Successful Digitalization of Croatian Tourism
Hello!

I am Krunoslav Weinpert.

I am here because to talk about tourism digitalization.
Future and long-term viability of every tourist destination will depend on their digital transformation.

The question is, are you ready?
Consumer satisfaction with online experience, by industry

Relative satisfaction utility score

Source: BCG digital satisfaction survey
March 2013, Morgan Stanley Research
Digitization vs. Digitalization

- **DIGITIZATION** - digitizing simply means the conversion of analog source material into a numerical format.

- **DIGITALIZATION** - the use of digital technologies to change a business model and provide new revenue and value-producing opportunities.
How do YOU use these trends?

To gain competitive advantage? To communicate towards your targeted audience?
Digital technology develops and changes fast

- WWW 46 years old
- Email 45 years old
- Google 18 years old
- YT 11 years old
- FB 10 years old
- iPAD 6 years old
Digital strategy IS a strategic priority

- 90% managers from 500 biggest companies in the world supports this fact
• 40% of the companies did not start their digital transformation
  • 90% are seeking for talents in digitalization
• ONLY 1% leading companies in the world is digitalized and they are 2 times more successful in growth and profitability
Digitalization of tourist destination consists of

Non profit sector
• beaches
• Parks
• Sights
• Natural wealth
• Religious buildings

Profit sector
• Hotels
• Restaurants
• Caffe/Beach bars
• Shopping malls
• Entertainment

EVENTS
• cultural
• festivals
• concerts
• gallery openings
• sport festival
• religious

DESTINATION ACTIVITIES
• sport tracks
• bike routes
• trekking routes
• climbing routes
• wine routes
• theme routes

SERVICE INFORMATION
• Tourist office
• Hospitals
• Police
• Post offices
• Traffic timetable
Digitalized destinations communicates through minimum 7 platforms

- Mobile friendly web
- iOS
- Android
- Facebook Live Stream, Stories, Follower rewards
- YouTube
- Instagram Live Stream, Stories, Pictures
- WIFI hotspots
- VR360
- Video Embracive media
- GPX routes
- GPS navigation
When is the right time?

Presenting the destination

Creating desire.

Satisfying needs

Instilling trust

Making decision
When will your tour be satisfied?

- We can quickly find our points of interest using GPS, GPX routes, loyalty programs.
- We can explore destinations.
- We can contact our dearest.
- We feel safe.
When will tourist repeated customer?

When he has a positive

When he easily contact family

When we share our adventure

When he was happy and on

When he what he was looking for
After implementing digitalization – you have useful information.

Information can be used for analytics

- How old are the tourists?
- What are their interests?
- What is their profile?
- Their gender.
- Tourist contact information's.
- What did they look for and did not find?
- What languages are they using?
How can digitalized tourist destination communicate with their tourist?

- **Tourist**
  - Using newsletters (picture and message)
  - Using push notification based on their geolocation
  - Sending offers out of the season to fill capacity.
  - Process market from which tourist mostly arrive to meet the needs
  - Target communication based on preferences.
Island Krk, Croatia

After first season of implementing destination digitalization visibility grew 632%
Island Pag, Croatia

+500%
City of Split

+ 700%
1,007,000,000
People communicated through Pointers with destination.
YouTube Hvar

https://www.youtube.com/results?search_query=ultra+hvar+pointers
How? We used 7 different platforms.
Project was supported by the Croatian Ministry of Tourism and Croatian Chamber of Economy

RESULT?
Digitalization of content to the success of tourist destination
Thanks!

Any questions?