

Two Countries
One Destination

Two Countries – one Destination project summary

Noora Barria
22.11.2022

HaparandaTornio



HaparandaTornio 2018-2022 tourism development timeline

Two Countries
One Destination

Tourism masterplan 2018-2019 HaparandaTornio

TCOD
2019-2022

BUSINESS TORNIO OY
Tourism Marketing

Kukkola

City
center

Toranda-
Cape East

Archipelago

Interreg
Nord

Europeiska regionala utvecklingsfonden



EUROPEISKA UNIONEN

BUSINESS
TORNIO



HaparandaTornio

Interreg
Pohjoinen

Euroopan aluekehitysrahasto



EUROOPAN UNIONI



Tuoteteemat

Vesistö- ja luontomatkailu

Kaksi kansallispuistoa, arktinen meriluonto ja vapaana virtaava Tornionjoki

Teemalliset matkailureitit ja -kohteet

Tornionlaakso, jäänmurtajat, Napapiiri, arktinen loppu, Löytöretkien lähtöpiste

Rajan ylittävät kokemukset

Kaksi kansallisuutta, kulttuuria, kieltä, valuutta ja aikaa 1001 tapaa ylittää raja

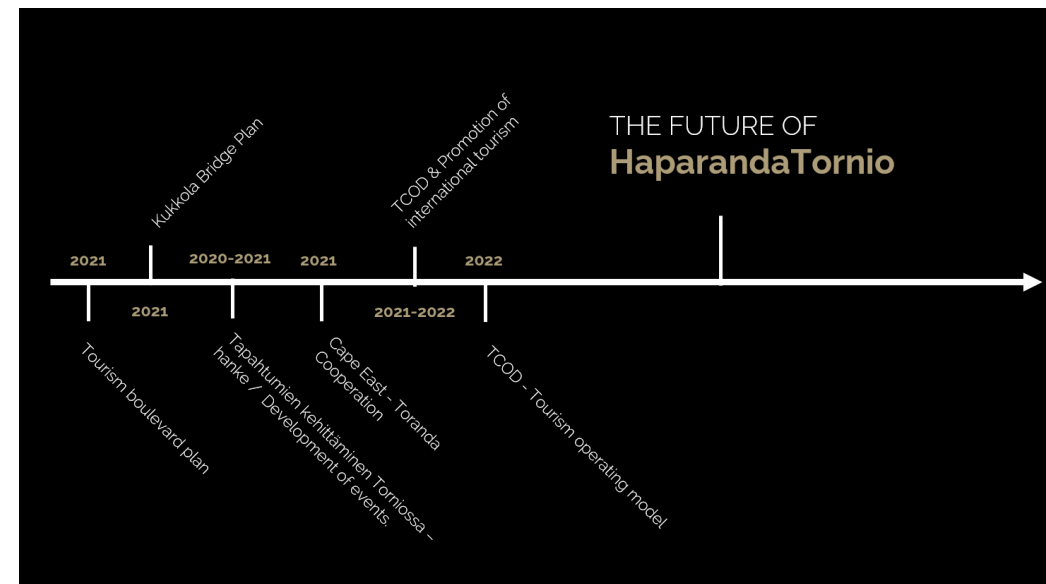
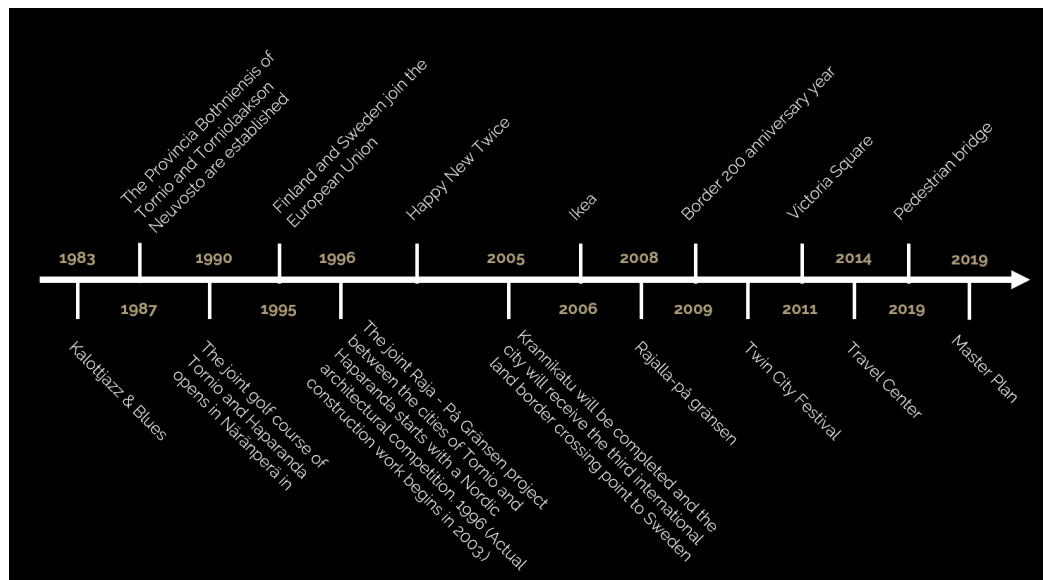
Kulttuuri ja perinteet

Sauna- ja hyvinvointi, kalastus, ruoka- ja juoma, "elä kuin paikallinen", tavat ja tarinat

Focus on nature and water tourism, thematic routes and attractions, border crossing experiences and culture & traditions.

HaparandaTornio development timeline

What has been
done together?



