

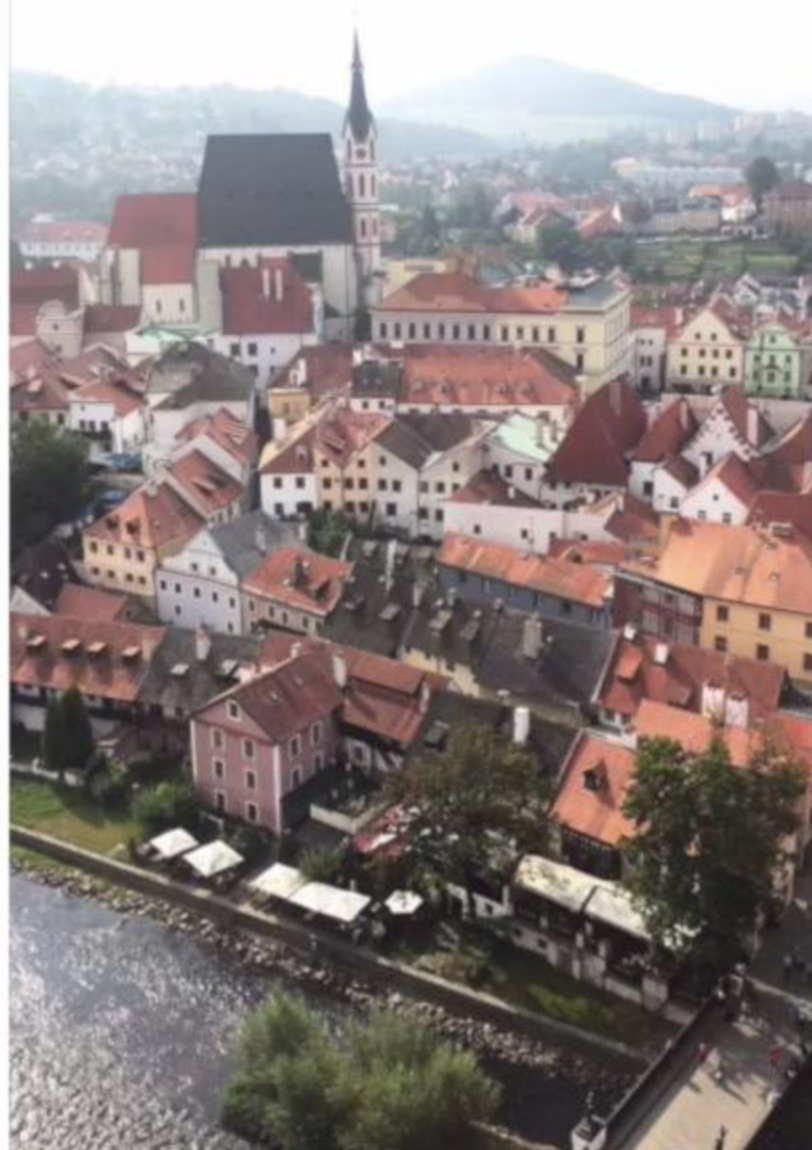
VÝSTUPY PROJEKTU A PARTNERSKÝ MARKETING

Tomáš Kadlec

VÝSTUPY PROJEKTU

- Unikátníh obsah
(vlogy, fotky, IG stories, Snapchat stories, FB live stream)
- Zvýšení vizibility (#visitCZ a # partnerů)
- Fotky k volnému užití pro nekomerční účely
- Komunitní sepjetí a navázání dlouhodobé spolupráce
- Prohloubení partnerské spolupráce

