



Will Iceland become a next Lapland?



Map: Regional council of Lapland

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It's all about 3 simple things

- What?
- To whom?
- How?

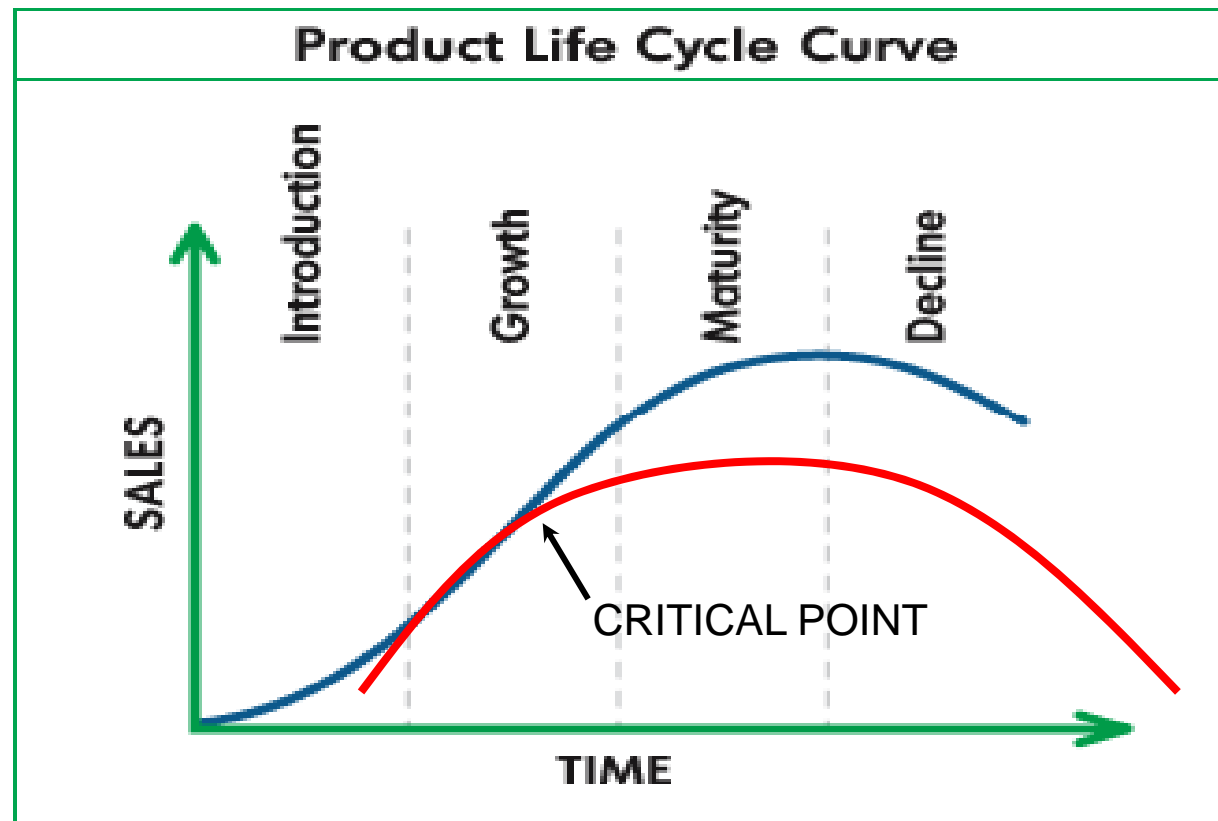


WHAT?

- Do you want to sell big volumes, mass tourism, wide distribution channel, big employment rates and low profitability?
- Or do you choose to sell quality, with right distribution channels and with good profitability?

