

# NGO Setomaa Tourism

Elin Priks, Setomaa Tourism

# Key words

- Culture- leelo, music
- Handycraft
- jewellery
- Estonian „aborogens“- living traditions
- Wellness- mineral water, mud
- Food- the biggest organic food % in Estonia
- Nature- no factories or production
- Contrast- 2 countries (Estonia and Russia), kingdom, own language, own money ect

# Business environment background

- Inhabitants 3248 (~12 000 speaks seto language)
- 463 km<sup>2</sup>
- Density 7,3 inhabitants per km<sup>2</sup>
- 303 entrepreneurs- approx 1/3 in tourism
- Seasonality
- Small scale
- Far from cities- Tallinn 300 km, Tartu 100 km

# NGO Setomaa Tourism

- Created 2006
- DMO (*Destination management organisation*)
- 44 members, incl Setomaa municipality
- 2 workers: manager, tourism information/post
- 5 advisers

# NGO Setomaa Tourism activities

- Destination strategy and development
- Destination marketing incl cross marketing
- Seto Villagebelt development
- Setomaa brand
- Photobank
- Setomaa guides- education and certification
- Digital marketing [www.visitsetomaa.ee](http://www.visitsetomaa.ee), maps.visitsetomaa.ee ; waze
- Print materials, videos ect
- Journalists, press trips, content, communication
- Travel professionals communication, program ideas, study trips
- Tourism trends, statistics
- Representation- professional association, governmentally, other regions

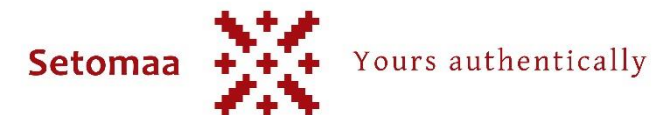
# Brand 2012 vs 2018



Yours authentically



Kimmäs kotus

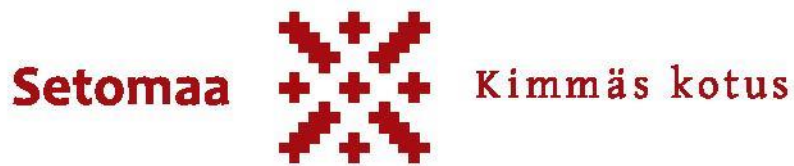




# Seto Village Belt

- What to see and do
- Easy for visitor
- About 50 objects
- Network of entrepreneurs
- Inserted in Google maps platform
- Inserted in Waze platform

<https://maps.visitsetomaa.ee/et/kaardid/seto-kylavyy>





# Seto Village Belt outdoors

- 130 direction boards
- 12 outdoor maps
- 7 resting places
- 17 information boards
- [maps.visitsetomaa.ee](http://maps.visitsetomaa.ee)
- waze



