



MINISTRY
OF AGRICULTURE



CARPATHIAN CONVENTION COP5

10-12 October 2017, Lillafüred, Hungary

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Carpathian Euroregion



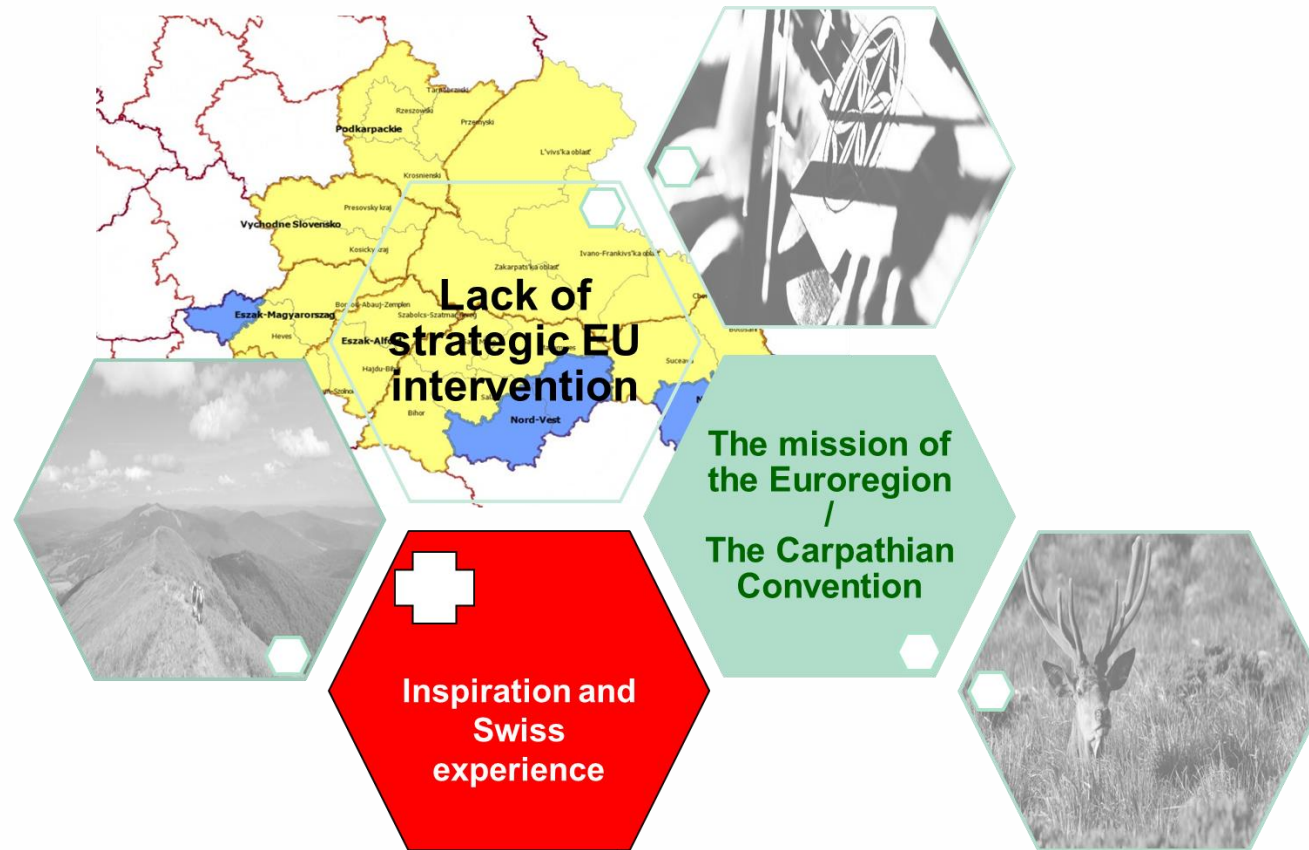
Innovative, international Brand for the Carpathians



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Carpathian Brand CARPATHIA - genesis



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Strategic questions for CARPATHIA Brand



