



Tourist Information Centres – Priceless Gems or Unaffordable Luxuries?

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TIC: The 20th Century Model



- **Monopoly**
- **Bureaucratic**
- **Homogeneous**
- **Exclusive**
- **Detached**
- **Ubiquitous**
- **Totemic**



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Drivers of Change

- Technology
- Plural and instant sources of information
- Quality and trends
- Demand is for experiences
- 24/7 access
- Falling public sector budgets
- Reducing number of full-service TICs
- Reducing market demand



What would the ideal TIC or Welcome Centre of the 21st Century look like...?



- a destination plan
- added value
- sense of place - a 'must see'
- experience



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What would the TIC or Welcome Centre of the 21st Century look like...?



- ‘nerve centre’ of the industry - destination performance
- new technologies and techniques
- home and shop window



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What would the TIC or Welcome Centre of the 21st Century look like...?



- destination partnership with plural funding streams
- Its expert staff will include a mix of paid employees and volunteers
- unique local products



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What would the TIC or Welcome Centre of the 21st Century look like...?



- exhibition/ demonstration space
- added value services
- remote information points
- virtual TIC



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Case Study: Dobrovo, Brda District, Slovenia



- Not exceptional
- Compelling offer
- Strong partnership
- Provided through local need and support



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Dobrovo Castle, Slovenia



info Brda



Dobrovo Castle, Slovenia



- Strategic Location
- Engaging and Mixed Offer
- Strong Partnership



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Thank you

Paldies