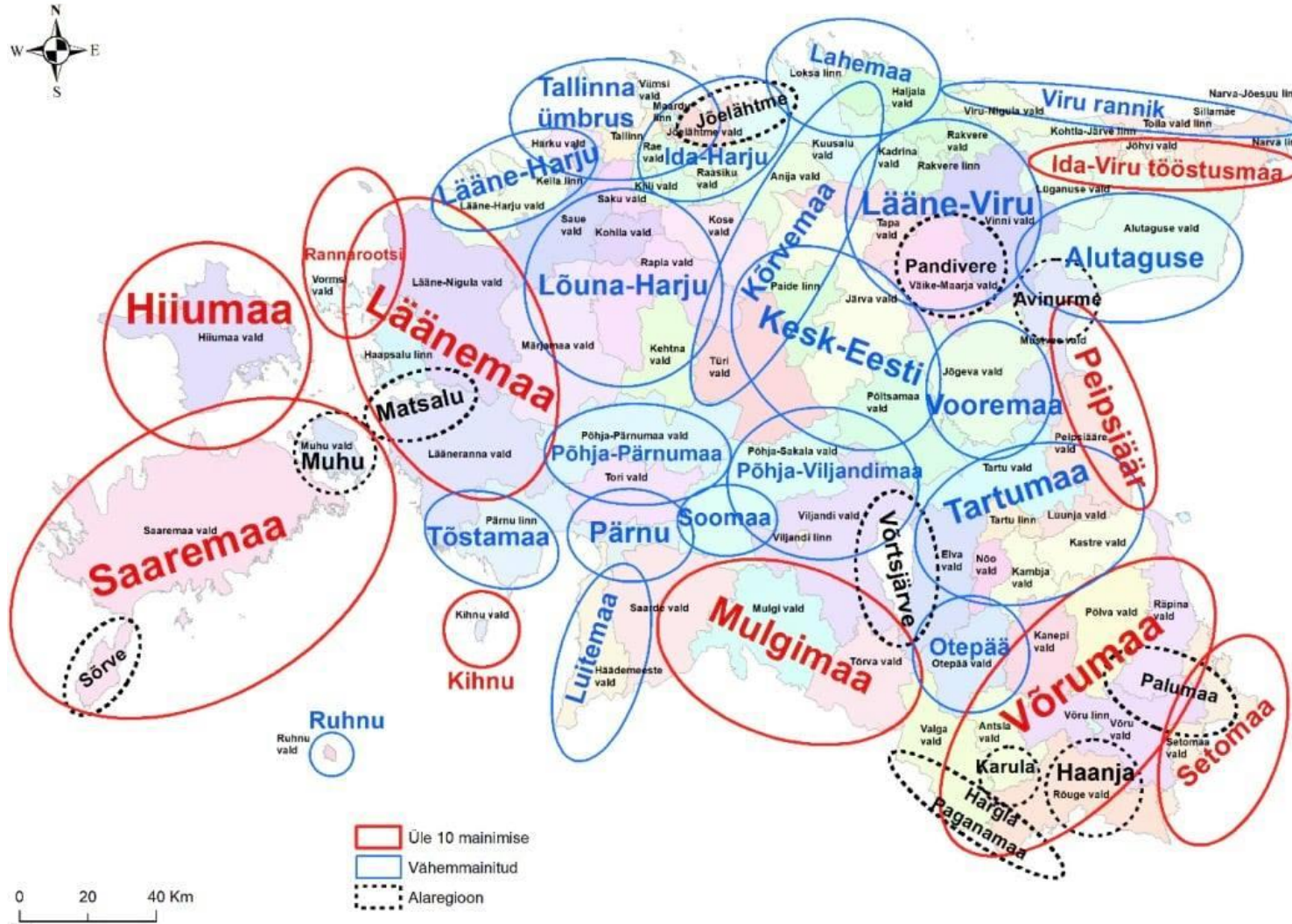


# Impacttour how to measure cultural tourism

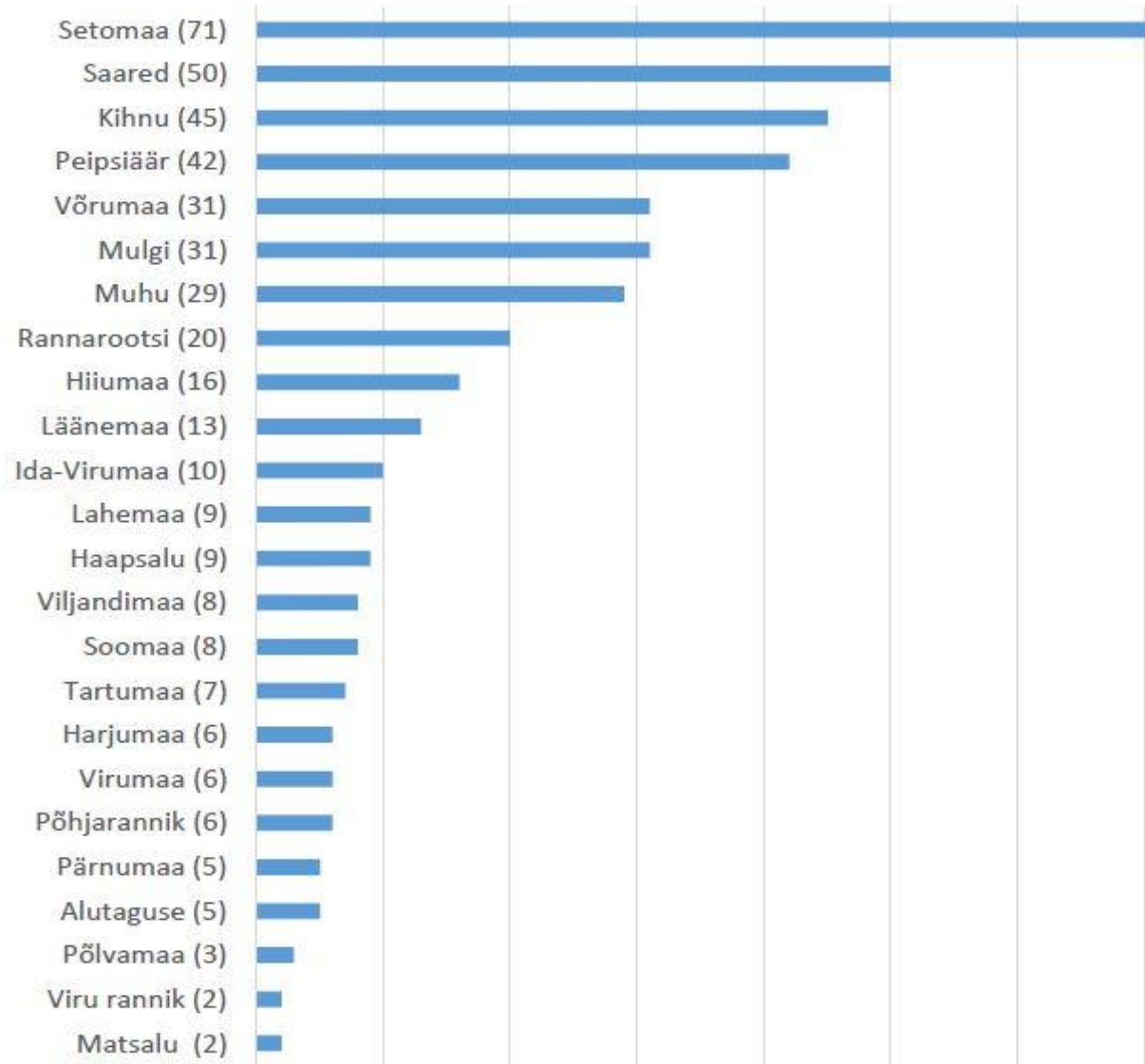
The IMPACTOUR project is funded by the European Commission's Horizon 2020 research and development program.

The project will create an easy-to-use methodology and an innovative web-based tool for measuring and assessing the impact of cultural tourism. In particular, the economic and social impact of cultural tourism on the destination is examined. The methodology of the tool will be developed in cooperation with cultural tourism destinations and networks across Europe, involving a total of 20 organizations across Europe.

