

Meta cluster for attracting the Japanese tourism market (CAITO)



Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.3. More exports by the Central Baltic companies to new markets

Sub-programme: Central Baltic

Duration: 01.07.2016 - 31.03.2020

Total funding: 1.413.735 EUR

ERDF funding: 1.141.858 EUR ERDF

Project Summary:

?In the Central Baltic region, tourist visits from neighbouring countries have declined in some areas. To face this challenge, clusters with skills, knowledge and the understanding required to enter new markets are needed and working with the Japanese market will create more opportunities to increase tourism in the region. Currently, potential exists in rural tourism for the development of clusters, products and services especially in terms of product quality and demand. This can be extended to the Japanese market in the tourism sector since Japanese tourists have expressed interest in visiting rural areas to experience the wide range of natural and cultural heritage products to be found in our countryside.

The aim of the project is shaping a rural tourism high capacity meta-cluster to access the Japanese market, enable its structure and operations, and present a significant rural tourism product for Japanese travellers. The idea is to build Japanese market expertise in order to create focused marketing and products suited to the interests and expectations of Japanese tourists to attract them in greater numbers to visit the Central Baltic region.

Map of Partners

Partners

Lead Partner

Eesti Maaülikool

Country: EE

www.emu.ee [1]

Partner budget: 307.029 EUR

Amount of ERDF funding: 260.975 EUR ERDF

Project Partners

MTÜ Eesti Maaturism

Country: EE

www.maaturism.ee [2]

Partner budget: 128.131 EUR

Amount of ERDF funding: 108.912 EUR ERDF

Latvijas Lauksaimniecības Universitāte

Country: LV

<http://www.esaf.ltu.lv> [3]

Partner budget: 123.482 EUR

Amount of ERDF funding: 104.960 EUR ERDF

Latvijas lauku tūrisma asociācija "Lauku ceļotājs"

Country: LV

www.countryholidays.lv [4]

Partner budget: 256.928 EUR

Amount of ERDF funding: 218.389 EUR ERDF

Laurea-ammattikorkealoulu Oy

Country: FI

www.laurea.fi [5]

Partner budget: 241.507 EUR

Amount of ERDF funding: 181.130 EUR ERDF

Länsi-Uudenmaan Lumo matkailu Oy

Country: FI

www.lumomatkailu.com [6]

Partner budget: 72.386 EUR

Amount of ERDF funding: 54.290 EUR ERDF

Helsingin Yliopiston Ruralia-instituutti

Country: FI

www.helsinki.fi/ruralia/ [7]

Partner budget: 151.950 EUR

Amount of ERDF funding: 113.963 EUR ERDF

Lohjan Kaupunki

Country: FI

www.visitlohja.fi [8]

Partner budget: 132.321 EUR

Amount of ERDF funding: 99.241 EUR ERDF

Associated Partners

Latvijas T?risma a?entu un opetatoru asoci?cija

Country: LV

Eesti Turismifirmade Liit (ETFL)

Country: EE

Society Zemgale tourism association

Country: LV

Results

Expected results

Achieved results

Project result in category - Joint tourist attraction

CAITO attracted Japanese tourists to the Central Baltic region

The project targeted the increase in Japanese tourists visits to Central Baltic region by joint efforts of Estonian, Finnish and Latvian rural tourism clusters.

The project was led by Estonian University of Life Sciences and included relevant partner organisations working with rural tourism from Estonia, Latvia and Finland.

The project implemented wide range of activities relevant for attracting Japanese tourists to the Central Baltic region. Those activities included awareness raising and product development among tourist service providers, trainings, hosting media and tour operators visits, creating press articles, participations in JATA travel market, market analysis, new marketing materials, the landing page, itineraries and packages for individual tourists.

During the project 252 unique rural tourism sector companies actively participated in project activities. The participating companies represented fields as accommodation, restaurants, catering, leisure, culture and others.

The project emphasised the high value added related to the product development (packaging the rural tourism services into joint journeys and offers), following the Japanese tourists logic to visit more than 1 Central Baltic country while visiting the region and joining forces for active new market entry activities (joint FAM trips, participations in fairs, marketing materials,...).

The project resulted continuing cooperation by rural tourism organisations after the end of project, the use of landing page - <https://balticsea.countryholidays.info/> [9] and has led to new cross-border cooperation projects.

Project page in database

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Tags

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Project Visibility

Social media links

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Other media visibility

[Latvijas Radio 1 - radio interview \(in Latvian\) on 15.06.2018](#) [16]

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Links

[1] <http://www.emu.ee> [2] <http://www.maaturism.ee> [3] <http://www.esaf.ltu.lv/> [4] <http://www.countryholidays.lv> [5] <http://www.laurea.fi> [6] <http://www.lumomatkailu.com> [7] <http://www.helsinki.fi/ruralia/> [8] <http://www.visitlohja.fi> [9] <https://balticsea.countryholidays.info/> [10] <https://database.centralbaltic.eu/project/54> [11] <https://database.centralbaltic.eu/tags/clustering-and-economic-cooperation> [12] <https://database.centralbaltic.eu/tags/tourism> [13] <https://database.centralbaltic.eu/tags/sme-and-entrepreneurship> [14] <http://balticsea.countryholidays.info/> [15] <https://www.facebook.com/Project-CAITO-153311461815435/> [16] <http://lr1.lsm.lv/lv/raksts/pecpusdiena/petijums-latvijas-lauku-autobusu-tikli-nav-piemeroti-arvalstu-tu.a105261/> [17] <https://jarvateataja.postimees.ee/4088699/ajakeskus-wittenstein-pakub-jaapanlastele-huvi> [18] <https://parnu.postimees.ee/4230357/jaapani-ajakirjanikud-nautisid-kulma-sauna-ja-nagid-jouluvana> [19] <http://www.hiiuleht.ee/2018/12/jaapani-reisikorraldajad-tahtnuks-kohtuda-hiidlastega/> [20] <https://visitpoltsamaa.com/koostoo-viis-poltsamaa-tooted-jaapani-turule/>