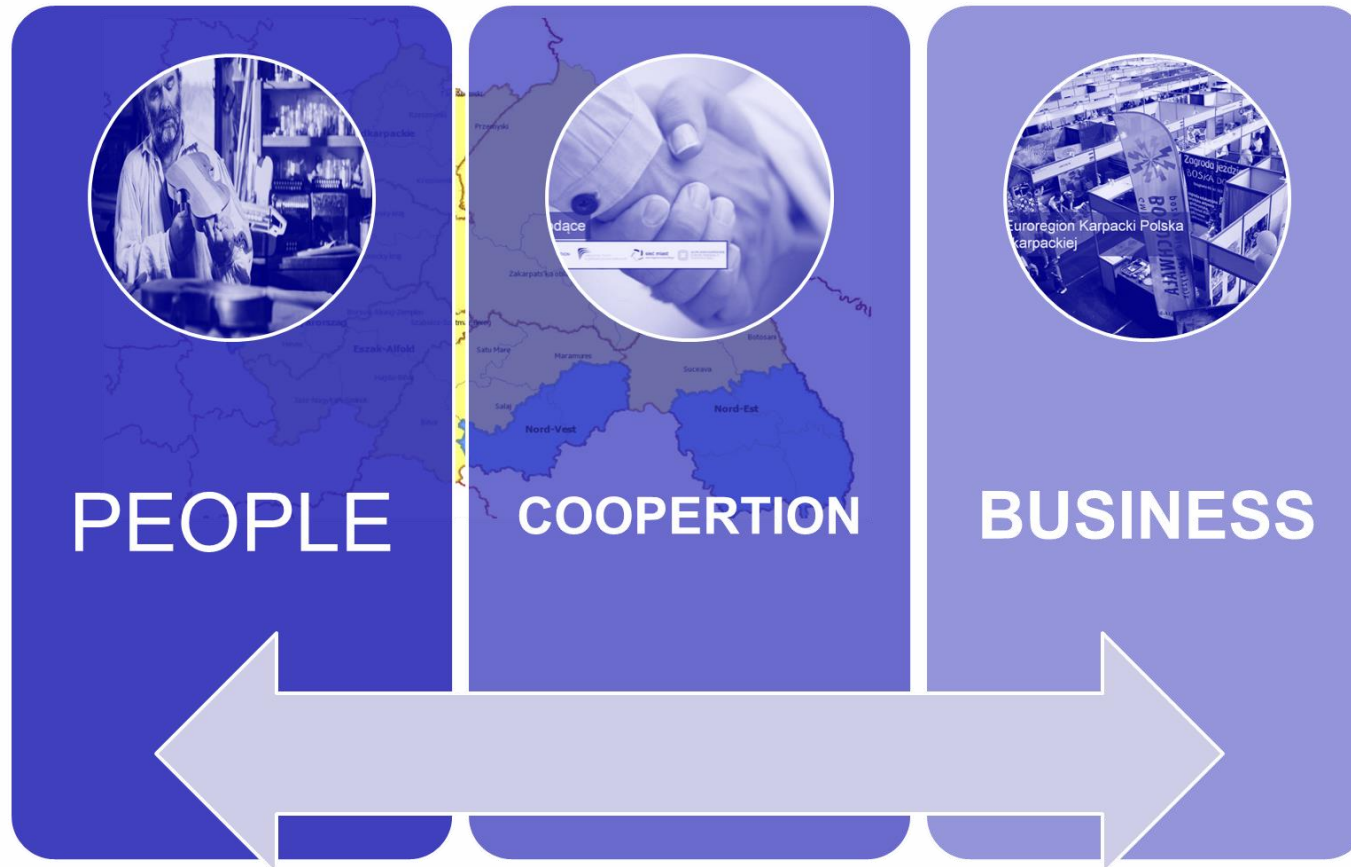
Could this international, innovative, territorial Carpathian Brand can be accelerated in development of tourism in the Carpathians?

What conditions we must meet and what actions take to make the CARPATHIA brand has become in the next decade Carpathian advantage in global markets?

