

Title of the project: Western Balkan Adventure and Discovery Tour

Acronym: WBAADT

Project duration: 18 months (1 April 2013 - 30 September 2014)

Lead partner/coordinator: Exit Team (*Serbia*)

Partners:

- Mondo ltd (*Croatia*)
- Supra (*Slovenia*)
- Association for Culture and Art (*former Yugoslav Republic of Macedonia*)
- Ostfest ltd (*Netherlands*)
- National Tourism Organisation of Montenegro (*Montenegro*)

Short description of project:

WBAADT is a transnational initiative connecting five countries - Slovenia, Croatia, Serbia, Montenegro and former Yugoslav Republic of Macedonia - through attractive summer music festivals and youth tourism actions. Combining exciting events with diverse cultural heritage and natural beauties of the Western Balkans in one tour, the project is shaped around one of the biggest success stories of youth tourism in Europe - EXIT music festival in Serbia.

Main objectives of WBAADT project were to:

- contribute to a better positioning of the Western Balkans on European and world's tourism markets through the creation of transnational sustainable tourism product based on youth tourism as the main theme
- improve the visibility of the transnational route as well as marketing and promotional capacities of tourism stakeholders in the targeted region
- increase tourist flows and contribute to the growth and employment in the regional tourism sector
- encourage initiatives for public-private partnerships for the development of the tourism sector in the targeted countries and higher involvement of SMEs and local authorities
- exploit and further enhance unused potentials for youth tourism in the Western Balkans
- promote cooperation and stability in the region

Main results and deliverables:

- **3 new festival tourist routes** created: Slovenia-Croatia-Serbia, Serbia-Montenegro, Montenegro- Former Yugoslav Republic Of Macedonia & Serbia- Former Yugoslav Republic Of Macedonia
- **5 WBAADT promotional music events** on festivals organized in Slovenia – Ljubljana (5/7/2014), Croatia – Zrce Beach (8/7/2014), Serbia – Novi Sad (13/7/2014), Montenegro – Budva (16/7/2014) and former Yugoslav Republic of Macedonia – Dojran Lake (26/7/2014) with over 18,000 visitors. All festivals together attracted around 300,000 people.

- **1 promotional WBAADT campaign** realized – 1,200,000 followers on social networks, 1399 accredited journalists, over 1000 published articles in Europe. A strong impulse for greater visibility of the project and attraction of visitors was the fact that **Exit Festival in Serbia and Sea Dance Festival** in Montenegro received the awards **“Best European Major Festival”** and **“Best European Medium-Sized Festival”** respectively by the **European Festival Awards**. These are the **most prestigious awards of this kind** being that more than **360 festivals from 34 different countries competed for the European Festival Awards**. Over **620,000 festival fans and 200 music experts and journalist from all over the world voted for EXIT festival**. Benefits of this award multiplied all promotional effects of EXIT Festival, Serbia and Balkans as well as 3 new tourist routes developed as a part of Western Balkan Adventure and Discovery Tour (WBAADT) project.
- **1 TV show series “Summer festival report”** broadcasted in the Western Balkans region reaching more than 2,000,000 people. The TV show depicts the atmosphere & fun of festivals and beauty of destinations in Slovenia, Croatia, Serbia, Montenegro and former Yugoslav Republic of Macedonia - <http://www.exitadventure.org/home.php> (video zone). Partnership was established with regional MTV station, a logical partner when it comes to promotion of popular culture, music and fun. Nine “Summer Festival Report” episodes covered the WBAADT events & parties in Ljubljana, Zrce, Novi Sad, Budva and Dojran Lake bringing interviews with visitors and performers who shared their impressions and invited audiences to visit the interesting musical events across the Balkans. The show ran for 9 weeks, with total of 63 broadcasts. Edited and hosted in a very amusing but informative way, “Summer Festival Report” gained popularity.
- **100,000 copies of promotional materials** (50,000 posters & 50,000 leaflets) distributed across the Western Balkan region;
- **25,000 copies of the brochure** about the WBAADT project and the transnational tour distributed to tourists across the Western Balkan region. The brochure is available on English language;
- **Networking of stakeholders and promotion** on 5 international tourism fairs and 5 professional gatherings in sectors of tourism & creative industries. A platform for cooperation of tourism stakeholders was created and strong links;
- **1 Press Caravan** on a transnational route realised connecting 5 countries of the Western Balkans with participation of 72 journalists from 10 countries;
- **1 Tour Operators Study Trip** on a transnational route across 5 countries realized with representatives 28 tour operator agencies, non-governmental institutions, music and festival industry and other tourism stakeholders from 16 countries;
- **1 WBAADT internet portal** <http://www.exitadventure.org/> created, containing information about the festival destinations must see/visit places, atmosphere, cultural sights and interesting facts. The portal is available in English language.

Contact: Ms Ljubica Vranic, office@exit-festival.org

<http://www.exitadventure.org/>

<http://www.exitfest.org/en>