

KOLARCTICBRIDGE



Kolarctic CBC  
EU FINLAND NORWAY RUSSIA SWEDEN



# Vardø Tourism

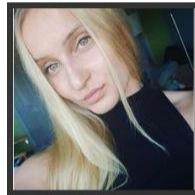
# OUR TEAM

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**TERESA CHEN**

Lapland UAS



**TIIA PAAVILAINEN**

Lapland UAS



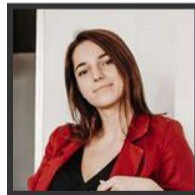
**SHUO LI**

UiT



**POLINA PENKOVA**

MASU



**VERA SHIKHALOVA**

PetrSU



**CHARLINE SENET**

UiT

# GUIDE FOR OUR PRESENTATION

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## 1 WHAT IS OUR PROBLEM?

## 2 HOW WE ANALYZE AND SOLVE OUR PROBLEM?

## 3 NICHE MARKET

Customer segment

### — OUR WORKS —

## 4 RESOURCES & PARTNERS (WORK001)

Value Propositions

## 5 TRAVEL AGENCIES (WORK002)

Channels

## 6 FIND THE WILDEST ARTIST -(WORK003)

Channels- Online Marketing

## 7 SOCIAL MEDIA NETWORK- (WORK004)

Channels/ Customer relationship- Co-creation

## 8 TRAVEL STICKERS -(WORK005)

Customer relationships

## 9 QUICK QUIZ -(WORK006)

Customer relationships- Self service

STREET-ART  
ANIMAL-LIFE  
GUILLEMOT  
NATURE  
NORDPOL-KRO  
HORNØYA  
POMOR-FESTIVAL  
GULLFEST  
MUSEUM VARDØHUS-FORTRESS  
BIRDING  
VARANGER-COOK  
HISTORY  
PUFFIN  
KOMAGDALEN  
NORTHERN-LIGHTS  
THE-REASON-TO-GO-TO-VARDØ?  
CULTURE  
MIDNIGHT-SUN  
STEILNES-MEMORIAL  
GNIHISIA  
KIBERG  
BLUES  
SHAG  
NESSAIGIKYA  
LIGHTHOUSE  
HAMNINGBERG  
RAZORBILL  
TJIBROZAR

# IMAGINE YOU NEVER HEARD VARDØ BEFORE... YOU MAY ASK...

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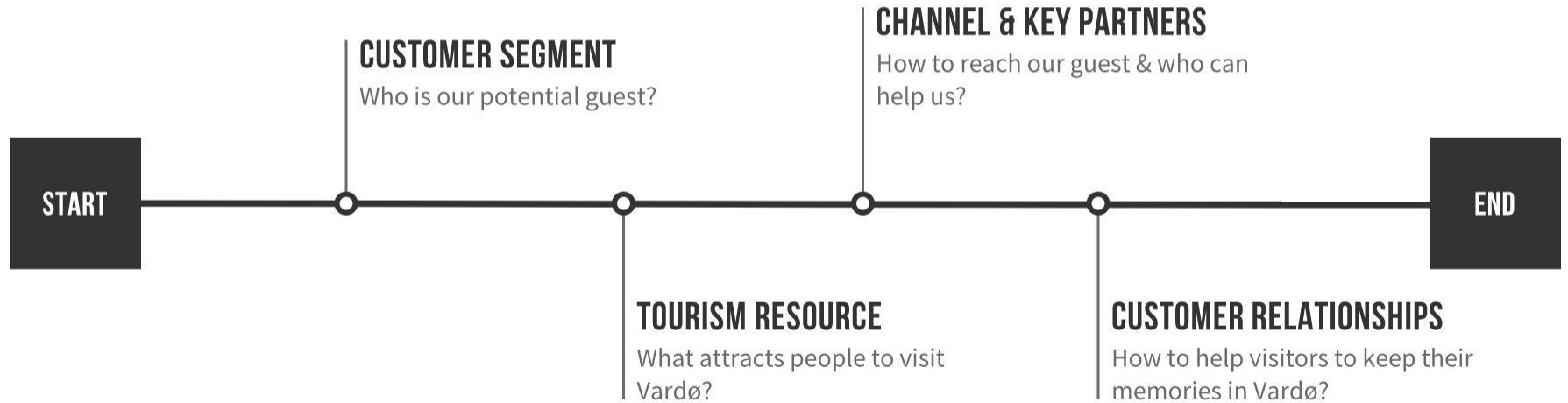


