How easy is it to develop a real and demanded tourism product for real tourists within EU projects. Project "CAITO - Meta cluster for attracting the Japanese tourism market"

Anna Palelione, Lauku ceļotājs

«Estonia-Latvia buisiness forum 2017» November, 23





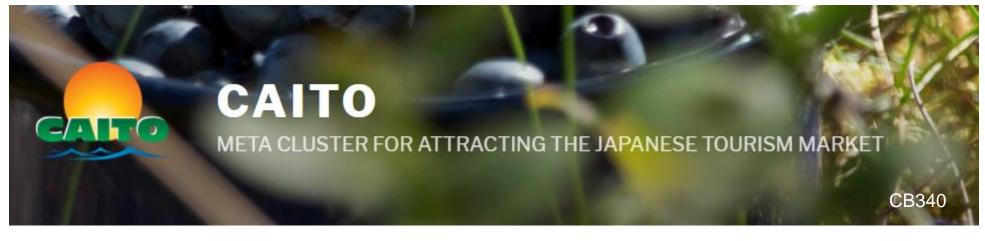






This project is part-financed by the European Union (ERDF Interreg Central Baltic)

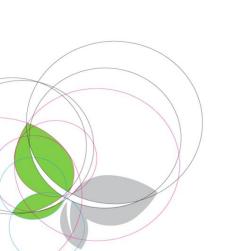
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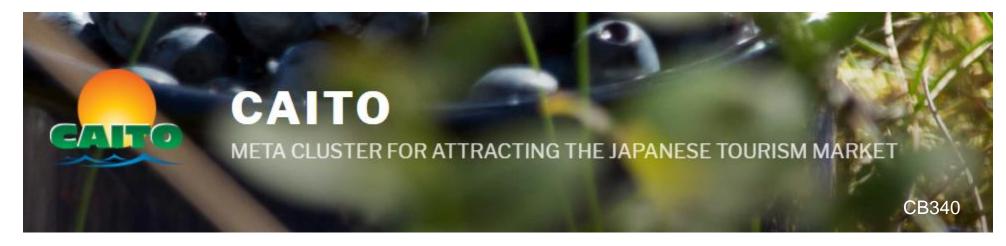
http://caitoproject.eu/ Project CAITO



- **Central Baltic Programme 2014-2020**
- March, 2016 July, 2020
- The total budget:1 412 734.71 EUR, of which 1 141 858.10 EUR is co-financed by the ERDF







PROJECT OVERALL OBJECTIVES:

to promote and support rural tourism companies to enter Japanese tourism market by strengthening their capacity and cooperation in the three Baltic Sea countries:

Latvia, Estonia, and south coast Finland.

Expected project results:

- cooperation to attract the Japanese tourism market;
- products adapted to the needs of the market;
- trainings for enterpreneurs;
- marketing brochures, product guides, product manuals for tourism professionals and individuals;
- LV-EE-FIN rural tourism landing page <u>http://balticsea.countryholidays.info</u>



PROJECT PARTNERS

cooperation of the project partners to attract the Japanese tourism market

1) Estonian University of Life Sciences (EMÜ) – leading project partner

- 2) NGO Estonian Rural Tourism Eesti Maaturism
- 3) Latvia University of Agriculture
- 4) Latvian Country Tourism Association "Lauku celotajs"
- 5) Laurea University of Applied Sciences
- 6) Länsi-Uudenmaan Lumo Matkailu Ltd (LUMO) Visit south coast Finland

atviias

_auksaimniecības µniversitāte

7) University of Helsinki Ruralia Institute

ASSOCIATED PARTNERS:

EML

- 1) Association of Latvian travel agents and tour operators (ALTA)
- 2) Estonian Travel and Tourism Association

www.emu.ee

3) Society Zemgale tourism association

Eesti Maaülikool

Estonian University of Life Sciences

















Cooperation

• Tourism boards of Latvia, Estonia and Finland • Tour oparators, agencies, transport companies (19) Contacts in Japan dealing with FIN-LAT-EST

National tourism authorities, embassies of Japan, relevant international associations and initiatives between partner countries and Japan (e.g., cultural exchange (arts, music, films), political organization and trade companies etc)

