

# Destination Marketing – Case Studies from Saimaa Region, Finland

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# Content for the presentations

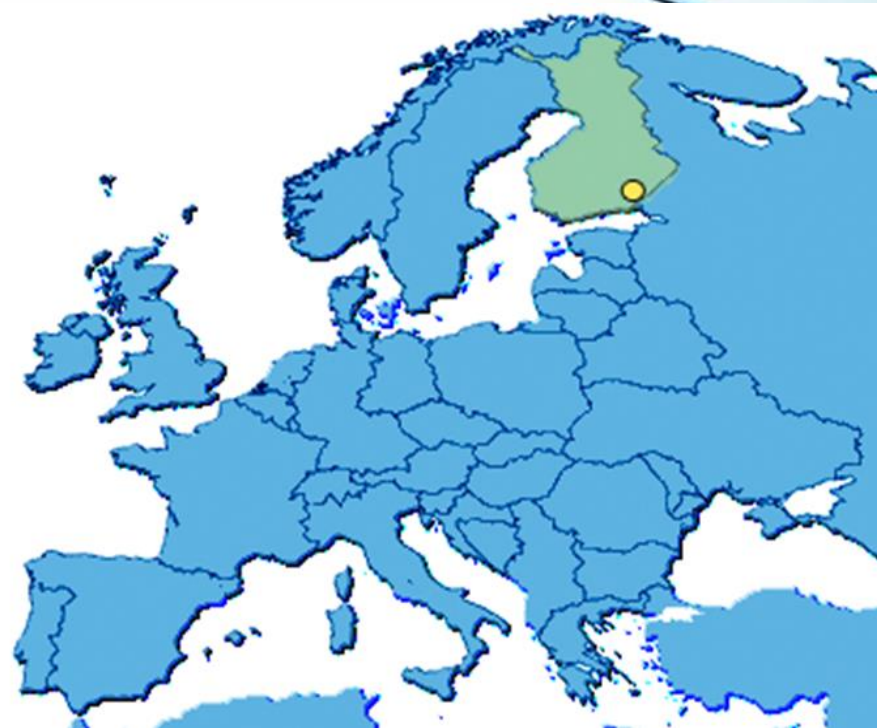
- Road Map for creating something **BIG**
  - Planning
  - Implementation
  - Results
  - Challenges
- Regional Perspective from Lake Saimaa Region
  - Holiday Club Resort
  - Imatra Spa Resort



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# Imatra on the map

Helsinki	257 km
Joensuu	197 km
Jyväskylä	257 km
Kotka	145 km
Lappeenranta	37 km
Oulu	528 km
Rovaniemi	748 km
Tampere	312 km
Turku	400 km
Vaasa	539 km
Svetogorsk	7 km



