visit saaremaa

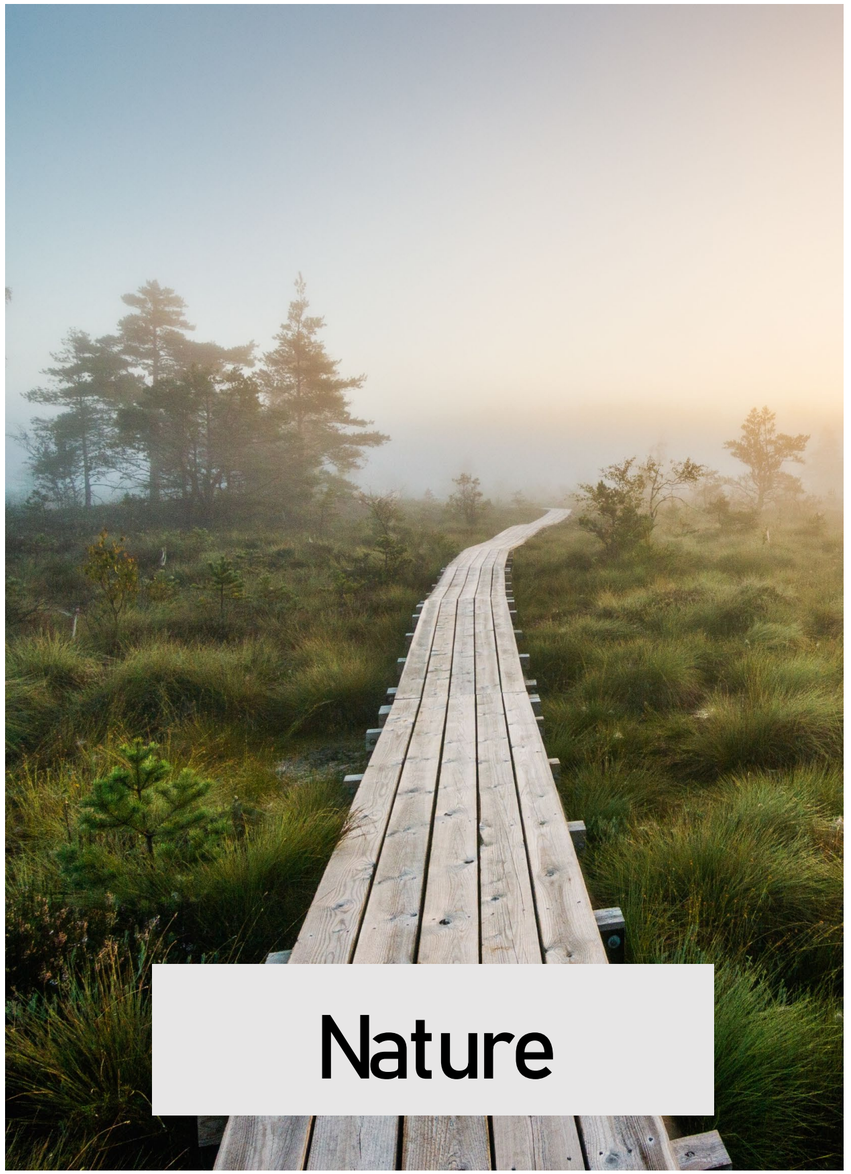
SMALL PORT, BIG EXPERIENCES

Cruise tourism the Saaremaa way



Kristina Mägi
Marketing manager
Visit Saaremaa

WHAT PEOPLE LOVE THE MOST ABOUT THE ISLANDS?



