

TURISTIČNO ZDRUŽENJE PORTOROŽ, g.i.z.

Obala 16, 6320 Portorož, Slovenija • T.: +386 (0)5 674 82 60 • E: info@portoroz.si • www.portoroz.si

DESTINATION PORTOROŽ & PIRAN WEB PORTAL AND SOCIAL MEDIA EDITORIAL POLICY

The web portal www.portoroz.si is the official website of the tourist destination Portorož and Piran. **It is intended for the promotion of tourism, improvement of the recognisability of the destination at home and abroad, for informing, and for sale of products and services for the tourism target public. Content on the website is prepared by the Tourist Board Portorož, g.i.z. (hereinafter: TBP) editorial department.**

The web portal www.portoroz.si is created to fulfil the needs of tourists and visitors of the destination Portorož and Piran, and indirectly it provides promotion of service providers in the area (hereinafter: service providers). The editorial department reserves the right to choose information to be published and to choose highlighted content.

For more accurate information on the web portal www.portoroz.si, providers of tourist services and products can become partners of the TBP and can benefit from the possibility of payable publications in different categories according to the applicable general terms and conditions and the price list published on the link: <https://www.portoroz.si/si/partnerji/zelim-postati-partner>. TBP partners are all providers of tourist services and products that complement and/or are part of the tourist offer in Portorož, Piran and in the hinterland and have signed a valid contract on marketing representation on the portal www.portoroz.si.

The aim of online content published on the web portal www.portoroz.si is:

1. Promotion: to inspire visitors to visit the tourist destination Portorož and Piran and Slovenian Istria and to build visibility and reputation of the tourist destination trade mark.
2. Informing: to offer visitors access to all the practical and useful information that they need for a pleasant and inspiring visit of the destination.
3. Sale of products and services that TBP carries out independently or in cooperation with partners.

With its activities the editorial department of the web portal www.portoroz.si follows the TBP programme policy that complies with the Strategy for Development of Tourism in the Municipality of Piran to 2025, published on the link: <https://www.portoroz.si/si/partnerji/strategije/strategija-razvoja-turizma> that is based on the national Strategy for the Sustainable Growth of Slovenian tourism 2017–2021.

The web portal www.portoroz.si is intended for raising interest in 5-star experiences and other tourist offer that the destination offers potential visitor. The offer for the target audience is divided into following content sets:

- active,
- romantic,
- authentic,
- relaxing,
- family,
- gourmet,
- business.

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The editorial department of TBP publishes in those content sets the recommended offer of partners that:

- is intended for tourists,
- is evidently provable and recognisable (giving priority to the boutique and local offer),
- has an administrator that regularly updates basic information on the offer and regularly informs TBP about the changes.

The web portal www.portoroz.si is not a catalogue of tourist offer in the destination. The editorial department avoids publishing extensive lists of service providers by categories. The website is not intended for improving or even ensuring online visibility of service providers in cases when the submitted material is incomplete or even non-existing (without quality photos, appropriate content, contacts, etc.). For content to be published, the service provider's administrator must send material in accordance with the appropriate material provisions listed in this document.

1. Procedure for the publication of content

The service provider fills in a form to receive the offer for cooperation at this link:

<https://www.portoroz.si/si/partnerji/zelim-postati-partner>. After receipt of the form, the editorial department sends an offer and a contract according to the content of cooperation.

After the both parties sign the contract, the editorial department sends the *Form for presentation content on the web portal* to the service provider's administrator. The service provider's administrator sends the completed forms and all necessary appendices in suitable formats and in digital form.

The editorial department can in agreement with service provider adequately modifies the materials and prepares them to be published on the web portal. If the materials are suitably prepared, the deadline for publication on the web portal is 10 working days. Work is done, when service provider's presentation is in accordance with the contract published on the web portal. Service provider is responsible for the content of the publication (truthfulness of the claims, copyright etc.).

2. Editorial criteria for publication of content

The editorial department prepares received materials for publication and ensures publication if the materials meet the following criteria.

Basic editorial criteria for publication:

1. Proven quality – the editorial department chooses for publication the offer that (meets at least one of the following criteria):

- has received high rates from foreign users on relevant sites such as TripAdvisor, Google Maps, Booking.com, etc.
- is recognised as a quality offer from experts in relevant media and/or blogs.
- has other formally recognised Slovenian or foreign certificates for quality offer that are relevant for tourism (Travelife, Slovenia Green, Gostilna Slovenija ...).

2. Visibility: service providers must also have their official website in a foreign language, it must contain information relevant for foreign visitors, and it is recommendable that they are present on TripAdvisor and Google Maps/Google Business Manager.

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3. Tourism character: service providers must be open for individual tourist visits during regular opening hours. Staff members must be able to communicate with visitors in a foreign language.