Pietari 230 km

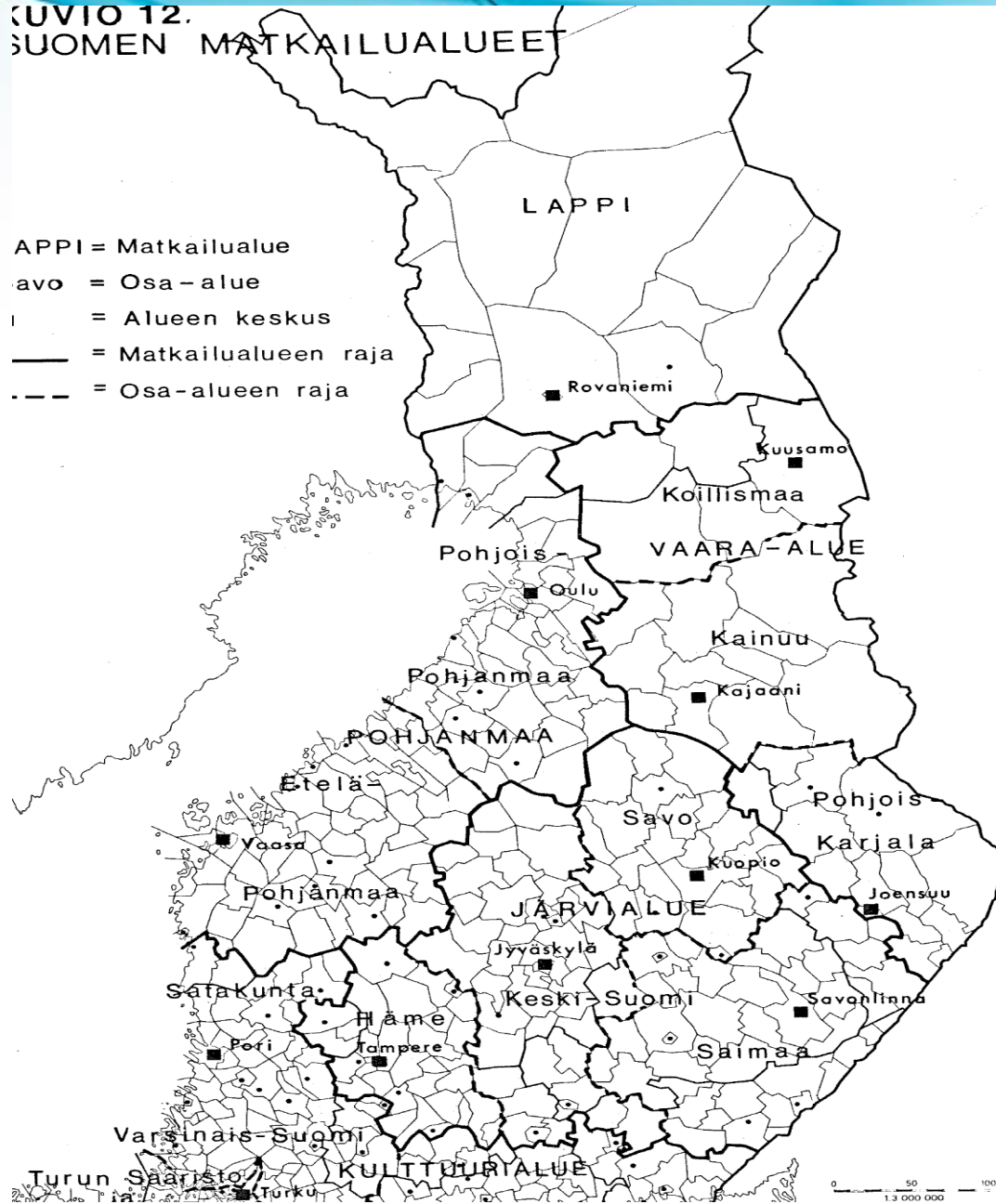


# Perspectives in marketing nations and regions (FINLAND)

1. Marketing to domestic customers
2. Scandinavia and St Peterburg in Russia
  - Culture area, Lakeland, "Hillland" "Culture Finland", Lapland, Helsinki area
3. Central Europe, Helsinki, Lakeland, Lapland
4. USA, Japan, China Southern and Northern Finland
5. Other countries, division in areas not useful

KUVIO 12.  
SUOMEN MATKAILUALUEET

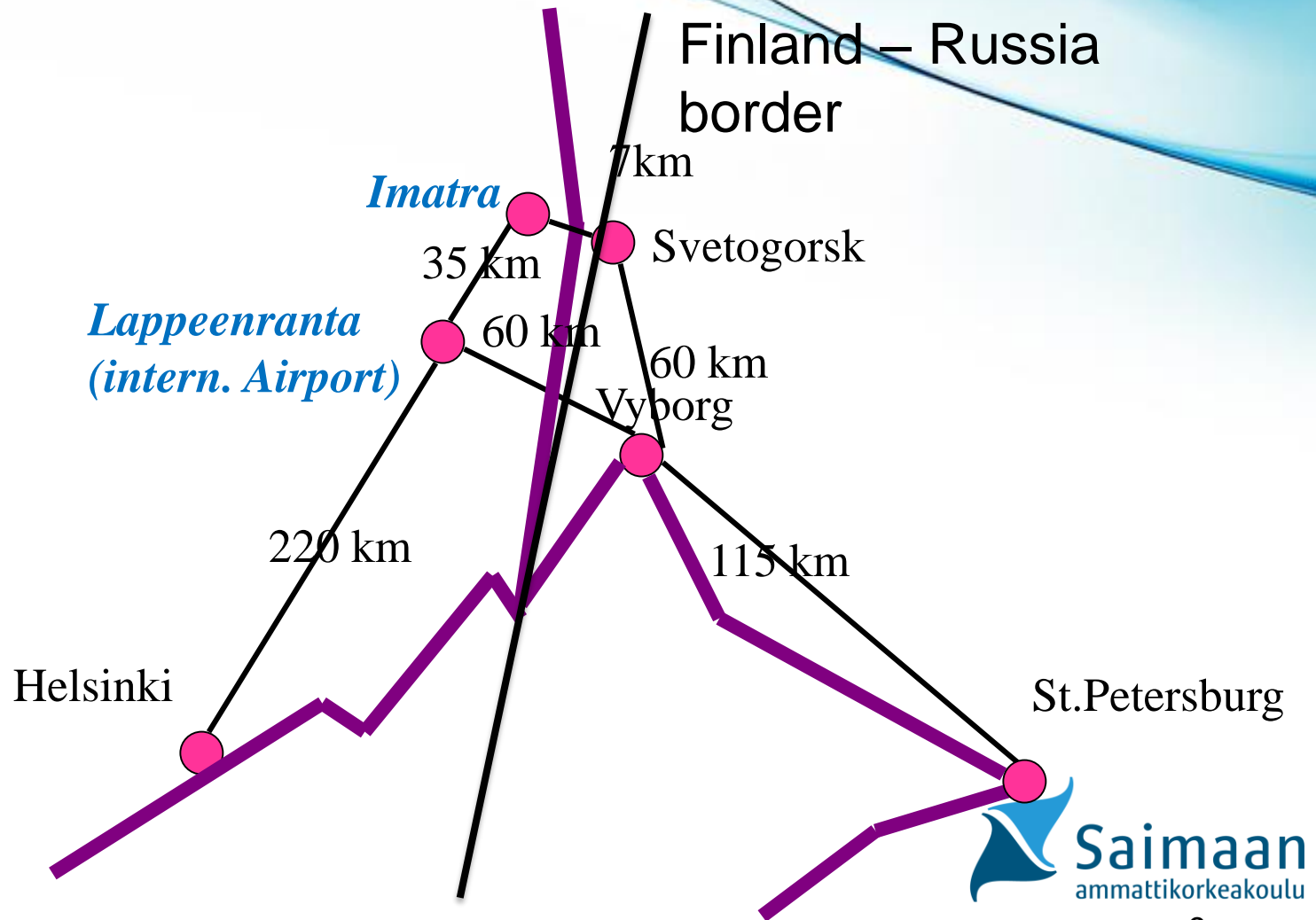
- APPI = Matkailualue
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# Geographical position of Saimaa region/South Karelia region



