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“Soome sihtkohtade edufaktorid ja visioon Pärnule aastaks 2038”

Sihtkohajuhtimise mudelid, rahastus, kaasamine ja otsustamine

Soome näitel

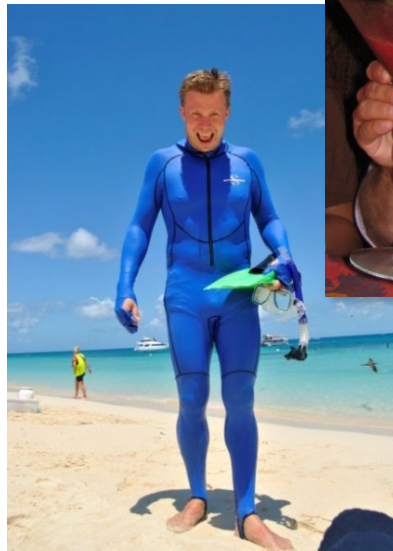
Kristian Sievers – Turismiekspert

Haaga-Helia UAS and FlowHouse

Pärnumaa turismi visioonikonverents

9. oktoober. 2024

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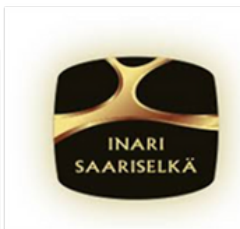
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PÄRNU!



FlowHouse customers



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The European Commission's
**INTELLIGENT CITIES
CHALLENGE**

Local Green Deals



**SMART
TOURISM
DESTINATIONS**



Haaga-Helia
**HUNGRY
FOR FINLAND**

Yhteistyössä



Visit Finland

MENESTYVÄN MATKAKOHTTEEN JOHTAMINEN - ANALYYSITYÖKALU



STRATEGINEN JOHTAJUUS

Matkakohteen johtaminen ja
osaamisen kehittäminen

Tiedolla johdettu
matkakohte

TEHOKAS TOTEUTUS

Houkutteleva matkakohte
(brändin, markkinoinnin ja
myynnin johtaminen)

Vastuullinen matkakohte

TEHOKAS HALLINTO

Vaikuttava ja läpinäkyvä
alueorganisaatio

Lisäarvoa kumppanuuksien
avulla

THEMES FOR THE PRESENTATION

DATA DRIVEN DESTINATION
EFFECTIVE DMO
STRATEGIC DECISIONS
ATTRACTIVE DESTINATION

STRATEGINEN JOHTAJUUS

Matkakohteen johtaminen ja osaamisen kehittäminen

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Lisäarvoa kumppanuuksien avulla



27%

Only around 27% of the usable data we collect actually gets used. (Forrester)



DATA DRIVEN DESTINATION

The Smart Tourism Destinations project



Promoted by the **European Commission - DG GROW**, the Smart Tourism Destinations Project is managed by **Intellera Consulting, CARSA, the University of Malaga, and PwC EU Services.**



The project aims to **support EU destinations implementing data-driven approaches to make tourism more sustainable and accessible.**



The project can also count on the support of **10 independent experts** including private sectors practitioners and academic researchers.



SELECTED DESTINATIONS

48 Destinations have been selected to be part of the Project, having the possibility to **learn from experts and peers** and work on their **Smart Tourism Destination's Roadmap.**

