



KESKKONNAAMET

Marketing in Matsalu National Park

Nele Sõber

National Parks in Estonia

**EESTIMAA
RAHVUSPARGID**



**ESTONIAN
NATIONAL PARKS**

Matsalu National Park (48 610 ha)

- 1500 landowners;
- 657 homesteads (+ 420 in ruins);
- 210 permanent homesteads;
- 520 permanent inhabitants (0-20=87; 20-40=64; 40-60=172; 60-90=197).

Nature Visitor Centres in Läänemaa



Matsalu Visitor Centre

* 2015- 5214 visits

* 2016- 5280 visits

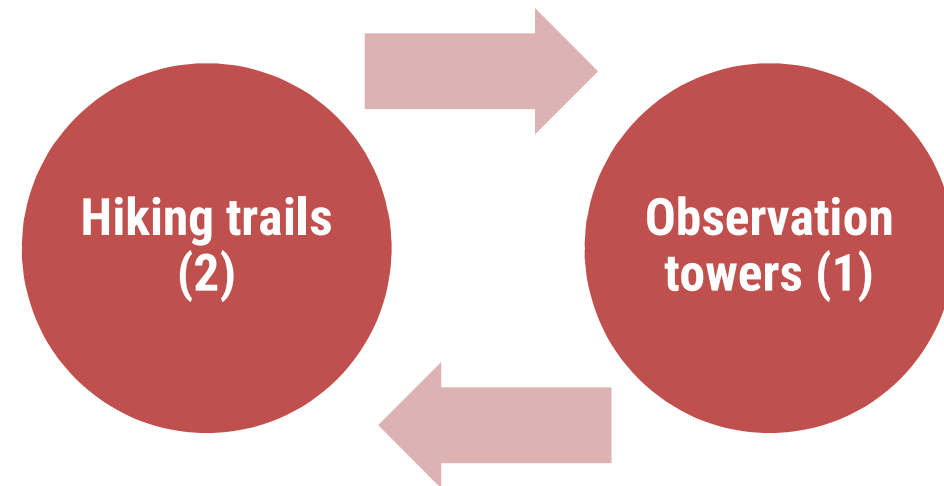
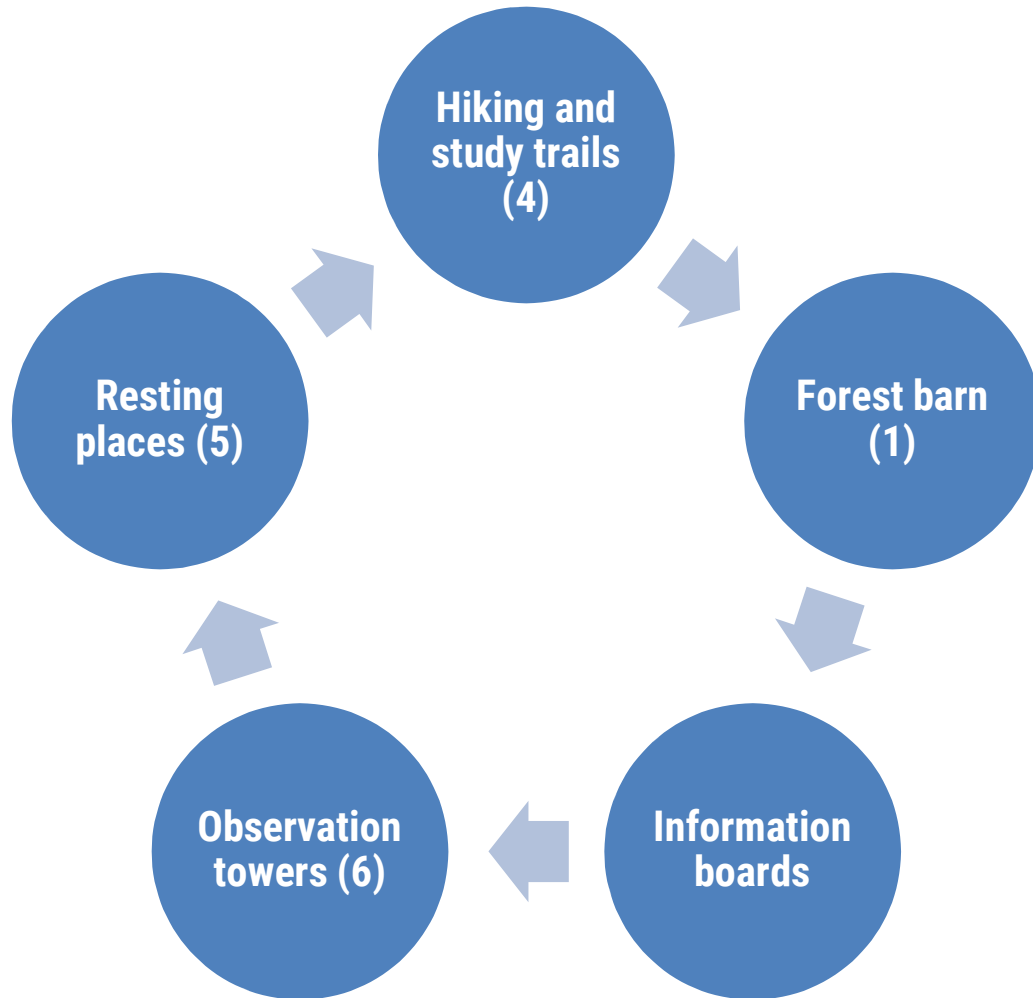