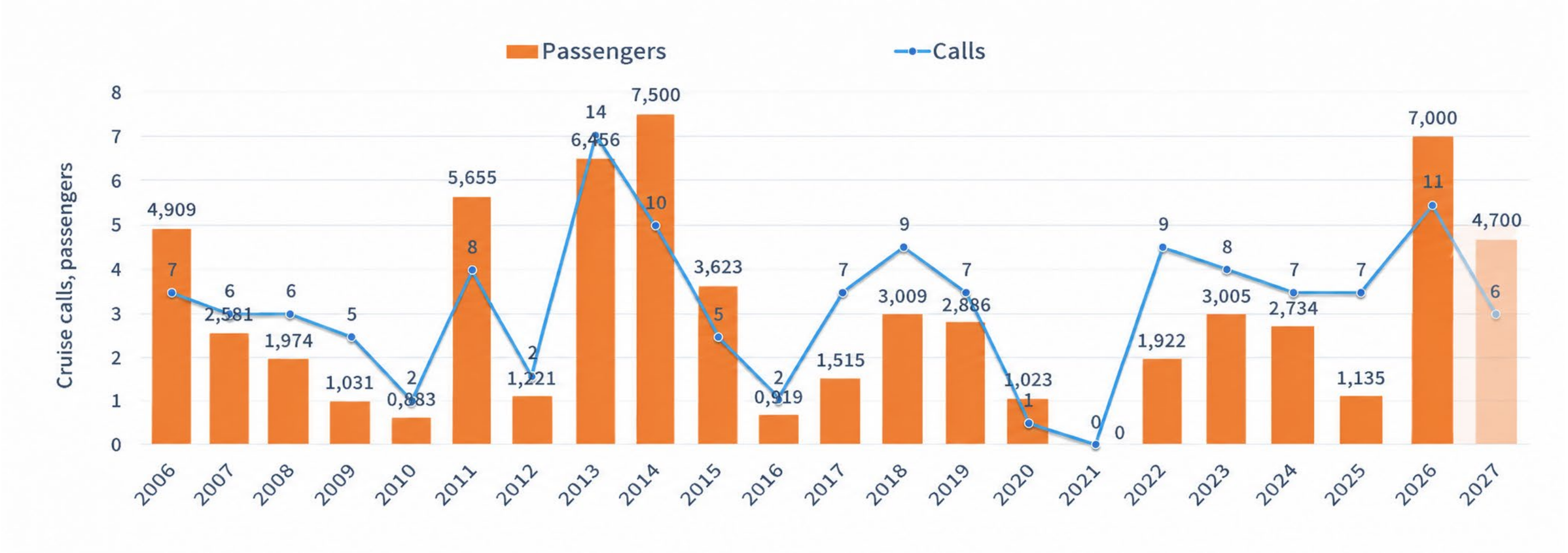




SAAREMAA HARBOUR



SAAREMAA HARBOUR



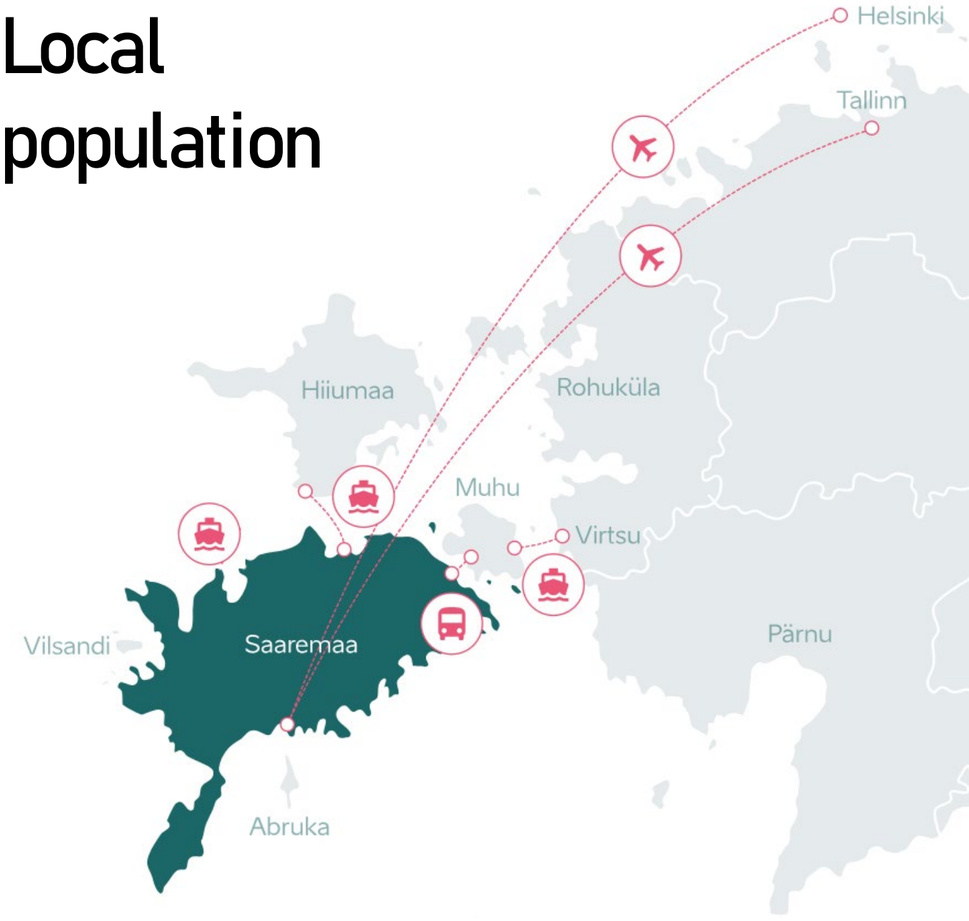
TRANSPORT CONNECTIONS

Ferry passengers

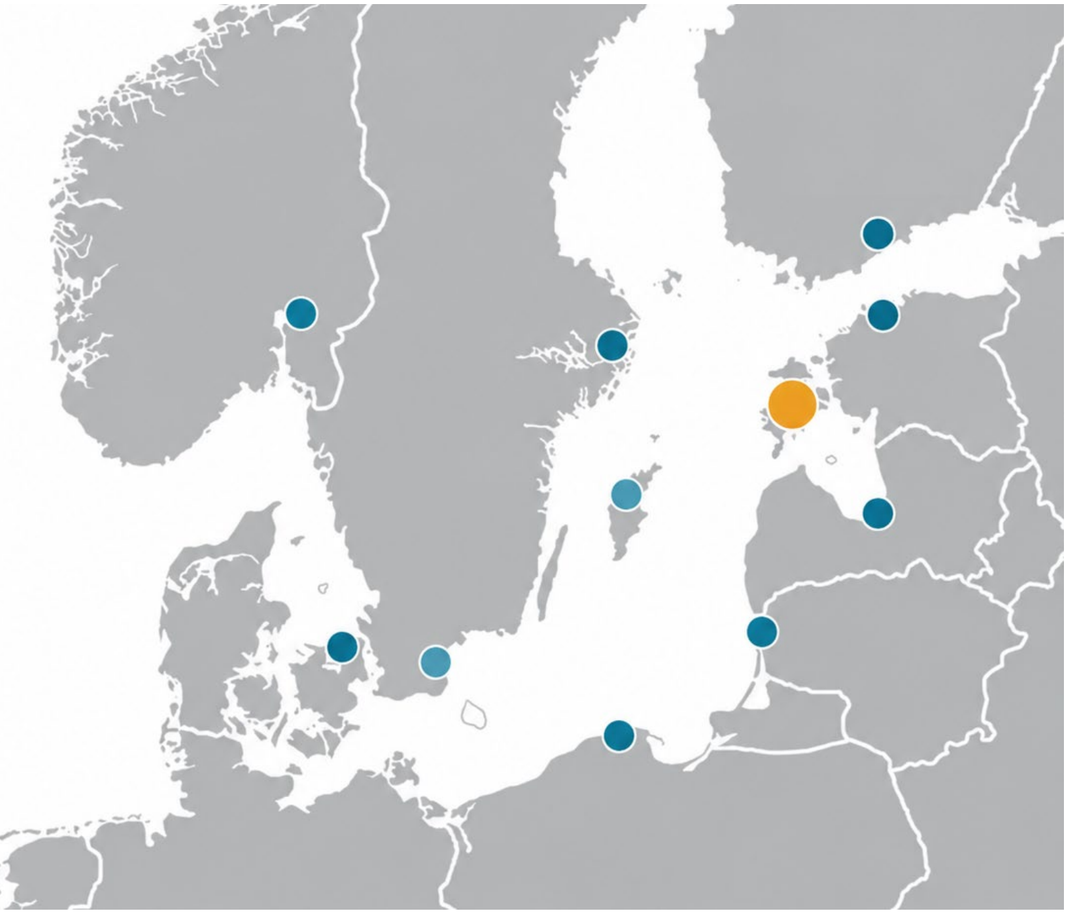
Local population

Plane passengers

Cruise passengers



WHY SAAREMAA?



- On the Baltic cruise route
- No long sail-in
- Nature & tranquility
- Heritage & local culture
- UNESCO & Green destination

SMALL PORT, DIFFERENT EXPERIENCES

- Less crowded
- More personal
- Local people
- Nature close by
- Authentic island life

Passengers are looking for more than highlights.



THE REALITY OF A SMALL DESTINATION



- Limited guides
- Limited languages
- Limited buses
- Long transfers cost more
- **1,000 passengers is a lot for us**

VALUE BEYOND THE PORT



- guides
- transport
- food
- attractions
- local producers
- **word of mouth MARKETING!**

For a small island economy,
even one port call can matter

WE CAN NOT DO IT ALONE

- Port + destination
- Cruise lines
- Local operators
- Cruise Baltic
- Cruise Europe
- Face-to-face B2B

Local knowledge + cruise expertise



SMALL PORT. BIG EXPERIENCE.



Small can mean:

- Personal
- Authentic
- Flexible
- Meaningful

Small certainly does not have to mean less.



An islander, writer
Jüri Tuulik has said:

Saaremaa is not only a geographical point in the Baltic Sea – it is a spiritual condition, which will never leave those who have felt it.

visit saaremaa