

# Tornio City

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# Information

Tornio city is located near the Swedish border on the north of Finland. Together with the Swedish city of Haparanda Tornio form an unique, international twin city with 32 000 inhabitants at the border of two countries. Here the Finnish and Swedish languages and cultures meet, as well as border trade, the river, the sea and a lively stream of traffic and tourists.



# Tornio-Haparanda Travel office

Travel office is part of Tornio-Haparanda travelling centre. It shares knowledge and helps customers with travelling related problems like currency change and time zone problems on border. On Tornio-Haparanda website you can find information about all-year services, eating places, events, accommodations, general knowledge etc.



# Client's Requirements

1. Tourism master plan development
2. Possibilities of Tornio-Haparanda attractiveness as a travel destination in northern Norway and Russia:
  - What kind of services are expected?
  - How marketing should be operated?
  - Which channels should be used?



# S

## STRENGTHS

Cross-border opportunities, historical sights, IKEA and local enterprises, hotels, wonderful nature, customer service, language skills, adaptability, local knowledge, multiculturalism, premises.

# W

## WEAKNESSES

Shallow-water (hard to organize water tourism)  
Branding

# O

## OPPORTUNITIES

Improve touristic website  
SSM  
Unique cross-border historical tours,  
Cycle-sharing-bicycle rent  
Anticafes,  
anticenemas,  
Festivals  
Ecopark/expocenter  
Tower revolving dining room

# T

## THREATS

Abandoned construction on the border, not easy to reach,  
lack of triggers for young people.

# Business Initiatives

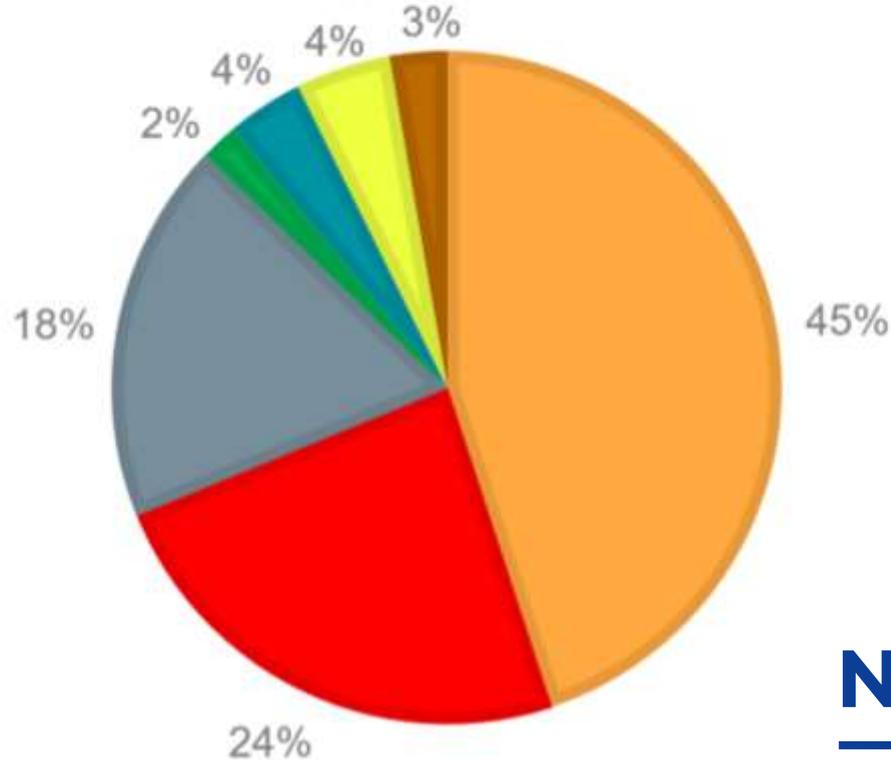


- Social media marketing
  - Historical tours
  - Cycle-sharing- bicycle rent
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# Customers