# Culture desitinations in Estonia

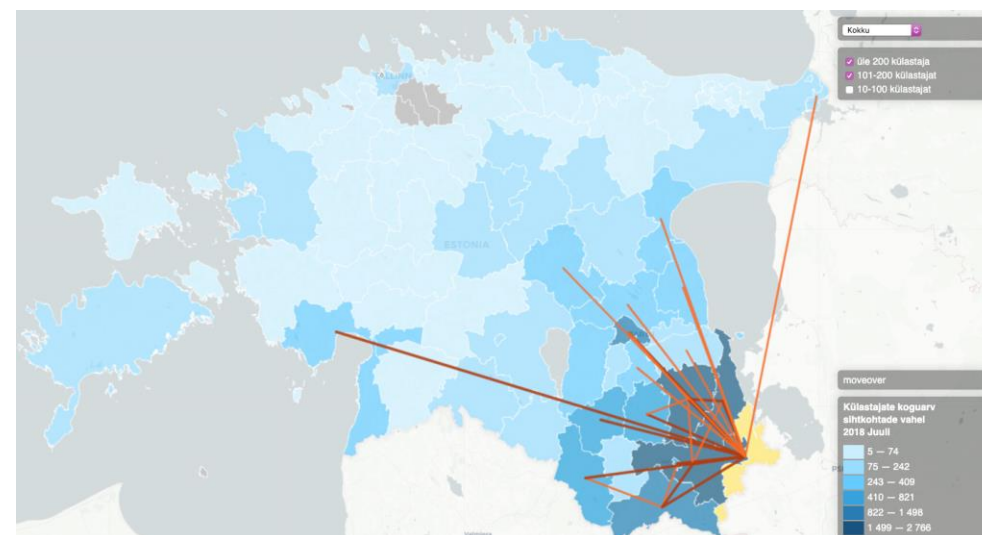
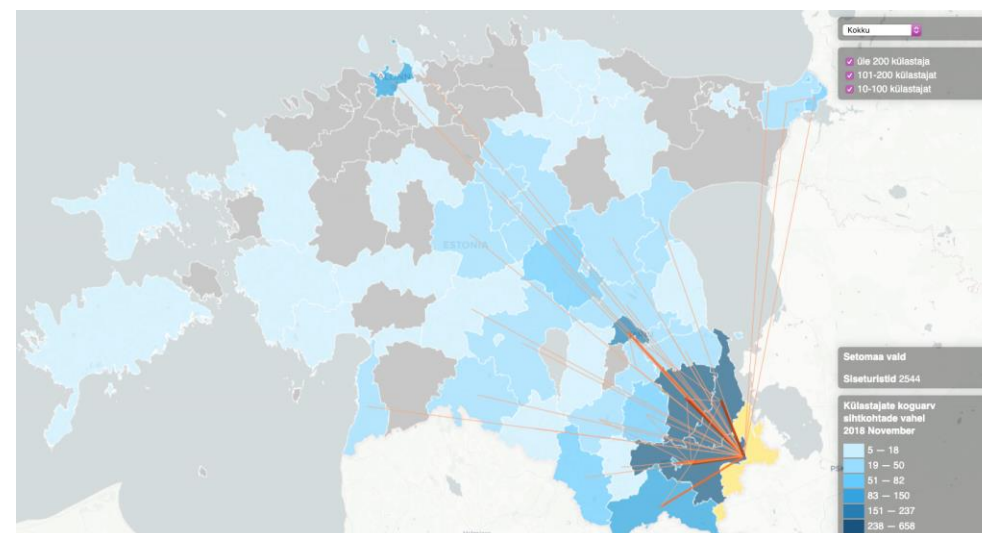


# Most known cultural regions in Estonia



# Setomaa visitors- Estonians

- 23517 accomodants, 60238 nights (2,56 nights)
- 1-day visitors 70 076, 54%
- Nights in Setomaa 37 633, 29%
- Accommodations elsewhere 20 763 16%
- Tartu, middle-Estonia, Peipsi, Pärnu, Narva
- Before getting to Setomaa other destinations involved



Setomaa

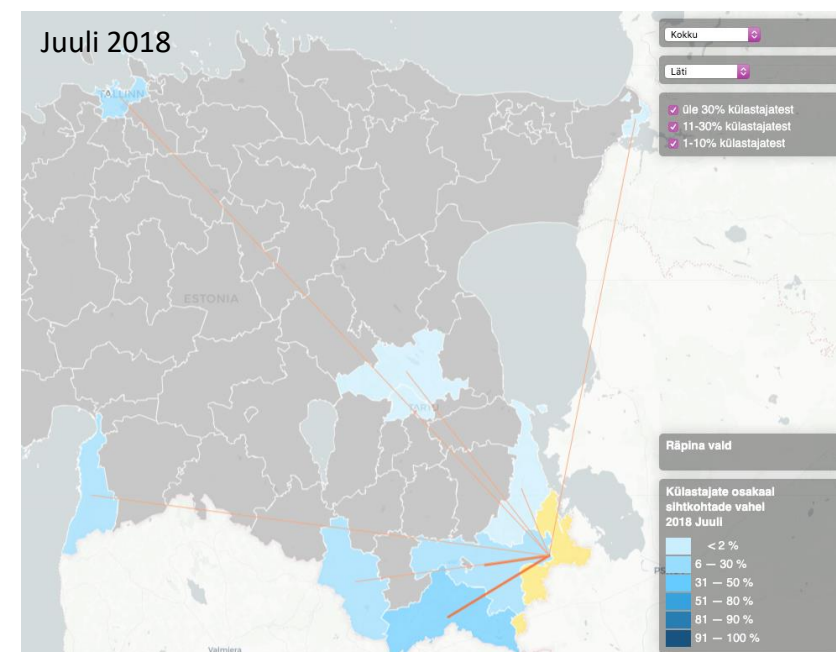
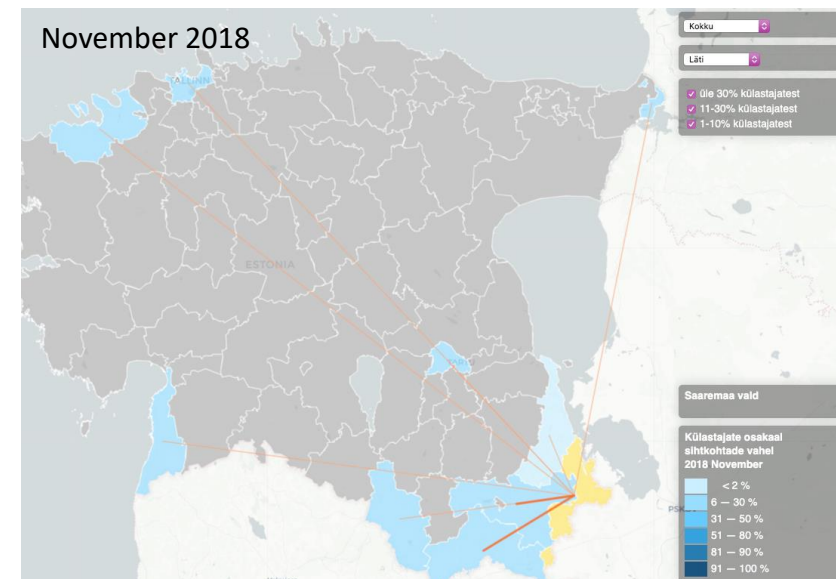