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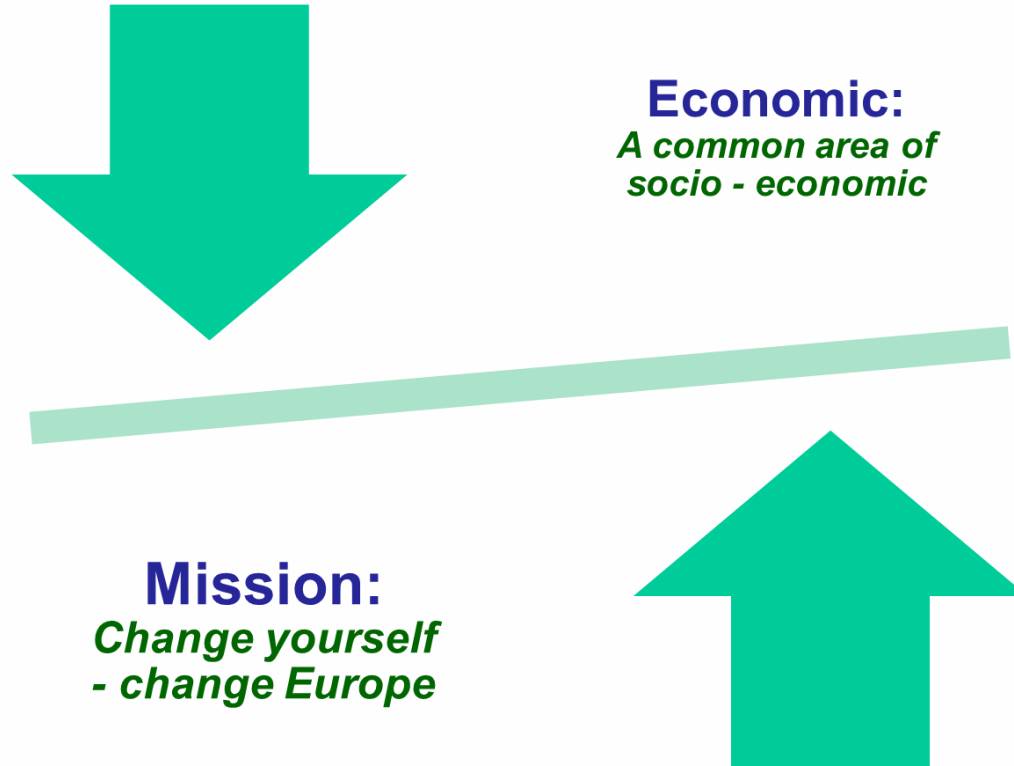
Carpathian Brand CARPATHIA - assumptions



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Carpathian Brand CARPATHIA - Aims



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Carpathian Brand CARPATHIA - Mission



Provide the space and conditions for reflection on our lives and also to get know yourself.

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Carpathian Brand CARPATHIA - key elements



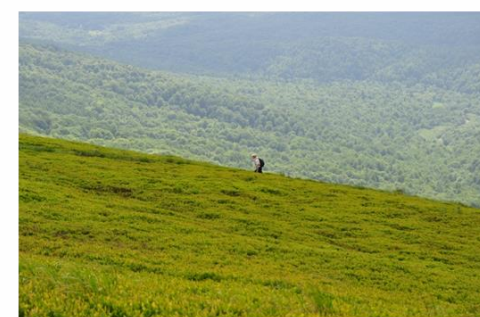
Authenticity



Humility towards nature



Multiculturalism



Feeling of space



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Carpathian Brand CARPATHIA - attributes

Space

*Contact with
religion
(western and
eastern)*

*Mystery (past,
customs, search)*

Legends

Wildness of nature



*Survival
(finding yourself,
freedom,
overcoming
weaknesses)*

Authenticity

*Unconditional
hospitality*

*Art
(music, painting,
architecture)*

Carpathian Brand CARPATHIA - Style of expression of the Brand - Images

Authenticity

Colorful ceremonies, picturesque, traditional architecture villages and towns, regional cuisine and products (fruits, vegetables, cheeses, meats, etc.), Residents (shepherds, vanishing professions, craftsmen, artists).



Space

Mountains, pastures, lakes and rivers, the colors of the seasons and phenomena (fog, snow, full sun), people on the background of the (rest and relaxation, activity and recreation).



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Carpathian Brand CARPATHIA - Style of expression of the Brand - Images

Multiculturalism

Residents (traditional rites, religious ceremonies), mystical places associated with religions (Orthodox churches, churches, chapels, monasteries), icons and sculptures folk costumes and objects of art.



Nature

Forests, pastures, lakes and rivers, plants and animals, people which draws energy and inspiration from the surrounding nature (hikers on the trails, wildlife observers, etc.).



