

BELGRADE



Introduction

After attending a course given by Milan Culic (Co-Founder & Executive Director at The Centre for Tourism Research and Studies of Serbia) at SKEMA Business School in Sophia-Antipolis, France, four students were invited to the city of Belgrade to investigate on the destination's potential to attract young French tourists.

During a week, lead by our guide and now friend, Petar Slavkovic (President of the organization Serbia4Youth), we had the chance to meet all the major actors of the tourism sector and to go around the city to discover its numerous attractive aspects.

This presentation retraces our experience, feelings and recommendations about Belgrade as a tourist destination for the young French market.

We would like to thank all our hosts on site, for offering us the chance to discover this great city and for their warm welcoming.

Summary

- ❑ What in mind, about Belgrade (before the trip)
- ❑ Then come our trip, our experience
- ❑ Types of young French tourists & major interests/concerns
- ❑ Survey Results
- ❑ Recommendations

What in mind, about Belgrade ?

This part will reflect our thoughts
about Belgrade, before the trip.
Without using Internet

What in mind, about Belgrade ?

- **Post-War Country**

➡ For the generation born before 1995. The 1st impression of Serbia, Balkans countries is War.

- **No Cultural Attractiveness**

➡ We are not aware about what to find there.

- **No Safety**

➡ Balkans ➡ Ex-Yugoslavia ➡ War ➡ Unsafe city/place

Then come our Trip, our
experience

In this part we explain our trip, our
meeting and our feelings

Belgrade Experience

☐ The Meetings with Tourism Organizations

– Tourism Organization of Belgrade:

– Briefing & business lunch debriefing with Dejan Veselinov, CEO

• Belgrade Greeters

– Marina Savicevic, Coordinator

– Visit of Belgrade with Janko Ignjatovic, Greeter

Belgrade Experience

- Serbia Convention Bureau
 - Milos Milovanović, CEO & Zorica Jovanov, Head of International Marketing & Mladan Miskeljic, Project Manger
- Serbia 4 Youth
 - Petar Slavkovic, President: Our guide and main contact



Belgrade Experience

- National Corporation for Tourism Development
 - Miodrag Stajic, Deputy Director & Misko Krsmanovic
 - Belgrade International Tourism Fair
 - Nikola Andric, Project manager
 - Belgrade Chamber of Commerce
 - Sanja Jakokovlevic, Senior Adviser & Dejan Zrilic, Senior Adviser
- Meeting some of the major actors of Tourism Development in Serbia enabled us to be aware of some interactions between the different organizations and to have a global overview of the challenges at stakes**

Belgrade Experience

☐ Culture, Architecture & city design

- Ada Ciganlija (meeting with Dusan Markovic)
- Kalemegdan
- New Belgrade, Student City
- Skadarlija
- Zemun
- museums, churches, green spaces, streets, government buildings and embassies, the docks and the boats on Danube and Sava Rivers and so on....

→ Rich cultural and historical heritage. Interesting mix of different styles, between tradition and modernity

Belgrade Experience

☐ Culture, Entertainment, Events

- Several Festivals in Belgrade and Serbia in general such as EXIT in Novi Sad or Belgrade Beer Fest
- Cultural Center of Belgrade & American Corner, Youth Center

Belgrade Experience

- Gastronomy & Several Coffees, Bars & Pubs and restaurants – traditional Kafanas
- Various clubs from traditional to more international music styles
- Sports facilities notably ADA infrastructures, football (Red Star VS Partisan derby)
- **Strong potential for international events, diversity of the tourists activities possible**

Belgrade Experience

☐ Transportation

- Many buses on a regular frequency for the main locations
 - But no or few indications in English
- Good taxis network
 - Taxi drivers may overcharge tourists

Belgrade Experience

☐ Accommodation

- About 7 000 hotel rooms
 - Capacity limited
 - Low quality
- Limited information concerning the flats
 - Range of accommodation limited

Types of young French tourists & major interests/concerns

Back Packers, Fancy tourism, Leisure tourism and Curious tourism

Profil

Back packers

- Cheap stay
- Culture
- Local experience

By definition, this type of traveler reaches very local experience. They want to mix up in order to understanding the culture and getting an insider point view of the city not limited to the basic tourist spots. Their budget is quite restricted especially in terms of accommodation.

Profil

❑ Fancy tourism

- ➔ Fancy clubs, restaurants & hotels
- ➔ Shopping
- ➔ Not concerned about expenses – high purchase power

This segment is a very profitable one: “little bourgeoisie” who doesn’t look at what they spend providing that they have a good time. Consider themselves as hype so not much interested in sharing local experience apart from VIP clubs (“Silicon Valley”, Teatro Club, ...)

Profil

☐ Leisure

➔ Original activities (Ada)

Ada Island represents a real tourist attraction by itself. Some tourists could spend a whole week there as they would do in a Club Med considering the amount and variety of activities offered onsite.

Types of young French tourists & major interests/concerns

☐ Curious

- ➔ Miscellaneous crossover profiles
- ➔ Culture, Local experience, Gastronomy, Party, Original activities, Shopping, Sight seeing, etc...

