



Co-funded by the
Erasmus+ Programme
of the European Union



Summer school

SUSTAINABLE DEVELOPMENT OF YACHTING AND CRUISE INDUSTRY

Marketing strategy in Port of Kotor

**Lecturer: Maja Danilović
Kotor, 22/7/2022**

Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP



Co-funded by the
Erasmus+ Programme
of the European Union



Summary

- Brand developing
- Infrastructure
- Communication
- Service standard
- Media
- Feedback





Co-funded by the
Erasmus+ Programme
of the European Union



Brand developing

- meeting tradition
- education
- raising industry
- community branding
- network
- the brand



Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP



Co-funded by the
Erasmus+ Programme
of the European Union



The Brand

- Since 2006 Port of Kotor has specialized in providing services in maritime tourism and 10 years after became one of Europe's most popular destinations. As the first cruising port in Montenegro, we are honored to be ***a port of national interest.***
- Visual identity
- Market research
- Meeting expectations
- Experience
- Quality
- Price

Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP



Co-funded by the
Erasmus+ Programme
of the European Union



Infrastructure

Office building



Passanger terminal





Co-funded by the
Erasmus+ Programme
of the European Union



Communication

- **Local coordination: municipality, turistic organisation, shorex, port agents**
- **Indirect marketing**
- **Fairs**
- **NTO**
- **Digital marketing channels**
- **Customer feedback**



Co-funded by the
Erasmus+ Programme
of the European Union



Service standard

- Management quality system
- Cruise Critics Award
- ISSO 9001; 14001



2018 Cruisers' Choice Destinations[®] Awards



Co-funded by the
Erasmus+ Programme
of the European Union



Media

- Branding content
- PR pages
- Frequent interview communication
- Advertising
- Social network channels

INSTAGRAM LOGO



1 / 10
Kotor



Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP



Co-funded by the Erasmus+ Programme of the European Union



Feedback

#portofkotor



Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP



Co-funded by the
Erasmus+ Programme
of the European Union



Thank you for your attention!

Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP