



EUROPEAN UNION

Interreg
Botnia-Atlantica

European Regional Development Fund

DESTINATION KVARKEN

Two countries, a world of contrasts

A cooperation project between the **Kvarken Council, Visit Umeå, Umeå Municipality, Höga Kusten Destinationsutveckling, Vaasa Region Development Company VASEK and Hanken School of Economics.**



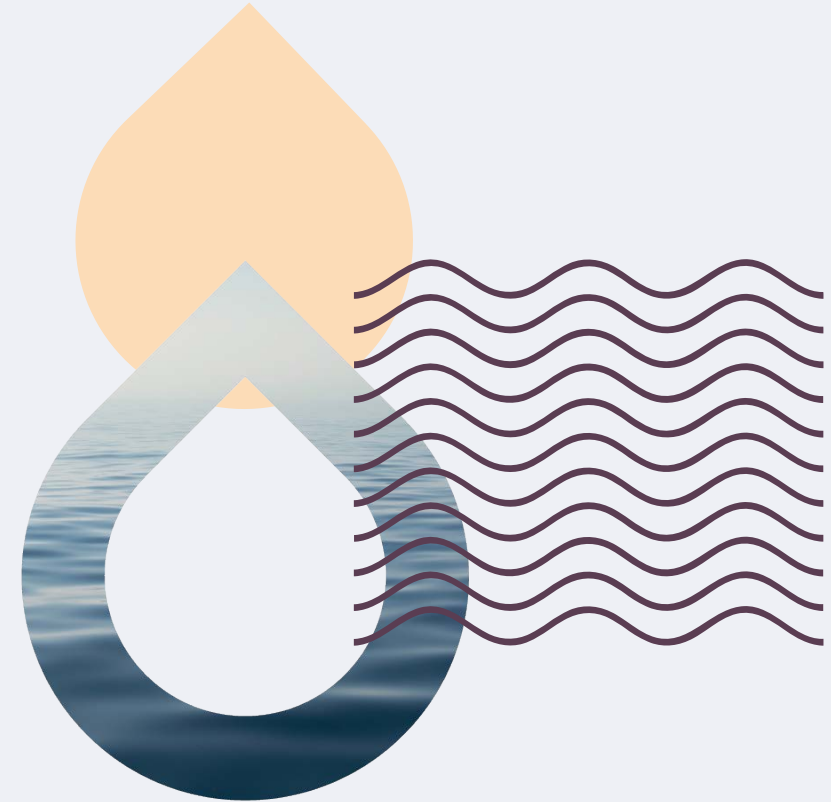
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ABOUT THE DESTINATION KVARKEN PROJECT

- Three-year project
- EU funding of up to 60 percent
- The purpose is to increase the amount of visitors to the region by increasing our visibility
- The aim is to make the Kvarken region into an obvious destination for domestic and foreign tour operators

