

Year Round Value Creation

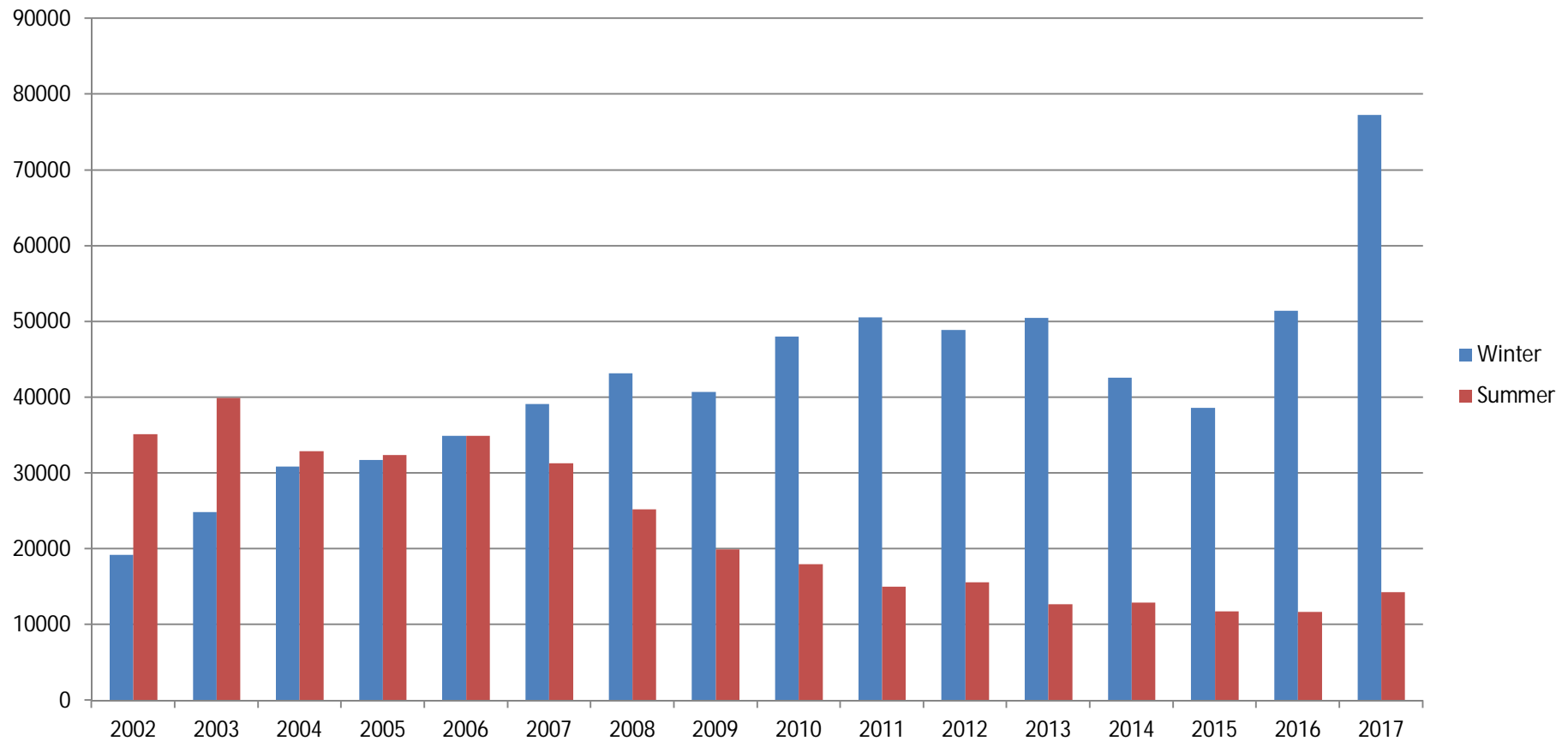
FINLAND "365"

