



## **Common Future for Baltic Tourism II seminar**

***Theme based products with Tallinn and  
Turku: through challenges  
to successful networking and sale***

**Maritta Hiltunen**

**Cultural Tourism 2011-project / Turku Touring**



EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
**INVESTING IN YOUR FUTURE**



CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013

## Maritta Hiltunen, background

- **Baltic Capitals- King's Road (BCKR) 1999-2000, PHARE CBC**
- **King's Road Russia, 2001-2002 TACIS**
- **Baltic Capitals- King's Road (BCKR II)**
- **Järvamaa Harjumaa and Uusimaa Cross border Heritage Tourism Cooperation in the spirit of EUREGIO and Baltic Capitals and King's Road , 2004**
- **Baltic Palette I 1998-2000, INTERREG IIC, PHARE, TACIS**
- **Baltic Palette II 2002-2004, INTERREG IIB, PHARE, TACIS**
- **Cultural Tourism 2010 – 2012, Central Baltic, Interreg IV A**



## Cultural Tourism 2011: Partners

- **Programme:** Southern Finland - Estonia Sub-programme
- **Duration:** 36 months 09/2009-08/2012
- **Total project budget:** 1 019 300 €
- **ERDF:** 804 800 €
- **Lead partner:** Turku Touring / City of Turku
- **Partners:**
  - Turku 2011 Foundation
  - Tallinn 2011 Foundation
  - Tallinn Cultural Heritage Department



## Cultural tourism 2011

### Goals:

- Cultural Tourism 2011 enhances **collaboration** and the **creation of new culture-based quality tourism products** and, in this way, increases the number of foreign tourists in the Turku and Tallinn regions.
- This includes a **study of the experiences of the visitors** and organizing **training for the service providers**.
- Through a **joint product development**, the project creates an attractive and interesting product combination for the European market to join the two cities.



## Cooperation with partner companies

- Other cooperation activities: service chain mapping, innovative marketing e.g.
- **Product development**
  - 2 experts through competition (Estonian and Finnish)
  - Commitment as sellers as well, now exists 4 sellers
  - Both have a long experience in organizing and selling tours
  - Demanding process: Joint Kick off event, 4 theme based seminars in both cities, Joint Follow up seminar of results
  - Pricing and finding out best combination most difficult
  - Lot of ideas much less concretes

## CT2011 Products (1)

### 4 main themes

#### ● DESIGN & ARCHITECTURE

- Aimed at lovers and enthusiasts of art/design/architecture, this track will feature themed city tours with visits to various creative places, participation in art workshops etc.

#### ● FACING THE SEA

- Tallinn and Turku are bound by the sea and both cities are greatly influenced by their waterside location – this theme is naturally based on Turku archipelago & Aura River, Tallinn Bay



## CT2011 Products (2)

### 4 main themes

#### ● FOOD CULTURE

- This theme places Estonian and Finnish cuisine into spotlight, introducing and teaching about food traditions and modern cuisine, regional drinks, locally grown food

#### ● MODERN LIFE IN HISTORICAL CITIES

- Building on one of the main themes of Tallinn 2011, this theme will encompass experiences in the Old Towns of both Tallinn and Turku, searching for similarities and differences among the two and offering attractive options for various target groups



## Challenges in project implementation

- Regulations and approach of doing actions differs in countries
- EU bureaucracy growing and sometimes far a way from common sense
- Slowness in reporting, improvements and funding from EU – 3 step process before funding comes
- Not own www-pages – normal clients and public have hard to find our information from partners sites
- Workspace are only for project partners – means a closed system
- First after concrete products the visibility have grown

## Challenges in cooperation

- Partner companies via open call resulted to that the companies are not homogeneous in size, field ore in know how
- Difficult to fine a right level in training, different interests in both sides
- Difficult to combine the products to same packages and find the right price
- Service chain mapping is difficult process for companies, too abstract
- Different needs, resources and too much high expectations of the financial benefits



## Successful examples of implementation

- The cooperation started with basic researches needed in implementation
- Involvement of professionals and experts
- Sellers involved already in product development process
- Commitments from partners involved
- Use of existing know how and results of previous projects and best practices
- Directing the resources to expert work and cooperation with tourism business
- Results benefiting permanent organisations not projects
- Commitment of the partners and interest groups



## Successful examples of networking

- **Product development – tour operators as experts**
- **Sellers from both countries**
- **Marketing experts: Nordic Marketing for German markets**
- **E-earning entities done by experts of different business fields**
- **Part time communication assistant: Social media and information, activating participants and clients**
- **Service chain mapping (Pöyry Finland) and focus groups from both countries**
- **Schools and students connected to the cooperation both cities**



## Project results at your service

- The researches and other expert works available:
  - Cultural Tourism 2011 Communication plan
  - Cultural Tourism Media and marketing plan
  - Benchmarking report
  - Product manual (only for German markets)
  - Marketing material
  - Info package of Hospitality programme for service providers (coming soon)
  - E-learning entities available at [www.Kulmat.fi](http://www.Kulmat.fi)





**Thank you for your attention!**

**Maritta Hiltunen**

**Cultural Tourism 2011/Turku Touring**  
**[maritta.hiltunen@turku.fi](mailto:maritta.hiltunen@turku.fi)**

**[www.culturaltourism2011.com](http://www.culturaltourism2011.com) (workspace)**

**<http://www.facebook.com/Cultourism2011>**

**<http://www.turkutallinn.com/>**



EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
**INVESTING IN YOUR FUTURE**



CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013