

How to attract visitors to Charming villages?

Discovering charming villages

Heini Niklas-Salminen



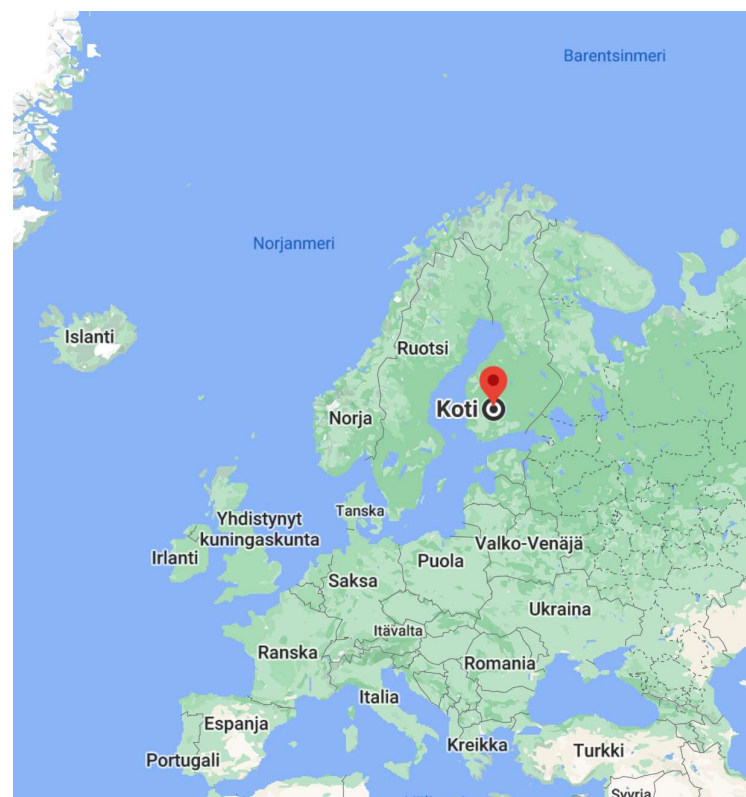
CHARM
Discovering charming villages



Co-funded by the COSME programme
of the European Union

Heini Niklas-Salminen

CEO Virtual Guide AR/VR



 Generalitat de Catalunya
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HEINI NIKLAS-SALMINEN
puheenjohtaja, Raudanmaan Kyläkuitu Osuuskunta



PREPARATORY ACTION ON
**Smart Rural Areas
in the 21st Century**



Finland's Smartest Village



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**Helsinki
Finland**

The coolest tech
hub in Europe

DIPLOMA

This is to certify that

Virtual Guide AR/VR

has been recognized as a winner in
Business Finland Digital Travel
Innovation competition.

