

Coastal Tourism in Estonia

DenEesti

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DenEesti
Living culture, loving life



GreenSound
Improving Visitor Experience

ESTONIAN
WILDNEST
RESORTS



Who we are

- ▶ We are patriots who want to show the world how beautiful and exciting Estonia can be, while helping the local culture and environment to grow and thrive.



Coastal Tourism in Estonia

- ▶ Mass
 - ▶ Cruise
 - ▶ Bus pass-through
- ▶ Small Group
 - ▶ Niche
 - ▶ Local
- ▶ Independent
 - ▶ Yacht
 - ▶ Car
 - ▶ Local



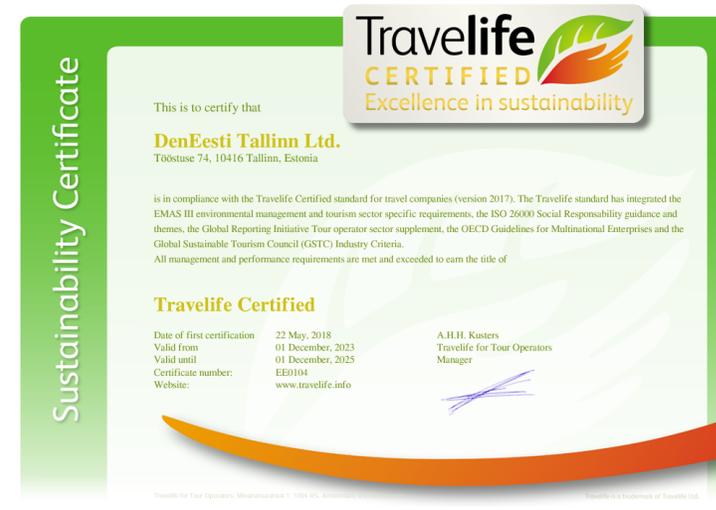
Maximize value for guests and residents

- ▶ Tourism can have positive or negative impact
- ▶ Which one can depend on viewpoint (all stakeholders)
- ▶ Need to compare utility functions of guests and residents
 - ▶ Maximize value for everyone
 - ▶ Minimize inconvenience for everyone
 - ▶ Find a reasonable equilibrium
 - ▶ Critical mass: over- vs. undertourism
- ▶ Use tourism as a marketing tool for a whole destination
 - ▶ Guests leave understanding the value of a destination (nature, culture)
 - ▶ Remind residents and local governments of the value of tourism



Mass Tourism will have more impact

- ▶ Mass tourism will obviously have more impact, both positive and negative
- ▶ We have actively identified the main areas of benefit and potential inconvenience
 - ▶ Travelife and GSTC criteria
 - ▶ Measurement and tracking
 - ▶ Communication
 - ▶ Practical solutions
 - ▶ Solutions must be viable and economically efficient for tour operators



Most important

- ▶ Tourists are on vacation and want to experience something different, local and authentic
- ▶ Residents want tourists to add to the local economy without negatively impacting infrastructure
 - ▶ Cultural objects
 - ▶ Natural environment
 - ▶ Transport infrastructure
 - ▶ Residents's own ability to use local infrastructure (museums, restaurants, etc.)



Pragmatic approach

- ▶ Cultural objects
 - ▶ Support churches and museums
 - ▶ Hire folk dancers
 - ▶ Guide guests as to what is a local souvenir
- ▶ Natural Environment
 - ▶ Guests in smaller groups, minimal impact
 - ▶ Create a sense of value for natural objects
- ▶ Transport infrastructure
 - ▶ Tour dispatches are designed around rush hour and ferry arrivals
 - ▶ Cruise calls and seasons have been extended
 - ▶ Allows greater guest dispersion
 - ▶ Allows tourists to get out of the Center of the City
 - ▶ Multiple Experiences
 - ▶ Tourism supports small business in mass transportation
 - ▶ Gateway should work more to stagger calls/arrivals
- ▶ Residents's own ability to use local infrastructure (museums, restaurants, etc.)



Small Group is mostly upside

- ▶ Can provide all the benefit of mass tourism without the down side
 - ▶ More difficult to make economically viable
 - ▶ More expensive for guests
- ▶ Requires creativity to give a great experience
- ▶ Opportunity to support cultural or natural infrastructure outside „big ticket items.“
- ▶ Possibility to include mutually beneficial community interaction
- ▶ Opportunity to try new things
 - ▶ Bog hiking
 - ▶ Ice sailing
 - ▶ Mobile boutique hotel



DenEesti Group

- ▶ Established 1999
- ▶ Based in Tallinn, Estonia
- ▶ Family owned and operated
- ▶ Estonian ports served:
 - ▶ Tallinn
 - ▶ Saaremaa
 - ▶ Pärnu
- ▶ Full-service tour operator
 - ▶ Shore Excursions
 - ▶ Audio Systems
 - ▶ Bike Tours
 - ▶ Turnarounds
 - ▶ Independent Shuttle Operations
 - ▶ Small Group
 - ▶ Luxury Mobile Accommodation



Community Support

DenEesti actively supports a number of community and cultural initiatives:

- ▶ Estonian Scouts - Helping children regain touch with nature, developing independence and self-confidence
- ▶ Minu Unistuste Päev (My Dream Day) - Creating special events for children with significant health issues
- ▶ MS Runbjarn (Ruhnu Karu - Small shareholding) - Preservation of the Estonian wooden ship culture
- ▶ Ave Aktiveerimiskeskus - Therapy Center for children with disabilities





We look forward to seeing you in Tallinn!