Two Countries – One Destination Interreg Nord project



- Interreg Nord project 1.1.2020-30.9.2022. Shared project between the City of Tornio and Haparanda, Business Tornio with the primary responsibility

Goals:

- Increasing the internationalization rate of the HaparandaTornio destination and the number of international tourists
- Increasing the turnover and future investments of tourism companies and tourism employment.
- Encourage and strengthen the cross-border cooperation between the companies in Sweden and Finland
- Creating joint and unique tourism product packages.
- Creating an operating model for the tourism development and marketing in the destination.
- Creating a common and new tourism image for the destination, which is marketed together.
- Establishing permanent cross-border networks and partnerships between the tourism actors.
- Developing the tourism-related infrastructure and land use in HaparandaTornio

The analysis of reaching the goals in the project have been analyzed in the final report summary Link:

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Developing the infrastructure

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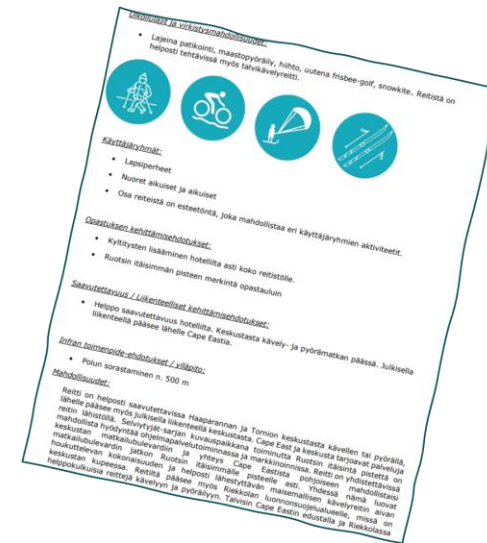
- **Tourism boulevard aka coastal promenad** - Tyréns, development plan 2021
 - Digitalization and story telling an ongoing process
- **Kukkola bridge** - Sweco, prestudy and development plan 2021
 - discussed in the municipal councils, spring 2022
- **Cape East – Toranda**
 - Observational picture, Unibanid 2021
 - Thesis by Ellen Gustafsson 2022
 - :"Evenemangskapacitet Destination HaparandaTornio"
- **FCG – development plan for routes.** All infrastructural plans have been taken into consideration in the FCG's route development work 2022.



Development plan for routes in HaparandaTornio by FCG 2022

- The existing outdoor routes and related development needs were investigated
- The survey took into account the needs and thoughts of tourism operators about the development of routes. The survey has considered the attractiveness of the routes from the point of view of different types of tourists, taking into account local strengths and offerings.
- The report has examined points of convergence that enable cross-border cooperation even more
- The plan presents alternative models for financing the maintenance of the routes
- The planning work has included field visits, interviews with tourism operators and survey research, as well as telephone interviews

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Survey and development plan for kayaking and hiking routes - Johannes Langer 2021

- The purpose of the feasibility study Haparanda Archipelago Kayak trails was to inventory and compile relevant aspects concerning kayaking in the Haparanda Archipelago.
- The goal is to visualize the vision of "Haparanda Archipelago Kayak Trails" and recommend investments that make the archipelago more accessible for paddling interested and active guests and the visitors of the HaparandaTornio region.



Benchmarking in Levi

With the information given to us from FCG and entrepreneurs we went to meet entrepreneurs, Visit Levi Sales Manager, guides and Business Manager of Kideve in Levi. We had interviews and meetings, we went to try hiking, biking and canoeing with different companies. Levi faces the same challenges than HaparandaTornio with mostly privately owned land. National park areas are easier to develop route wise in order to develop the tourism at the same time. Routes are significant for activity service providers and create attractiveness to the destination. The maintenance is also a big issue with routes. More info on benchmarking report and FCG development plan for routes.




Benchmark trip – Levi / reitistö

21.-24.9.2022

• Osallistajat: Noora, Tiina & Hannaleena + Jenna ja Anu Teampolli osallistujat

• Ohjelma:

- Ke 21.9.2022
 - 9:00 Leviin Tienkariin vuokra-autolla
 - 10:00 Kahvilaan paavon Sotkissa / Lapin Seurakunta, Anna Kärkainen - verkostoitumisen vuoksi vierailu ja kahvipöytäkeskustelu
 - 11:00 Leviin ja pohjoiseen suunnittelu / Lapin Seurakunta, Anna Kärkainen - verkostoitumisen vuoksi vierailu ja kahvipöytäkeskustelu
 - 12:00 Lounas (paikalla)
 - 14:00 Leviin kulkeminen Levi Keskusta
 - 16:00 Leviin kulkeminen
 - 18:00 Leviin kulkeminen Levi Keskusta
 - 19:00 Leviin kulkeminen Levi Keskusta
- Tu 22.9.2022
 - 9:00 Leviin Tienkariin vuokra-autolla
 - 10:00 Leviin kulkeminen Levi Keskusta
 - 11:00 Leviin kulkeminen Levi Keskusta
 - 12:00 Lounas (paikalla)
 - 13:00 Leviin kulkeminen Levi Keskusta
 - 14:00 Leviin kulkeminen Levi Keskusta
 - 15:00 Leviin kulkeminen Levi Keskusta
 - 16:00 Leviin kulkeminen Levi Keskusta
- Pe 23.9.2022
 - 9:00 Leviin Tienkariin vuokra-autolla
 - 10:00 Leviin kulkeminen Levi Keskusta
 - 11:00 Leviin kulkeminen Levi Keskusta
 - 12:00 Lounas (paikalla)
 - 13:00 Leviin kulkeminen Levi Keskusta
 - 14:00 Leviin kulkeminen Levi Keskusta
 - 15:00 Leviin kulkeminen Levi Keskusta
 - 16:00 Leviin kulkeminen Levi Keskusta
- La 24.9.2022
 - 9:00 Leviin Tienkariin vuokra-autolla
 - 10:00 Leviin kulkeminen Levi Keskusta
 - 11:00 Leviin kulkeminen Levi Keskusta



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interreg Pohjoinen

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Tourism info

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Survey of the tourism information activities of various destinations in Finland and Sweden was done in the beginning of the project 2020.

