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BLOG GUIDE OF HAWAII

Company X

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ABSTRACT

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<p>This thesis had two purposes. The first goal was to learn how to start a blog that would be the Hawaiian Destination Guide in Finnish for X's FIT customers. Another objective was to find out if there were competitors in the target guide. The theory laid the foundations for this thesis and it was supplemented with an empirical part.</p> <p>The first part of the thesis presented the purpose and objectives of this thesis and continued the demonstration of the sample company and the Hawaiian operating environment. In this thesis the definitions of marketing were looked at especially social media, content and blog marketing. Hawaii tourism studies and attraction factors were explored. Finnish tourism behavior was explored. The blog phenomenon was opened up by previous studies.</p> <p>In the implementation part, Finnish tourism organizations were introduced, and in order to find possible competitors, all tour operators and travel agencies that arrange travel to the US market were surveyed and evaluated. The internet was used to look for other potential competitors and all were evaluated.</p> <p>In the empirical part, a blog was created using the theory and applying it according to the author's experience and knowledge to fit the sample company</p> <p>The result of the thesis was the Hawaiian Destination Guide blog for Finnish tourists. In the future all blogs can be brought together to make a Hawaiian blog book or result can also be utilized by creating a mobile application.</p>		

<p>Key words blogging, blog marketing, social media, social media marketing</p>
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TIIVISTELMÄ OPINNÄYTETYÖSTÄ

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<p>Tällä opinnäytetyöllä oli kaksi tarkoitusta. Ensimmäisenä tavoitteena oli oppia, kuinka aloitetaan blogi, joka olisi Havaijin kohdeopas suomen kielellä X-yrityksen FIT-asiakkaille. Toisena tavoitteena oli selvittää, oliko kohdeoppaalle olemassa kilpailijoita. Teoria loi perustan tähän opinnäytteeseen ja sitä täydennettiin empiirisellä osalla.</p> <p>Opinnäytetyön ensimmäinen osa esitteli tämän opinnäytetyön tarkoituksen ja tavoitteet ja jatkui esimerkkiyrityksen ja Havaijin toimintaympäristön esittelyn. Työssä käsiteltiin markkinoinnin määritelmiä, erityisesti sosiaalista mediaa sekä sisältö- ja blogimarkkinointia. Havaijia käsitteleviä matkailututkimuksia ja vetovoimaatekijöitä tutkittiin. Suomalaisten matkailukäyttäytymistä tutkittiin. Blogi-ilmiötä avattiin aikaisempien tutkimusten avulla.</p> <p>Toteutusosassa suomalaiset matkailuorganisaatiot esiteltiin, ja jotta löydettäisiin mahdolliset kilpailijat, kaikki matkan järjestäjät ja matkatoimistot, jotka järjestävät matkoja THE USA:n markkinoille, tutkittiin ja arvioitiin. Internetiä käytettiin etsimään muita mahdollisia kilpailijoita ja niitä kaikkia arvioitiin. Empiirisessä osassa luotiin blogi käyttämällä teoriaa ja soveltamalla sitä tekijän kokemuksen ja tietämyksen mukaan esimerkkiyritykselle sopivaksi.</p> <p>Opinnäytetyön tuloksena oli Havaijin kohdeopas-blogi suomalaisille matkailijoille. Jatkossa kaikki blogit voidaan koota yhteen ja tehdä Havaijin blogikirja tai blogeja voidaan myös hyödyntää luomalla niistä mobiilisovellus.</p>		

Avain sanat bloggaus, blogimarkkinointi, sosiaalinen media, sosiaalisen median markkinointi

CONCEPT DEFINITIONS

Blog - This is short for web log or weblog. Frequently it's a type of website or part of a website.

Blogger or Blogging - The person who writes for a blog is referred to as a blogger, and the act of writing for the blog is known as blogging.

Blogosphere - This refers to the collective community of all blogs and bloggers on the Internet.

Category - Category and tags are frequently used synonymously. Though often a category (in terms of hierarchy) is the top-level definition and a tag may be a more specific classification beneath that.

CMS or Platform - This is short for content management system. It is a software program that allows you to add content to a website more easily e.g. you can manage your website pages, landing pages and blog.

Directory - A blog directory is a website that lists blogs, usually ranking them by their popularity and ordering them by subject or category. It's a clever idea to add your blog to directories to help generate more relevant traffic, especially when you are first getting started.

Feed - This is a news feed used for providing users with frequently updated content. Content distributors syndicate a web feed, thereby allowing users to subscribe to it in RSS reader or via e-mail.

Header - This is the top part of your blog, appearing before any pages or posts. Headers generally include items such as logos, taglines, and navigation menus, which are meant to set the tone or theme of your blog.

Platform vs blog software were in the past different, but these days, either a website builder (like Wix.com or Web.com) or a blogging software (like WordPress) can be used.

Post - As stated above, this is synonymous with article. Basically, a post is an article within a blog. A post can be on any topic, and it's the collection of posts that form the basis of a blog.

RSS - Short for Really Simple Syndication, a means by which users can subscribe to a feed, a blog feed for instance. Because content is published in a frequent basis subscribing makes it easier for users to follow content and updates.

Sitemap - A public directory or index of sorts to help users easily access pages of your website. Basically, this is a page on your site where you tell users about key pages of your website by listing them in almost an outline format and then linking to those internal pages. This makes your content easier to find by users including search engines.

Tag or Tagging - A tag is a bit like a category in that it is another way of classifying blog post. It is a word or set of words that help define what the post is about.

Widget or Module - Areas of your website that are uniquely designed to stand out and commonly found in the side bars of your website Within a CMS these are easily interchangeable sections that often provide links, call to actions or other helpful resources. (Hubspot 2018.)

ABSTRACT
TIIVISTELMÄ
CONCEPT DEFINITIONS
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1 INTRODUCTION

There are two purposes of this thesis. Firstly, to study blogs and as outcome to create a destination blog of Hawaii for the Company X. But before creating the blog, blogging is studied thoroughly. The second purpose is to study the marketing of Hawaii in Finnish language to find out if there are any competitors.

Company X is looking for ways to grow awareness of its services and to the company itself to get new customers and keep the old ones loyal by building stronger relationship between customers and the Company X. Company X has web and Facebook pages, but they have interest in broadening their social media marketing.

The writer of this thesis has worked for Company X for four years as a Marketing Manager, representing of the Nordic countries. One of her duties includes participating each year in MATKA Travel Fair in Finland. The idea of this thesis developed during many years, while attending the Fairs in Helsinki, where she was representing Company X. Because the company is based in the USA it has booth in Discover America area during the Travel Fairs. There are travel experts representing their own companies and common to all of them is that the businesses they represent, are in the USA. For this reason, there are various specialists for example in the area of Florida, Minnesota, New York, Car rental companies, Airline companies, Tour Operators, Travel Agencies and of course The Brand USA is there. The writer has been representing Company X services for the Finnish customers.

When attending the fair for four days and standing long hours on the fairgrounds, the writer has had time to observe the clients' behavior. She noticed that in the first years during the first day all the brochures of Florida ran out, next day the same happened to California brochures leaving behind only general material provided by The Brand USA. Last years, for example, the

providers of Florida brochures and catalogs leave part of their material on side, in order for the material to last for the whole duration of fairs.

Because the writer has lived in Hawaii for ten years and has worked there as a tour guide for Finnish travelers and same time as an Office Manager for a tour operator in Honolulu she has told other participants on the Discover America department, that they can send to her, all clients, who are interested in Hawaii. Every year there were lines of people waiting to hear more about Hawaii. It was demanding work, throat was soar in the evening, but time flew by. Then gradually the writer woke up with an idea, that could it be done more easily?

For the next year the writer ordered Hawaii brochures to help to spread information on Hawaii. Unfortunately, Finland or even Nordic countries are not in their interest, so no response or marketing material was received. Next came the idea of creating own material, but it was out of question for two reasons. Firstly, because Company X must represent all states, regions, areas and cities in North America and not only one and secondly, the marketing costs would be too high.

It had become obvious in the fairground, that Finnish travelers are still very much interested in Hawaii as a holiday destination but at the same time made the writer wonder, why didn't they find this information? One reason may have been that because the Finnish travel agencies do not arrange any more regular trips to Hawaii, the information that they used to provide is no longer available. Another reason may be that the USA and much less Hawaii have not been among the top destination of European nor Finnish travelers for years and Hawaii has lost travelers to the Mediterranean countries and Far East. The writer felt that it was pity that there was no information provided of Hawaii and at the same time she had so much information about Hawaii, so called '*silent knowledge*', and the urge of sharing it to someone, especially to those, who would be happy to get it.

So, the writer had to find out way to produce such information, which could be reachable by

Finnish travelers and would not cost a penny. She studied the problem and came up with the idea of destination marketing in blog format in Finnish language. Because the writer had no previous experience of blog writing, she needed to find out how to start a blog.

The blog is primarily targeted for Company X's Finnish FIT traveler. FIT means Free Independent Traveler or Free Independent Tourist. Definition of FIT: an individual (or small group of < 10) traveling and vacationing with a self-booked itinerary. FIT travel is contrast to traditional group tour and in such it is not done as a traditional guided tour.

When thinking of the target audience, the blog will be a destination guide of Hawaii and the plan is to make it in Finnish language. Because some of the articles were written in English for the purpose to include them in this thesis, they are in English until the writer translated them to Finnish that is why the blog will be bilingual in the beginning.

Based on the experience gained from travel fairs, there are two kinds of potential travelers, one is young independently traveling couples, another one is middle-aged couples. Young couples, in many cases, have made all arrangements already themselves and are there only to seek advice and confirmation, that they have made it all correct. Middle-aged couples are those "*once in the lifetime*"-travelers. They are the generation, to whom the 50's-60's film industry has created a false picture of Hawaii. In many cases, they would be disappointed, when they finally got there. Many of this older generation did not have English language studies starting from the first grade, some had never? Because of poor knowledge in English language, they belong to the group category, many of them feel that they need Finnish tour guide to help them in destination. Unfortunately, Finnish travel agencies do not offer any more regular trips to Hawaii, with Finnish speaking tour leader or guide. And, even if it were possible to find a Finnish speaking travel guide in destination of Hawaii, the cost would be unreasonably high.

2 WORKING METHODS AND IMPLEMENTATIONS

This thesis is divided into eight parts. In the first part, the introduction, the background is described, what is the starting point, what are the reasons, how the subject is chosen and what are the objectives of this thesis. In the second part, the research methods are shortly looked at difference between qualitative and quantitative research are explained, text analysis is highlighted, and research questions and implementation are processed. The third part concentrates in the Company X and destination of Hawaii. Tourism in Hawaii as statistics is brought up and Hawaii as a destination is described. In the fourth part definitions of marketing, social media and content marketing are explained. The fifth part shows the results on the study of the Finnish travelers' behavior. The sixth part defines blog, answers the questions how to start a blog, studies previous researches, gives reasons and subjects. The terms of blog platform, style and type and marketing are explained. The seventh part is implementations, it included introduction of travel organizations, Finnish tour operators and travel agents are studied, and the results of Google research are evaluated. As an outcome of this theses the blog is created, and three articles/posts of this thesis writer's Hawaii blog are explained. The eight part explicates the conclusions of this thesis.

2.1 Qualitative vs. Quantitative research

Research can be divided into two groups, qualitative research and quantitative research. In quantitative research a limited amount of data is gathered from a large group of people, while in qualitative research concentrates on gathering much information from few sources. Quantitative research answers questions based on numbers and is often conducted in the form of a questionnaire, while qualitative research intends to answer what people think and how they feel about specific subjects. (Smith 2010, 109.) On this thesis the qualitative research is selected to be used because it concentrates on collecting information from internet sources.

There are four diverse types of qualitative research methods: interview, observation, case study and analysis of text. (Veal 2006, 40.) Of these the analysis of text has been found the most suitable research method because this is the case study, which examines in depth 'purposive samples' to better understand a phenomenon. The case study method exemplifies the qualitative researchers' preference for depth, detail, and context, often working with smaller and more focused samples, compared with the large samples of primary interest to statistical researchers seeking general laws. (Given 2008.)

Considering the depth of research, there are three various levels of research, descriptive research is the simplest type of research and answers the question what exists, explanatory research continues from descriptive research and answers why things are as they are, and evaluative research is used to study on if a program or policy has been effective or successful and what could be done differently. (Veal 2006, 3-5; Smith 2010, 11.) In this thesis evaluation is a process that critically examines tourism and hospitality web sites. It involves collecting and analyzing information from search engine marketing. Its purpose is to make judgments about their effectiveness to find out planning a blog.

2.2 Text analysis

When text or graphic content is to be researched on, content analysis is a relevant choice. Text analysis concentrates on what information can be found in the source, how the message is delivered and by whom. Both the actual content and symbolic content are analyzed. Text analysis can be done on its own or as a part of a bigger research, e.g. a case study. (Smith 2010, 201.)

The method that is used to analyze the research material of sources is text analysis, also known as a content analysis, and the approach is qualitative. A. J. Veal is writing in his book: *Research Methods for Leisure and Tourism, a Practical Guide*, about the nature of the text analysis. It is

used to analyze, for example, plays or novels, media studies and cultural studies. As researchers from these disciplines have turned their attention to leisure and tourism issues and as the relationships between leisure, tourism and cultural products have become recognized, the approach is playing an increasingly key role in leisure and tourism research. The term text analysis includes not only printed material but also pictures, posters, recorded music, film and television. Thus, virtually any cultural product can be read as text. The term gaze is used to describe the activity and subject of researchers. (Veal 2006, 203.)

Text analysis can be done on any kind of data, including texts, TV programs, websites, photographs and advertisements. Because there are no factors between the researcher and the content, the results of a text analysis often reflect the researcher's real feelings and opinions, which are called naturalistic data. The content can be divided into two groups, 'manifest content' and 'latent content'. Manifest content means the actual text and images in the content, whereas latent content means what was meant by the text, what the message behind it is. (Smith 2010, 202-206.)

John Urry, states in his book *The Tourist Gaze* (1990, 238-239) as follows: Tourism research should involve the examination of text, not only written text but also maps, landscapes, paintings, films townscape, TV programs, brochures, and so on. Thus, social research significantly consists of interpreting text, through various mainly qualitative techniques, to identify the discursive structure which give rise to and sustain, albeit temporarily, a given tourist site. (Urry 1990.)