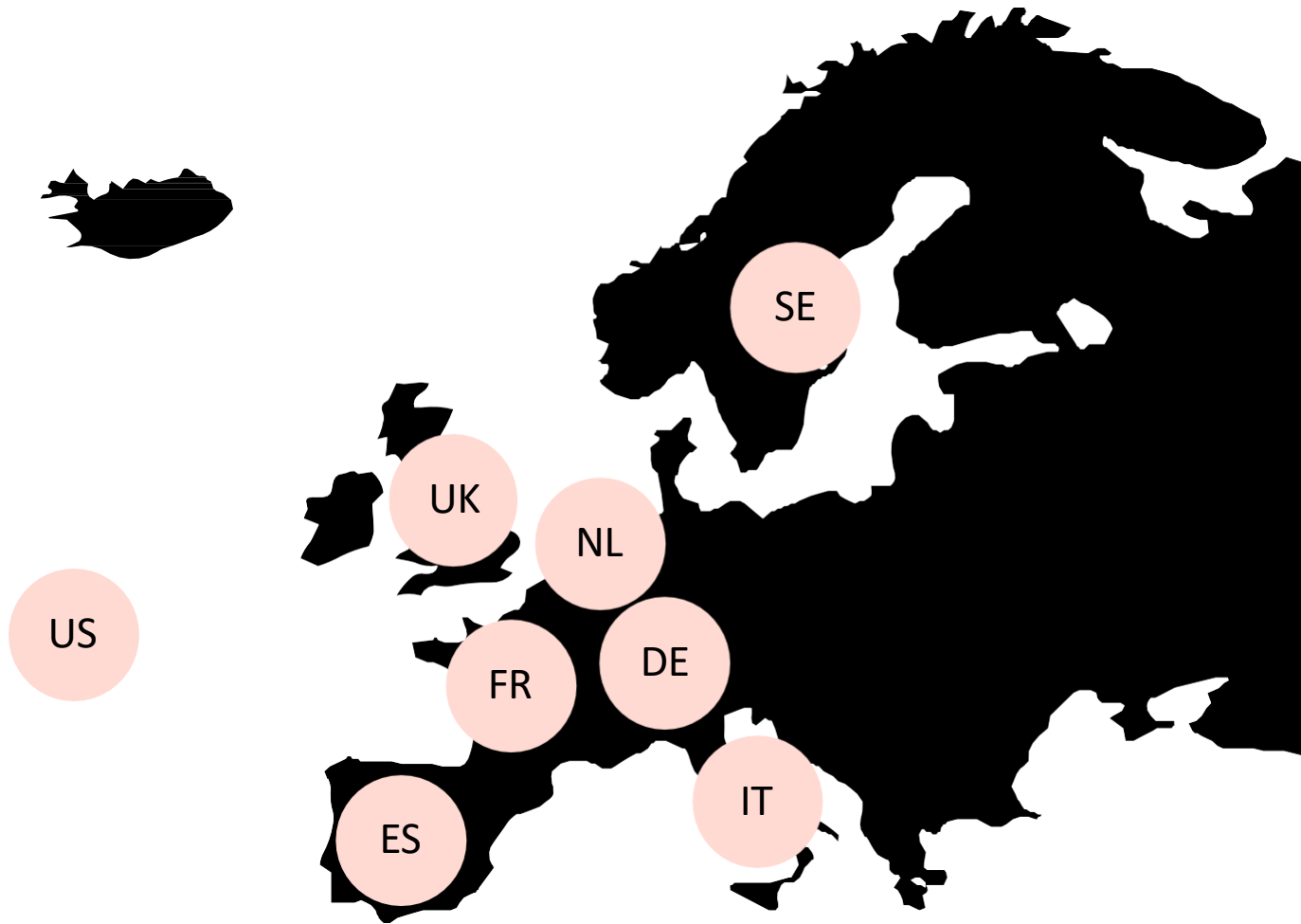


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Andmete valdamine: turismisihtkohtade tööriistakomplekt



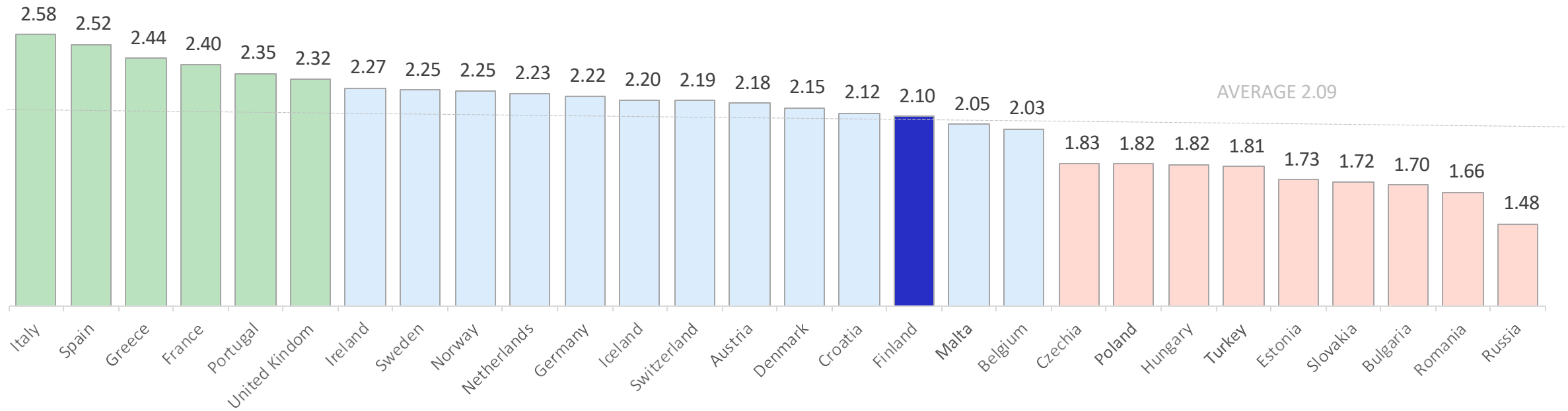
	1. ETAPP: „Nutikas turundus“	2. ETAPP: „Nutikas juhtimine“	3. ETAPP: „Nutikas haldamine“
Üldise turismikäsitluse FOOKUS	Turundus	Turundus, juhtimine	Turundus, juhtimine, koostöö hõlbustamine, teadmiste jagamine
Üldise turismikäsitluse EESMÄRGID	Majandusareng	Jätkusuutlik areng	Taastav turism
Andmete kogumise EELISVALDKOND	Planeerimine ja broneerimine	Planeerimine, broneerimine ja ööbimine Turismivoogude ja turistide kogemuste juhtimine	Turistide kogemuste toetamine kogu reisi jooksul Sihtkoha ressursside haldamine Elanike ja kogukondade heaolu Toodete ja teenuste innovatsioon
Üldise turismikäsitluse STRATEEGIA	Külastajate ligitõmbamine, keskendumine mahule	Sidusrühmade juhtimine, keskendumine kvaliteedile Tõhus ressursikasutus	Lisaväärtus ettevõtetele, elanikele ja turistidele Keskendumine väärtuse ja kogemuste koostule Külastajate hajutamine ajas ja ruumis Sihtkoha täiustamine elanike ja turistide jaoks Kogukonna heaolu parandamine
Andmehalduse strateegia	Piiratud strateegiline tähtsus, jäetud üksikisikutele, peamiselt aruandluse jaoks	Andmeteadikkus on olemas. Üha laiemalt mõistetakse andmete väärtust ja andmehalduse strateegiat	Andmeteadikkus on valdav. Andmeid peetakse otsustamisel ülioluliseks. Andmehalduse strateegia on just selleks kohandatud. Andmehalduse alane koostöö on olemas.
Indikaatorid	Kvantitatiivsed – keskendunud turistidele (turistide arv, keskmine viibimisaeg...)	Kvalitatiivsed - keskendunud turistidele ja ettevõtetele (rahulolu)	Keskendunud kogemuste, elu ja tulemuslikkuse kvaliteedile Teostamise võimekuse haldamine Resursside kasutamine ja täiendamine



