

Tornio city summary

Our main task was to find out if North Norwegians and Russians interested at Tornio-Haparanda as a travelling destination and suggest some ideas for the marketing plan of HaparandaTornio Tourist Office.

We had lots of ideas like improve touristic website, social media marketing, unique cross-border historical tours, cycle sharing, anticafes, festivals, tower revolving dining room, etc. We believed that the commissioner wanted us to have a new outside look of things. On the Tornio week, we worked on two surveys for Russians and Norwegians and met our commissioner at the travel office.

Lapland has plenty of competition what comes to tourism. Kemi has just opened new all year around Snow Castle and they have tours on the Icebreaker Sampo. Also there are lots of sea activities (sailing, seal safari, fishing). Rovaniemi is the center of tourism in Lapland. It's the official hometown of Joulupukki, and Santa Park attracts lot of visitors in winter. There is also the northest zoo in the world. Oulu is the cultural capital of Northern Finland. They host around 700 events each year, for example Qstock music festivals, art festivals, World air guitar championships, etc.

Both surveys got around seventy answers. What comes to Norwegians, cultural activities are more interesting for them than active rest and shopping. For some people social activities are important (in the age 41-50); also people from Norway would like to spend time in nature during vacations. Summer is the most preferable season for travelling but gap between summer, spring and autumn not so big. Affordability, climate, amount of cultural sights and possibilities for different activities are quite equally important for Norwegians when picking a travel destination. Affordability becomes less important for more aged people. Also people pointed that sceneries, good food and accommodation (good hotel or camping places) are important. Mostly get information about Finland surfing the Internet and from magazines, TV,..., also from friends, colleagues, etc. Knowledge about Tornio-Haparanda: IKEA, nature, camping places; people who visited Tornio-Haparanda mostly liked it.

Russians are mostly like to combine a few activities in a trip, especially cultural activities and shopping. They prefer to travel in summer two times more than in any of other seasons. Affordability is the most important factor choosing of a travel destination. Climate, amount of different activities and cultural sights are less important. Usually get information about Finland from friends/relatives etc., youngsters often get information from social media (Instagram, VK, YouTube), middle-aged people tend to get information about Finland through TV, magazines etc. Knowledge about Tornio-Haparanda: most of them don't know about Tornio-Haparanda, someone knows about IKEA. People from Murmansk region and Karelia are more interested in travelling to Tornio-Haparanda than from other regions near the Finnish border (for instance for people from St. Petersburg and Leningrad region it's easier to get the south part of Finland; also IKEA in Haparanda is not really attractive for them because there is IKEA in St. Petersburg)

This is a list of marketing channels to reach the customers and developing brand awareness:

1) Online

- Touristic portals — placing information about Tornio on Russian- and Norwegian-oriented touristic portals will attract visitors who are going to visit Lapland. For instance, visitmeri-lappi.fi, swedishlapland.com, kids-in-trips.ru, wideopenroad.ru, travelask.ru, tonkosti.ru
- Contextual advertisements — advertisements in search engines Google and Yandex
- Social media marketing — to reach the youth part of the potential customers; Instagram, Facebook, VKontakte (for Russians).
- TornioHaparanda visitor guide website — make TornioHaparanda website more welcoming and interactive.

2) Offline

- Cooperation — with Laplandian touristic companies to organize short-term tours in Tornio.
- Advertisement in magazines — advertisement in inflight magazines (flights from Northern Norway to Finland). A lot of people from Northern Norway get information about Finland not on the Internet.
- Billboards — some billboards near the TornioHaparanda border for people who drive to IKEA with some events or activities (to make them stay in TornioHaparanda longer, not just make shopping and leave)