



VAASAN AMMATTIKORKEAKOULU
VASA YRKESHÖGSKOLA
UNIVERSITY OF APPLIED SCIENCES

Marja Kivenmäki

Planning Marketing and Marketing
Material for Levi Ice Gallery Luvattumaa

Tourism

2011

Forewords

Years after the time of planned graduation I have finished the thesis project. Sometimes it is good to be humble and change the plans to get the things work. This project was a luck that inspired me to start again from the beginning and finish the thesis. It would have required more than my studies and knowhow could give and that is why the results of the thesis will not be published or used officially, only part of them. In spite of this I am content with having done it.

Thank you for my thesis supervisor, Peter Smeds, who gave me instructions even after years of struggling with the subject changing and new project. Thank you to Lea and Pekka for giving me the project and the strength for working on it. Thank you my family and friends who still believed and encouraged me with this, because it was more than just a thesis. This will turn a new leaf in my life.

Kittilä 15.4.2011

Marja Kivenmäki

UNIVERSITY OF APPLIED SCIENCES

Bachelor of Hospitality Management

ABSTRACT

Author	Marja Kivenmäki
Title	Planning Marketing and Material for Levi Ice Gallery Luvattumaa
Year	2011
Language	English
Pages	43 + 4 Appendices
Name of Supervisor	Peter Smeds

Luvattumaa is a popular ski trail café and restaurant in Levi holiday and ski resort, in Kittilä municipality. The owners, Lea and Pekka Jussila, have grown the business with snow construction and for the winter 2010-2011 there has been an ice hotel with chapel, restaurant, sauna and hotel rooms. The lack of marketing planning and marketing material for the new product drove for need of printed brochures and updated visual image.

The research problem for the thesis is to understand how to produce marketing material, for potential customers, mainly letters and brochures. The research problem includes understanding producing tourism services in winter holiday resort, finding and keeping the customers.

The research revealed the importance of good taking care of customers and fostering the customer relations and being an entrepreneur in a seasonal holiday resort. As a result of the thesis work there is a printed brochure and a letter for direct marketing.

Keywords: Marketing communication, marketing material, experience products

VAASAN AMMATTIKORKEAKOULU

Matkailu – ja ravitsemisalan tutkinto, restonomi

TIIVISTELMÄ

Tekijä	Marja Kivenmäki
Opinnäytetyön nimi	Planning Marketing and Marketing Material for Levi Ice Gallery Luvattumaa
Vuosi	2011
Kieli	englanti
Sivumäärä	43 sivua ja 4 liitettä
Ohjaaja	Peter Smeds

Luvattumaa on suosittu latukahvio ja tilausravintola Levin hiihtokeskuksessa Kittilässä. Se on vuosien mittaan kasvanut toiminnassaan ja talvikaudelle 2010-2011 rakennettiin jäähotelli veistoksineen, saunoineen, ravintoloineen ja hotellihuoneineen. Yrityksen laajennettua markkinointi on jäänyt kasvusta ja uusi jäähotelli tarvitsee mainontaa.

Työn tutkimusongelmana on ymmärtää markkinointimateriaalin tuottamista halutuille asiakkaille sekä markkinoinnin ja erityisesti materiaalin suunnittelu. Osana tutkimusongelmaa on matkailutuotteiden tuottamisen ymmärtäminen sen ympäristössä, talvisessa lomakeskuksessa.

Tutkimuksessa kävi ilmi asiakassuhteiden vaalimisen tärkeys. Tutkimus valotti yrittäjyyttä sesonkiluonteisessa lomakeskuksessa. Työn tuloksena esitellään myös esimerkkinä kehitetty ja tulostettu esite sekä suoramarkkinointikirje.

CONTENTS

1.	INTRODUCTION.....	6
1.1.	Background and aim of the thesis	6
1.2.	Needs of the project and research problems	7
1.3.	Introduction of the object company of the project	7
2.	MARKETING PLANNING AND COMMUNICATION IN TOURISM	9
2.1.	Company profile and image	10
2.2.	Marketing planning.....	11
2.3.	Fostering profitable customer relations	12
3.	MARKETING COMMUNICATIONS – PLANNING LETTERS AND BROCHURES	14
3.1.	Advertising and selling letters in direct marketing	14
3.2.	Travel brochures	15
3.3.	Visual marketing	16
3.3.1.	Visual identity	16
3.3.2.	Planning of advertising and graphic design of the company	17
4.	PRODUCING AN EXPERIENCE	19
4.1.	Contrast creates experiences.....	19
4.2.	Levels of experience.....	20
4.3.	Definition of tourism product	21
5.	SEGMENTATION AND CHOOSING THE CUSTOMER GROUPS	23
5.1.	Stages of segmentation	23
5.2.	Ways of segmentation	24
6.	TOURISM IN LAPLAND AND LEVI	26
6.1.	The attractive powers of Finland and Lapland.....	26
6.2.	Competition in traveling in Lapland.....	27
7.	RESEARCH METHODS	29
7.1.	Questionnaire design	30
7.2.	Validity and reliability	31
8.	PLAN, OBJECTIVES AND TIME TABLE FOR THE WORK	32
9.	INTERVIEWS	33
10.	DEPICTION OF THE PROCESS.....	37

10.1.	Marketing material	38
10.2.	Marketing letters	40
10.3.	Marketing brochures.....	41
	CONCLUSION.....	42
	REFERENCES.....	43
	APPENDICES	45

1. INTRODUCTION

Luvattumaa is popular among tourists in Levi Ski Resort in Kittilä municipality. The newest product of Luvattumaa is Levi Ice Gallery – Ice Hotel, Ice Restaurant and Ice Chapel. Luvattumaa has been relatively lightly marketed but the need of marketing grew with the new product. The purpose of the thesis is to collect information about marketing including printed material, segmentation, experience based products and tourism in the area and to make a proposal for especially printed marketing material. The usefulness of the thesis is experience gathered from exploring and understanding the marketing process and producing the material for an existing tourism company. From the professional point of view it is getting experience in instructing and practical work.

1.1. Background and aim of the thesis

The project started as the owner of Luvattumaa asked for help with marketing for planning letters and brochures and finding the potential customers whose interest to reach and for whom to direct the marketing material. The intention was additionally to help with certain practical tasks related to marketing and advertising which would arise during the winter.

The new large exotic and experimental product, an ice castle, named as Levi Ice Gallery, needs to reach the potential customers, including local tourism entrepreneurs, travel agencies domestically and abroad, company customers and individual tourists. The first thing to do in practice was gathering competitor information, planning the printed material, the marketing letters and a proposal for a brochure.

The purpose of the thesis is to organize a supporting project for developing marketing and visual image of the company and also to produce material for direct marketing. The project is carried out to improve marketing and advertising for Luvattumaa and especially its new product Levi Ice Gallery.

1.2. Needs of the project and research problems

The research problem and the need of the project is to formulate the marketing letters, and to plan the brochures, the verbal and visual style. The questions to answer in this project start from the marketing plan and who are the potential customers to whom the marketing is directed to. That is related to understand the customers of Luvattumaa and generally tourism in the area. After finding the target, the problem is how to reach them in the right way, in the other words, how to arise the attention and interest of them.

1.3. Introduction of the object company of the project

Luvattumaa is a family company of experiences and good mood. It is owned and held by Lea and Pekka Jussila. They are from Kittilä and do what is their lifestyle. That is why the business idea is making everything with as high quality as possible.

Luvattumaa enterprise in Levi has been doing business since 1995. It has started from serving customers with a hot drink, sausages and guitar music by the cross country skiing tracks, which has later been expanded to a warm teepee and alongside buildings, with 100 customer places, a bar, sauna and baths along river Ounasjoki. One of the most famous services is the ski trail café for cross country skiers. In the spring time the skiing-boot dances attract skiers. During the years it has strengthened the business and brought new ideas and products. The latest big investment is an ice hotel and a gallery with an ice restaurant and bar and the only ice sauna in Levi.

The house offers pancakes and coffee, hot drinks, daily soups and its own oven-baked bread with self-made dinners for groups. The dinners are intended to be self-made from the very beginning and with quality criteria. The philosophy of good dinner is summarized “Dinner consist of people, atmosphere and Lappish delicacies”.

Luvattumaa entertains the customers with underground gnome sauna and hot and cold baths. They also prepare tailor made programs for small and large groups

from snow shoeing to ice fishing and from dog sledge safaris to funny competitions, the main idea being strengthening the team spirit and experiencing the amazing nature of Lapland and fresh air. Luvattumaa calls itself as a land of music, ice and snow.

Winter 2009-2010 there was a prototype of an ice and snow castle and for the winter 2010-2011 the first large ice and snow construction was built. The castle covers hotel rooms, ice bar, restaurant, chapel and an ice sauna. Weddings, events, dinners, and other tailor made programs are organized there.

The customers of Luvattumaa are divided by the service of the purchase. The day time travelers – cross country skiers – are the one who buy lunch, a cup of hot drink and those who come for the skiing-boot dance. The other segments are foreign groups who desire to experience, for instance, nature, silence, overnight in the ice hotel, try ice sculpturing, take part in a safari. One segment is the Finnish company groups who come to Levi for different kind of vacation purposes – team spirit, reward and attached program with a meeting or convention.

The services and programs of Luvattumaa are intended to be experimental, different, taking the customer to tranquil atmosphere from the normal every-day life. The sauna and the baths are meant to “relax your body and soul while sitting in exotic baths outside enjoying the arctic sky, the silence of the forest and the Northern lights”. (<http://www.luvattumaa.fi/> 19.11.2010)

2. MARKETING PLANNING AND COMMUNICATION IN TOURISM

Marketing communication helps share information for customers and reminds them about the products that the company offers. It should be relevant with the product, quality and price and thus be coherent and tell about similar things. (Albanese&Boedeker, 2002: 179.)

Marketing communication should reflect the identity of the company. It is important in tourism as the products are services and it is hard for the customer to know what is offered without good marketing. For example it is dangerous if the marketing is done excellently but the actual service or product has failures. The importance of marketing lies also in the emotional messages it forwards because a lot of travelling decisions are made by emotional and personal reasons. That is why the marketing is also about creating images and symbolic meanings. In tourism business the most important tools for marketing communication are public relations, advertising, personal communication and sales promotion which make together a marketing-mix. On the other hand a lot of tools are mixed, used in different meanings, for example taking part in travel fairs might have various different targets. (Albanese&Boedeker, 2002: 179-181.)

Usually the marketing communication is planned and transmitted with marketing tools but it can be also the personal message the personnel conveys for the customers and the positive relations that are tied. Again it can lead to positive publicity. (Albanese&Boedeker, 2002: 182.)

2.1. Company profile and image

Company profile is the picture sent and image is the picture received. The image that the shareholders have of the company is the practically actualized; based on the identity of the company and the profile the company reaches. The image and the identity are possibly realistic when the enterprise identifies the core of their business, the mission, vision, values, and that they are practically similar than in the plans of the company. Successful image is relevant with the business idea.

The company can be profiled, which is the base of the image given to shareholders. Profile works as the red line in all communication and shows the strengths and the special features, especially, the differences in competitors. External emblems are seen in the logo, marketing material and colors. Successful profile is essential for the image and marketing communication. (Kortetjärvi-Nurmi et al. 2008: 10-15)

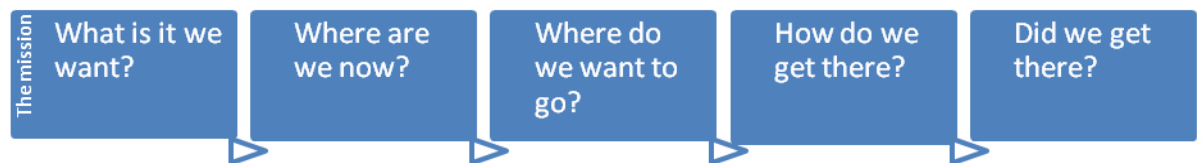
The company needs a coherent image before performing in media. In order to execute the image the company needs planning and choices such as the colors, logo and font. (Von Herten 2006, 111–112.) Vuoristo (1998) points out that in building the image it is important to take into account which customer segments are selected as target groups.

The name for the company or product should be distinguishable. There should not be companies of the same name in Finland, according to the legislation. When considering the name, it is important to think for whom the product/service is meant and if the markets are local or overseas. (Von Herten 2006: 101–104.)

2.2. Marketing planning

The importance of marketing in tourism is crucial because the customer rarely knows what kind of the actual service is. (Vellas&Bécherel 1999). In this chapter the strategic marketing theory is handled.

Not having any plans can lead to a chaos. That means planning brings to goals. Strategic marketing is a widely researched and covered topic. In this thesis, when planning letters and brochures, the model of strategic marketing planning is relevant to use, due to its successful possibilities and practical benefit.



1 Simplified model of Mintzberg (Vellas&Bécherel 1999)

The first – The mission: “What is it we want” should state the true purpose of the firm including vision and direction, the goals and strategy for achieving them. It is the understanding of what the company desires and why it truly exists.

The second – “Where are we now” is a situational analysis of the current. It includes analysis of environmental PEST analysis (political, economic, socio-cultural and technological), competitive situation, customers profiles, products, SWOT of the company. (Vellas&Bécherel 1999: 40-41)

The third – “Where do we want to go” is a strategic plan for the future, usually next 5 years. It is setting objectives that are in form of goals of those objectives in mission statement. Usually goals are quantifiable and measurable. (Vellas&Bécherel 1999: 74-76)

The fourth – “How do we get there”. The company has decided where they want to go and now is time for planning how to reach it. Traditionally the action plan

includes SWOT analysis of the current. And through analysis of the needed action decisions are more easily done. (Vellas&Bécherel 1999:, 85-86).

The fifth – “Did we get there” evaluates if the plans and actions taken did lead to where was aimed at - monitoring and evaluating the results. (Vellas&Bécherel 1999:, 103-104).

The SWOT stands for strengths, weaknesses, opportunities and threats. It is a tool for evaluating internal and external situation.

Conclusively the idea in marketing planning is “setting the goals, defining the measures, learning along the way and making the measures better” (Sipilä 2008: 39)

2.3. Fostering profitable customer relations

A content customer is a profitable customer. Achieving customers is the first action to implement before building customer relations, regular customers who, in the other words, are profitable customers. The new customer reached by marketing is intended to commit buying from the company. That is relationship marketing when the company is interactive with the customer. The interaction is for example focusing direct marketing and personal service. (Uskali 199:, 3-4.)

If we think of development of marketing, according to Bergström&Leppänen (2007), it falls into two types: product marketing and customer oriented marketing. Nowadays product marketing has given way to customer oriented style. Starting from demand based to segmenting customers. Relationship marketing has developed to being the modern way of marketing. It is about creating interaction with the customers and through that profitable relations. The important thing is to please the chosen customer segments and individual customers. (Bergström&Leppänen 2007: 12-14)

Customer orientation is a central philosophy in tourism marketing especially because the customers set high expectations to their vacations. Thus, customer

satisfaction is one of the measures for success in tourism. (Albanese&Boedeker, 2008: 88.)

3. MARKETING COMMUNICATIONS – PLANNING LETTERS AND BROCHURES

The marketing mix of 4P's – product, price, place and promotion forms a four dimension theory for marketing decisions. By choosing the right competitive tools from these four areas the company is playing strong. When in other cases, for example, the accessibility is not the strength as if the company and its service are located far away from the best markets. Thus, the right product, price and promotion can substitute the weaknesses. (Vellas et al,1999: 98.)

When using communication as a competitive tool, it should be easily reachable, understandable, and acceptable and create action. It can be discriminatory from the competitors and other companies that provide similar services.

3.1. Advertising and selling letters in direct marketing

Direct marketing is a generally used tool for marketing. The wide opportunities and economic implementation are the reasons for its popularity. Direct marketing is a form of marketing which is directed straight at the customer according to the content, task or name. Direct marketing is not only reaching the customer by mail but also by brochures at fairs and faxes. (Rope 2000: 319–320.)