Nõva Visitor Centre

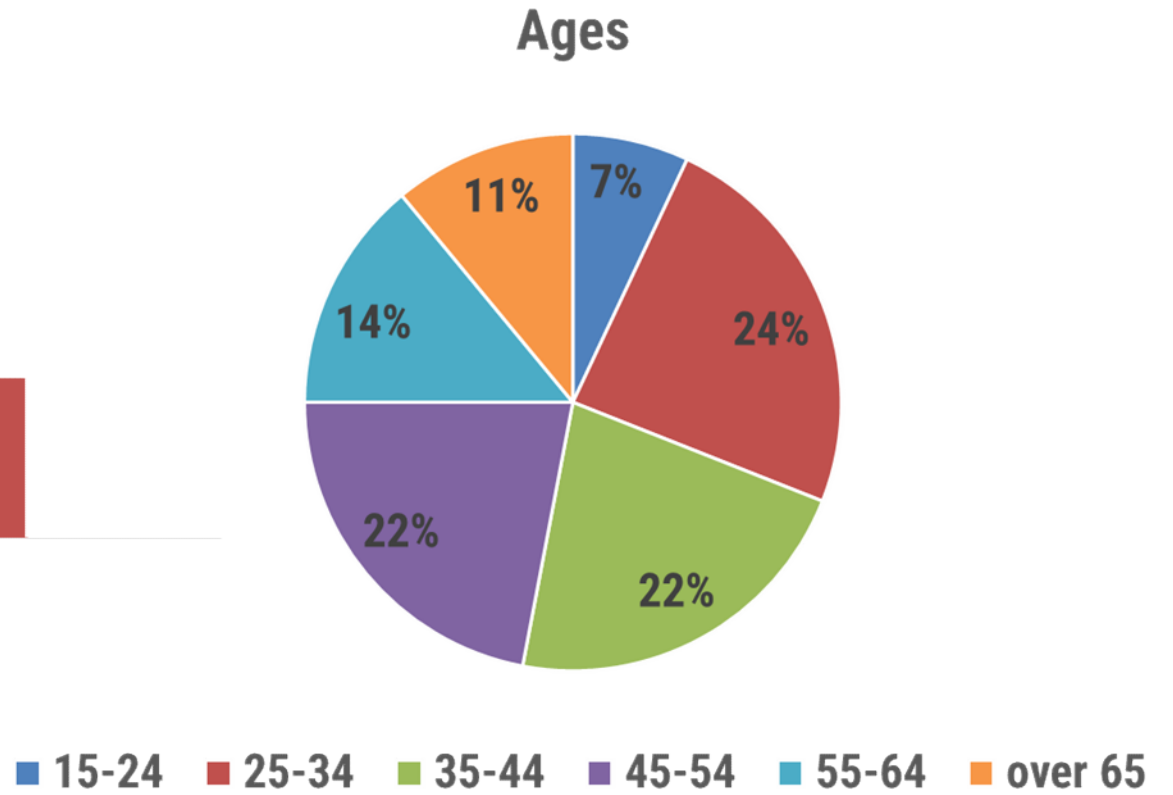
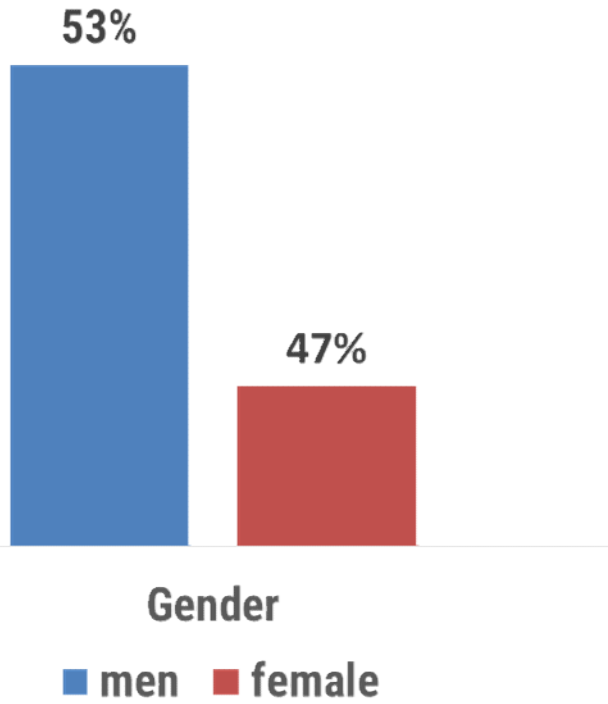
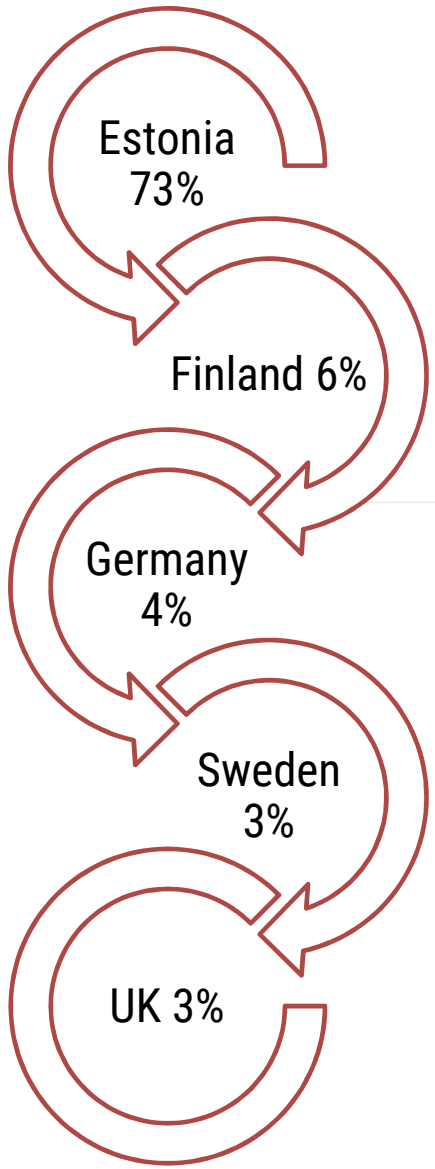
* 2015- 9099 visits