2.3 Research questions

By applying methods of text analysis when studying the research material, it is possible to explain and analyze what information is communicated. It furthermore shows what is the mes-

sage that is being conveyed and why a specific message is being communicated. The characteristics of qualitative methods meet better the needs of the research question than those of quantitative methods. Qualitative research can be conducted in several ways, including in-depth and informal interviews, participant observation and text analysis of which the last one was chosen to be the research method used in the research of this thesis. (Veal 2006, 40.)

The main research questions of this thesis are: How to start a blog and Who are the competitors of a blog, which is made about Hawaii in Finnish language. In process of finding the answers the study is divided in portions. First the Company X is introduced, then Hawaii as a destination with help of research made by the State of Hawaii are studied. The marketing and especially the social media and content marketing because blog is part of this marketing, are defined. Tourism organizations, who are involve in destination of THE USA, are introduced. Researches of travel behavior of Finnish travelers are declared. Blog's terminology, aim, subject, styles, types, platforms and marketing are explained. Previous studies are used to open the subject of blog.

2.4 Research implementation

The aim of this section is to find out from which digital sources Finnish travelers find Hawaii information in Finnish language and what kind is the content. Purpose of this thesis is to find out, search, study and learn before start writing the blog. Also, the answers to the question who the competitors are, who are providing destination information of Hawaii, will be studied. Based on the writer's previous work experience, the tour operators and travel agents are the worst competitors, so those are studied first. After that Google search is done, Finnish blogs are studied, and destination marketing of Hawaii is looked over. After all research the blog is created of which three articles/posts are explained.

3 THE COMPANY X AND THE OPERATING ENVIRONMENT

This chapter introduces the thesis commissioner Company X. All information for this chapter has been collected during the writer's employment starting 2014. This part also introduces Hawaii as an operative environment because of the writer's previous work in tourism in Hawaii. The aim of this thesis is to create a blog to the company's web site about Hawaii, so the information of this chapter is also largely utilized in the blog of Hawaii.

3.1 Company X

Company X was established in the 1980s and is now operating the United States. The company's CEO is originally Finnish and has over 30 years of experience in the tourism industry in the USA. Company X office is conveniently located in Florida because Florida is one of the most visited destinations of Finnish travellers. At this moment Company X provides services B2C, Business to Client as well as B2B, Business to Business. Company X functions like all travel agencies in that area, offering booking of airfares, hotels or other accommodation, car rentals, transfers, food, excursions, cruising's, Disneyworld and other activities also tour guide services in several languages on most popular destinations. On B2B side, Company X offers services also to Finnish Travel Agencies and Tour Operators, by providing professional services, incoming services, everywhere in North America and Canada, including Hawaiian and Caribbean Islands, Alaska and Mexico. Most of the business is group arrangements but in addition to groups Company X also serves individual tourists, FIT's.

Company X's strategy is to provide tailor-made travel experiences based on client's hopes and needs. It strives for customer-oriented business, whereby the customer is respected, and the services are delivered to the benefit of the tourists. Company X wants to offer its clients only first-class travel experiences. For this reason, this Destination Guide of Hawaii is important,

since the guide will provide its customers, who are traveling to Hawaii, a comprehensive guide to the subject's services, which will provide tourists with tips for their stay. One goal is that customers, during their stay, would end up purchasing these services, which Aimo is selling, allowing the company to grow their sales with the help of this destination guide.

Company X has not previously made any destination guide. The implementation of this guide in Blog format was carried out as a thesis by the writer, who is a current employee of Company X. Collection of materials for the destination guide has been carried out by the writer during her 4-year working with the company as a Marketing Manager of Nordic country and of writers previous working experience when employed with another travel agency in Hawaii. However, the topic of the destination guide has been selected based on the experiences of the thesis writer's while living in Hawaii for 10 years.

3.2 Tourism of Hawaii

In this chapter Hawaii is introduced as a tourism destination. The statistics are collected from three sources, two of them are offices of the State of Hawaii, Department of Business, Economic Development & Tourism (DBEDT) and Hawaii Tourist Authorities (HTA). Both offices make research and publishes reports, which are tourist related, since tourism is a major industry in Hawaii. Then the Strategy Plan of HTA is presented, of which the strength factors are studied, because strength factors are typical criteria for choosing Hawaii to a travel destination. The third source is SurveyMonkey's survey: "Why Hawaii attracts more tourists than most countries?".

DBEDT Hawaii Government; Department of Business, Economic Development & Tourism of the State of Hawaii: mission is to achieve Hawaii economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawaii's citizens. DBEDT has released their latest Research & Economic Analysis quarterly, 1st Quarter

2018 Report, Part II. Economic Review and Data Tourism. It shows that visitor (tourist) arrivals continue to be strong, with both domestic and international visitor arrivals increasing in the fourth quarter of 2017. (DBEDT Hawaii Government 2018.)

Figure 1 of the DBEDT Hawaii Gov 1st Quarter 2018 Report, shows that total visitor arrivals by air increased by 434,959 or 4.9 percent, while the average daily census increased by 10,850 or 5.0 percent from the previous year. In 2017, international arrivals were up 164,713 or 5.8 percent from the same period in the previous year. In 2017, visitor expenditures increased by \$980.7 million or 6.2 percent from the previous year. In 2017, the number of total available seats increased by 1.8 percent or 215,063 seats from the previous year. In 2017, the statewide hotel occupancy rate averaged 80.0 percent, 1.0 percentage point higher than the previous year. (DBEDT Hawaii Government 2018.)

FIGURE 1. DBEDT Hawaii Gov 1st Quarter 2018 Report. (DBEDT Hawaii Gov. 2018.)

HTA, The Hawaii Tourism Authority, was established in 1998 and it is the lead state agency for tourism. Among its responsibilities, the HTA's is charged among others of: (1) Setting tourism policy and direction with the goal of contributing to the ongoing, sustainable growth of Hawaii's economy (2) Developing and implementing the State's tourism marketing plan and efforts (3) Managing programs and activities to sustain a healthy visitor industry (4) Developing and implementing the Hawaii Tourism Strategic Plan (5) Coordinating tourism-related research, planning, promotional and outreach activities with the public and private sectors. (HTA 2018a.) On the Hawaii Tourism Authority's last Strategy Plan they state, that their mission is to strategically manage Hawaii's tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry also a strong point as is Hawaii's unique multicultural setting. HTA summarizes its plan in the SWOT analyst. In Figure 2 HTA15001 Strategic Plan: SWOT Summary. In this SWOT analysis HTA has STRENGTH category where they have listed the attraction factors of Hawaii. Hawaii enjoys high brand awareness due to attributes such as climate, scenic natural resources, and the culture, history and heritage of the Islands. Visitor satisfaction is also a strong point as is Hawaii's unique multicultural setting. (Hawaii Tourism Authority's 2018b.)



FIGURE 2. HTA15001 Strategic Plan: SWOT Summary. (HTA 2018b.)

3.3 Destination marketing Hawaii

Hawaii is and has been among of one of the most popular destination in the world. Recent studies made by the State offices DBEDT Hawaii Gov, and HTA shows clearly that tourism in Hawaii is not fading. Hawaii has not lost its attractiveness and contrarily the revenue, which is the most key factor, in the USA, is growing every year. At this moment the four biggest incoming sectors are East USA, West USA, Canada and Japan. Hawaiian Brand is very strong and well-known around the world.



FIGURE 3. Front page of gohawaii.com web site. (Gohawaii 2018)

Gohawaii.com is official Hawaiian tourism information web site and it has divided attraction on their main page into nine categories: Families, Foodies, Culture & History Aficionados, Nature Lovers, First Timers, Romance Seekers, Outdoor Adventurers, Shoppers, and Health and Wellness Enthusiasts. Figure 3 is the front page of gohawaii.com and all these factors can be found there. (Gohawaii 2018.)

In 1990s destination marketing of Hawaii was dependent mainly on the tour operators and travel agents. Of course all other tourism related sectors were responsible of their own sectors, among other airlines, hotels, transportations, entertaining etc., but these did never send any marketing material all to way e.g. to Finland. Hawaiian Business Bureau (HBB) was the source of information, where to turn in need of marketing material. HBB had substantial status in that time. All marketing materials were in printed form, posters, brochures, flyers, catalogs, etc. but as a member of HBB the material was free. Sending marketing material for example to Finland

was travel agencies' responsibility, but because sending was expensive, they were not sent without special request.

Now even after requesting printed material to be used at Travel Fair in Finland, there has not been any respond. All information is in internet and can be found at Gohawaii.com web-site, but it is not possible to download any marketing material from there. In the next chapter Hawaii's ten most important attraction factors will be introduced. This information is based on Gohawaii.com web-site.

Survey Monkey is one of the most popular survey tools in the Internet's, which was established 1999 and has since become the most used by individuals and organizations across the world. Now the company has trusted by 36 million customers worldwide and they their customers deploy 600 000 surveys every month. SurveyMonkey asked: "Why Hawaii attracts more tourists than most countries?". They surveyed 890 individuals out of more than 3 million people who take surveys on SurveyMonkey every day. Based on this survey 88% of their respondents cited natural beauty as a reason for visiting Hawaii. Relaxing by the beach was the second most popular reason 85% for visiting among women and young adults between 18 and 29 years old. Traditional Hawaiian culture and customs is another key part of tourists' plans 67% and the appetite for trying local cuisine is also strong 65%. Activities are popular: 59% would like to snorkel, 54% of all respondents and 60% of young adults, 18-29 years old and 49% of those over 60 years are interested in hiking, 44% hope to participate in water-based activities, including surf lessons and stand up paddle boarding. (Surveymonkey 2018.)

All these topics were repeatedly brought up in the writer's meetings with the Finnish travel groups. These topics are commented shortly based to the writer's own personal experience. The Weather is in many cases the most important thing when making travel plans. Finnish travelers want to escape the cold, the dark and the sleigh. That is why Hawaii is an ideal destination for a Finnish traveler. Weather affects also to the nature creating diverse micro-environments, each with its own unique weather-based plants and animals. Protected by volcanic

mountain ranges and various weather conditions are due to tropical rainforests, cool alpine areas, arid deserts and sunny beaches only a few miles from each other.

The People usually means the culture and in Hawaii it is more recognizably that in many other destinations. Hawaiians are genuinely hospitable and friendly, which includes "hang loose" (relax take it easy) attitude. Tourists sense strong "Aloha Spirit", after all tourism is the main income in Hawaii and almost every family has someone who works in the tourist industry. Only 6% of all people living in Hawaii. Hawaii is the most diverse state compared to any other state of the USA. Based on research of Pew Research 2015, there are at least seven different ethnicity groups in Hawaii: White 23%, Hispanic 10%, Black 2%, Asian 37%, Native American under 1%, Native Hawaiian 6% and Mixed (two or more ethnicity) 19%. (Pew Research 2015.)

Culture quite different than anywhere else in the world e.g. HULA music may be the best known worldwide symbol of Hawaiian culture. When dreaming of trip to Hawaii, it may be that the travelers can almost hear the HULA music and see the Lei greetings in their mind? The core of Hawaiian culture can be experienced only by participating to the LUAU, a Hawaiian feast featuring food, live music and hula and fire dancers in grass skirts.

History and heritage of Hawaiian's is not completely known. There are some facts, which are known but some history of Hawaiians heritage is still assumption. One assumption is that 1.5 million years ago Polynesians settlers arrived in Hawaii from the Marquesas Islands. Fact is that in 1778 Captain James Cook "discovered" Hawaii. In 1820 King Kamehameha I united all the Hawaiian Islands, the 1820's saw the arrival of missionaries from New England, 1893 the Hawaiian monarchy was overthrown by government white ministers, planters and businessmen, establishing the Republic of Hawaii. The Republic lasted only until 1898 when the United States annexed Hawaii. On December 7, 1941, the Empire of Japan attacked Pearl Harbor and the United States entered World War II. In 1959 Hawaii became 50th U.S. state. (Gohawaii 2018.)

In the ocean and the beaches, near shoreline, water temperatures remain comfortable throughout the year. The average water temperature is +23.3° C, with a summer high of +26.7° C. During the winter travelers can witness legendary big waves. The ocean offers many possibilities for water activities. Surfing was born in Hawaii so there's no better place to learn how to surf than in Hawaii. With 1,200 miles of coral reef fringing the Hawaiian Islands, snorkeling and scuba diving are two of the island's most popular water activities. Each winter, Hawaii is the stage for some of the best whale watching on the planet, when humpback whales migrate to the Hawaii's warm waters to breed and nurse them. (Gohawaii 2018.)

The geography in every Hawaiian island is different. There are six major islands to visit in Hawaii: Kauai, Oahu, Molokai, Lanai, Maui, and the Big Island. Each has its own distinct personality, adventures, activities and sights. Many visitors are drawn to the natural beauty found in higher elevations such as on Haleakala on Maui or Kilauea on the Island of Hawaii. At an elevation of 10,023 feet, the summit of Haleakala can be 20° C cooler than in the resort areas on the coast. (Gohawaii 2018.)

These short descriptions of some attractions are only a small scratch of the information that is good to know when planning a trip to Hawaii. In addition, attractions are elaborated more widely and detailed in the blog. Blog is meant to serve as a Destination Guide of Hawaii in Finnish language. Blog is important, since the guide will provide its customers, who are traveling to Hawaii, a comprehensive guide to the subject's services, which will provide tourists with tips for their stay. The materials for the destination guide has been collection by the writer and they are based to her experiences in travel agency in Hawaii while living in Hawaii for ten years.

4 CHALLENGES OF MARKETING IN SOCIAL MEDIA

In this chapter the revolution of marketing by Kotler will be discussed. Andreas Kaplan and Micheal Haenlein categorize the various social media marketing's and Alexandre Coutant and Thomas Stenger bring up the challenges of today's social media marketing.