Český Krumlov #visitCZ



@visitCZ

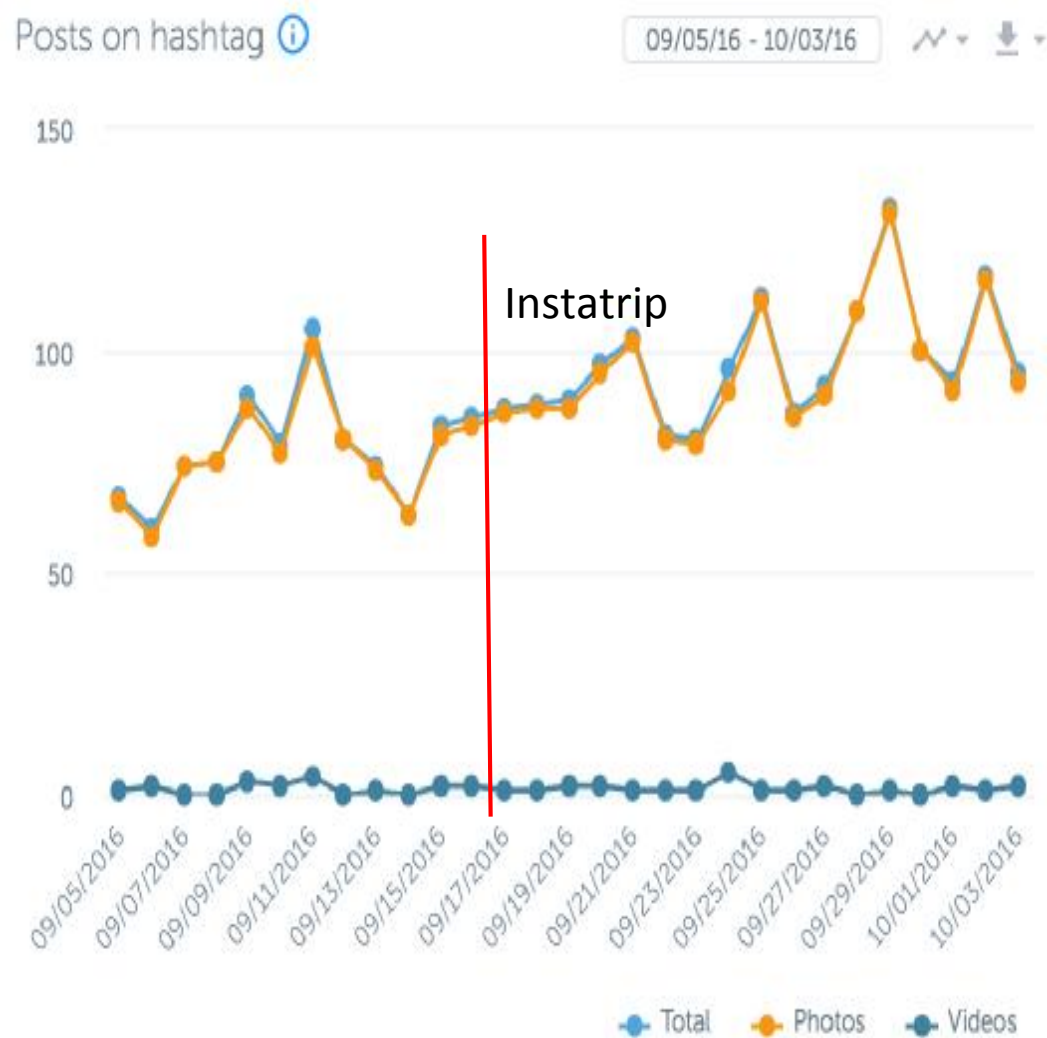


stagram
Stories

**TRAV
MASS**

CzechTou

Počet postů označných s hashtgem #VisitCZ



Followers growth



Počet komentářů u příspěvků označených hashtagem #VisitCZ



PARTNERSKÝ MARKETING

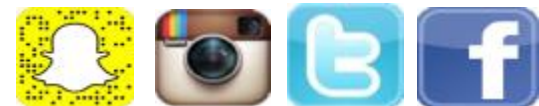
Poslání

=

**Spojení lokálního genia loci s globálním
digitálním zásahem**

PARTNERSKÝ MARKETING

- Spojíme se (nejen) přes Instagram
- Větší vizibilita/povědomí o destinaci a službě
- Prohloubení partnerství
- Větší ziskovost
- Trvale udržitelný rozvoj











MOŽNOSTI ZAPOJENÍ DO INSTATRIPU

- Kofinancování + lokální know how
- @mention na Instagramových profilech influencerů
- FB live streaming očima influencerů - Kašperk
- Příspěvek na našem FB profilu (500k+Fans)
- @označení na našem IG profilu (20,4 K followers)
- Takeover IG profilu
- @označení na našem twitteru
- Participace na pre-trips a post trips



kardinalmelon
Bohemian Switze...

Following

22.5k likes

1w

kardinalmelon Last week
@northern_hikes took me to amazing
Bohemian Switzerland National Park
#northernhikes ❤️ It is just 2 hours from
Prague 😊 Prag'a giderseniz, 2 saat
uzakliktaki bu nefis ulusal parka da gidin
vaktiniz bolsa, muthis bir dogasi var 🌿
#visitCZ #czechrepublic

view all 223 comments

valde_tv Dope

thebestdestinations Perfect shot dear 🙌

estercuni ❤️

szrozturk Fairy Tale 🍷🌲🌊🌲🍷

a7noor7 جميل

northern_hikes In love with our
homeland. Thanks for visiting ! :)

achmadsholeh So Great 😊😊

mehmet.nurcan 🙌



Add a comment...





awesome.earth

Follow



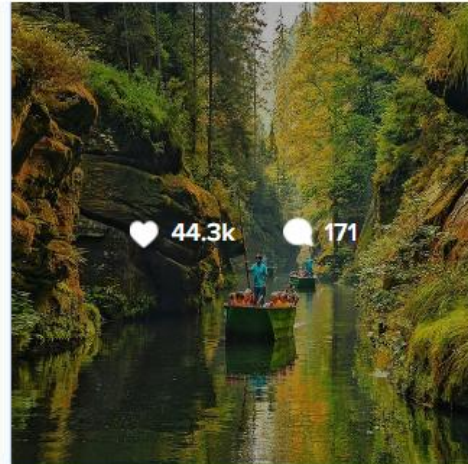
...

