



Tourism marketing promotion and joint tourism marketing in Lahemaa NP region ESTONIA

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LAHEMAA NATIONAL PARK

- established June 01.1971, the oldest national park in Estonia
- surface area of the Lahemaa NP in North-Estonia is 74784 ha, of which 2/3 is land and 1/3 is sea
- values: forests, mires and bogs, meadows, lakes, rivers and the coastal seaside with island Mohni, cultural heritage, historical manors, villages and farms, different type nature study trails to enjoy and learn nature values, silence, wild animals, birds

Lahemaa National Park tourism region



quite well known in Europe and after Tallinn the most popular rural tourism destination in Estonia



tourism centres in 3 historical manors in the heart of Lahemaa: Palmse, Sagadi and Vihula



several different type eating places available all year round: restorans, taverns, cafes + from advance booking farm/museum based gaterings



unique nature values, several nature trails, multiple choice of tourism services for different target groups, including museums, nature centre and-school
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TARGET GROUPS

-BIG GROUPS OF FOREIGN TOURISTS WITH CULTURAL HERITAGE AND NATURE INTERESTS

-INDIVIDUAL FOREIGN TOURISTS - NATURE LOVERS

-CHILDREN NATURE STADY GROUPS OF DIFFERENT AGE FROM ESTONIA

-WEDDING AND OTHER PARTIES GROUPS

-SEMINAR AND CONFERENCE GROUPS

-ACTIV HOLIDAY MAKERS: HIKERS, RIDERS

-ADULT GROUPS WITH DEEP INTEREST FOR NATURE AND LOCAL FOOD: COURSES AND PROGRAMS GRUOPS


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Marketing promotion of Lahemaa NP tourism services/products


-  good level services create mouth to mouth marketing, both among tourists and tour operators
-  general internet based information, including www.puhkaeestis.ee www.visitestonia.com www.lahemaa.ee , all social media possibilities, home pages of entrepreneurs
-  different tourism fairs, including TourEst in Tallinn in February and Matka fair in Helsinki in January
-  promotion campaigns: single enterprises/NGO-s and joint marketing campaigns (3 manors together, Genuine Experiences in Lahemaa (KEEL NGO) network together...


Examples of joint marketing in Lahemaa

-  Palmse, Sagadi and Vihula manors joint programmes, events and packages:

Examples:

- 3 manor's night hiking in July
- Lahemaa tastes week in October 07.-15.2017 (third year)
- joint packages of services, look homepages:
www.sagadi.ee www.vihulamanor.com
www.palmse.ee

 Genuine Experiences in Lahemaa family based farms (17) network (NGO KEEL) joint marketing: TourEst Fair, joint bucler, homepage, Facebook, joint programs and packages (under development)

 Tour operates joint tourism packages of Lahemaa region different tourism services



Kuusekännu riding farm

Thank you and welcome to Lahemaa !

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