



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**



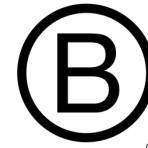
Between the Alps and the Adriatic



Local driven, boutique and responsible Tour Operator

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

Certified



Corporation

This company meets high standards of social and environmental impact.

Travelife
PARTNER
Committed to sustainability

SLOVENIA
GREEN
ASSOCIATION

5* rated on Tripadvisor, Google and Facebook

Presented in the world-renowned media:

mountain bike rider
mbr

NATIONAL
GEOGRAPHIC

Bicycling

Active
Traveller
magazine

The
Guardian

lonely planet

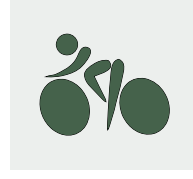
Big Bike

The New York Times





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

BIKE RENTALS

NAVIGATION PACK

SUPPORT



Topics We'll Cover

Our Talk Today

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



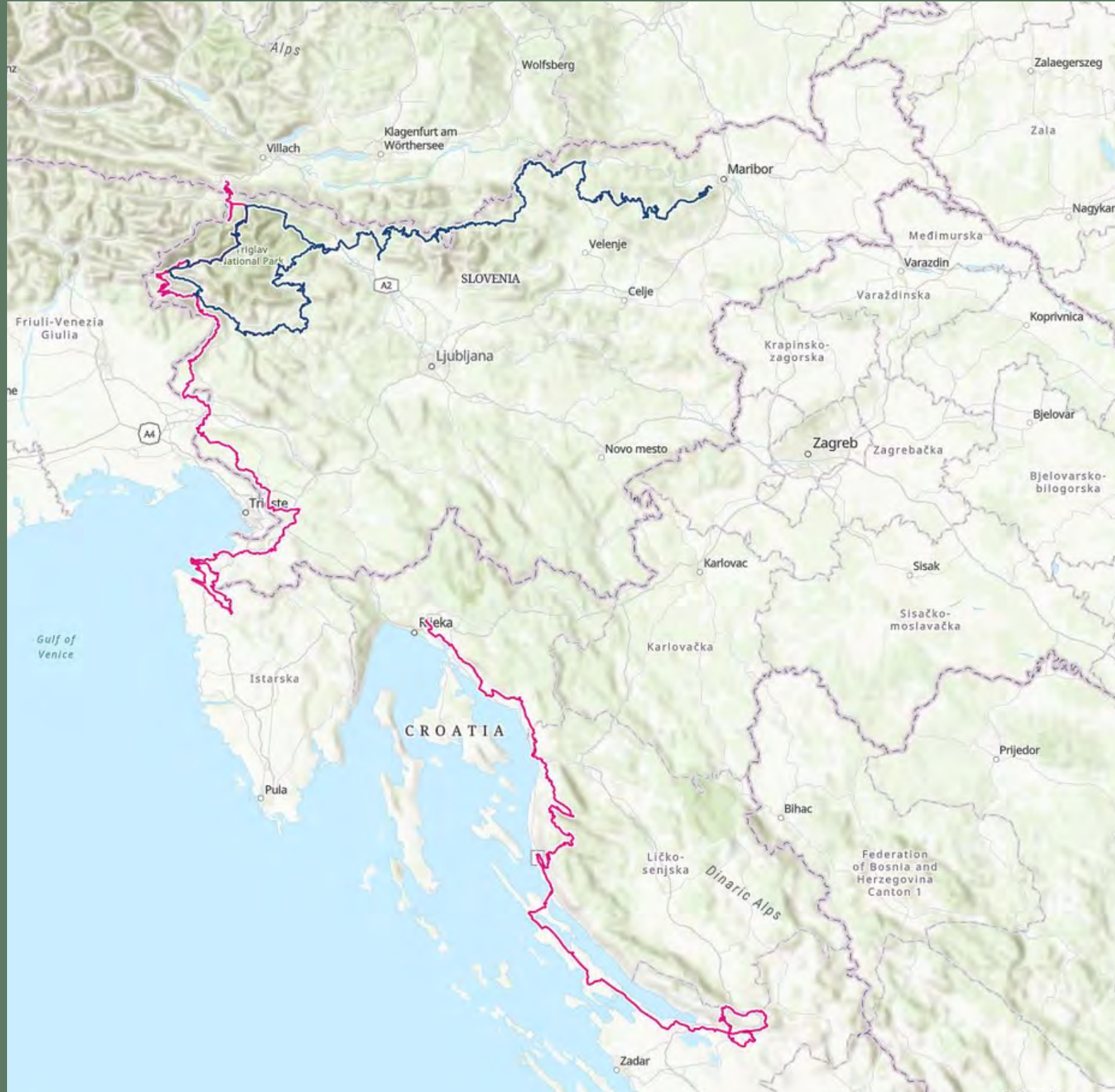




TOURING CYCLING



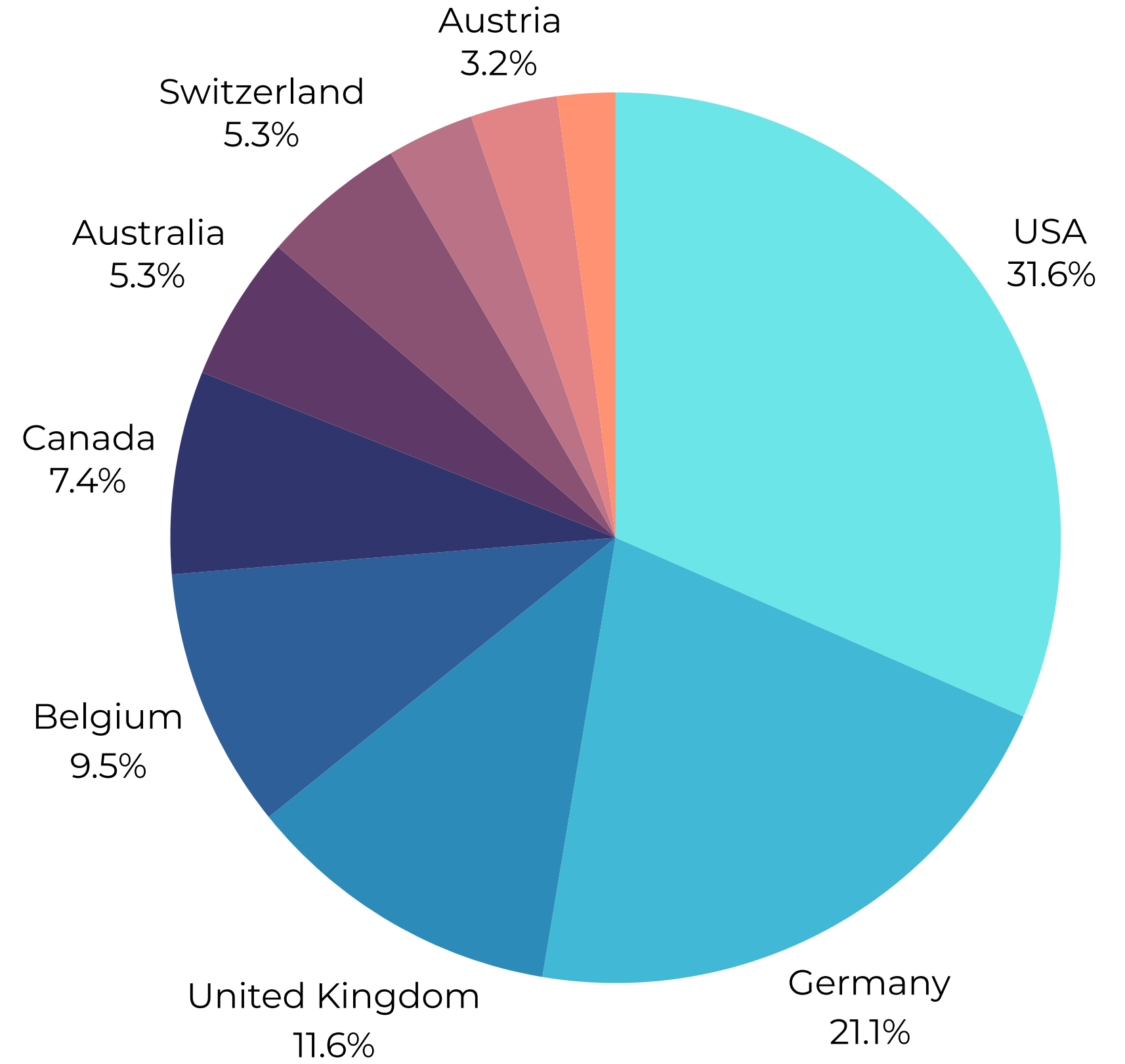
GRAVEL

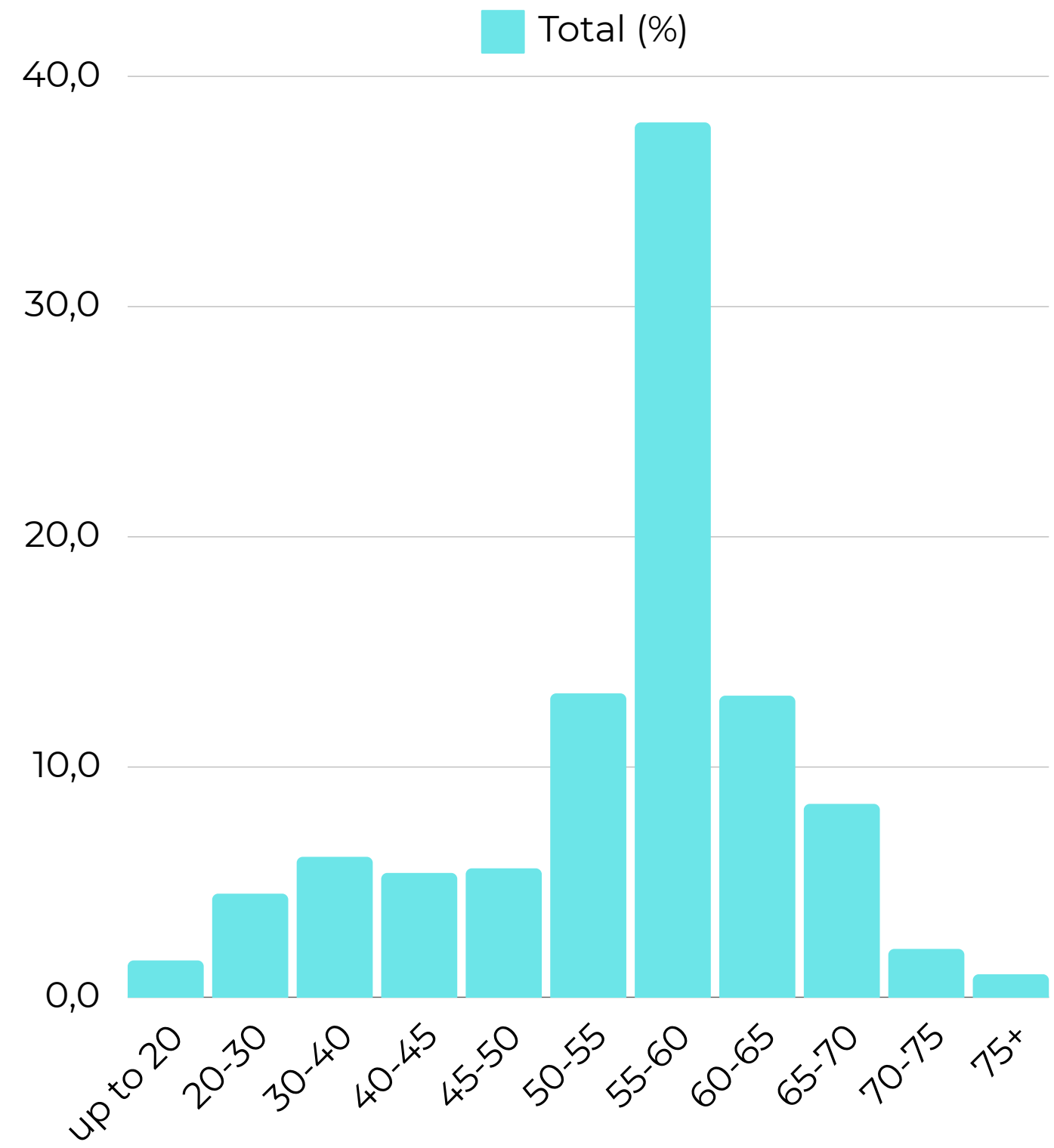


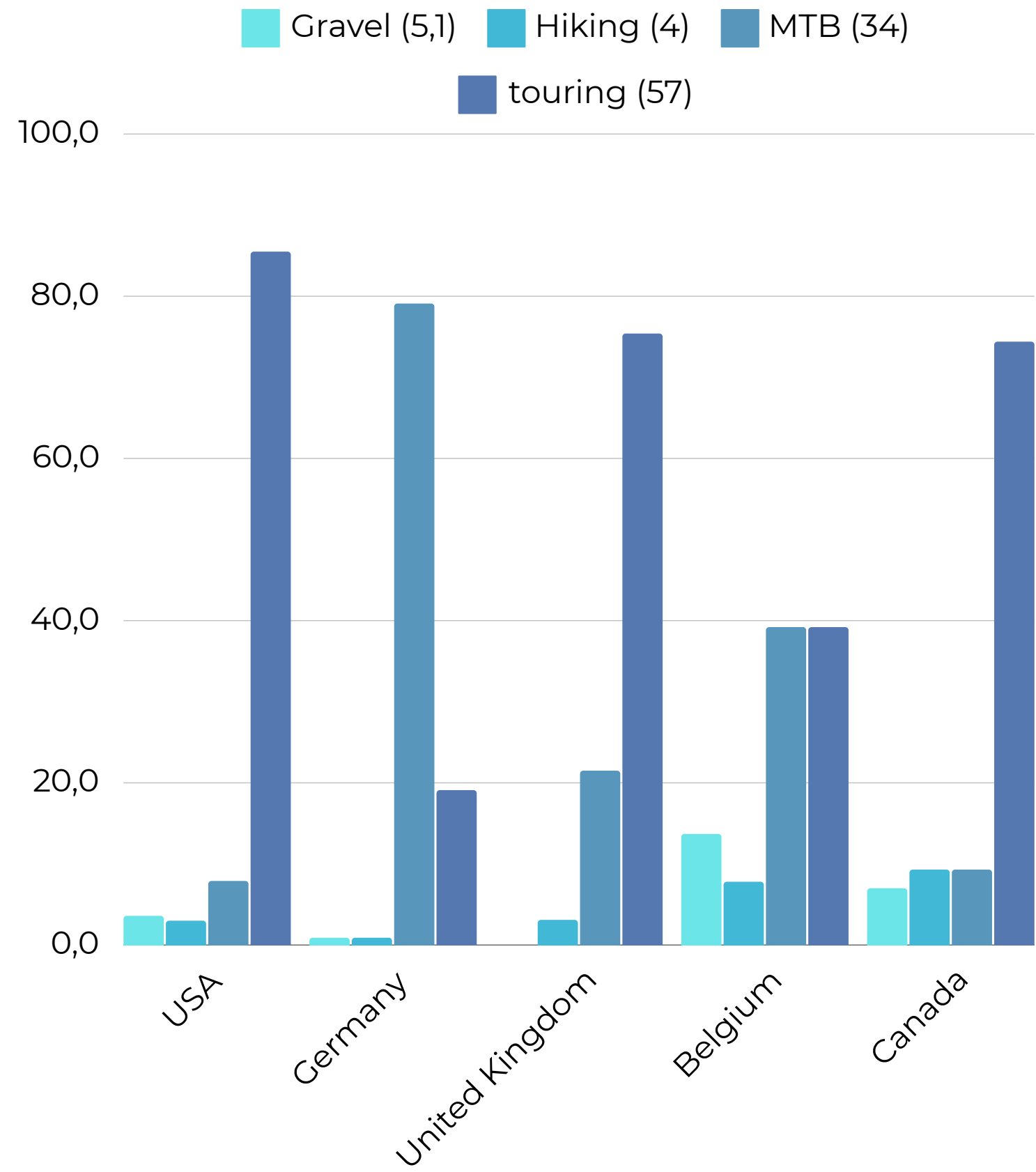
MOUNTAIN BIKING



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?**

09:54



Visit GoodPlace
26 Aug 2022 · 🌐

This is what we've been realizing in the past years: each person finds their own inspiration along their journey. For some, it's just pure, clean nature 🌿. For others - 🍷 local cuisine. And some will be impressed by the incredible, often very sad history 📖.