# Lakeland Saimaa

- Saimaa is a labyrinth of blue lakes and green islands that forms the largest lake district in Europe
  - almost 120 blue lakes and 14,000 green islands
  - Summer: Natural conditions for enjoying active holidays, including hiking, cycling, swimming, boating, canoeing or even berry picking
  - Winter: Lake Saimaa is covered with ice during the winter, still offers a great possibilities for relaxing and healthy activities like skiing, skating, winter fishing, dog sled riding, snowmobile safaris

# Regional Perspective from Lake Saimaa Region – Introduction for the Case Study

- Aim for this session is to study the Case from Imatra's point of view in South-Eastern Finland
- Special attention to destinations attractions, tourist products and market environment (especially demand from north-east Russian/St Petersburg region)
- Brief introduction for the fundamentals of general categories of tourist attractions, destination product and SWOT –analyses is given
- Conclusions

# Background information

- Motives
- Attractions categories
- Products for sale
- Operational environment
- SWOT analyses for resort
- South Karelia/Saimaa region (video)

# Motives behind tourism

- Crompton (1979) divides motives in two:
- Cultural (appeal/curiosity and learning and mental growth)
- Sociopsychological (escape, self examination, relaxation, status upgrading, relief from daily routines, uniting family circumstances, social contacts)

# Attractions gategories

- Landscapes to see
- Activities to participate
- Experiences to remember

- Most inventories of attractions use three general categories: (UN.1999. 61-66)
  - Attractions that depend primarily on special natural resources;
  - Attractions that depend primarily on special cultural resources and history;
    - traditional culture (dance, music, art, language, literature, and handicrafts)
    - traditional behaviour (daily lifestyle, ceremonies, rituals)
    - architecture and archaeological sites

- Other attractions:
  - special events,
  - general tourist activities (such as special shopping areas),
  - sport and recreation
  - conference and convention business
  - Farms, breweries and wineries, manufacturing plants and religious buildings



# Product cover

- Product is a general term that covers all attractions and services that can be sold to visitors
- A destination´s product consists of:
  - Natural attractions (e.g. mountains, forests, coastline, lakes/waterways, landscape features) as a “stage” for active business

- Built attractions (theme parks, museums, heritage centres, sports facilities, family entertainment centres, cinemas, cultural attractions, animal parks, historic sites, shopping centres)
- Tours and packages, services for travellers (e.g. shopping, restaurants, accommodations) and
- Activities (safaris, guided hiking, fishing etc.)