4.1 Social Media Marketing

Kotler, Hollensen & Opresnik write in their book: *Social Media Marketing, A Practitioner Guide*. (2017) that marketing communication is undergoing a digital revolution. The increasing popularity of blogging, podcasting, and social networks enables world customers to broadcast their views about a product or service to a potential audience of billions. Traditional advertising does not work as well as it has in the past. Like the name states his book guides the marketer through the maze of communities, platforms, and social media tools so that they can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, it shows how to plan and implement campaigns intelligently, and then measure results and track return on investment, all written in a concise and easy to understand manner. In the latest book of Kotler, Kartajaya & Setiawan, *Marketing 4.0: Moving from Traditional to Digital*, (2016) Kotler helps to navigate the increasingly connected world and changing consumer landscape to reach more customers, more effectively.

The different social media phenomena have been studied for some 15 years now in various fields from marketing research to linguistics, and to cultural studies. Definitions and typologies for social media can be found in all these specialties.

According to two professionals of Marketing and Customer Relations, Andreas M. Kaplan and Micheal Haenlein (2010, 61), "Social media is a group of Internet-based applications that build

in the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content". In other words, Social Media refers to the services offered to users, Web 2.0 to the technologies that enable the easy use of the services, and UGC to the texts, images, videos, etc. produced. (Kaplan & Haenlein 2010.)

Kaplan and Haenlein (2010) propose the following categorization of different social media services: blogs, social networking sites (e.g. Facebook), collaborative projects (e.g. Wikipedia), content communities (e.g. YouTube), virtual social worlds (e.g. Second Life), virtual game worlds (e.g. World of Warcraft). Classification of social media and overview of how important diverse types of social media (e.g. blogs) are for each of a company's operational functions (e.g. marketing). (Kaplan & Haenlein 2010, 53, 59-68.)

In comparison, the two CNRS researchers, who specialize in communications studies and in digital consuming, Alexandre Coutant and Thomas Stenger (2011, 10-11) present a categorization of social media in five diverse types: blogs, digital communities, Wikis, content sharing sites and social network sites (and their "cousins": the networking sites). Unlike Kaplan and Haenlein, Coutant and Stenger don't include social gaming or virtual worlds into social media. On the other hand, they have as a separate category digital community, referring to communities gathered around a shared interest. (Stenger & Coutant 2011.)

Both of these categorizations are suggestive and are already challenged by new applications and platforms (e.g. Foursquare). It is quite hard to fit even the very popular microblogging site Twitter into any of the categories mentioned above. In conclusion, no exhaustive categorization or a precise definition of social media can be compiled, as it is such an instable and heterogenic phenomenon, but instead we can focus on the striking features of these services listed above. All these services have built their economic model on the content created (and sometimes even new applications and tools created) mostly by users (Stenger & Coutant 2011, 10-11).

4.2 Content marketing

The marketplace, where we work today has radically changed from the time many of us started. Salespeople used to be the experts, and marketing department's responsibility was to lure enough clients to cover marketing and advertising costs and make profit. Marketing and advertising were aggressive and is called outbound marketing strategy.

Nowadays most marketers use inbound marketing, what is also called content marketing. In many cases it is in digital form, that uses educational, entertaining, or informative content to attract, engage, and grow target audience. It's becoming increasingly competitive, which means marketers need to produce valuable content and not just more content. (Wikipedia 2018a.) Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and news-groups, interactive television, mobile communications etcetera.

In his book: *Marketing 4.0: Moving from Traditional to Digital*, Kotler et al. say, that even if it looks like almost every year marketing has new movements it is not quite true. This time it's different; it's not just the rules that have changed, it's the customers themselves. In his book Kotler encourages to take advantage of the shifting consumer mood to reach more customers and engage them more fully than ever before by adapting four new advice: Discover the new rules of marketing, stand out and create WOW moments, build a loyal and vocal customer base and Learn who will shape the future of customer choice. (Kotler, Kartajaya & Setiawan 2016.)

5 FINNISH TRAVELERS' BEHAVIOUR

In general, most of the traveler make trips within their own regions, intraregional tourism, with about four out of five arrivals worldwide originating in the same region. Most of the Finnish travelers' trips are directed to the neighbor countries like Sweden and Estonia. (E-UN-WTO 2018.)

In the latest surveys, "Which countries are traveling the most" shows that Finnish travelers are ranked at the top of the Top 10 list. In Finland, 26 million leisure trips were made. Both travel and domestic travels increased by from the previous year. According to Statistics Finland's survey, Finnish residents made good eight million different leisure trips abroad in 2016. Trips to the Nordic countries, Eastern Europe and the American continent increased by their popularity. Western Europe and Asia lost some of their appeal among Finnish tourists. Among Southern European countries, western Mediterranean countries gained, and eastern Mediterranean countries lost in popularity. Both leisure and domestic travels increased by from the previous year. The number of trips heading outside Europe increased by to the American continent. Seventy per cent of these trips were headed to the United States. In contrast, Asia lost some of its popularity as a leisure destination for Finns. (Stat 2018.)

A decade ago, Finns aged 15 to 74 made 3.1 million trips abroad with overnight stay in the destination country. In 2016, the corresponding number of trips for persons aged 25 to 84 was nearly 5.4 million. The number of trips abroad has increased by 70 per cent in ten years. The differences compared to the situation ten years ago become emphasizes when viewing the number of trips by age group. Those who were aged 15 to 34 in 2006, were aged 25 to 44 in 2016. In these age groups, the numbers of trips with overnight stay both in Finland and abroad have increased by exponentially. Those, who were aged 55 to 64 a decade ago, reached retirement age by 2016. This age group increased by their trips abroad with overnight stay in the

country of destination by good one fifth. Persons belonging to the oldest age group have decreased all types of leisure travel over the past ten years. (Stat 2016.)

In all, 4.1 million, or 91 per cent of Finnish residents aged 15 to 84, made at least one leisure trip that included an overnight stay in 2016. Included are all domestic and outbound leisure trips, as well as trips to free-time residences and visits to friends and relatives. (Stat 2016.)

The level of education also had an impact on how actively people travel, because 98 per cent of those with higher education made a leisure trip with an overnight stay. Examined by age group, the most eager travelers were persons aged under 45, as 97 per cent of them made a leisure trip with an overnight stay. In 2016, around 2.2 million Finnish residents aged 15 to 84, 52 per cent of made at least one leisure trip abroad, which involved staying overnight in the destination country. Respondents were also asked the reason for not having travelled. Of Finnish residents who had not travelled, one third said they did not like to travel, good one quarter said that medical reasons prevented them from travelling, and 14 per cent did not travel for economic reasons. Among the survey respondents, the economic situation as the reason for giving up leisure trips has remained almost unchanged in the past four years. (Stat 2016.)

6 BLOGS

Maria Johnsen's studies from 2009 show that consumers found social media or bloggers more neutral and credible than print advertisements. Blog also allows company to provide longer descriptions of products or services, can include testimonials and can link to and from other social network and blog pages. Blogs can be updated frequently and are promotional techniques for keeping customers and for acquiring followers and subscribers, who can then be directed to social network pages. (Johnsen 2009.)

Platforms like WordPress or Blogger create an environment for companies and individuals to connect online. Companies recognize the need for information and accessibility and employ blogs to make their products popular and unique and ultimately reach out to consumers from social media.

Before starting a blog, there are many things that must be considered. If it's the first blog, what is the motivation to start blog? What are the goals, what are trying to achieve? Is there enough time and energy to maintain it in regularly bases, maybe even daily basis? What type of blog it is going to be? Is it going to be an open blog, that can be read by anyone or a closed blog, that can be read only with a permission and invitation. Blog writing can be mentally hard, because of the critics and negative feedback. This chapter searches for an answer, to the question: How to start a blog? (Hosting Advice 2018.)

6.1 Defining blog

Marketing terms.com, Digital Marketing References gives definition of blog: Blog is a frequent, chronological publication of personal thoughts and Web links. A blog, or weblog, is often a mix of what is happening in a person's life and what is happening on the Web, a kind of hybrid

diary/guide site, although there are as many unique types of blogs as there are people. People maintained blogs long before the term was coined, but the trend gained momentum with the introduction of automated published systems, most notably Blogger, at blogger.com. Blogs are alternatively called web logs or weblogs. However, “blog” seems less likely to cause confusion, as “web log” can also mean a server’s log files. (Marketing terms 2017.)

6.2 How to start a blog

When starting a blog without previous experience of writing a blog there are many things to be considered. New blogger can make starting process easier by using handbooks or tutorials. The biggest or best blog platforms provide this kind of services, Universities have their own advisees and even private bloggers provide this kind of service. The most popular platforms e.g. WordPress and Blogger help almost out of hand new bloggers during starting process. The start questions are: What is the reason to start a blog? What is the subject/topic?

6.3 The reasons and the subject

The introduction chapter explained reasons to start a blog and the subject choice. Based on the experience of four years at MATKA Travel Fair, there are always same questions asked: Which Hawaiian Island should we choose? What must we see and do when we are in Hawaii? There is so much information about Hawaii in internet, it cannot be without wonder, how Finnish travelers do not find it. Or is there some other reason that they do not find answers to these two questions? Of course, it may be that even they have all the facts about Hawaii they still would like to hear tips from someone who has lived/spent there longer time. For this reason, there may be a need for a destination guide about Hawaii in Finnish language, as a blog form. Finnish traveling to Hawaii is very small marketing segment so called niche group, but blog does not cost any money only time.

In process of finding the answers to the research questions the previous research blogs were studied of the University of Applied Sciences, on Theseus by using key words: blog, blog marketing, blogging, social media, online marketing, tourism marketing. The goal was to find out, what kind of blogs there are.

In implementation part the writer studied first two sources, one was Finnish tour operators and travel agencies, and another was Finnish blogs about Hawaii. As main providers of Finnish tourists to Hawaii, the tour operators and travel agents used to have destinations guides of Hawaii in Finnish language in 1990's. By using Google search engine, it is possible to make an advantage search of this topic. The purpose of this search is to find out if there is an extensive and comprehensive guide about Hawaii, in Finnish language. It would be great to find blogs, which are based to the writer's own experience. Secondly three of the thesis writer's own blogs were analyzed.

6.4 Evaluation of Previous Research

When there is no previous experience in writing a blog it's a clever idea to find out how other writers have approached this subject. For this reason, some previous thesis from Theseus will be examine. In this section author gets acquainted with other authors theses form Theseus.fi, which is a service provided by Arene Ry, the Rectors' Conference of Finnish Universities of Applied Sciences. Theseus gives online access to theses and publications from Finnish Universities of Applied Sciences. The entire theses and publications can be read and utilize in student's own research and development work or just get acquainted with those. (Theseus 2018.)

When going through the other writers' theses, the interest was, how other writers have studied travel blogs/blogging in their own theses. Special interest was how those writers approach the subject blog marketing in tourism. When using Key words: blog, blog marketing, blogging,

social media, online marketing, tourism marketing, Theseus gave 1110 results, what is in substantial numbers. Of these five were chosen, which were examined in more detail.

Ekaterina Davydova in her thesis: *The role of Travel Blogs in the process of Travel Planning*, explains that internet has become one of the most important tools in any kind of business. The objective of her thesis was to study the phenomenon of blogging and its role in the process of travel planning. Theoretical Framework of her thesis concentrated on the properties of UGC, User Generated Content, specifically blogs and their benefit towards other sources of information. She studied the process of choosing of travel destination to understand the stages on which blogs as information sources are the most useful. Her findings of the study showed that travel blogs have got several important roles in travel planning process: they act as motivators, sources of valuable information, as well to give feedback. Blogs have specific qualities that make blogs trustworthy, and if the blogger knows those, a blog might become a very effective and cheap marketing tool. The writer liked Davydova approach toward blog marketing especially because she was the only one who used User Generated Content (UGC) in her study. It was very interesting perspective and made the writer to realize that nowadays User Generated Content (UGC) has replaced the old-fashioned term 'word of mouth' marketing. (Davydova 2012.)

Stanislava Dimitrova, in her thesis, *Using blogs as a marketing tool*, points out that blogs are no longer just a digital publishing tool. Blogs can be utilized in marketing activities and as means for communication with company's interest groups. Blogs can be a great platform for companies to establish closer connection with their customer base, deliver company values and give more personable image of the company. Dimitrova makes an overview of the use of blogs as a marketing tool for businesses and individuals and investigates the common factors that contribute to the success of a blog, the technical features as well as the common mistakes bloggers do. In her theoretical part she studies examples of successful blogs and in empirical of her research, she includes a guide for beginner bloggers. It's an excellent idea that Dimitrova

made a guide for other novices, including Pros and Cons of blogging. In 2013 she also studied blogs as an innovative marketing tool. (Dimitrova 2013.)

Irina Edilbaeva, in her thesis, *Marketing Power of Blogging*, studied blogging as a powerful marketing tool and find out the relevance of business blogging and blog advertising in local area. In her theoretical part, she begins with a description of the main concepts of marketing, marketing tools, online marketing and social media marketing. Furthermore, she describes the phenomenon of blogs and blogging. Also, the theory part discusses the differences between business blogging and blogging for profit. In conclusion, theory part defines the benefits of blogging as a powerful marketing tool. In her empirical part of her thesis she includes the survey in form of questionnaire and an interview. Result describe blog marketing benefits and disadvantages. In Edilbaeva's thesis, it's interesting that in 2014, the blog was already recognized as a powerful tool and connection between business and personal blogs has been identified. (Edilbaeva 2014.)

Tuija Stenius, in her thesis, *Business Blog as a Marketing Communication Tool: A Marketer's Guide to Blogging*, explains why blogging is a valuable tool for marketing communications, and to define the characteristics of a good business blog. The theory base starts with theory about marketing overall. Marketing communications is described, and communication channels are introduced as well as strategic communication. Blogging is discussed in more detail and it is addressed from marketing communications' viewpoint. In empirical part a blogging guide was put together. Writer found that business blog can be a very effective marketing communication tool if executed correctly. She recommends that blog should be in the core of the company's marketing communications strategy. The blog should be of high quality, posting should be frequent and the author's personality should show. The result of this thesis by Stenius is that she suggests that blog should be part of the strategy. It is a great idea and she has also included a guide for blogger, which new bloggers appreciate. (Stenius 2015.)