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Carpathian Brand CARPATHIA - characteristics of the project



Carpathia

- Long-term project



Carpathia

- Partnership project



Carpathia

- Concept of economic, business

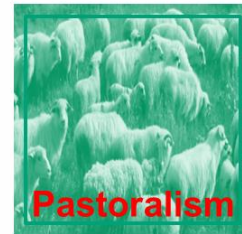
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Carpathian Brand CARPATHIA - architecture system - house of brands



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Carpathian Brand CARPATHIA – architecture system - links

Strategy

Programmes /
Products

Sales / user /
client

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Carpathian Brand CARPATHIA - architecture system- corporation



Partners

DMO

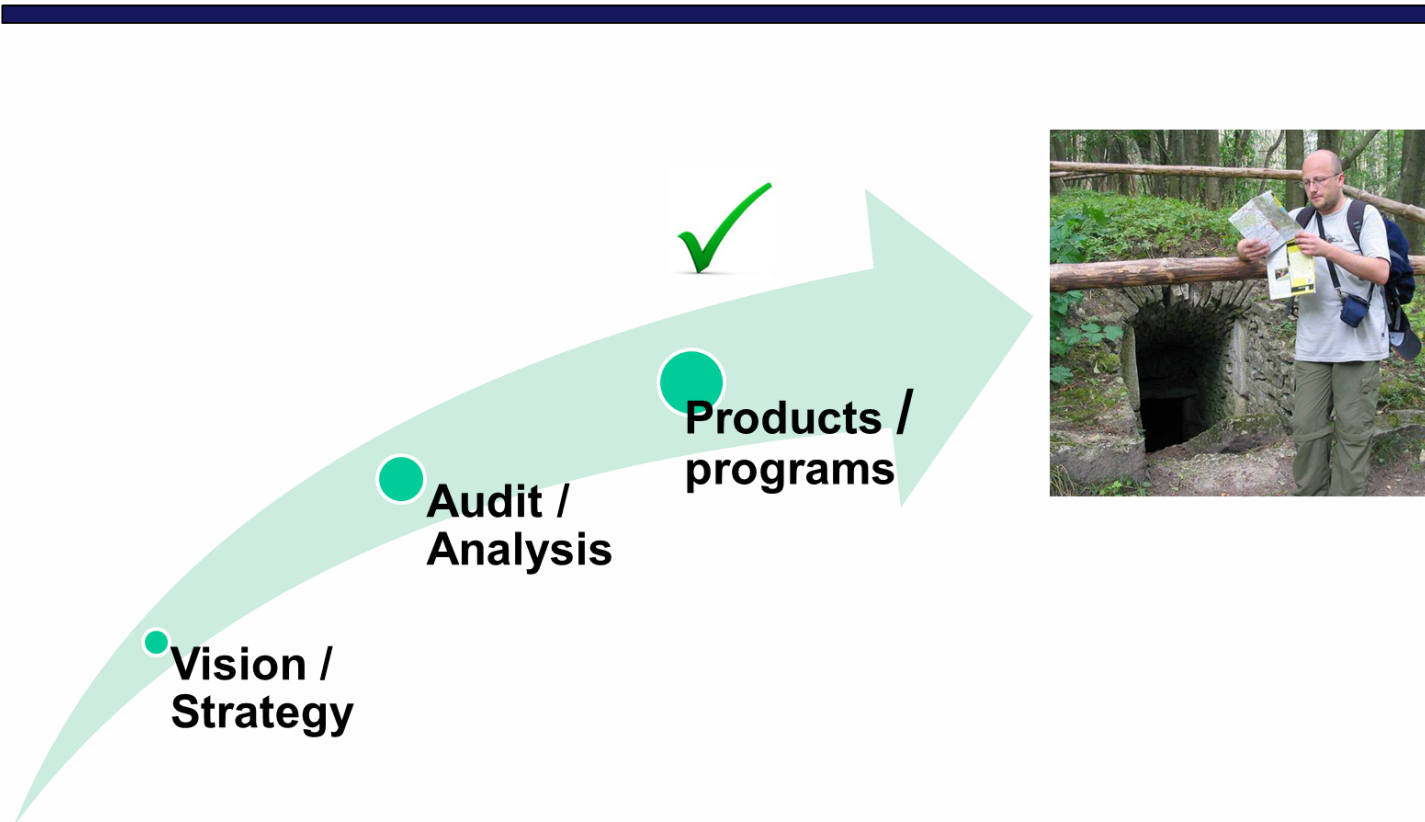
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Carpathian Brand CARPATHIA - processes - work plan