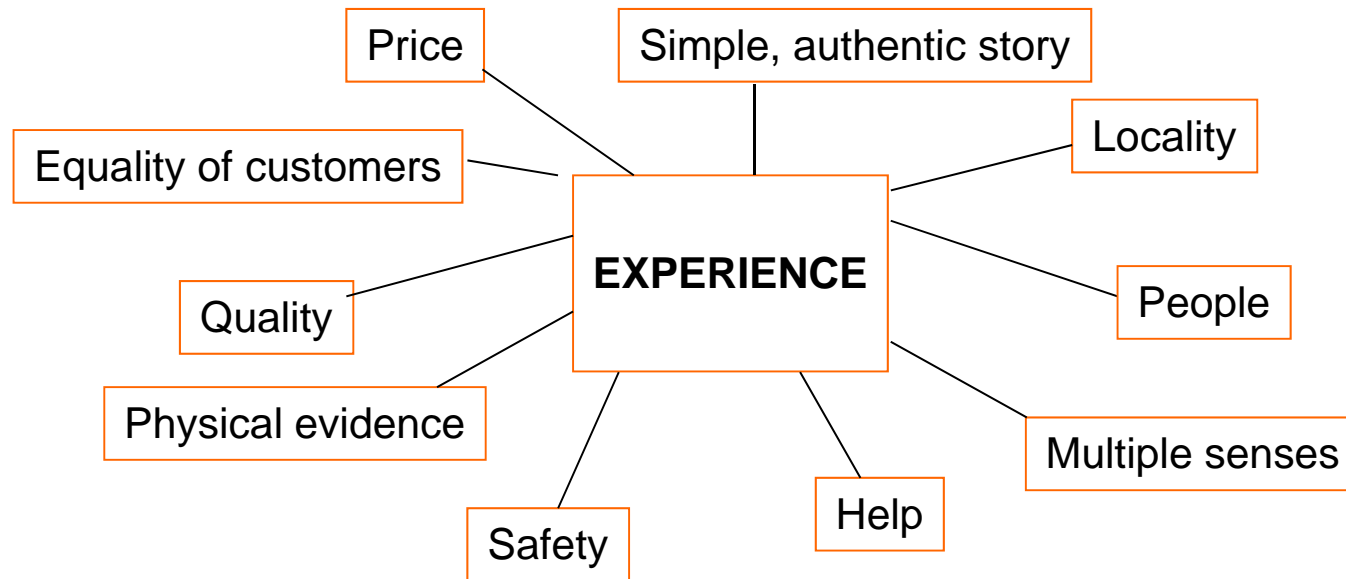


CRITICAL POINT OF PROFITABILITY





Experiences or trips?



TRIP IS SIMPLY LOGISTIC OF PEOPLE



To whom?

- Who are the right target markets for Northern Iceland? What do you want to sell? What kind of clients you want here?
- When you know that, start to make packages for them, not for everyone
- Focus, don't mess around
- Domestic and international guests
- Be proactive!

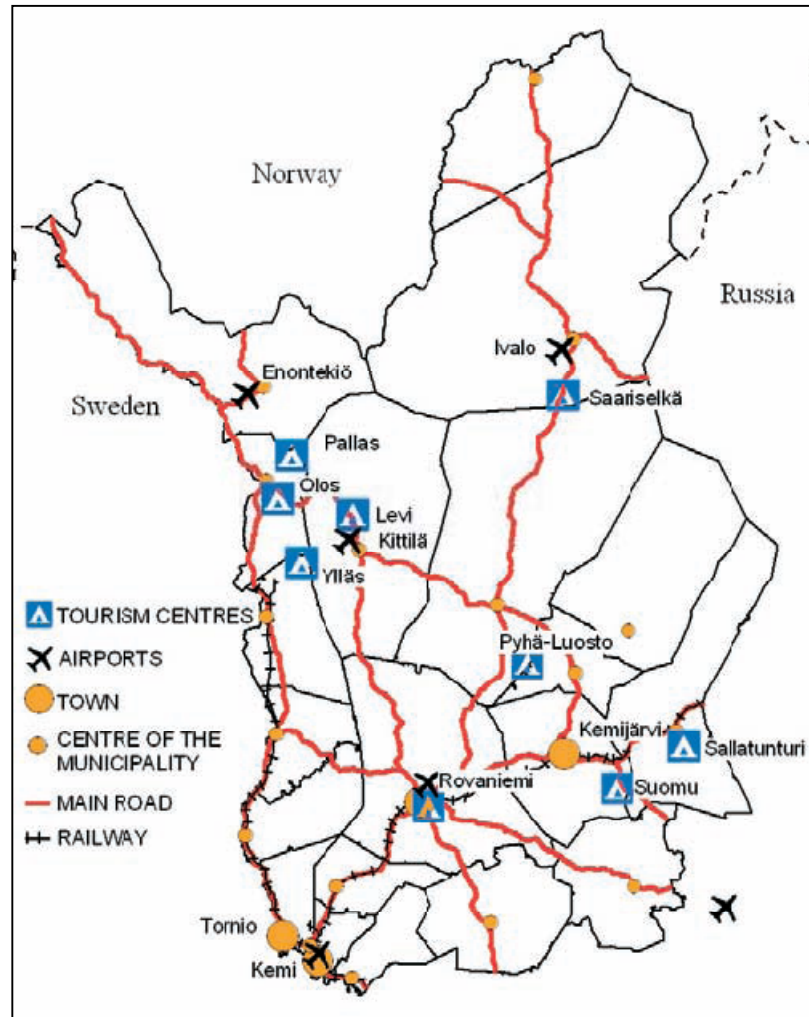


- Lapland has been mainly reacting and the causes are
 - Customer segment for high season is too narrow
 - We only have 2 really high seasons
 - Everyones competing for the same markets
 - All the companies offer the same products with different names, role of price
 - Product development is mainly copying products from each other
 - Twisted distribution channel and prices



HOW?

- Direct flights
- Packages with different modules
- Authentic experiences
- Strong destination image
- Don't try to be something else you really are
- Right tour operators
- Keep it simple
- Sustainability is more than just nice word 😊



73,70 €



40 % - 42 %

Be sure about
INFRASTRUCTURE

VS

the real USE

36 € - 40 €

2,44

And remember to create contents to the
infrastructure, infra itself is not enough!



THANK YOU!

I hope I managed to have some
time left for questions...



KATINKONTTI provides consulting packages:

- Proactive tourism
(product) development
- Profitable tourism
- Nature- and heritage tourism
- Alternative tourism



The main aim of our tourism activities:
Multidimensional experiences to our guests

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