#VisitGoodPlace
#BikeSloveniaGreenAlpsToAdriatic
#Cycling #Slovenia #ifeelsLOVEnia



The Guardian

theguardian.com

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



95% B2C and just 5% B2B

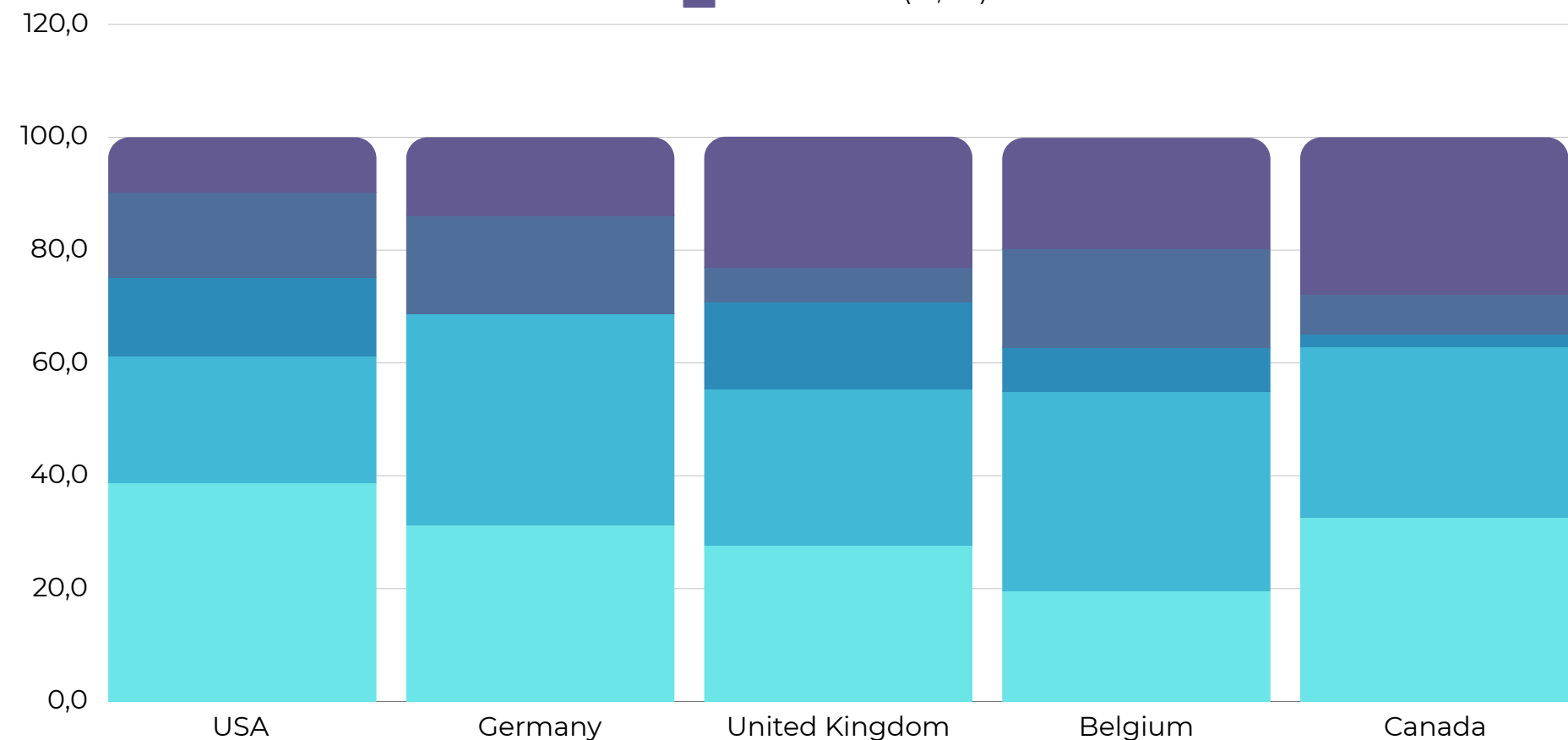
Marketing channels:

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



Storytelling: The heart of marketing

Friend recommendation (29,1%) Google (34%) Media (9,1%) Other (12,7%)
Social media (15,2%)





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

