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HOVILOMPOLO CASE

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Hovilompolo

Hovilompolo offers sauna services and local food

Its located near by Tornio city (20km)

Owner bought it 1999

From 1999 till 2003 it used to be a popular place for workers of Outokumpu steel factory

There was restaurant some years ago with traditional local cuisine

Results after visiting in Hovilompolo



There is not a proper plan to increase amount of customers



Eskos main goal is 10 customers per week



We need to make simple decisions for solving his problem



We need to make step-by-step plan for Esko



We spotted some unique cultural points which can attract foreign and local customers



We spotted main obstacles

Accommodation problem

An aerial photograph of a large, multi-story red building complex, possibly a hotel or resort, situated in a lush green area with many trees. The building has a prominent red roof and white trim around the windows. The surrounding area is filled with dense green foliage and trees, creating a natural setting for the building.

- Esko´s Hovilompolo doesn´t have an opportunity to accommodate people
- The nearest cottage´s capacity is only 6-10 person depends on season
- Hotel owners are ready to collaborate with entrepreneurs

Ways of solving



Make a deal with hotel owners from Kemi, Keminmaa, Tornio, Haparanda



Offer them benefits or discounts as the result of collaboration



Make a package of activities and services with other companies, which includes accommodation

Hard to find information about Hovilompolo (photos)

Only one website where people can book this service

Too difficult to understand the description from VisitSeaLapland Magazine and website

Esko should use more modern ways of promotion (social networks, tourist sites)

Promotion problems

Ways of solving

- Clarify the web-sites, update the photos, write information in different languages (in collaboration with students, professionals)
- Find new information channels; (tripadvisor.com; Bokun; mass-media)
- Change the discription in VisitSeaLapland. Reduce useless information, spot main advantages of his sauna there, make it smaller. (in collaboration with friends, relatives, former visitors)
- Visit social courses in PC-using. Ask his grandson to help him with it.
- Attend and take part in Tornio events, charities, be visible there, give people information about his service, ask famous Tornio borned people or famous Tornio citizens to promote



Foreign market

- Learn information about russian tradions of sauna, countryside tourism, ways of relaxing
- Take the best ideas as his new exclusive services
- Collaborate with russian tourist agencies, influencers



Main features of Russian tourists in Finland

- Russians usually travel to Finland on holidays, especially on winter;
- Main reasons to travel to Finland: small cities, nature;
- Russian tourists travelling abroad prefer to explore traditions of other countries;
- Russians are picky to feedbacks, especially to feedbacks from friends and other people from Russia;
- Most of Russian tourists prefer to travel to Finland by own cars or tourist buses;
- Most of tourists know English bad.

Longest holidays in Russia

- New Year (30.12-8.01; 10 days)
- International Women`s Day (08.03-10.03; 3 days)
- Day of Spring and Labor (01.05-05.05; 5 days)
- Victory Day (09.05-12.05; 4 days)
- National Unity Day (02.11-04.11; 3 days)

How to attract tourists from Russia

- Stay close to traditions of Finnish sauna. Make Hovilompolo historical and authentic place, where foreigners will feel themselves far from modern technologies;
- Make an advertisement both in English and Russian languages;
- Explore Russian social networks;
- Make special offers in time of holidays in Russia (discounts);
- Be in contact with Russians, who live in Tornio, Haparanda (bandy players, immigrants);
- Make exclusive discounts for regular costumers from other countries;
- Work with Russian speaking people from Tornio, who can help as a guide.

Collaboration with local hotels

- Make collaboration deals with local hotels
- Produce a flyer which hotels can use to promote your services
- Make a contact, be active





Scandic



HOTELLI OLOF
TORNIO

For example you can call these companies

- Hotel Merihovi
- Park Hotel Tornio
- Scandic Kemi
- Hotel Mustaparta
- Spa Hotel Pohjanranta
- Hotel Olof
- Haparanda Stadshotell
- More info
<https://www.visitsealapland.com/en/visitors/accommodation/>

Hovilompolo Flyer

- Flyers are good way to promote your company
- Make your own flyers for the hotels
- Advertising agencies are professionals and you should buy flyers from them

Hovilompolo
Saunaailma

Varaa elämäsi elämykset meiltä!
<https://www.visitmeri-lappi.fi/fi/hovi/hovi/>

- Saunaillat
- Virkistyspäivät
- Perinneherkut
- Pikkujoulut
- Polttarit
- Kokoukset

Isot tilat
Laadukas kotimainen menu
Monipuoliset saunomismahdollisuudet

VARAA NYT

+358 (0)40 5319353, Husantie 4 95530 Tornio,
ekivilompolo@pp.inet.fi

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An example of a good flyer

- Clear and short
- Less text and more pictures
- Flyer answers the questions about who, what, where, when, how and why
- Contact information
- Clear colours and pictures

