



# RIVERWAYS

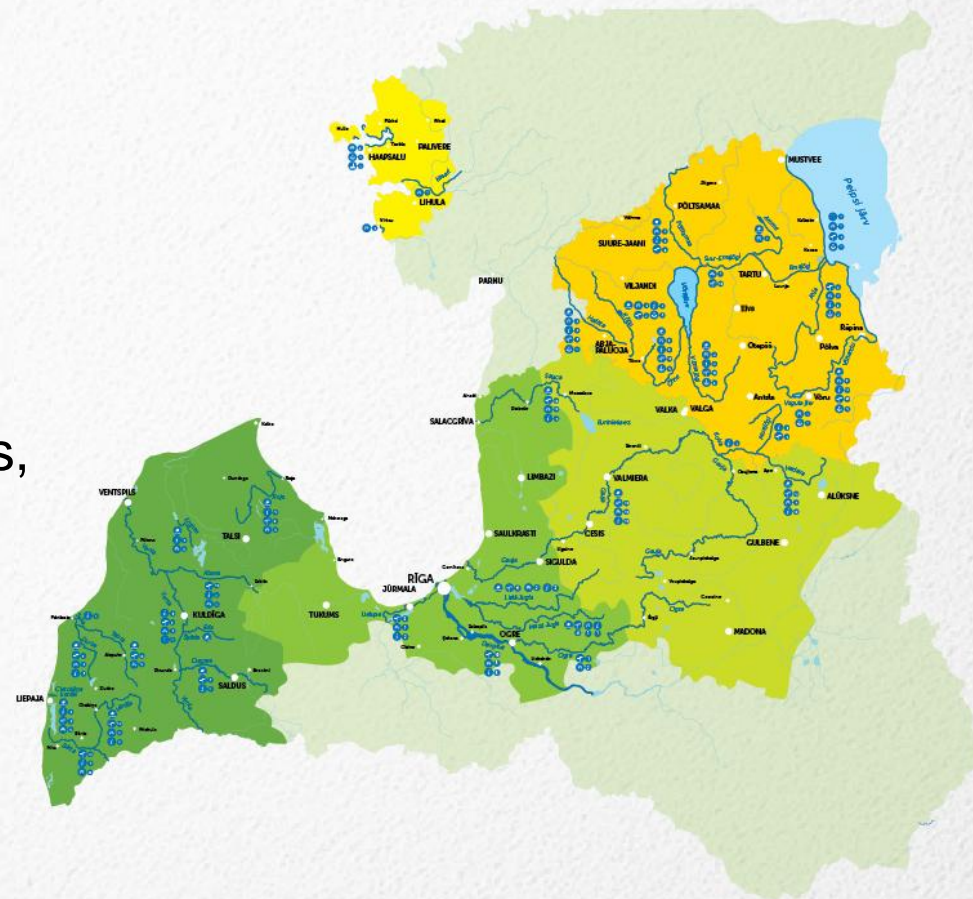
Development of Water Tourism as Nature and Active  
Tourism Component in LATVIA and ESTONIA

## **WP4 Marketing** South-Estonian Tourism Foundation

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## Marketing activities

- 1. Printed materials** – maps, detailed brochures, newspaper inserts
- 2. Electronic activities** – web platform and electronic solutions, image films, electronic insert in Finnish newspaper
- 3. Direct events to target markets** – FAM tours, Great Baltic Travel action, media campaign in Russia



## Joint marketing activities – printed materials

1. Water tourism map
2. Guide of Rivers
3. Detailed brochures for foreign target markets
4. Specific brochure to promote coastal tourism possibilities
5. Inserts in Estonian and Latvian newspapers



1. → Brochure (overall information, water tourism possibilities, including pictures, illustrative map, event calendar)
2. → Guide for Estonian rivers and guide for Latvian rivers (detailed maps for rivers, sections, facilities)
3. → Package brochures for target markets (sample packages with water tourism possibilities, service providers)
4. → Coastal water tourism guide (detailed information about coast and coastal possibilities, facilities)
5. → Inserts for domestic tourists (introduction, overall information, possibilities)

## Joint marketing activities – electronic solutions, travel game

1. Electronic solutions (web page platform, interactive map, fails for GPS, Apps for smart phones)
2. Great Baltic Travel ? (travel game)



1. → Interactive map application (suitable for web pages and smart phones)
2. → Foreign fairs (distribute materials and promote project area)

## Estonian partners marketing activities

1. FAM tour to Estonia (journalists and tour operators from Germany and Netherlands)
2. Media campaign in Russia
3. Video clips



1. → PRESS trip (journalists from nature, travel magazines)
2. Online media campaign (travel games, articles in nature and travel magazines, links to our interactive maps and video clips)
3. Video clips to introduce: 1) extreme water possibilities; 2) seaside; 3) rivers



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Thank you!