IN LATVIA, ESTONIA AN		E-TURIST LTD. / BALTIC INCOMING
IN LATVIA, LOTONIA AN	LATVIA, LOTONIA AND TINLAND	
are the Baltic rural tourism experts and experienced professionals to help you set up tour programs and make local arrangements.		Contact person: Triinu Tammiste Phone: +372 744 1687
	ESTONIAN HOLIDAYS	E-mail: triinu@e-turist.ee
BALTIC TOURS LTD. Contact person: BalticTours	Contact person:	Website: www.e-turist.ee
Phone: +372 630 0460	Phone: +372 627 0505	E-TURIST offers the best services in E Lithuania with extensions to Helsini
E-mail: incoming@baltictours.ee Website: www.baltictours.eu	E-mail: incoming@holidays.ee	and Poland. Traditional culture tour
website: www.baltictours.eu	Website: www.estonianholidays.com	with escapes to "hidden places" in
Baltic Tours is an experienced travel agency and	Estonian Holidays is one of the most experienced	including: organic food tours, fruit wir
incoming tour operator since 1989. We offer professional	DMCs in Estonia operating under this name since 1991.	farm visits, minor cultures in Estonia, p and conferences. Our experienced s
incoming travel services for leisure and business groups in Northern Europe with a focus on Baltic countries -		easy and your clients satisfied.
Estonia. Latvia and Lithuania, as well as in neichbouring		
countries in the Baltic Sea region. Additionally to the	and what we do. We are established in Estonia, but we	FRIMAN TRAVEL
single travel services for tour operators and trave agencies, our portfolio includes tailor-made specia		PRIMARY INAVEL 3
interest tours and creative incentive programs.	travellers and also welcome technical visits and special	Phone: +358 19 2481004
	interest groups.	E-mail: info@trimantravel.fi
BALTIC TRAVEL GROUP Baltic Travel Group	ESTRAVEL LTD.	Website: www.frimantravel.fi
Contact person:	Estravel Latvia - Baltcoming	Friman Travel was founded in 1967 ar
Mrs. Santa Feodorova	Contact person: Ms. Anta Jokste	been a registered tour operator. W
Phone: +371 67228428	Phone: +371 6 7288 494,	made package tours and tailor-made to the customer's wishes. Our bran
E-mail: info@btgroup.lv Website: www.baltic.travel	Fax +371 6 7287 977 E-mail: info@baltcomino.ly	stands for quality and reliability, as
	Estravel Estonia - Baltcoming	our many loyal customers. We have a
Baltic Travel Group is the leading Destination	Contact person: Mrs Riina Rauts	which consists of eight buses rangin
Management Company (DMC) in the Baltic States offering a full range of inbound travel services to		smallest with 19 seats and the larges
individual, group and corporate clients.	Website: www.balteoming.com	
In 17 years of operation our team of experienced and		GO TRAVEL
professional experts has provided services in Latvia. Lithuania, Estonia, as well as Scandinavia, Poland and		Contact person: Mrs. Hele Lahtvee
Russia to more than 625 000 visitors from 90 different		Phone: +372 631 0124
countries.	the leading travel agency, destination, management	E-mail: hele.lahtvee@go.ee
The company also has a long experience in serving Japanese clients in the Baltic Region.		Website: incoming.gotravel.ee
	Baltic States. Baltcoming operates full-service offices in Riga, Tallinn	Go Travel is a tour operator & DMC
	and Vilnius, offering travel services in Latvia, Estonia,	Our speciality is tailor-made progr
DMC REISIEKSPERT Contact person:	Lithuania, Russia, Finland and Sweden. Due to its	the "full service range from one
Mr. Ants Norak	market leader position and large purchase volumes, Estravel offers competitive rates and high quality	and our goal is to inspire and infor so that their trips to Baltics and Sc
Phone: +372 610 8631	services.	fun, affordable, and culturally broad
E-mail: incoming@reisiekspert.ee	 Accommodation contracting and booking in cities 	was founded in 1992 and today we
Website: www.travel-expert.eu	and rural area	of the top tour operators in Estonia. Group - one of the largest transpo
DMC Reisiekspert (Travel Expert) is your local tour		enterprises in Estonia.
architect in Estonia, Latvia, Lithuania and beyond	 Fixed date departure tours in Estonia, Latvia, 	
Whenever you need accommodation, transfers, guides, sightseeing tours, catering or incentives - we are at your		So, looking for an amazing experienc
service. DMC & travel acency experience since 1995.	Excursions & special interest tours Conference and event management	We can make it happen.
Travel Expert provides a full range of travel services	- locanti-a programs	
in Estonia, Latvia, Lithuania, Russian Federation and Scandinavia.	 Airline and ferry tickets 	
	 Transportation (coach, car, minibus, rail) 	