Instant selling is not the purpose of an advertising letter but making the company and its products and services acknowledged for the potential customers and building up the conceptions about them. An advertising letter prepares for potential sales situation which is a five step chain of actions.

1. Target the letter to the receiver
2. Arouse the interest for the actual matter
3. Tell briefly about the matter

4. Propose the offer and committing to the sales
5. Contracting and clearing of the forthcoming actions

Sending a sales letter to the customer that the customer notices having received a mail which is targeted at him. Targeting can be done by using expressions such as “referred to our phone discussion” or “the last time you bought/used our services”. Direct marketing is a personal form of advertising where the impression of mass marketing should be avoided. The idea of a more personal letter lies in the matter of the letter and the positioning because the customer should feel that it is not sent to anyone else but him. (Rope 2000: 322.)

A direct marketing letter is not only the sending of the letter but the seller should get in contact with the customer after a day or week. The customer can be interested in the message of the letter but as easily he can forget it. The later contacts ensure potential trading. (Rope 2000: 325.)

3.2. Travel brochures

Net marketing is achieving more and more popularity within tourism marketing but printed material is still valuable. On the other hand printed brochures are substituted by electronic brochures because the electronic forms are more easily editable. (Vuoristo 1998: 176.)

There are different kinds of travel brochures, for instance, of large tourism areas which tell about the most important attractions, accommodation options and opportunities in the area. The company introduction shares information about the company and its products and services. It is important that all the contact information is easily reachable for the customer (Vuoristo 1998: 176.) There are all kind of other brochures but these are the two most important for tourism marketing.

Planning and preparing a travel brochure takes time so that the brochure could bring the targeted result for the company. The information in the leaflet should not

be insufficient or misleading. Additionally the layout should be clear and arise attention. The text part is important because the information should be understandable for the customer and the pictures should be affiliated to the matter. These features should be thought about when choosing the customer segment, for whom the brochure will be distributed and it is intended to make sales. (Vuoristo 1998: 177.)

3.3. Visual marketing

Visual marketing is part of entity of marketing and it is important since seeing covers up to 75 % of all human's information absorption. (Nieminen, 2003: 83). If marketing is divided to advertising, sales promotion, relationship marketing and personal selling, the visual marketing is stands in the first two categories. The most important task of visual marketing is to strengthen the identity and image of the enterprise. It points out the service culture and style and it should create the positive conception and strengthen the purchasing decision. Visual marketing should be the most concrete tool for making the decision between the other equivalent products or services of the competitors. (Nieminen, 2003: 83-86)

The formulation of the message is built on of the labeling colors and symbolic meaning of them, and what the logo and the visual theme are. Because the marketing has always a point – more results. It should be effective, distinguishable, and point out the company image and profile. (Nieminen, 2003: 83-86)

3.3.1. Visual identity

Visual marketing, image, symbols, distinctiveness and originality are conditions for the company to keep alive and reach the aims. Because the marketing always aims at results, effective communication is crucial in business. That is about knowing what the company is, where they want to be and how they want to reach

it and additionally, how does it differ from the competitors. Incoherent and copied image and message would rather harm the marketing aims and the company than bring the positive publicity. The image objectives can be reached by careful planning of visual look and verbal message . (Nieminen, 2003: 84-86)

The visual image is a concrete and seeable channel for the receiver about business philosophy and ways of action of the company. Coherent visual communication delivers the information about the products and services, values and policies. It is part of the personality and gives the faces for the marketing. (Nieminen, 2003: 84-86)

3.3.2. Planning of advertising and graphic design of the company

Marketing has objectives and the parts of the entity should be distinctively defined to use them reasonably. There is an AIDA-formula for giving a tool for the marketing and graphic designer: (Nieminen, 2003: 87)

A – attention, I – interest, D – desire, A - action

Attention - Stands for getting attention in literary form: advertisements, forms, size, colors, and fonts.

Interest - Stands for reasons which arouse the interest: Headlines, sentences and information of them.

Desire - Stands for the value that buyer can get for the losses he gives. Measures in economic, quality, practical benefit and general valuation.

Action - Stands for active communication – “coupons, competitions, product samples, testing”. (Nieminen, 2003: 87-88)

The philosophy of the model is to spread the message so much that the customers have noticed and understood, consciously and unconsciously, the existence and

the idea of the company. In other words it is spreading the information to raise the interest and finally desire for purchase. (Nieminen, 2003: 87-88)

The problem in this model is that it offers 'pushing' attitude and actions to marketing . It means repeating the advertising message which might even annoy the receiver of the message (Sipilä 2008: 135)

Pictures and images

The value of pictures in printed advertising material is relatively high. They catch the attention and have much more messages than plain text, for example. The images and pictures bear meanings that affect the unconscious. (Nieminen, 2003: 89)

The aim of advertising is reach the wanted customer segments and arouse interest. The budget and strategic plans set the frames for advertising decisions.

4. PRODUCING AN EXPERIENCE

An experience is personal for everybody. It is holistic, positive, multi sensual, individual and leaves a memory track for the person who has the experience. In the best case the experience can change the view of the person to his own everyday life and lead to personal development. When a traveler experiences or does something that he normally does not dare or is able to, it gives a feeling of exceeding himself. (Tarssanen 2007: 6-8.)

An experience is always an individual event. An experience is not a product which can be guaranteed but it is possible to create the preconditions. The entrepreneur has to try to create the possibilities for the experience with the service process. (Tarssanen 2007:, 6-8.)

4.1. Contrast creates experiences

The thought 'contrast creates experiences' means that the experience is different from the everyday life. The customer feels something different, new, exotic and unusual. This frees from restrictions and habits of common life and the contrasts create the experience (Tarssanen 2007: 11).

The experience should be 'original'. It should be based on the culture where it is created. For example, it is not enough to tell about the Sami culture but it should be seen and felt. A restaurant with reindeer, wooden cups and other details should be real, not only pictures and copies. The originality means that the product should be reliable (Tarssanen 2007: 9-10).

The interaction is communication with the guide or other travelers. It is strongly connected to the sense of community and doing together. The customer feels also that the program is commonly accepted and valued when the experience is felt together. (Tarssinen 2007: 11-12.)

An experience can be sensed with many senses. All the stimuli should be taken into account when planning the program. The program should be in harmony and all parts coherent with the theme. An experience is emotional. (Tarssanen 2007: 11.)

4.2. Levels of experience

Waking up the interest of customer is called the motivation level. The expectations, wants and needs to experience and take part are set for the customer. The products are brought to the consciousness of customer and it is attained to wake up the interest, for example, through marketing. Thus, marketing should be coherent with the experience – individual, original, interactional and contrasted.

An experience can be sensed with many senses. All the stimuli should be taken into account when planning the program. The program should be in harmony and all parts coherent with the theme. (Tarssanen 2007: 11.)

The next level is physical. We sense what we are, what we do and what happens. At the physical level the experience is convenient, not too cold or hot, thirsty or hungry and the feeling have to be safe and good. The exception is extreme experiences where the fear of death is along.

The intellectual level gives the possibility to learn something new, develop and get new information consciously or unconsciously. With the intelligence we process the stimuli of senses, we think and we form our opinions of the experience. At the intellectual level we decide if we like the product or not.

At the fourth level, the emotional, there will be the emotional reaction. If the previous levels are reached we, apparently, have the emotional reaction. Joy, amusement, happiness and the delight of learning and finding something new – something that is felt important and meaningful. The emotional reaction is individual and it is difficult to predict and control.

The fifth level is spiritual level. It is a strong emotional reaction which might even change the thinking of the person. He feels having adopted something new and got a new way of thinking to his life. Some kind of change has occurred. This can take to new hobbies and wake up a new interest towards the culture. The person can even find new resources. (Tarssanen 2007: 12-14.)

4.3. Definition of tourism product

There are several definitions for a tourism product. The most common and known definition for tourism product is to show the product as a package, which is made of five different parts; the appeal of the destination, the services, accessibility, the conceptions and the price. This model helps to perceive the parts of tourism product but the evaluation of the quality and development is challenging. (Saarinen 2002: 57.)

