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STORYTELLING IN DESTINATION MARKETING

How to use storytelling in social media marketing of True Lapland

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ABSTRACT

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The aim of this thesis was to find ways to enhance social media marketing of a nature destination. True Lapland is a destination brand of Enontekiö, which is managed by a development department of the Municipality.

Social media marketing is a relatively cost-effective marketing channel with remarkable reach, but only if the content is engaging. Storytelling is an ancient way for humans to entertain and deliver information, and stories are still powerful to catch our attention. This thesis finds ways to bring some storytelling techniques to the era of social media.

Travel industry is one of the biggest markets in the world, also the most significant branch in Enontekiö. As the industry produces experiences, using storytelling in destination marketing was hypothetically profitable.

Destination marketing and the industry's other characteristics are shortly introduced by evaluating secondary data, academic and contemporary publications. Information about the destination bases on the interview and the workshop with True Lapland's participants. Information is accompanied by the author's work experience with the brand and own experience while living in the area.

Storytelling in business and different techniques were researched by investigating contemporary publications on the cause. Social media is a great platform for storytelling, as it fulfills people's social needs and will to tell and hear stories.

Results show that stories that resonate with the audience's values and world view deliver the message effectively. In addition, the message should remain simple and easy to understand. Stories in social media should follow AIDA-model to trigger wanted actions.

Storytelling techniques will be applied in True Lapland social media marketing to enhance reaching marketing objectives.

Keywords: Marketing, social media, storytelling, travel industry, tourism.

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1 INTRODUCTION

People travel nowadays more than ever. Hence, the travel industry is experiencing a structural change, as tour operators' role is decreasing and share of individual travellers is increasing. Tourists book their products online themselves, without any intermediaries. Distribution channels are more and more online, which makes efficient digital marketing a vital competitive advantage. (Regional Council of Lapland, 2015, Cited 24.5.2020.) In an era of World Wide Web, even small and remote destinations can gain remarkable visibility through well planned digital marketing.

Enontekiö is one remote and small nature tourism destination. True Lapland is a destination brand of the area, operated by municipality of Enontekiö. This thesis was initiated with a need of enhancing True Lapland's online marketing.

Social media platforms gather billions of active users on monthly basis. Their popularity bases on offering consumers' means to fulfil their social needs: online places to congregate virtually, share stories and form networks. Where are consumers, there are marketers as well. (Kotler 2013, 544.)

When done properly, social media marketing is cost effective and engages customers better than any other marketing channel, thanks to its social sharing and interactive characteristics (Kotler 2013, 546). At its best, consumed social media content influences consumer's behaviour and attitudes, even their destination choices (Cohen et al, 2018).

When there is a lot of information on hand, the most emotion triggering content wins the attention of a consumer. As social media channels are full of content produced by consumers and companies, one needs to stand out for its target group. (Kotler 2013, 42.)

Relatable, engaging content stands out for its favour in endless feed of posts. For this, storytelling techniques come in hand. Stories can trigger emotions and deliver values efficiently, making marketing content stand out from a feed and stick in readers' minds (Heath & Heath 2008, 12).

Aim of utilizing storytelling in marketing is to strengthen the brand image and increase customers' engagement in social media. Social media marketing is a part of True Lapland's marketing mix, and hence follows True Lapland's brand guidelines.

The main research question of the thesis is as follows:

How to use storytelling in True Lapland's social media marketing?

The main question is supported with the following smaller supportive research questions:

What is the framework of destination marketing?

What is the current situation of the destination?

How storytelling can be used in marketing?

What stories True Lapland could tell in social media?

1.1 Methodology

This thesis can be divided into three parts. The first part covers chapters 1 and 2, introducing the topic, methodology, commissioner and the industry with its current trends.

The second part includes chapters 3 and 4, which draw theoretical framework for destination marketing and storytelling in marketing.

The last part concludes the findings in the thesis, covering chapters 5 and 6. Chapter 5 analyses the destination according to the findings in chapter 3, from the point of views presented in introduction part.

Chapter 6 combines the findings of analyses with introduction and theoretical framework part, stating the guidelines for utilizing storytelling in True Lapland's social media marketing.

The thesis is a qualitative research, as a main research method is analysing secondary data from a new point of view. There was no secondary information available from True Lapland brand nor current situation of Enontekiö's travel industry. Appendices include data gathered by the author in a form of an interview (appendix 1) and a workshop (appendix 2 and 3).

The author made a semi structured interview with a project manager of True Lapland in order to gather information about the brand guidelines and short-term plans. Findings are summarised in appendix 1.

In order to gather information about Enontekiö's travel industry and current customer base, the author made a two-hour workshop for the area's travel industry entrepreneurs. The presentation slides are in appendix 2, and the findings are summarised in appendix 3.

The author was born in Enontekiö and has been working with True Lapland brand, tourist information of the area and Enontekiö Development Ltd. These experiences and insights are used in this thesis.

1.2 Definitions

Marketing

According to Kotler et. al. (2003, 33), hospitality marketing is a social and managerial process where individuals and groups create and exchange products and value with others, resulting to get what they need and want.

In this context, marketing is seen as an activity of creating and delivering information and value for the target audience.

The fundamental principles are the same for every industry, but each has its own special characteristics. This thesis concentrates on tourism industry point of view, utilizing the principles of tourism destination marketing.

A story

Definition for a story has many forms. Aristoteles, an ancient philosopher, defined a story as a verbal or written content that includes a beginning, midpoint and an ending (Rauhala & Vikström, 2014).

Storytelling

Storytelling is as a special way of human communication, with aims to attract the audience to adapt to the teller's world view. (Rauhala & Vikström, 2014.)

Storytelling in marketing is used to enhance delivering a marketing message for the target group.

Social Media

Forms of media, usually online platforms or programs used by computers and mobile devices, that allow people to communicate with each other and create content for others to consume are called social media (Cambridge Dictionary 2020, Cited 27.4.2020).

Social Media Marketing

Social media can be used in marketing in two ways: use existing social media platforms or create own social media (Kotler 2013, 545). In this thesis, focus is on using existing platforms. Social media marketing covers activities such as creating a community or a network on a social media platform, posting content and interacting with target group (Kotler 2013, 545).

Social media marketers can create own material or encourage target group to create content. All the posts and comments add on a story told in social media, which affects the brand image.

Leisure travel

Travelling can be divided into different categories according to the purpose of the travel. The general division is to Business and Leisure travel. (Morrison 2013, 54.) This thesis concentrates on leisure travel.

2 INTRODUCTION OF THE COMMISSIONER

This chapter introduces characteristics of Enontekiö area and the brand True Lapland. The travel industry is presented shortly from Lapland point of view, as well as travel trends that affect the area.

2.1 Enontekiö

Enontekiö is a municipality in north-west part of Finnish Lapland. The area covers 8391 km² (Maanmittauslaitos 2015, 20.5.2020) and the municipality ranks to be the 3rd largest municipality in surface in Finland (Municipality of Enontekiö 2020b, cited 20.5.2020). Number of inhabitants is around 1850, resulting the people density to be one of the lowest in Finland. (Municipality of Enontekiö 2020b, cited 20.5.2020.)



Image 1: Overview of the village Hetta (House of Lapland 2020c, cited 25.5.2020).

Geographically Enontekiö is located approximately 300 km above the Arctic Circle, in a narrow piece of land between Sweden and Norway. Part of the Scandinavian mountains reaches to Kilpisjärvi, the most north-west part of Enontekiö, making it a unique area in Finland for its nature and scenery. Enontekiö is known for its wide wilderness areas and fells, as 60% of Finland's fells and all of the fells with height over 1000m are located in Enontekiö (Municipality of Enontekiö 2020a, cited 20.5.2020).

The administrative center of the municipality is a village of Hetta, which is also referred with name Enontekiö. The village locates next to lake Ounasjärvi, and there is a small skiing center Hetta Hiihtomaa with four slopes, which are seen in the *image 1*. Hetta is the biggest village with approximately 800 inhabitants. Other bigger villages are Peltovuoma, Kilpisjärvi, Karesuvanto, Vuontisjärvi, Leppäjärvi and Palojoensuu. (Municipality of Enontekiö 2020a, cited 20.5.2020.)

Nature plays a big role in Enontekiö. It is a source of livelihood, the most significant travel attraction and plays a remarkable role in everyday life of locals. (Municipality of Enontekiö 2020b, cited 20.5.2020.) Pallas Ylläs national park reaches its northern parts to Enontekiö, being an important attraction for tourists and a place for outdoor activities for locals.

2.2 True Lapland

True Lapland is a tourism brand of Enontekiö and operates as a Destination Management Organisation (DMO) of the area. True Lapland aims to market the destination for the targeted segments and strengthen Enontekiö's brand as a tourism destination. It is administrated by development department of Municipality of Enontekiö. Board of directors is combined of representatives of the municipality and travel industry companies of Enontekiö.

