



Lišov Muzeum



www.lisovmuzeum.sk

INHERIT MARKETING STRATEGY

Lišov MÚZEUM
SLOVAKIA



Co-funded by
the European Union

INHERIT Marketing Strategy Slovakia (Lišov Múzeum)

Trails & Quests of Hont region

Intro

The Erasmus+ project INHERIT – Heritage Interpretation through Digital Storytelling for Experiential Tourism Development in Rural Areas (<https://inherit-eu.com>) turns overlooked countryside stories into hands-on adventures. In Slovakia, Lišov Múzeum curates three free, AR-enabled heritage trails—Land of Roots, Whispers of Stone and Living Traditions of Lišov—bundled as “Trails & Quests of Hont.” Scan a QR plaque and the quest-springs to life with folklore snippets, craft demos and tasting stops.

Goals (2025–26)

- Welcome 800 trail users by December 2026.
- Maintain 95 % visitor satisfaction (≥ 4.5 ★).
- Convert 100 users into “Friends of Lišov Múzeum” donors.
- Secure 10 earned-media or influencer stories.
- Deliver zero-waste events and carbon-balanced operations.

Target Groups

Segment	Why They'll Come	Reach Channels
Slovak families	Free weekend nature-culture fun	Facebook Events, TikTok reels
CEE road-trippers	Unusual cross-border stories, wine & crafts	Google Maps, Komoot
Curious creatives 25-40	Instagrammable folklore, AR quests	Instagram Reels, Airbnb Experiences
School & youth groups	Experiential history lessons	Teacher newsletters, school boards
Slow-travel influencers	Authentic eco-story angles	Micro-influencer fam trips

Product

- Free self-guided trails (printed map & QR checkpoints).
- Quest
- Pop-up demos: oil-press tastings, cave lantern tours, mask-making (donation-based).
- Souvenirs: recycled-paper passports, wooden badge pins, zero-waste picnic kit.

Access (Price)

- Core experiences 100 % free year-round.
- Donation boxes & NFC tap-to-give at trailheads and museum.
- Optional paid craft workshops run by artisans.

Place

- Direct: lisovmuzeum.sk, inherit-eu.com, QR signage, museum desk.
- On-site: trail QR, festival pop-ups, guesthouses.

Promotion

- “Quest Diaries” blog, reels, mini-docs on cave dwellings & ginkgo.
- Influencer trips: from SK/CZ/PL.
- Community events: Oil-Press Picnic, Christmas fair in Lišov Museum
- Social media
- Websites

Social Media Plan

Platform	Cadence	Hero Formats	KPI 2025
Instagram	10 posts	Reels, carousels	1 000 followers
Facebook	10 posts	Events, albums, stories	4 000 followers
YouTube	Quarterly mini-doc	2–3 min doc	1 k watch-min

Partner Institutions

- Erasmus+ consortium partners – volunteers, best-practice sharing.
- Regional Tourism Organisation Tekov–Hont – Slnečný Hont co-marketing.
- Municipality of Lišov – trail maintenance, events.
- Banská Štiavnica UNESCO Centre – cross-promotion.

Media Outreach

- Local: Regina stred
- National: RTVS, Náš Vidiek
- Bi-annual press trips; photo/video

Sustainability & Visitor Management

- Digital guides, compostable cups, refill stations (zero-waste).
- Reclaimed-oak QR plates; recyclable.

Dissemination Conference – 17 Oct 2025

- Theme: “Active woman in countryside”
- Venue: Žubčany.
- Format: Conference.
- Target: 100 delegates (NGOs, educators, tour ops, journalists).

“Touch time. Taste craft. Play with living heritage.” — Lišov Múzeum × INHERIT