

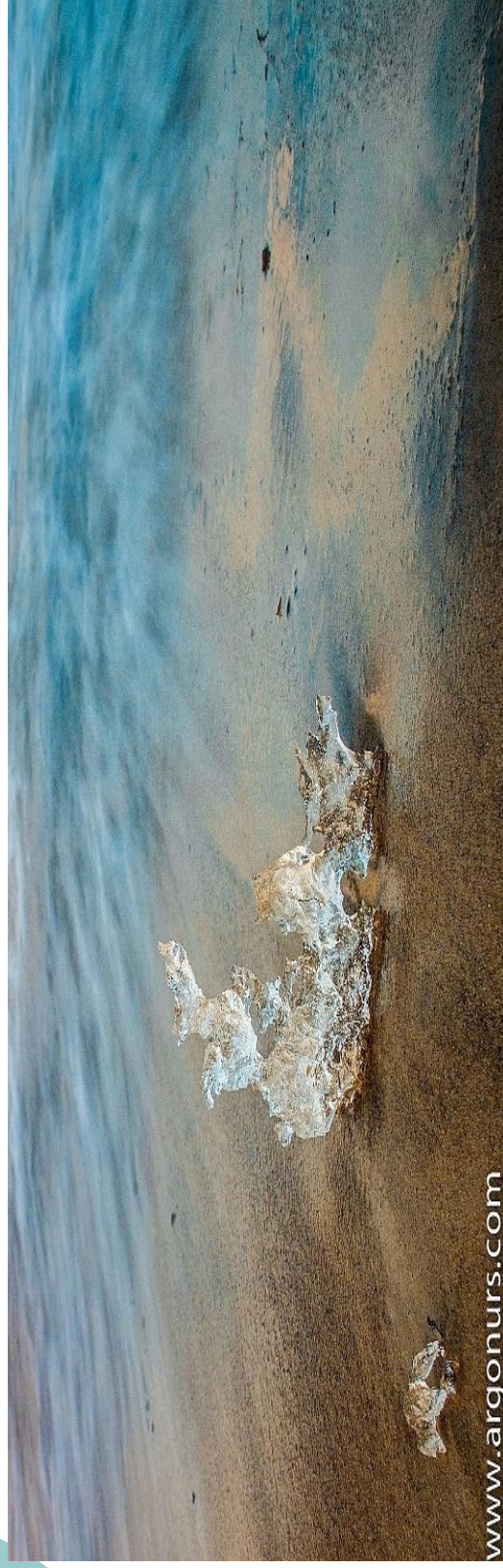
# WHERE DOES TOURISTS' MONEY GO?

---

22 July 2016

Ly Kaups

NGO Kärðla Cafés' Days





# MONEY ARRIVES

---

- Hiiumaa hosts 10'000 more visitors during the first long weekend of August
- A tourist spends 50 EUR per day and stays for two days
- **This means  $100 \times 10\ 000 = 1\ 000\ 000$  EUR of tourism revenue during one weekend**

## MONEY GOES TO....

---

- Ferry tickets 10 EUR/per person x10 000 = **100 000**
- Fuel for 2000 cars x 50EUR = **100 000**
- Accommodation 2x20x1700(beds) = **68 000 EUR**
- Food 30(caterers) x20EURx100mealsx2(days)= **120 000**
- Cafés' Days 7000 (visitors) x 20EUR = **140000**
- Services, tickets, museums, lighthouses...
- 100 people x 2(museum)+x2 (lighthouse)+x30 (car rent)+x 10 (bike rent)+ x 50(whatever)= **10 000**
- = **538 000**



# MONEY GOES TO...

---

- **SHOPS = 462 000**
- Handicraft, souvenirs, local produce
- Food substitutes
- Accommodation substitutes
- Activities substitutes

## WHAT ATTRACTS MONEY?

---

- Tourism sector (accommodation+catering) - 20% profit margin with 90% marketing costs (adverts, trade shows, paper-based materials, etc)
- Events - 10% profit margin
- Do shops and transport market themselves?