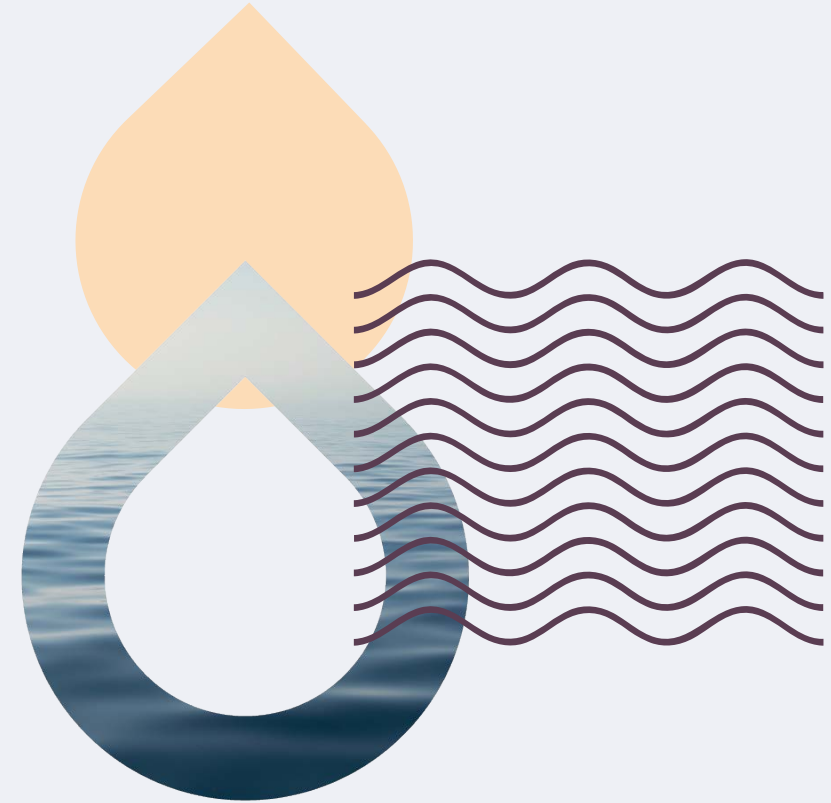


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Work package 3: Digitalization

- Analysis of the quality of company websites
- A group of marketing students at Hanken Svenska handelshögskolan analysed the websites of different companies involved in the Kvarken Destinations project. The findings and development ideas are summarized and presented in this presentation.



“One picture is worth a thousand words”



Paket med cava och praliner
ROMANTISK WEEKEND



TOURISM COMPANY WEBSITE

- An organization with a website that is difficult to use and interact with gives a poor image on the Internet and weakens an organization's position (Barnes and Vidgen, 2002)
- Website is your 24/7/365 sales person



Figure 2 Hierarchy of the proposed framework.

(Hasan, Abuelrub 2010)

ANALYSING WEBSITE QUALITY

- 33 Company/tourist attraction websites
- A group of marketing students analysed the company websites
- What?

1. Content
2. Design
3. Organization
4. User-friendly



1. CONTENT Relevant

- Mostly relevant information (even history/story)
- The power of photos/videos is well understood
- Contact details are available in all of the companies
- Map missing in some companies
- In some cases authority is unclear (Copyright, Manager of the website)

→ **Include the map on your website**

→ **Keep it simple!**



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Multilanguage/culture

- In Sweden: SV/EN
 - In Finland: FI/SV/EN
 - Most of the tourist companies and destinations (studied) has website in English
 - Confusing- Different languages one below the other- No title/flag for a language that is however available
 - Spelling mistakes
 - Often less information in English version
- Titles for all language versions-> no mixing
- Think what is relevant/ selling argument for international guests e.g. Station for an electric car!



Accuracy-Timely

- Facebook alive - Website dead
 - Nyheter/Ajankohtaista title on website, but no posts = nothing happens here
 - Updated lunch menu
- Current activity on website (upcoming events happen 2020 not 2019) shows that your company is breathing/alive 😊
- Some companies have FB, IG "built in" to their website



Photo: kvarkendestinations.com

2. DESIGN

- A wide range of different designs
- Unprofessional photos vs quality welcoming photos
- Heavy picture files – slow loading time

→ Today's brochure or "sales person"!

→ Concistency in style

→ Students suggest more quality photos instead of a lot of text, **more videos!**

→ Mobile-friendly design!



Source: powerpark.fi

3. ORGANISATION

- Main categories/titles on main page
- Easy navigation
- Links are working (mostly)
- Many links for booking
- Index/site map missing on some websites
- Problems with language versions

→ Any advantage of having FAQ or search engine on website?

→ Logo on every webpage while scrolling



4. USER-FRIENDLY

- Most of the websites are user-friendly
 - Map?!
 - A long loading time
 - The company name, marketing name...?
 - Most websites mobile-optimized - not all
 - Where is the most updated information?
 - Booking
 - directly on website
 - Via e.g. Tripadvisor
 - Contacting owner by telephone/email/ offert request
- Mobile-optimization!
- Photos, videos –file size!
- Easy online booking!