Companies can join in True Lapland operations with a yearly fee, which ensures their visibility in True Lapland's marketing. Almost all the travel industry companies of Enontekiö are a part of True Lapland's brand.

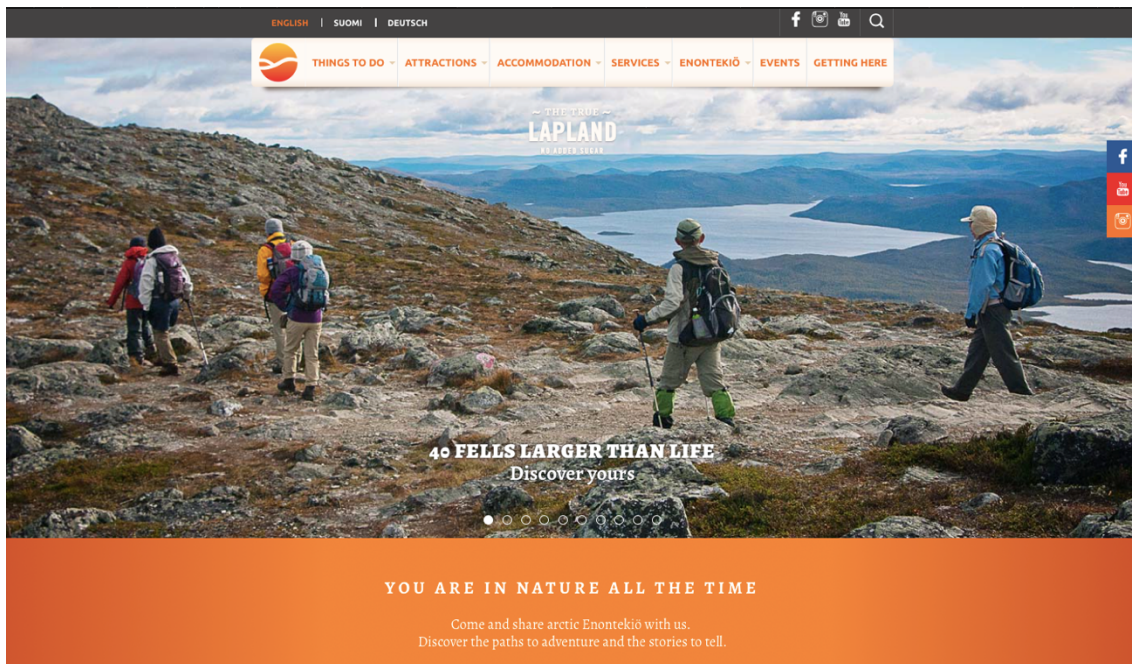


Image 2: True Lapland’s landing page displays brand guidelines. (True Lapland 2020, cited 23.05.2020).

2.2.1 True Lapland brand

The landing page of True Lapland in *image 2* delivers some brand guidelines. The brand colours are two shades of orange, white and graphite. Three first colours are shown in the logo, which gives an idea of scenery with fells, autumn colours and midnight sun.

Likewise, the cover photo in *image 2* strengthens the idea of a nature destination, with a feeling of space and wide sceneries. Hikers in the photo suggest the destination to be suitable for an active vacation. The possibilities of summer season are highlighted, as the photo is taken in snow-free season.

Slogan *The true Lapland, no added sugar* underlines authenticity of the destination. Caption *40 fells larger than life, discover yours* invites a reader for an adventure of exploring impressive nature of True Lapland. An invitation in

the bottom of *image 2, Come and share arctic Enontekiö with us. Discover the paths to adventure and the stories to tell*, continues the same idea. Explore and experience something unique, arctic and unforgettable, with the locals.

Statement *You are in the nature all the time* demonstrates the presence of nature in Enontekiö, which cannot be experienced in vastly populated places. These same brand guidelines came up in the interview with the project manager (appendix 1) and while working with the brand.

True Lapland promises with its brand an authentic Lappish experience. Most the service and accommodation providers are small and local.

2.2.2 True Lapland social media channels

True Lapland uses three social media channels, Facebook, Instagram and Youtube.

In Facebook, the page name is Destination Enontekiö – Tosilappi, with 3403 followers. The channel is taken over by different companies of True Lapland on weekly basis. Every post has a picture, link or a video with text. Text is in Finnish and in some cases in English. (Destination Enontekiö – Tosilappi 2020, cited 27.5.2020.)

In Instagram, the nickname is tosilappi, and the account has 751 followers. Most of the posts have partly or totally same content as in Facebook page. Text is in English and in Finnish, accompanied by a picture or a video. (Tosilappi 2020, cited 27.5.2020.)

In Youtube, True Lapland's channel name is True Lapland – Tosilappi, and it has 11 subscribers. Videos are from events and everyday life of Enontekiö. (True Lapland – Tosilappi, 2020, cited 27.5.2020.)

2.3 Travel industry

Travel industry holds a position of the biggest industry in the world with its 1,22 trillion euros of turnover, made by 1,25 billion travellers a year (Kotler 2017, 28). It is also the biggest industry in Enontekiö (Municipality of Enontekiö 2020a, cited 20.5.2020).

Competition over travellers is tense and is waited to increase. (Puhakka 2011, cited 24.5.2020). Destinations that succeed in meeting customers' needs and demands, succeed also in attracting and retaining them. (Kotler 2017, 28.)

Demand in tourism is sensitive for changes in economy and global political situation, natural catastrophes and epidemics (Puhakka 2011, cited 24.5.2020). As an example, consequences of pandemic caused by Covid-19 has decreased international tourist arrivals only in Europe by 59,9% in March 2020 (UNWTO 2020, cited 25.5.2020). Nevertheless, travel industry has proven itself to recover from crises relatively fast (Puhakka 2011, cited 24.5.2020).

2.3.1 Tourism in Lapland

In Lapland, tourism has been one of the fastest growing industries, amounting to 5,7% of GDP, when the average number of Finland was 2,5% (House of Lapland 2020a, cited 25.5.2020). The importance of travel industry for Lapland is demonstrated in numbers in Image 2.

In Enontekiö registered overnight stays sums up to 149 000, when the number in whole Lapland was 3,1 billion nights. Of this domestic travellers' share was 48%. (House of Lapland 2020b, cited 25.5.2020.) These numbers don't take into account camping, overnight stays in private cottages or through Airbnb.

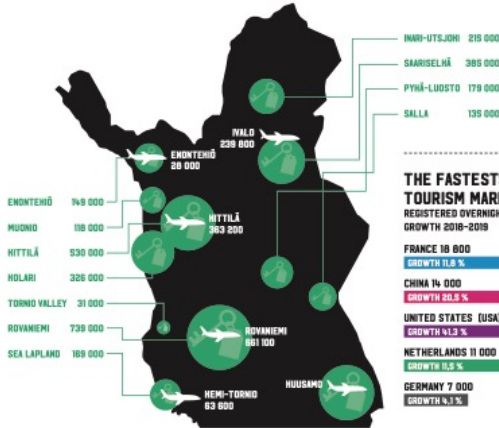
LAPLAND IS DRIVER FOR GROWTH IN TOURISM.

10 FACTS ABOUT TOURISM IN LAPLAND 2020

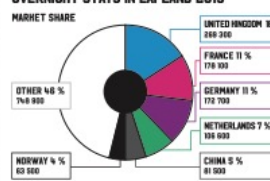
YEAR ROUND TOURISM IS A PREREQUISITE FOR SUSTAINABLE GROWTH.

TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2019

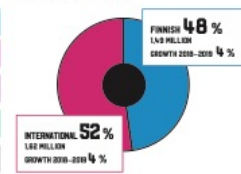
PASSENGER TRAFFIC AT LAPLAND AIRPORTS 2019



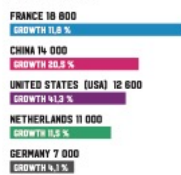
INTERNATIONAL TRAVELLERS' REGISTERED OVERNIGHT STAYS IN LAPLAND 2019



REGISTERED OVERNIGHT STAYS



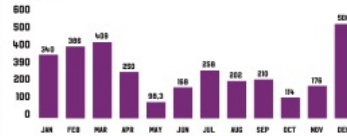
THE FASTEST GROWING TOURISM MARKETS REGISTERED OVERNIGHT STAYS, GROWTH 2018-2019



3,1 MILLION REGISTERED OVERNIGHT STAYS IN LAPLAND 2019



REGISTERED OVERNIGHTS MONTHLY 2019



TURNOVER IN TOURISM INDUSTRIES 2018**



TOTAL TOURISM DEMAND IN LAPLAND OVER 1 BN. €*

ACCOMMODATION CAPACITY IN LAPLAND (INCLUDES OFFICIAL AND UNOFFICIAL CAPACITY) REGISTERED BED CAPACITY 26 830

TOURISM EMPLOYMENT IN LAPLAND 2019 8 000 EMPLOYED PERSONS

Sources: Statistics Finland, accommodation statistics, Statistic database Rudolf, Visitory.fi, Finavia, air traffic passenger statistics, *Estimate, Regional Council of Lapland, **Statistics Finland, Regional statistics on entrepreneurial activity, Industry categories 55, 56, 79

HOUSE OF LAPLAND

LAPLAND Above Ordinary

REGIONAL COUNCIL OF LAPLAND

Leverage from the EU 2014-2020

EUROPEAN UNION European Regional Development Fund

Image 2: Statistics of travel industry in Lapland for 2020 (House of Lapland 2020b, cited 25.5.2020).