- WHERE IS VARDØ?
- WHAT CAN I DO IN VARDØ?
- HOW TO REACH THERE?
- IF YOU ARE A TRAVEL AGENT, YOU MAY ASK MORE: “HOW CAN I MAKE PROFITS IN VARDØ?”

REF: <https://www.telegraph.co.uk/travel/lists/changing-travel-unacceptable-now/>

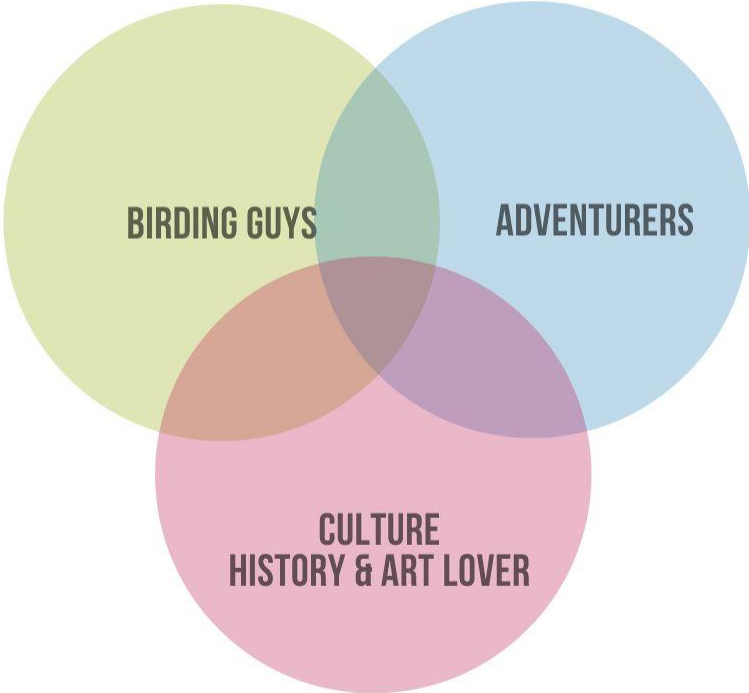
# HOW WE ANALYZE AND SOLVE OUR PROBLEM WHEN WE HAVE NO BUDGET?

Our problem is simple but not easy, we will solve it step by step.



# OUR CUSTOMER SEGMENT IS “NICHE MARKET”

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# WE BUILD WORK001-006 TO FIND DIFFERENT

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- **WORK001 RESOURCE/ PARTNER/  
TRAVEL PACKAGES**