## PREFERABLE ACTIVITIES

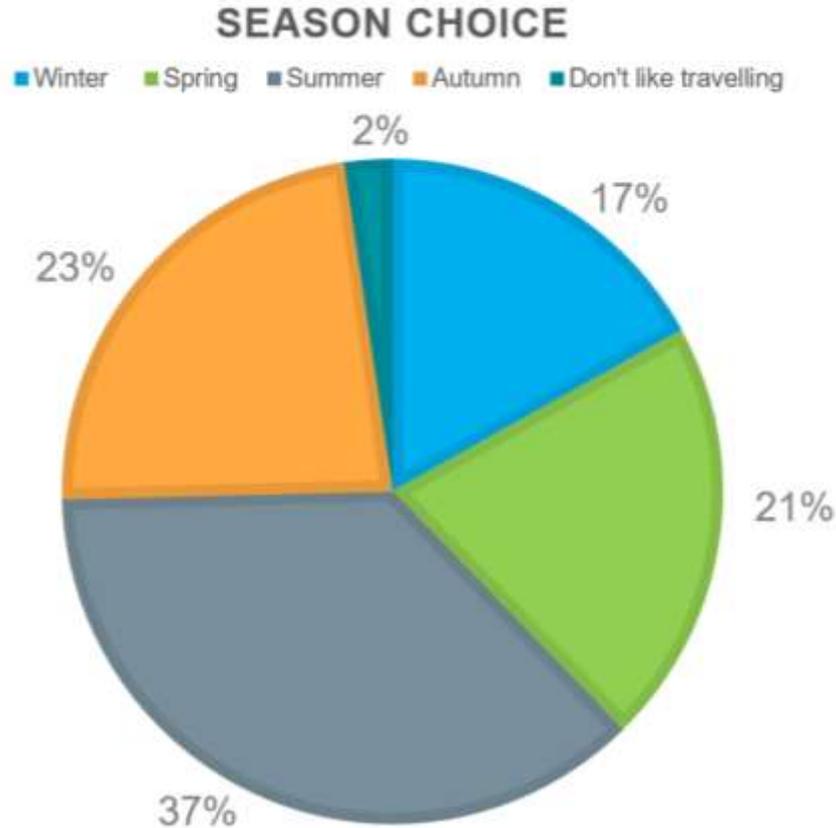
■ Cultural ■ Active rest, sport ■ Shopping ■ Relaxing ■ Family, social activities ■ Nature ■ Food, drinks



