

MOBILE PHONE MARKETING AT LJUBLJANA AIRPORT



Mobile phone marketing is on the rise at airports. It is already operational to some level at airports in Athens, Bristol and at Slovenian Jože Pučnik Airport in Ljubljana.

New technologies make new ways of marketing possible. We are nowadays used to internet advertising but mobile phones are also increasingly used as a marketing medium.

The **Slovenian Tourist Board** in conjunction with Aerodrom Ljubljana and Creativ Interaktiv has recently launched a **Bluetooth marketing campaign** at the Jože Pučnik Airport in Ljubljana. How does it work? Passengers are informed that if they turn on the Bluetooth feature on their mobile phones, they can download important tourism information and receive various coupons. The service works at the baggage claim area which is also called Bluetooth Zone.

Those who have turned the feature on are asked whether they want information about Slovenia's shows and events. If the passengers agree, they receive a free SMS text message with instructions on how to download given information. They may read about tourist attractions and events as well as about other issues interesting for travelers. The information is available in both Slovene and English.

Airports are an ideal spot for this kind of marketing. There are hundreds and thousands of different people going through or simply waiting for their flight, which makes them an ideal target for advertisers.

Therefore increasing numbers of airports provide some kind of mobile phone services. At Bristol Airport for example a traveler may receive a discount via mobile phone. The passenger just shows the phone to a cashier and buys a product with discount. Also in Athens International Airport they offer various Bluetooth services.

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