

The Road Ahead

Marketing activities



IH SITE'S ROUTE
MAP:
CREATI...

JOINT
NETWORK

FACEBOOK
SITE

IMAGE
BROUCHURE

PRODUCING
STORIES

PRODUCING
PHOTOS

Industrial Heritage

PROMOTIONAL
TOURS

VIRTUAL
TOUR

WEEKEND
TOURS

08.2017 - 05.2019

Timeline of marketing activities

August 2017



May 2019

wiseGEEK



August 2017





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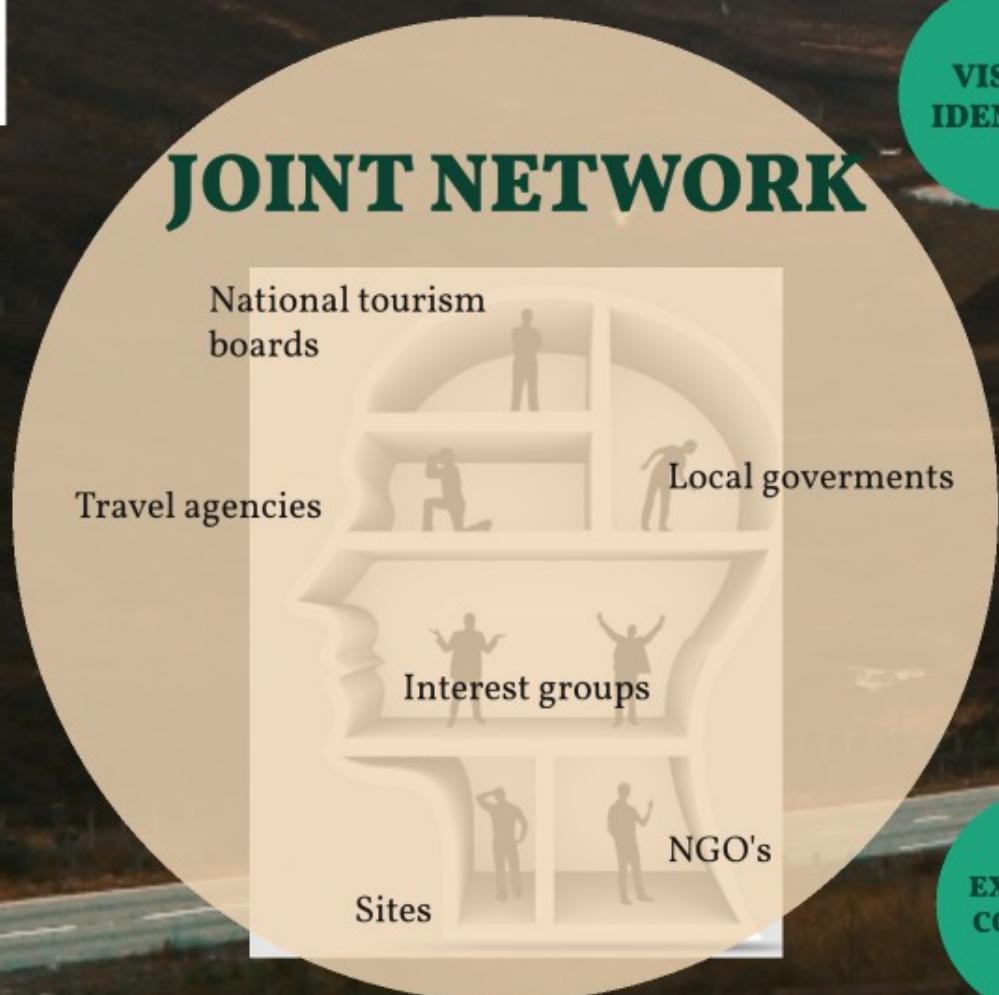
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VISUAL IDENTITY



THEMATIC ROUTE



-) Mills & hydroelectric stations
-) Old Manufacturing sites
-) Railway heritage
-) Lighthouses
-) Water towers

Competence development

4 thematic seminars

Vidzeme, Riga, South-Estonia, West-Estonia

Most needed themes?