According to a holistic definition for tourism product the travel for the traveler is a whole which starts from the planning and ends to the end of the journey. All the material and immaterial factors faced at the trip are included in the package. This means the customer evaluates the trip as a whole and the value is formed of all the elements met during the trip. The holistic tourism product consists of services of individual companies and other service providers. (Saarinen 2002: 57.)

Also Komppula (2002, 12) mention that for a customer – the consumer – the travel is an entity which starts, is consumed and ends. The customer sees the whole trip as a package which consists of both tangible and intangible parts.

When looking at a tourism product it can be divided into three parts: core, actual product and augmented product. (Figure 1) The core is all that knowhow, equipment and tools that the customer uses and possibility for customer to take part in production of the service. The core benefit for the customer is, for instance, at the hotel (overnight) confronting nature and elements of water and the

difference to a normal hotel. The actual product is the one which is depicted in the brochures. It is all the material and immaterial parts which are affiliated in production and implementation of the product. The augmented product comprises the service environment, the interaction between the customer and the company. (Saarinen 2002, 57-58.)

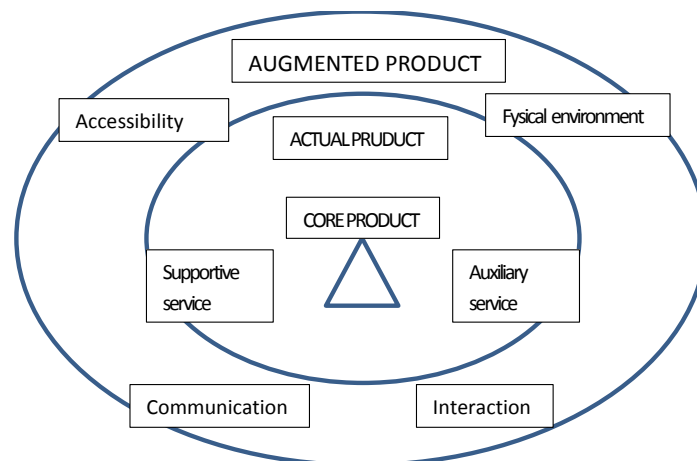


Figure 1 Tourism product (Saarinen 2002)

Because the service is intangible it is also irrevocable and also more difficult to refund. The subjective experience and process that usually happens between people makes the standardization and quality control difficult. (Komppula, R.&Boxberg, M. 2002: 10-11)

Tourism product is a service that is produced and consumed simultaneously. The product includes tangible elements, such as snow mobile, but it is part of the production and consumption process. Hence the product is usually a service experience that satisfies a need. It is subjective experience and the same situation might be seen totally differently by different persons. (Saarinen, 2002: 57-58)

5. SEGMENTATION AND CHOOSING THE CUSTOMER GROUPS

Segmentation is one of the basic tasks of marketing and it defines a lot of marketing decisions. Knowing the customers makes it easier to develop the product and segmentation aims at limiting the customers to clear groups which makes it easier to attract their customers. (Nieminen 2003: 74). In other words segmentation is creating homogeneous groups. (Albanese, 2002: 133.)

5.1. Stages of segmentation

Segmentation can be divided to stages of action: researching buying habits and grouping the buyers. It includes finding out the needs and expectations and the factors which affect the buying. The first steps of segmenting also include the basics of segmenting; individuals, groups, country of origin, hobbies, quality demands. The second stage of segmenting is choosing the segmentation arguments and then choosing the targeted groups. The third stage of segmentation is related to marketing decisions and implementation of how the marketing is done to reach the chosen group of prospects. (Nieminen 2003: 74)

After the research of markets and segments the company chooses the segments that they would serve best and they would meet the needs and expectations of these certain customer groups. Marketing planning and implementation should follow the segmentation decisions. For example, the marketing for most suitable marketing channels – magazines, e-mail, postal mail, phone, and what kind of message and how it is delivered. That refers also to the company image because the image is an important part of marketing communications. Additionally, important in segmentation and marketing work is the work after the marketing and purchase stages. The research after product or service purchase shows if the marketing has worked in the expected way: The customers are happy with the

relevance of marketing and the actual product or service. In other words the product or service was similar to what was marketed. (Nieminen 2003: 78)

5.2. Ways of segmentation

There are different ways of using segmentation in marketing. The stages of segmentation were discussed in the previous chapter.

Unsegmented marketing does not use division of customers to groups as help in marketing decisions. That way is possible for small businesses where there is no choice to choose the customers because it might become too expensive. The service is for all potential customers.

Segmented marketing provides customers with services planned especially for each group. That is finding potential customers by highlighting and arguing features of the services – messages for whom the service is. For example if the outdoor activities are for groups, individuals, experts or beginners.

Concentrated segmentation concentrates all marketing for only one chosen customer group. That is done when the company strongly believes they can serve best especially this group. It is possible if there is a strong history and customer relations and the accessibility is high. For example a company with wide business narrows down to take care of only one area of the product cluster.

Tailored marketing is practically dividing existing segments to smaller groups, if it is obvious that there are different needs and expectations inside the existing group. That could be different outdoor activities for groups from different countries as the Russians might prefer other kind of activities than the Brits.

In marketing literature individual marketing is also discussed. That is specializing services for each individual customer. They are often full service houses where all the needs and demands of the customer are intended to fulfill. Though it might be restricted by economical or technical reasons.

As a conclusion there are several ways of using segmentation strategically. Important when choosing the segments is that they are “large enough, easily accessible, measurable, differentiable”. (Albanese,P. & Boedeker, M. 2002: 133-136.)

Customer analysis means understanding of who the customers are, from where they are, how to find them and what and how they want to purchase. The segmentation can be done by characteristics and by response. Segmentation by characteristics means sub groups of demographic, geographic and psychographic division. Consumer responses are “benefits sought by buyers, occasion and usage, attitude towards the product and purchase habit”. Benefits are, for example, those values that the consumer achieve when buying the quality and attractiveness (Vellas&Bécherel 1999: 59-61).

Proactive segmentation is finding the characteristics, habits, behaviors of prospects and leading the marketing strategy to amplify the strengths of the company for chosen niches. Reactive segmentation is determining the responses of segments to the marketing strategy.

6. TOURISM IN LAPLAND AND LEVI

Lapland offers experiences all year round. The main tourism resources are nature based and the infrastructure around it, main season being in winter. Lapland offers the silence but also lively tourism centers for larger masses such as Levi.

6.1. The attractive powers of Finland and Lapland

The main attraction in Finland and Lapland is nature. It is also the purity and peace and the possibilities to see the crudity, wilderness and feel the safety. Travelling is always leaving from somewhere – from pollution, cities, busy life, to somewhere to experience something else.

Finnish people are considered as trustworthy, nice and truthful and the tourism in Finland is functional and exotic (kittila.fi). Finland is considered as a country of experienced and specialized travelers and a country of small and individual travelling. Only the northern ski resorts and southern amusement and cultural centers are group travel areas and seasonal. (Borg et al 2002: 198-199.)

In Finland there is a great number of facilities and opportunities. There are approximately 23 000 bed places in 6 hotels, 6 apartment hotels and numerous lodges. There are services from bowling to spa and programs offered by 50 program service providers. (www.levi.fi)

Levi fell is 531 meters above sea level, the vertical drop 325 meters. There are 45 pistes with snow park, pipes and streets. Cross country skiing tracks go round up to 230 km, with 17 trail cafés and campfire sites and snow mobile routes cover 886 km. During the year there are several events, alpine skiing competitions from junior level to national and well known world cup. There are also planned events for every tourist: Week program takes the participant to different activities all year round. (www.levi.fi 19.11.2011)

6.2. Competition in traveling in Lapland

International competition will be harder because most of the countries are strengthening the marketing and product development. The new EU-countries affect on the competition situations because the EU support helps the countries to develop their infrastructure and products and get more visibility on the markets. Especially the Baltic countries; Poland, Czech Republic and Slovak can offer similar travel experiences to Finland and Scandinavia. The benefit of these countries is the lower price level and the location is closer to the large markets of Europe, for instance, Germany. These countries also have culturally and historically interesting attractions compared to surrounding countries.