If you were to come to Finland, how interesting would you find the following destinations and activities?

In terms of interest, Finland ranks a bit below the middle

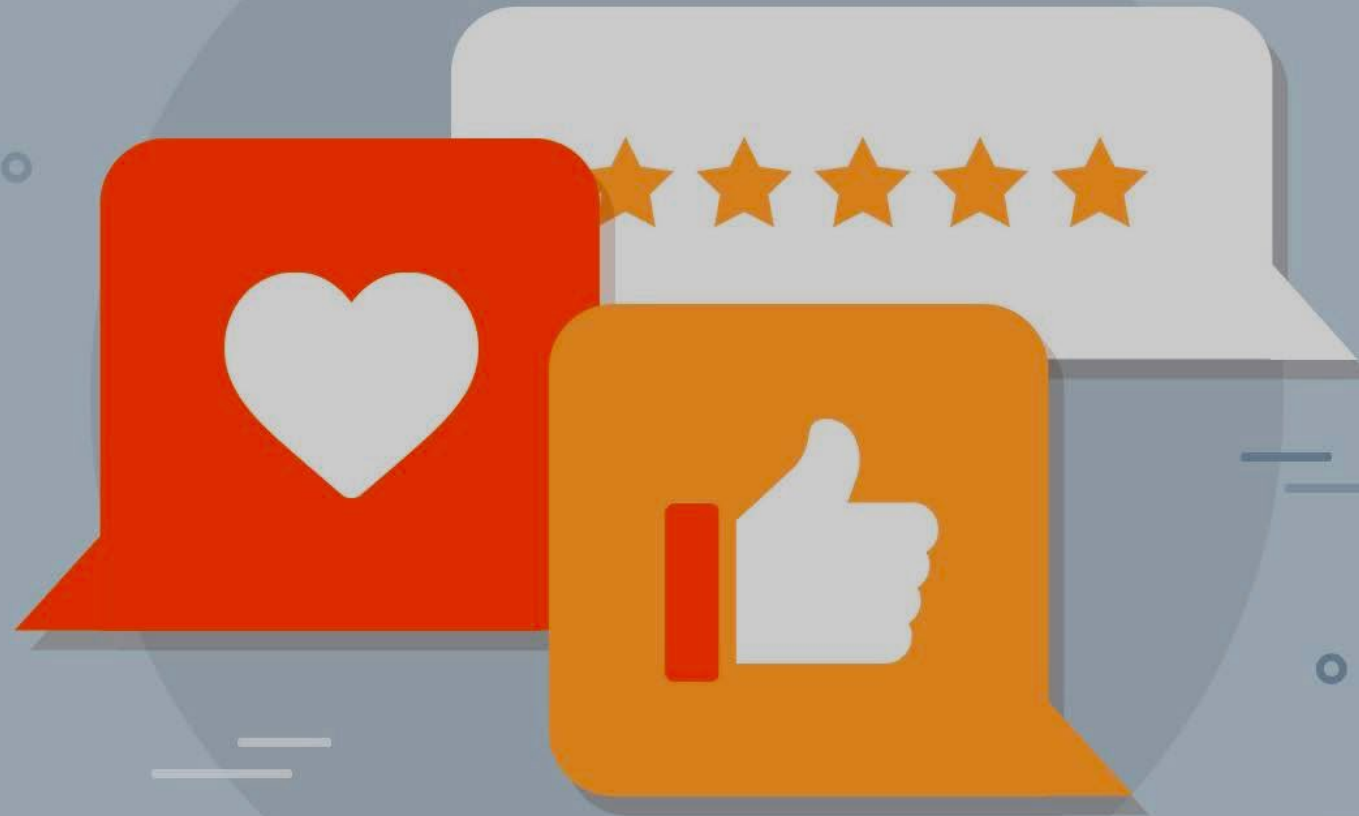
How interested are you in the following countries as vacation destinations?