Michal Melamed's object in his thesis, *Online Marketing Plan for a Travel Company*, was to create an online marketing plan for a travel agency this way grow the number of customers. The theoretical framework covers the tourism industry and online marketing, whereas the functional section concentrates on creating an actual online marketing plan for the travel agency. The functional section is based on theory and specialists' interviews. Benchmarking, SWOT-analysis and web analytics were carried out to gain knowledge and to help with defining the current situation of the company. As result this thesis provides the information needed for the company to improve its web presence, traffic on its different online platforms and hereby to sustain and raise its customer base. Melamed has used several research methods for his thesis, which is good, and he has also created online marketing plan for the use of any travel agency. (Melamed 2017.)

Matthew Roblin's objects, in his thesis, *Blogs for The Digital Agency etravelseo.com, Online Travel Marketing*, was to evaluate how marketing is becoming increasingly digitalized, which online channels are best used for online marketing, as well as show relevant blog pieces that have been written for a digital travel marketing website. The viewpoint of the thesis was emphasized on the travel and tourism industry. The thesis is divided into three parts: theory about digital trends; digital marketing, and examples of blog pieces from writer's own agency website that complement the theory. The blogs written for the website can be used as insightful information regarding digital marketing strategies and which digital marketing strategies are best used for travel and tourism companies today. (Roblin 2017.)

6.5 Blog Platform

How to choose the best blogging platform? It's a tough choice. While focusing on the most popular / newest blogging platforms, there are literally hundreds of options to choose from. These days there is slight difference between a "regular website" and a blog so it may be that there is not necessarily a need to separate solution for a blog vs website. Platform is the actual

place where the blog is set up, it is a software or service that is used to publish the content onto the internet in the form of a blog. A blog platform is a specific form of a content management system, which are kept by blog server provider, so those needs to be studied before making the final decision. Before starting the blog, the service where the blog is going to be setting up must be selected. There are many features such as the blog service, availability, security, privacy, copyrights, terms of service, and the ability. (The Balance 2018a.)

It's not necessary to spend a lot of money to start a blog, whether it's for fun or for profit. In fact, there is no need to spend any money at all because there are plenty of blog software options that are completely free. These choices work to a simple blogging and there is no money to invest in it. The blogging tool should suit to individual needs and goals. Ideally, using should be enjoyable, because it will be used a lot. Choosing the right platform involves consideration of what type of content is planned to produce, but also thought ahead about where it might take later. There are many options, each with its own set of unique tools, features, and interfaces. The most renowned blog software is: WordPress.com, WordPress.org, Blogger, Medium, Ghost, Jekyll, and b2evolution. Of all these Blogger, WordPress.com and WordPress.org will be analyzed closer by the writer. (Hosting Advice 2018.)

6.6 Free or premium platform

When compared the major blogging platforms, which are free or premium blog sites, there are twelve platforms presented as the ultimate best blog platforms on Make a Website Hub.com-pages. Eight of them are for beginners: WorldPress com, WorldPress org, Blogger, Blog.com Squarespace, Weebly, Type Pad and Wix. Some of these are only for personal or hobby use, some are also for business and e-commercial use and some are for both purpose. Of all these platforms, World Press.org and Blogger are also available in Finnish language, which is good, if the clientele is looking for blogs in Finnish language. (Make a website hub 2018.)

In case the blog is going to be used only for personal purpose and it is going to be only a hobby, the free platform is an appropriate choice. Many small businesses and internet entrepreneurs are looking for a way to start blogging, but without spending much money. But if the plan is to change the blog later to business use and intending of making money, it can be hard to download or export the blog later to different blogging platform. (The Balance 2018a.) The five best free blogging platforms listed by The Balance are World Press, Blogger, Tumblr, Blog and Medium.

World Press advertises itself as the world's most popular platform and was initially released in 2003. WordPress is content management system tool, that runs more blogs worldwide than any other platform. It has two platforms, WordPress.com and WordPress.org.

WordPress.com is a free blog. There are no charges for hosting, domain, plugins, because the user is not able (allowed) to use them. There is no need to worry about setup, upgrades, spam, backups, security and editing. With this free hosted solution, the user gets the power of WordPress but without the ability to customize it. Basically, it's easier to use but limited in options and functionality. Negative things are, that there are limited number of themes available and it is not possible to upload plugins. This is for users, who mainly want to keep a personal journal (blogs). This could be a good option, but if the user is looking to make money online then it is better to choose WordPress.org.

WordPress.org has free software (or the blogging platform) to download and install on user's own site. Because it is on user's own server, user can use plugins and edit the themes. The user has basically full control and access over the themes and feel as well as the ability to use advanced features through plugins. For most users who are looking to make money online, they want to have access to more customization and plug-in features. Negative things are that user needs to spend money to host their own website, it requires more technical knowledge to set up and run and the user must stay on top of updating website and keeping it secure. (WordPress 2018.)

Blogger (blogspot.com) is the most popular tool for blogging. Founded in 1999, it is one of the oldest providers still active. In 2003, it was acquired by Google and that change is still shifting the way users are working with Blogger. Blogger is relatively easy to use. It is completely free and can be somewhat monetize it through ads. Customization options are limited, so in the long run expansion is not welcomed. (First site guide 2018.)

Tumblr.com is made simple for people to make a blog and put whatever they want on it. Stories, photos, GIFs, TV shows, links, quips, dumb jokes, smart jokes, Spotify tracks, mp3s, videos, fashion, art, deep stuff. Tumblr has 395 million different blogs, filled with literally whatever, also the mobile partition is easy to handle. Tumblr is a blogging option, that is very popular with younger audiences. The platform itself is simple to use. One of the best features of Tumblr is that it is focused on the community of bloggers, so it provides a variety of options for sharing and re-blogging content. The downside to blogging on Tumblr is that it does not focus on text content, but photos and GIFs. Visual bloggers will love it, but writers may want to find another platform to use. The idea of re blogging content may also lack appeal with bloggers, particularly if you are blogging material that you want to have complete control over copyright and other such protections. (Make a website hub 2018.)

Blog.com has more than two million bloggers, it has an audience just waiting for your blog. There is a choice between a free or premium package. After starting the blog, it is easy to upgrade to a premium option.

Medium.com is a relatively new blogging platform that is growing quickly in popularity and audience. Its platform is very minimalistic with a focus on the quality of the content and viewpoints being written. Other free Blogging platforms are Wix.com, SquareSpace.com, Web.com. (The Balance 2018b.)

6.7 Blog styles

To find own blog style, it is a clever idea to search from net, because there is the newest information concerning blogs, sometimes even before the books. Surfing on internet makes it possible, not only read, but also eye other people blogs. By eying means by comparing styles and types. Taste is many, but the blog, which really catches to user's eye, is the right one. This way many respectable ideas can be recognized, what would work or not work on the blog. This brings closer to the determination, how the final blog would look like. There are many search blog directories, which can be utilized, in process of searching and comparing different kind of blogs. Among others there are:

- Blogit.fi is a Finnish blog directory, at this moment it has 9184 blogs. This site makes it easy to keep track of the favorite blogs. My favorite blogs can be followed by pressing the follow button, after which the new posts for favorite blogs will be displayed through the track on the top bar. Blogit.fi also keeps track of the most popular and most read blogs: Suomen Blogit TOP-10. (Blogit 2018a.)
- Bloggaajat.com purpose is to handle general blog tips, like blog marketing, design, subjective experiences and how to make money of blogging. (Bloggaajat 2018.)
- Cision.fi is one of the industry's leading global company, it offers comprehensive service solutions for all communications needs. Cision.fi publishes once a month the Finnish top 10 blogs on a five-changeable subject. (Cision 2018.)

6.8 Blog Types

The study of the TOP 10 blog lists best reveals that there are an unread number of blog types e.g. Blog books, Weddings, Handcrafting, Lifestyle, Links, Tumblelog, Microblog, Food, Art, Newsletter, Photo, Vlogs and Corporate blogs. So basically, there is something to choose from.

These are barely a scraping of surface. In principle, there can be unlimited number of travel blogs but also travel related blogs. It is not necessary to wade through all types of blog to find a blog type, which suits the best. Instead concentration is only to travel, and travel related Finnish blogs. This is important because the target users of the writer's blog are going to be Finnish speaking people.

6.9 Blog marketing

Blog marketing is the process of reaching target market by using a blog. Blog marketing is inbound, also called content marketing and it is digital. Inbound marketing strategy uses educational, entertaining, or informative content to attract, engage, and grow a target audience. It's becoming increasingly competitive, which means marketers need to produce valuable content, not just more content. As blogging has grown in ease and popularity, many people have created businesses from blogging all on its own (as opposed to having a business first and then blogging) like some travel and lifestyle blogs are businesses by themselves. (Curata 2018.)

Starting a blog and using it to promote the business can be set up within minutes but is advisable to start blog marketing with a marketing plan. The marketing plan determinates, what is meant to share on the blog, what is not. Is it going to have just personal thought and tips or is it going to have also news, articles, statistics, images from other sources. After decision on which platform the blog will be set up comes the domain name, which should point to the blog to make it easier for consumers to get to the site. Readers don't like to visit a blog with only one or two posts. There must be ten or more posts right from beginning, and after that it needs to be posted regularly, its best if there is a post schedule. It's relatively easy to integrate social media into the blogs, so that the blog posts go out to the followers. Because blogs are social, people will ask questions, so the author must provide feedback or share their opinion. (Curata 2018.)

There are great marketing tools that the blogger can utilize. There are also free or low-cost marketing tools for a new blogger. Technology has made starting and growing a home business easier and more affordable than ever. Some of them are: Social media, Email, SEO, Website/Marketing Analysis, Graphics/Logos Design, Video hosting, Publicity, Feedback/Engagement, Customer Relationship Management (CRM). (We make websites 2018.)

Social media is one of the best ways to promote the blog and engage with the market but managing the blog is time consuming. Luckily there are tools to assist in scheduling posts, as well as keeping up the blog. Curata has listed some of the marketing tools, which are Email, Search Engine Optimizer, Website/Marketing Analysis, Graphics/Logos Design, Publicity, Feedback/Engagement and Customer Relation Management.

Email is so old invention that it sounds old-fashioned and does not come first in the mind to use it as a marketing tool. Email is still one of the best ways to connect and build rapport with on blog market. Splendid example is MailChimp's Forever Free plan, which costs nothing for up to 2000 subscribers and allows 12,000 emails per month. (Curata 2018.)

SEO, Search Engine Optimizer, makes analytics, which will tell what keywords people are using to search for and find the blog. Knowing these keywords helps the writer determine what information to share, what words to use in titles and content. It helps search engines know how to rank the blog site. Some of these tools are: KeywordTool.io and SEO Book. (Curata 2018.)

Website/Marketing Analysis is analyzing the data, which is a crucial task in business. what was the response, how many people liked, shared and/or commented on the social media post, what resource is sending the most traffic to your blogsite? The information is collected from all major social networks including Facebook, Twitter, LinkedIn, Google+, Instagram, and Pinterest. After this information the writer can maximize what's working or limit what isn't. Among these tools are: Google Analytics, Hot Jar and Simply Measured. (Curata 2018.)

Graphics/Logos Design has become more important in marketing because they are more likely to grab attention of blog than, plain text. It is crucial having graphics as part of the blog site articles, social media posts, and other marketing materials. Two popular free tools, which provide free images and online graphic editing tools are Canva and PicMonkey. (Curata 2018.) Video Hosting is increasing in popularity. One obvious resource is YouTube, but there are other options available like Wistia and VidMeUp. (Curata 2018.)

Publicity is one of the best forms of marketing because it's free, and it sets the user up as an expert in your field. But it is not easy to get media to notice and interview you. It is always to have a PR plan that includes sending press releases on a regular basis, there are a few free resources that make easier to find media outlets that need your expertise. These are, Help a Reporter Out (HARO) and Source Bottle, these both connect journalists and bloggers to knowledgeable sources. (Curata 2018.)

Feedback/Engagement let you know how your current market feels about user's blog business, but also, it can give insight on how to reach out to more people to build the business. Survey Monkey is a tool, which creates unlimited surveys with up to 10 questions and 100 responses per survey. (Curata 2018.)

At Customer Relation Management (CRM) it's cheaper to retain a customer/client who'll continue to buy or refer new business than obtain a new one. CRM tools help to set up sales automation, contact management, create custom reports, and more. (The Balance 2018a.)

7 IMPLEMENTATIONS

The aim of this section is to find out from which digital sources Finnish travelers find Hawaii information in Finnish language and what kind is the content. This part also seeks the answers, who are the worst competitors in mean of providing destination information of Hawaii and in what extend.

In the late 1900s the biggest Finnish tour operators and travel agents that arranged trips to Hawaii made booklets, destination guide booklets, about Hawaii in Finnish. That time there were not computers or mobile phones, so all requests were done with text processor and sent with help of a fax machine between Hawaii and Finland. Today the internet is the most used source for searching, planning and making reservations. It's where 80% of travelers research their destinations.

7.1 Travel organizations

Based on the previous work experience, the writer assumed that the tour operators and travel agents are the worst competitors. To find out which tour operators and travel agents makes business in THE USA market, there is an excellent source of information, Discover America (DA)organization. Most of the Finnish tour operators and travel agents, who organizes trips to THE USA are under this one umbrella organization, Discover America Finland (DAF). Discover America is an organization, which is marketing cooperative consisting of airlines, car rental companies, hotels, cruise lines, tour operators and other organizations promoting travel and tourism to the United States. Discover America operates in many countries. e.g. all Northern countries have their own Discover America organization. At present there are 64 members in Nordic Countries of which 27 members in Finland.

The main trade event organized by the Discover America Finland committee, is the annually held THE USA Seminar / Workshop for travel professionals. Another important annual trade event for the Discover America Committee is MATKA, the yearly held International Travel Fair, where members of the Discover America Committee exhibit and promote travel to the USA (Discover America 2018.)

On the other hand, there is The Brand USA, which began operations in May 2011 as the nation's first public-private partnership. The Brand USA is the destination marketing organization for the United States, its mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the U.S. worldwide. It works in close partnership with the travel industry to maximize the economic and social benefits of travel. The Brand USA is an organization dedicated to marketing the United States as a premier travel destination and operates under Discover America organization. (The Brand USA 2018.)

There is also Visit the USA, which is owned and operated by the Corporation for Travel Promotion, now doing business as The Brand USA. This public-private marketing entity was created in 2010 to encourage and inspire travelers to explore America's boundless possibilities. Visit the USA.com is the official travel site of the U.S. (Visit the USA 2018.)