VOIGTTRAVEL

VAN REIZEN NAAR BELEVEN

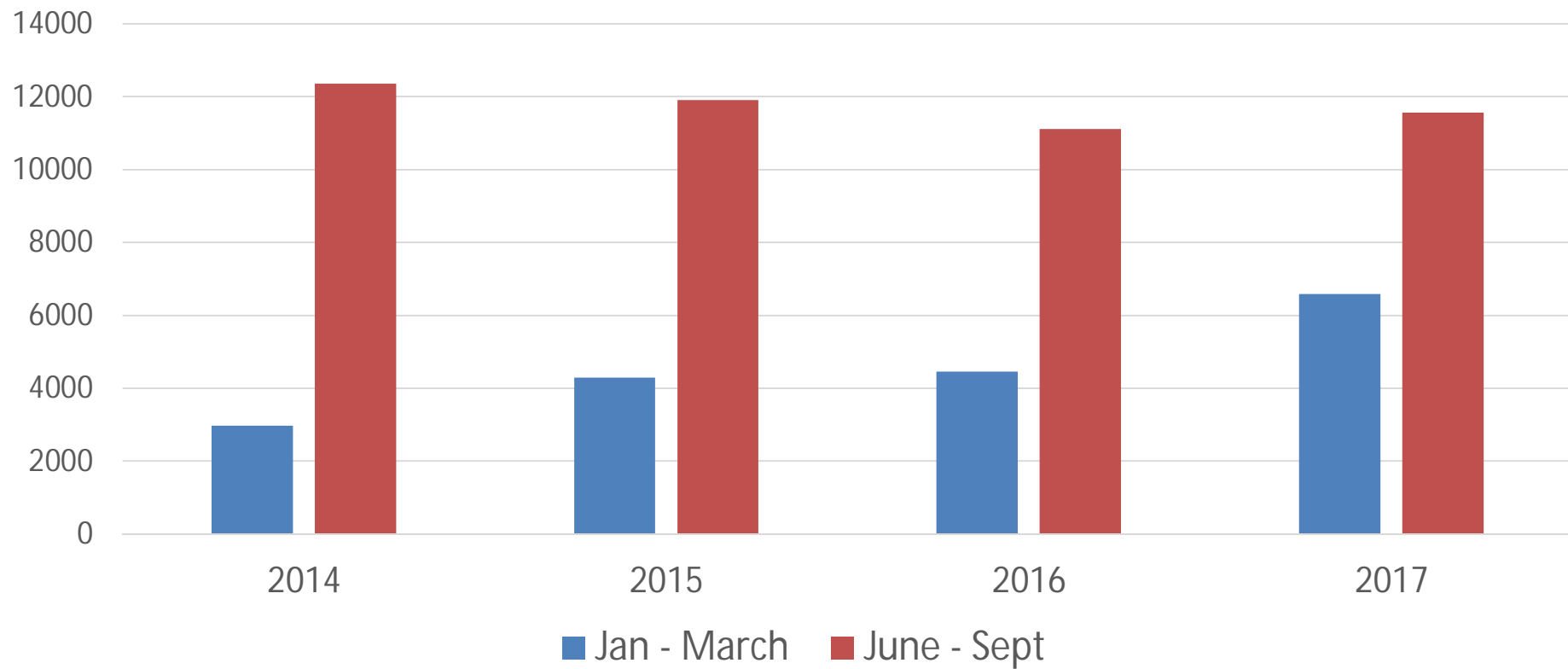
Finnish Lapland

overnight NL market



Lakeland

overnights NL market



Sustainable development
of the traveldestination
Finland
=
Year Round Value Creation

Undermining the destination Finland

Human resources

Economic

Market

Traveler / Guest

Year Round Value Creation

by Voigt Travel

- Sustainable improvement of product/service
- Accessibility
- Image and reputation
- Experiences EXCEED Expectations



Year Round Value Creation

FINLAND "365"

Reputation & Image

The cornerstone of reputation is based on nature dimension and cultural and historical characteristics (Goeldner 2000).

When these are not 100%, than experiences have bigger influence on reputation and image

Marketing in Travel

Creating and selling

becomes

The truth and sharing it

Return of Investments

becomes

Return of Attention

Marketing instruments in Travel

