

**The first season of a pilot project**

**BIG BERRY Luxury Landscape Resort**

**Press conference  
Radenci, 12.10.2016**



# The beginning of the story...

- Situated in Primostek, Bela krajina
- Built up the resort in 4 months
- Planted 38 varieties of berries & 40 herbs
- Enabled 7 entrances to the river

# ...the destination...

- Location size 25 000 m<sup>2</sup>
- 3 500 m<sup>2</sup> per every mobile house



# ...BIG BERRY strategy...

- Found 18 international students
- Established 27 partnerships, locally and nationally
- Contacted 450 bloggers
- Contacted 250 international journalists
- Contacted 26 Slovenian & Croatian Photoclubs

# ...5 month's story...

- 23 weeks
- 161 days
- 18 Interns
- 11 nationalities



- 8 social media platforms
- Webpage
- Magazine
- Tourist tours
- Resorts' service

# ...161 days online...

- 855 posts on *Facebook*  
with more than 2,270,409 impressions
- 5 400 posts on *Twitter*  
with more than 611 000 impressions
- 312 photos on *Instagram*  
with more than 20 000 likes
- 460 written news on *bigberry.eu* website  
with total page views of 108 200

# **...161 days online...**

- 98 blog posts  
and 50 more expected
- 36 online journalists' posts
- 12 journalists' print edition articles

# ...161 days in resort...

- 163 guests from which 132 bloggers, Instagramers and photographers
- Guests from 5 continents and 24 different countries
- Produced and received 13 094 photographs



# ...161 days with partners...

## Slovenia



## Bela krajina



### Museums and cultural places

1. Bela Krajina Museum
2. Firefighter's Museum
3. Črnomelj Town Museum
4. Šokčev Dvor Museum
5. Linnen Museum Adlešiči
6. Tri Fare
7. Old School Bistra Buča

### Natural sites

8. Krajinski Park Kolpa
9. Krajinski Part Lahinja
10. Spring of Krupa River

### Viewpoints

11. Krašnji Vrh Viewpoint
12. Mirna Gora Viewpoint
13. Kozice Viewpoint

### Partners

14. Alpstories;  
Fashion TV;  
T-2
15. Vizir Brewery
16. Berryshka (edit)
17. Kolpa (edit)
18. Senčila Bled
19. Roto
20. Kreal
21. Mit Grnjak
22. Čebelarstvo Veselič
23. Oljarna Pečarič
24. Domača Obrt Cvitkovič
25. Kmetija Štrucej
26. Simončič Semiška Penina
27. Kmetija Pavlovič
28. Malnarič Winery (edit)
29. Kmetija Kočevar
30. Zlati Ghee
31. Domače Dobrote Mojca
32. Kmetija Šuklje
33. Turistična Kmetija Zupančič
34. Gostilna Müller
35. Gostišče Veselič
36. Gostilna Gera Grubač Zdravko;  
Agriculture Cooperative Metlika;  
Muay Thai Gym Direct

# ...161 days with partners...

- 134 visits to partners - local producers
- 233 mentions of partners in blog posts
- 146 photos from partners locations on BIG BERRY website
- 294 posts about partners on Facebook
- 196 posts about partners on Twitter
- 147 photos of partners on Instagram
- 111 events with partners in Bela krajina

# ...161 days in destination...

- Presenting 42 tourist attractions from Bela krajina on our website
- Took bloggers to 34 destinations
- 171 times visited destinations
- 280 updates from destinations on website
- 36% blog posts are only about destination

# **...upcoming days...**

- 8 interns working remotely
- Expected 648 posts on Facebook, 364 new photos on Instagram, 2 700 posts on Twitter, 364 new articles on website, 5 400 new photos on Pinterest, 9 000 new photos on Tumblr, 3 new editions of magazine...

# **..upcoming days...**

- BIG BERRY is closing negotiations with more than 10 other destinations worldwide
- Continuing to invite journalists & bloggers
- Finding new interns
- New partnerships

**Hvala**  
**Thank you**

...



**...and see you in 2017!**