* 2016- 9114 visits

Facilities by RMK vs private owner



Many facilities by municipalities



Who is a typical Matsalu visitor?

Who is a typical Matsalu visitor?

- Mainly 2-5 people in a group;
- Activities such as hiking, nature observation, birdwatching, photography;
- 33% visits in spring, 32% in summer, 23% in autumn & 12% in winter;
- 72% one-day visitors, 28% overnight visitors.

Matsalu tourism area



Tourism development in Matsalu area

Strategy with action plan 2014-2020+

- ✓ Goal 1: Supporting the vitality of the natural and cultural heritage;
- ✓ Goal 2: Supporting the sustainable development of enterprises in the tourism sector and supporting fields;
- ✓ Goal 3: Supporting cooperation between interest groups and engagement with communities;
- ✓ Goal 4: Destination marketing and managing visitor flows;
- ✓ Goal 5: Supporting development of tourism products, including quality.

To promote and support the economy of the Matsalu tourism region by sustainably valuing people, the natural environment and cultural heritage.

Marketing by Keskkonnaamet (PA authority)



Marketing by RMK (PA visitor management)

The screenshot displays the user interface of the RMK website, designed for PA visitor management. The background is a blurred image of a forest. At the top left is the logo "LOODUSEGA KOOS" featuring a tree. In the top right corner, there are language options: "EST", "RUS", and "ENG". Below the logo and language options is a navigation bar with four icons and labels: a hiker icon for "Kuhu minna?", a calendar icon for "Sündmused", a house icon for "Broneeri maja", and an owl icon for "Metsakool".

Below the navigation bar is a search bar labeled "VÕIMALUSTE OTSING" in a green box. To its right are five menu items: "PUHKEALAD", "RAHVUSPARGID", "KAITSEALAD", and "MATKATEE".