Polina/ Vera/ Shuo

- **WORK002 TRAVEL AGENCY**

Shuo/ Polina/ Tiia/ Charline

- **WORK003 ONLINE MARKETING  
“FIND THE WILDEST ARTIST”**

Shuo/ Culture Pilot Team

- **WORK004 SOCIAL MEDIA**

Charline

- **WORK005 TRAVEL STICKER**

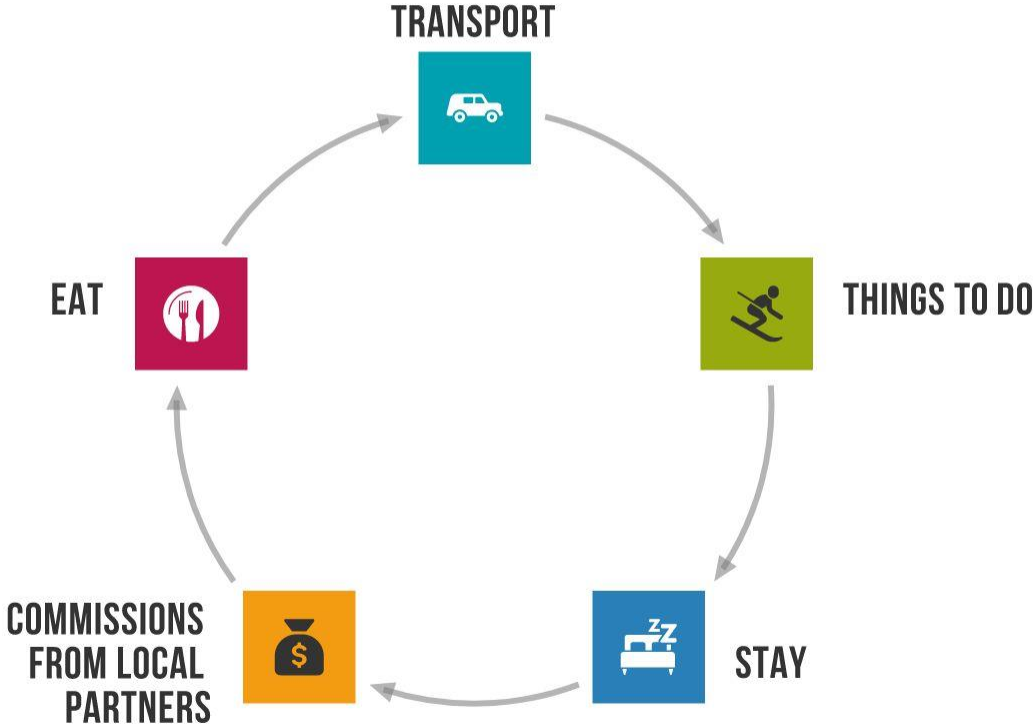
Charline/ Polina

- **WORK006 TRAVEL PERSONALITY  
QUICK QUIZ ON WEBSITE**

Shuo/ Mari (IT Intern from Finland)



