



Zagorje area. V3Krasne tourist trail

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- Andraz & Simon

Organisation, network

- Private limited company is managing the network; 4 employees
- Company established in August last year
- Up to 20 different farms in their network, distance between farms up to 60 km
- We saw 3 of these farms

Planido farm

- All ready taking children from local schools
- Bosnian horses – USP for them
- Exhibitions about local heritage (Slovenian and Bosnia-Herzegovinian)
- They want buses, would have soon possibility for 4 people to overnight
- They are in an association of eco-farmers



For future

- Horse farm:
 - Interested in exchange students
 - Website development, link to urban-to-rural day trip tourism
 - Exhibition development (labels, stories)
 - Accommodation development – maybe also to think about German and English horse-lovers
 - Guided horse tours nearby (with local food stops)

Fruit farm – Sadjarska Kmetija Rožej

- Grows apples, cherries
- Produces juice and fresh & dried fruit
- Sell to some local restaurants and schools
- Mainly sell in the town
- They have troubles with selling even it is cheap
- Children groups are visiting them



For future

- Apple farm
 - Wanted bus trips, are developing parking area(keeping green)
 - To improve the arrival area more generally
 - Suggestions to produce cider, offer apple-pies – adding value to the apples
 - Language difficulties (solution: signs and materials in English; local tour companies; guides)
 - Nice selling store (table or something)

Herb industry – www.papaja.si

- Imports herbs and dried flowers and packages them – makes teas, oils, potpourris.
- Currently sells products to chain Mercado in the whole Slovenia
- Want to develop exhibition- and saleshouse
- Had heritage buildings, wanted to conserve and show traditional rural life





For future

- Herb industry
 - Distillery model for them (look at the product and the production at site)
 - To grow some herbs
 - Have an exhibition of uses of herbs
 - To taste teas
 - To buy products
 - To develop understanding and appreciate the product and develop loyalty
 - Some DIY things (blending)
 - Some gifts

Suggestions for network and marketing

- Regular day trips from Ljubljana and Zagreb in high season (maybe once a week)
 - For families
 - For small groups
 - Focused on farms
 - Day trip routes to the website – everybody can follow the route
 - Easy booking on the website
 - Good guides (training for guides)
 - Signage system nearby the roads
 - PR articles in local media about eco-tourism and farm-tourism
 - FB site – contest, photocontest etc (keyword: farm holidays) and also in English

Suggestions for developing the group

- Fam trips and study tours to each other
- Training in cooperation and cross marketing
- Learning journeys
- Marketing research of target group expectations
- Marketing research/scoping research of other potential markets
- New product development/defining
- Creating sales outlets and market presence/awareness
- Providing a mentoring and regular advising service for each business and the overall RT group