5 regional workshops

in national languages

mentoring

in coorporation with Regional coordinators

EXCHANGE CONTACTS



Photo credit Kathleen

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Interreg
Estonia-Latvia
Estonian Regional Development Fund



PRODUCING STORIES

STORIES = UNIQUE SELLING POINT

- collect information
- consultate with creative companies/
specialists
- search for people worked in/ lived
nearby etc. - real people = real stories
- make stories alive

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PRODUCING PHOTOS

- find old photo archives if possible
- use professional photographer
- qualitative photos: INSIDE, OUTSIDE, horizontal, vertical, with HAPPY people (models?), need to show best of object (after renovation?)
- also about region



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Provide information for: **visitestonia.com** **latvia.travel**



The diagram illustrates the interconnected nature of tourism information. It features three main components:

- visitestonia.com (Screenshot):** A website page for "Ovišu bāka" (Ovišu Tower). The page includes a large image of the tower, smaller images of the surrounding area, and descriptive text in Latvian and English.
- Photography:** A camera icon positioned centrally above the typewriter, symbolizing the visual content produced by tourism.
- latvia.travel (Screenshot):** A website page for "Räpina Paper Factory". The page includes a large image of the factory building, a gallery section, and a "Features and amenities" section. A circled area highlights the "Additional services" section, which lists "Guide service available", "Excursions", "Arrangements", "Parking", and "Additional services".

Curved arrows indicate the flow of information: one arrow points from the visitestonia.com page to the camera icon, another from the camera icon to the latvia.travel page, and a third from the latvia.travel page back to the visitestonia.com page.



Factory

a Paper Factory

ory (originally a paper mill) was completed in 1734, making it the oldest Estonian
/ to still be in operation. It is also one of the most unique examples of industrial
ope. The first paper machine arrived in Räpina from Germany in 1873, which has
ime a factory. It produced a variety of paper for writing and printing. Three new
er introduced to the factory, one of which is still in use - if a little rejigged - today.

: cares about the environment, the factory aims to combine contemporary and
endly production technology with 300 years of production experience.



amenities

ble Amenities

Additional services

Information

[Home page](#)
Email: rappin@rappin.ee
(+372) 504 5096
(+372) 799 8240
Find us: [Facebook](#)

Pargi tänav 23, Räpina linn, Räpina vald, Põlva maakond

[View on map](#)

Times and prices

Open all year round

Is open advance bookings only

Adult:	from 2 €
Child:	from 1.5 €

[SHOW ALL PRICES](#)

Exact price to be clarified by service provider

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Interreg
Estonia-Latvia



IH SITE'S ROUTE MAP:

CREATIVE
web-based and
for image brochure



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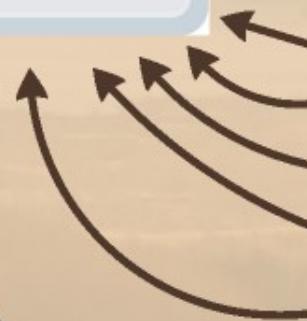
VIRTUAL
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FACEBOOK SITE



Like us on
Facebook

- 
- Creative stories
 - Photos of sites
 - Project activities
 - Network information
 - Promotional campaign to promote weekend tours

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IMAGE BROUCHURE



Stories
Photos
Route maps

⁴
LANGUAGES

ONLINE
VERSION

DISTRIBUTION

4 LANGUAGES

Latvian

Estonian

English

Russian



ONLINE VERSION



Interreg
Estonia-Latvia



DISTRIBUTION



tourism information centres,
SITES,
tourism fairs and
other events by regions
social networks, webpages

Illustration: Garry Barker

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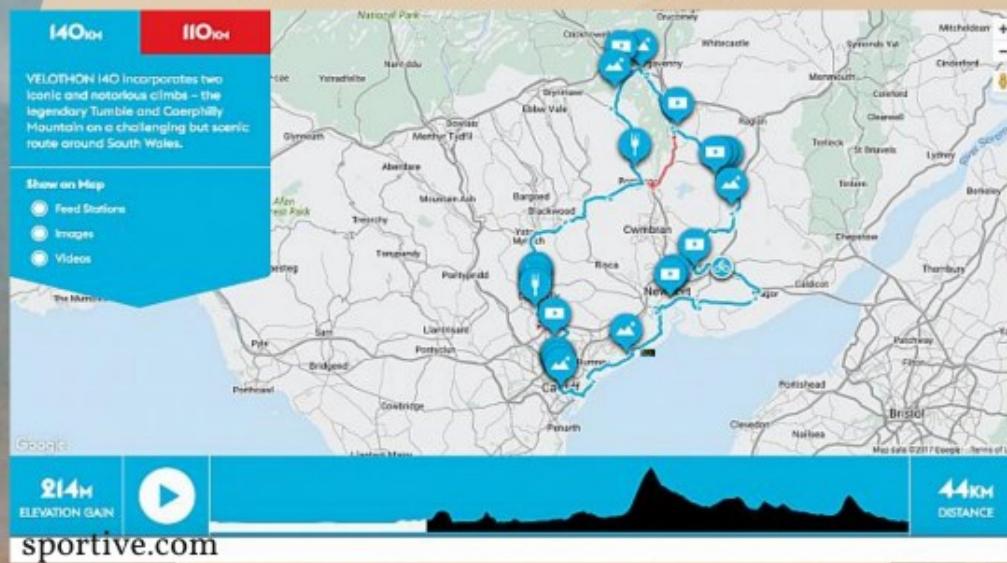
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VIRTUAL TOUR