4. Attractive visual appearance and safe access: these additional criteria are intended especially for outdoor sightseeing attractions, natural beauty, hiking and cycling trails, vantage points and photography spots that are freely accessible.

Additional editorial criteria for publication:

- offer must match the interests of identified users group on key target markets,
- offer can enrich current content of the offer at the destination,
- accommodation fulfils all regulatory conditions for letting accommodation for tourists and pays tourist tax.

The editorial department chooses and publishes the offer which meets those criteria. The editorial department reserves the right not to publish the content provided by the service provider's administrator, if they decide that it does not meet the publishing criteria.

On the web portal www.portoroz.si and in accordance to the criteria and conditions for publication in cooperation with administrators, the editorial department publishes the following types of tourist offer:

- events,
- attractions (cultural and natural),
- activities,
- accommodation,
- inns and restaurants,
- confectioners and coffee shops
- clubs, bars, pubs
- shops with local products,
- Istrian wine growers and olive farmers,
- wellness providers,
- other local tourist offer (local products and services),
- locations and offers for weddings,
- 5-star experiences (one day or more),
- special offers (in accordance with the Special Offer price list).

The editorial department does not edit the content in regard to information about the offer and is not responsible for the accuracy of the data received from the provider's administrator, but it reserves the right to choose the place where the content will be published, to appropriately formulate the description, choose the most suitable photographs and highlight content as they see fit and in accordance with the content concept of the web portal www.portoroz.si.

The provider's administrator takes overall responsibility for the accuracy of the sent data regarding the presentation of the content in their care. The editorial department is not responsible for the accuracy of the published data. Please find more information in the Legal Notice on the following link: <https://www.portoroz.si/si/turistico-zdruzenje-portoroz/pravno-obvestilo>.

3. Special editorial criteria for the publication of events

For the publication of events the form on the following link must be filled in: <https://www.portoroz.si/si/objava-dogodka>. To highlight and present to the target public the relevant

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selection of the best of what the destination has to offer, the editorial department will choose for publication only contents that point out the best and for tourists the most interesting and notable events. The goal of the site is to offer a guide with the most interesting events at the destination Portorož and Piran and with the biggest and the most notable events in Slovenian Istria.

The basic criteria for publication of events are: the location of the event execution is in the Municipality of Piran or in Slovenian Istria; the event is interesting for the target public at which we are aiming; accessibility and relevance:

- among bigger events we only publish those that are interesting to the general public and actively promote the destination Portorož and Piran or Slovenian Istria and attract Slovenian and foreign visitors,
- among smaller events we only publish those that have a strong tourist significance (tradition, history, cuisine, sustainability) and are not intended only for a Slovenian audience.

The editorial department withholds the right not to publish received content if it estimates that it does not meet the publishing criteria. TBP is not the organiser of all of the published events. On the web portal www.portoroz.si the following types of events are published:

- bigger concerts and all notable events,
- a selection of interesting events that have free entrance and/or are held outdoors,
- festivals with a wider reach,
- bigger, high-visibility theatre performances with subtitles,
- bigger, high-visibility exhibitions,
- other interesting open-air events and street events that are related to tradition, history or cuisine,
- fairs, which are interesting for foreigners (culinary fairs, handicraft, art fairs ...),
- events for niche interests that match with those on our target markets,
- international sports championships and high-visibility sports events,
- events in public area that are co-financed or supported by TBP.

On social media TBP posts the following events:

- bigger concerts and all notable events,
- a selection of interesting events that have free entrance and/or are held outdoors,
- festivals with a wider reach,
- bigger, high-visibility theatre performances with subtitles,
- bigger, high-visibility exhibitions,
- other interesting open-air events and street events that are related to tradition, history or cuisine,
- fairs which are interesting to foreigners (culinary fairs, handicraft, art fairs ...),
- events for niche interests that match those of our target markets,
- international sports championships and high-visibility sports events,
- events in the public area that are co-financed or supported by TBP.

All the above-mentioned events are posted no more than once a week for the coming weekend or week in a common post where an individual event is highlighted and tagged. The obligatory condition for highlighting the event is that it is posted on Facebook.

The following types of events are not published on the web portal www.portoroz.si and on TBP social media:

- concerts of performers that are popular among the Slovenian audience but not interesting to visitors from our target markets,

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- smaller concerts that can only be carried out on a smaller scale due to the limited number of seats,
- films that are not intended for guests at the destination,
- theatre and dance performances (with the exception of world-renowned guest performances),
- performances and creative workshops for children and other family events that are not intended for guests at the destination,
- creative workshops in museums and galleries, guided tours of exhibitions.
- dance (with the exception of world-renowned guest performances)
- opera and ballet performances (with the exception of world-renowned guest performances),
- specialist lectures, literary events, conferences,
- sport championships and local matches (with the exception of sport festivals and bigger events that contribute to the promotion of the destination with their high visibility),
- fairs which are not interesting or adapted to guests at the destination,
- modern art performances and performances intended for a narrow audience,
- sales and smaller exhibitions where the offer is not adapted to foreign guests,
- local events without any tourism-related dimension,
- events intended for gathering funds,
- events for the marketing and promoting of trade marks.