2,310 posts

3.3m followers

36 following

AWESOME EARTH *Follow your dreams* awesome.earth2014@gmail.com
Oldkyrenian@gmail.com bulkncheap.com/collections/lion





roamtheplanet

Following

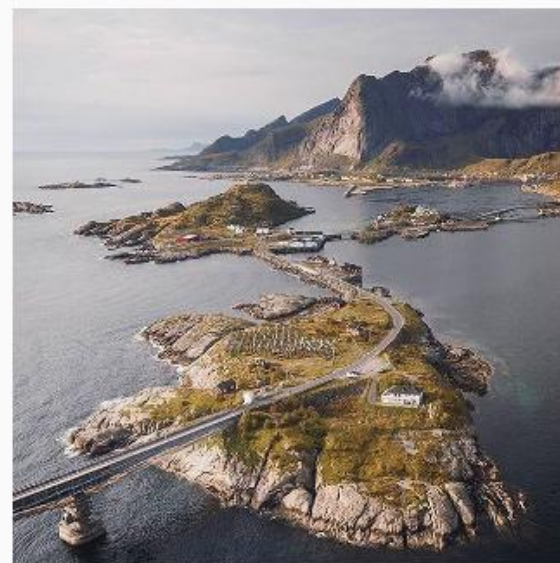


1,404 posts

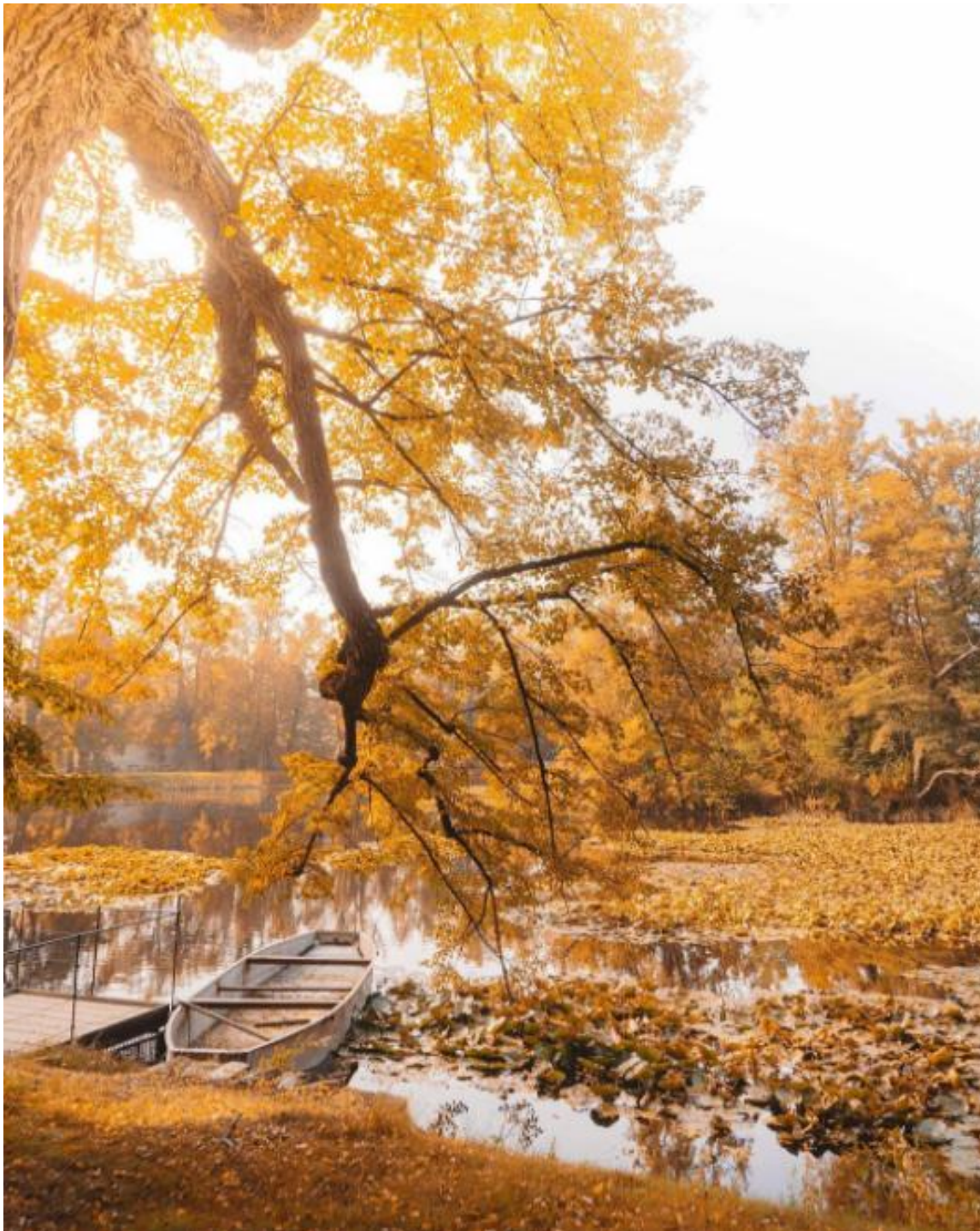
549k followers

237 following

ROAM THE PLANET A community built on a passion for adventure Business:
roamtheplanet@outlook.com Share your story: #roamtheplanet



CzechTourism



visitcz
Český Krumlov

Following

1,427 likes

5d

visitcz Who else loves Czech Republic in the Autumn? This photo was take along the outskirts of Český Krumlov ☐:
[@andyto](#)

oysteinhaven77 🍂🍂🍂 Love it 👍

mankarepa It was taken recently? Feels so early for the leaves to be so yellow

danekpavel Awesome [@andyto](#) 🍂

soheilghobadi [@joddypaparaz](#)

behradjavidan [@ehsanrhn](#)

Imtonet [@vtonet](#) 😊

vtonet [@Imtonet](#) 😊😊😊

travelwithcharl Nice! ☐☐

kabendschan Beautiful....doc and boat reminds me of Justin's

northern_hikes woow. amazing pic! ✕

ehsanrhn [@behradjavidan](#) قشنگه

westcoast_kitty Beautiful! Wow!



Add a comment...





folkmagazine

Following



11,053 posts

715k followers

3,657 following

FOLK Wandering millennials out to discover an authentic global community, story telling ramblers, & the new-good-ol-days. Media@folklifestyle.com Web/Shop: folklifestyle.com



CzechTourism



kardinalmelon
Boutique Hotel G...