Master's Thesis, May 2021, Ella Rantamaa: "Digitalization as a tool for improving customer experience in tourism". Creating value for the traveler through digitization.

Website renewal 2021 and 2022, social media channels renewal 2021

Information operations outsourcing experiment 2021-2022, 6 months, Kalix24

Info points for Tornionlaakso museum and Haparanda library in the summer of 2022 will continue to operate.

Renewal of the map in 2022

Info phones Finland+Sweden and mutual email will continue to operate



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Outcome and analysis:

- There is a need for a tourist info point and area map. Phone and email operate as info channels for mainly Swedish and Finnish visitors planning on crossing the border for shopping or visiting for vacation or family purposes. Because our info point is not a sales channel there is no need for all-year-round active tourist information office. People mostly find the information online and that is why the website needs to be attractive and informative at the same time, providing the info that the visitor is looking for and charming the website visitor at the same time. Because the resources are limited usually for tourism development and specially marketing, the focus needs to be in good content that does not need to be updated often.
- Possible future development: landing pages in different languages. Separate page for tour operators updated. Connection to the sales channel. All areal services need to be in the same platform in order to coordinate the marketing and sales. Now all info goes to service providers own service page in HaparandaTornio which helps the website visitor to get information about the different services and providers in the destination but the sales chain is way too long and difficult.



HaparandaTornio tourism brand development

Collaboration with Flatlight Creative House

Visual concept

Two times - one _____ is our visual concept. It comes from the duality of the area: two countries, two time zones and two different sides of the area to experience as a traveller.

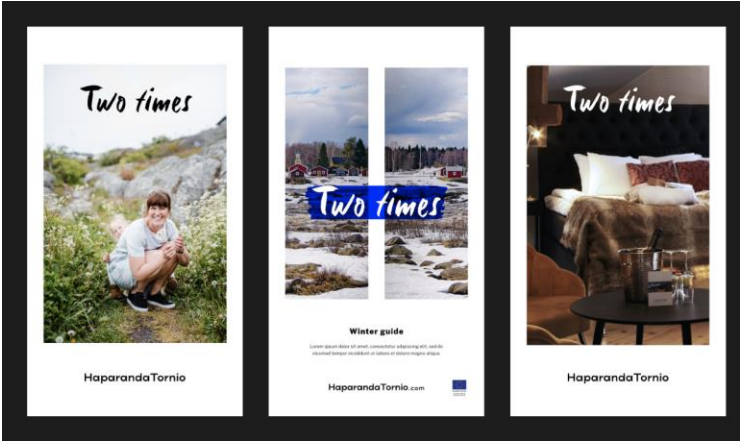
The idea is to communicate the uniqueness of HaparandaTornio area with smart and playful way. Two times is visible in the main message, texts and visuals.

When we communicate in Finnish or Swedish the meaning can be either “kaksi aikaa” or “kaksi kertaa”. It still works equally well.

One stop
One station
One location
One experience

Two times

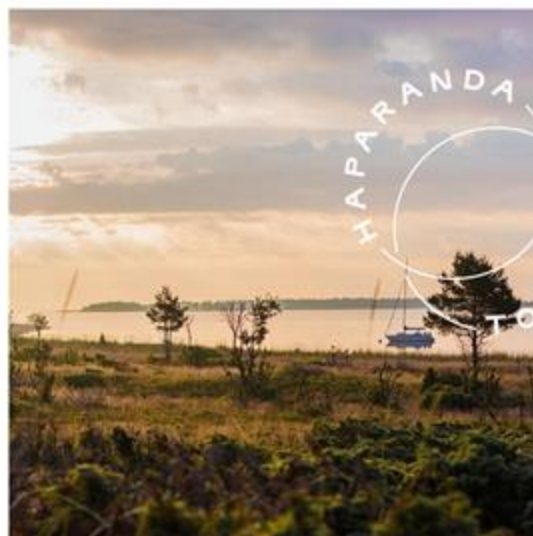
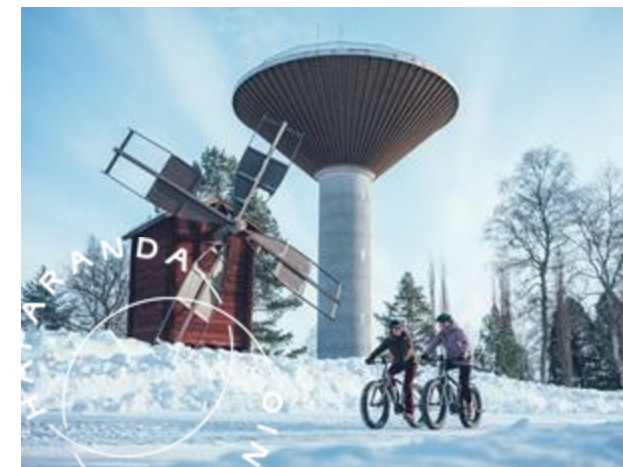
One neighbourhood
One destination
One zone
One joy



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#HaparandaTornio #twotimes #tuplastiseikkailua #dubbeltupp

- Photo and video guide has been created in order to maintain the image of new HaparandaTornio.
- Visual guidelines and brand assets have also been created

Pictures and videos

- The purpose of the pictures and videos is to present HaparandaTornio as an attractive travel destination
- Companies and destinations are described comprehensively, with local people as models in the pictures
- As a general rule, images are used on the HaparandaTornio website and social media channels, as well as in international marketing mainly for the use of tour operators
- Photos: Flatlight Creative House and Antti Kurola
- Video shooting: Flatlight CH and Oliver Åström
- Photo guide was made by Flatlight in 2021.