Average score/ (not interesting, somewhat interesting, very interesting)

Total sample N=16240

don't rely *only* on quantitative data...



Where are we now?

- No growth since Covid-19
- Largest foreign market in decline
- Summer still main season ...

Contemporary Tourism Trends in Pärnu resort

Key features of tourism in Pärnu

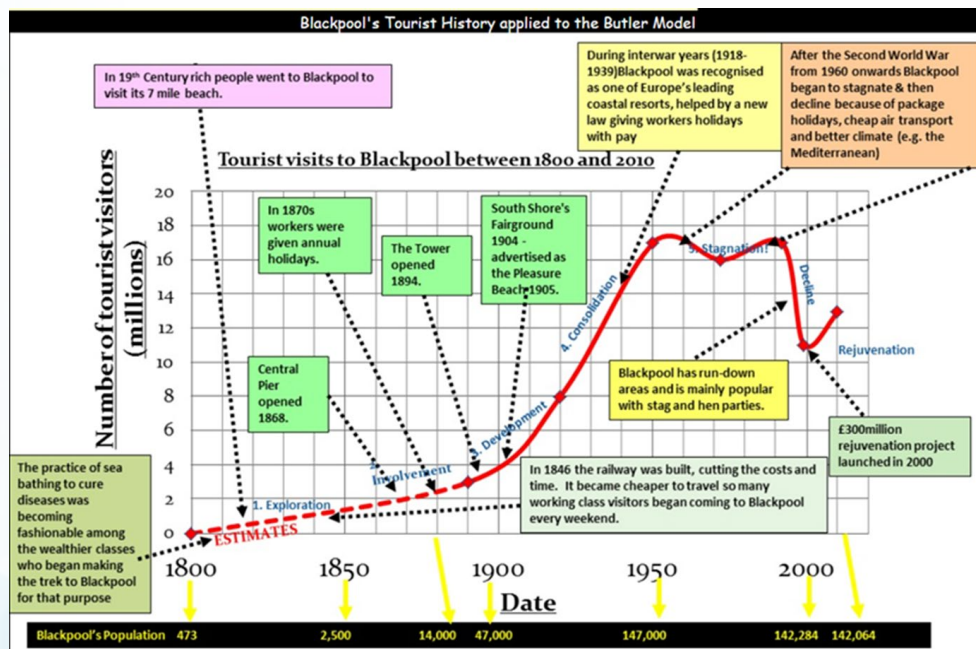
Pärnu offers 9,200 beds, compared to 18,700 in Tallinn and 4,100 in Tartumaa. The occupancy rates in 2023 were 45% in the city and 34% in the surrounding county. **# 2 in Estonia**

The number of overnight stays in **2023** was similar to **2018** levels (840,000 vs. 874,000) but still below the 2019 peak of 925,000.

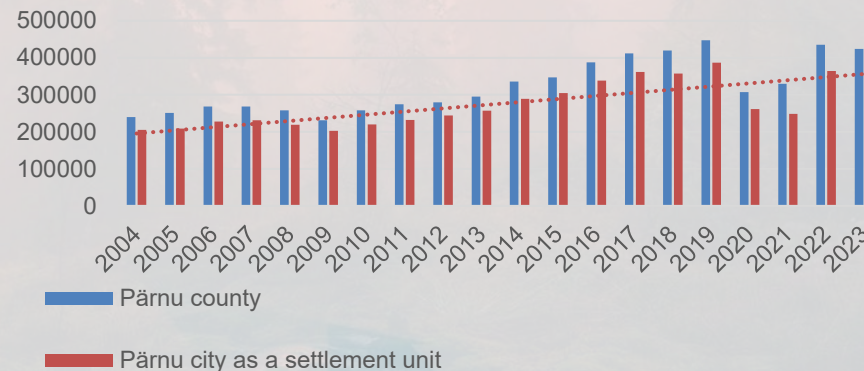
Foreign tourists accounted for **50%** of overnight stays in 2023, down from **58%** in 2019.

The **city of Pärnu hosted 88%** of overnight stays, with the largest international markets being Finland (53%), Latvia (23%), Ukraine (7%), Sweden (5%), and Lithuania and Germany (both 2%).

Over the past decade, overnight stays from **Latvia** have increased by 5.3 times, reaching 97,000 in 2023, whereas stays from **Finland** have decreased by 39%, totaling 224,000.



