



SPOT

WP4_D4.6_Good practices_3 MENDELU

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Znojmo zadax

Keywords: Znojmo, tourism, culture

The aim of the project: The project aims to support local entrepreneurs and to increase the number of visitors to cultural monuments in Znojmo, which was affected by the impacts of restrictions related to the Covid19 epidemic in 2020/2021.

Partners: Znojmo city

Project implementation time: (1.6-30. 9. 2020, 1.5-30.9. 2021)

Budget: not known

Granted by: Znojemská Beseda (contributory organization of the city of Znojmo)

Priority line/Specific objective: development of culture and tourism

Context: The city of Znojmo (34,000 inhabitants) is the second-largest city in the South Moravian Region. It has one of the longest histories in the region associated with many historical events and monuments. In the past, it was one of the most important centres in Moravia. After the demise of Austria-Hungary, it reached a somewhat peripheral border position. Its industrial base relied more on the traditional food industry (the famous Znojmo cucumbers) and the processing of local raw materials (ceramics). The natural development was also disrupted by the expulsion of the German population. The opening of the nearby border with Austria and the development of tourism, for which Znojmo has excellent preconditions, brought hope, as it is also the centre of the wine region. The promising development was disrupted by the consequences of the COVID 19 pandemic, to which it was necessary to respond by supporting entrepreneurs in tourism. The project aims to present Znojmo as an attractive destination for holidays, and thus achieve the highest possible attendance of cultural monuments and services in tourism. The purpose is to bring tourists to the Znojmo city in the sense that they not only visit the city, get culturally enriched, but also bring profit to local entrepreneurs in tourism.

Description: Tourists who spend a certain amount of money on the participating companies: catering services (CZK 150), other services (CZK 200), accommodation services (CZK 1,000) will get a voucher entitling them to visit selected monuments free of charge (eg Znojmo Underground, Town Hall tower, Brewery exposition, Fortifications, City tour, etc.). Vouchers can be exchanged for a ticket to a selected tourist attraction for 1 person free of charge and can be redeemed within 5 days since receiving the voucher. This measure is intended to prevent barter. The participating companies are marked on social networks (Instagram) using the hashtag #mastozadax and logo. Registration is free of charge for participating companies and the number of issued vouchers for sightseeing is not limited. The project supports the motivation of entrepreneurs involved in the project (owners of cafes, restaurants, wine bars, accommodation facilities) by the promotion of their services





through the project, which will allow them better visibility for the general public. The involved entrepreneurs recorded a higher attendance of their establishments and the related economic profit. As a bonus when visiting the participating companies and spending a set amount of value, visitors to these companies received free tickets, which allowed them to visit important cultural attractions in the city of Znojmo, thus contributing to the building of civic cultural identity. This project significantly supported the development of tourism and culture in the city of Znojmo, which was affected by the impact of Covid19. It is possible to stay overnight, go for lunch or to a cafe and visit cultural attractions of the city, which offers free entry to monuments, city tours or selected events free entrance. The success of the project was greatly influenced by the way the project was promoted. A significant part of the project was a media and marketing campaign. To promote the project, an image campaign was created, which contained special photos with captions, which were shared on social networks and in the form of PPC advertising. The project was also promoted in the form of advertising on billboards located in Prague, Brno and other major cities, through posters placed in regional cities and printed leaflets. The project was promoted on the radio, where actor David Gránský became the voice of the entire campaign, as a native of Znojmo.

Results: The results of the project could be assessed based on the growth of attendance of participating companies and cultural objects in the monitored period (summer season 2020, 2021). From June to September 2021, more than 81,000 visitors visited cultural monuments in Znojmo city. More than 22,000 vouchers were received at the box office and almost 130 entrepreneurs took a part in the project. The most visited tourist attractions in the city of Znojmo in 2021 belonged to Znojmo underground, which visited in the summer season nearly 38.5 thousand tourists and the town hall tower with almost 24,000 visitors. Other attractions such as the Brewery Exposition, city tours and fortifications have experienced extraordinary interest this year thus we can assess that attendance in Znojmo increased by almost 33% on average compared to 2019. This season also showed new trends in travel to domestic destinations. There is an increasing interest in individual trips to nature, but also the number of days spent in accommodation facilities (František Koudela, director of Znojemská Beseda).

