

Baltic Sea Tourism Conference

Copenhagen Business School

May 17th & 18th 2006

Baltic Countries as a New Tourism Destination for the Danish Tourists

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Content of Presentation

- Short introduction about the Baltic Countries
- Danish tourists' travel behavior
- Why do Danes have interest in the Baltic Countries?
- SWOT analyses for each country
- 'Baltic Countries' products offered in Denmark
- Proposals
- Conclusions

Short introduction about the Baltic Countries



Lithuania

- Territory: 65300m²
- Population: 3,4mill
- Ethnical mix: Lithuanians- 80%
- Religion: Roman Catholics- 80%

- Foreign tourists in 2005- 2mill
- Biggest tourism markets- Latvia, Russia, Germany



Short introduction about the Baltic Countries



Latvia

- Territory: 64589m²
 - Population: 2,3mill
 - Ethnical mix: Latvians- 57%
Russians- 32%
 - Religion: Lutheran-55%
Roman Catholic-24%
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- Foreign tourists in 2005- 3,7mill
 - Biggest tourism markets-Estonia, Lithuania, Sweden, Finland, Germany



Short introduction about the Baltic Countries



Estonia

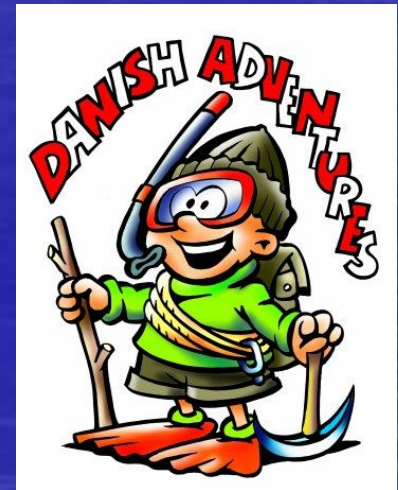
- Territory: 45215m²
- Population: 1,3mill
- Ethnical mix: Estonian- 62%
Russian- 30%
- Religion: Lutheran- 56%
Orthodox Christian-25%

- Foreign Tourists in 2000- 3,3mill
- Biggest tourism markets- Finland, Sweden, Germany, Latvia



Danish Tourists' Travel Behavior

- Traveling & leisure- a part of Danish life- style
- High income & high living standards
- Long paid holiday
- 7 out of 10 Danes go for holiday abroad
- Danes live longer, are healthier & travel a lot when they retire
- Danes go for "green tourism"
- Seeking for experiences



Why do Danes have an Interest in the Baltic Countries?

- A sympathy for the Baltic Countries and their fight for the independence
- Danish consultants & charity help
- Danish history
- Baltic Countries- a Part of the Baltic Sea Region
- Increase in press coverage & improved image



SWOT for Lithuania

Strengths:

- Nature
 - 97km sea coastline
 - 2850 lakes
 - 760 rivers (longer than 10km)
 - 5 national parks
 - 30 regional parks
 - 30% of land covered by forest



SWOT for Lithuania

Strengths:

- Rich cultural heritage
- 3 UNESCO protected sites
- 111 museums
- Opera, theatres
- Unique ethno culture,
- Folklore traditions & festivals
- Arts & crafts



SWOT for Lithuania

Strengths:

- Growth of accommodation sector
- Increase in rural tourism farms
- Good connections by road and air transport
- Increase in international cuisine
- High food & service quality in restaurants
- Lower prices than in DK
- www.lithuaniantravel.com



SWOT for Lithuania

Weaknesses:

- Entertainment is concentrated to big cities
- Lack of theme parks
- There are registered 10700 objects of cultural heritage, but only 350 of them are prepared for tourism
- Accommodation:
 - 2/3 of hotels are in big cities
 - Small capacity for hosting big events
 - Lack of camping places
- Infrastructure:
 - lack of ferry connections
 - poor roads in rural areas
- Services:
 - lack of road signs, tourists information
 - poor service quality in small towns



SWOT for Lithuania

Opportunities:

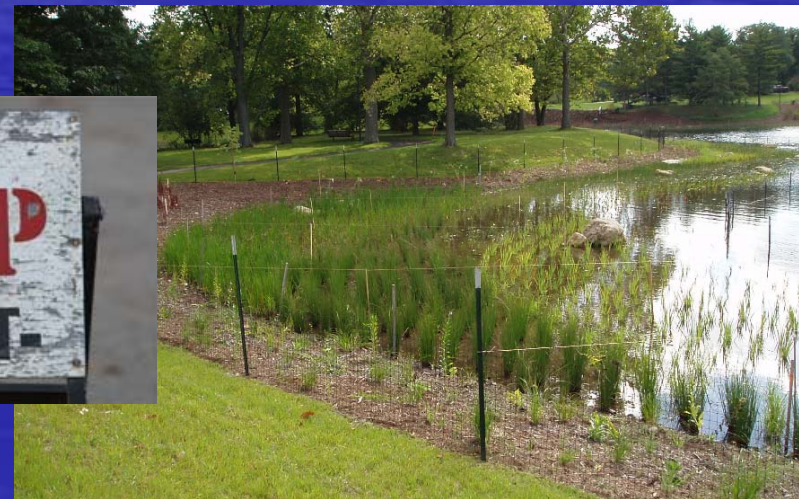
- Improved image
- Information & marketing
- Lots of unused opportunities for product development
- Projects on "active tourism"
- Projects to improve infrastructure
- International relations
- Lithuania- new & safe tourism region