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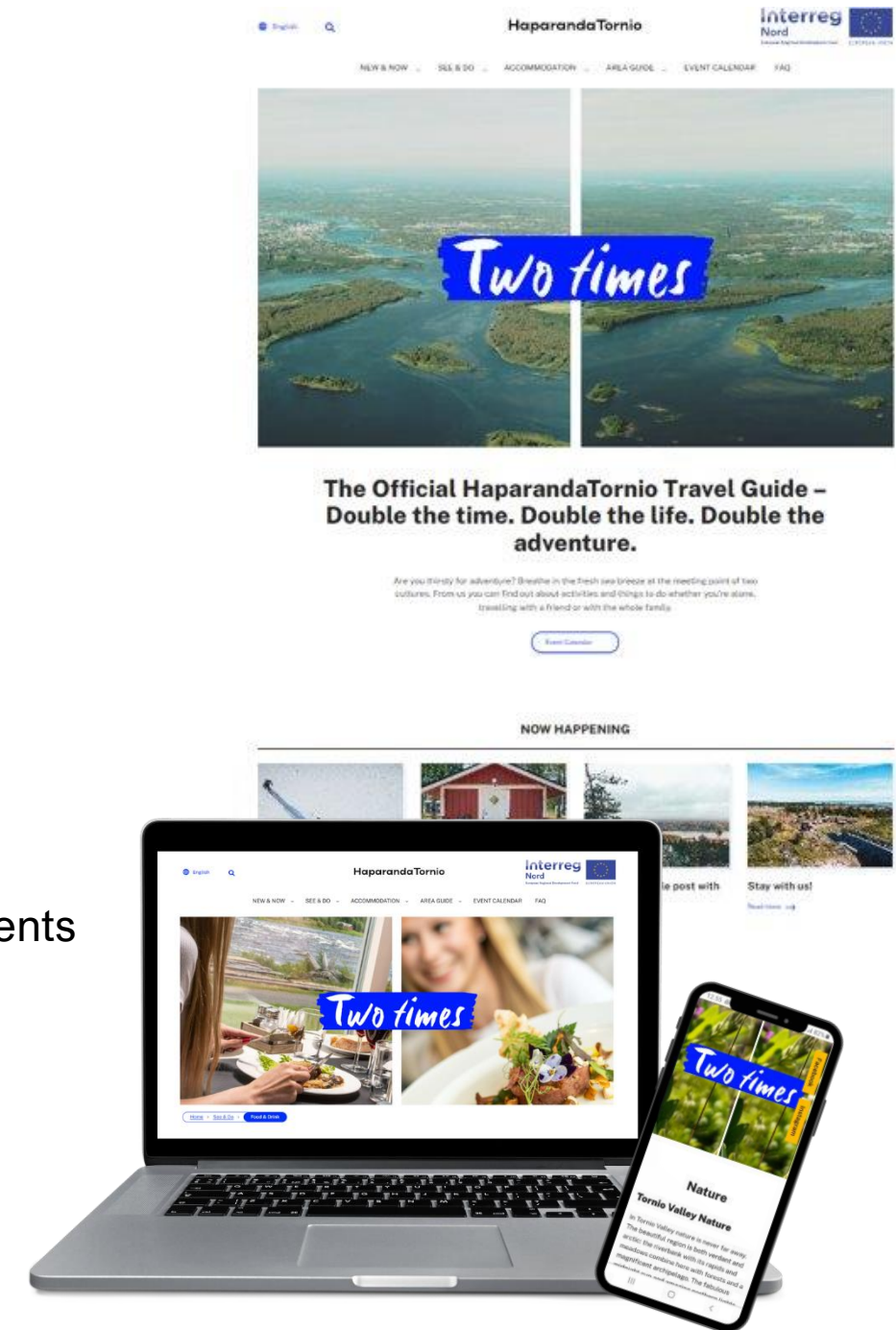


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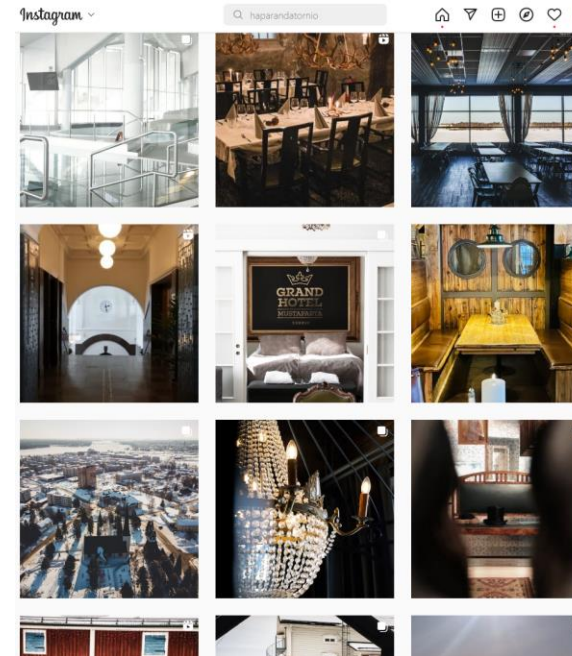


HaparandaTornio website

- The website has been renewed and launched in February 2021, Flatlight Creative house (Sohova Oy).
- Based on the user feedback, the pages have been updated and functionalities improved in June-September 2022.
- Sohova Oy implements the renewal and updating of the pages
 - The goal of the renewal and update is to make the website clear, informative and accessible in three languages (Finnish /Swedish /English)
- A comprehensive presentation of the area's services; Accommodation, activities, shopping, restaurants
- The event calendar found on the website is supposed to bring all events together in the same platform



HaparandaTornio Ambassadors



- Mia and Yao worked for an year updating HaparandaTornio instagram: reels and stories. The pics are there to use in marketing.
- Ambassador article every month to the website for 12 months

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Different Ways to Explore HaparandaTornio Under Midnight Sun

Although already in April the days are long and the nights hardly exist, the season of the midnight sun in HaparandaTornio starts in June. During this time the sun never sets. While the sky is bright all day long, there are many activities you can do. We're listing some ideas for you when you visit us.