## OTHER WAYS OF PROFITING FROM THE MONEY PILE

---

- Summertime means "easy money"?
- Work and advertise 3 times more,  
and earn 10 times more 😊

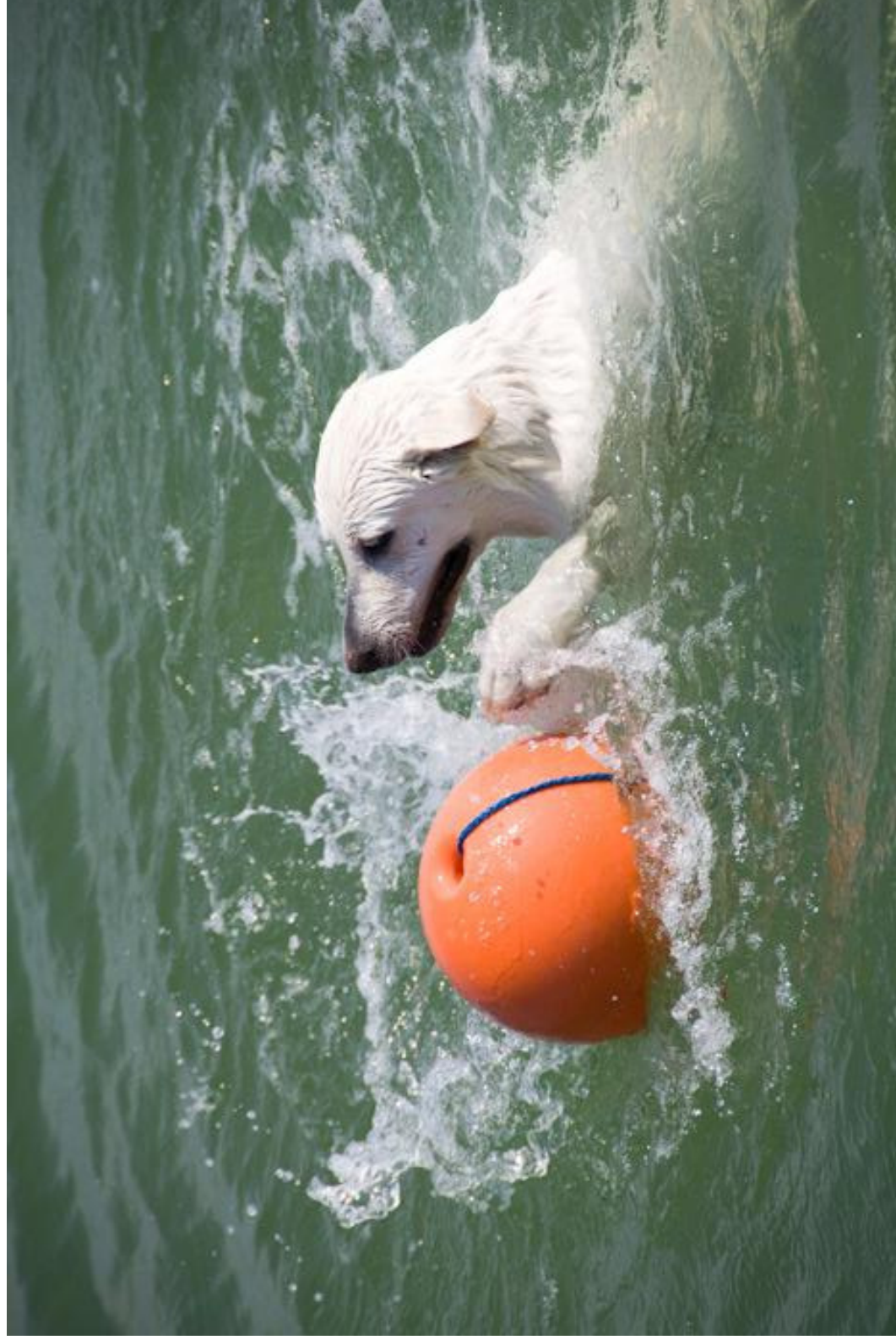


## FOOD FOR THOUGHT

---

- **Sharing economy**
- Opportunities: Transport
- Accommodation
- Catering
- Services
- Laws and technical feasibility need to develop

NOONE TO SAVE YOU BUT  
YOURSELF





# LEARN FROM OTHERS

---



Thank you for your attention!

Now we have earned a coffee break!