Con·ex











TRAINING of the DESTINATION

- Indenfication and selection of FIN-LAT-EST tourism products suitable for Japanese market
- Organize training seminars for the rural tourism product providers about tourism product development opportunities aimed at Japanese tourism target market





EUROPEAN UNION European Regional Development Fund

Japanese tourism trend and potential for Baltics & South Coast of Finland

Expectation and cultural differences of Japanese tourists Working culture of Japanese travel agencies

> Shigeyoshi Noto Foresight Marketing

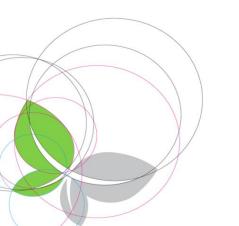




Rural tourism products for Japanese market

•Selection and definition of the product for «sale»:

- Tours for groups and individuals;
- Full day programmes and sites based on rural accommodations;
- Nature based expierences in National parks;
- Local expierences farms, crafts, traditions.





Tours for groups



Travelling

Touring routes for small groups (<15) and individuals:

- CULTURE ROAD: Explore the countryside of the Baltic Sea: Finland – Estonia - Latvia (5 nights/ 6 days)
- CASTLES' AND MANORS' ROAD: Latvia Estonia -Finland (7 days/6 nights)
- NATURE ROAD: From Lithuania to Finland through the Baltic States (11 days/10 nights)
- RURAL ROAD: Country Life: Finland Estonia Latvia - Lithuania (11 days/10 nights)
- BALTIC SCANDINAVIAN ROUTE: Finland –
 Sweden Estonia Latvia (9 days/8nights)

Tours for groups

Group trave

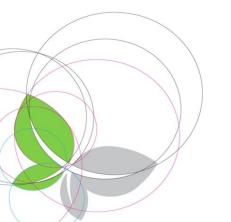
Services:

- Japanese speaking guide
- tourist bus
- full catering based on local food
- accommodation in rural guest houses, estates and city hotels
- visits/excursions/entrances in rural farms, production facilities, meeting local families
 Ideal group size <15 pax



Accommodations in rural areas + full day programmes

- Selected accommodations based on market requirements
- For individual travelers and small groups
- Very detailed information about the:
 - Accommodation
 - Catering
 - Services and atractions on site
 - Places of interest nearby



LATVIA COUNTRY HOUSE LANTUS

A country house in a landscaped setting by a pond and near forest. The house is comfortably appointed with several fireplace rooms, a sauna, a pool.

Distance from Riga: 115km Vebsite: www.www.laukumaja.lv "Lantus", Bērzaines pag., LV-4208, Latvi

BALTIC SEA

ESTONI/

LATVIA

BERZAINE

GaldRess

LITHUANIA



ACCOMMODATION:

The main house.
 Superior DBL rooms
 APARTMENT (2 bedrooms, a
dining room; WC and shower
outside the apartment)

 Extra rooms available in the Sauna house.

SERVICES AND ATTRACTIONS ON SITE:

 Latvian Sauna: sauna procedures, bath-house attendant service.
 Massages: classical or relaxing massage, facial massage, body peeling, hot honey massage etc.

MEAL SERVICES:

The hostess offers home-made meals. The farm buys from local food suppliers - farmers and food manufacturers.

PLACES OF INTEREST NEARBY:

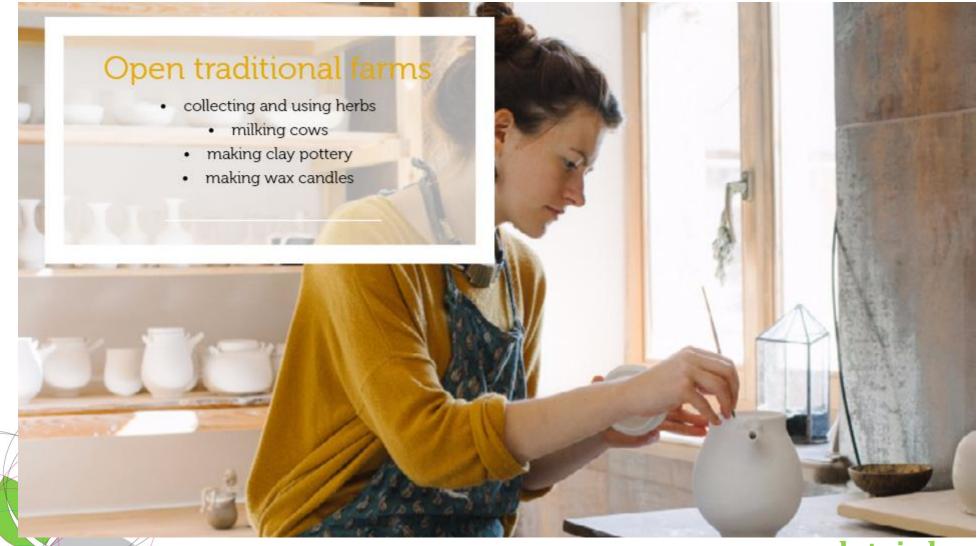
 The Valmiermuiza beer brewery Tourists can learn about the history of the Valmiermuiza estate and the brewing of beer, beginning with raw materials and ending with finished products. The visit is enriched by tastings of live beer and stories about Latvia's traditional holiday beverage. The brewery shop sells

live beer, homemade goodies and selected souvenirs. - Carpenter's workshop The craftsman manufactures barrels, hot tubs, furniture, stairs, doors and other useful objects. Guests can take a tour, learn about the relevant skills and experience, and help in manufacturing something that will be of use in the household. Guests can watch how barrels are made from start to finish, and also try their own hand at the craftsmanship.

Local expierences – farms, crafts, traditions



Local expierences – farms, crafts, traditions



Open modern farms/home producers

Open modern farms/home producers

demonstrate production process: cheese, fruit, berries, homemade sausages, smoked fish, mushrooms, bread, honey, beer and homemade wine

Open modern farms/home producers

Open modern farms/home producers

- large scale farming introduce today's modern farm life and business: vegetable, crop, dairy, fruit farming, animal husbandry
- produce tasting
- farm shops
- more information:
 www.countryholidays.lv –
 CountrysideGoodies



Mushrooming and berry picking

Mushrooming and berry picking

- season: August and September
- English speaking fungi guide
- Equipment provided: baskets, gloves, mushroom knives
- Local people know edible mushrooms well and will show their special mushrooming spots to guests.
 duration in the forest: 1-2 hours
- mushroom cooking with local chef/host family and dinner:
 2 hours



Nature based expierences in National parks

National Parks and Protected Nature areas:

Activities in National Parks:

- hiking
- paddling
- snow shoe walking
- silence
- animal watching
- berry picking and mushrooming
- swimming
- beautiful landscapes

PROMOTE RURAL TOURISM PRODUCTS FOR JAPANESE TOURISTS



PROMOTIONAL MATERIALS

«Go rural. The Baltic States and southern Finland»

Image brochure for individual tourists – JP, 16 pages



GO RURAL

田園を旅しよう フィンランド南岸部、エストニア、ラトビア www.balticsea.countryholidays.info

Content:

- Introduction about the Latvia, Estonia and southern Finland
- 6 sections rural tourism products:
 - Nature's Experiences
 - Touring
 - Country Life
 - Countryside Accommodation
 - Baltic sea cuisine
 - Wellbeing tourism
- Introduction of the participating organizations

celotajs.lv

http://www.celotajs.lv/en/p/view/BalticStatesAndSouthernFinlandJp

"Go Rural" -Latvia/Estonia/South coast Finland

Rural tourism product guide for tour oparators and agents, JP + EN, 66 pages



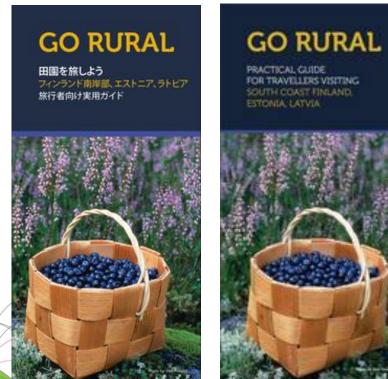
http://www.celotajs.lv/en/p/view/GoRural_2017