From the Lapland travel point of view these countries cannot offer similar kind of experiences. The snow sure climate and exoticism has the competitive advantage. Southern European landscape is congruent where as Lapland differs from it. Culturally Lapland is also very different. The habits, beliefs, Sami and Lappish culture are attraction factors. In Lapland, there are also natural phenomena that are not seen in Western and Southern Europe, for example, the Northern lights, polar night and midnight sun. In tourism there are plenty of possibilities to use in Lapland. The triumph is that the traveler does not need to stand the rush. Wilderness, tranquility and peace are connected to high level tourism. The strength of Lapland is the distinctive landscape - the swamps, lakes, forests and fells and all the outdoor activities based on these resources. (Borg et al. 2002: 199-205)

According to the research in 2007 Levi was the most visited ski resort (including summer time visitors) with over 400 000 visitors. Though Ruka center in Kuusamo was just behind with the visitor amounts.

(<http://www.mek.fi/w5/mekfi/index.nsf/%28Pages%29/Tutkimukset> 21.11.2010)

There are six hotels and 23 000 bed places in Levi. (<http://www.levi.fi/>). Four airlines (Finnair, Blue1, Finncomm and Baltic Air) bring domestic tourists to

Kittilä airport in upcoming winter 2010 and, additionally, regular straight flights by Baltic Air and XL Airways France bring foreign tourists and continuing flights connect European tourists from several new areas. Charter flights mount the tourist amounts during Christmas, especially, from Britain, the Netherlands, Switzerland and Ukraine. The Russian flights are assured in later timetable but in reality the Russian Christmas time, just when the year changes, bring plenty of Russians to Levi and other ski destinations. (<http://www.levinsanomat.fi/> 21.11.2011).

7. RESEARCH METHODS

The theory follows the empirical tasks and introduces theories for visual image of a company, advertising and direct marketing of services, and general introduction of tourism in Lapland and Levi. The report of empirical part consists of semi structured theme interview of the owners, the planning and introducing one type of marketing letter and one type of brochure. The letter was planned only for foreign travel agencies and the brochure for both Finnish and foreign tourists.

For achieving essential information about the company, there are qualitative semi structured interviews which are analyzed in latter parts. The interviews were conducted as theme interviews as the small sample (the two owners) might bring different viewpoints and opinions. The interviews using themes as the structure might bring out more essential information when the situation is more free and develop the interview as far as the research interests allow. This type of interview enables the interviewer to focus an certain areas but ensure that all the themes are dealt with.

The primary data collection can be done by using quantitative or qualitative methods. Though they are different as methods but often they supplement each others.

The quantitative approach to research is statistical and numerical. The results are presented in statistical form and the research demands large numbers of sample from where the data is collected to get the end results as valid as possible. (Veal, A.J., 2006: 40)

Qualitative data collection means small samples and methods used, for example observation and in-depth interview of only a few people. (Veal, A.J. 2006: 40). It endeavours giving a deeper understanding about the target. It is often also exploratory and descriptive and often through that works as base for the quantitative part of a research project. That is for purposes such as finding variables and making hypotheses before the next research. (Malhotra, N.K. et al. 2009: 131)

This project is implemented by using qualitative criteria. It includes planning parts which are based on discussions, semi-structured interview and evaluation.

7.1. Questionnaire design

The different ways of setting qualitative interview vary from the intentions of the research. The interviews and questionnaire settings can vary from structured to semi structured, theme, informal and group interviews. Theme interview is discussion like an interview with a direction that is determined in advance. The interviewer controls the interview to keep it in planned track and themes. There are two principles in research interpretation: Analyzing only the information that is in theoretical material or the information from the interview works as a base for the theoretical thinking more as an instrument.

Here the previous principle is taken as a rule for the analyzation. The theory of the thesis is based on producing marketing material and the research interview is for supporting the produced material. The research interview is descriptive in nature.

(<http://www.stat.fi/virsta/tkeruu/04/03/> 11.4.2011)

The research interview is implemented as a theme interview because the sample is two persons, the owners of Luvattumaa and the information that is intended to be gathered works as supporting material for marketing planning and this form was seen as the most suitable for this research. The themes of the interview (customers and segmentation, marketing, experience products, visual planning and tourism in Lapland and Levi) are based on theoretical thinking which is needed when planning marketing material.

7.2. Validity and reliability

Validity and reliability measures the quality of the interview. Validity tells how valid the data collected is and if it really measures what was intended to measure. (Veal, A.J. 2006) Validity means also that the people, or in this study the firms and the places, fit to the explanations (research results and analysis). (Hirsjärvi, S., Remes, P., Sajavaara, P. 1997: 214.) That is, measure to the problem if the empirical research including the questions, the sample and the results respond to the search plan and theory.

Reliability tells if the collected data would be the same if the research is repeated later or with another sample. It is about trustworthiness. In qualitative research it has not that important role than in quantitative research methods. (<http://www.nova.edu/ssss/QR/QR8-4/golafshani.pdf> 22.3.2011)

The trouble is that reliability and validity are mathematically defined and are mostly applicable in quantitative research analysis. Reliability and validity are important to assure the objectivity of quantitative research. Oppositely, in qualitative methods it is allowed to have a subjective sight. Transparency is important in data analysis because it allows the other researchers to see and understand how you have come to the result in interpretations. That also means that transparent interpretation can be justifiable. And transparency countervails reliability in qualitative data analysis (Auerbach, C. 2003:78,84)

In this research validity can be authenticated as the theme interview here answers to research problem and it has produced information about the things that were intended be acquired. The reliability of the research suffers from small sample and because the research interviews are also auxiliary and is mostly company information, it could not be done again with different sample, only repeated with the similar themes. The research is not demanding in interpretation because it is descriptive and subjective in nature thus there lies a difficulty in analyzing validity and reliability of the work.

8. PLAN, OBJECTIVES AND TIME TABLE FOR THE WORK

The plan of the work is to make a proposal sketch of marketing plan, but fulfill the practical aims of the company by helping them in marketing. It includes mainly marketing letters, brochures and finding customers for direct marketing.

Time table

2010 September – Getting acquainted with Luvattumaa and aims of marketing, getting acquainted with the other ice and snow hotels and their business (Knowing the competitor)

2010 October – Marketing letters and finding the customers for direct marketing

2010 November – Brochure design and printing. Sending letters and brochures.

2010 December – Cooperation with the local hotels, “PR-marketing”. Interview of marketing company and Luvattumaa owners.

2011 Collecting theory and finishing secondary research. Thesis ready.

9. INTERVIEWS

For the thesis research the owners of Luvattumaa Pekka and Lea Jussila were interviewed. The interview was conducted as a semi structured interview, and the chosen type was a theme interview which was seen the most suitable for this work because there are only two persons to interview. (Appendix1)

The themes were constructed around the theory of the thesis work. The main 6 points of the interview were a) the customers and segmentation b) marketing c) experience products d) visual planning d) tourism in Levi and Lappland

The results of interview are presented here theme by theme.

Luvattumaa business started 16 years ago when the first idea was serving juice, sausages, buns and some guitar played music by the cross country skiing track few kilometers away from the Levi center. Year by year the business got wider and buildings got built. Latest product was the ice gallery and hotel.

Customers and the segmentation

The business has made the decisions for customer groups. The main products are the day products (café), ordered dinner and program service, sauna products and ice castle products. Firstly one of the segments is the day time visitors. Those who come for a cup of coffee and a sugar bun. They are mostly cross country skiers and snow mobile drivers. When the teepee building was built it attracted company customers for ordered dinners and programs. Demand created the segment – Finnish and international companies. They are company groups of 6-120 persons who need a dinner, a place to spend time together, peaceful and calm surroundings, some organized program, probably sauna bathing etc. Business has built up the segment for foreign free time groups who come for a visit often as a part of another program of another local company. That might be a safari enterprise that brings their customers to Luvattumaa as a part of a husky or snow

mobile safari. The ice castle, hotel and gallery is intended to attract more foreign customers, who reckon it as an experience more often than Finnish tourists.