7.2 Tour Operators and Travel Agencies

Finnish tour operators and travel agents, who organize trips to the USA and Hawaii, provide clients with all necessary information of the travel destination. There used to be books or booklets, called travel guides which had all information needed of travel destination. These materials still exist, but nowadays tourists are seeking more and more electronic advice like eBooks or mobile applications. What is the best source from these above-mentioned main site, when finding out who is making trips to the USA, is the Discover America Finland site. There are

twenty (20) tour operators and travel agents listed as a member on DAF site. To find out what kind of information Finnish travelers can find about Hawaii in Finnish language, e.g. destination guides, these tour operators and Travel Agents need to be evaluated one by one. These 20 tour operators and travel agents under Discover America organization has been divided into three groups.

The first group is formed by four (4) companies: Concorde Travel Group, Egencia Finland, Hogg Robinson Group, Travel Specialist Group. This group will not be studied because they solely organize business and conference meeting and incentive trips to the USA but do not arrange any services to the leisure travelers to the USA or Hawaii. (Discover America 2018.)

The second group is formed by seven (7) companies who do arrange services for both business and leisure travelers: Elämysmatkat, Matka-Agentit, Matkahaukka, Primera Holidays/Matka-Vekka, OK-Trips, SMT, SoileTours. These companies handle all, groups and individuals, independently and self-guided trips. This group is not going to be studied, because even they organize trips to THE USA and occasionally even Hawaii, but they do not make any advertising of Hawaii at all, where Finnish travelers could find Hawaii information. (Discover America 2018.)

The third group is the author's target group. This group is formed by nine (9) companies: CWT Finland-Kaleva Travel, Helinmatkat, Travels.Kilroy, Kon-Tiki Tours, Matkaketju, Matkapörssi, Rantapallo, Mr Travel, Olympia. These arrange services to the leisure travelers, for both groups and individuals, independently and self-guided travelers. They organize trips to THE USA and some trips to Hawaii, which is the author's destination. Here is a brief introduction of these nine (9) companies. (Discover America 2018.)

CWT Finland-Kaleva Travel is Finland's largest business travel agency offering a full range of services in business travel, meetings and events as well as in leisure travel 1935. The other areas of expertise include, for instance, the flexible leisure travel tours all over the globe (over 250

destinations), incentive travel and long-distance travel, city holidays, culturally oriented and activity-oriented vacations, tours for groups, to conventions, as well as travel arrangements to Russia and CIS countries. They also count package tours to sporting events and offer tours with themes such as golf and different marathons held around the world. CWT Kaleva Travel is quality and market leader and a forerunner in developing services in Finland. They are dedicated to help companies of all sizes, as well as government institutions and non-governmental organizations, optimize their travel programs and provide best-in-class service and assistance to travelers. Their leisure travel specialists help in all leisure travel arrangements. They employ 260 travel industry professionals and have 9 offices and service outlets in 8 various locations in Finland. CWT Kaleva Travel is owned by CWT (Carlson Wagonlit Travel) which is a global leader specializing in business travel management. CWT is an independent and innovative company, which invests heavily in developing its services constantly. CWT's total sales in 2014 was 24,1 billion euros. CWT provides reservation search engine on their site. (CWT Kaleva Travel 2018a.)

Helinmatkat is specialized in high quality and individually designed long haul trips. It was established in 1984 and is privately owned. Helinmatkat is the marketing name of Helin Matkatoimisto Oy. Helinmatkat is part of the Traveler Made network and is a member of the International Golf Touring Association IAGTO. (Helinmatkat 2018a.)

Travels.Kilroy is the leading travel agency for young people and students in the Nordic countries. It is specialized in designing tailor-made long haul and around the world for all adventurer's travelers. Kilroy's history dates to 1946, so it is long but interesting and can be read in their website. (Travels.Kilroy 2018a.)

Kon-Tiki Tours offers tailor-made special packages for a large customer segment. It is a 100% Finnish, privately owned, sophisticated specialty tent agency founded in 1995. It offers a variety of groups of great customized nature, culture and special trips around the world. Their

clients are associations, organizations, clubs, companies and even friends. They also serve individual customers with selected media partners in partnership with marketed readers. Kon-Tiki Tours serves its customers with nature, bird, hiking and cultural tours. Senior are served by MatkaSeniors and TriTravels for forest and agricultural field trips. (Kon-Tiki Tours 2018a.)

Matkaketju-Kouvola Matkatoimisto makes independent and package tours. They have particularly extensive experience, 30-year history, in organizing different group and business trips. Kouvola Matkatoimisto works in co-operation with other Finnish tour operators, so, it's possible to book ready-made package tours of Aurinkomatkat, Apollomatkat, Matkavekka and Detur. (Matkaketju-Kouvola Matkatoimisto 2018a.)

Matkapörssi is a domestic travel agency founded in 1996. It has over 30 years of experience and expertise in the travel industry that has led to comprehensive Internet operations and wide product range. It is owned by Rantapallo Oy, The LT Airport also operates alongside the ticket exchange, which conveys airline tickets to travel agents. Rantapallo Oy is part of Alma Media's Alma News & Life unit. (Matkapörssi 2018a.)

Mr Travel is a domestic travel agency whose focus has been on top quality service and high-quality vacations for over 24 years. It is part of GTC, Concorde Travel Group is a consortium. (Mr Travel 2018a.)

Olympia Air Travel Ltd. is a privately owned, Helsinki-based, well-established Finnish tour operator. In operation since 1952. Olympia has a long tradition and is currently the market leader in long-haul group travel in Finland. Their travel destinations cover all the continents, including Antarctica. Because Olympia has long haul travel packages they usually consist of the following elements: interesting itinerary, high class hotels, small group size and a professional tour leader. (Olympia 2018a.)

Rantapallo site is the largest travel media in Finland and has offers on site, among other things,

where travel destinations can be searched, and travel prices can be compared. In addition to various travel searches, there are travel articles, destination tips, conversations, and many popular travel bloggers. Rantapallo is also strongly present in social media. For the advertiser, a typical user is a woman of about 40 years of age living in a city. There are 36% of families with children. 32% of users have visited the Rantapallo in the last 7 days. Up to 79% plan to vacation overseas over the next year, and 43% spend extra money on holiday travel. (Rantapallo 2018a.)

In addition to these nine under Discover America organization umbrella, tour operators and travel agencies there are two more agencies, who make travel arrangements to individuals traveling to Hawaii: Tjäreborg and Apollomatkat, which are shortly introduced.

Tjäreborg is part of the Thomas Cook Group Concern. Thomas Cook Group plc is one of the world's leading leisure travel groups with sales more than 10 billion euros in the year ended 30 September 2017. Thomas Cook is supported by 22,000 employees and operates from 17 source markets; it is number one or two (by revenue) in all its core markets. Thomas Cook Group shares are listed on the London Stock Exchange (TCG). Thomas Cook Northern Europe is the largest tour operator in the Nordic countries. Tjäreborg is Finland's third largest tour operator with approximately 185,000 annual passengers. (Tjäreborg 2018a.)

Apollomatkat is part of DER Touristik Nordic AB, which is one of the largest tour operators in the Nordic countries. The company employs more than 500 people, and annually Apollo travels around the world to about one million customers. Since 2015, the company has been part of the private German REWE Group with more than 300,000 employees. Apollo received the Travel Life certificate in 2016. (Apollomatkat 2018a.)

7.3 Evaluation of tour operators and travel agencies

The next evaluation is done of tour operators and travel agencies who provide destination material about Hawaii and it is available in Finnish language. This will narrow down all potential competitors, found out about the amount and quality of their content and what format they are? Can the content be qualified as an all-inclusive destination guide of Hawaii? Is there a market for the author's blog?

Apollomatkat has very short depiction of Hawaii, only few sentences long portrayal of Honolulu and Maui, which makes it just too short and insignificant to be taking seriously. (Apollomatkat 2018b.) CTW-Kaleva travel showcases five packages in Hawaii. They are California and Hawaii, Big Island, Kauai Maui and Oahu. The entire site is colorful and inviting. Layout is clear and logical, and pages are easy to be found. All packages have brief introduction and a place to leave comments, which serves almost like a blog. They provide also a chat. Unfortunately, one chapter of 7-10 rows of text and one picture on each page is not enough. They provide also links to find more if each island, but those open to the official Hawaiian Tourist Authority site, www.gohawaii.com and are in English. All together, CWT don't have enough information and especially not in Finnish. They have the minimum of information and totally lack of distinctive touch. (CWT Kaleva Travel 2018b.)

Helinmatkat gives a short, about ½-1 pages long introduction of the main islands, Oahu, Maui, Kauai and Big Island. There can be found also very short travelogue of those destination, but style is more advertising than personal and do not give possibility for comments. So basically, they do not have proper destination guides and don't have a blog. (Helinmatkat 2018b.)

KonTiki Tours has only one article of Hawaii. It is short impersonal, general information like directly from encyclopedia. (Kon-Tiki Tours 2018b.) Kouvola Matkatoimisto sells one package, which includes Hawaii, it is combination San Francisco -Honolulu-Los Angeles. All destinations have been described in on page, consisting three under ten-line long chapters, which

is too limited. Using links will lead to English Gohawaii site. (Matkaketju-Kouvola Matkatoimisto 2018b.)

Matkapörssi displays beautiful almost glamorous pictures of each island of Hawaii, but there is too little text. Each island has been covered with 4-5 rows of text and in such do not have enough of information. (Matkapörssi 2018b.) Mr Travel has covered all island in one-page article. Site is nice, sunny and colorful. It has all the right Hawaiian colors, which and makes the site almost too seductive. Layout is nice because it is airy, and pictures are sharp and the whole-page wide. The links lead to English Gohawaii and Wikipedia sites. It has almost it all, but in mini size, information and tips. They provide also a chat. (Mr Travel 2018.b)

Olympia has included Hawaii onto two of their own travel programs, *Tyynen meren risteily* and *Maailman ympäri matka*. *Tyynen meren risteily* starts from Singapore and ends to Los Angeles visiting also on island of Hilo/Big Island. Another program, *Maailman ympäri matka*, duration is almost one month. It has fly to Sidney and a cruising to Lahaina/Maui and Honolulu/ Oahu before flying to Los Angeles. These both have extensive and meticulous travel plans. Itineraries are detailed particularly accurate and there are plenty of information concerning the cruising itself but there is not enough of information on destination like Hawaii at all. (Olympia 2018b.)

Rantapallo will be handled in the next sector because even it is partly travel agent it does not function like traditional tour operator or travel agent. Rantapallo is a travel site a platform, which main function is serving as a travel portal. Rantapallo is Alma Media's subsidiary and belongs to the same cluster than Matkapörssi, Pallontallaajat and Lumipallo. (Rantapallo 2018a.)

Tjäreborg has two destinations in Hawaii, Honolulu and Maui. Under Honolulu and Maui there are nine articles, traveler's own stories, which are from one up to ten chapters long. Those articles can be considered as blogs, since they are personal travelogues or journeys and they allow readers to comment about them. (Tjäreborg 2018b.) Travel.Kilroy has 14 articles but are

only two chapters long. On their site they also publish stories from, 'dream-maker's, these experts actually work in Kilroy's offices. These bloggers have been backpacking around the world and share their comprehensive travel experiences, but none has visited Hawaii so there are not any stories about it ether.

Summary of evaluation of tour operators and travel agencies is that most of these operators had very little of information concerning the destination of Hawaii in Finnish language. Many had only one article of Hawaii, if they had a combination like Hawaiian Islands and San Francisco or Los Angeles, still they covered all in one page. Some pages had more beautiful pictures than text itself, which usually was under ten-line long chapters. CTW-Kaleva travel had most of the information of Hawaii, still they also covered five destinations in one chapter, each 7-10 rows of text and one picture in each page. Pros were that their format allowed to leave comments and possibility to chat, but it lacked individualized touch. Helinmatkat had covered main islands but unfortunately their site was too advertising, no room for comment, no delicate touch. Olympia was a disappointment, assumed them to have the best materials of Hawaii, but even they did not provide any destination material. Mr Travel's sites lay out pleases the most to the eye, they have reach best the Hawaiian feeling. It has almost it all, but in mini size, information, tips and a chat but no blog. Tjäreborg was another pleasant surprise with eight articles of travelers' own stories, which are from one up to ten chapters long and those articles can be considered as blogs.

7.4 Google Search

Everything has changed rapidly since IT revolution, first came mobile phones and computers then internet. To find out where Finnish traveler may find information, such as destination guide, about Hawaii in Finnish language, it is an advisable idea to utilize Google search engine. By using Keyword 'Havaiji' it gives 524 000 results. It looks an enormous amount of information, but unfortunately there exists same information many times. It is better to take a closer

look of these first 20 results. Among these 20 first results it can be recognized that there are same tour operators and travel agencies, which was went through already in the previous section, so those can be limited from this list, like Apollomatkat, CWT-Kaleva travel, Helinmatkat, Tjäreborg and Travels.Kilroy.

Also, those results are limited, which do not provide any travel or destination guide, for example Yle-news and Iltalehti are newspapers and do not provide travel services. They ended up into the list, because they both had news from the missiles alarm in Hawaii. Thou, Iltalehti has also one article, which is a brief introduction of Hawaii. Next category, online travel sites, like Lentodiilit and Supersaver, can also be cut of, since both are concentrating purely on offering airfares prices.

After trimming the Google research result list there are three categories to be studied more carefully. They are encyclopedias, travel portals & discussion boards and the blogs.

7.4.1 Evaluation of Encyclopedias

Wikipedia.com is a multilingual, web-based, free-content encyclopedia project supported by the nonprofit Wikimedia Foundation and based on a model of openly editable content. Wikipedia is the largest and most popular general reference work on the Internet and is named as one of the most popular websites. Wikipedia was launched on January 15, 2001, by Jimmy Wales and Larry Sanger. Overall, Wikipedia comprises more than 40 million articles in 299 different languages and, as of February 2014, it had 18 billion pages views and nearly 500 million unique visitors each month. (Wikipedia 2018.)