Content:

- Destination
- Traveling within the destination
- Tours for groups and individuals
- Full day programme based on rural accommodation
- Nature based expierences in National parks
- Local expierences farms, crafts, traditions
- Rural tourism organizations
- Tour operators in Latvia, Estonia, Finland
- Useful links

«Go Rural» Practical Guide for travelers visiting south coast Finland, Estonia, Latvia

For individual travelers (JP + EN, 24 pages)



http://www.celotajs.lv/en/p/view/GoRuralTrav_2017

Content:

- Getting there and around
- General information
- Guide to seasonal activities
- Capital cities Helsinki, Tallinn, Riga
- What to do and see in the countryside
- Souvenirs and gifts Helpful links to plan your trip



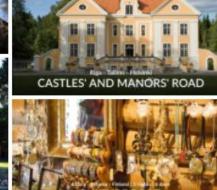
Marketing landing page balticsea.countryholidays.info

Rural tourism landing page containing information about rural tourism in Latvia, Estonia, Finland;
 Highlighting products designed specifically for the Japanese market;

Page in English and Japanese.

Touring





Finland, Estoria, Latvia, Lithuania 10 nights | 11 days RURAL ROAD



Food

Throughout the year, Baltic cuisine features rye bread, grains, fresh and fermensed dairy products, and various cheeses. During the spring and summar, there are lighter status of fresh vegetables, heres, terries, mathrooms and fain. During the wirters and fail, the cuisine becomes substantial with meat, vegetables, legures, stave, subject, marinates and sploy dimes that se subplemented with warming and acomatic sploise.

People in rural areas and cities cook food differently. Rural dishes are simpler and more filling, and they are cooked on the basis of local traditions. Women in guesthouses offer food that they cook themselves. Recipes are handed down generation to generation so as to preserve the hanvest during the winterpreparing sauverivaux smoking or blacing fish marinating and sating occumbers and mushrooms, cooking jams and composes, frequing bervies and drying haves for tess. Still, there are also faciliar sestaurants in rural regions, which cheft stacking the laster tradit sheat traditions the during.

Products from forests and bodies of water have particular tastes and nutritional velue. Each country has laws and regulations that limit the hunting and fishing assants, thus making sure that environmental inches are protected. Urban residents and tourists have information about when, where and how they can safely go finding, hunting, or herry and mushroom policing. As a speciality, Finland has the famous "everymans rights" that allow everyone to pick berries and gather mushrooms in all the forests - no master who is the land owner.

ww.balticseaculinary.com







What to do











Newsletters to Japanese media

 Newsletter 3 times a year (Nov -> Xmas, Feb -> Golden week, May -> summer) for ~ 700 trade contacts + 300 media. Rotation every year (2017-2020)





Promotional events and business meetings

- Product introduction seminars for travel trade and press in Japan:
 - July, 2017: Road-show seminars for TO in Japan (Osaka, Fukuaka, Tokyo, ~200 TO)
 - November 22, 2017: Product introduction seminar in the Embassy of Latvia in Japan (~50, TO, media)





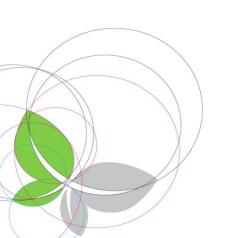
Promotional events and business meetings

September, 2017: «Baltic connecting 2017» in Tallinn

Far tourism markets: Chinese, Japanese, Koreans, Singaporeans and Americans - tourism industry professionals



ONOVEMBER, 2017: Meeting with TO «Miki Travel Limited»





Promotional events

•TOURING the Baltic sea region: FINLAND, ESTONIA, LATVIA

• FAM trip: 13.- 18.04.2017: 8 persons



• **Press trip**: 28.08.-03.09.2017: 8 persons









Promotional events

o«JATA EXPO Japan 2017»

- September, 21-24
- In cooparation with LIAA (Latvian tourism board)



Conclusions

- Difficult to define and sell the rural tourism product;
- •Hard to conquer the market.
- •A large-scale project.
- A great chance to work with this project with real tourism products and in real market.

Thank you!

Welcome to South Coast Finland

www.visitsouthcoastfinland.fi

Estonia

www.maaturism.ee and

Latvia

www.countryholidays.lv

Explore our tour packages in Japanese at

www.balticsea.countryholidays.info



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