# VALUE PROPOSITIONS: THE BASIC “JOB TO BE DONE” - (WORK001)

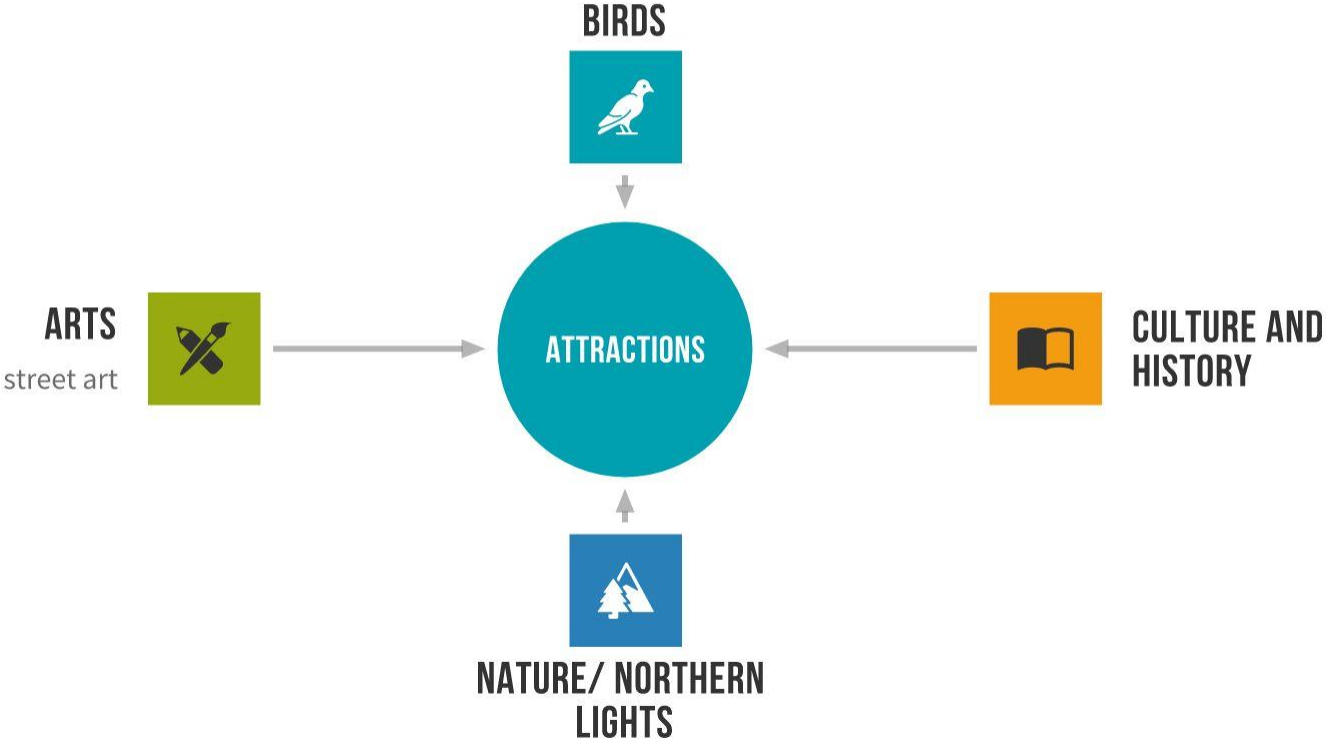


# ROUTE & TRANSPORT- (WORK001)

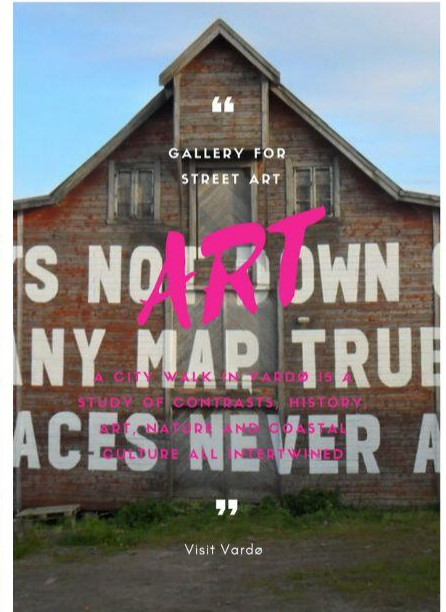
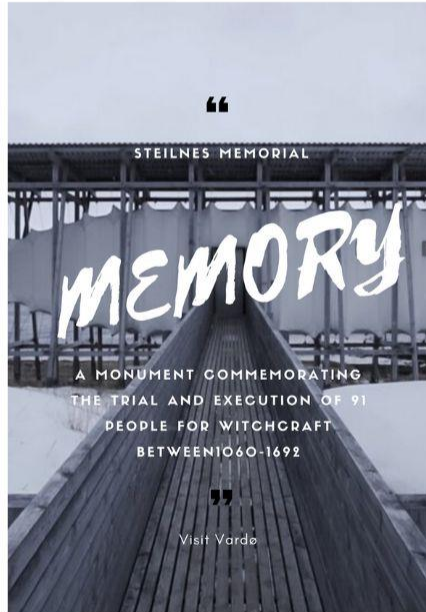
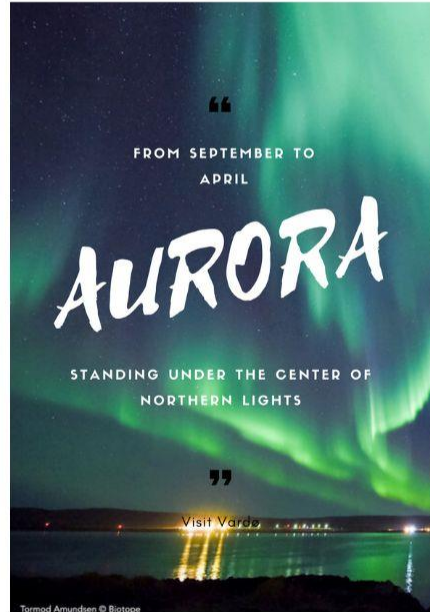
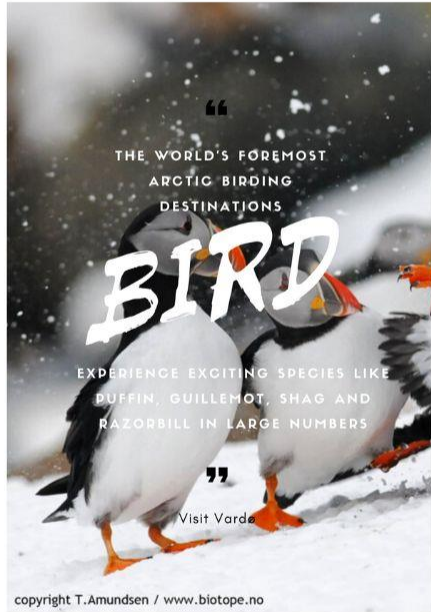


