CARPATHIAN CONVENTION COP5

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Innovative, international Brand for the Carpathians
Carpathian Brand CARPATHIA - genesis

Lack of strategic EU intervention

The mission of the Euroregion / The Carpathian Convention

Inspiration and Swiss experience
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?
Carpathian Brand CARPATHIA - assumptions

- PEOPLE
- COOPERTION
- BUSINESS
Carpathian Brand CARPATHIA - Aims

**Economic:**
A common area of socio-economic

**Mission:**
Change yourself - change Europe
Carpathian Brand CARPATHIA - Mission

Provide the space and conditions for reflection on our lives and also to get know yourself.
Carpathian Brand CARPATHIA - key elements

- Authenticity
- Humility towards nature
- Multiculturalism
- Feeling of space
Carpathian Brand CARPATHIA - attributes

**Space**

*Contact with religion*  
(western and eastern)

*Mystery (past, customs, search)*

*Legends*

*Wildness of nature*

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**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).
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.).
Carpathian Brand CARPATHIA - characteristics of the project

- Long-term project
- Partnership project
- Concept of economic, business
Carpathian Brand CARPATHIA - architecture system - house of brands
Carpathian Brand CARPATHIA – architecture system - links

Strategy

Programmes / Products

Sales / user / client
Carpathian Brand CARPATHIA - architecture system - corporation

Sub - brands

Partners

DMO
Carpathian Brand CARPATHIA - processes - work plan

- Vision / Strategy
- Audit / Analysis
- Products / programs
- Checkmark
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
Carpathian Brand CARPATHIA – internet platform

www.visitcarpathia.com
Carpathian Brand CARPATHIA

We invite you to cooperate!