



visit
soomaa

LEADER
EESTI



Euroopa Maaelu Arengu
Põllumajandusfond:
Euroopa Investeeringud
maapiirkondadesse



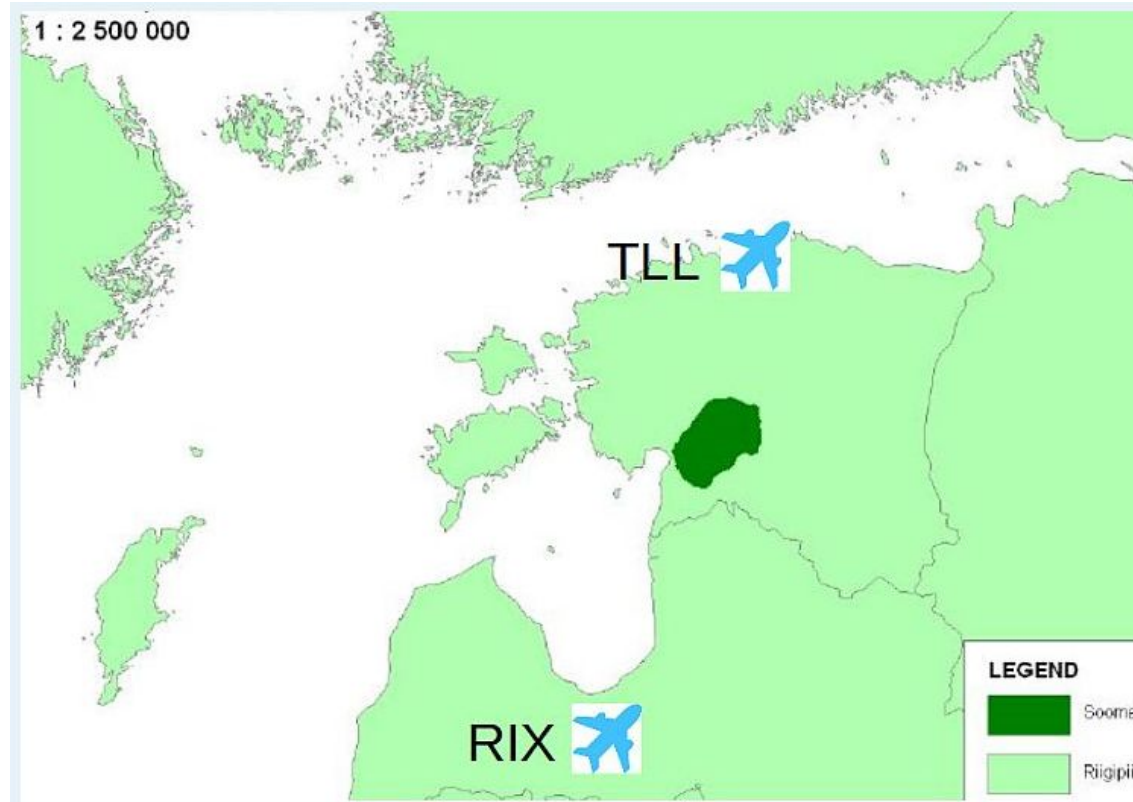
Marketing of Soomaa Tourism Region

Kadi Ruumet & Aivar Ruukel
Roosta - 28.09.2017

Green Riverland Partnership Region

overlaps 95%
with

Soomaa
National Park
Tourism Region



what kind of marketing activities
you have in your area

- in the past, -
- at the moment and
- marketing plan for the future

who does marketing activities?

- Tourism businesses in the region
- Visitors to regions (Consumer Created Content - posts, photos, videos)
- Estonian Tourist Board (visitestonia.com)
- State Forest Management Center (rmk.ee)
- Environmental Board (keskkonnaamet.ee)
- Estonian Rural Tourism Organization (maaturism.ee)
- Estonian media
- Foreign media



MEESIPAKKEMINE:
 20% soodustust kassas
 reumatoid ja liigese
 valuks või kodusse
 jätkamiseks!

Erilised toidud...
Talvromantika pakett
 ...
Reumatoloogiline kaheksapäevane
 ...
Maanais
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Maanais Spaas ...