**Norwegians**

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# Customers

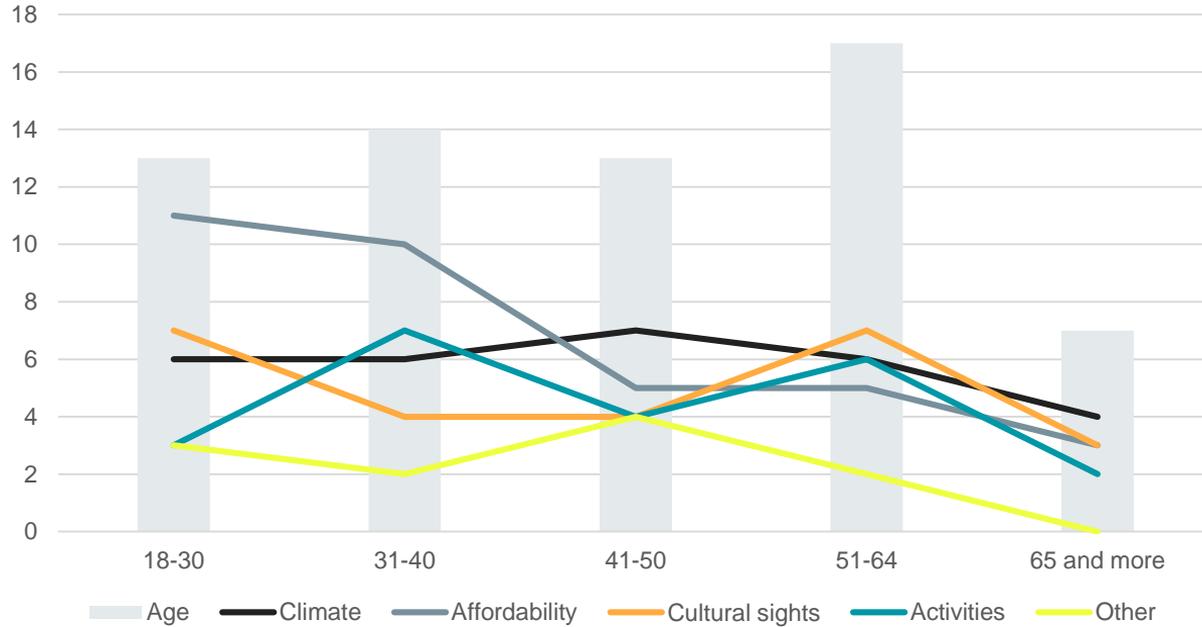


**Norwegians**

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# Customers

Age & factors of destination choice

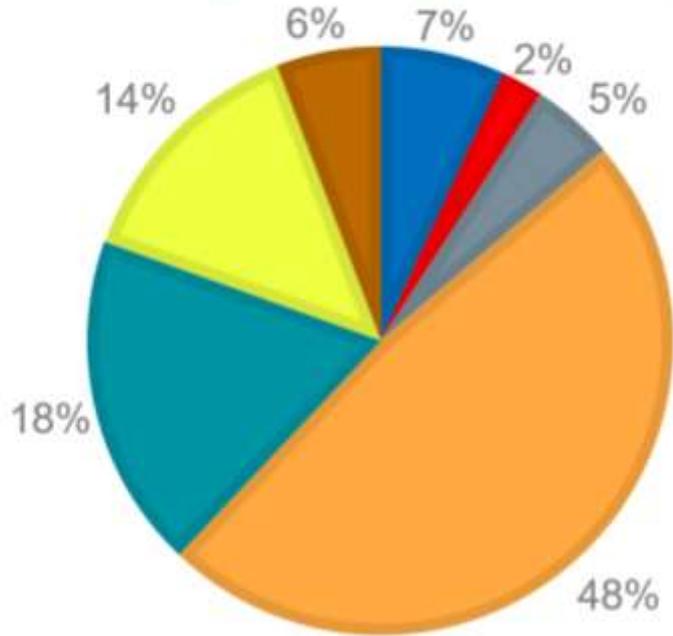


**Norwegians**

# Customers

## WAYS TO GET INFORMATION ABOUT FINLAND

Facebook Instagram YouTube surfing the net Magazines, TV.. Word of mouth Don't know



Knowledge about Tornio-Haparanda: IKEA, nature, camping places. People who visited TornioHaparanda mostly liked it.