Yours authentically



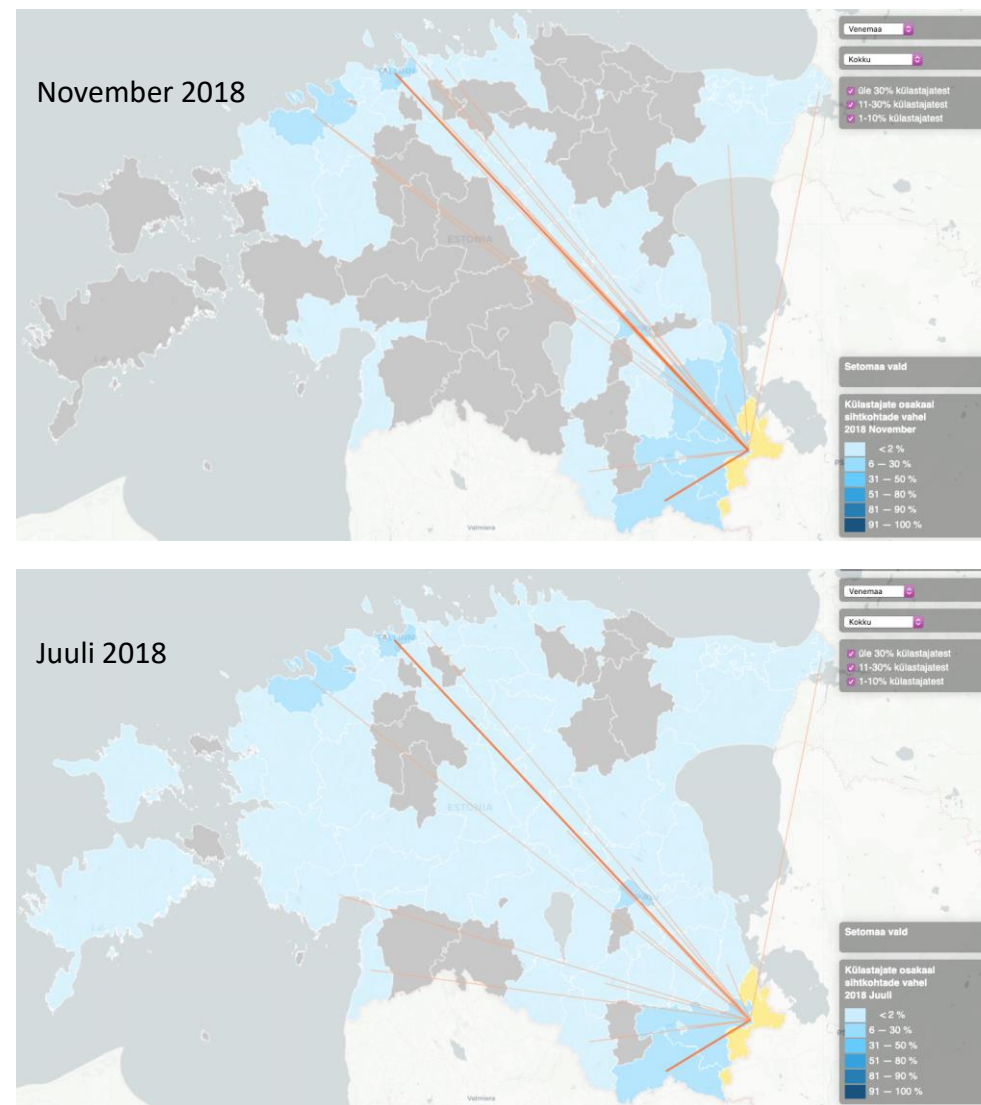
# Latvia

- 3–5% of all Latvian visitors
- 17046 over nights (68%)
- 2005 stays elsewhere (8%)
- 6016 one day visitors (24%)
- 1,39 nights
- Tartu, Pärnu, Tallinn, Narva



# Russia

- 7–11% of all Russian visitors