As True Lapland is a popular destination for camping and hiking (appendix 1), and over 1000 private cabins are located in the area, (Municipality of Enontekiö 2020, cited 24.5.2020), a lot of overnight stays remain unregistered. Most of the hikers, campers and cabin owners are from Finland, which suggests that share of domestic travellers in Enontekiö is higher. As well the total number of travellers is presumably higher.

Lapland is foremost a winter season destination. The region drives growth in tourism, but summer season occupancy rate is lower than Finland's average (House of Lapland 2020d, cited 25.5.2020). To ensure sustainable growth, investments in summer season are vital.

2.3.2 Travel trends

Travel industry is growing due to increase in overall wealth and globalisation. Safety is a factor with growing importance, which increases Finland's and Lapland's appeal. (Puhakka 2011, cited 24.5.2020.)

Nature destinations have increased their popularity, especially within domestic travels. Awareness of nature's health benefits has increased, which shows in growing numbers of visits in national parks of Finland. (Kotimaanmatkailu 2020, cited 25.5.2020.) Demand of authentic nature experiences is predicted to raise (Puhakka 2011, cited 24.5.2020), which is in favour of True Lapland.

Sustainable and eco-travelling is in rise, which include LOHAS, *lifestyles of health and sustainability*, consumers and slow travellers. They are conscious and critical consumers that look for information around the web, but end up being loyal customer, even advocates. Slow travellers prefer bus or train as a mean of transport, and enjoy countryside destinations. (Puhakka 2011, cited 24.5.2020.)

Trend in wellbeing and health related travel is growing, when people seek to take better care of their health. On the other hand, growing obesity might decrease demand of activity vacations, but result in increase in motor supported and other passive nature activities. (Puhakka 2011, cited 24.5.2020.)

As travel industry is strongly affected by travel and gathering restrictions of Covid-19 pandemic, and forecasts predict a heavy decline in international tourism (UNWTO 2020, cited 25.5.2020), the travel industry is in crisis. When it is appropriate to travel again, domestic destinations might seem more attracting than international ones. This trend might continue later in 20's. (Kukkonen 2020, cited 26.5.2020.)

Small, alternative and nature destinations may face increase in demand during and after the Covid-19 crisis, though the first wave stopped most of the industry

(Kumpula & Heikkilä 2020, cited 25.5.2020). Restrictions of big events and gatherings force changes in travel behaviour and product offering. (Melamies 2020, cited 25.5.2020.)

Live like a local –trend has faced strong growth, as travellers look for authentic culture experiences. They want to encounter real life of the destination, instead of polished presentations and mass-produced safaris. Tourists also seek small and exotic places, out of mass tourism destinations. (Puhakka 2011, cited 24.5.2020.) For these trends, Enontekiö has a lot to offer.

3 DESTINATION MARKETING

The chapter 3 introduces some special characteristics of destination marketing. Though general marketing principles apply also on destination marketing, it differs from other commercial products. The product is an experience that is delivered by a destination, which includes many factors that are not under control of a single company (Pizam & Wang 2011, 326-327).

Understanding destination marketing helps to ask right questions and seek useful answers. A carefully made research forms the base for a successful marketing plan (Morrison 2013, 54).

Every human has basic needs. Wants present how the needs are communicated. When wants are accompanied by buying power, they become demands. Understanding customers' needs, wants and demands is the first step of successful destination marketing. (Kotler 2017, 29.)

We must ask of our destinations, "Help me to feel more generous, less afraid, always curious. Put a gap between me and my confusion; the whole of the Atlantic between me and my problems". Travel agents would be wiser to ask us what we hope to change about our lives rather than simply where we wish to go.

- De Botton (Pizam & Wang 2011, 42).

Motivations for choosing a travel destination vary depending on cultural and personal characteristics of an individual (Kotler 2017, 28). Choice of a leisure travel destination depends on traveller's idea of oneself, and how the destination supports this identity. (Puhakka 2011, cited 24.5.2020.) If a traveller's story of oneself resonates with a story of a destination, he/she is more likely to become a customer.

3.1 Developing effective communications

Putting customers and their needs first is a marketing act that creates more business in the future. Satisfied customers will more likely return and especially share favourable content in social media. (Kotler 2017, 28.)

Not all customers can be served, so it is profitable to choose defined segments. Wants and demands of these targeted segments can be understood in depth and also met. (Armstrong & Kotler 2016, 74.) The first step in creating effective communications is to identify profitable target market. Marketers need to understand prospect customers before communicating with them. (Kotler 2017, 379-380.)

The second step is to clarify the communication objective. Usually the objective is to encourage for a purchase. (Kotler 2017, 380.) It might be also encouraging to raise and share awareness and knowledge.

After setting targets and objectives, begins designing. The message needs to be designed to be appealing and attracting, and cause actions (Kotler 2017, 382). To achieve the highest influence on target markets, storytelling techniques are investigated and used in designing the message.

An effective message gets attention, preserves interest, creates desire and encourages for action. This is also known as AIDA model. (Kotler 2017, 383.) AIDA is a fruitful framework to use when designing any kind of influential messages, and works well in social media.

The last step before implementation is to choose communication channels (Kotler 2017, 384). For this cause, social media channels are selected, as they are suitable for effective and diverse storytelling and are fruitful communication channels.

3.1.1 Market segmentation and target markets

Effective marketing requires dividing markets into segments and selecting segments where marketing efforts are targeted to (Kotler 2017, 41).

Kotler, Bowen and Makens (2003, 730) suggest two different ways to identify natural target markets for a destination. The first is to collect information about its current visitors by answering the questions Where do they come from? Why do they come? What are their demographic characteristics? How satisfied are they? and How many are repeat visitors? (Kotler et. al. 2003, 730.) Answering these questions increase understanding the customer behaviour.

The second way is to analyse the destination's attractions and find potentially interested segments. It cannot be assumed that the current customer base represents all the potential customer segments. (Kotler et. al. 2003, 730.) By following trends, investigating new segments and creating services for their needs, new customer segments can be attracted.

Especially Generation Y can be reached efficiently through social media. (Cohen et al 2018, cited 24.5.2020.) Customer segments with generation Y as a demographic factor are waited to deliver satisfying results if the targeting has been successful.

3.1.2 Positioning and differentiation

After choosing profitable segments, companies need to clarify the competitive advantages and how the brand is positioned in the markets (Armstrong & Kotler 2016, 76). At its simplest, this means simplifying the brand core message into a slogan which gives a promise of value-add of the brand. With True Lapland, it comes in the name – the real, authentic Lapland.

A successful positioning in the markets come from well accomplished differentiating (Kotler 2017, 93). When a destination succeeds in communicating

its competitive advantages to its target markets, in other words what makes it different from its competitors and appeal to its prospect customers, marketing efforts are effective.

If a brand wants to differentiate with some other factor than pricing, it is beneficial to put effort on stories that are told, which efficiently deliver message of experiences and affect brand image (Rauhala & Vikström 2014).

3.2 Social media in destination marketing

Social media is a tool for people to communicate, share content and create communities. They are also an important source of knowledge for potential customers, prospective visitors. (Cohen et. al 2018, cited 24.5.2020.) Through social media marketers can effectively reach their target customers with practical information, but also deliver experiences in forms of stories.

Nowadays almost every company has at least one social media channel in use. Successful using of social media generates conversation about the brand and involves customers in conversation. These involved customers are more likely to buy from a brand, even up to 30%. (Kotler 2017, 41.)

Destination marketing requires integrated marketing communication across different distribution channels. The message should be in line with the brand guidelines in all social media channels. (Kotler 2017, 377.)

Managing and integrating marketing operations over several social media channels can be challenging, as channels and their users differ. When done properly, the efforts are worthy, as social media gives an opportunity to communicate with customers remotely. (Kotler 2013, 547).

