

WEBINAR FOR:

Gospodarska  
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Slovenije

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Cartoon: SAM Magazine

## MOUNTAIN RESORTS AFTER CORONA: Adaption of product portfolio / communication planning

## MOUNTAIN RESORTS AFTER CORONA: ADAPTION OF PRODUCT PORTFOLIO & COMMUNICATION PLANNING

1. Relevant trends / insights
2. Adaption of product portfolio („during“ / „after“ corona )
3. Communication planning („during“/ „after“ Corona)
4. Discussion / Q&A

## 1. RELEVANT TRENDS / INSIGHTS

What is Corona? DEEP CRISIS (Matthias Horx, Future Resarcher)

When will this all be over again? NEVER

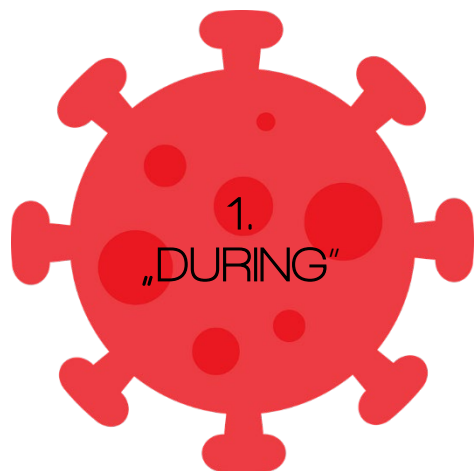
Relevant trends / insights „during“ and also „after“ Corona

1. Changed communication behaviour / digital boost
2. Changed attitudes (little things become much more important again)
3. Social distancing
4. Changed globalization
5. Need for nature / outdoor activity

⇒ CUSTOMER NEEDS CHANGED !



2. ADAPTION OF PRODUCT PORTFOLIO „DURING“ AND „AFTER“ CORONA (base: adapted product/market matrix & new customer needs)



Markets / Target groups / Applications



Products / Services / Ressources



## 2. ADAPTION OF PRODUCT PORTFOLIO „DURING“ AND „AFTER“ CORONA (base: adapted product/market matrix & new customer needs)

Examples:

Market  
development

Diversification

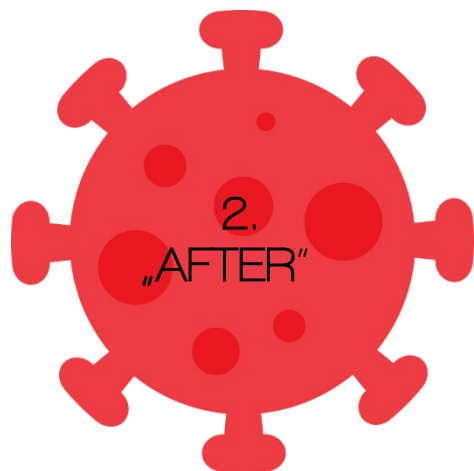


**Dieses Hotel wird  
Corona-Klinik**



Mountain resorts in Austria / Switzerland: most of them minor changes / adaptations eg earlier maintenance to be able to operate longer in autumn // vacation // Short-time working // dismissal of seasonal workers

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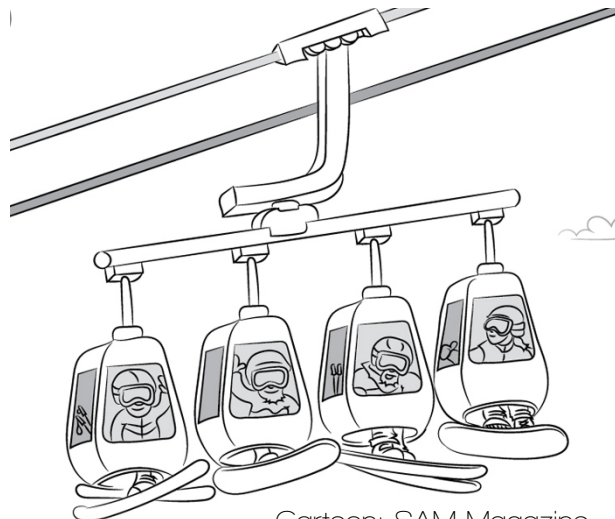
## 2. ADAPTION OF PRODUCT PORTFOLIO „DURING“ AND „AFTER“ CORONA (base: adapted product/market matrix & new customer needs)

Examples

/ Ideas:

Product  
development

Diversification



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## 2. ADAPTION OF PRODUCT PORTFOLIO „DURING“ AND „AFTER“ CORONA (base: adapted product/market matrix & new customer needs)

Examples /

Product  
development

Ideas:

Diversification





2. ADAPTION OF PRODUCT PORTFOLIO „DURING“ AND „AFTER“ CORONA (*base: adapted product/market matrix & new customer needs*)

NOW:

focus product development & even diversification on the base of new customer needs

- eg social distancing (all touchpoints), increase development of suitable activities / evtl. even completely new ones
- eg back to the roots / nature – skip unnecessary // increase individual nature experiences

*But for sure also match with your brand !*

### 3. COMMUNICATION PLANNING („DURING“ AND „AFTER“ CORONA)

USE THE CHANCE OF YOUR  
FAMILY BRAND AND FURTHER ADVANTAGES

⇒ PERFECT BASE FOR ACTUAL CUSTOMER NEEDS



#### DURING:

Focus Online / social media: Desire & Customer loyalty



#### AFTER:

Quickly identify possible target groups

- ⇒ Advertise specific with hopefully unique and creative products based on the new customer needs
- ⇒ Use the slovenian brand
- ⇒ Channels to quickly act: online & PR (if you have to tell something!)

## MOUNTAIN RESORTS AFTER CORONA: ADAPTION OF PRODUCT PORTFOLIO & COMMUNICATION PLANNING

1. Define relevant trends / insights for you (new customer needs !)



2. Adapt / develop your products



3. Communicate quickly (using your slovenian brand)



4. INSPIRE YOUR CUSTOMERS & TOP UP YOUR BRAND





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