Marketing

There has been a lack of proper marketing. The marketing has mainly been done locally in cooperation with Levi Travel, who market the services of local firms and with other local companies who recommend the services of each other's. The business has gradually grown by word of mouth marketing when the old customers become regular customers and recommend Luvattumaa to someone they know who buy the services and when being content tell it to someone else again. When the business has grown there has been noticed that more marketing is needed.

Now Lea and the daughter-in-law have taken care of marketing and started. They started cooperation with a marketing firm and have processed marketing plan throughout the autumn and winter. There has been and are planned fair visits domestic and abroad, cooperation with a marketing firm and new plans for logo, visual look, material (brochures and internet sites) and new travel agency cooperations. The important customers for castle product are the foreigners but the message is slow when it has to go abroad. That is why the marketing must be more efficient and the fair visits are reckoned productive and have brought new contacts. The new thing with travel agencies is that they prefer to visit the place, take photos and test the products. That might work for example with a combined the fair visit and testing the interesting places found at the fairs.

Visual planning

The visual planning is mainly done by the advertising company who plan the logo and the message. Lea has discussed with them and the market designers make the drafts and plans based on the interview with Lea. The idea for the logo came from the structure of the ice castle and the color from white snow and light blue sky which as a color resembles of ice. Visual planning in marketing includes the renewing of the websites more attractive, functional and providing new photo gallery.

Experience products

The experience as a product is difficult to define as it is always dependent on several things. The castle is intended to serve especially the foreigners as an experience product. Overnight stay or even a wedding party in the castle is often totally something new. For Finnish tourists it is often not that exotic. Though, the construction phase and programs where the customers could take part in lifting up ice from the river and make ice sculptures might provide an experience also for a person who is used to winter. The program services experience products are tried to build up according to the group. There might be a need to some activity within the group. It can be the peaceful snow shoe walk and an atmospheric dinner in the teepee restaurant with music or karaoke. It can be a sauna bath in an ice sauna. The idea is that the hosts put a lot of effort on each customer. That is for the sauna customers a carefully cleaned and prepared sauna, for a dinner customer self-made food and self-played music. (Pekka plays the guitar and sings and nowadays there is a karaoke where the customers can participate). One of the business philosophies is doing everything truthfully, open minded and as well as possible. The idea of tailor made services is to exceed the expectations and keep the orders in small frames so that it is possible to serve one customer/customer group at a time. Also in marketing, the owners have preferred “low” marketing so that they do not over advertise the product which might have the risk that the customer is disappointed in the end, due to the high expectations.

The experience based program services are made in cooperation with other entrepreneurs. Mostly Kätökän Äijä provides team spirit programs, snow shoeing tours etc etc. There might be a husky or snow mobile safari which includes a tour to Luvattumaa where the customers have lunch.

Tourism in Levi and Lapland

The change in recent years has been the foreigners who have found Levi. There are more and more not only British but also Dutch, Russian, German tourists. In future probably Chinese because for example the Iceium built in Levi was to attract Chinese because they prefer to travel somewhere where there is something from their own culture. The airport and flight connections bring more foreigners and

open the world. One-day visits have almost totally gone and the duration of the visit is from 3 and 4 days to one week. The threats and challenges are air strikes, pyroclastic flows and sudden climate changes. The foreign travel agencies need trustworthy destinations and if there are often air strikes or other relevant reasons inhibiting traveling, it might affect negatively in selling these unsure destinations. The positive side of Finland and Lapland is the safety and tranquility when there are restless occurrences in the world.

The Russians have found Lapland and Levi. Nowadays they make also independent travels, not only group travels as before. Today Levi also has capacity to provide for them. Christmas and especially the weeks after that is the time of Russians when they crowd the area. There are also more and more reservations made straight from Russian without a Finnish middleman which makes the selling and purchase more reliable and cheaper for the end customer.

10. DEPICTION OF THE PROCESS

The marketing mix of 4 P's should be under control when planning the marketing on the basis of business idea. Here it is concentrated to promotion because the actual task is to plan marketing letters and brochures, which means also discussion of image objectives and finding the potential customers.

Luvattumaa provides services both in summers and winters but the stronger area is business in winter. That is why also the marketing and visual image is planned to emphasize the winter products and, especially, the new ice hotel.

The main need in the project at hand is to provide marketing materials that are informative, such as emails, to potential customers (Finnish and foreign) and also printed material (brochures) and web pages. The printed material includes also planning of visual look of menus and other relevant material handed out to the customers at the place. Production of marketing material in this case means also translating of ready Finnish material to English. Important in the project is also find the prospects, the potential customers for marketing purposes. That means direct marketing for selected customer segments and finding their contact information.

The work includes getting acquainted with the other ice and snow castles, their products and services. The closest castles with similar business are Lainio snow village near Ylläs and Levi and Arctic Snow Hotel in Sinettä of Rovaniemi. Lainio snow village covers hotel rooms, chapel, ice bar and a log restaurant. They organize weddings and other parties, tours in the castle and activities and safaris. The activities are made weekly on basis or on request by customer. That means for example, husky, reindeer and snow mobile safaris. Arctic Snow Hotel Rovaniemi also have hotel rooms, ice sauna, chapel, snow restaurant and a warm restaurant indoors. They organize also weddings and large dinners and parties. For the customer, there are organized activities such as snow shoeing, snow sculpturing, reindeer riding and ice fishing. The idea used in marketing planning

is segmented marketing (referred to chapter Ways of segmentation). The idea taken to the marketing plan is to direct the marketing to all individual and group tourists travelling to Levi but especially for groups such as foreign package tour travelers, firms who bring their workers and customers for incentive and relevant reasons. The premises and program services are ideal for groups, the ice hotel ideal for celebration (popular among foreign wedding tourists). The main direct marketing targets are – Finnish companies, medical companies, restaurants, foreign (European, British, German, Russian) travel agencies which provide trips to Levi or Lapland.

The marketing is aimed at groups which like to stay overnight in ice hotel or daily visitors who have a dinner and program services.

10.1. Marketing material

The previous chapters described the business idea of Luvattumaa and their services. Next, a simple plan for developing the marketing of the company will be presented and brought for further viewing, discussing, developing and measuring.

The mission is make Luvattumaa teepee restaurant, ice hotel and auxiliary services known to people, local companies, visitors, company groups in the other words, potential customers and get events and dinners organized as much as possible.

The current stage is that Luvattumaa ice castle is the only one in Levi. There are visitors, old and regular customers who have ordered dinner and event services, also foreigners who mainly come for wedding celebration.

The objectives are not discussed or published here because it is private company information.

The plan for getting there is started with a SWOT-analysis. A draft is presented in the following

<p>STRENGTHS</p> <ul style="list-style-type: none"> - Long time experience - Ice hotel is the only one in Levi - Tailored service which is experienced as ‘warm hearted’ - Food is ‘home made’ from the beginning 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> - Lack of marketing - Not yet well known - Experience of snow construction
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> - Unique experiences - New products - Experience of snow construction for upcoming winters and new ideas - Strengthen pull factors for Levi and appeal in general 	<p>THREATS</p> <ul style="list-style-type: none"> - Other snow and ice castles nearby (Lainio, Rovaniemi) - Changing climate - Icium

Strengths

The owners of Luvattumaa have had business in teepee restaurant for several years and they are experienced in what the current business is. They can still serve customers warm heartedly and provide tailored services for each customer, individual and groups. One of the success making features is the food which is prepared at home and self-made from the beginning as much as possible. The idea of dinner is also thought as an entity which includes the atmosphere – music, (played by the other owner, sometimes with a band), settings, spirit among the customers.

The ice castle and hotel is also the only one in Levi, even though there is Icium ice world, with spectacular ice and snow sculptures. The strength is that the professional ice and snow artists have been constructing both of the structures.

Weaknesses

The lack of marketing and getting the ice and snow castle to the awareness of tourists is the biggest and most notable weakness which should be taken into account. The weakness of the first year is the trial of many little things which cannot be counted as a strength of experience. Also the weakness is the low experience of snow construction which means hard work in learning and implementing each year.