LINKS TO SOCIAL MEDIA

- Most of the companies have
 - Facebook
 - Instagram
 - Google my business
 - Google maps built on website
 - In addition, Youtube, Twitter, LinkedIn, Blogspot
- Take advantage of social media!

BEST PRACTISE IN THE TOURIST ATTRACTIONS/ COMPANIES INVOLVED IN DESTINATION KVARKEN



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DESTINATION KVARKEN



YHTEYSTIEDOT

Osoite / Address

Läntinen Pitkäkatu 8
64100 Kristiinankaupunki
Finland

Meillä on sisäpihalla muutama oma maksuton parkkipaikka.

Puhelin / Tel

+358 400 987 978

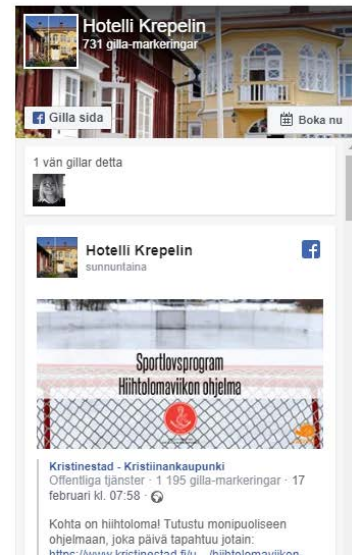
Email

varaukset@krepelin.fi

Saamaamme palautetta:

[Facebook](#) | [Tripadvisor](#) | [Booking.com](#)

KREPELINISSÄ TAPAHTUU



Source: Krepelin.fi

SHOW RECOMMENDATIONS

- Krepelin encourages to view their customer feedback in Facebook, Tripadvisor & Booking.com
- Adding the Facebook on the website



[Aleksi Himself - Videos about Finland](#)
22,9 t. tilaajaa

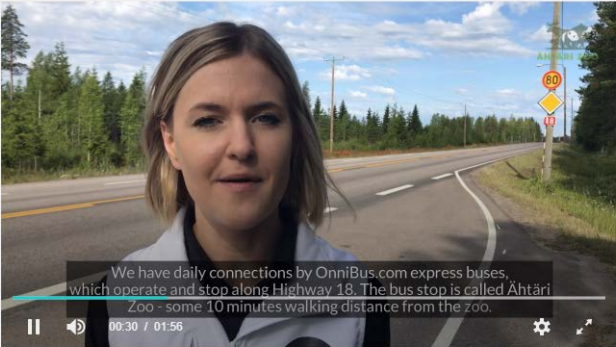
(Photo&Source:
tynnelantontut.fi)

SHARE A VIDEO

- Tynnelän tontut:
<https://www.youtube.com/watch?v=4VfeUS-J5cw>
- Höga Kusten:
<https://www.youtube.com/watch?v=axStz4EMtr4>

Oslo kanta Upsala helsinki Google

Snowpanda Resort Ähtäri Zoo is a close-to-nature holiday resort located in the middle of Finland



We have daily connections by OnniBus.com express buses, which operate and stop along Highway 18. The bus stop is called Ähtäri Zoo - some 10 minutes walking distance from the zoo.

00:30 / 01:56

BY CAR

When you arrive in Ähtäri, follow the signs which say "Eläinpuisto". There are two parking areas

BY TRAIN

Ähtäri Zoo has its own train stop named "Eläinpuisto Zoo". There's a 15 minute walk from the station

BY BUS

(Source: ahtarizoo.fi)