- **HELSINKI- ROVANIEMI-KIRKENES- VARDØ-ALTA- OSLO**
- **KIRKENES- VARDØ (3.5HRS BY CAR 3HRS BY HURTIGRUTEN, 56 EURO/PERSON)**

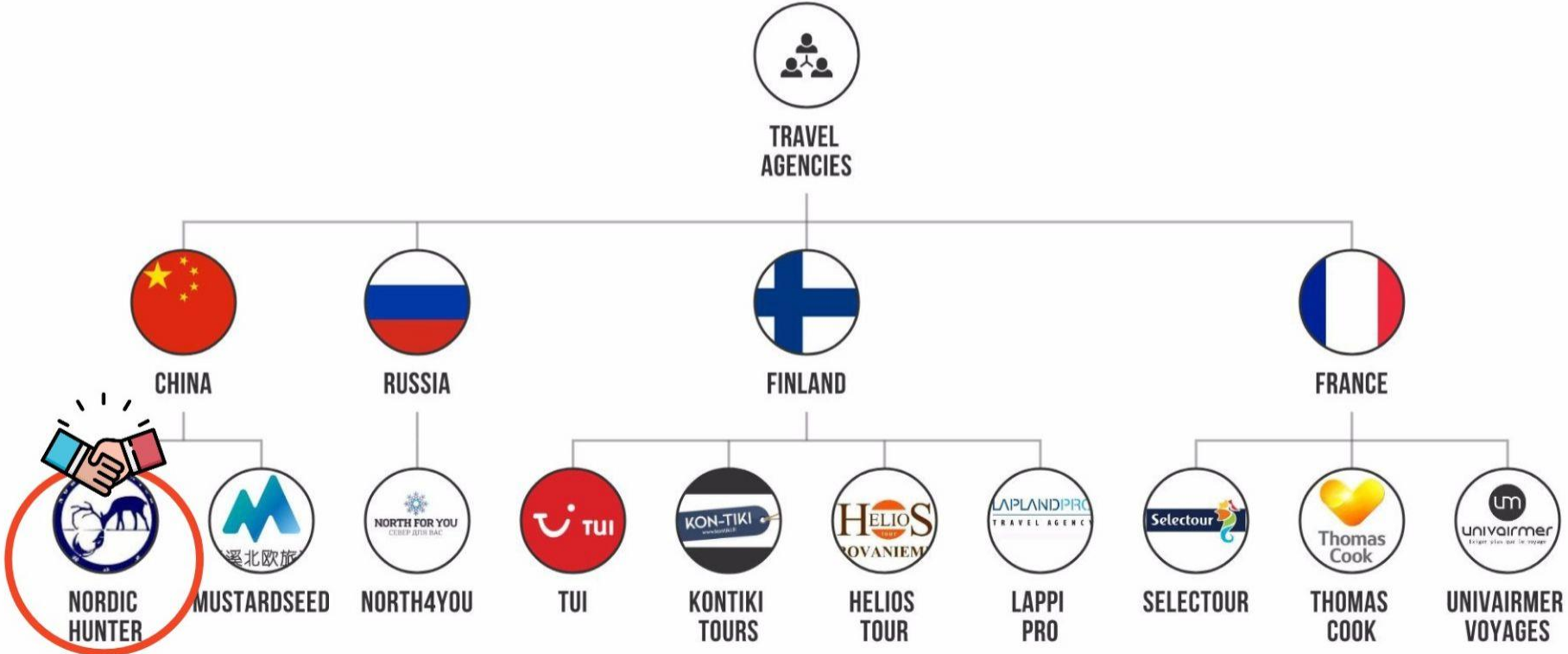
# TOURISM RESOURCES IN VARDØ - (WORK001)



