DESTINATION MARKETING

HIIUMAA ISLAND

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Destination management organisation DMO

- Outsourced to Hiiumaa Developement Center
- Support from
    - Eterprice Estonia (EAS)
    - Visitestonia.com
    - West Estonian Tourism Organisation
    - LEADER- projects
    - Hiiumaa tourism entrepeneurs

Strategy for next five years

Based on :

- developement plan of Hiiumaa
- survey by Estonin TAS on international tourismtourism trends

Challenges

- Travel is wider spread, more affordable, people are a little bored of the traditional stuff.
- Looking for transformational experiencesmand enlighten themselves.
  And many, still, want to just tick countries off their list.
- Increased competition (due to digitization) and limited marketing budget
- Less influence over traditional destination's marketing mix (PPPP)
- How to get local businesses online so they are better equipped to attract new customers

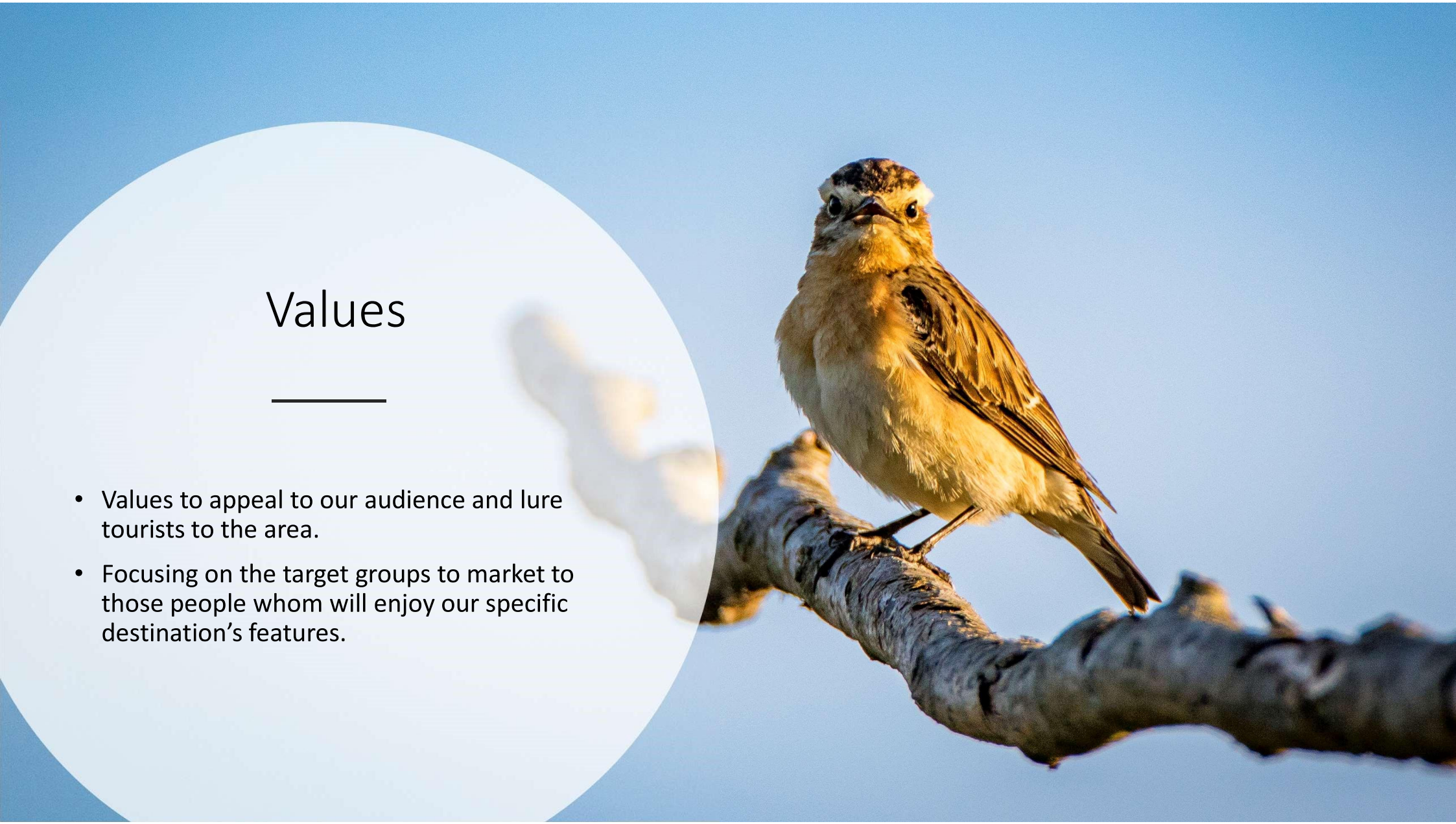
Word of mouth has largely moved online and people trust reviews on third-party sites like TripAdvisor more than anything you could say about your country and attractions.

FOCUS ON

- product
- brand
- content developement
- values

Values

- Values to appeal to our audience and lure tourists to the area.
- Focusing on the target groups to market to those people whom will enjoy our specific destination’s features.



OUR VALUES

For developement
For marketing communications

DIFFERNECE

LOCAL SPECIALITIES,CULTURE

RICH IN SPIECES

ISLAND ATHMOSPHERE

Target groups who share our values

Adult adventures

Families with kids – nature lovers

Time for onself

Silence camps

Yoga camps

Art camps

Ecotravellers

Adventure seekers

Legends in
destination
marketing

Giant LEIGER

- on Hiiumaa island the most famous man is **LEIGER,** the central figure of the giant and hero legends of Hiiumaa
- historical, cultural, ethnic and mythological stories about this popular figure and his specific local traits are documented since 1890.
- over 70 legends or shorter tradition records of giants' activities, when presenting cultural and nature spots around Hiiumaa island there is always a story about Leiger connected to the place.

Foto AS Kalev

Sääre Tirp

Legends and stories

LEIGER, who came to Hiiumaa from Saaremaa, was famous for his cosy sauna and huge cabbages. It was especially for these things that his relative Suur Tõll from Saaremaa came to visit LEIGER as often as he did. It was common knowledge that Suur Tõll didn't want his legs to become wet, so LEIGERr and his sons decided to build a bridge between the two islands. They gathered together many stones, which formed quite a long bank, but it didn’t quite reach Saaremaa. It isn't known why they didn't finish the job, but most likely there were some differences of opinions among the giants. But the beginning of the bridge is still there - the wonderful Sääretirp.

Old River Valley

Although the place is called the Old River Valley, legends tell about the formation of the New River. There are stories about a workman, and sometimes about the giant LEIGER, who decided to rest here one day. Before sitting down he thrust the shovel into the earth so hard that it went about halfway up the handle. When he continued his journey and pulled the shovel out, a big hole had been formed. Water began to flow from the hole and eroded paths through the sand, eventually shaping a deep valley

THANK YOU