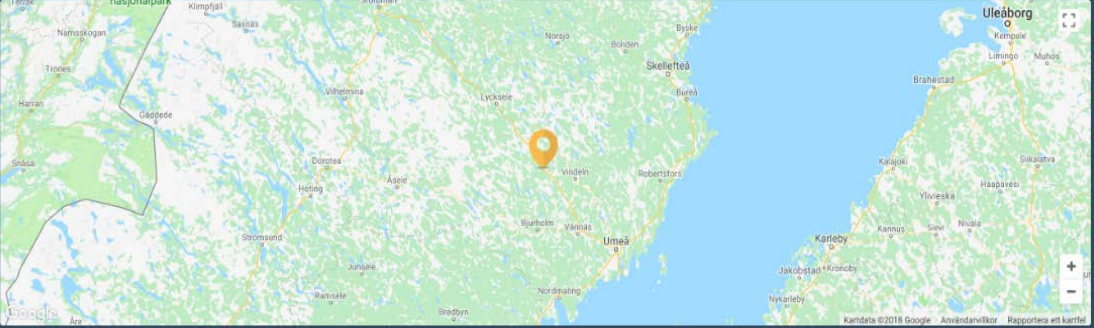
HOW TO GET HERE?

- How to get here?

<https://www.ahtarizoo.fi/index.php/en/how-to-get-here>

- Development opportunity: translated to German?

DESTINATION KVARKEN



SNABBLÄNKAR

- [Boenden](#)
- [Erbjudanden](#)
- [Aktiviteter](#)
- [Sjunga regården](#)
- [Om Granö Beckasin](#)
- [Press](#)
- [Sociala medier](#)

BOKNING OCH FRÅGOR


Granö Beckasin AB
Orgnr: 556722-6930
Tel: 0933-410 00
E-post: info@granobeckasin.com

ÖPPETTIDER

Restaurang
Frukost
Måndag - Söndag 07.30 - 09.30
Lunch 11.00 - 13.30, läs [här](#) om våra öppettider
Middag från 17.00, se mer info under [restaurang](#).
Restaurangen stänger 22.00.

Reception och bokning
Mån - lörd 08.00 - 17.00
Söndag 08.00-12.00
Övrig tid jourtelefon, för våra hotellgäster.
Bokning/förfrågan kan skickas till info@granobeckasin.com

Source: granobeckasin.com



INCLUDE A MAP

- International guests!
- Where in Finland? Sweden?
 - Easier to plan a trip + navigate to a destination



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DISTANCES

Kauhava.....	25 km
Seinäjoki.....	55 km
Vaasa.....	80 km
Tampere.....	230 km
Jyväskylä.....	230 km
Oulu.....	282 km
Kuopio.....	335 km
Turku.....	390 km
Helsinki.....	404 km

GPS

The road to PowerPark is relatively new and does not appear on all Navigator maps. Although the official address of PowerPark is PUISTOTIE 3, the recommended address for navigational purposes is JORMA LILLBACKANTIE 1. ALAHÄRMÄ is an area belonging to the city of Kauhava.

ACCESS BY PUBLIC TRANSPORTATION

Source: powerpark.fi

HELP TO NAVIGATE AND PROVIDE DETAILED INFORMATION

- International guests!
- GPS
- Distances
- Details about parking (free, paid, locations of different parking areas)

TO THINK WEBSITE QUALITY

- Focus on user – Take a role of an international website visitor
- Updated information
- Include a map
- Decide which languages and maintain the structure
- Take an advantage of video and professional photos (website is your 24/7 sales person)
- Don't let the website die while you are active in social media

Thank you!

SWEDEN

FINLAND

Kvarken

Gulf of Bothnia



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MEDFINANSIÄRER

The European Regional Development Fund via the Botnia-Atlantica INTERREG programme, Regional Council of Ostrobothnia, Västerbotten County Council, Västernorrland County Council, Umeå municipality, Kvarken Council, Vaasa Region Development Company (VASEK), Hanken School of Economics, County Administrative Board of Västernorrland, Höga Kusten Destinationsutveckling AB, City of Vaasa/Vaasa Region Tourism Ltd. Visit Vaasa, NLC Ferry Ab Oy, South Ostrobothnia Tourist Service Ltd., Kokkola Tourism Ltd., Jakobstad Region Development Company Concordia Ltd., Kristinestads Näringslivscentral Ab