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Maanais Spaas ...
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e talu ürd

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for whom marketing? (target groups)

- Domestic visitors
 - Families with kids
 - Groups
 - ... and more
- Foreign visitors
 - Nature tourists
 - ...and more

what type of marketing activities?

- Websites
- Social media (FB, Instagram, Youtube,)
- Brochures and maps
- Travel Fairs
- Press Trips
- FAM Trips for Tour Operators
- ... and more



West Estonia

Western part of Estonia are surrounded by the Baltic Sea. Here the coastline is peppered with beaches, small seaside villages and holiday resorts with numerous spas. From unspoilt beaches, yacht marinas and larger ports, there are many ways to arrive here and heaps of things to do.

The two main draws for western Estonia are the resort towns of Haapsalu and Pärnu boasting cute wooden architecture and oodles of summer concerts and outdoor terraces. Visitors from Scandinavia and other neighbouring countries knew to book early and head to the western coast of Estonia for the sandy beaches and long summer nights.

Western Estonia is also one of the best places for bird watching and animal tracking in the country. Here lies the large Soomaa national park, a temporary home to millions of migratory birds each year. If you howl loudly and listen quietly enough you might even get a response from a local pack of wolves roaming the local forests.



Did you know?

Much of the western coast of Estonia has been historically populated by Coastal Swedes.



Destinations



Haapsalu



Pärnu



Soomaa national park



Matsalu national park



Nõva & Noarootsi peninsula

South Estonia

Deep blue lakes hidden between rolling hills and valleys is what makes South Estonia a popular nature getaway destination.

Deep forests, a large national park, sleepy villages and adorable towns with historical churches and manors is what best characterises the southern Estonian vibe. Southern parts of Estonia are also a home to many traditional communities, such as Setos and Old Believers.

Here you will find Tartu, the oldest town in the Baltics, which also happens to be a home to northern Europe's oldest university boasting groundbreaking discoveries since the 17th century. Moreover, the nearby town Otepää has been the training ground for several Olympic medalists. If your holiday goals are bit more modest than South Estonia is also great for science exhibitions, winter sports and spa trips into the wild.



"Quaint towns set on wandering rivers or in picturesque valleys..."