Social media has evolved to be an important channel for destination marketing. As customers are increasingly co-creators of destination's story, it creates new possibilities, but also a new kind of challenge for marketers. (Cohen et. al. 2018,

cited 24.5.2020). Inviting customers to share their stories may increase engagement, but it might also backfire with negative stories. Inviting customers to get involved is a risk worth to take, as it is a growing trend. It doesn't only create competitive advantage, it makes brands to stay up-to-date and utilise word-of-mouth. (Kotler 2017, 42.)

A human has a need to share stories, and social media provides means for that. It provides an opportunity to share experiences from a trip with social networks. By utilising the stories from customers, the advantage of storytelling and a power of social media is utilised. Stories are effective in delivering message of competitive advantages.

3.3 Visual social marketing

"A picture tells more than thousand words" goes the well-known proverb. As humans process more information visually, it makes visual content an important factor for social media marketing. (Neher 2014.) Social media platforms give an opportunity to combine text with visual content, which should be utilized by marketers.

Visual social marketing gives possibilities for companies to create deeper relationships with their audiences. A picture or a video deliver more information in a shorter time, allowing more meaningful connection with customers than just plain text. (Neher 2014.)

Images deliver feelings more efficiently than a text (Neher 2014). How to describe a breath-taking view with hundred words, that a picture can make in a second? Creating trust and delivering information is faster and more reliable with pictures.

4 STORYTELLING IN MARKETING

Stories are a powerful tool to influence the audience and deliver a message. Storytelling has been a universal way of communicating throughout the history of human kind (Rauhala & Vikström 2014). Stories make people act, teach things and can widen world views. (Heath & Heath 2008, 18.)

Effective online advertising on the era of social media can be defined as content marketing, where marketers create engaging and interesting content for the target group. The content itself creates value for consumers and directs customers into action. (Kotler 2013, 450.)

Now the traditional sharing by word-of-mouth is accompanied by word-of-mouse, sharing stories in social media and other electronic platforms (Cohen et. al. 2018). Competition among destinations is intense, so need to emphasize competitive advantages is continuous (Morrison 2013, 70).

4.1 Different stories in marketing

Stories in marketing can be divided into three dimensions. The first covers customers' stories about themselves. (Rauhala & Vikström 2014.) When a company understands these stories, they understand their customer's world view, values and needs. In other words, they understand their target group. It is a base for successful marketing.

The second dimension is stories that a company tells about itself. (Rauhala & Vikström 2014.) Act of telling these stories is called branding. Brand is a story of a company, mind image that comes to people's mind when they someone says the brand's name.

The third dimension covers shared stories by customers. A received story of customer experience strengthens the brand image. (Rauhala & Vikström 2014.) Efficiency of shared stories are discussed later in this chapter.

4.2 Why stories are so powerful

Stories have a long history in providing people with a deeper meaning of life. Exchanging stories is an essential part in building human's identity. It is used as a tool for individuals find their role in society. (Cohen et. al. 2018, cited 24.5.2020.) Stories have an influence in people, as they both stimulate our thinking and inspire our actions (Heath & Heath, 2008).

Story is a way for a human to build meaningfulness and understand the world. Stories are so natural way of communicating they are often shared without noticing. (Rauhala & Vikström 2014.) Stories are the foundation of human identity, they form our social roles and norms and provide us teachings and entertainment (Cohen et. al. 2018, cited 18.11.2018).

A shared story for a peer is especially effective (Rauhala & Vikström, 2014). In marketing, it is useful to tell stories that are easy to retell and share again, in order to utilize the power of word-of-mouth.

A reason behind being attracted to stories and plots lies in human brain. The brain is like a pattern-recognition machine, as it recognizes characters, patterns and repetitions. We observe continuously relations between happenings and things and attempt to connect them all to a pleasant big picture. (Rauhala & Vikström, 2014).

4.3 Storytelling in social media

Everyone can be a storyteller of their own life. (Cohen et. at. 2018, cited 24.5.2020). Humans have a fundamental urge to share their stories, for which social media provides a perfect tool. Sharing a story can be the fulfilling

ingredient for an experience, for example posting on Facebook about a happening on a holiday. (Yilmaz 2016, Cited 18.11.2018.)

It is important to that social media content triggers engagement. Engagement is measured by actions as likes, comments and shares. Most algorithms of social media platforms favour posts with high engagement level, giving them more visibility in consumers' feeds. Without actions, many posts will remain unseen outside the DMO's social circles. (Cohen et. at. 2018, cited 24.5.2020).

Social media provides tools for visual, audio visual and verbal storytelling. Encouraging customers to share their own stories and experiences may result in increased visibility and customer engagement (Kotler 2017, 42).

4.4 Principles of storytelling

Stories in social media can spread and be shared around the globe, if a story has sufficient appeal and interest in its audience. It is important to understand how an engaging story is composed. Good storytelling is influential and can affect discourses. (Cohen et. al. 2018, cited 18.11.2018.)

As a core principle, it is reasonable to keep in true stories and ethical ways of collecting stories. It can lead to drastic consequences if a story is revealed to be false or exploiting. (Rauhala & Vikström 2014.) It is important to be transparent and reveal the roots of the story (Rauhala & Vikström 2014). Marketing is about creating trust between customer and service provider. Being credible is a sustainable marketing action.

4.4.1 The audience

Ultimately, the successful storytelling in marketing depends on the audience's involvement, willingness and ability to actively participate in the storytelling experience (Cohen et. al. 17.11.2018). By understanding the target group and the objective of the composed story, impact on the audience is bigger (Rauhala

& Vikström 2014). The smaller the audience, the easier it is to understand in depth.

Effective ways to turn the audience into participants of the story are using familiar terms, attractive tone of voice and telling about a subject that triggers emotions (Rauhala & Vikström 2014). Generating conversation demands understanding the audience. Reaching and influencing the audience depends on how well psychographic and behavioural factors are understood and applied in marketing operations.

The audience does not include only prospect customer segments, but also partners and other stakeholders. In the best scenario, the audience produces and shares content in their networks, telling their personal experiences with a brand. (Rauhala & Vikström 2014).

Shared stories and self-produced content by customers are more valuable than the ones created by a brand. Stories from consumers are more authentic and create more trust. (Rauhala & Vikström 2014.) The credibility depends on the authority of the teller (Heath & Heath 2008 17). A message from our trusted peer is more credible than one from a distant brand.

4.4.2 The story elements

To make a story to generate actions, certain elements work better than others.

To ensure a story to be effective, the story should be kept simple keep the red line until the end. (Rauhala & Vikström 2014.) Every receiver gets the message on its own way, so ensuring the core message to stay same and simple is essential (Heath & Heath 2008, 240).

A good story starts with engaging first lines, following with an interesting introduction of the main character. (Rauhala & Vikström 2014). The story in

social media should follow AIDA model (introduced in chapter 3.1), Attention, Interest, Desire and Action.

When designing the message of a story, focus should be on things that *make one feel* something. The message should also give a solution to a concrete problem. (Torkki 2014, 106-107.) For example, how reaching the top of a fell can make one forget their problems at work.

the journey includes plot twists. (Rauhala & Vikström 2014). The plot twists keep up the interest for the story, and the receiver remembers the twists afterwards.

Finish the story with something that calls the reader to action (Rauhala & Vikström 2014) to ensure customer take action, and hence marketing efforts to succeed.

4.4.3 Engaging elements

As said, the more engaging content is, the more visibility it gets in social media. To reach the bigger amount of visibility for stories in social media, the stories must be composed to be as engaging as possible. This chapter investigates the ingredients of stories that can increase the engagement of the content.

To reach effectivity in marketing, audiences' emotions needs to be triggered. The most engaging message appeals the audiences' values and wishes. (Rauhala & Vikström 2014).

If the ideas are put into simple and profound form, summarised to one sentence, it is easier to digest and remember (Heath & Heath 2008, 16). Also in marketing messages, simple is beautiful.

Familiar terms and contexts from human actions make it easier to understand and remember the message. (Heath & Heath 2008 17.) A good story provides

facts, a meaning and a context (Rauhala & Vikström 2014). Using archetypes makes any story easier to digest, and hence more interesting and effective (Torkki 2014, 107).

Emotions are universal, though the cause of them is not. It is said, a person remembers what you made him/her feel, though he/she may not remember what you said. (Heath & Heath 2008, 18.) Though, humans are more interested on a plot than characters' feelings. (Rauhala & Vikström 2014).

People have an urge to feel belonging. A successful story in marketing succeeds in involving its audience to it, making them co-tellers of the story (Torkki 2014, 107).

The current period of time is the golden one for using storytelling in marketing, as there have never been such possibilities for having a dialogue with customers with the tools of technology and social media (Rauhala & Vikström 2014). Using engaging elements with topics that interest the audience, stories make customers a part of the story.