SWOT for Lithuania

Threats:

- Reduction of "untouched landscape"
- Privatisation of land and houses
- The image as a tourism destination is not formed yet
- Lack of finances
- Movement of well educated tourism specialists



SWOT for Latvia

Strengths:

- Nature:
 - 3000 lakes
 - 750 rivers (longer than 10km)
 - 2 national parks
 - 5 nature reserves
- Untouched landscape
- High quality beaches
- Established routes for active holiday



SWOT for Latvia

Strengths:

- Historical & cultural heritage:

- Old Riga -800 years
- 133 museums
- One of the oldest open-air museum in Europe
- Folklore festivals & traditions



SWOT for Latvia

Strengths:

- Many castles & fortifications
- Entertainment:
 - International events
 - the Biggest Water theme park in the Baltics
 - opera, theatres
 - night life
- Growing accommodation sector
- Frequent flights to Riga
- Lower prices than in DK



SWOT for Latvia

Weaknesses:

- Lack of prepared tourism products
- Accommodation:
 - lack of hotels in small towns
 - lack of camping places
- Infrastructure:
 - no low-cost airlines from DK
 - poor developed water transport
- Services:
 - lack of information & road signs
 - poor service quality in small towns



SWOT for Latvia

Opportunities:

- After accession to the EU:
 - image improving
 - minimum requirements & consumer protection
 - financial help from EU funds
 - international cooperation



Threats:

- Weak government support for tourism
- Lack of capital & investments
- Danger of environmental damage

SWOT for Estonia

Strengths:

- Nature:

- 10% of country- islands

The biggest: Saaremaa & Hiiumaa

- 4 national parks
- 37 nature reserves
- 242km of coastline

- half of land is
covered by forests

- lots of rare birds & animals



SWOT for Estonia

Strengths:

- Rich historical & cultural heritage
 - Tallinn old town
 - Medieval castles
 - Traditional folklore & festivals
- Developed wellness tourism
- No mass tourism outside the capital



SWOT for Estonia

Strengths:

- Accommodation:

- increased investments in the accommodation sector
- Since 1995 to 2000 the nr of Danish tourists in Estonian hotels increased by 2,5 times
- big growth in rural tourism farms

- Infrastructure:

- good ferry connections from Sweden & Finland
- Estonian Air offers also low- cost fairs

- Services:

- Lower prices than in DK
- "Good value for money"



SWOT for Estonia

Weaknesses:

- Insufficient market research
- Lack of finances
- Tourism products:
 - too one- sided & Tallinn orientated
 - lack of World- known sites
 - slow development of rural tourism
- Accommodation:
 - 1/3 of accommodation establishments are placed in Tallinn
- Infrastructure: no ferry route from DK
- Services: lack of qualified staff in local areas

SWOT for Estonia

Opportunities

- Improved image
- Priority plans:
 - to develop conference tourism
 - eco tourism in national parks
 - active tourism
 - develop accommodation and catering services along Via Baltica motorway
- More efficient use of financial resources

SWOT for Estonia

Threats:

- Lack of marketing
- No clearly defined image
- Too little investments are made in tourism, especially outside Tallinn
- Mass tourism



'Baltic Countries' Products offered in Denmark

1) Business trips, 2) City breaks, 3) Round trips

Travel Companies	City Breaks	Round trips	Wellness	Other
<i>Alt Rejser A/S</i>	X			
<i>Fremadrejser</i>	x			
<i>Hekla Travel A/S</i>	X	X	X	X
<i>Profil Rejser A/S</i>	x			
<i>Regnbuen- Rejser</i>		x		
<i>Østeuropa Rejser</i>		x		

Proposals

1. Expansion of Tourism Products:

a) Build upon existing travel products:

- **Business trips** + culture, leisure, wellness
- **City Breaks** + events, museums, night- life
- **Round trips** + castles, nature parks



Proposals

b) To present new travel products:

Focus on: - **Country tourism** + active holiday, wellness, celebrations
- **Wellness/health tourism**

Other:

- **Active holiday**
- **Self drive holiday**
- **Historical routes**
- **Natural resorts**
- **Cultural & sport events**



2) Information & Marketing

- a need for representative agency in Denmark
- more marketing

Conclusions

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- Low prices
- A diversity of experiences
- "Almost neighbors"

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- Transportation
- Low service quality outside big cities
- Lack of information and marketing

Thank you for your attention!!

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