Tour operator collaboration

"From an unknown destination to an internationally interesting one"



Friday 16.9.2022 (FT=Finish time)

Flight Helsinki – Oulu
AY0441 arrival at 16:55 Gedink Hendrik,
AY0443 arrival at 17:40 Jiang Rui, Sperling Christine, Yuan Szech Sophie, Pieper Britta, Kaletka Kraus Sandra, Bræhler Janina Ulrike, Nadja Rätzer
Bus transfer to HaparandaTornio approx. 1.5 hours starts from the airport at 17:45 (after the last flight has arrived)
Check in to Mustaparta Boutique hotel
20:00 FT Dinner in Olof restaurant, inspection Olof hotel
Overnight in Mustaparta Boutique hotel

Saturday 17.9.2022 (Finnish time)

8 - 9:00 Breakfast
09:00 FT Site inspection Mustaparta Boutique hotel & Grand hotel
10:00 FT Walking tour in Tornio and Visiting Victoria Square (border line)
11:00 FT Torne Valley museum visit
12:00 FT Site inspection Park Hotel Tornio
12:45 FT Lunch in Aino restaurant, Park Hotel Tornio
14:00 FT Small boat tour on the sea, Bothnian Bay, coffee break during the tour
Break in the hotel
18:00 FT Inspection in Cape East Hotel & Spa restaurant
19:00 FT Inspection Haparanda Stadshotell
20:00 FT Dinner in Gulasch Baronen, Haparanda Stadshotell
Overnight in Mustaparta Boutique hotel



Saturday 2.4.2022 Kukkola village and spa moments

8:00 ST Breakfast
9:45 FT Driving to Kukkolaankoski
Winter activities with [Nordic safaris](#):
1. Ice fishing tradition
2. Sliding snowshoes tour nearby the rapids and meeting winter fishermen, soup lunch in the village
3. Crossing the border with the snowmobiles
Visiting [Kukkolaforssens](#) fishermen village and [fishing museum](#).
Continue with snowmobile short safari
[Kukkola Resort](#) in Finland, inspection
15:30 FT Inspection [Toranda event center](#) and Merilinna
16:30 FT Visiting Rajalla shopping center and Victoria square on the border by foot
17:30 ST Inspection in [Cape East Hotel & Spa](#)
18:00 ST Sauna & spa experience in Cape East Hotel & Spa
20:00 ST Dinner in Cape East
Overnight in Stadshotell

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interreg
Nord

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More than 150 tour operators met during the project, 300 contacts collected

Tour operators' familiarization trips to HaparandaTornio

- 06/2021 multinational virtual FAM, Toolbox
- 08/2021 DACH virtual FAM, Nordic Marketing
- 11/2021 Italy, Gateway South
- 01/2022 multinational, Toolbox
- 04/2022 Spain, Gateway South
- 09/2022 multinational, Toolbox
- 09/2022 DACH, Nordic Marketing

A few separate tour operator visits to the destination

Marketing events for tour operators virtually and face-to-face: ITB Berlin, MATKA2021 AND 2022, Swedish Workshop 2021 and 2022, Winter Wonderland – WebiWorkshop, Summer WebiWorkshop, NordEuropa, Meet Southeast Asia Workshop, Summer Fun Workshop

Visiting tour operators in Switzerland 4 and Germany 2 in 2022.

Feedback from the touroperators

Starting point:

"Our market don't know this destination well. Only few people know HaparandaTornio"

Feedback after visiting HaparandaTornio:

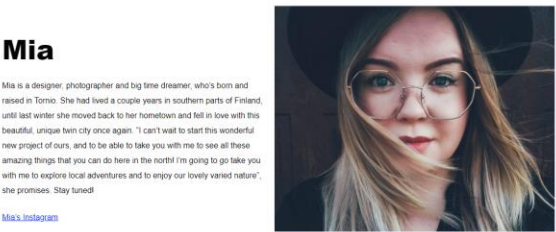
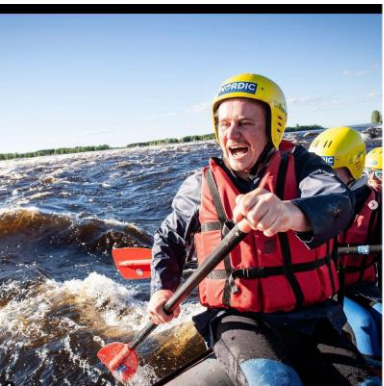
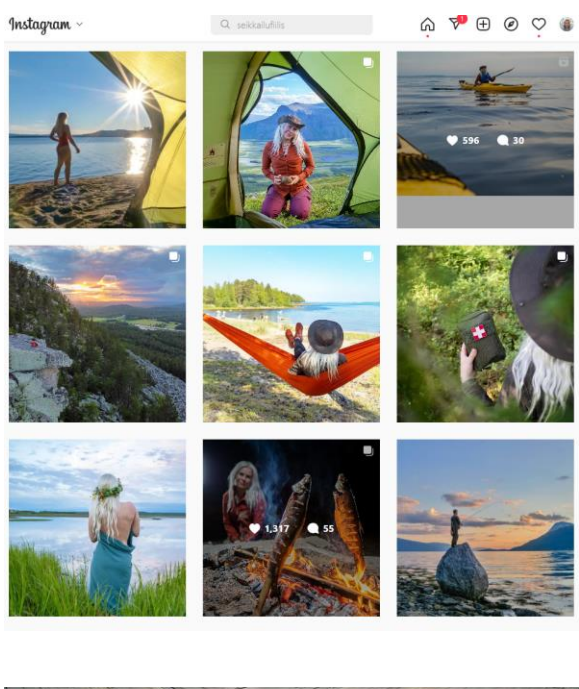
- "The fact that you have two countries and two time zones in few meters is the main destination brand issue which is differing HaparandaTornio from many other Nordic destinations"
- "For me it is KUKKOLAFORSEN. The uniqueness of being divided by 2 countries has its own culture and tradition for you to discover. The village is a world of its own, filled with tastes and experiences."
- "The main brand is combination of cultures and traditions of two Nordic countries - Finland and Sweden on the one area. Possibility to see on this destination from different banks of the river."
- "The beautiful StadtsHotell is a combination of vibrant history and modern service. Excellent fishing in the region."
- "Hotels with the history, unusual activities"
- "I think that HaparandaTornio wants to identify itself as a sustainable region where the visitors are assured that when visiting they will experience the authenticity of the place"
- "HaparandaTornio FAM trip was the best one I have ever experienced, thank you"
- "The traditional way of fishing is an amazing experience, best of all"
- what interested me most was that I can experience two times an activity, an experience, midsummer nights, saunas, wildlife etc. You name it and you have it all in this region."
- "2 in 1 aspect : to enjoy a stay in 2 different countries, in 2 cities divided by a river that can be easily crossed and this combined with a variety of interesting activities - both cultural and nature-based - and this all year round - a one stop destination where everything is found for all kind of travelers."

Tour operator info is found
in excel in TCOD teams

HaparandaTornio



Media collaboration



Mia

Mia is a designer, photographer and big time dreamer, who's born and raised in Tornio. She had lived a couple years in southern parts of Finland, until last winter she moved back to her hometown and fell in love with this beautiful, unique town once again. "I can't wait to start this wonderful new project of ours, and to be able to take you with me to see all these amazing things that you can do here in the north I'm going to go take you with me to explore local adventures and to enjoy our lovely varied nature", she promises. Stay tuned!

[Mia's Instagram](#)



FinnTouch - Finland hauthaus 🇫🇮 rento henkilön HaparandaTornio kanssa paikassa Seskarö.
Maksettu kumppanuus · 18. elokuuta kello 20:14 · Haaparanta, Norrbottenin lääni, Ruotsi · 🌐

Nur wenige Kilometer von der ➡-Grenze entfernt liegt ein kleines Paradies: Die Insel Seskarö, über eine Brücke vom Festland aus einfach zu erreichen, beherbergt nicht nur ein malerisches kleines Dorf, sondern hier findest Du auch **Seskarö Havsbad**, ein weitläufiges, familiengeführtes Ferienareal mit Wohnmobil- und Camper-Stellplätzen, Ferienhäuschen und Hütten verschiedener Größe, einem Kinderspielfeld und einem eigenen Sandstrand, der flach ins Meer abfällt. Eine Sauna fehlt... **Näytä lisää**

Näytä käännös



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luova vetäytyä yhtenäiseen eteenpäin ja tulevaisuuden näkymät onkin valotus vaikkakin työntyöryhmä.



Kaj Kostiander ja panimoalan suomalainen grand old man, Leo Andelin.

Panimo järkeä muuten myös ryhmälle tilauksessa panimokierroksia ja oluututkimusta!

Kauppakeskus Rajalla ja Gränsen

Nimensä mukaisesti Suomen ja Ruotsin raja piirtäviä ostopaikka yhdistää kaupunki. Vaikkei shoppailu hoitaisikaan, kandeide ainakin kauppaesikkeen pihalla käydä kokeilemaan, mikä tuntuu pitkä toinen jalka on Suomen, toinen Ruotsin puolella.



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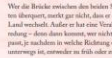


TEXT & FOTOS: RENÉ SCHWARZ

die Natur – am Meer oder Fluss – sich ebenso anbieten wie ein Ausflug zum Fischen oder Verwöhnmomente in der Sauna. Auf der schwedischen Seite checke ich im Haparanda Stadshotell ein. Im klassizistischen Stil erbaut und im Jahr 1900 mit viel Pomp eröffnet, wurde das »erste Haus am

»Auf dem zentralen Platz vor dem Einkaufszentrum

Daneben lädt eine weitläufige Parkanlage zum Flanieren ein. Über eine helle, aus den jeweiligen Landesfarben angelegte Brücke spazierte ich von Schweden nach Finnland. Die Grenzlinie hat hier einen symbolischen Charakter. Haparanda und Umeå sind sowohl wirtschaftlich als auch



Il sole di mezzanotte si riflette sull'acqua.