5 THE DESTINATION TRUE LAPLAND

This part investigates the characteristics of True Lapland as a destination. The chapter 5.1. introduces main characteristics in a form of SWOT-analysis, dividing features into strengths, weaknesses, threats and opportunities. Th

Chapter 5.3. discusses the competitive advantages, that are used to differentiate and position the destination.

5.1 SWOT analysis

SWOT-analysis in the *table 1* introduces the main characteristics of the destination. True Lapland and Enontekiö are introduced also in chapter 2.1 and 2.2. The findings of the *table 1* are based on introduction chapters, conversation with the project manager of True Lapland (Appendix 1), the workshop (appendix 5) and Lapland's travel industry strategy 2015-2018 (Regional council of Lapland 2015).

Strengths	Weaknesses
<ul style="list-style-type: none">• Nature, Unique & diverse environment, 8 seasons• Clean nature and air• Certainty of snow Oct- May• High quality skiing conditions, 500km tracks• Northern lights – suitable climate for catching them• Silence• Variety in hospitality service providers• Possibility for exotic experiences• Multicultural area with indigenous people• Feeling of authentic Lapland• Rich history of stories• A tourist is treated like a guest• General safety• Stable environment	<ul style="list-style-type: none">• Distant location, hard to reach• Level of accommodation is low• Volume of commercial accommodation is low• Need of investments is high• No route flights to the airport• Lack of resources in marketing and sales• No products available year around• Price level high when added to travelling costs• No enough knowledge available of the real circumstances

Opportunities	Threats
<ul style="list-style-type: none"> • Trend of nature-travelling • Lapland tourism is increasing • Increased growth from Asia • Remote workers and freelancers • Growing market of slow travellers • Trend of authenticity • Charter flights to the airport • Arctic cooperation • Cross-border cooperation with Sweden and Norway • Long winter • Lots of possible customer segment niches • Trend in mountain biking 	<ul style="list-style-type: none"> • Retiring entrepreneurs • Lack of efficient actions in business environment and development • Failure/lack in cooperation • Dying villages • Abusing Sami culture • Not interesting for youngsters and customer base gets older

Table 1: SWOT-analysis of the destination Enontekiö. (appendix 1 and 3)

5.2 Targeted market

According to conversations, findings in the workshop (appendix 4) and personal experience, the customer base can be roughly divided into customer segments on demographic factors: retired couples from Finland, families with children from Central European countries, couples from the Central Europe. Psychographic factors are interest for nature, photographing, sport activities in nature and vehicle powered activities in nature, willingness to experience something new, unique and exotic.

It was brought up in the workshop (appendix 5) that True Lapland's marketing efforts should be targeted to customer segments in which customers are assumed to use several services during their visit. In other words, these segments use the most money during their visit and is more favourable to invest in these segments.

The frequent visitor was described to be a middle aged or retired couple who returns many times. The biggest customer base is assumed to be formed of loyal tourists. They tend to skip using accommodation and activity services as they are cabin owners or accommodate themselves in the nature. Typically, a

member of this segment is a domestic traveller. They have a lot of stories to tell and they are important as an audience, though they are not a profitable segment in terms of ROI.

Most of the visitors who use both activity and accommodation services are international visitors from Europe and Asia and experiencing the destination for the first time (appendix 5). They are characterised with psychographic factors as interest for nature, wants for unique and exotic experiences and need for guidance.

Reasons why the visitors have chosen Enontekiö as a tourism destination can be defined as follows: place to relax and recharge, experience something new and unique, winter wonderland, to experience the true Lapland, to feel the arctic nature (appendix 5). These things are interesting for the audience and generate actions, eventually resulting to sales. As their effectivity is proved by customer feedback gathered by service providers, these factors will be included in social media marketing.

A typical Finnish nature tourist appreciates clean nature, beautiful views and easy access to wild waters. This group has also interest for nature reservation, and appreciates national parks as a place of reservation, but also sustainable travel destination and resources of locals. (Puhakka 2011, cited 24.5.2020.) This suggests that True Lapland is an optimal destination for domestic nature tourists. Taken current trends into account, investments in domestic travelling may result in profitable ROI.

5.3 Unique Selling Propositions

Unique Selling Propositions are sustainable and favourable, if they fill conditions such valuable to visitors, rare among the competitors, imperfectly imitable and there are not equivalent substitutes (Morrison 2013, 85). The following USPs are based on interview (appendix1), workshop findings (appendix 5) and conclusions in this thesis.

- Nature and how clean it is.
- Uniqueness of the destination; no mass tourism.
- Exotic, authentic arctic nature; big fells, raw wilderness, exotic degrees below zero.
- Small place authenticity, experience the guest like feeling, genuine Lappish and indigenous culture.
- Peace and silence
- A big variety of nature activities over 8 seasons

The most important value for True Lapland is the authentic and clean nature, the arctic atmosphere and small companies who treat their customer as a guest. The wide wilderness areas let visitor to relax and take some distance for everyday life, live a little in close interaction with nature. The arctic nature is raw and cruel, but still so fascinating. There can be found peace and silence in the wilderness, without cons brought by mass tourism.

Nature is the most important selling proposition of True Lapland. Sustainable way of utilizing nature in tourism business and its marketing is reasonable. The authenticity is another important factor, which must be protected by sustainable actions in commercial operations.

The social media marketing should deliver these experiences to the receiver. The USPs form a framework for stories' topics. Different ways of storytelling should be tested to find out what are the most effective for the selected audience. The targeted audience are both domestic and international nature enthusiasts who are willing to experience the magic of the arctic nature.

5.4 Differentiation and positioning

This part introduces the closest competitors and how the destination differences from them and what are the competitive advantages. (Morrison 2013, 84). The

closest competitors for True Lapland are located in Finnish Lapland, but also Swedish Lapland and Northern Norway.

Finnish Lapland has very strong destination brand compared to same areas in Sweden and Norway. Also, the nature in Norway is totally different with mountains, fjords and the Arctic Sea. Swedish Lapland is mostly not used in tourism, as an exception Abisko and Riksgränsen area, which are mountainous area in favour of snowmobile drivers, downhill skiers and snowboarders. The offering and target markets do not overlap strongly.

The closest competitor for True Lapland is Muonio, a neighbouring municipality of Enontekiö, who use name Fell Lapland in their tourism branding (Tunturi-Lappi 2020, cited 26.05.2020). Generally, Fell Lapland refers to the area of four municipalities, Enontekiö, Muonio, Kittilä and Kolari. Three latter municipalities have at least one remarkable skiing centre as a tourist attraction. Fell Lapland area is marked with lighter gray in *image 3*.



Image 3: Fell Lapland area is colored with light grey area. The text says *Blue tinted fells, infinite space, eight seasons*, referring to Fell Lapland's brand (Tunturi-Lappi 2020, cited 26.5.2020).

Enontekiö differentiates from the other Fell Lapland municipalities as it has greater number of big fells, but in protected wilderness and national park areas.

True Lapland aims to keep tourism below mass tourism level, and emphasise the clean, untouched nature and great wilderness areas.

Also, the nature in Enontekiö is more arctic compared to its competitors, as the Kilpisjärvi area is the only part in Finland that reaches Scandinavian mountains. It is the highest point of Finland. Other areas in Fell Lapland have mines and clearcutting of forests, affecting the nature and views.

Enontekiö has also still vital indigenous culture, and its second official language is Sami. This can be seen everywhere, as signs have two languages. Enontekiö has also still lively traditional Lappish villages. Reindeer herding and other livelihoods from nature are also vital. This offers a possibility to experience both arctic authentic nature and genuine Lappish culture in one destination.

True Lapland's position in the markets would be for travellers who look for authentic, arctic and raw Lappish experiences in nature. Especially for those who want to get away from the hassle of skiing centres.

As the slogan says, True Lapland, No Added Sugar.

6 CONCLUSIONS

This chapter concludes the findings of the thesis.

The arctic, untouched nature and authentic Lappish area are in the core of True Lapland's brand. These things are what True Lapland's customers seek from the destination, so they should be emphasized in True Lapland's social media.

Visual storytelling should be utilized and attach a picture or a video with a descriptive text to every post. The text should follow AIDA model (Attention, Interest, Desire, Action) to generate action. Action, for example, can be to share a story, leave a comment, book an accommodation or check a link.