Lonely Planet



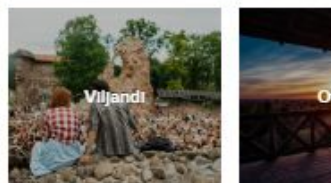
Destinations



Tartu



Soomaa national park



Viljandi



Otepää

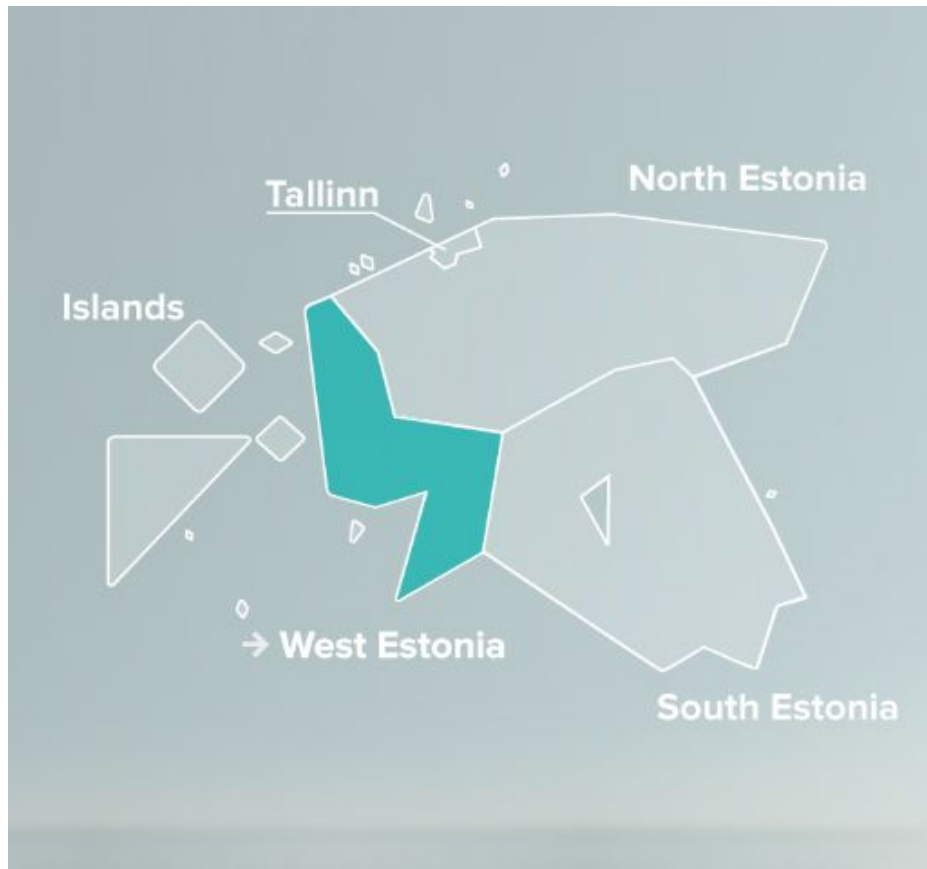


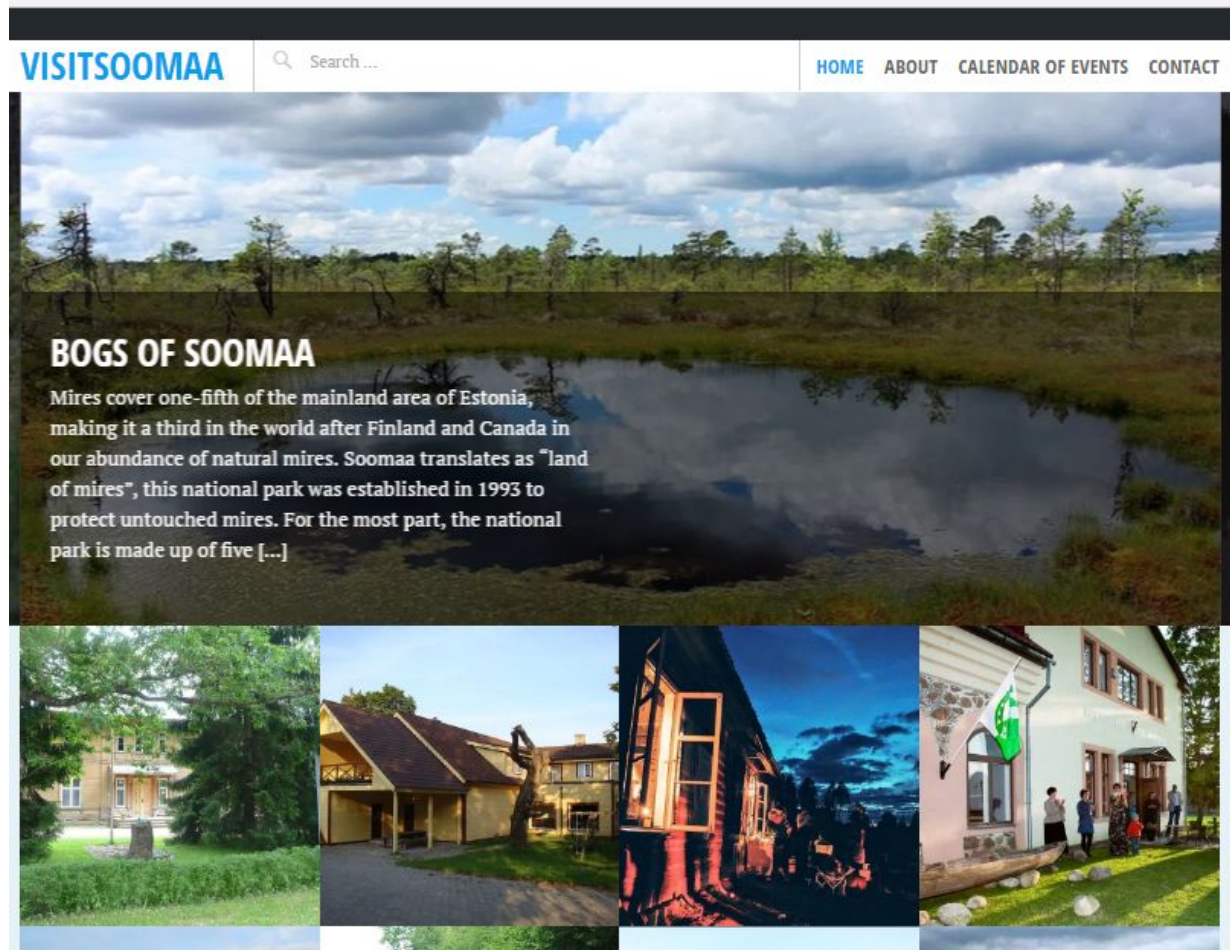
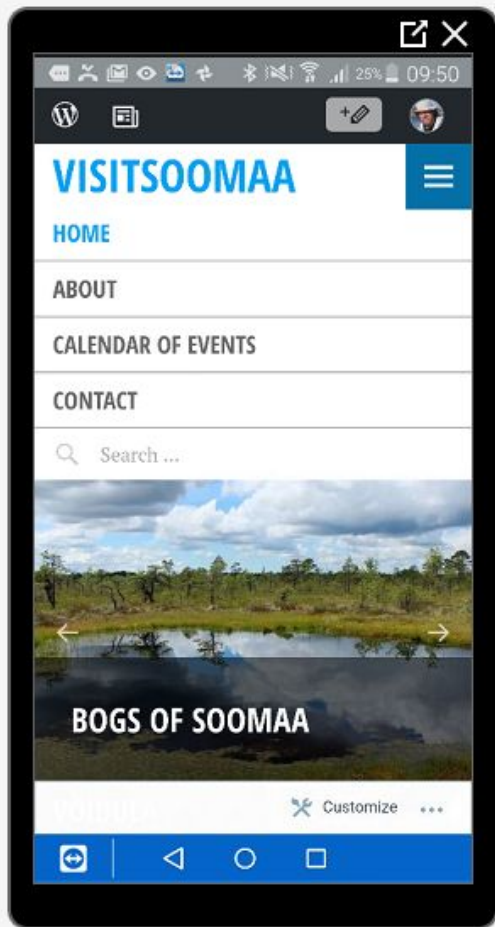
Setomaa



