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 business forum 2017»
November, 23
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 entrepreneurs;
- marketing brochures, product guides, product manuals for tourism professionals and individuals;
- LV-EE-FIN rural tourism landing page [http://balticsea.countryholidays.info](http://balticsea.countryholidays.info)
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*
7) University of Helsinki Ruralia Institute

ASSOCIATED PARTNERS:
1) Association of Latvian travel agents and tour operators (ALTA)
2) Estonian Travel and Tourism Association
3) Society Zemgale tourism association
Cooperation

- Tourism boards of Latvia, Estonia and Finland
- Tour operators, 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)
TRAINING of the DESTINATION

- Identification 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

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 experiences in National parks;
  - Local experiences – 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/8 nights)
Tours for groups

Group travel

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 attractions on site
  - Places of interest nearby
Local experiences – farms, crafts, traditions

Open traditional farms

Enjoy experiences rooted in our old traditions and skills:

- bread baking
- weaving
- knitting
Local experiences – farms, crafts, traditions

Open traditional farms

- collecting and using herbs
- milking cows
- making clay pottery
- making wax candles
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

- 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

- 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 experiences 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

- Printed materials (3)
- Marketing landing page
- Newsletter to JP media
- Promotional events and business meetings
PROMOTIONAL MATERIALS

«Go rural. The Baltic States and southern Finland»
Image brochure for individual tourists – JP, 16 pages

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

"Go Rural" - Latvia/Estonia/South coast Finland
Rural tourism product guide for tour operators and agents, JP + EN, 66 pages

Content:
- Destination
- Traveling within the destination
- Tours for groups and individuals
- Full day programme based on rural accommodation
- Nature based experiences in National parks
- Local experiences – 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)

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.

celotajs.lv
Food

Throughout the year, Baltic Sea cuisine is based on fresh, healthy vegetables and herbs, local dairy products and various cheeses. During the spring and summer season, there are various dishes of fresh vegetables, salads, soups, and poppy seed cakes. During the winter and fall, local dishes become more substantial, with meat, vegeterian, seafood, and baked dishes that are supplemented with warming and aromatic spices.

Rural tourism is simple and prices are affordable. Rural tourism is simple and prices are affordable. Some rural tourism is based on the basis of local traditions. Women in many remote areas offer local dishes and traditional drinks. These are hand-made and homemade, often passed down through the generations. The local cuisine includes dishes such as traditional rye bread, smoked fish, and various dishes that are prepared using local ingredients.

Products from forests and water have a national importance and are an attractive option. Each country has its own regulations regarding the hunting and fishing seasons. Local water resources are a major part of the local cuisine. Local waters are rich in fish, which are often caught using traditional methods such as fishing and hunting. These fish are often used in local dishes, which are known for their unique flavor and texture.

www.balticseaculinary.com

WHAT TO DO

Nature's experiences

Local experiences

Wellbeing tourism
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

- November, 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

[Images of people and activities related to the FAM trip and Press trip]
Promotional events

- «JATA EXPO Japan 2017»
  - September, 21-24
  - In cooperation 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!

celotajs.lv
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