Table. 1 Growth of the number of visitors to monuments in Znojmo in the period (1.6-30.9 2020/2021) in comparison with 2019

Monuments/ growth	2020	2021
Brewery exposition	146%	72%
Town Hall tower	103%	47%
Castle Fortifications	123%	34%
City guided tour	5%	14%
Znojmo Underground	20%	11%

Table 1 shows the growth of attendance of selected monuments in the period of (1.6-30.9 2020/2021) in 2020 and 2021 compared to the same period in 2019. The table shows the rapid growth in the attendance of the monuments in 2020 compared to the previous year. In 2020, the attendance of the brewery exhibition increased by 146%, in the town hall tower by 103%, the fortifications by 123% and the Znojmo underground by 20% and city tours by 5% compared to 2019. In 2021, we can see a decrease in attendance compared to 2020 by almost three-quarters of visitors at the fortifications, by almost half at the exposition of the brewery, town hall tower and the Znojmo underground, and an increase of two thirds at city tours. Compared to 2019, attendance was higher in the exposition of brewing by 72%, town hall tower 47%, fortifications by 34%, 14% and Znojmo underground 11% compared to 2019. Therefore, if we compare the attendance for the observed





period when the project with attendance took place with a period in 2019 before the beginning of the project, the increase in attendance of the monitored monuments can be considered significant.

Statistics of attendance of individual facilities (catering, accommodation and other services) in the monitored period are not officially available. The results of attendance of the participating companies could be assessed in the form of feedback from selected entrepreneurs: "The Znojmo Zadax project was accepted very favourably by our guests, they appreciated the city's efforts to support the attendance of Znojmo city. About 40% of guests were acquainted with the event before arrival, they looked for opportunities on the city's website. Most vouchers were used to visit the underground" (Jitka Pospíchalová, Daun Palace, accommodation). "Znojmo Zadax, a project which, in our opinion, has pleased not only every tourist but also locals who have visited the monuments they have almost under their noses. For larger families, these free entries were a great money saver and for couples, it was a very positive added value to visit us. From the beginning of the summer, customers were always surprised and asked for information. However, the marketing worked very quickly and after a few summer days, when they arrived, they were already asking themselves if we were also involved in ZADAX" (Michaela Sobotová, I Love Coffee, gastronomy).

Success factors: The project successfully attracted thousands of visitors who helped restart tourism-related services in 2020. Thanks to the re-lockdown at the turn of the year 2020/2021, entrepreneurs found themselves again in a situation where they had to have their services closed or significantly reduced. For this reason, the continuation of the event was initiated in the summer season of 2021 to re-promote tourism in the Znojmo region. In April 2021, at the Travelcon professional conference of the Znojmo zadax project, the Grand Prize for Tourism was awarded. According to Jakub Malačka, it is great when, in addition to satisfied tourists, they also hear positive feedback from experts. They are very happy about it and it gives them an impetus to continue projects that will not only support entrepreneurs in Znojmo but also provide them with nationwide promotion (Jakub Malačka, Mayor of Znojmo). According to Pavla Bednářová, looking at the number of visitors, this project can certainly be described as very successful and worth following in other locations. Znojmo undoubtedly belongs to the South Moravian TOP localities, thanks to the high level of services offered, unique historical and natural wealth and diversity of opportunities for active recreation (Pavla Bednářová, director of the Central Tourist Office of South Moravia.). The project was also presented by the Moravia Convention Bureau as part of the Fam trip as an innovative tool for other actors in tourism. Significant interest was noticed about the project from the different media (printed periodicals, television and radio newsrooms).

Limiting factors: The limiting factor should be the time and financial demands of securing the project, marketing and management, the support from the project partners, the willingness of local entrepreneurs to get involved in the project and the interest of tourists to visit the destination. It is obvious, that the success of 2020 would not be repeated in 2021. It seems that the limiting factor is the need to come up with innovations every year. Otherwise, tourists will get used to the original idea and it is no longer so attractive for them.

Applicability and upscaling: The project can be applied in different locations, which offers the necessary business facilities and cultural monuments. The barrier can be the attitude of entrepreneurs and their willingness to participate in the project, as well as the attitude of visitors.





Others:

References:

<https://www.znojemskaBeseda.cz/turismus/mastozadax>

<https://znojemskaBeseda.tumblr.com/post/649068506039631872/mastozadax-%C4%8Dek%C3%A1-n%C3%A1s-druh%C3%A1-j%C3%ADzda-%C3%BAp%C4%9B%C5%A1n%C3%A9ho>

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