

# VARDØ TOURISM

## Instruction Manual for Implementing the Solutions

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### **Purpose :**

The goal of our project was to find the reasons to go to Vardø for the tourists, without thinking about mass tourism because Vardo is not ready for that. With our commissionaire Gry Anita we agreed about that and we started to think about our ideas.

### **Accessibility**

Vardø is easy to access from Kirkenes by Hurtigruten (<https://www.hurtigruten.com/>). Trip takes approximately 4 hours to get to Vardø. Also, it is possible to drive to Vardø, there is an underground tunnel from the mainland of Norway to the island of Vardø. Roads might be a little narrower but still in a good condition.

### **Process :**

Our ideas were :

1. target our customer group and find out what will attract them
2. propose to them our 4 packages (Memory, Birds, Aurora and Art)
3. to find some partners to help us financially
4. to make partnerships with travel agencies from our countries (Russia China Finland France) and offers them a travel route from Finland to Norway to improve the website of Vardø to be done by Mari Ketonen, ICT student from Finland and create a personality quiz to help prospective tourists select their attractions.
5. to create a free travel sticker
6. to cooperate with the Culture Pilot team (Find the best job in the world / Find the wildest artist)
7. to improve the social media of Vardo : Instagram and Facebook pages with pictures and all the news like of the sticker and the reasons to visit Vardo(to be done by Mari Ketonen)

### **Work Done :**

1. Travel route and 4 packages **(DONE)**
2. Find sponsor and agreement for commissions with partners **(DONE)**
3. Some agencies are interested and others considering the possibilities of our project.
4. We will create, thanks to the collaboration with the Finnish intern, users stories designed by ShuoLi
5. **(Done)** The stickers are already in production and soon available in Vardo
6. We will do online marketing via social media with: Find the wildest artist and work with culture pilot team.
7. **(Done)** Sharing pictures and all the news and event in Vardo, like the sticker, and the reasons to go, on the pages. We also created a Hashtag for Instagram : #MyVardøSticker and if the tourists use it we will repost their photos. **(Done)** social media

### **Partners :**

→ We found :

- one financial partner : Vardø Hotel, who financed the sticker production
- two “arts” partners : VarangerKokken and Komafest

- culture pilot team

***Budget :***

Our only expense was the stickers, to the sum of 3000NKR and our partner Vardø Hotel financed this part.

The Finnish intern Mari will not be paid but she will be lodged in Vardø and she will gain valuable knowledge of her own field.

No direct financial profit is expected since the stickers will be distributed free. The profit will be in the expansion of Vardø and its tourism.

**Team :**

Tiia PAAVILAINEN : Team Leader  
Shuo LI : Video Editor, Research Manager  
Vera SHIKHALOVA : Customer relationship officer  
Polina PENKOVA : Team Presenter  
Charline SENET : Communication Manager

Coach : Teresa CHEN

**Challenges :**

Could be problematic if there is not enough visitors/tourists in Vardø after our work, and no collaborators.

There is also the risk of cancellation of the intern student.

**Future :**

The plan for the future is to continue with the social media activities, sharing the pictures and the opinions of the tourists, hot tag #myvardosticker), the website (improve it and make the quiz functional) and the intern could make the improvements. If the sticker is successful others could be created.

**Conclusion :**

In conclusion, we are confident that we have fulfilled the main purpose of the case. We have identified and formulated the reason to Visit Vardø and the ways to attract tourists to the city (indicating specific ways, such as wild artists). It is important that the work we have started will have the greatest success in continuing and influencing the development of tourism from different sides (media, work with travel companies, website, etc.). We are confident that the city of Vardø will be ready to welcome new tourists and many people will learn about this unique place in northern Norway.