Registered overnights in Pärnu and Pärnu County



	Points	Registered overnights	Change % in Overnights	Registered overnights, foreign	Change % in Overnights, Foreign	Registered overnights, domestic	Change % in Overnights, Domestic	Share of International tourism	Tourism Intensity	Tourism Density	Room Occupancy%	Bed Occupancy %	Share of International Overnights	Yht. pisteet
1091 Helsinki	121	117	123	90	121	100	111	41	2	109	113	123	1171
2	SA PÄÄKAUPUNKISEUTU	122	111	124	85	122	88	109	50	5	107	111	124	1158
3	..SK Tampereen seutu	117	102	108	85	117	101	67	62	23	117	115	108	1122
4	AL Pirkanmaa	118	99	110	87	119	99	58	68	36	106	105	110	1115
5837 Tampere	115	108	106	88	115	106	77	44	8	120	117	106	1110
6698 Rovaniemi	107	124	117	107	77	33	124	26	45	111	122	115	1108
7	..SK Oulun seutu	100	101	94	38	105	110	72	91	36	123	120	94	1084
8853 Turku	110	97	103	105	111	74	85	48	7	119	121	103	1083
9	AL Lappi	119	110	121	92	118	32	118	17	94	73	68	121	1083
10	AL Varsinais-Suomi	116	80	107	101	116	60	76	82	33	96	102	107	1076
11	SA LAPPI JA KUUSAMO	120	104	122	91	120	34	112	15	89	71	66	122	1066
12564 Oulu	93	106	92	37	97	115	75	87	25	124	122	92	1065
13	SA RANNIKKO JA SAARISTO	123	54	120	48	123	67	81	92	66	69	72	120	1035
14	SA JÄRVI-SUOMI	124	71	119	59	124	82	41	63	72	81	74	117	1027
15179 Jyväskylä	89	105	85	98	92	102	60	67	18	110	114	84	1024
16092 Vantaa	112	62	113	70	107	41	104	57	6	117	119	113	1021
17148 Inari (Saariselkä)	87	113	112	78	59	67	122	6	97	77	76	112	1006
18	..SK Jyväskylän seutu	97	85	88	94	103	74	55	74	32	105	101	88	996
19	..SK Pohjois-Lappi	103	106	116	73	80	55	121	10	103	58	44	114	983
20	AL Pohjois-Pohjanmaa (ei Kuusamo)	114	66	102	31	114	91	59	76	89	71	62	102	977
21	..SK Vaasan seutu	73	69	87	54	76	73	95	81	47	115	112	84	966
22	AL Pohjois-Savo	105	54	86	83	109	60	34	72	86	95	93	84	961
23	Pärnu County	108	62	115	78	91	6	116	111	11	51	82	119	950
24	Pärnu	102	74	114	80	85	4	120	24	1	103	116	118	941
25049 Espoo	85	76	105	68	82	51	105	114	9	66	70	105	936

SUCCESSFUL DESTINATIONS



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LAPLAND
Above Ordinary

	Pärnu	Pärnu County765 Sotkamo	Rovaniemi208 Kalajoki	AL Lappi
Registered overnights	23	17	24	18	60	6
Change % in Overnights	50	61	81	1	107	15
Registered overnights, foreign	11	10	73	8	94	4
Change % in Overnights, Foreign	45	46	118	18	121	32
Registered overnights, domestic	40	34	19	48	54	7
Change % in Overnights, Domestic	121	117	39	92	66	93
Share of International tourism	5	9	121	1	115	7
Tourism Intensity	24	111	7	26	16	17
Tourism Density	1	11	22	45	19	94
Room Occupancy%	1	11	22	45	19	94
Bed Occupancy%	22	74	12	14	113	51
Market Share of International Overnights	7	6	72	9	82	4

BE EFFECTIVE IN DECISION MAKING!

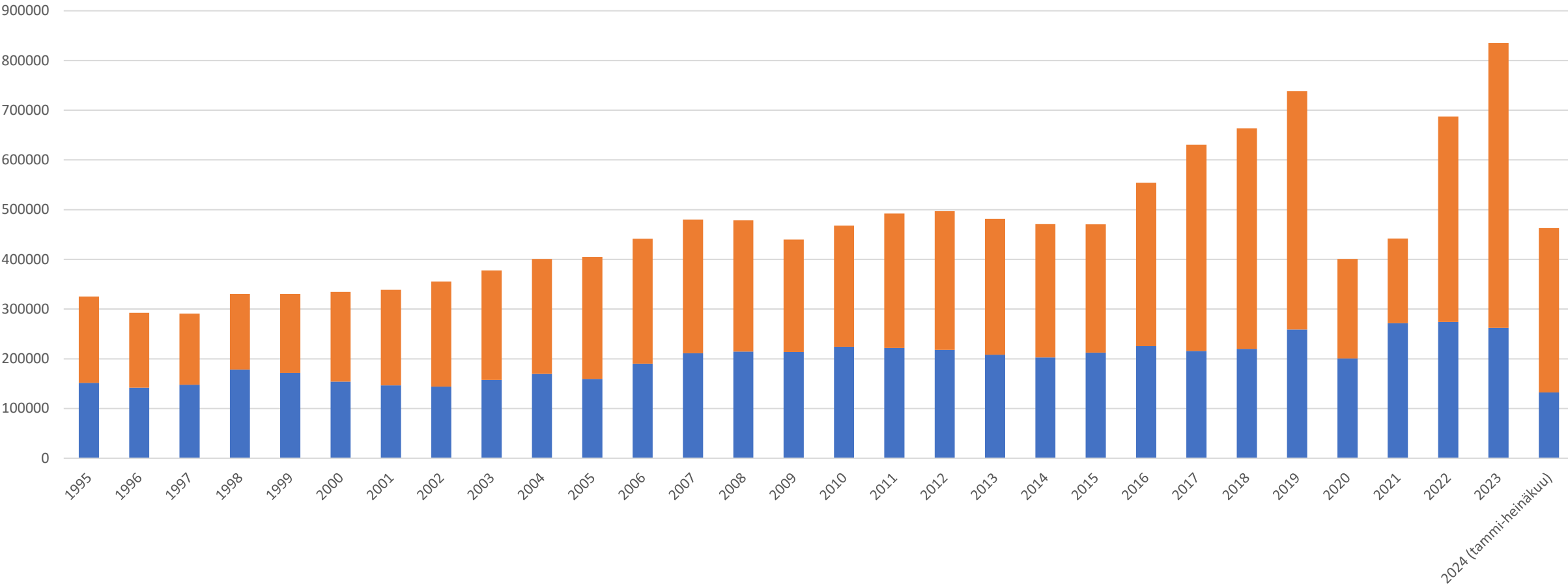
VUOKATTI DMO BOARD OF DIRECTORS
EIGHT MEMBERS,
SIX ARE FROM TOURISM COMPANIES AND
TWO FROM MUNICIPALITY/PUBLIC SECTOR