On Wikipedia Finnish language site Hawaii has been processed extensively. All general information can be found in this site. In Finnish there are: Geography, Geology, Climate, Nature,

History, Governance, Economy, Transport, Demographics and Culture and Sport. All this information is in basic level information, what is good to know when traveling to Hawaii, and if you want to know more and dive deeper, the site is full of links which you can conveniently utilize. Cons can be noticed when you want to know more of the four biggest islands you will be disappointed. Main island, Oahu, has barely half page in Finnish, Maui has under ten sentences, Big Island has almost one page and Kauai under ten sentences. Also Travel Tips, Tourism industry News, Discussions and Travel Blogs are missing. (Wikipedia 2018.)

Wikipedia was built 15 years ago but hasn't changed much since then. In the past decade, web and mobile applications have made huge leaps forward in terms of functionality and user experience. That is why Wikipedia want to bring those same benefits for their users, so they created Wikiwand.com. It is a modern reader for web and mobile, that optimizes Wikipedia's content for an improved reading experience. All articles on Wikipedia are released under a free license. (Wikiwand 2018.)

Wikitravel.org is a project to create a free, complete, up-to-date and reliable world-wide travel guide. It was created 2003 by the needs of travelers for timely information that long book-publishing cycles could not seem to meet. In April 2006, Wikitravel was acquired by Internet Brands, Inc., an operator of consumer information. To create Wikitravel, they used a tool called MediaWiki to run a Wiki process which lets any Internet reader create, update, edit, and illustrate any article on the Web site. There is also Wikimatkat, but this Finnish page does not have yet information of Hawaii. (Wikitravel 2018.)

7.4.2 Evaluation of travel portals and discussion boards

Rantapallo, Pallontallaajat and Napsu, belong all to both categories, travel agencies and travel portals/discussion boards. Rantapallo is the most popular travel site in Finland. It is an excel-

lent example how media can reach the target audience. It offers all the online services to travelers at one address: Destination Guides, Travel Tips, Industry News, Discussions, Travel Blogs and Versatile Travel Search. There are individual visitors each week about 270,000. The site was established in 2007 and is owned and operated by Rantapallo Oy, a subsidiary of Alma Media and part of Alma News & Life. (Rantapallo 2018a.) There is huge amount of information for Finnish speaking travelers. Havaiji can be found from two sites, under Kohdeoppaat or Rantalomat. Kohdeoppaat is very narrow and limited. Of subjects like Islands, Tourism and Agriculture, Dream Island, Big Island, Volcanic Eruptions and Sightseeing's had barely two sentences of text and as such cannot be called a destination guide. (Rantapallo 2018b.) Rantalomat has a little bit more information and there is a concise introduction of other island as well, but 5 topics of 3-5 chapters per topic and each have 3-5 rows, but do not qualify to be a destination guide. (Rantapallo 2018c.) Rantapallo publishes also a blog, which they advertise as a Finland's largest travel blog community. Their blogs have interesting reading from all over the world. It has been written by active travelers, passionate travel enthusiasts, and many abroad Finns residents share there their hints and experiences around the world. But unfortunately, there are not any blogs about Hawaii. (Rantapallo 2018d.)

Pallontallaajat is a discussion board, meeting place and intended primarily for self-guided travelers, in which all have the same goal, to get as far as possible as far as possible. This type of traveler wants a lot more of their trips than what the traditional travel packages have to offer. On this site, which is more a discussion board, there is enormous amounts of useful information for in-dependent travelers such as baggers, interrailers or other mini budget travelers. There is information from cheap flights to the security situation in destinations. Discussion board offers experiences and tips from other travelers, and as a user you can also ask yourself help from other travelers and, of course, share your own tips and advice. They hope that all those who have received tips, would like to have a good tour and after the trip to share their own experiences with the discussions. On their site they have information packages, which are responsive to most of the beginner's question. But if something is still to be asked, there will be a discussion board where hundreds of active users will gladly share their advice and help

with rookie travelers. There can be found interesting blogs by looking at the week's most popular blogs or latest blog posts or it is possible to create your own blog, it is free of charge. (Pallontallaajat 2018.)

Napsu is a Finnish travel portal founded in 2008 and a travel search service. It is user-friendly and versatile travel searcher which helps to book a trip easily and quickly. The search for a holiday trip can be done according to the user's wishes. From the site also the fastest-selling tours of the most famous tour operators in Finland can be found. The various flights, accommodation and destination alternatives can also be compared. Napsu offers a lot of destination information, travel articles, visitor tips, and vacation photos that help visitors plan their trip. There users can participate in creating content by writing of their own travel experiences or adding travel images. Users can also ask questions about tourism in Napsu's Ask and Answer section, so it kind of works like a blog. (Napsu 2018a.)

Napsu has one article of Hawaii, Ten tips to the island hopping in the fairy-tale Hawaii. This is compact information package but too narrow introduction of Hawaii. It may be based to encyclopedia, since it totally lacks individualized touch. Napsu has listed five links: Hawaii, Honolulu, Kauai, Maui and Oahu. Unfortunately, when clicking those links, there are not any traveler's experiences or tips. There can be found one article of *Havaijin aktiviteetit ja harrastukset*, one of *Nähtävyyksiä Havaijilla* and one hotel review, but overall all of them are very short, more declaratory than descriptive. There are 50+ of photos and three videos but they all are in English. All in all, this site is quite inspirational. (Napsu 2018b.)

7.4.3 Evaluation of Finnish blogs about Hawaii

The purpose of this evaluation is to find out how much Hawaii information is available in blogs in Finnish language and to figure out if there is a need or room for such blog? The search by utilizing Google Search Engine and using key word: Havaiji blogi, the search gave 49100

results, but when selecting advanced search: Maa: Suomi, suomenkieliset sivut, the search gave 140 results, 20 results on seven pages. The result of Search engine produced multitude of sets blogs. There are blogging sites, which work like as platform but also as a directory or there are totally independent bloggers. Some have created website in blog format and serve travel services and then there are bloggers blogging to newspapers or Magazines. The most favored blogging sites in Finland seem to be Blogit.fi, Blogger.fi and FinnishBlogDirectory.fi.

This section introduces the bloggers, who have published their own blogs in blogging sites or independently and who has written about Hawaii in Finnish language. Those blogs, who have mentioned Havaiji only once in their blogs, like one word or one sentence have been eliminated. Also, blogs, in which the main content is something else than travel e.g. food, shopping, decorating etc. Blogit.fi is a Finnish blog list, which has 6280 blogs. Many private independent Finnish bloggers have found this as a convenient place to set up their blogs. (Blogit 2018a.) Blogit.fi has 12 pages of Havaiji related posts and each page has 30 posts, which makes totally 372 posts. But this do not mean that there are same number of bloggers, because one blogger can publish several posts and even in multiple blog sites (Blogit 2018b.) Blogs are in alphabetical order because bloggers/authors/writers are mostly known by their blog.name.

Aamukahvilla is a journal type of blog, written by a young woman, who went to Honolulu to attend a language course. She has been writing about planning before her tip and during her stay in Hawaii. Blog has a lot of pictures but also text. The subjects have been about language course, Honolulu, Hawaii and Oahu. She has posted almost ten articles. (Aamukahvilla 2018.) Amerikkaa ymmärtämässä is a blog telling about moving to the USA. The author has written about 140 articles of America 13 of them handles Hawaii. (Amerikkaa ymmärtämässä 2018.)

Carpe Diem is a lifestyle blog. It has been created by a travel holistic, flea market enthusiastic and a happy young woman who writes and above all photographs her life. This author has been very active publishing over 200 posts of which eight are about Hawaii. (Carpe diem 2018.) Cocoa etsimässä is a travel blog, where a couple travels close to and far. They have published

330 posts, two posts about Hawaii. (Cocoa etsimässä 2018.) Globe called home is written by a young woman, who lives in America. She visited in Hawaii and wrote about ten articles about her trip. She uses a lot of pictures and writes warmly about Hawaii. (Globe called home 2018.)

Havaijin matkaopas has three articles of Hawaii. There is an introduction of each island but there is more room for pictures than text. Texts are under 10 sentences long. (Havaijin matkaopas. 2018.) Hollanninsuomalainen-blog's writer has lived more than a third of her life in the Netherlands. She writes of the charm of Dutch language and culture, work, baby care, IBD experience, pizza and choral singing, she has published almost 120 articles of which she has one of Hawaii. (Hollanninsuomalainen 2018.) Huvi/Matkakertomuksia is travel blog including four travel destination, of which Hawaii is one. It has a lot of information about Hawaii, some of them are good material for guide but the blog leaves reader cold, because there is no information about the writer and the content do not have any personality. (Huvi 2018.)

Iines Aaltonen is a lifestyle blog, in which she talks about how she is in the throes of eternal travel fever. She loves fashion, beauty and nonsense. All in all, there is also a family life with a toddler and a surfing man. She has keep herself very busy in writing this blog of more than 700 posts. Hawaiian post she has wrote more than ten. Inspiration is a lifestyle blog. The blogger started in Bloggers platform but has since moved to work Anna magazine. She is a creative entrepreneur from Helsinki, a mother, a wife, a woman of pleasure, who loves everything what is beautiful. In her blog she makes, simple, healthy and prosperous food (without sugar and flour), decorates her new home, practices yoga, tests natural cosmetics, enjoy the sea breeze and trips and sometimes she thinks about life more profoundly. She has posted 1160 articles of which ten has team of Hawaii. (Iines Aaltonen 2018.)

Kerran elämässä is a travel site, which advertises, that they take you to the world's most amazing miracles and adventures. Content is matched by 13 experienced tourism journalists. Most of the articles has provide by two writers, 154+83 articles. Mostly this site is purely advertising. (Kerran elämässä 2018.) Konalla, is a travel blog which tells about a Finnish family, who sold

and gave away everything they had in Finland, packed their suitcases and moved to Hawaii for volunteering. In the blog, they are adapting to their new home, work as a third-class teacher, and a family with children in new circles. There are 85 articles which are all about living in Hawaii. (Konalla 2018.)

Maaailman äärellä, is a travel blog of destinations like idyllic small towns, pulsating big cities, paradise shrines and casual nature destinations. The blog was born out of passion to travel, photograph and write. It is storing stories about hunting her dreams. In addition, the blog is pondering journey of life, feelings by the sea, in the mountains and in the small-town alleys, and in big cities, and giving inspiration and travel tips to other reptiles. She is an esthete, so while traveling she is looking for all beautiful things, especially in landscapes that make the heart bouncing a little bit stronger. She is not a backpacker, so she misses a little of luxury when traveling, to counterbalance her everyday routine. She has published more than 100 articles, of which has only one post of Hawaii. (Maaailman äärellä 2018.) Matkakuume is a travelblog, which is adventuring the world, finding new beaches, hiking the mountains, visiting the vineyards, blowing our minds with new gastronomic culture, diving to the deep blue oceans of the world. Traveling as a single, a couple, with friends or family. In their story they tell how to go around the world, or take a weekend break, sometimes they find themselves in the forest for a few weeks or chill out on the beach for a month. They are living the world. There are over 200 postings in this blog and about 10 blogs of Hawaii. (Matkakuume 2018.)

Matkaopas info-rakkaudesta matkailuun is a travel site, which is Finnish tourism media of new generation. On their site you will find information about travel, travel guides, departures, flights, hotels and tips for travel. It is possible to leave comment or tip about traveling, so the site serves also like a blog. They have four articles about Hawaii. (Matkaopas Info 2018.) Meriharakka remains in the top 10 list of Finland's best travel blogs ranked number six. In this blog a Senior couple circulates traveling the world widely. The 13-year-old blog featured stories from over 100 countries and has published more than 500 posts, among of them can be found around 20 posts of Hawaii. (Meriharakka. 2018.)

Mieluusti maailmalla is a travel blog written by a couple, who travels a lot. They started this blog 2010 and finished it seven years later. There are 365 articles of different destination three about Hawaii. This couple spent vacation in Hawaii and wrote very detailed journey of their trip. This blog has a lot of information and pictures, almost like a destination guide. (Mieluusti maailmalla 2018.) Muuttolintu is travel blog of adventures of a modern hip, everlasting hiker, restless soul and the lover of beaches all over the world. Chasing for the eternal summer, looking for an adventure in the armpit of Australian spouse. This couple is an Australian expert and very diligent writer, who but has published almost 200 posts, among six posts of Hawaii. The blog was started from 2009, currently couple is based in Melbourne, Australia. (Muuttolintu 2018.)

Private blend has been created on Lilly platform by name Aloha-Havaiji. It has been posted by a young man, who is a thirty-year-old guy living in Helsinki, Finland. His main inspirations are fashion, bags and travelling. He kept blog for four and half years but has since finished blogging. He posted only one about Hawaii, so the content is not informational but more like pictorial, because of considerable number of photos. (Private-blend 2018.) Reppureissaajat is a travelblog, kept by 50+ couple selling all their belongings in order to travel the world. They have 65 blogs, but only one about Hawaii. (Reppureissaajat 2018.)

Sannulin blogi is lifestyle blog, written by a young wannabe fitness girl who works hard, cooks creatively, studies and keeps blog. She travelled Big Island with her boyfriend, where they spent one week. She wrote every day an article of their experiences in the Island. Every article has about 3 chapters and many pictures. (Sannulin blogi 2018.) Siveltemellä is a travel blog, which tells about life and travel around the world, the author searches the right feelings from the beach paradise to the heartbeat of the big cities. Blogger writes, gads around and fixes her make up. She is a passionate writer of almost 230 posts, seven posts of Hawaii. This blog has changed the address it can be found under Seven Seas.(Siveltemellä 2018.)

Stilettikorkokanta is a travel blog, where the author is looking for and trekking her own way, trips to America and elsewhere, while tied up to stiletto high heels. Behind the blog stories is a romantic writer, who has lost her heart to trips to American, road trips, supping and palm beaches. She has written under 70 posts and under ten posts of Hawaii. (Stilettikorkokanta 2018.) Viinilaakson viemää is Paula Gaston's blog, where she has published almost 200 blogs, four of the blogs are about Hawaii. The author is a California based Finnish traveler. The Blog is a travel and lifestyle blog. She is writing about life, travel experiences, food and wine all over the world. The blog is for solo and family tourism. (Viinilaakson viemää 2018.)