17

Media collaboration

Media collaboration

- Finnish media visit August 2021: Iltasanomat, MeNaiset, Gloria
- Nordis media visit Summer 2021 for promoting summer 2022
- Nordis media visit winter 2022
- Kristian Heiskari vaikuttajamedia OCMG, Iltasanomat
- Gateway south: newsletter winter 2021, summer 2022
 - Lot's of articles, radio in Italy and Spain: Vanity fair, La Stampa, Si Viaggie..
 - Media visit March 2022
 - Influencer collab with Icarion March 2022
- Creat peace, The high north

Influencer collaboration

- Blog: Walleni.us, FIN
- Blog: Mieskin, FIN
- IG: HeiKrisse, FIN
- IG: Seikkailufiilis, FIN
- IG: Betonghuset, SWE
- Blog: El giroscopio viajero, Spain
- Blog, IG: Objetivo Viajar, Spain
- IG, Icarion article: Funtravel, Spain
- Youtube, IG: Zapatillasporel mundo, Spain
- Blog, FB: Finntouch, GER
- SweetSweden, SPA, ITA, GER

There is a list (excel) of the published articles in TCOD teams

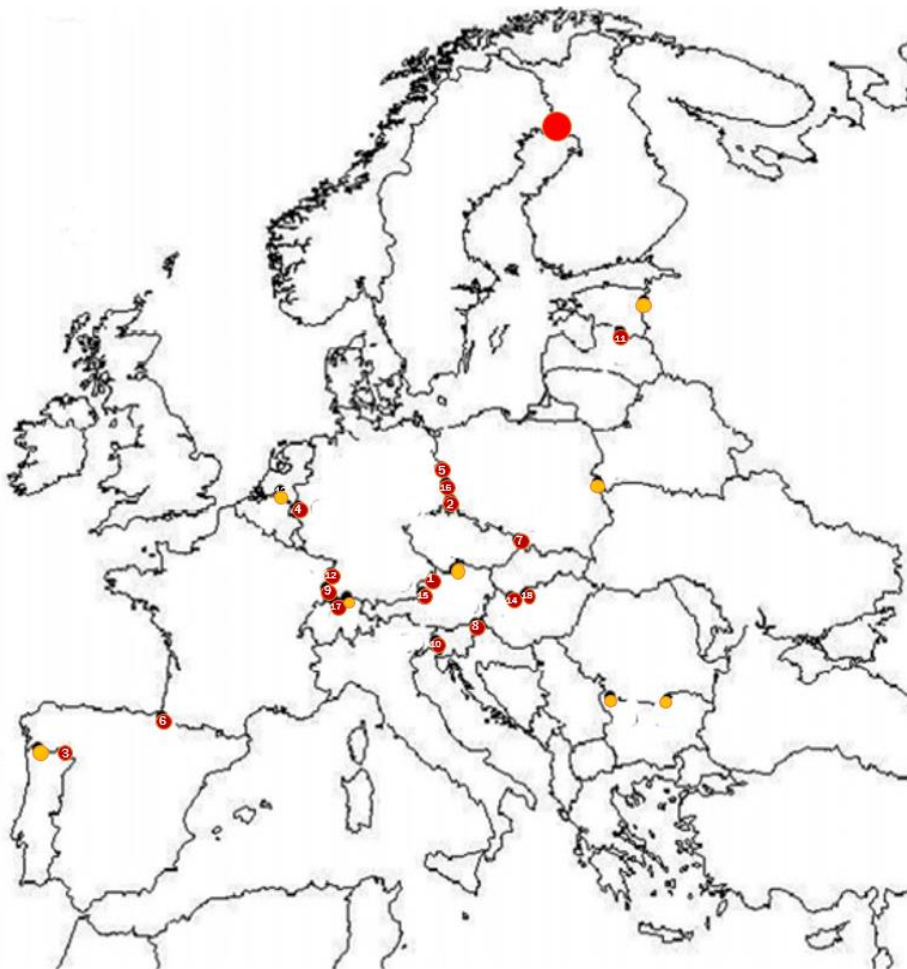
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Benchmarking desktop study: Tourism management in European twin cities

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Benchmarked twin cities



1. Braunau am Inn Austria – Simbach am Inn Germany
2. Görlitz Germany – Zgorzelec Poland
3. Irun Spain – Hondarribia Basque Country Spain
4. Kerkrade Netherlands- Herzogenrath Germany
5. Frankfurt (Oder) Germany– Slubice Poland
6. Chaves Portugal – Verín Spain
7. Cieszyn Poland – Cesky Tesin Czech Republic
8. Bad Rackersburg Austria– Gornja Radgona Slovenia
9. Breisach Germany - Neuf Brisach France
10. Gorizia Italy– Nova Gorizia Slovenia
11. Valka Latvia – Valga Estonia
12. Strasbourg France – Kiel Germany
13. Baarle-Hertog Belgium – Baarle-Nassau Netherlands
14. Komárno Slovakia – Komárom Hungary
15. Laufen (Oberbay) Germany – Obendorf (bei Salzburg) Austria
16. Guben Germany – Gubin Poland
17. Rheinfelden (Baden) Germany- Rheinfelden Switzerland
18. Stúrovo Slovakia – Esztergom Hungary

Oili Ruokamo survey

- 23 twin cities in Europe studied
- 18 reported
- 4 in intensive study
- Twin-cities rarely have a mutual business model, or organization.
- Often under the administration of the cities
- Collaborational level there is and mutual strategy for the target groups and marketing
- Joint social media channel and website
- The final report of the study is saved in the project folder

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Benchmarking -tour 28.8.- 1.9.2022

- Destination Konstanz
- Border area in Switzerland and Germany and additionally Hamburg
- Visit in Bodensee DMO, operating in 4 countries
- Interesting and well-known tourist attractions
- Project team and 7 entrepreneurs
- Visiting tour operators: 4 in Switzerland and 2 in Germany.
- The travel report is saved in the project folder



30.08.2022

at the hotel, a short bus transfer to the centre of Konstanz, where we meet our city one and a half hour walking tour we will explore the charming city and its sights and



Goal of the project: Tourism Marketing Model for HaparandaTornio

Tourism masterplan 2018-
2019 HaparandaTornio

TCOD
2019-2022

HaaparandaTornio
Tourism Marketing



A plan needs to be made and
the agreement signed
annually in September
between the City of
Haparanda and Torno