TAKE CARE OF THE AIRPORT!



Registered Overnights in Rovaniemi 1995-2024 (Statistics Finland)



■ Domestic ■ Foreign

TAKE CARE OF THE AIRPORT!

Finnair flies to Rovaniemi all year round from Helsinki Airport.

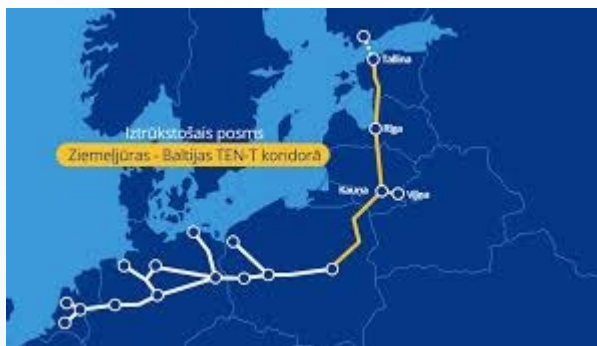
Finnair operates direct flights daily between Rovaniemi and Helsinki.

Norwegian flies to Rovaniemi all year round from Helsinki Airport

Norwegian operates direct flights between Rovaniemi and Helsinki.

Lufthansa flies to Oulu Airport all year round from Munich Airport.

Flights are operated on Tuesdays and Saturdays. Oulu is approximately 2,5 hours away from Rovaniemi by car. There's so many ways to reach Rovaniemi easily: by [bus](#), [train](#), rental car or taxi.

