



Strategy 2024–2026



There's only one  
Jakobstad

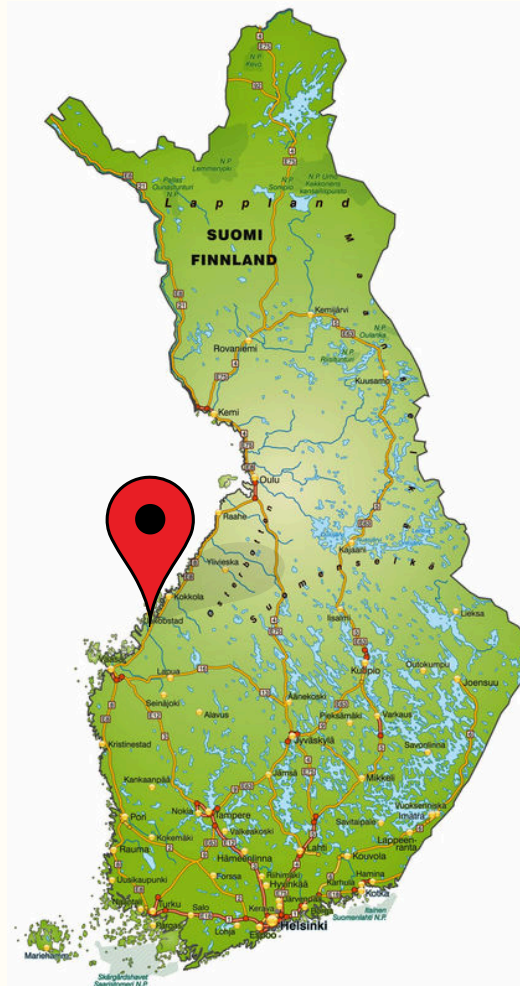
You thought you'd seen it all,  
but that was before you  
discovered Jakobstad. Here,  
you'll find things that can't be  
seen, tasted, or felt anywhere  
else.



## The vision:

# To create a stronger brand for Jakobstad as a destination

Place  
Jakobstad-Pietarsaari  
on the map



- Create strategically important cooperation between different actors; locally, nationally, and internationally
- To become an attractive destination for groups
- Increase the number of visits and the turnover within tourism
- Confirm Visit Pietarsaari – Jakobstad as a marketing agent
- Be certified with STF – Sustainable Travel Finland

## The goals of the company



- Increase the visibility and attraction of the Jakobstad–Pietarsaari region as a destination
- Develop and market tourism services
- Answer for the tourist information in the town
- Market events
- Create and arrange experiences for companies and smaller groups together with tourism companies
- Develop and sell the town as an attractive destination for conferences
- Work towards increased incoming tourism via Kokkola–Pietarsaari Airport for instance

# Target groups

- The surrounding area
  - Finland
  - Sweden and Norway
  - Central Europe with focus on Germany and the Netherlands
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- Nature tourism
  - Cultural tourism
  - Event tourism
  - Arctic tourism

VISIT  
Jakobstad  
Pietarsaari



# Platforms for information and marketing

- Website
- Instagram, Facebook, LinkedIn, YouTube
- Printed media
- Displaying
- Physical customer service and information point



# Concrete short-term goals

- Creating the brand: Active use of the logo and correct colours, to be visible in many places, focus on the website
- Local visibility and visibility in Finland: Information point at the town square, fairs, ads
- Productisation: Create products, for example garden packages (architecture, the sea, and so on)
- Implementing the event calendar: Active discussion with event organizers
- Gathering local entrepreneurs: Individual meetings and tourism evenings specific for the municipalities, cooperation with educational institutions
- Making long-term cooperation agreements: The neighbouring municipalities, but also companies
- Receiving environmental certificate



# Concrete long-term goals

- Strengthening the brand
- National and international visibility
- STF certificate
- Increasing the number of events in the Jakobstad-Pietarsaari region
- Increasing the number of personnel at Visit Pietarsaari - Jakobstad
- Ongoing increase of visitors in the Jakobstad-Pietarsaari region



# Meters

## Impact: Indications in the operating environment

- Studies about tourism income once a year
- Visitory's tourism statistics once a month: overnight stays, duration of visits, and comparison with competing towns
- Visitors at events or conferences, and the income effect once a year
- Number of new tourism companies per year

## Result and effectiveness: Visit's activities

- Customer satisfaction in companies in the tourism sector, how cooperating parties participate in campaigns
- Development of the turnover in tourism companies
- The impacts of campaigns
- Development of hits on social media and visitors on the website
- Development of the number of events
- The number of sustainability certificates

## Abilities: Visit's personnel and leadership

- Job satisfaction
- The board's self-assessment