The chosen events will be published on the web portal, and the editorial department will share some of the bigger or more relevant events by other communication channels (Facebook) as they see fit but the sole submission of an event does not guarantee that. The editorial department does not publish events for which it does not receive usable entry data and suitable photographs from organisers, and those which, due to late notification (at least 2 weeks prior to the event), by the organiser do not have the chance of a wide reach.

4. Provisions for suitable material for publication on the web portal

Visual material must be in high resolution, at least 1000x800px, horizontal, without text and logos, in .jpg. The name of the photographer must be mentioned. The provider's administrator guarantees that the use of the material does not violate copyright laws or third-party licences. You can read more about this in the section Publication of partners' copyrighted content.

The editorial department reserves the right to change the material for the purposes of the web portal.

5. Online sale of products and services

In the context of commercial activity as an intermediary TBP sells products of other legal entities, especially for those which organise guided tours, excursions and organised activities for tourists. There is an online booking system for accommodation and activities on the web portal www.portoroz.si. The booking system is supported by the database on their availability. TBP places in the online booking system products selected with regard to strategic goals connected to marketing activities and destination promotion. Products represent chosen experiences at the destination that have a significant influence on the positioning of the destination trademark with target user groups in target markets and as such have significant promotional value. Therefore, TBP includes in its online booking system only products it considers to be the most suitable for the sales and promotional goals of positioning the destination in its key target markets.

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The criteria for including products in the online reservation system are:

- the provider has, in accordance with the plan regarding marketing activities with TBP, signed a contract on mediation in the sale (i.e. the Contract on Marketing Representation on the Portal www.portoroz.si),
- the product is a part of the destination Portorož & Piran strategic development priorities (in the case of own products and products developed within the framework of projects with TBP external partners),
- an interesting and sellable product in comparison to its competition and variety of supply, with emphasis on the products that are carried out in Slovenian Istria,
- feasibility of the product for individual guests (basic conditions are participation of at least 2 persons and organised return transport from Portorož and Piran)
- excursions and communication with users conducted in Slovenian and different world languages,
- interesting and sellable product for target groups of guests,
- number of chosen products that are already selling,
- reliability of the product provider in past cooperation (product must be carried out under the agreed conditions and at the agreed times).

Providers must take care for the accuracy of data and bookings and for the correct and consistent execution of programmes.

6. Publication of providers' copyrighted content

In accordance with the provisions of the Zakona o avtorskih in sorodnih pravicah (Official Gazette of the Republic of Slovenia, No. 16/07 – official consolidated version 68/08, 110/13, 56/15 and 63/16 – Collective Management of Copyright and Related Rights Act, hereinafter CRRA), copyrights for photographs and other copyrighted material that are published online by TBP belong to the photographers and other authors from whom TBP has, in accordance with the provisions in the CRRA, preliminarily bought out the copyrights.

In the case of material that is obtained and sent to TBP for publication by providers, the responsibility for transfer of copyrights lies exclusively with the provider. TBP does not take responsibility for published materials obtained by the provider. Even in cases when TBP receives photographs or other copyrighted materials from the provider, TBP always tries to ensure information about the author. If TBP does not obtain information about the author, it proceeds in accordance with the CRRA and states the publisher or issuer of the work.

It is the responsibility of the provider to forward the editorial department all necessary information on authorship in accordance with the CRRA. If provider fails to do so, the editorial department and TBP do not assume any responsibility for stating the authorship of the material in accordance with the CRRA. If the material gained by the provider is disputable regarding copyrights, the editorial department will remove the material from the publication after receiving a notice. TBP will not solve other complaints in this regard and will direct them to the provider that had forwarded the material and allegedly did not comply with the TBP editorial policy. In those cases, the provider's administrator who sent the material is exclusively responsible for copyrights of used material.

7. Publication of copyrights on social media

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In its posts on social media (Facebook, Instagram, LinkedIn) TBP uses photos for which it has bought the copyrights and photos that it received from providers and event organisers for promotional and non-commercial publishing purposes.

In its posts on social media TBP does not publish the names of authors of photos because the social media platforms do not enable it by default. In cases when TBP shares posts from other authors on its social media sites, the source of the photo is visible from the original social media post. In those cases the natural or legal person who created the shared post is exclusively responsible for copyrights of the used material. It should be taken into account that, in accordance with the general terms and conditions of social media, photos and other copyrighted work published on social media become available for free distribution for all that have access to those materials.

Portorož, 01./01/2023