# WE CAN OFFER 4 PACKAGES FOR TRAVEL AGENCIES -(WORKOO 1)



# CHANNEL: TRAVEL AGENCIES -(WORK002)



## OUR KEY PARTNERS -(WORKOO 1)

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- **VARDØ HOTEL**

10% commissions for agencies

- **VARANGER COOK**

10% commissions for agencies/ help them to marketing rhubarb

# CHANNEL: ONLINE MARKETING/ FIND THE WILDEST ARTIST -(WORK003)

Position vacant:  
**Island caretaker**

- Six-month contract AUD \$150,000 package
- Living on Hamilton Island, Australia

**THE BEST JOB IN THE WORLD**

Apply now: [islandreefjob.com](http://islandreefjob.com)

**FIND THE WILDEST ARTIST**

Vardø is looking for artists and other creative people who are passionate about nature and would be interested to share our story through their art.

You will be able to provide... experience by settling in a... families, so that you... immerse with the... Norwegian culture.

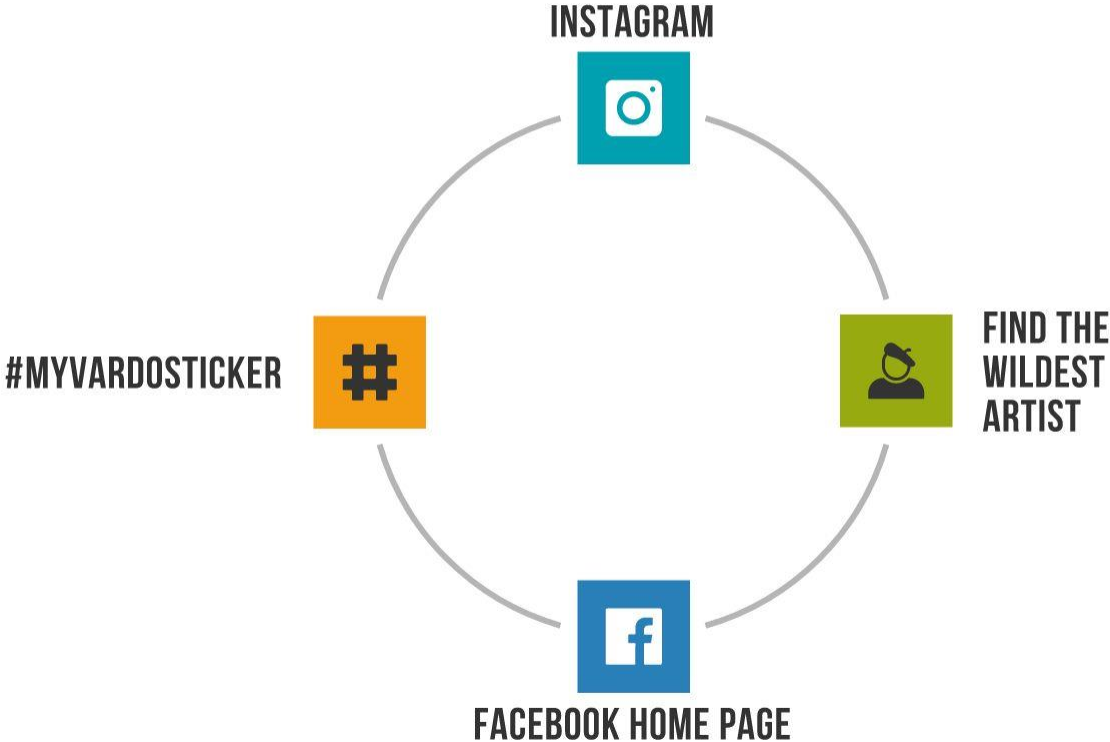
We are happy to host you as... as you want to stay, whether it's a few days, weeks or even months.

