

FinEst Countryside co-operation project 2018 - 2020



The European Agricultural Fund
for Rural Development:
Europe investing in rural areas

19.9.2018

Joint actions

- ❑ Study-visits
- ❑ Fairs
- ❑ Media and social media usage
- ❑ Seminars
- ❑ Practical workshops e.g. on following themes
 - Digital routing to destinations
 - Tourism in villages
 - Sustainable tourism
 - Promoting tourism among the Baltic Sea area
 - Finding new models of marketing and communication
 - Networking and intercultural learning
 - Innovative product and service development
 - Sailing, maritime safety



Varsin Hyvä

Digital touristic marketing

- ❑ Competitive tool for positive differentiation
- ❑ Digital channels are not in optimal use yet
- ❑ Marketing is not focused, long-term activity nor takes consumer needs into consideration
- ❑ Home pages, online shop
- ❑ Planning of contents and social media
- ❑ Mobile access is increasing
- ❑ Online travel agents' power
- ❑ Reference marketing
- ❑ Analytics, focused marketing and automation: new possibilities, new challenges

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Digital Routing

Case: Trail network in Southern Savo: Nature Boosting International Tourism,
Outdoors ESA pre-study

<http://www.theseus.fi/handle/10024/125288>

VisitFinland

<http://www.visitfinland.fi/news/digitaalisen-matkailumarkkinoinnin-ja-myyntin-haasteet-ja-ratkaisuehdotukset/>

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Thank you!



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