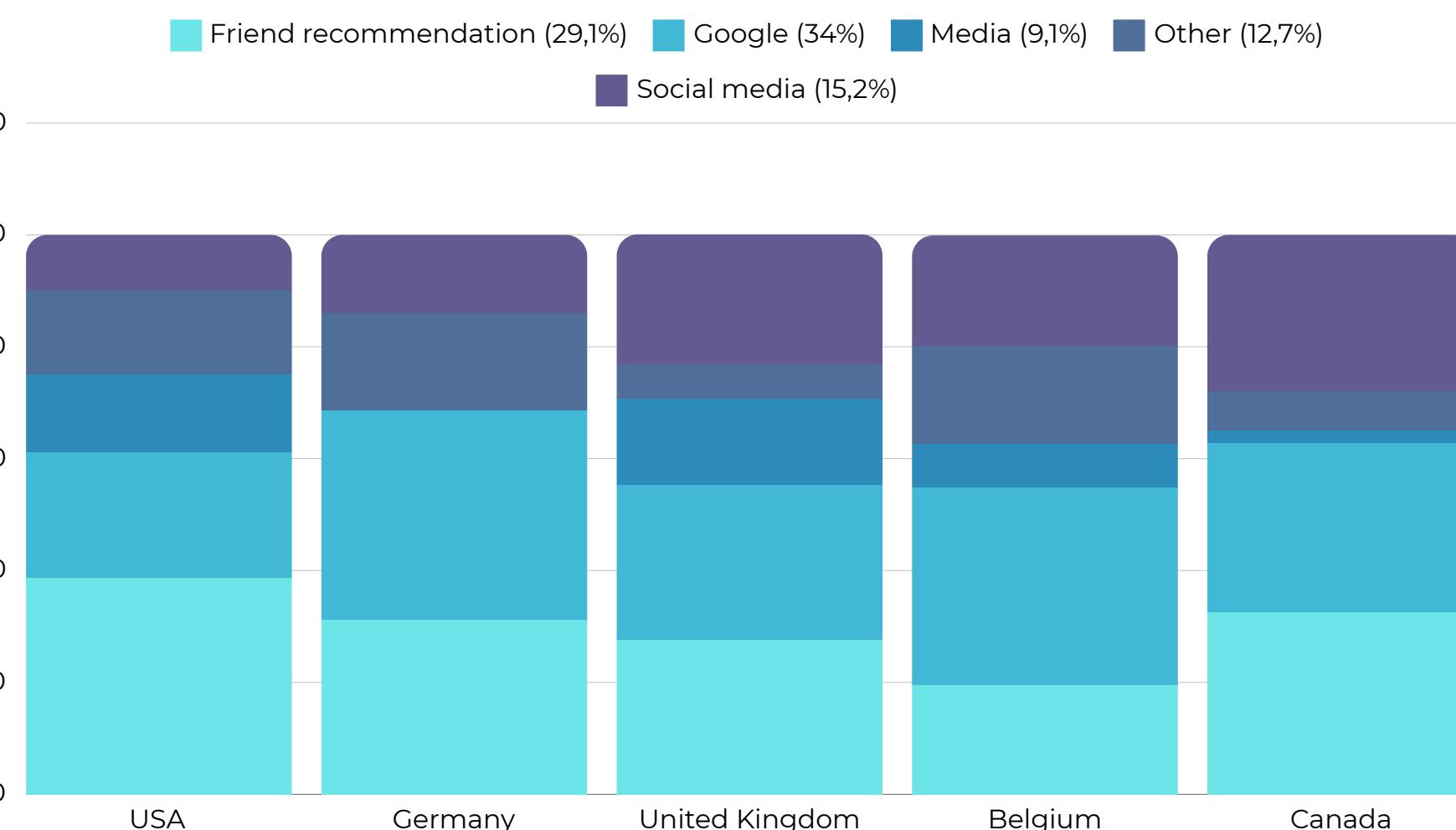
95% B2C and just 5% B2B

Marketing channels:

- **Working with journalists**
- **Email marketing**
- **Social media marketing**
- **Google Ads**
- **Creating products for others as NGO**



Storytelling: The heart of marketing



BIKE SLOVENIA GREEN TOURS

- Tours connecting only green-certified destinations
- Supporting local communities and local services
- Traveling green (train instead of car, bus,..)
- Avoiding the use of single-use plastics
- We prioritize small, family-run accommodations
- 25% of our customers state that they chose us because of our sustainability efforts



TRANS DINARICA

- 1st route that connects Western Balkan
- Best in travel 2024 by Lonely Planet, CNN, Guardian, Outside magazine, The Daily Mail, Timeout
- Sustainable, marketing, development and economic engine for Western Balkan
- Visit Goodplace will be official tour operator for Slovenia and Croatia





THANK YOU FOR LISTENING!

Q&A