Pelpsi area

visitestonia







KESKKONNAAMET



Soomaa rahvuspark



Kas teadsid?

- Soomaa rahvuspark on loodud suurte rabade, lamminiitude, soostunud metsade, lookleva sängiga jõgede ja kultuuripärandi uurimiseks, tutvustamiseks ja kaitsesks.
- Rahvuspargi maastikku ilmestavad viis suurt raba ja viis erimeelist jõge.
- Kuresoo rabas asub teadaolevalt Eesti kõige kõrgem rabanõlv – kaheksa meetrit.
- Rahvuspargi eripäraks on pesaegu igal kevadel korduvad üleujutused, mida sinmail „viendaks aastaajaks“ kutsutakse.
- Rahvuspargi sümboliks on kujunenud ühepuulootsiik ehk haabjas, mida peetakse vanimaks veesõiduvahendiks Eesti alal.
- Rahvuspargis asub Eesti kõrgeim sisemaa luide, mille suhteline kõrgus on kuni 11 m.
- Rahvuspargi rabades pestuvad rändel suured hanede ja sookurgede parved.



KESKKONNAAMET



SOOMAA
RAHVUSPARK



KAKS
KOHVIRINGI
ÜMBER
SOOMAA



Rohelise Joemaa Koostöökoogu
www.joemaa.ee

January

veebruari

E	T	K	N	R	L	P
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

5 aastaaega



Lisaks 4 aastajale esineb mõnel pool Eestis ka viies – suurvesi.

Eesti uus märk

Eesti uus märk



marketing plan for future

There has been on ONE plan for marketing Soomaa national park tourism region

It is time to create it TOGETHER