- 62705 (73%) over nights
- 9448 (11%) elsewhere
- 1546 (18%) one day visitors
- 1,67 nights
- Close destinations
- Tallinn, Paldiski, Pärnu, Narva, Tartu
- Ida-Virumaa, Peipsi kant, Tallinn-Tartu-Luhamaa



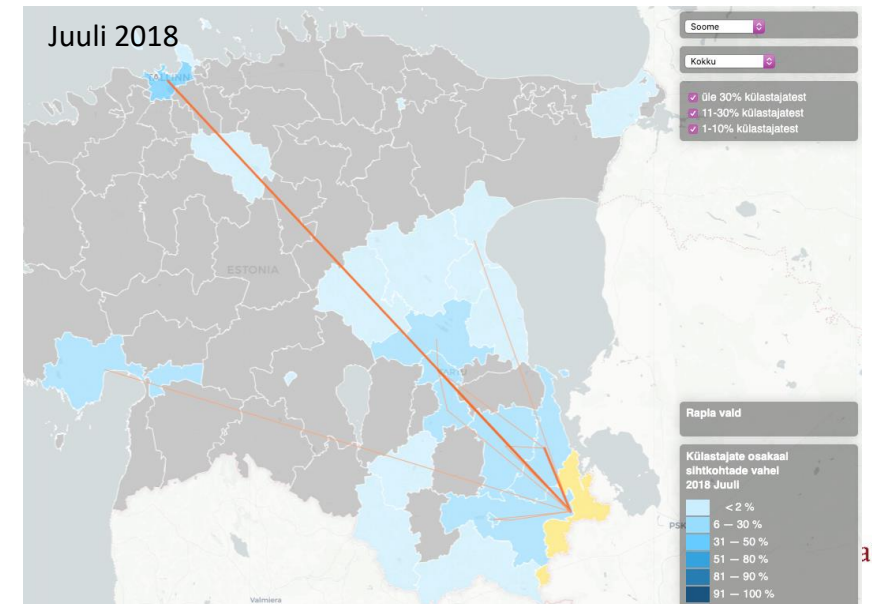
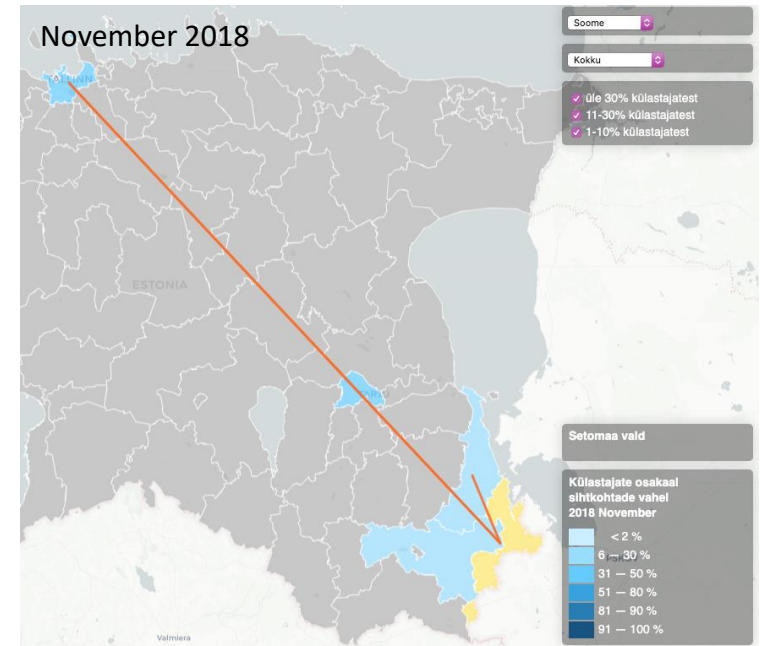
Setomaa