There are some articles about Hawaii, which have been published in several magazines. These magazines are part of Sanoma Media Finland concern, which is the leading Finnish multi-channel media company. Their newspapers, magazines, tv and radio channels, online and mobile media offer information, experiences and entertainment. ET, Me Naiset and Anna magazines are part of the Sanoma concern and provides travel articles in their pages. Some articles are about Hawaii and can be found from the blog section also. (Anna 2018.) If you subscribe one single Sanoma Magazine, you will receive all Sanoma's magazines in digital form at no extra charge. (Oma Sanoma 2018.)

Matkaopas magazine is published also in digital format. There is a list of all the articles in Matkaopas magazines, which can be found from Me Naiset-magazine topic archive list since 1999. This magazine is there in two different names, one is Matkaopas and another is ET-Matkaopas. (ET lehti 2018) It seems that these two has been united into one called Matkaopas. Based to this list there are two articles about Hawaii: Aloha Havaiji 3/05 and Havaijin Mainingit 2/99. Unfortunately, Matkaopas is in digital format only starting May 2014, so it is not possibly to read these for free (Matkaopas 2018).

The criteria of choosing and categorizing these Finnish blogs about Hawaii to be evaluated where many. First, they are organizing in numerical order and after that based in their content. The blogs are organized in numerical order using criteria: Total blogs/Hawaii blogs and

then divided them in three groups. First group is total blogs over 200, second is total blogs 65-200, and last is Hawaii blogs about 1-10.

To the first group, total blogs over 200 belongs: Inspiration 1160/10, Iines Aaltonen 700/10, Meriharakka 500/20, Mieluusti maailmalla 365/3, Cocoa etsimässä 330/2, Kerran elämässä 298/8, Siveltemellä 230/7. This group has heavy bloggers because over 200 blogs is a huge achievement. Writer must have passion to blogging and traveling. Meriharakka has 20 posts of Hawaii but rest of them have 10 posts.

To the second group, total blogs 65-200, belongs: Viinilaakson viemää 200/15, Matkakuume 200/10, Muuttolintu 200/6, Carpe Diem 166/8, Amerikkaa ymmärtämässä 140/13, Hollannin-suomalainen 120/1, Maailman äärellä 100/1, Konalla 85/85, Stilettikorkokanta 70/10, Reppureissaajat 65/1. This group is also consist of bloggers, who are travel enthusiastic, most of them have 1-15 posts of Hawaii, with one exception, Konalla has all posts, about Kona, Hawaii.

To the third group Havaiji blogs 1-10, belongs: Aamukahvilla /10, Globe called home /10, Matkaopas travel site /10, Sannulin blogi /7, Havaijin matkaopas /3, Huvi/Matkakertomuksia 4/1. This group is grey area, because the writer was not able to find their total blog number, but three of them have 10 posts of Hawaii and rest of them have 1-7.

7.5 Evaluation of articles/posts from Blog of HAVAIJI

The front page of the HAVAIJI blog, has been displayed in Figure 4 the background is an image of ocean and sandy beach. It was chosen because it has the same colour palette than Hawaii has, which are many shades of blue, especially the turquoise. Fonts and colours for the titles are also chosen to remain Hawaii and are also turquoise. Everything is transparent expect the post background, which is white. Front page shows that there are 25 TABS and they are: For

the first time to Hawaii! Foods, Geography, The Hawaiians, Hawaii's attraction factors, Island of Hawaii, History, Kauai, Culture Tradition, Flights, Nature and Animals, Maantiede, Accommodation, Marketing, MeMyself&I, Sea and Beaches, Which Island? What to Experience? What to See? Oahu, Shopping, Weather, Volcanoes and Surveys. There are more articles/posts than these TABS, because e.g. under one tab can be several articles/posts.

Most of these TABS are still empty but they show of which subjects the author of this blog is planning to write. For example, all Islands of Hawaii are going to be introduced and the most popular tours are going to be told in narrative way, made like a manuscript, which is meant to use for a mobile application later on. This kind of tours would be Honolulu's City tour including Pearl Harbour (4h), Circle Island tours of each island (5-8) and Polynesian Cultural Center tour (12h) etc.

There are three areas on the right side of the Front page, first on top is a TRANSLATE box, where the reader can change language from Finish to English or the other way around. It is helpful for readers, who wants to read everything in one language. Next, in the middle, is MeMyself&I, which introduces the author of the blog. The third area, on the bottom, is BLOGI ARKISTO, blog archive, which has 32 articles/posts. Blog archive opens and closes by clicking a small arrow heads right next to the name of the articles/posts, blogs are also listed in daily order.

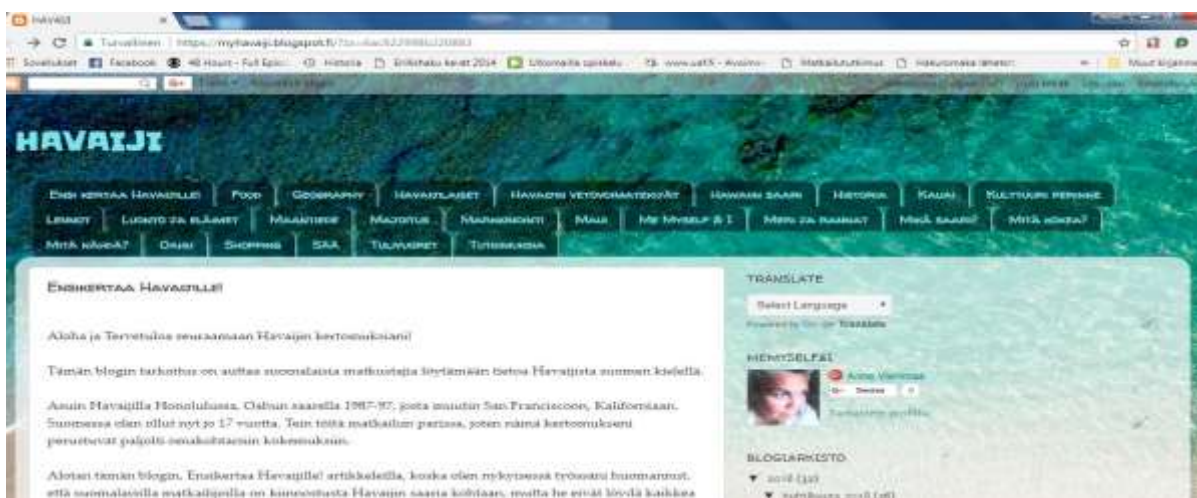


FIGURE 4. Front page of HAVAIJI blog. (Hawaii 2018)

The blog was started with the Title "Ensikertaa Havaijille!", For the first time to Hawaii! There are five articles under that subject, they are in Finnish and especially meant for first timers. They are in order of importance, what a traveller must consider already when planning a trip to Hawaii. Those things are the time and price of the flights, accommodation and weather. First post is the Welcoming letter, then are two articles of flying time and flying prices, one article about accommodation and one of weather. Most of the articles have information based to the travel Magazines but also includes the thoughts of the blog author, which are written in *Italic* font. Blog do not have any photos at this moment, but it is the purpose of the bog author to add her own photos in it. Blog do not have any promotions or advertisement either, in beginning it is better not to have any, it crows the readers trust better by doing so. But later on, if the blog becomes more popular it can be offered to tour operators, travel agencies, travel portals, magazines, or the author can try to find other sponsors to the blog site.

The primary purpose of this blog was to write it in Finnish language, but as the blog writing is a process, this blog remains unfinished at the moment so there are posts/articles in Finnish and in English. There are three kinds of posts/articles, they are based to the articles of travel or tourism related Magazines; they are based to the authors studies, in which she has done research about Hawaii and blog marketing; or they are authors own stories, flashbacks from time spent in Hawaii.

Three articles/posts, are taken from the HAVAIJI blog and can be found in Appendices 1-3.

Appendix 1, Havaijlaiset eli Havaijin asukkaat? This is based on research, which the author found when studying Hawaii and blog marketing. It is based to the study made by Pew Research, which shows that there are only 6% Native Hawaiians living in Hawaii and the phenomenon of ethnicity which has strong link to the history of Hawaii. In fact, it is surprising to find out that although there were only Hawaiians living in Hawaii until 1778, the number of these original Hawaiians collapsed dramatically in 1778, when the first English explorer, Cap-

tain Cook, stepped into the islands. The Hawaiians had never been exposed to any illness before, but now the crew brought the world's plagues, the most devastating was Mumps. It became so powerful that 80% of the Hawaiians died.

Appendix 2, *Minulle riittäisi ruohomaja!* Article/Post is based on the Magazines article, which emphasises the importance of knowing the seasons, which are affecting to the accommodation rates in Hawaii. Many Finnish traveller is calculating precisely their money for a trip, especially on a long journey. The total cost of the Hawaii trip is considered to be expensive, but it must be understood that since Hawaii is on the other side of the globe, the journey back and forth is the same as going around the world. For this reason, it is difficult to save a lot only on flight prices. That is why the Finnish traveller must save in accommodations. To be able to save on them it is extremely important to travel to Hawaii during low season. Generally speaking Hawaii has two seasons, but when you read this article, you learn that there are many seasons and they are based to the USA's holidays.

Appendix 3, *Apua maapallohan on paksu!* The whole Article/Post is based on the author's own life and subjective perspective. In this article/post she wonders how it has change, how we see the world and how it effects to our thinking. The purpose of this article/post is to help reader to understand how the shape of the globe effects to the length of the fly to another side of the world and to the traveller's happiness. Finnair was flying from West Coast of the USA to Finland in summer time during that time I was living in Hawaii. It was the first time they show on their screens the course of the flight. It was mind blowing to learn that they flew over Greenland and understand that it really was making the flight much shorter than flying using the traditional routes. The traditional routes fly the thickest part of the globe from Finland to West Coast they fly first from Helsinki to England, France or German and stops in New York before continues to West Cost. Of course, these rates are more reasonable priced than direct flight from Finland to West Coast, but when searching the lowest air rate, the traveller must know that those rates have longer flight times, more stop overs, maybe even overnight stays and a lot of plane chances in huge airports and long hours to wait those chances.

8 CONCLUSIONS

People are traveling today more than ever. As traveling has increased by, people's interest in travel destinations has also increased by. Information is now searchable in travel blogs where readers search for tips on their travels. Because blogs really affect people's decisions, they have become an effective channel for marketing products and services. The blog is considered a reliable source of information and blog reading clearly has an impact on people's buying decisions. Above all, bloggers write about their own experiences. Because people are skeptical about blogging sponsoring, the authors try to avoid too much advertising.

This thesis included many researches, in this part the results of all separate researches are compounded, and research questions have been answered. Figure 5 shows all components of this research.

FIGURE 5. Components of the Research.

In this thesis, in Chapter 3, the Hawaii's tourism research was accomplished by using two sources of the State of Hawaii, The Department of Business, Economic Development & Tourism (DBEDT) and Hawaii Tourism Authority (HTA). Based on their latest study reports 2018, the visitor arrivals at Hawaii continue to be strong, with both domestic and international visitor arrivals increasing in the fourth quarter of 2017. Total visitor arrivals by air increased by 4.9 percent, while the average daily 5.0 percent from the previous year 2017 and international arrivals were up 5.8 percent from the same period in the previous year. This study confirms that Hawaii has not lost its interest as a destination but quite the opposite it is still growing steadily every year.

The Hawaii Tourism Authority's (HTA) last Strategy Plan 2018, SWOT analysis, of HTA has listed in STRENGTHS category the attraction factors of Hawaii. Based on the studies of HTA, Hawaii enjoys high brand awareness due to attributes such as climate, scenic natural resources,

and the culture, history and heritage of the Islands. Visitor satisfaction is also a strong point as is Hawaii's unique multicultural setting. Survey Monkey has also made a survey of Hawaii 2018, which shows that 88% of our respondents cite natural beauty as a reason for visiting Hawaii. This study confirms that the attraction of Hawaii is not fading but has stayed same as it has been before. These studies also reveal that Europe is not among the strongest markets in Hawaii and even if Hawaii as a brand is strong it does not generate European visitors. One reason is that the State of Hawaii invests in marketing heavily in its main marketing areas and not in European market. For this same reason Hawaii is not marketing at Travel Fair in Helsinki so no marketing material is provided for Finnish travelers.

In Philip Kotler's publications about marketing, he has written of the change of marketing during several decades. Based on his books marketing has dramatically changed in last three decades due to the IT and Internet rapid development. Traditional marketing was direct and aggressive from B2B or B2C. It is called outbound marketing and it used to be one of the highest expenditure of the businesses. Now the marketing has turned around, becoming inbound marketing, which concentrates more on the content. It has moved to the internet where all the time the nerves of the business must be. Today's marketing expenditures have lowered significantly, making it possible even a small or a startup business to advertise almost without any cost. Internet marketing is called Social Media Marketing (SMM) and has User-Generated content (UGC), which is used particularly in Social Media and Blog marketing.

Based on the Statistics Finland's survey, the Finns made eight million leisure trips abroad in 2016. They have also in many years reached the Top 10 list of the most traveled country. Even if Finnish visitors' trips are mostly directed to the neighbor countries, Sweden and Estonia, trips to western Mediterranean countries and Eastern Europe increased by among Finnish tourists. The number of trips heading outside Europe increased by to the American continent, seventy per cent of these trips were headed to the United States. When viewing the number of trips by age group, those, who were aged 55 to 64 a decade ago, reached retirement age by

2016. This age group increased by their trips abroad with overnight stay in the country of destination by good one fifth but the most eager travelers were persons aged under 45, as 97 per cent of them made a leisure trip. The level of education has an impact, 98 per cent of those making leisure trip have higher education. This means that Finnish travelers are travelling every year more than previous year.

In Chapter 6 Blogs, the blog has been studied comprehensively to study and learn about it. Blogging has grown in ease and popularity; many people have created businesses from blogging all on their own as opposed to having a business first and then blogging. Travel or lifestyle blogs are businesses in and of themselves. Previous research made by students of the University of Applied Sciences, were used to study and learn of blog marketing. Based on this evaluation of previous researches, the subject, destination blog about Hawaii in Finnish language, was started. Blog's platform and styles are from Blogger and type is travel destination. Blog marketing was also studied for the Company X, but at this moment there is no advertising in the blog.