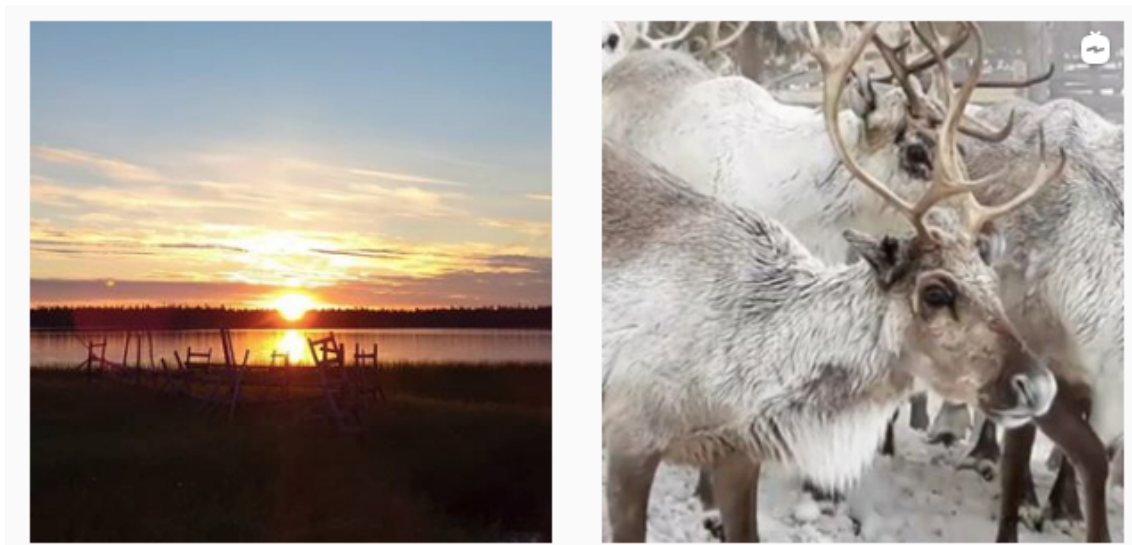


Image 4: Images from True Lapland's Instagram account. A picture of midnight sun and a video of reindeer. Already the visual content tells a story about the area and its characteristics. (Tosilappi 2020, cited 27.5.2020.)

As winter season is already high season, social media channels could promote more the low summer season. The year around tourism would bring sustainable growth for the area. Hence, summer activities and attractions could be introduced by telling stories from locals and visitors in the summer time.

Other story topics should cover the USPs:

- Nature and how clean it is.
- Uniqueness of the destination; no mass tourism.
- Exotic, authentic arctic nature; big fells, raw wilderness, exotic degrees below zero.
- Small place authenticity, experience the guest like feeling, genuine Lappish and indigenous culture.
- Peace and silence
- A big variety of nature activities over 8 seasons

Stories should trigger emotions. It is a good hint, that if something triggers emotions in you, there is a big chance that it triggers emotions in someone who you can relate. To find more things that trigger emotions in customers, collecting feedback is golden.

Ask customers, what do they remember from their trip, or what was best or worst thing. These things, and stories from them, trigger most likely their peers as well. Ethical ways of collecting and using stories should be remembered always.

Enontekiö is full of stories, from its history, from locals and returning visitors. Gathering them to a story bank would be a great source for marketing, but it would also preserve a piece of Finnish and Lappish culture.

Lappish storytelling culture itself is a cultural heritage. There is a saying, that a Lappish story has always a bit of crayon in it. From the author point of view, it is just a magic of a good storyteller.

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Appendix 1

The questions for Kirsti Näkkäläjärvi, the head of marketing of True Lapland.

Millä sanoilla Tosi-Lapin brändiä voisi kuvailla?

Mitkä ovat Tosi-Lapin kilpailuedut kilpailijoihin nähden?

Mitä asiakassegmenttejä Tosi-Lappi tavoittelee?

Mitkä ovat Tosi-Lapin tavoitteet 3-5 vuoden päähän?

The answers are based on the conversation on the phone call between the author and Kirsti Näkkäläjärvi on 13th of November 2018.

What words describe the brand True Lapland?

Authentic, raw nature, original, clean, arctic, spacious, silent, peaceful.

What are the competitive advantages of True Lapland?

The distinctive nature, authentic wilderness, all the highest fells in Finland, exotic destination, the offering of nature activities is wide.

What are True Lapland's target groups?

True Lapland targets for nature tourists in Finland and European countries like Germany, France, Belgium, Netherlands, The Great-Britain,

What are True Lapland's targets in 3-5 years?

Establish profitable cross-border cooperation with Norway by empowering cooperation between service providers of both nations. Using more storytelling in marketing. Target more to Asian markets by taking needs and demands of Asian customers in marketing. Increase summer tourism by emphasising summer season in marketing. Target to mountain bikers by promoting the possibilities the destination offers. Strengthen the brand image with concepts of silence, space and clean nature.

Appendix 2

Slides of Travelers in Enontekiö –workshop on 26th April 2017.

Workshop 26th April 2017

Kuka?
Riikka Keskitalo
Sisällöntuottaja
Opiskelija
Oulun ammattikorkeakoulu
Degree in International Business
Bachelor of Business Administration

Miksi?
Enontekiön lentokentän säilyminen ja kehittäminen
Finnairin kevään reittilennot
Markkinoinnin tehostaminen - kohdentaminen
Markkinaraon löytäminen - itsenäiset matkailijat

Mistä on kysymys?
Opinnäytetyö - Bachelor's thesis
Toimeksiantajana Enontekiön Kehitys Oy

Tavoite
Kohderyhmän profilointi

Who? Riikka Keskitalo, content producer, student, Oulu university of applied sciences, Degree in international business, Bachelor of business administration.

What is it about? Bachelor thesis, commissioner Enontekiö Development Ltd.

Why? Preserving and developing Enontekiö's airport, Finnair's route flights on spring, enhancing and targeting marketing, finding a niche – individual travelers.

Goal – profiling the target group.

Lukujen valossa

Rovaniemelle 700 000 euroa luontobrändin kehittämiseen
- Yle Uutiset 14.11.2016

Matkailualalle tiedossa useita miljoonaluokan investointeja Lapissa
- Yle Uutiset 15.2.

Lapin matkailu ylsi kaikkien aikojen ennätyslukuihin viime vuonna
- Yle Uutiset 16.2.

Matkailu kasvoi Rovaniemellä helmikuussa: - kiinalaisten yöpymiset lähes tuplaantuivat, mutta jäivät kauas suurimmasta ulkomaalaisryhmästä
- Lapin Kansa 21.4.

Tuhat lentoa Lappiin - supertalvi ruuhkauttaa Lapin lentoasemat
- Yle Uutiset 8.11.2016

Lapin matkailu hurjassa kasvussa: "Kriittinen kynnys ylitetty"
- Mtv 10.1.

Lappi teki hurja kasvun yöpymisissä: tammikuussa yli 40 prosenttia enemmän kuin edellisvuonna
- Lapin Kansa 17.3.

Finavia löi uskottomat luvut tiskiini: Lapin supertalvi vie koko yhtiötä lentoon: kiinalaiset kasvussa jopa 167 prosenttia
- Lapin Kansa 18.4.

MATKAILU

632 M€
MATKAILUTULO

2,36 M
REKISTERÖIDYT YÖPÄYMISET

5000 htv
+ vuokratyövoima
MATKAILUTULLIRYFFI (kesäkuusta vuoteen)

44% MATKAILUJÄRJESTYKSETTÄ YÖPÄYMISET
16% Ison-Britannian
10% Saksa
13% Ruotsi
10% Venäjä
8% Muut
6% Muut

LAPLAND Above Ordinary
www.lappt.fi

Lapin luotsi
luotsi.lappt.fi

TAMMIKUUSSA 2017

In numbers

Rovaniemi gets 700 000€ for developing its nature brand –Yle news 14th November 2016.

Travel industry expects investments of millions of euros in Lapland. –Yle news 15th February 2017.

Lapland tourism made all-time records last year. – Yle news 16th February 2017.

Tourism increased in Rovaniemi in February: Chinese accommodation nights almost doubled, but total remains far from the biggest international target group. – Lapin Kansa 21st April 2017.

Thousand flights to Lapland – super winter creates jams in Lapland’s airports. – Yle news 8th November 2016.

Lapland tourism in rapid growth: “critical point reached”. – MTV 10th January 2017.

Lapland faced significant increase in overnight stays: January’s number 40% more than last year. – Lapin Kansa 17th March 2017.

Finavia gave unbelievable statistics: Lapland’s super winter rockets the whole company: increase in Chinese travelers even 167%. – Lapin Kansa 18th April 2017.