**BUSINESS
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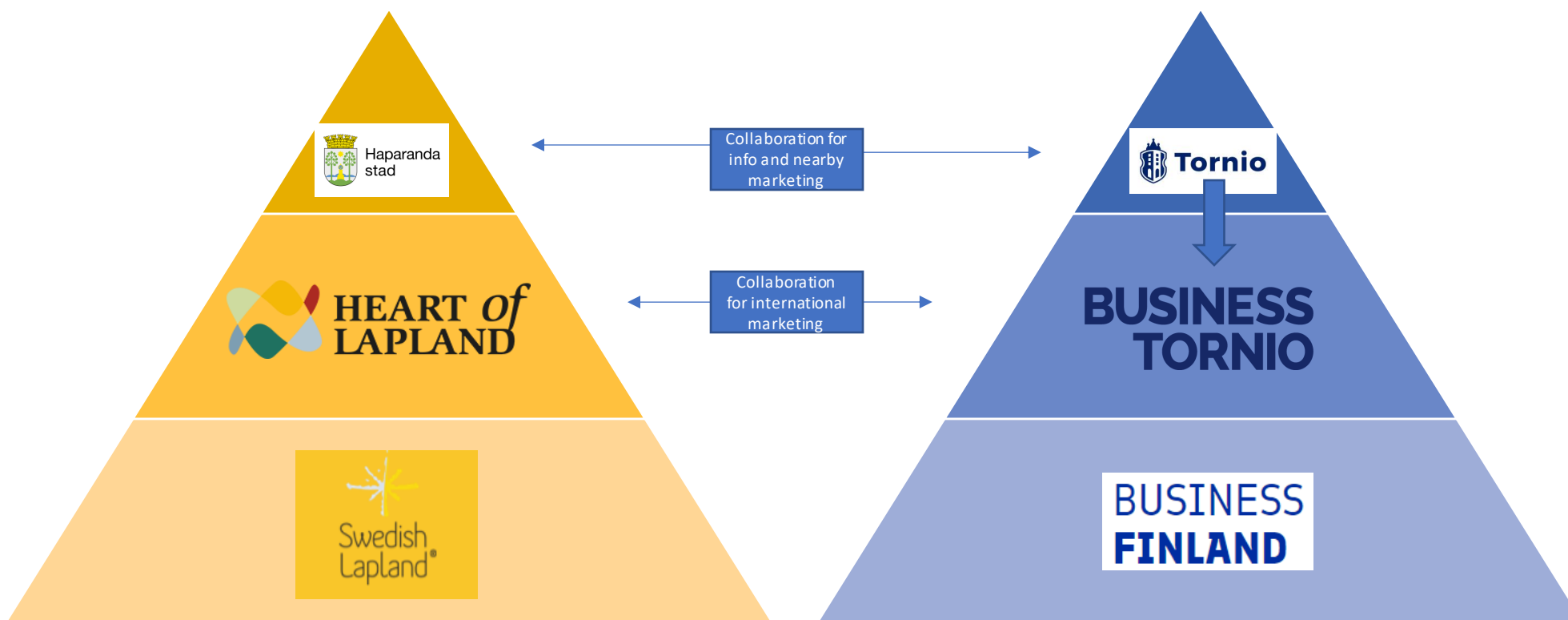
 **Tornio**
**BUSINESS
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Operational model option



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Tasks for tourism development and marketing in the destination

City of Tornio and <u>Haparanda</u>				
Business Tornio		<u>Entrepreneurs</u>	Haparanda	<u>Heart of Lapland</u>
T A S K S	INFO (b2c)	TOUR OPERATORS	MEDIA	WEBSITE
	EDUCATION TRAININGS	FAIRS AND EVENTS (b2c)	MARKETING	COMMUNICATION (b2b)
	DMO & DMC Visit Finland Swedish Lapland Fees & collab.	SOCIAL MEDIA	PHOTO & VIDEO PRODUCTION	EVENTS / MEETINGS

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List of the reports made in TCOD project

- Matkailubulevardi_konsepti
- Masterplan projektet_Konseptplan
- Kukkolankoski_matkailun_esiselvitys_julkistettava_raportti_18112021, VE2, Riippusilta vino, Luonnospiirustus, 211124_Riippusilta Alustava pääpiirustus,Kukkolankosken_sillan_valaistus
- Havainnekuva_Gondoliyhteys_Suomi-Ruotsi_210830
- Ellen gustafsson 2022 : "evenemangskapacitet destination haparandatornio"
- Ella Rantamaa Master's Thesis, 2021: "Digitalization as a tool for improving customer experience in the tourism industry"
- FCG – development plan for routes
- Haparanda skärgård kajakleder förstudie 211211_web
- HaparandaTornio_utvecklingsplan_leder
- HaparandaTornio Visual identity 2020-01-12
- Haparanda Tornio Graphic guidelines
- HaparandaTornio Photo and video guide
- HaparandaTornio marketing plan 2021, 2022, marketing strategy
- Matkapäiväkirja - Benchmarking trip Levi - ulkoilureitistöt
- TCOD Benchmarking Saksa-Sveitsi Reserapport, matkanjärjestäjävierailut raportti
- PPT_Benchmarking report_final vers 07052021, Oili Ruokamo
- Benchmarking report_written_final vers 07052021, Oili Ruokamo
- Summary - TCOD - HaparandaTornio WS 28.4.2021 - Arctic Factory 2021
- HaparandaTornio tourism operational model material
- Kestävakehitys - vastuullisuus energian säästö matkailumajoitus kohteissa
- TCOD project_summary_text_final

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[Link to the project summary](#)