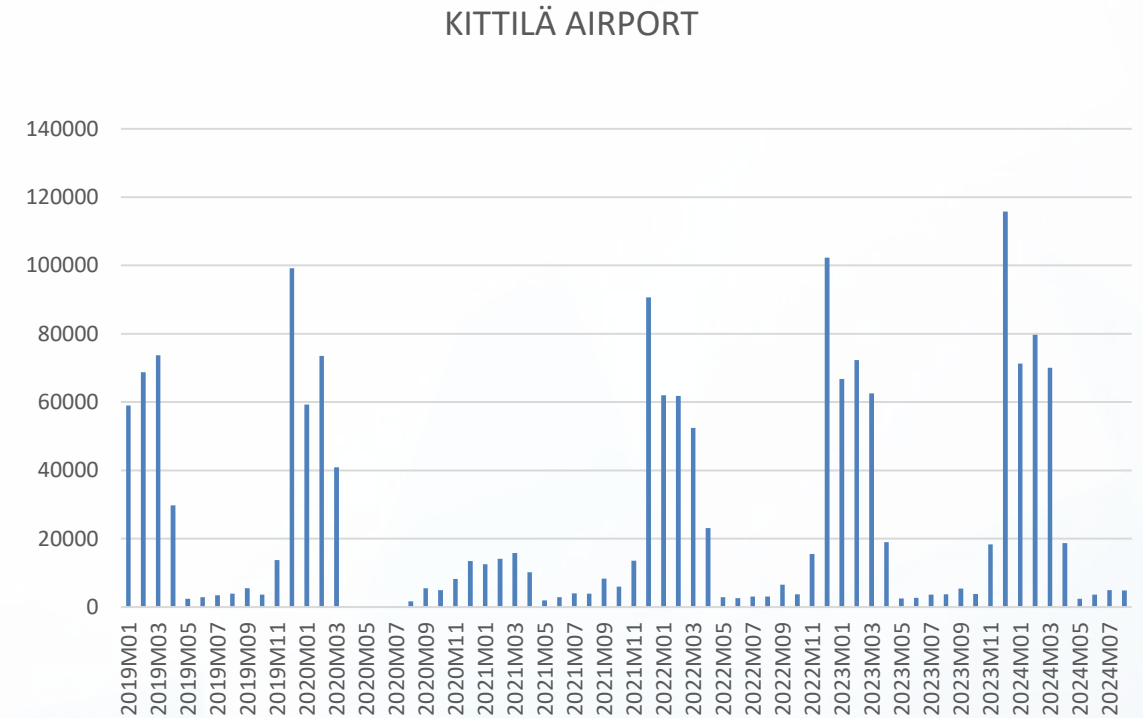
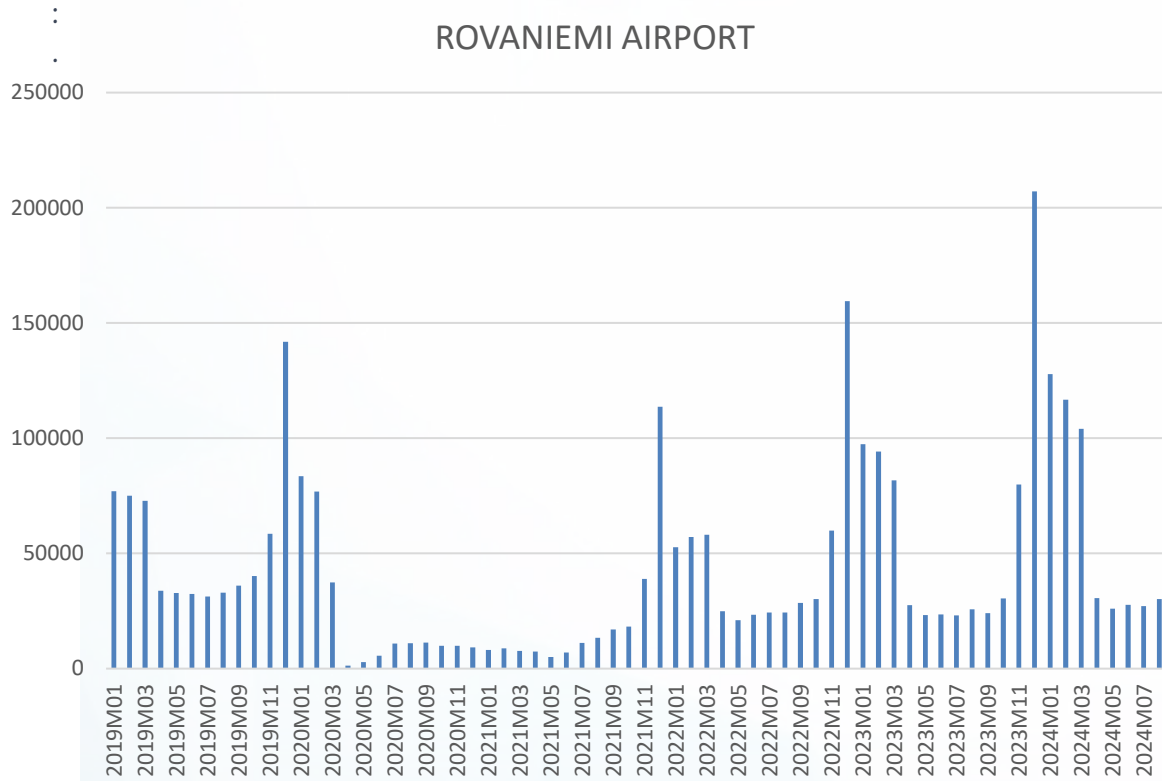


Getting to Apukka Resort and Rovaniemi has never been so easy! 🥰 During the autumn and winter 2024-2025 there are plenty of direct flights from around Europe to Rovaniemi Airport, which is our closest airport only 10-minute drive away from our Resort 🍷 Check the direct flights from the list below and book your stay at Apukka Resort today 🍷

- ✈️ London (Stansted) by Ryanair starting 27.10.
- ✈️ Liverpool by Ryanair starting 27.10.
- ✈️ Dublin by Ryanair starting 27.10.
- ✈️ Milan (Bergamo) by Ryanair starting 27.10.
- ✈️ Paris (Beauvais) by Ryanair starting 28.10.
- ✈️ Brussels by Ryanair starting 29.10.
- ✈️ Tromsø by Finnair starting 31.10.
- ✈️ Manchester by easyJet starting 18.11.
- ✈️ Milan (Malpensa) by easyJet starting 20.11.
- ✈️ Bristol by easyJet starting 22.11.
- ✈️ Amsterdam by KLM starting 23.11.
- ✈️ Birmingham by easyJet starting 24.11.
- ✈️ Bordeaux by easyJet starting 30.11.
- ✈️ Paris (CDG) by AirFrance starting 30.11.
- ✈️ Vienna by Austrian Airlines starting 30.11.
- ✈️ Frankfurt by Lufthansa starting 30.11.
- ✈️ Madrid by Iberia starting 30.11.
- ✈️ Lyon by easyJet starting 30.11.
- ✈️ Nice by easyJet starting 30.11.
- ✈️ Edinburgh by easyJet starting 1.12.
- ✈️ Düsseldorf by Eurowings starting 1.12.
- ✈️ Istanbul by Turkish Airlines starting 1.12.
- ✈️ London (Gatwick) by easyJet starting 1.12.
- ✈️ Copenhagen by SAS starting 2.12.
- ✈️ London by Norwegian starting 2.12.
- ✈️ München by Norwegian starting 3.12.
- ✈️ Geneva by easyJet starting 6.12.
- ✈️ Berlin by easyJet starting 7.12.
- ✈️ London (Luton) by easyJet starting 7.12.
- ✈️ Paris by easyJet starting 7.12.
- ✈️ Paris (Orly) by Transavia starting 7.12.
- ✈️ Amsterdam by easyJet starting 12.12.
- ✈️ Zürich by Edelweiss starting 12.12.
- ✈️ Naples by easyJet starting 14.12.
- ✈️ Berlin by Eurowings starting 25.12.
- ✈️ Hamburg by Eurowings starting 15.1.
- ✈️ Stuttgart by Eurowings starting 19.1.