Yours authentically

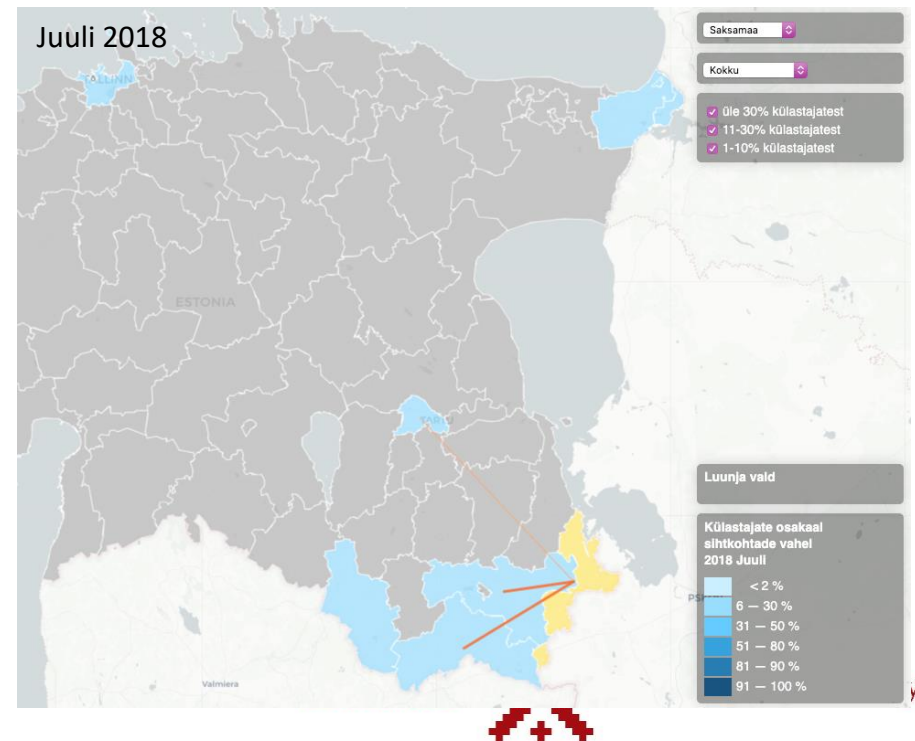
# Finland

- 1% of all Finish visitors
- 15376 stay over (75%),
- 3895 stay elsewhere (19%)
- 1230 1-day visitors (6%)
- 1,89 nights
- Tallinn, Tartu
- Close destinations
- Tartu ja Peipsi, Pärnu



# Germany

- 2% of all German visitors
- 3339 (70%) are staying over
- 620 (13%) are staying elsewhere
- 858 (18%) 1-day visitors
- 3,1 nights
- Võru, Rõuge
- Tartu, Tallinn, Narva





# Japan



# Tourism trends

- High rate of personal offers
- Digital marketing- SEO, preferences
- 36% is ready to pay more for personal preference/needs
- 80% books/searches by themselves
- High rate confidence
- 40% of all travel bookings via mobile
- 70% searches via mobile
- In Google search tonight and today in mobile over 150% in 2 years
- 30% bookings are for the same day or tomorrow, up to 50% up to week advance
- Increased experience-based buys, travelling
- Ready to pay more for experience, involvement (share on social media)

# Tourism impact

- Maintain the local life
- Increased the interest for moving to country side
- Like a local lifestyle
- sustainability
- Taxes for municipality
- Infrastructure
- Support





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