Following

24.8k likes

2w

kardinalmelon Gunaydin 🌞❤️ good morning 🙌 Golden Key @asten_hotels is my home during my stay in #Prague ❤️ It is located in the very heart of the town on this beautiful Nerudova Street, two minutes by walk to Charles Bridge ❤️ #visitcz #czechrepublic

view all 203 comments

soemaritza Magnific ❤️🌞❤️

elton.santiago Fantastic

aseman.zh 😊😊

nutellamxdchen Beautiful shot. Please take a look at my profile

hakanka @asten_hotels woww super

traveltheworld9x Keep it up!

yoldaolmak Stunning dear @kardinalmelon ♥

blaxkswaan 😊😊

cacophonvofcolour love those colors



Add a comment...





beautifuldestinations 

Following



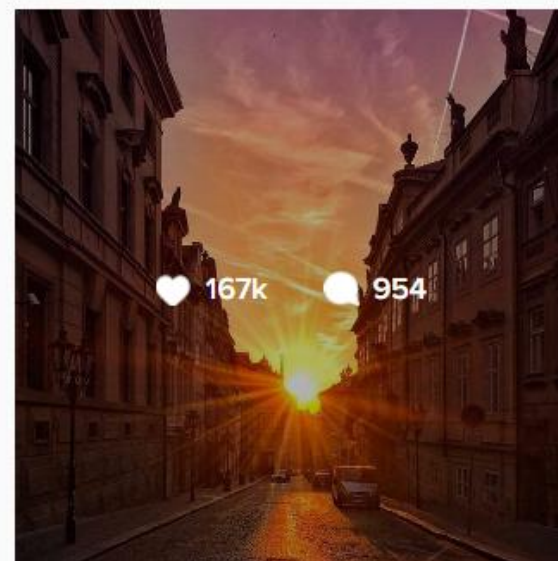
...

4,980 posts

7.2m followers

58 following

BEAUTIFUL DESTINATIONS APPLY for The World's Coolest Job! We're looking for the best talent to join the #BDTeam. Find out how: www.beautifuldestinations.com



CzechTourism



forbestravelguide

Following



1,713 posts

262k followers

685 following

Forbes Travel Guide Setting the standard in luxury travel since 1958. Terms:
<http://bit.ly/1QqQJKM>. www.forbestravelguide.com



CzechTourism

A JAK BY TO MOHLO VYPADAT?

- @Andyto - USA (100 tis. Followers)
- Inspiruje 10 fanoušků k cestě do ČR (= 0,01 % ! z jeho publika)
- USA turista = 4 500 Kč/osoba/den
- POBYT 2 dny = 90 tis. Kč pro region

Otázky?

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