Opportunities

The unique experiences which Luvattumaa can provide for its customers is the opportunity that serves many kind of customers due to the ability for tailored packages. New products can be created in many ways. Even the construction and ice sculpture is a product itself and it can work as an experience based product for groups. The complex of Luvattumaa is also an opportunity for Levi tourist resort by adding the pull factors.

Threats

The other already existing snow and ice castles which have served tourists for several winters are threats as competitors. The basic service is the same but the discriminatory services can turn the business to the winning feature for the other. Icium ice world in Levi in the same year caught a lot of the attention.

10.2. Marketing letters

The first contacts to potential customer are done by direct advertising letters. The intention is to tell shortly about the company, its services and arise the interest of the potential customers. The letters are written differently if they are sent to foreign travel agencies or domestic firms who often organize travels to Levi. The receiver is taken into account in planning the message.

The main chosen segments are firms and companies that make group travels to Levi in incentive, team spirit, meeting or other purposes and domestic and foreign travel agencies that make trips to Levi and Lapland in general.

The letters to free time travel agencies emphasize the exotic idea of snow and ice castle and activities around it and Lappish nature. The letters to firms and companies emphasize the tailor made services, atmospheric dinners, self made food and special services around the dinner. The letter for foreign tourist agencies is in enclosed in appendixes.

10.3. Marketing brochures

The brochure for Luvattumaa Ice Hotel and Gallery(Appendix 2 and 3) is planned to be a leaflet type. The colors are taken from the photos of ice hotel. The main color shades are light icy blue, snow white and brown. The light blue shades are intended to tell what it is about – the ice and snow art, as well as the snow white about the surroundings. The brown stripe tells about the warmness and the wood as an element with ice and snow.

To note: The brochure was planned and printed when the project name was Levi Ice Bar & Gallery, which changed later, and that is why the name is different from the current Luvattumaa Ice Hotel and Gallery.

The shapes in the brochure depict a white pyramid as a castle and the light blue “sky” depicts the fresh atmosphere around it. The brown line in the bottom depicts the wooden buildings and wood as an element and construction material in the structures.

The message of the brochure is to tell about what Luvattumaa offers – the dinners, saunas, services, ice and snow hotel and the auxiliary services. One side of the brochure is for prices, map, contact information, and the other side is for service information and pictures. The purpose of the brochure is to be informative and invite for visit and price request for special events.

CONCLUSION

The question of understanding and planning marketing material for Luvattumaa Ice Hotel was handled through studying visual marketing, marketing communication, experience products, segmentation and tourism in the area. The issues are intertwined together when the brochure was planned because marketing always needs to take into account what, for whom and how. Marketing communication and the visual side of marketing are important in the actual planning of the brochure but it has to be clear what is marketed and who is the receiver.

The coherent image of the company which creates not only interest but also action is the meaning of visual planning. The colors and style of the message should correspond to the planned profile with the image the potential customers get. In Luvattumaa it is practical to concentrate segmentation with tailored services for each segment and customer group.

Own evaluation

The project was challenging and taught something new about marketing planning and visual marketing. Creating the new profile of an existing company showed up to be too challenging and would have required more studying of marketing. The marketing letter and brochure work as an idea for further printed marketing.

The further researches would be testing if the letter and brochure would arouse the interest towards Luvattumaa.

REFERENCES

Printed material:

- Albanese, P.&Boedeker, M. (2002) Matkailumarkkinointi. Helsinki. Edita Publishing Oy.
- Auerbach, Carl F.&Silverstein, Louise B. (09/2003). Qualitative Data: An introduction to coding and analysis. NYU Press.
- Bergström, S.&Leppänen,A.(2007). Markkinoinnin maailma. Edita.
- Borg, P. & Kivi, E. & Partti, M. (2002). Elämyksestä elinkeinoksi. Matkailusuunnittelun periaatteet ja käytäntö. Helsinki. Werner Söderström Osakeyhtiö.
- Hirsjärvi, S., Remes, P. & Sajavaara, P. 1997. Tutki ja kirjoita. Helsinki: Kirjayhtymä Oy.
- Kortetjärvi-Nurmi, Sirkka&Kuronen, M-L.&Ollikainen, Marja. (2008). Yrityksen viestintä. Helsinki. Edita Publishing Oy.
- Malhotra, N.K. (2009) Marketing Research: An Applied Orientation. 6 th edition. Pearson College.
- Nieminen, T.(2003). Visuaalinen markkinointi. Werner Söderström Osakeyhtiö.
- Rope, T. (2000). Suuri markkinointi kirja. Helsinki. Otava.
- Saarinen, J. (2002). Elämys, Teollisuutta, taloutta vai jotakin muuta? Lapin yliopiston menetelmätieteellisiä tutkimuksia 2. Rovaniemi: Lapin Yliopisto.
- Sipilä,L. (2008). Käytännön markkinointi. Nyt. Helsinki. Infor Oy.
- Tarssanen, S. (2007). Elämystuottajan käsikirja. Lapin Yliopisto.
- Uskali, P.(1995). Käytännön markkinoinnin perusteet. Raisio: Paino- Raisio Oy.
- Veal A.J. (2006) Research Methods for Leisure and Tourism: A Practical Guide. Financial Times Prentice Hall.
- Vellas, F.&Bécherel, L.(1999). International Marketing of Travel and Tourism. Hampshire. Macmillan Press Ltd.
- Von Hetzen, P. (2006). Brändi yritysmarkkinoinnissa. Helsinki: Talentum.
- Vuoristo, K. (1998). Matkailun muodot. Helsinki: WSOY

Electronic material:

<URL:<http://www.kittila.fi>>

<URL: <http://www.levi.fi/>>

<URL: <http://www.luvattumaa.fi>>

<URL: <http://www.levinsanomat.fi>>

Nahid Golafshani: Understanding Reliability and Validity in Qualitative Research *in The Qualitative Report Volume 8 Number 4 December 2003 597-607* Toronto, Ontario, Canada: University of Toronto. cited in 22.3.2011. Available in internet:

<URL:<http://www.nova.edu/ssss/QR/QR8-4/golafshani.pdf>>

Opetusministeriö (1995). *Kulttuurinen tietoyhteiskunta: Strategiset perusteet ja lähtökohdat opetusministeriön toimintaohjelmalle vuosiksi 1997–2000* [online]. Helsinki: Opetusministeriö. [siteerattu 1.2.2000] Saatavana Internetissä:

<URL:http://www.minedu.fi/kulttuurinen_tietoyhteiskunta>.

Matkailun edistämiskeskus (2008). *Matkailukohteiden kävijämäärät 2007*. Helsinki: Taloustutkimus Oy. [siteerattu 2010]. Saatavana Internetissä: <URL: http://www.mek.fi/w5/mekfi/index.nsf/%28Pages%29/Tutkimukset_ja_tilastot>.

APPENDICES

Appendix 1

Theme interview questions

1 – The basic information of the company

2 – *The customers and segmentation*. Who are the customers and how the segments have been born with the business? How the segmentation is executed in your company?

3 – *Marketing*. What is done with marketing and what new the year brought to the company. What are the marketing needs? How the marketing is implemented in your company

4 – *Visual planning*. If visual profile is or will be renewed, what are the aims of it? What is the message wanted to deliver?

5 – *Experience products*. How experience based products are executed in Luvattumaa? How you answer to peoples eager to experiences?

6 – *Tourism in Levi and Lapland*. How it has changed? The travelers? The type of travels? Expectations? The customers of Luvattumaa?