Helsinki by Finnair & Norwegian all year round

MONTHLY AIRPORT PASSANGERS IN ROVANIEMI AND KITILÄ

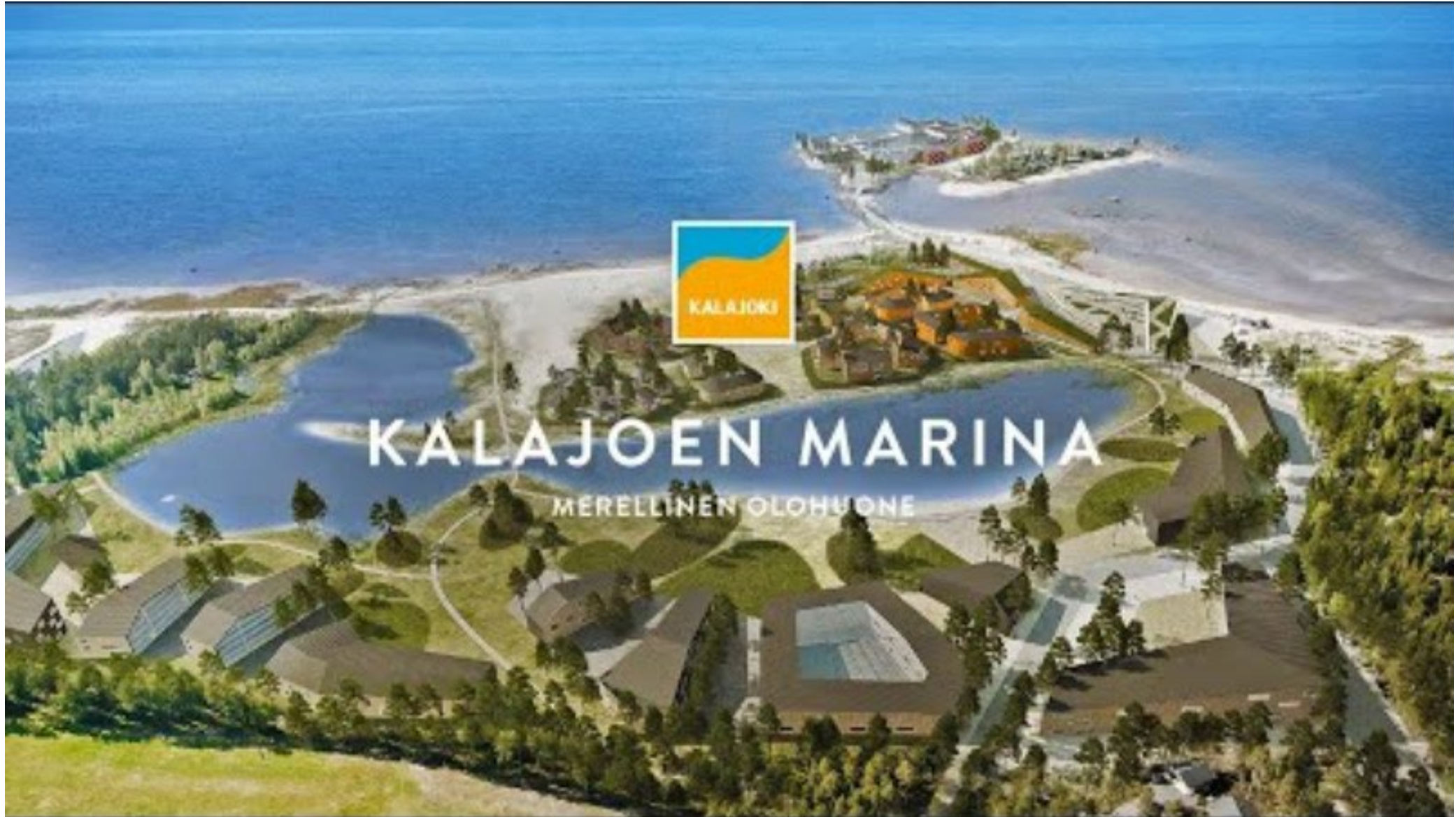


RE-INVENT PÄRNU!



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KALAJOEN MARINA

MERELLINEN OLOHUONE

PÄRNU 2038



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Flowhouse.fi