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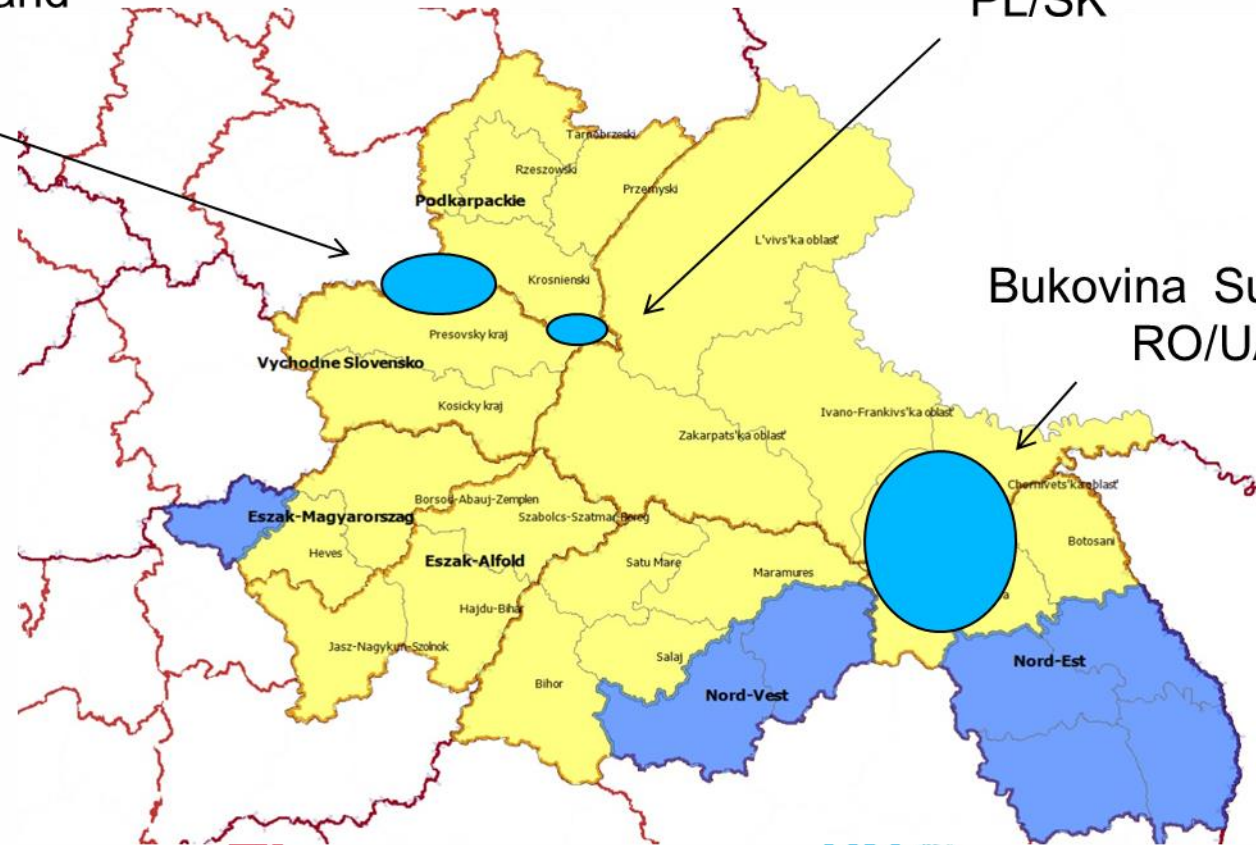
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Ruthenia SubBrand
PL/ SK

BiesPol SubBrand
PL/SK

Bukovina SubBrand
RO/UA



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Carpathian Brand CARPATHIA – actions implementing from Joint Action Plan of the Parties to the Carpathian Convention

Objective 1: ESTABLISH SUPPORTIVE CONDITIONS FOR THE SUSTAINABLE TOURISM PRODUCTS AND SERVICES, INCLUDING DEVELOPMENT OF A MARKETING SCHEME FOR THE PROMOTION OF THE CARPATHIANS AS A UNIQUE SUSTAINABLE DESTINATION

- **Create a Carpathian identity** and make use of a logo/slogan compulsory for all those service suppliers who joined and were labelled under the Carpathians product-line
- Initiate and possibly create a certification and/or labelling system for sustainable tourism for the Carpathian Brand, supported by a Carpathian-wide marketing strategy
- Develop a Carpathian-wide quality standard system, local products and local services (e.g. “Local food”, “Local accommodation”, “Local experience – how to guide tourists”, “Code of Conduct for Tourists in the Carpathians”)
- Establish a tour operators cooperation platform
- **Develop, maintain and keep up to date a common online Carpathian platform on sustainable tourism, including products and services** database, trans-boundary products and mapping, as well as good practices, with continuously updated information, and including the preparation of a Carpathian touristic map

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Carpathian Brand CARPATHIA – internet platform

www.visitcarpathia.com



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Carpathian Brand CARPATHIA



We invite you to cooperate!

