



**" Nauti sie, mie passaan "**

Hovilompolo is a traditional country place with a large courtyard, terrace, a smoke sauna and a rental cottage that located near by Tornio city (20km). From 1999 till 2003 it used to be a popular place for workers of Outokumpu steel factory.

Main advantages of Hovilompolo are:

- following the traditions of the Finnish sauna;
- historical and authentic place;
- high quality of services;
- lack of substitutes services like smoke sauna.

Our Commissioner Esko wanted us to address the issue of increasing the number of visitors. At the meeting it was agreed that for a minimum of 10 people per week is enough. The main segment of the foreign market for our group was tourists from Russia.

As a result of the work on the project, the following key points were identified, such as:

- main features of Russian tourists in Finland;
- factors that will attract tourists from Russia;
- ways of collaboration with local hotels;
- providing an example of a flyer of Hovilompolo;
- marketing promotion examples.

At the end of the case we make a Year clock for the marketing which takes into account holidays and describes all types of activity that needs to be done.