Tourism

travel revenue 632M€, registered overnight stays 2,36M, travel employment 5000 man-year + rented labor force

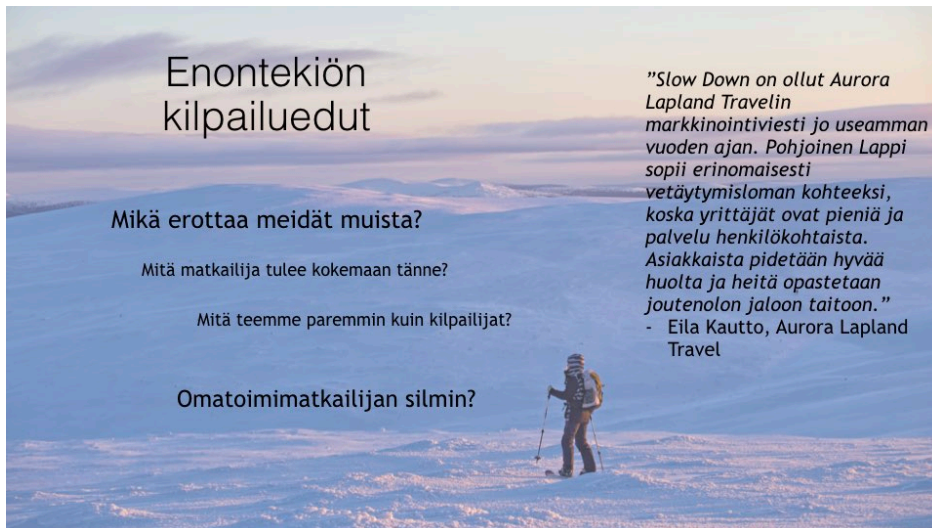
International travelers registered overnight stays.

Great-Britain	187 635	18%
Germany	129 882	13%
France	105 395	10%
Russia	67 428	7%
Norway	66 488	6%
Others	468 136	46%



Travel trends.

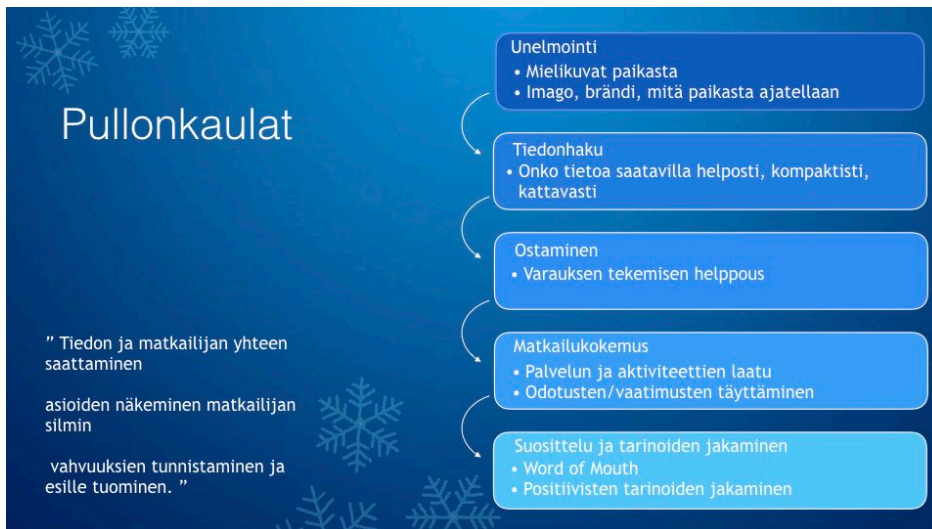
Wellness tourism
 Volunteering tourism,
 Remarkable experiences and purpose in building identity,
 Adventure activities and exotic destinations,
 Away from mass tourism – experiencing new destinations,
 Individual tourism,
 Sustainable tourism,
 Ethicalness,
 Authentic culture experiences,
 Originality and authenticity,
 Silence,
 Peace and retreat.



Enontekiö's competitive advantages
 What makes us different from others? What a traveler comes to experience here? What do we do better than competitors? How it is through eyes of an individual traveler?

“Slow Down has been the marketing message of Aurora Lapland Travel quite a few years. Northern Lapland suits perfectly for a retreat destination, as

companies are small and service is personal. Customers are taken care of, and they are guided to the noble act of relaxing.”
– Eila Kautto, Aurora Lapland Travel



Bottle necks

“Connecting traveler with information, seeing things through customer’s eyes, identifying and showcasing strengths.”

Dreaming phase

- Mental image of the destination
- Image, brand, what people think about the destination

Searching for information

- Is information easily reached in compact and sufficient mean

Buying

- Easy path to make a booking

Experience

- Quality of service and activities
- Fulfilling promises and expectations

Recommending and sharing stories

- Word of Mouth
- Sharing positive stories



Empathy map

How a customer experiences the service/product?

What the customer thinks about the service? How he experiences the service?

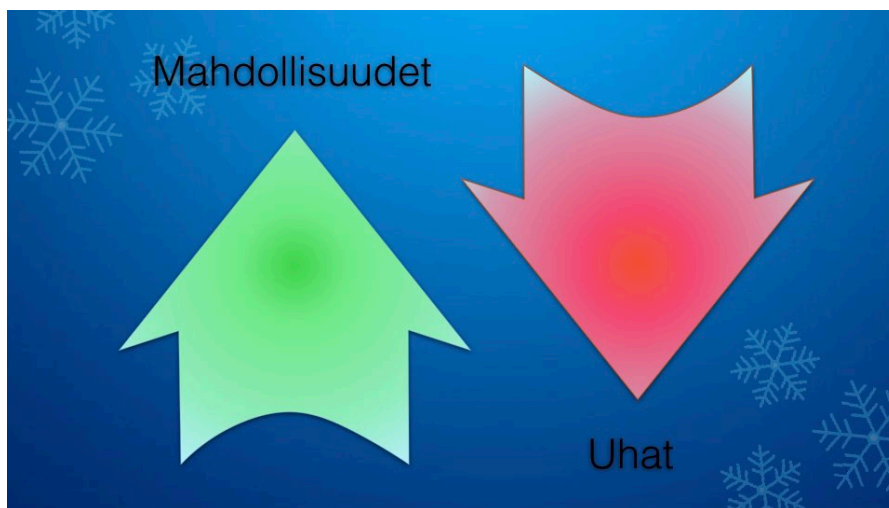
How the customer sees us?

What the customer says us? How the customers behave?

What customers hear from us? Or from others?

What customers are afraid of? What are possible problems?

What do they wish for? What do they want?



Opportunities

Threats



Asiakassegmentointi

Customer segmentation



Segmentation categories
Age, Income level, family phase, nationality, level of education, location, hobbies, reason for travel, personality, social group, lifestyle and values.

Modernit humanistit - Visit Finland

Modernia humanismia määrittävät vastuullisuuden teemat sekä kiinnostus uusista asioista, kulttuureja ja ihmisiä kohtaan. Modernit humanistit on ryhmä, jonka Matkailun edistämiskeskus on määritellyt markkinointitoimenpiteidensä ydinkohderyhmäksi.

“En odota mitään ihmeellistä, haluan vain kokea suomalaisen luonnon, kulttuurin ja elämäntavan sellaisena kuin se on.”

“Moderni humanisti on seikkailija ja löytöretkeilijä. Hän on massaturismia karttava, avoin ja utelias matkailija, joka on maailman metropolit jo kertaalleen kolonnut. Nyt modernia humanistia kiinnostaa omaperäinen ja eksoottinen Suomi.”

Perustuu MEK:in vuonna 2012 tekemään laajaan kuluttajatutkimukseen, joka tavoitti yli 6000 vastaajaa kuudessa eurooppalaisessa maassa. Tavoitteena oli saada parempi ymmärrys siitä, millainen moderni humanisti on matkailijana ja miten he suhtautuvat erityisesti Suomeen matkakohteena.

Modern humanists – Visit Finland

Modern humanism is defined by themes of responsibility, and interest for new things, cultures and people. Modern humanists is a group, which is stated to be a core target group of marketing efforts by MEK (Matkailun edistämiskeskus).

“I do not wait anything spectacular, I just wish to experience Finnish nature, culture and lifestyle the way it is.”

“Modern humanist is an adventurer and explorer. He avoids mass tourism, has open and curious mind of a traveler who has already been to the World’s metropolis. Now modern humanist is interested in personal, exotic Finland.”

Based on MEK’s wide consumer research in 2012. The research reached over 6000 recipients in six European countries. The aim was to gain better understanding of a modern humanist as a traveler and how they see especially Finland as an destination.



Aktiiviset perheet

“Pyöräretken jälkeen kävimme järvestä uimassa.”

Nuoret luontoseikkailijat

Aktiivisista perheistä 45 prosenttia on alle 35-vuotiaita. Erityisenä alasegmenttinä erottuu nuoret luontoseikkailijat, joita kiinnostaa erityisen paljon esimerkiksi talvikalastus, laskettelu ja lumilautailu, lumikenkäsaforit, melonta, maastohiihto ja hiihtovaellukset, ratsastus, retkiluistelu, koskenlasku, winter driving school sekä golf.