The aim of the implementation section was to find out what kind of Finnish blogs there are in internet and is there already existing this kind of product, which is the competitor in mean of providing destination information of Hawaii and in Finnish language. The study of the Finnish tour operators and travel agencies shows that most of these operators had minimal amount of information concerning the destination of Hawaii in Finnish language and did not even have blogs. There were couple of nice surprises but nothing that could be considered as a comprehensive destination guide.

The result of Google search, using key word '*Havaiji*' gave three sources of Hawaii related information: encyclopedia sites, Finnish travel portals and discussion boards and Finnish blogs. The encyclopedia sites were very informative and had all necessary information needed to write a destination guide of Hawaii. Only bad side was that they lack the personality, they

were just fact after fact, which is typical to encyclopedia. The Finnish travel portals and discussion boards were just reminding encyclopedias with a difference just having more pictures.

The Finnish travel blogs were divided into three groups. The first group had bloggers, who have been very productive publishing hundreds, almost thousands of articles but only one of these, Meriharakka, had 20 posts of Hawaii but rest of them have ten or less posts. Second group had published 65-200 blogs, which consist of bloggers, who are travel enthusiastic and blogs for pleasure but most of them have only 1-15 posts of Hawaii. There is one exception, Kona, which has published all its 85 posts of Hawaii. To the third group consist solely of '*Havaiji blogs*'. This group is grey area, because the writer was not able to find total number of their posts, but half of them have 10 posts of Hawaii and rest of them have 1-7. The study of Finnish blogs reveals that there is not a destination guide about Hawaii in Finnish language so there is no competition at all.

All together Hawaii is as attractive as before but because of the lack of promoting and advertising Hawaii in Finnish market there is no destination information available for Finnish travelers. Finnish travelers have a desire to travel to Hawaii, but no Finnish tour operator or travel agency arrange trips to Hawaii and for this reason do not provide any destination guide in Finnish language, especially not in form of a blog. Finnish travelers have a desire to travel to Hawaii, but they do not find any information in Finnish language of Hawaii. For this reason, they would benefit of a blog, which is directed to Finnish travelers and is in Finnish language.

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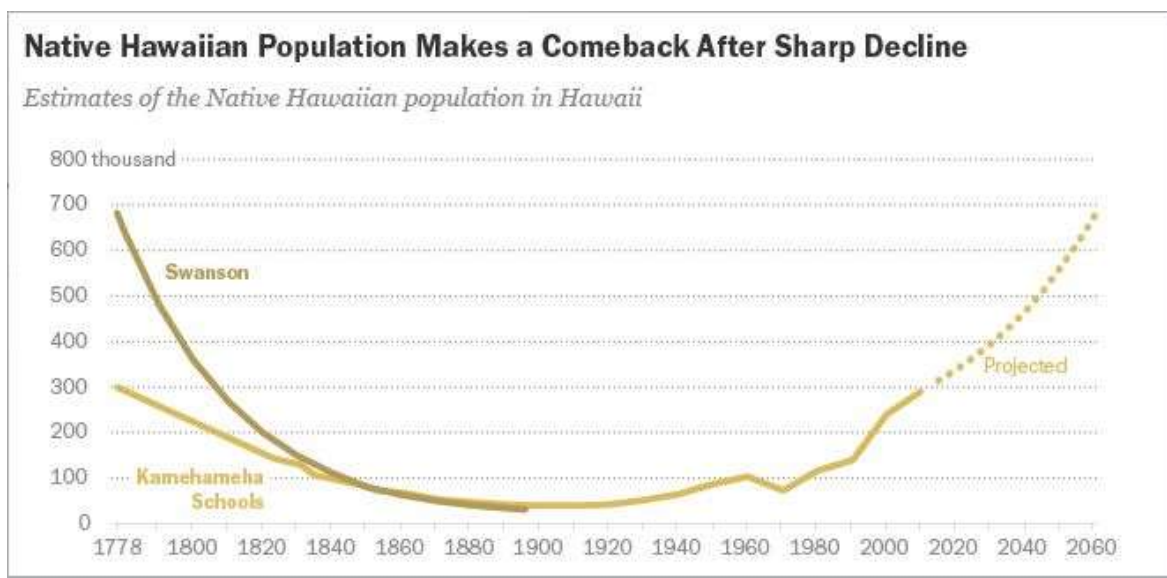
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Havaijilaiset eli Havaijin asukkaat?

Kun puhutaan havaijilaisista, monet eivät välttämättä tiedä, että se ei tarkoita alkuperäiskansaa vaan kaikkia Havaijilla asuvia ihmisiä eli koko Havaijin väestöä. Itse asiassa on yllättävää tietää, että vaikka Havaijilla asui ainoastaan havaijilaisia 1778 asti niin näiden alkuperäishavaijilaisten määrä romahti rajusti, eivätkä havaijilaiset sen jälkeen ole koskaan olleet enemmistöryhmä Havaijin saarilla. Kun ensimmäinen englantilainen tutkimusmatkailija Kapteeni Cook astui saarille, luulivat havaijilaiset, että tulijat olivat puolijumalia, koska heidän ihonsa oli niin vaalea, ettei siinä voinut heidän ymmärryksensä mukaan edes veri virrata. Havaijilaiset eivät olleet koskaan aikaisemmin altistuneet millekään sairauksille, mutta nyt miehistö toi tullessaan kaiken maailman vitsaukset, joista kaikkein tuhoisin Sikotauti. Se tuli niin voimakkaana että 80% havaijilaisista kuoli. Vielä tänäkin päivänä Havaijin väestöstä ainoastaan 6% on alkuperäisiä havaijilaisia ja loput Havaijin asukkaista voi jakaa kolmeen ryhmään, joista suurin etninen ryhmä on aasialaisia. Alla oleva käyrä osoittaa, että alkuperäishavaijilaisten määrä on kääntynyt kasvuun ensimmäistä kertaa, 200 vuoteen. (Pew Research 2015.)



KUVIO: Jyrkän laskuun jälkeen (kotoperäinen) alkuperäishavaijilainen väestö tekee paluun. (Pew Research 2015)

Pew Research on tehnyt tutkimuksen 2015, jonka tarkoitus oli selvittää Havaijin etnisiä ryhmiä. Tutkimuksen mukaan Havaijilla on vähintään seitsemän (7) erilaista etnisyyssryhmää, kuvio vertaa Havaijin väestöä Yhdysvaltojen väestöön, vaakapalkeissa keltainen on Yhdysvallat ja vihreä on Havaiji. Havaijin etniset ryhmät ovat: aasialainen 37%, valkoinen 23%, rodut, joissa 2-3 rotua on sekoittunut 19%, latinalaisamerikkalainen 10%, havannalainen 6%, musta 2%, alkuperäiskansat, kuten Amerikan intiaani tai Alaskan alkuperäiskansa alle 1%. Tämä tekee Havaijista kaikkein monimuotoisimpia valtioita verrattuna muihin Yhdysvaltojen osavaltioihin. (Pew Research 2015).

KUVIO: Havaijin rodullinen monimuotoisuus. (Pew Research 2018)

Tuosta tutkimuksesta näkee sen että, kaikki etniset ryhmät ovat Havaijilla vähemmistöryhmiä, mikä on

sinänsä aika hyvä, koska silloin eri etnisten ryhmien välille ei synny rotuerottelua. Alla olevassa kaaviossa näkyy, että tutkimuksen mukaan aasialaisia on eniten 37%. Tämä johtuu siitä, että ensimmäiset suuret muuttoaalot Havaijille tulivat Kiinasta sekä myöhemmin Japanista. He tulivat töihin sokeriruoko pelloille. Sen jälkeen lisää aasialaisia on saapunut Koreasta, Vietnamista ja muista aasialisista maista. Toiseksi suurin ryhmä on valkoihoiset, joita havaijilaiset kutsuvat 'haoli'.

Minua kutsuttiin hauliksi, mutta se ei ollut pilkkaamista vaan tarkoitti lähinnä samaa kuin Suomessa erotellaan savolainen, karjalalainen tai lappalainen. Virallisia papereita hakiessani törmäsin kuitenkin aivan uuteen nimitykseen, kaukasialainen, se olin minä heidän virallisissa tiedoissaan!

Kun asuin Havaijilla ja aina kun tapasin uuden henkilön, he kysyivät minulta, mikä oli minun perintöni tai mistä korostukseni puheessa oli peräisin? Ei ollut tapana kysyä, mistä minä olin kotoisin. Aluksi kysymys tuntui oudolta, mutta kun opin että suuri osa havaijilaisista oli sekoituksia jopa 2-3 eri etnisestä ryhmästä, niin aloin käyttää samoja kysymyksiä. Hyvin useasti vastaus oli hyvin yllättävä, taustalta

löytyi mitä uskomattomampia etnisiä yhdisteitä esim. Norja-Japani, Korean-Portugali-Kiina ja niin edelleen. Myös se oli erikoista, kun seisoj Ala Moanan kauppakeskuksen ruokatorilla, jonne mahtuu satoja ihmisiin aterioimaan kerralla ja jossa on tarjolla kaikki mahdolliset keittiöt ympäri maailmaa, yleiskuva ihmisistä on, että heillä kaikilla on pikimustat hiukset.

Matkailijoille on tärkeää tietää, millaisia ihmisiä heidän matkakohteessaan on. Useimmat matkailijat haluavat kunnioittaa paikallisia asukkaita ja ovat aidosti kiinnostuneita heistä sekä heidän kulttuuristaan. Kun puhutaan havaijilaisista ihmisistä, niin silloin yleensä puhutaan Havaijin kulttuurista. Havaijin kulttuuri on helpommin tunnistettavissa kuin monissa muissa matkakohteissa. Kokeneet matkailijat aistivat ympärillä huokuvan hengen, jota Havaijilla kutsutaan 'Aloha hengeksi' ja Havaijilla se tarkoittaa hymyileviä hyvän tuulisia ihmisiä, jotka ovat erittäin palvelualttiita.

Minulle riittäisi ruohomaja!

Halvat lentohinnat eivät yksistään riitä! On myös tärkeää tietää, milloin Havaijilla on edullisimmat majoitushinnat? Jos haluaa saada mahdollisimman edullisen majoituksen, niin tärkeintä on huomioida amerikkalaisten loma-ajat, sillä se ei ole pelkkä sanonta vaan täyttä totta, että Havaiji saaret ovat amerikkalaisille sama kuin Kanarian saaret suomalaisille.

Lähes kaikissa matkakohteissa ympäri maailmaa majoitushinnat määräytyvät sesonkien mukaan. Kalliit ja halvat sesongit vaihtuvat Havaijilla useita kertoja ympäri vuoden ja ajoittuvat paljolti amerikkalaisten loma ajoiksi.

Vältä joulun aikaa, koska se on amerikkalaisten ensisijainen kävijäkausi ja silloin on ruuhkaa, joten majoitushinnat ovat kaikkein kalleimmillaan ja tämä kallis kausi jatkuu aina tammikuun puoleen väliin asti. Tammikuun kaksi viimeistä viikkoa aina maaliskuun puoleen väliin asti majoitushinnat ovat puolestaan alimmillaan.

Amerikkalaisten kevätloma on maaliskuun puolivälistä huhtikuun puoliväliin, joten hinnat nousevat sitä vastaavaksi. Maaliskuun kahden ensimmäisen viikon jälkeen aina huhtikuun loppuun tai toukokuun alkuun ovat majoitushinnat jälleen alimmillaan.

Kesä on jälleen ruuhka aikaa, jolloin perheet todennäköisemmin matkustavat kesälomalla lasten kanssa. Mutta syys- ja lokakuussa kävijämäärät ovat alhaisimpia, jolloin on perinteisesti tarjottu huokeampia hotelli ja lentohintoja.

Nämä tiedot perustuivat THE USA TODAY lehden artikkeliin, jonka ovat päivittäneet Laurie Jo Miller Farr, Leaf Group, 15. Maaliskuuta, 2018.

Apua maapallohan on paksu!

Täytyy myöntää, että olen sitä ikäluokkaa, joka raahasi raskasta maailmankarttarullaa karttahuoneesta luokkaan ennen oppituntia. Eikö se kuulunutkin "järjestäjän" tehtäviin? Se oli pienelle tytölle raskas, koska siinä oli umpipuiset rullat ylhäällä ja alhaalla ja se oli kaikkein levein kartta, koska se esitti koko maapalloa. Mutta millaisena me sen silloin näimmekään? Siinä se oli leveänä ja tasaisena, ei enää pannukakkuna, mutta ei ainakaan 3-4D-muotoisenakaan.

Jos ei ole käynyt toisella puolella maapalloa, niin suurella osalla ikäpolveani se näkymä on piirtynyt aivoihin, eikä ole sen jälkeen muuttunut. Mutta jos on matkustanut kaukomatkoja, on väkisinkin joutunut kohtaamaan sen hirvoittävän tosiasian, että maapallohan onkin paksu! Ja se ei tiedä hyvää maapallon ympäri matkaajalle eikä edes puolimaapallon matkaajalle.

Jos olet matkustanut THE USA:n länsirannikolta Suomeen kuten minä joka toinen kesä, on voinut käydä kuten minulle. Kävin Havaijilta Suomessa, ja kiitos Finnairin, aloin katsoa maapalloa eri näkökulmasta. Lentoa sai silloin seurata ensimmäistä kertaa näytöltä, ja suurin Aha-elämys oli, kun Finnair lensi Grönlannin yli Suomeen. Silloin tajusin, että tosiaankin, lento Pohjoisnavan kautta oli lyhyempi, kuin jos olisi lentänyt maapallon kaikkein paksuinta osaa eli länsirannikolta itärannikolle, josta Eurooppaan ja sieltä Suomeen.

Lentoaika lyhenee huomattavasti Grönlannin ylilennossa. Sen jälkeen jäävät pois vaihdot esim. New Yorkissa ja Los Angelesissa, sekä seuraavan lennon odottelu ajat kentillä. Toisin sanoen ihmisräikkäysaika lyhenee huomattavasti.

Nyt länsirannikolle lentää myös Icelandair, joka lentää pohjoisnavan kautta ja tekee vain yhden pysähdyksen Reykjavikissa. Icelandairista onkin tullut yksi kaikkein suosituimmista lentoyhtiöistä. Sen huomasi tänä vuonna Matkamessuilla, koska yhtiöllä oli osasto omaa osastoani vastapäätä, ja siellä oli jatkuva jono kaikkina kolmena päivänä peräkkäin.