Appendix 2

HINNASTO

KLO 11-19
AIKUISET 8 € / LAPSET 4€
OPASTETTU LINNAN ESITTELY RYHMILLE (1-40 HLÖ) 48 € RYHMÄ

YÖPYVINEN JAALINASSA

MA-TO 140 €/HLÖ
VIKONLOPPIJAIN 175 €/HLÖ

KULJETUKSET LEVIKESKUKSESTA
10 €/HLÖ
KERRASTON JA VILLASUKKIJEN VUOKRA
15 €/HLÖ
EVÄSPAKETTI - KUUMAA MEHUA SEKÄ LEIPIÄ
10 €/PAKETTI

LINNAN HÄÄT

KAPPELIN VUOKRA 290 €
KOKO HÄÄPAKETTI 680 €
(SIS. HÄÄKOORDINAATTORIN PALVELUT, KAPPELIN VUOKRAN, SRKIN TAI MITÄN PALVELUT)



LISÄPALVELUT:

VALO- JA VIDEOKUVATUKSET
ALK. 380 € JA 560 €
KUKKA-ASETELMAT
ALK. 64 €
PORO-, KELUKA-, KOIRAVALLIAKKO-
KULJETUKSET ALK. 238 €
DISCO 770 €

HINNASTO

MAHISSAUNA
420 € / 10 HLÖ + 20 € / LISÄHENKILÖT
SUUREMMILLE RYHMILLE TARJOUKSET

- takkatapa, puhkuhono
- kuuma- ja kylmäkylpyryt
- pyyhkeet ja pesuaineet
- käyttöaika 2 tuntia

Levi Ice Bar & Gallery

LUVATTUMAA, LEVI
gsm. 040 740025
LUVATTUMAA@LEVI.FI
WWW.LUVATTUMAA.FI



KOTARAVINTOLA palvelee yli 100 paikkaisena asiakkaita lounaasta illaliseen, arjesta juhlaan!

MAHISSAUNA JA TÖRMÄKYLVIYT huoltavat ja puhdistavat mielen ja kropat!

ICE BAR & GALLERY kutsuu lumollaan tilaisuuksiin, yöpymisiin, eksoottisiin elämyksiin!

OHJELMAPALVELUITA ryhmien iloksi ja verenkierron virkistämiseksi!

UUTTA LEVILLÄ!

LEVI ICE BAR & GALLERY
avataan joulukuussa!

Ounasjoen kristallinkirkaasta jäästä rakennettu jäähotellimme valmistuu joulukuussa. Yli 10 000 m2 suuruinen alue käsittää hotellin huoneineen ja sviitteineen, galleriaravintolan, icebarin, kappelin sekä saunasaston kylpyineen.

Vietä unohtumaton yö jäähotellissa, ihalle jää- ja lumiviestoksia, hiljenny jääkappelissa tai vietä ikimuotoiset häät tunnelmallisessa ympäristössä. Vihkosemmonia veistöiden koristeellussa jääkappelissa ja illallinen kotaravintolan lämmössä jäävät lähtemättömästi mieleen. Jo vuosien kokemuksella henkilöikuntamme ja hääkoordinaattorimme auttavat onnistuneitten juhlien järjestelyssä.

Nauti hiljaisuudesta luonnon keskellä tai istu iltanuotolla. Ihaille tykkylumipuita lumikenkäreitillä ja nauti vauhdin hurmasta koiraväljakoreitellä, jonka jälkeen saunan ja kylpyjen lämpö rentouttavat niin mielesi kuin kehoosiin. Herkullinen illallinen kotaravintolassamme lapolaisen musiikin siivittämänä kruunaa iltasi. Näistä ne ovat onnistuneen illan ainekset tehdyt. Tuo vieras viihtymään ja kokemaan Lapin tunnelmaa ja eksotiikkaa.

TERVETULOA TUTUSTUMAAN!



LINNASSA YÖPYESSÄ MYÖS OHJELMAA ON

Lumen- ja jäänveistoa, lumikenkäilyä linnan maisemissa, pilkkimistä Ounasjoella, iltapalaa nuotolla, hauskoja lumileikkejä!

MAHISSAUNA ja JÄÄSAUNA MENNINKÄINEN

Nauti Maahissaunan lempeistä kyljyistä ja kuuma- ja kylmäkylvyistä, ympärillä Lapin lumoava luonto; revontulet ja tähtitaivas. Rentouta kehosi ja mielesi tai pidä saunapalaveri. Jääsauna on arktinen kokemus johon yhdistyy jää ja Lapin hirtet.

LÄMMIN LOUNAS LÄMMIKKEEKSI JA ILLALLINEN ILOKSI, TÄYTTEHEKSI VATSALLESI

Tarjoamamme ruuat teemme vaativallekin maulle ja kokoamme alusta asti itse, hyvistä raaka-aineista.

Lepoa, luontoa, ilhaa, leipää
LAPIN TALIKAA, leikkäkaa
LUVATTUMAAATA JA LAULUAKIN!









Appendix 3

PRICES

GNOME SAUNA AND BATHS
420 € / 10 PAX + 20 € / EXTRA PERSONS
OFFERS FOR LARGER GROUPS

- dressing room with fire place
- hot and cold baths
- towels and soaps
- time for use 2 hours

Luvattumaa

Levi Ice Bar & Gallery

LUVATTUMAA, LEVI
gsm. 040 740025
LUVATTUMAA@LEVI.FI
WWW.LUVATTUMAA.FI

NEW IN LEVI!

LEVI ICE BAR & GALLERY
opens in December 2010

The snow and ice hotel will be constructed by December 2010. The area of over 10 000 m2 comprises hotel rooms and suites, gallery restaurant, ice bar and a chapel and additionally a sauna department with baths.

Spent an unforgettable night in the ice hotel, discover the amazing ice and snow sculptures, calm yourself at the chapel or spend a memorable wedding celebration in atmospheric environment! Wedding ceremony in a chapel and the dinner at ice bar or teepee restaurant will be an experience for life. Our personnel and wedding coordinator with years of experience helps you to arrange the celebration.

Enjoy the silence in the middle of nature and calm by the fire place. See the beauty of snowy trees on a snow shoeing trip, feel the fun of dog sledge tour after which – let your body and mind relax in sauna and baths! A delicious dinner in the teepee restaurant makes the evening perfect!


Bring your guests for spending great time, experiencing the exotic atmosphere of Lapland!

YOU ARE WARMLY WELCOME!

WHEN OVERNIGHTING IN THE ICE HOTEL...
There are possibilities for activity programs: Snow and ice sculptures, snow shoeing, ice fishing on the ice of river Ounasjoki, evening snack by a camp fire, and fun plays and games on the snow!

GNOME SAUNA AND ICE SAUNA HOBGOBLIN
Relax in comfort saunas and hot and cold baths, surrounded by mesmerizing nature of Lapland; the star sky and the Northern lights! Ice sauna is an arctic experience which combines the ice and Lappish log.

DELICIOUS EATING
We prepare the meals ourselves from the very beginning from good raw ingredients, and compile the menu for also a demanding taste.







TEEPEE RESTAURANT
serves customers from lunch to dinner

GNOME SAUNA AND UNDER GROUND BATHS
take care of body and mind

ICE HOTEL, BAR & GALLERY
invites for overnighting, parties, and exotic experiences!

PROGRAM SERVICES
for groups - fun and refreshing

Appendix 1

Greetings from Finnish Lapland!

There are many reasons to visit Levi Ski Resort in Lapland and now there is one more! We will create the first and the only ICE HOTEL of Levi.

The hotel will be made entirely of ice and snow, including our ice restaurant, ice bar, chapel and of course, our hotel rooms. Not forgetting the arts – snow and ice sculptures are part of the castle, including exquisite reproductions of Lapland reindeer.

Located near our tepee restaurant and underground sauna alongside the river Ounasjoki, the latest addition to our family of facilities is located just 7km from the Levi city center. You can reach us by cross country skiing tracks, snow mobile routes and by road, which means our peaceful location is more accessible than you thought!

Experience an unforgettable night in a beautiful and cool hotel room in a warm sleeping bag. Our chapel accommodates astonishing weddings, and our restaurant serves traditional Lappish cuisine. Just ask, and we can arrange activities ranging from alpine curling to safaris, from Lappish baptism to a refreshing sauna bath. By day, hit the Levi slopes which are convenient to the hotel.

Experience exotic and enchanting Lapland! Our pristine arctic location has no light pollution, so stargazing is a must. With any luck, you can probably even catch the Northern Lights!

We put our years of experience to work to make you feel welcome. Even on the coldest day, our hospitality will keep you warm.

Contact us for more information or to book your holiday today!

Lea ja Pekka Jussila
phone + 35840 7400 925 email:
luvattumaa@levi.fi
inet: www.luvattumaa.fi
 Luvattumaa