This segment is quite wide and represent a pretty typical profile among young students: they want to get the more out of their experience by testing everything the city has to offer. Their budget can vary from medium/low to high.

Types of young French tourists & major interests/concerns

☐ Party harders

- ➔ Major interest = partying (main purpose of spending)
- ➔ Will do other activities if not sleeping during the day & if affordable

This segment is by definition traveling with a main purpose of partying. They will spend the most important part of their budget in clubs and bars. They are not used to get up early to go touring around the city, but they may hang around touristic areas if they have time.

Survey

Our respondents are 80 French students and young workers aged between 20 and 27 years old. All have traveled once in there life.

Survey Result

Words that came in their mind

The size of the word mean the importance in people mind

WAR **COMMUNISM**

STRONG HISTORY

GIRLS

MAFIA/TRAFFIC

UNTOURISTIC

DJOKOVIC

CHEAP PLACE

UNSAFE

NIGHT LIFE

POVERTY

NO CULTURAL INTEREST

Survey Result

Belgrade as a destination

- 42% Already thought about going to Belgrade.
- For those who never thought about it (25%). It is because of the lack of information and attractiveness of the country (lack of awareness)
- 33% would include Belgrade in a Balkan's trip

Survey Result

Words Googled – Internet referencing

- This aims to show you what those customers are googling to get information about Belgrade. It could help you to determine the key words to use.
- Search engine optimization

Survey Result

Words Googled – Internet referencing

→ *Where to go ?*

Hotels

Night Clubbing

Restaurants / Bars

→ *What to do ?*

Museums

Visits

→ *How is it ?*

Food / gastronomy

Culture / History

Language

Transport

Security

Price

The following results correspond to the expectations, in terms of expenses such as Accommodation, Meal and Drinks, that tourist are willing to pay in Belgrade.

Survey Result

Length of stay

51% : Between 1 and 3 nights

42% : Between 3 and 6 nights

7% : More than 6 nights

Accommodation and Room price

56% : Prefer a Hotel, pay 60 – 80€

44% : Prefer Hostel, pay 15 – 25€

Survey Result

Meal & Drink expenses

48% : Would pay 5 – 10€ for 1 meal

95% : Would pay less than 4€ for 1 pint of Beer

Outdoor Activities (Sport, Beaches...)

90% expect outdoor facilities, Parks...

Survey Result

If we compare our experience to this result, we can say that Belgrade is already answering those expectation.

We asked about what type of city atmosphere they would expect :

**75% prefer the Berlin's Ambiance type
→ Underground**

Belgrade has all the tools to attract those tourists.

Our recommendations

Develop destination branding and marketing strategies.

■ Branding

- ❑ Establish Belgrade as a destination brand referring the atmosphere and the image you want to give to it.

→ Rockin' Belgrade

→ Rock' N' Belgrade...

- ❑ Make people aware of Serbia as an attractive tourist destination to correct that negative awareness created by the wars

Develop destination branding and marketing strategies.

■ Communication

- ❑ For the branding create a video showing the atmosphere and different aspects of the city.

→ Cheap price for the food & beverage, cheap price for hotel, parties, outdoor activities, beaches (ADA), Monuments, parks, girls, cultural diversity... Based on young tourists' expectations.

→ Use the social media such as Facebook, YouTube... to promote it for free. This will enable to reach an official video when using search engines.

Develop destination branding and marketing strategies.

■ Other Strategies

- ❑ Involve famous people

→ Take advantage of Djokovic or other Serbian athletes notoriety to help conveying a positive image of Serbia, develop a sponsorship, TV spots, social medias (facebook, youtube...)

- ❑ Invite foreign TV to record a show : costly but efficient.

→ Example of French TV show: Enquete exclusive, Capital, Zone interdite...it will affect a large scale of young people because they are watching this kind of shows.

Develop destination branding and marketing strategies.

■ Other Strategies

Develop student networks : less costly and strong word of mouth impact.

→ Erasmus campaign, partnership with Universities and Business Schools

Create a Balkans Event (sports, leisure...)to make Belgrade a must-see place and attract people that are interested in a Balkan trip

→ Develop cruises on the Danube cities targeting young people

Acknowledgement

We would like to address a special thank to all our hosts without whom this experience couldn't have happened. They all gave a strong professional & human dimension to this adventure.

Dejan Veselinov, CEO of the tourism organization of Belgrade

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Miodrag Stajic, Deputy Director & his assistant *Misko Krsmanovic* of the National Corporation for Tourism Development

Nikola Andric, Project manager of the Belgrade International Tourism Fair

Sanja Jakokovlevic, Senior Adviser & *Dejan Zrilic*, Senior Adviser of the Belgrade Chamber of Commerce

Marina Savicevic, Coordinator & *Janko Ignjatovic*, Greeter of the Belgrade Greeters organization

Thanks again for allowing us to live this lifetime experience, we wish you all the best for the future of Belgrade & Serbia as a tourist destination in which we sincerely trust.