copyright T. Amundsen / www.visitvardo.no

For more information about this program, kindly visit [www.visitvardo.no](http://www.visitvardo.no)

- ONLINE MARKETING
- VIA SOCIAL MEDIA (WORK004)
- COOPERATE WITH CULTURE PILOT TEAM
- IDEA COMES FROM THE SUCCESSFUL DESTINATION MARKETING CASE “BEST JOB IN THE WORLD” IN AUSTRALIA.

# CHANNEL: SOCIAL MEDIA NETWORK- (WORK004)





# HOW WE PRESENT VARDØ ON SOCIAL MEDIA (WORK004)



- BEAUTIFUL PICTURES
- EXCITING VIDEOS
- INTERACTION WITH VISITORS (CO- CREATION)
- HOT TAG: #MYVARDOSTICKER
- ONLINE MARKETING WITH OTHER TEAMS

# CUSTOMER RELATIONSHIPS ---- TRAVEL STICKERS -(WORK005)



- TWO TYPES
- FREE
- PICK UP IN VARDØ HOTEL AND INFORMATION
- SPONSORED BY VARDØ HOTEL
- NETWORK WITH (WORK004)- SOCIAL MEDIA  
HOT TAG: #MYVARDOSTICKER




# CUSTOMER RELATIONSHIPS ----QUICK QUIZ -(WORK006)

**Discover Your Adventure Personality**  
Reference by: PEEK.COM

SELECT AN IMAGE  
1 of 9

OR



You are: **A Nature Lover**

You love spectacular views and fresh air. All you need to be happy is the visual therapy of being outdoors with a lush landscape before you.

We recommended: 1. Bird Watching Safari in Hornøya(Vardø)!  
2. Northern Light Safari in Vardø.

- SELF-SERVICE
- HELP VISITOR TO FIND WHAT THEY CAN DO IN VARDØ EASY & QUICKLY
- ON THE WEBSITE- VISITVARDO.COM
- DESIGN OF “USER STORY” IS DONE
- THIS NEW FUNCTION WILL DEVELOP BY **MARI KETONEN** (IT INTERN FROM FINLAND)

# HERE ARE THE REASONS TO VISIT VARDØ AFTER OUR WORK!

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**ATTRACTED BY PACKAGE.  
( BIRDS, HISTORY, ETC.)**

**FIND WHAT I LIKE TO SEE  
ON VISITVARDO.COM**

**SAW OTHER'S TRAVEL  
STICKER AND BE CURIOUS**

**RECOMMENDED BY THE  
TRAVEL AGENCY IN MY  
COUNTRY**

**SAW PRETTY PICTURES OF  
VARDØ ON SOCIAL MEDIA**

**I'M THE WILDEST ARTIST**

**I'M A FAMILY/FRIEND OF  
THE WILDEST ARTIST**

# THANKS FOR YOUR HELP!!

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- TERESA CHEN
- PETER FISHER
- CULTURE PILOT TEAM
- GRY-ANITA KRISTIENSEN
- VARDØ HOTEL
- VARANGER COOK
- BIOTOPE