

HORSE BASED TOURISM - HBT BRAND

A sound and attractive service is not enough!

It is imperative that the service or product is presented in the right way, at the right time and to the right people. However, to achieve this goal, a strong brand is needed.

A comprehensive corporate identity forms the brand's identity and reflects its strategy, vision, character and mission.

AIM

The main purpose of the HBT brand is to establish integration and market penetration, sustainable impact and visibility of newly developed integrated tourism programmes, which shape an attractive, diverse and specialized high-quality offer that invokes trust and is suitable for various target groups: families with young children, larger groups of children and adolescents, young travellers, seniors, people with disabilities, as well as incentive and team building groups.



APPERIRANCE

The HBT logo features a name, an acronym and a sign of round prominent shape, thus symbolizing a touristic experience in the world of horses and synergy with nature. The green colour alludes to nature and represents freshness, sustainable development and harmony with the outdoors. The blue colour represents water - specifically a river, which points to the flora and fauna, sustainable development, coexistence, cohabitation with nature and the environment. The psychological effect of blue and green implies relaxation, freedom and contentment. One part of the brand consists of the name "Horse Based Tourism" and the abbreviation HBT.



PERSONALLITY

The personality of the brand represents all internal (values, philosophy, culture), external (corporate identity, setup) and behavioural characteristics of the brand. The very name of the brand points towards an adventure with horses. Depending on the chosen typology, the HBT brand has a robust personality and informs potential customers - tourists - of its sporty, strong, natural and "external" character (it likes to be outdoors). Therefore, it is addressing target groups that seek adventure, love to explore, spend time in nature and relax with horses, are active, adventurous and ecologically conscious, while appreciating tradition, local offer and heritage of a particular environment. The combination of colours reflects sustainable orientation of designed products and the integration of natural resources, which makes it clear that the HBT brand builds on green tourism and follows development trends.

NAME AND IMAGE PRTOCECTION

A brand or trademark represents intellectual property of an organization, while it is an intangible asset that must be protected to achieve optimum value.

Optimal management of intellectual property helps to place the company among the top industry contenders on the market - increasing product or service visibility, establishing commercial advantage over competitors and guaranteeing freedom of functioning on the market. The HBT brand is registered at the Slovenian Intellectual Property Office.

HORSE BASED TOURISM-HBT: A SUCCESSFUL TOURISTIC DESTINATION

Modern-day tourists are embarking on new adventures to break away from the monotony of everyday life, increasingly opting for active vacations, while seeking for creativity and diversity. HBT programmes offer an outdoor experience that combine traditional elements with modern solutions and strive to establish a successful and attractive cross-border destination. The HBT brand thus reflects the creativity, sustainability and innovation of a successful tourist destination, combining elements of the so-called MODEL 10A.

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Awareness - It is essential that tourists, users and providers of HBT programmes are well aware of its content, opportunities and commitments. This is provided through workshops and training programmes for professionals in the field of tourism and equestrian activities as well as an integrated communication approach aimed towards the public. The HBT content is based on sustainable forms of heritage tourism, thus contributing to preservation of natural and cultural heritage and raising awareness of sustainable approaches.
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Attractiveness - HBT programmes are enriching the existing tourism offer by incorporating innovative approaches (3 new horse-carriage models, an equestrian glamping park, a new equestrian centre with an adventure-based concept and a horse-carriage exhibition), they link the existing local offer and new tourism programmes (establishment of horse-carriage trails, which build on local offers and elements of natural and cultural heritage) and with their appeal attract different audiences.
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Activities - The integrated HBT tourism programmes involve a variety of equine-based activities (horse-drawn carriage rides, horseback riding, walks with horses, horse carriage exhibition), while involving local providers.
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Availability - Cross-border HBT programmes are presented in accordance with a comprehensive communication strategy that involves audience development by addressing various target groups via multiple channels (media contributions, social networks, HBT website, publications and trade shows).
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Access - Providing access to tourism venues for people with special needs for independent use of tourism services. HBT programs, unlike conventional equestrian tourism, are suitable for a wider audience. The 21st century horse-drawn carriage is equipped with a lowering mechanism, which makes it easier for people with disabilities to access the carriage, moreover there is also adequate space for wheelchair placement.
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Appearance - Visibility of the products, the overall appearance, creation of a positive image. Representation of HBT programs steams from a common brand, shared media coverage and representation at trade shows, as well as stakeholder networking.
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Appreciation - Creating or increasing the value and quality of tourism programmes. This will be achieved through organisations gathered under the non-formal HBT interest group, which enables the creation of a support environment to ensure growth and sustainability.
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Action - Implementation of strategic and marketing plans based on the newly formed HBT business model to ensure competitiveness and successful marketing of HBT products and services.
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Assurance - Compliance with security requirements and principles of transparency and credibility. The HBT concept is the results of cooperation between organizations that have been professionally working in the equestrian and tourism field for years.
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Accountability - Measuring the quality and adequacy of programmes based on a comprehensive evaluation plan for assessing the HBT concept.