The main content area is divided into two columns. The left column is titled "1. Vali võimalused" and contains a list of activity categories in arrow-shaped buttons: "Vali kõik", "Õpperada", "Matkarada", "Rattarada", "Maastikusõidurada", "Telkimisala", "Lõkkekoht", "Metsaonn", "Metsamaja", "Loodusmaja", "Külastuskeskus", "Teabepunkt", "Vaateorn", "Puhkekoht", "Matkavõimalus", "Telkimisvõimalus", "Invavõimalus", and "Muu". The right column is titled "2. Vali piirkond" and features a map of Estonia with regional labels: Harjumaa, Lääne-Virumaa, Ida-Virumaa, Hiiumaa, Läänemaa, Raplmaa, Järvamaa, Jõgevamaa, Saaremaa, Pärnumaa, Viljandimaa, Tartumaa, Valgamaa, Põlvamaa, and Võrumaa. A small hiker icon is placed on the map.

At the bottom center, there is a large green button labeled "3. Näita võimalusi". In the bottom right corner, there is a green button labeled "Võrgust väljas" with an upward-pointing arrow.



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MATSALU TEEJUHT

☰ AVA MENÜÜ

Avasta Matsalu rahvusparki



📍 KÜLASTA KAARTI

📖 TESTI TEADMISI

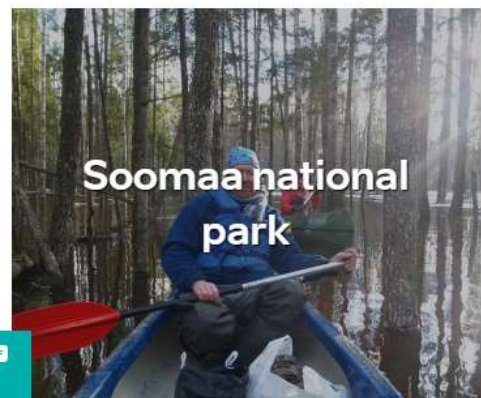


UUS LÕIK!
Penijõe–Aegviidu–Kauksi

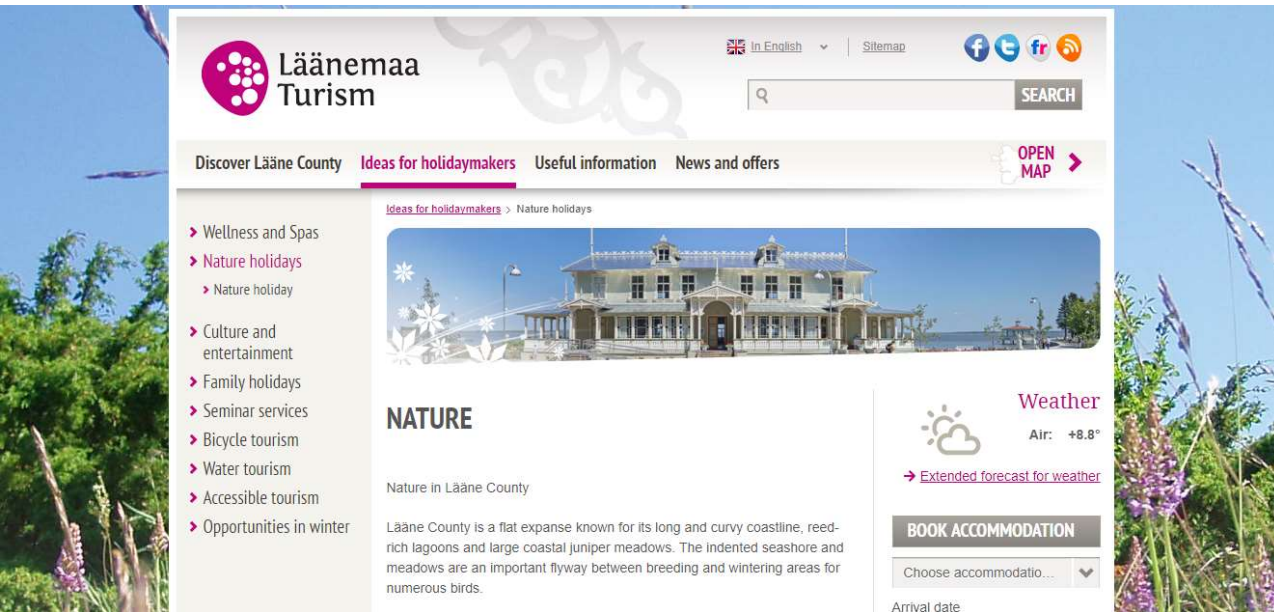
Marketing by NGO Terra Maritima

- Photo bank
- E-newsletters for foreign market and informative newsletters for locals
- Ads in nature magazines
- FAMs (trips for journalists)
- Materials to Birdfair
- Renewing www.visitmatsalu.ee (EST, ENG)
- Brochures and flyers
- Facebook page (EST, maybe ENG in the future)

Marketing by Estonian Tourism Board



Marketing by county tourism NGO























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Thank you for your attention!