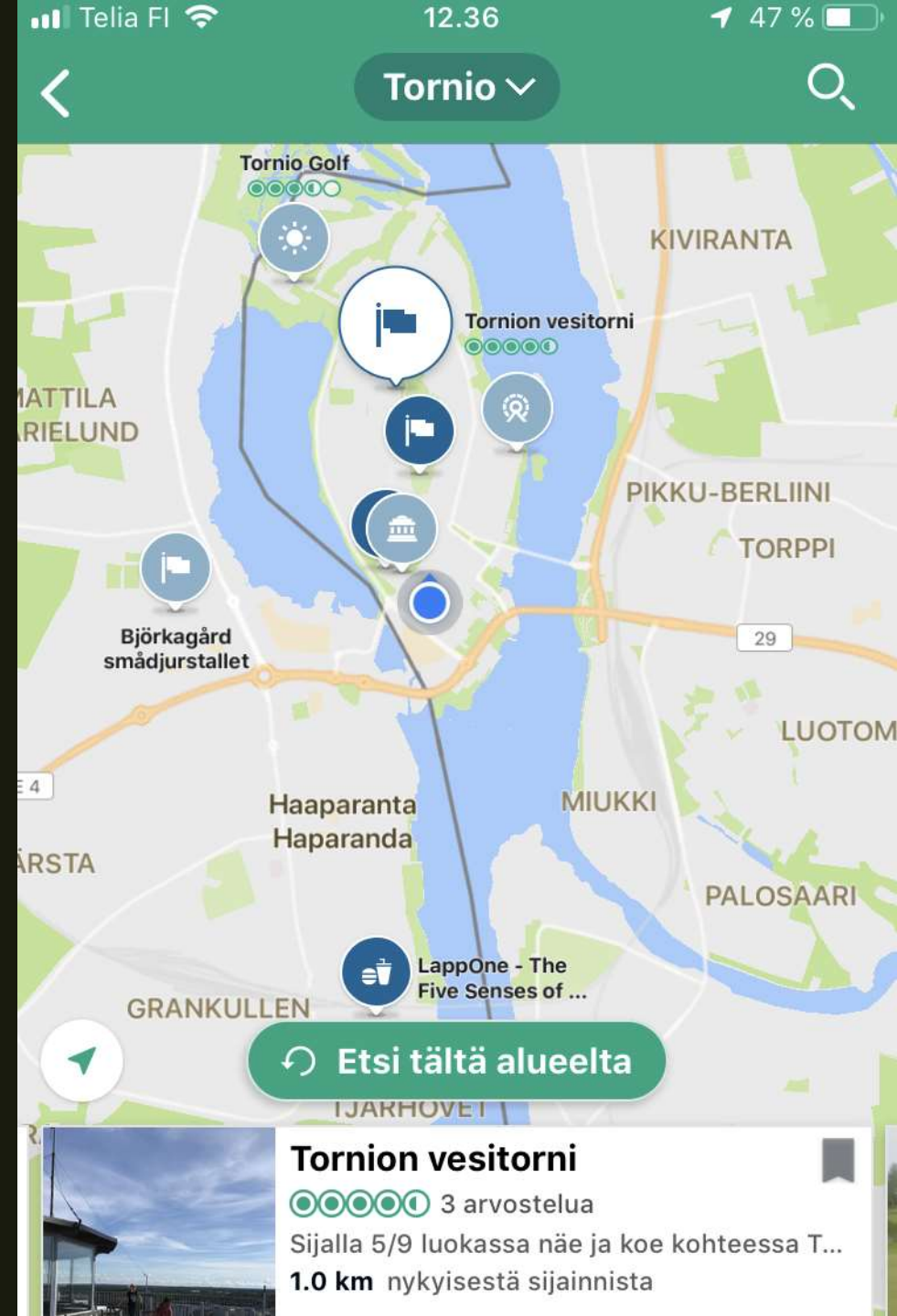


Marketing

- Contact your customers whit e-mail and phone before and after
- Social media (facebook, instagram)
- Flyers

Marketing (booking sites)

- Booking sites for example Tripadvisor
- Very easy to create an account
- One of the most popular app (over 100 million downloads on google play store)



Marketing (celebrities to promote)

- Ask local celebrities to promote
- For example offer free services exchange for promotion
- Celebrities like Kalle Palander, Jesse Puljujärvi, Ville Pokka and Teemu Tainio
- Also cooperate with local sport clubs, Youtubers and other social media celebrities



Year clock for the marketing 1/2

- **January** – couple of "start your new year by relaxing in sauna" facebook posts
- **February** – Valentine`s Day ad to the local newspaper (and facebook) and event about it
- **March** – International Women`s Day make discount for womens
- **April** – humoristic april fools day joke post in facebook. Make marketing post about May day
- **May** – Mothersday facebook lottery. May day party! Promote hovilompolo as a place where you can keep graduation party. Promoting midsummer fest
- **June** – Midsummer fest sauna, dancing and live music



HAPPY
Valentine's
Day

Year clock for the marketing

2/2

- **July** – basic post and marketing on Facebook. Promote Hovilompolo as a bachelors party place
- **August** – make Facebook lottery and promote Hovilompolo for local companies
- **September** – make a fall event choose a target group and promote it
- **October** – start promoting Hovilompo for the Russian and Chinese tourists and stay contact whit local hotels
- **November** – pre-Christmas party season! Contact local companies and offer your services
- **December** – Concentrate on tourists cooperate whit local hotels offer finish traditional Christmas





THANK
YOU FOR
YOUR
ATTENTION