INTERACTIVE online overview

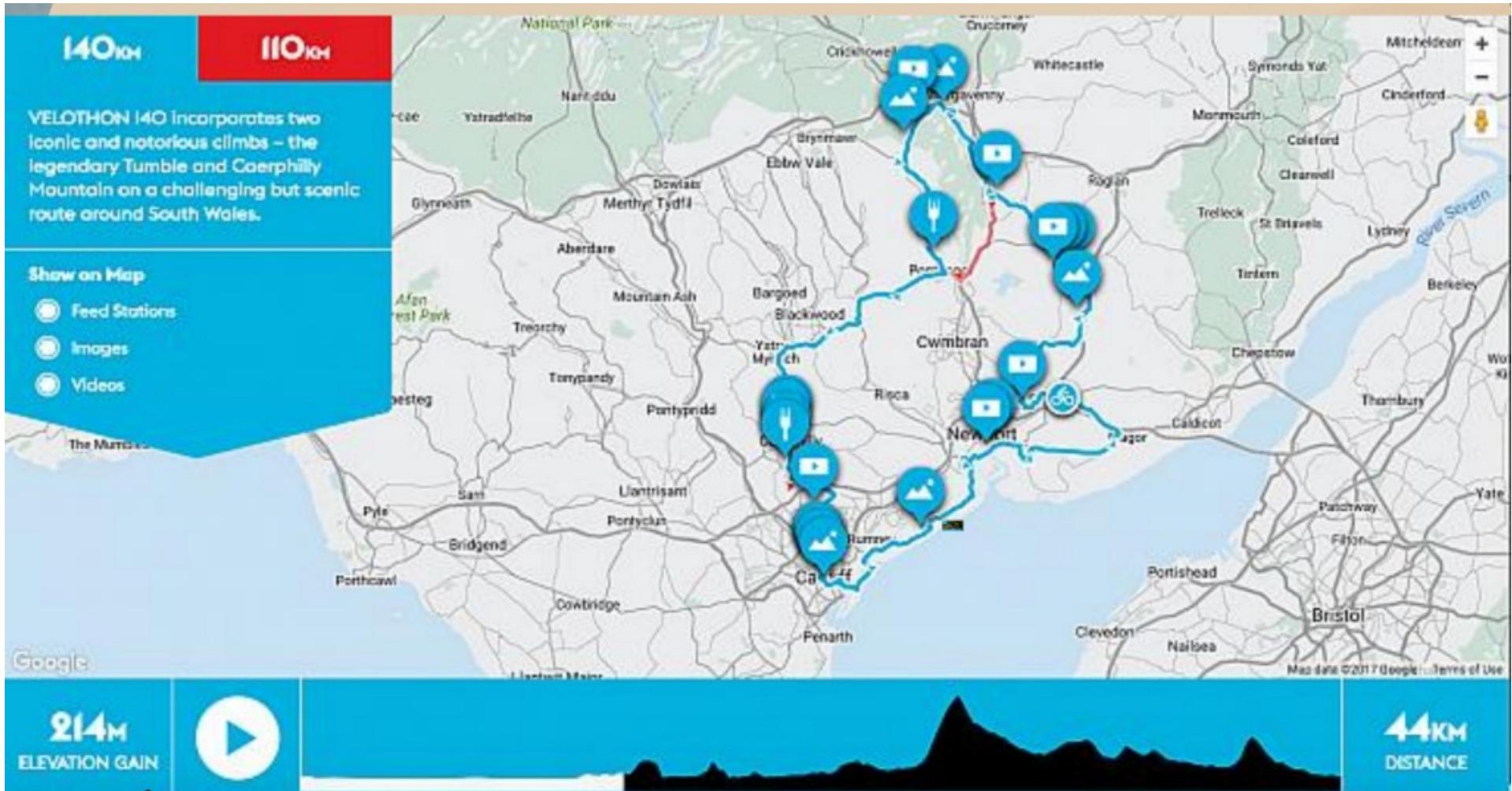


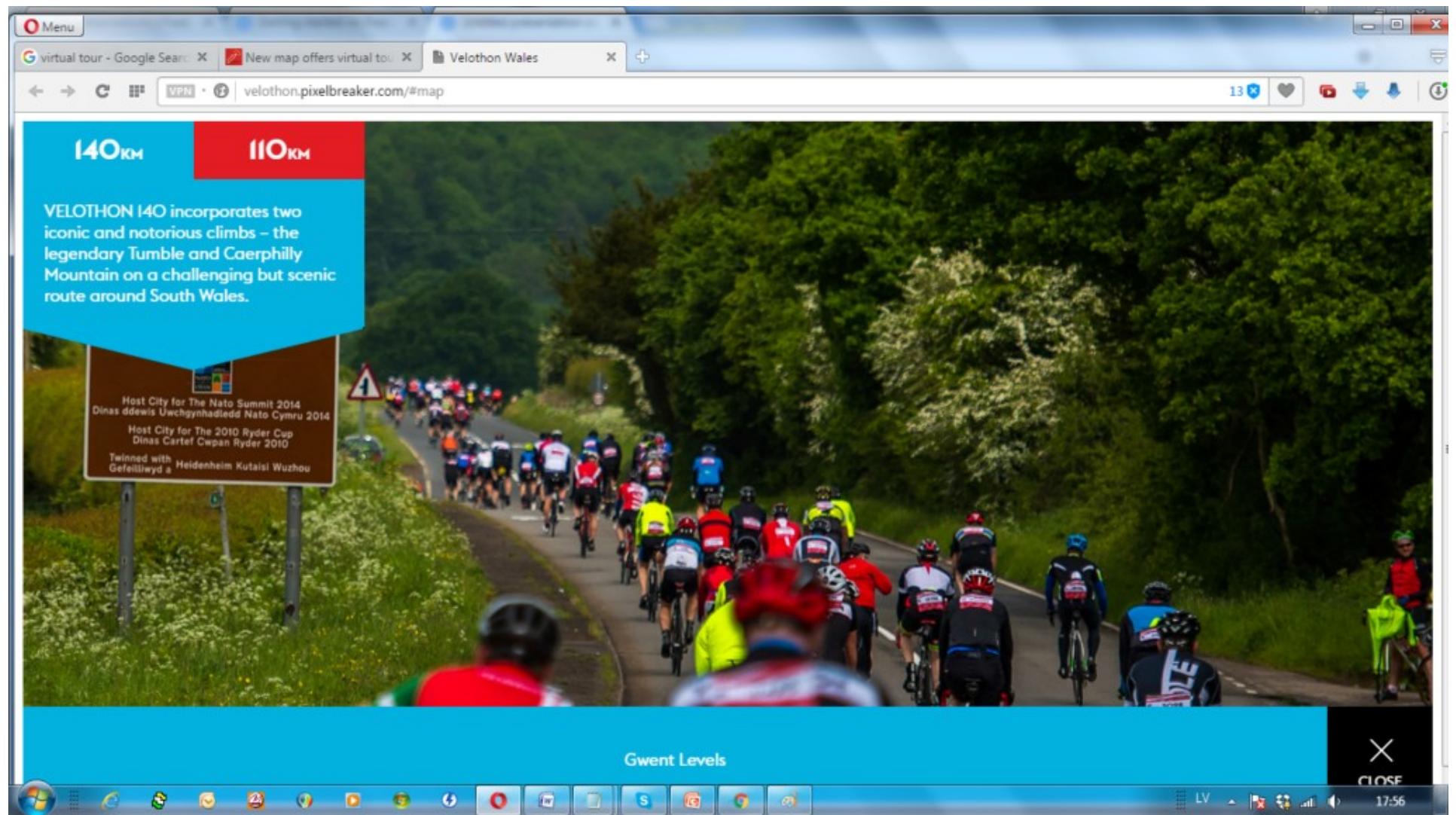
140km**110km**

VELOTHON 140 Incorporates two iconic and notorious climbs – the legendary Tumble and Caerphilly Mountain on a challenging but scenic route around South Wales.

Show on Map

- Feed Stations
- Images
- Videos

**sportive.com**



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PROMOTIONAL TOURS

Target markets: Latvia, Estonia,
Finland, Lithuania

4 trips for mass media and social
network-bloggers, instatip etc.
channels tour (ca 20 representatives)
for publications



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WEEKEND TOURS

Information on **FB site** (promotion campaign), partners' pages and FB sites



Shared responsibility:
each weekend tour conducted by another partner



Side-partner involvement in the weekend tours (extra ca 24 partners)

Expected 25-50 visitors per site



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