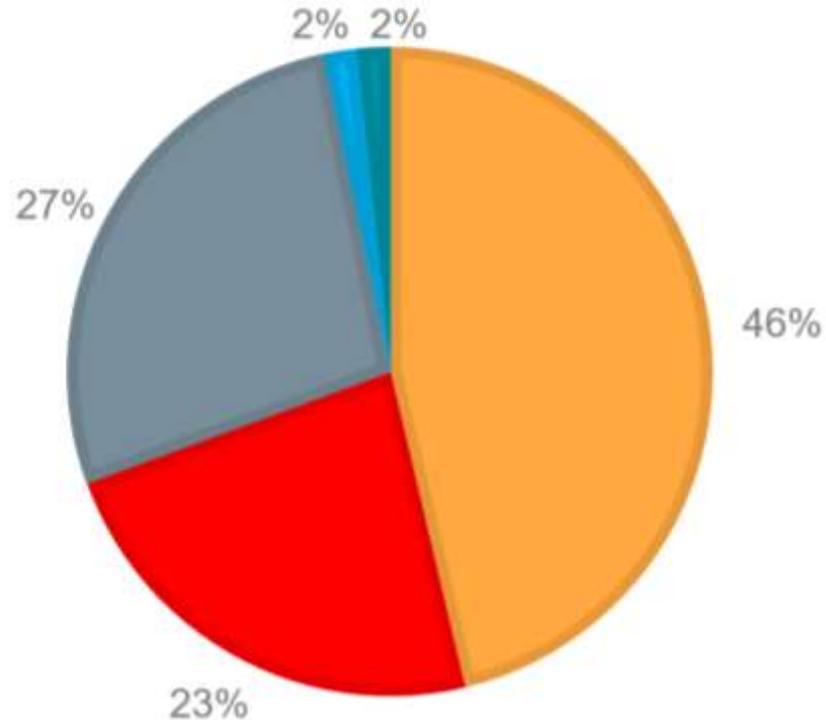
## Norwegians

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# Customers

## PREFERABLE ACTIVITIES

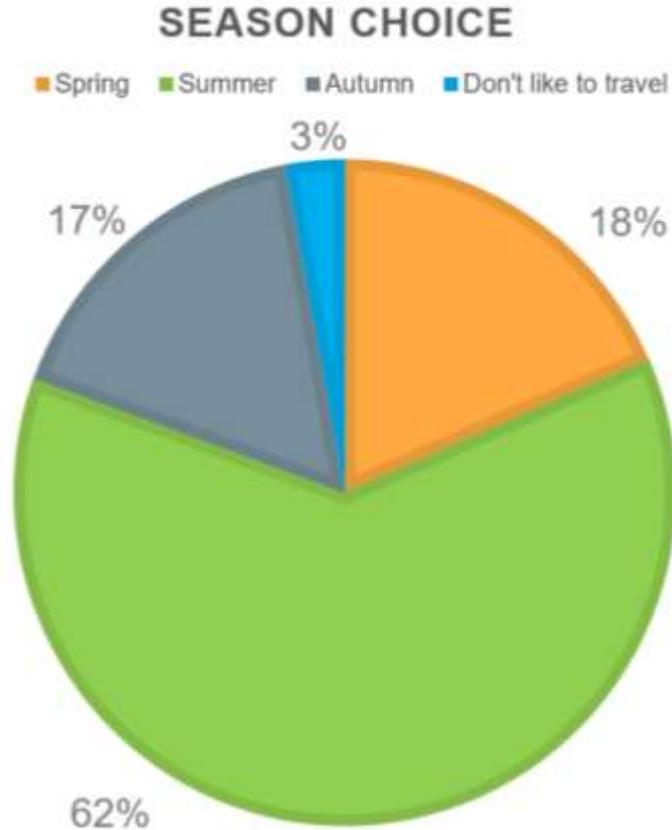
■ Cultural ■ Active rest, sport ■ Shopping ■ Other ■ Don't (like to) travel



**Russians**

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# Customers



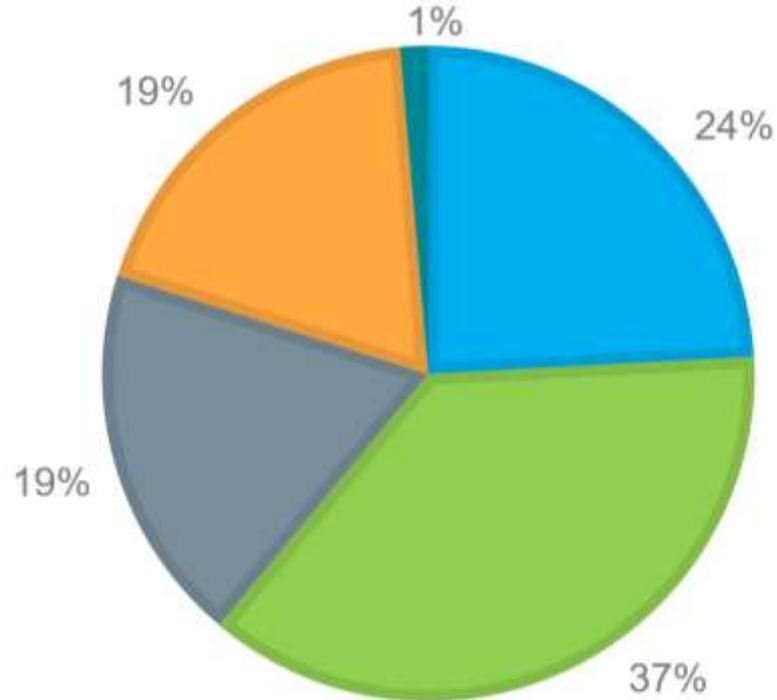
**Russians**

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# Customers

## FACTORS OF CHOISE OF DESTINATION

■ Climate ■ Affordability ■ Cultural sights ■ Activities ■ Don't (like to) travel