# Operational environment, connections and economy in Finland and South Karelia/Lake Saimaa region

- Population of Finland 5,5 million
  - Population of the region South Karelia/Lake Saimaa region 100.000 inhabitants
  - Inside 250 km: In Finland ~ 1,5 million and in Russia ~ 6 million
- Connections:
  - Lappeenranta international airport !!! (past and today)
  - Canal from lake Saimaa to Gulf of Finland (Russia and other countries)
  - High speed trains to Helsinki (capital of Finland) and StPetersburg in Russia (Population 5 million), both 2 hours
  - Motor ways and main roads to significant towns in Finland

- Economy
  - Income category: High income/OECD
  - Monthly earnings in Finland: average 3000 Euros (2009-2014)!!!!
- Climate
  - Finland has a humid and cool semi continental climate, characterized by warm summers and freezing winters???

## Finnish lifestyle:

- The Finnish lifestyle is relaxed and easy-going
- But Finns are also hard workers and the life in the busy cities are more or less stressful
- **The Finns think that the best thing about Finland is definitely the unspoiled nature**
- The Finns are generally very honest and you can trust the word
- The Finns are known as being a people of few words
  - For example small talk is a skill that Finns do not have
  - A Finn is much better listener than speaker, it's also considered to be impolite to interrupt
  - Silence is a form of communication for Finns.

# Swot analyses for resort

- When a resort is in the process of developing or redesigning its marketing program and wishes to identify its comparative advantages/disadvantages, it can undergo a SWOT (Strengths, Weaknesses, Opportunities and Threats) analyses
- Conducting a SWOT analyses provides insights that can help management build on product strengths, remedy/cure product weaknesses, identify business opportunities and counteract threats and potential threats

# Questions to be asked by management during a SWOT analyses

- What is our product ?
- What market(s) do we serve ?
- Do we have "unique selling proposition" to differentiate us from our competitors ?
- In what ways are our products better than that of our competitors in satisfying the needs and desires of targeted guests ?
- What are the special strenghts, if any, of our resort ?

- Can we boast about the appeal of our host destination and its environmental, scenic, historical and cultural features ?
- Are there any special values we offer ?
- What are the drawbacks or negatives concerning our resort that favor the competition ?
- How do we compensate for our weaknesses ?
- What threats are we facing ?
- Will these threats increase or diminish in the future ?



# Primary on-line sources (web) for case study

1. Holiday Club Resort (and Saimaa Gardens)
  - Holiday Club Saimaa: <http://www.holidayclubresorts.com/resorts/saimaa/>
  - Saimaa Gardens: <http://www.saimaagardens.com/en/>
2. Imatra Spa Resort
  - Imatra Spa: [www.imatrankylpyla.fi/](http://www.imatrankylpyla.fi/)
3. Lake Saimaa Region and market information (for both resorts above)
  - goSaimaa: <http://www.gosaimaa.com/en/>
  - Tourism - Saimaa region - A Popular Holiday Destination: [maakuntaesite.ekarjala.fi/en/](http://maakuntaesite.ekarjala.fi/en/)
  - Finnish Tourism Board: [www.visitfinland.com/](http://www.visitfinland.com/)
  - Finland Guide -> Where to go ? -> Lakeland and Lakeland Saimaa: [www.visitfinland.com/](http://www.visitfinland.com/)
  - Stevens, T. 2009. Naturally Finland ~ Wellbeing and Health Tourism in Finland
  - Russia and Russian Tourists in Finnish Tourism Strategies - The Case of the Karelian Region: [www.isma.info/download.php?file=236](http://www.isma.info/download.php?file=236)

# Holiday Club Resort/Imatra Spa Resort – SWOT analyses

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# Sources and readings

- WTO. 2007. A Practical Guide to Tourism Destination Management
- Chuck Yim Gee. 2010. World of Resorts – From Development to Management
- Kotler, P. 2011. Marketing Management (adapted Dolak, D.)
- Jakosuo, K. 2011. Russia and Russian Tourists in Finnish Tourism Strategies - The Case of the Karelian Region. Journal of Global Strategic Management 09/2011, June
- Swarbrooke, J. 2007. The Development and Management of Visitor Attractions

- Jamieson, W. 2006. (edit.). Community Destination Management in Developing Economies
- Manente, M. & Minghetti, V. Destination management organizations and actors
- Harrill, R. 2005. (edit.). Fundamentals of Destination Management and Marketing

## Further readings on web

- This is Finland: <http://www.finland.fi/Public/default.aspx?>
- Visit Finland: [www.visitfinland.com/](http://www.visitfinland.com/)
- Border Interview Survey: Foreign Visitors in Finland in 2010: [www.mek.fi](http://www.mek.fi) -> tourism statistics
- 2011-2012 Country Brand Index: <http://www.futurebrand.com/>
- European Travel Commission: <http://www.etc-corporate.org/>
- Finland's Tourism Strategy to 2020: <http://www.mek.fi/>

# construction