Tämä alasegmentin nuorempi ikäryhmä suuntautuu enemmän omin lihasvoimin suoritettaviin aktiviteetteihin ja jättää osan kulttuuriluonteisista aktiviteeteista vähemmälle huomiolle. Ei kannata kuitenkaan unohtaa esimerkiksi tapahtumia ja festivaaleja, esittävää taidetta tai suomalaisiin outouksiin tutustumista.

Active families

“After a bike trip, we had a swim in a lake”

Young nature adventurers. From active families, 45% is under 35-years old. Especially young nature adventurers stand out as a sub segment, who are particularly interested in ice fishing, skiing, snowboarding, snowshoe safaris, canoeing, cross country skiing and ski tours, horse riding, tour skating, river rafting, winter driving school and gold.

The younger group of this sub segment targets more to activities with muscle powers and leaves culture activities for less attention. Festivals and different kind of events should not be forgotten, including performing arts and Finnish peculiarities.

Kulttuuri-fanit

POTENTIAALINEN ALASEGMENTTI: SKANDINAVIA-FANIT

5,4 miljoonaa
SEGMENTIN KOKO TUTKITUISSA MAISSA

6% Segmentin osuus kaikista tutkimuksen moderneista humanisteista

Vinkki

PYRI LÖYTÄMÄÄN TUOTTEISIISI AINUTLAATUINEN SUOMI-KULMA. Voit esimerkiksi korostaa sitä, että Suomesta löytyy se Pohjoismaiden aidoin villi luonto. Suomessa on Ruotsia ja Norjaa enemmän uskottavaa erämaata ja valtavaa avaruudellista tilan tuntua.

MÖKKILOMA ON MONEN SKANDINAVIA-FANIN TOIVELISTALLA. Suomalaisen henkilökohtaista suhdetta mökkiin kannattaa korostaa: meillä mökin vuokraa usein mökin isäntä, kun taas Ruotsissa avainten luovuttaja koetaan vuokraamista hoitavan yrityksen työntekijäksi.

“Oppaamme näytti ihan Aki Kaurismäeltä.”

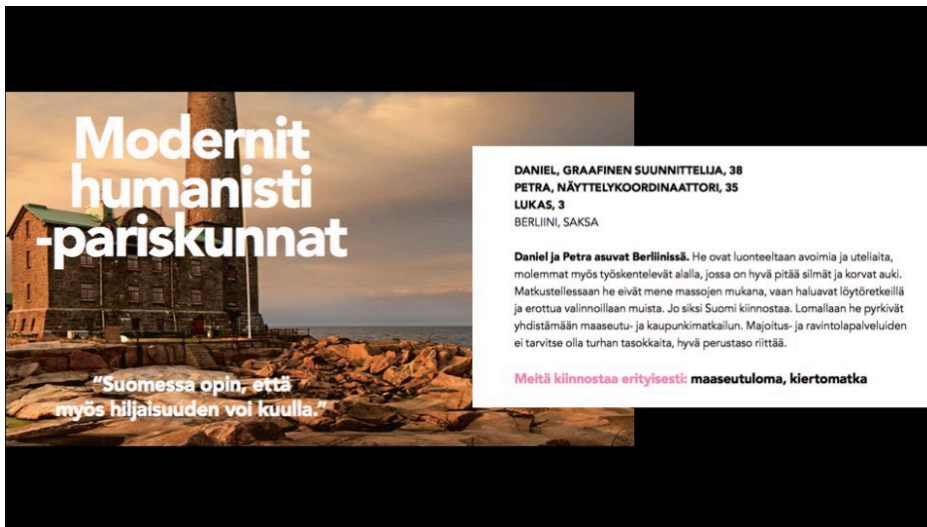
Culture fans
“Our guide was like Aki Kaurismäki.”

Potential sub segment: Scandinavia fans.

5,4 million, size of the segment in researched countries. 6% share of modern humanists of the research.

Tip. Aim to find a unique Finnish point of view to your products. For example, you can emphasize that Finland has the authentic wild nature of the Nordics. Finland has more convincing wilderness and wide feeling of space.

A cabin holiday is on the wish list of many Scandinavia fan. The relationship between Finns and their cabins is worth to emphasize: in Finland cabin is rented by a host of the cabin, whereas in Sweden the renter is seen as an employee of the rental company.



Modern humanists couples

"In Finland I learnt that you can hear silence."

Daniel, graphic designer, 38. Petra, exhibition coordinator, 35. Lukas, 3. Berlin, Germany.


Daniel and Petra live in Berlin. They are open and curious by their character, and they both work on an industry where they benefit from having eyes and ears open. When they travel, they do not go along masses, but want to explore and stand out from the crowd with their travel options. That's raising Finland's points as a destination. On their vacation family attempts to combine countryside and city travels. Accommodation and restaurant services do not require high levels, good basic level is enough.

We are interested especially: a countryside vacation, a roundtrip



Yrityksesi asiakaskunta tällä hetkellä?

What is your company's customer base at this moment?



Millaisia matkailijoita Te haluaisitte houkutella?

Harrastajia?

Itsenäisiä matkailijoita?

Yritysassiakkaita?

Suomalaisia?

Kansainvälisiä?

Mikä heille on tärkeää?

Millaisia matkailijoita Enontekiö houkuttelee?

What kind of travelers You wish to attract?

Hobbyists? Individual travelers? B2B customers?
Finnish? International? What is important to them?

What kind of travelers Enontekiö attracts?



Conclusion
Questions
Comments
Feedback



Resources

Alastair M. Morrison, 2013, Marketing and managing tourist destinations.

House of Lapland, material bank

Lapland experience industry talent centre, 2006, Short term sights of Lapland's travel industry

Visit Finland, 2014, Modern humanists, workbook

Visit Finland, research and statistics.

Appendix 3

Summary of Travelers in Enontekiö –workshop on 26th April 2017.

Participants were 7 travel industry entrepreneurs of the area and 2 employees of Enontekiö Development Ltd. The author facilitated the workshop.

The workshop was recorded, the record is in the possession of the author.

The workshop sought answers for the following questions:

What kind of customer base is currently in Enontekiö's travel industry?

What kind of customers' needs and wants can be met?

What kind of customers do the entrepreneurs want to attract?

Entrepreneurs of Enontekiö have knowledge of the area's travel industry and customers that cannot be found anywhere else.

Strengths

- Low people density, nature everywhere, forest between populated areas
- Authentic and clean nature
- Unique arctic nature, cannot be found anywhere else. Most of the big fells of Finland locate in Enontekiö. Nature varies from taiga forest to arctic tundra.
- Favourable for aurora borealis hunting in winter; mostly clear sky, polar night, not a lot of snowing, northern location at N68°-N69°
- Snow security from October to May, proper snow, suitable for winter activities in nature, long skiing season, 500km of skiing tracks
- Next to Pallas Ylläs National Park, the most popular national park in Finland, offering a great variety of nature activities; hiking, trekking, camping, cycling, skiing, freeriding and canoeing for many levels, also for families
- Extreme below zero temperatures as an experience

- Traditional, vital Lappish villages
- Untouched wilderness, protected arctic wilderness areas
- Small companies enable personal service and feeling of being a guest
- Norway just around the corner
- Exotic destination

Weaknesses

- Hard to reach
- Level of accommodation not sufficient for tour operators and some customer segments
- Not sufficient service offering
- Lack of cooperation
- Currently only a small niche that finds the area
-

Threats

- Decreasing reachability – bus and plane connections declining
- Expensive destination when added to travel costs
- Idea that this is too arctic and extreme to survive –like a north pole
- Pandemics and epidemics
- Changes in global economic and political situation
- Lack of cooperation
- Legal – Finns have to use their vacations before May, makes it hard to promote early summer season
- Idea that skiing season ends to Easter
-

Opportunities

- Safety
- Clean nature
- Lapland's travel industry growing – we get a share, i.e. Asia
- People look for peace and quiet out of bigger centres in Lapland
- Raise in domestic travels
- Trends (stated below)

Customers now

- Loyal, returning nature enthusiasts, mostly older domestic couples
- Through tour operators from France, Germany and Benelux-countries
- Domestic hikers and nature enthusiasts, families
- Growing share of millennials, LOHAS nature enthusiasts

We need to share information and stories from our everyday life, snow, midnight sun and clean nature.

Travel trends that came up:

- Stille und Ruhe, silence and peace, especially attracting German travellers
- Away from mass tourism destinations
- Sustainable travelling – environmental and social sustainability
- Retriets
- Authentic culture experiences
- Individual travellers
- Travelling with purpose
- Real experiences and authenticity
- Green values, eco travelling
- Mountain biking is booming