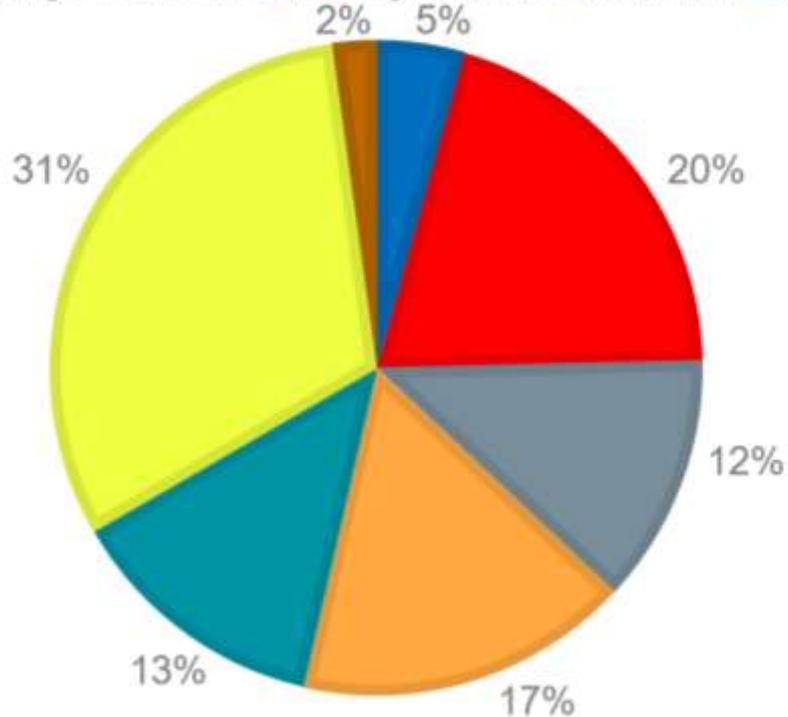
**Russians**

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# Customers

## WAYS TO GET INFORMATION ABOUT FINLAND

Facebook Instagram YouTube VK Magazines, TV.. Word of mouth surfing the net



Most of Russians don't know about Tornio-Haparanda, some of them know about IKEA.

## Russians

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# Competitor Analysis



There are variety of activities, mostly for winter, some of them are unique (Snow Castle — the largest snow building in the world).

# Competitor Analysis



Center of tourism in Lapland. It's the official hometown of Joulupukki, and Santa Park attract a lot of visitors.

**Rovaniemi**

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# Competitor Analysis



It is the cultural capital of Northern Finland. The city hosts more than 700 events each year in all seasons.

**Oulu**

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# Marketing Channels

## Touristic portals

[visitmeri-lappi.fi](http://visitmeri-lappi.fi)

[swedishlapland.com](http://swedishlapland.com)

[kids-in-trips.ru](http://kids-in-trips.ru)

[wideopenroad.ru](http://wideopenroad.ru)

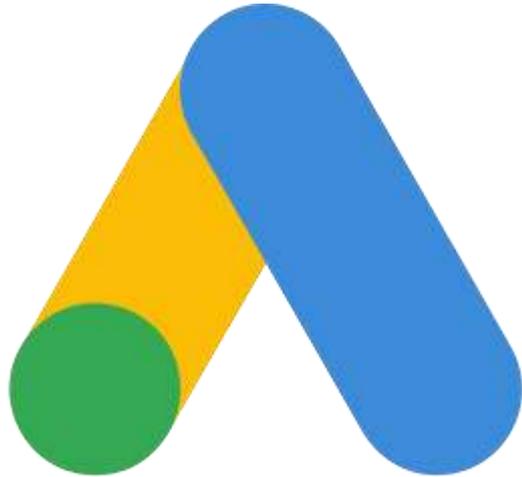
[travelask.ru](http://travelask.ru)

[tonkosti.ru](http://tonkosti.ru)



## Online

# Marketing Channels



Google Ads

## Contextual advertisements

Advertisements in search engines,  
Google and Yandex

**Online**

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# Marketing Channels



## Social media marketing

Instagram

Facebook

Vkontakte

## Online

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# Marketing Channels

## Special references

vandrouki.ru

reddit.com

pinterest



**Online**

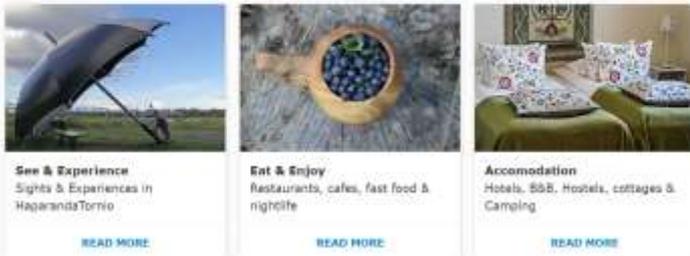
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# Marketing Channels



## TornioHaparanda visitor guide website

Make TornioHaparanda website more welcoming and interactive



## Online

# Marketing Channels



## Cooperation

With touristic companies in Lapland

**Offline**

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# Marketing Channels



## Advertisement in magazines

Inflight magazines (flights from Northern Norway to Finland)

**Offline**

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# Marketing Channels



## Billboards

Some billboards near the TornioHaparanda border

**Offline**

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# Budget

<b>Marketing Expense (online)</b>	<b>Estimated Price</b>
<b>Touristic portals</b>	0-500 EURO
<b>Contextual advertisements</b>	1800 EURO
<b>Social media marketing</b>	850 EURO
<b>Special references</b>	500 EURO
<b>TornioHaparanda visitor guide website</b>	700 EURO
<b>Total</b>	<b>3850-4350 EURO</b>

**Thank you for your attention!**