On this *18* day of *January* in the year *2018*



Pekka Vekonen
Pekka Vekonen
Executive Vice President,
Visit Finland

**BUSINESS
FINLAND**

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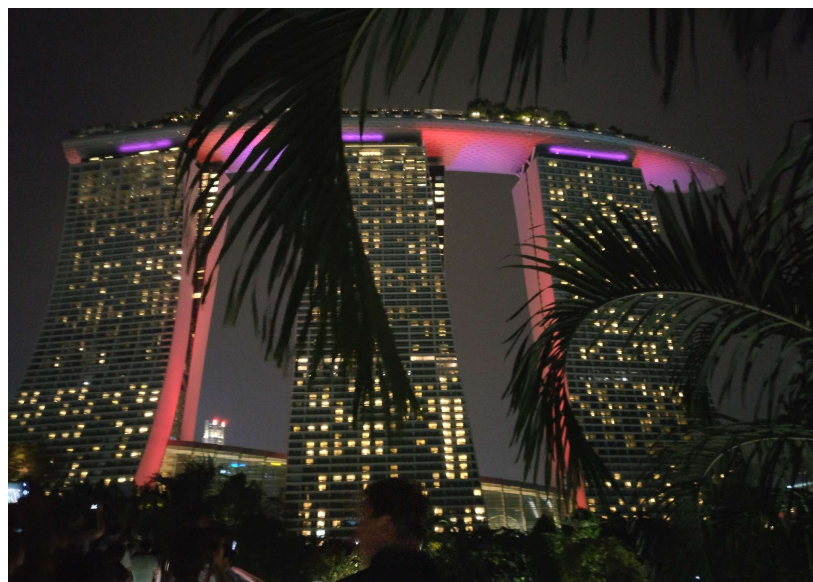
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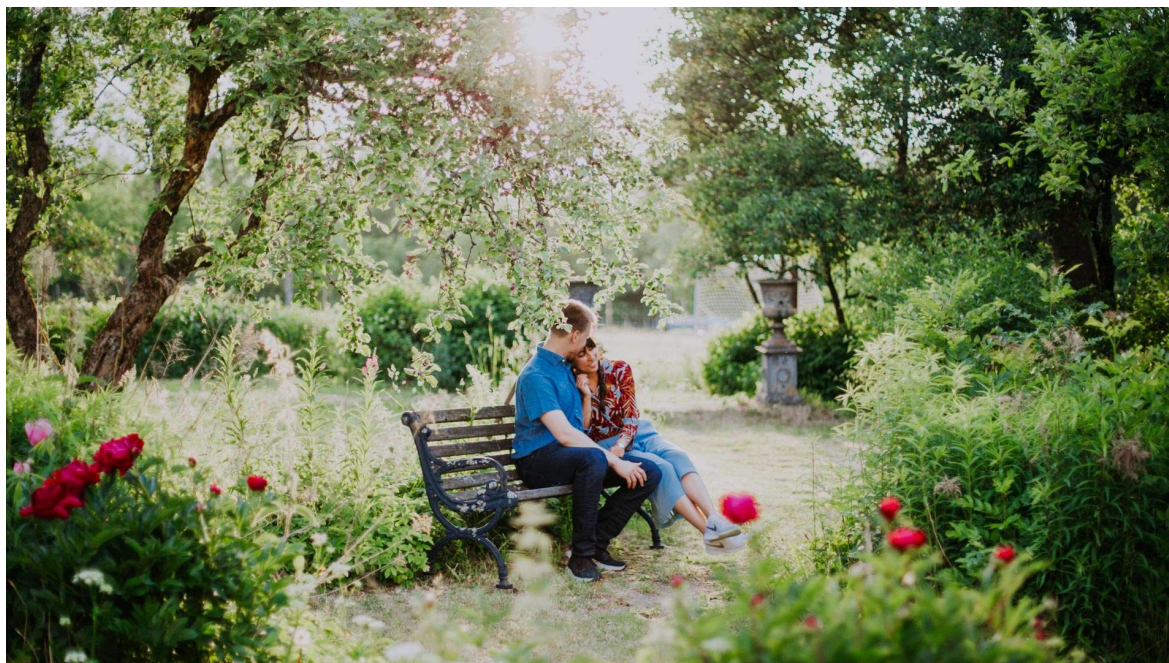
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Singapore, Sydney or Barcelona?



Or CHARM village Mathildedal in Finland?





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Path from awareness to travel



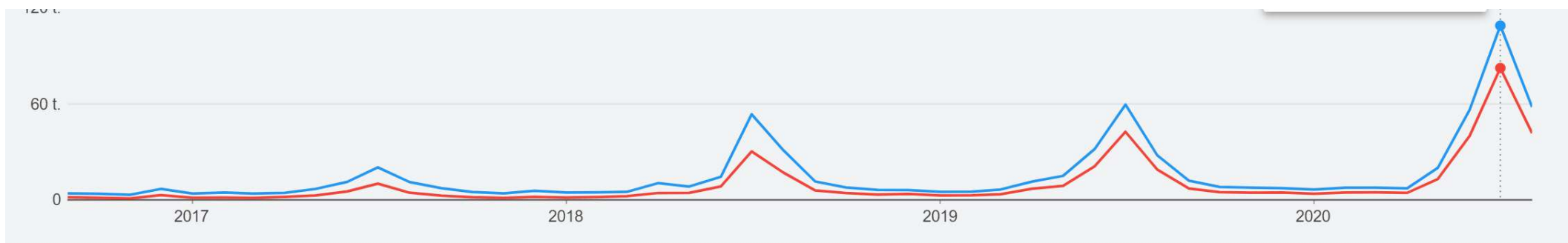


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Visibility – 3 year development



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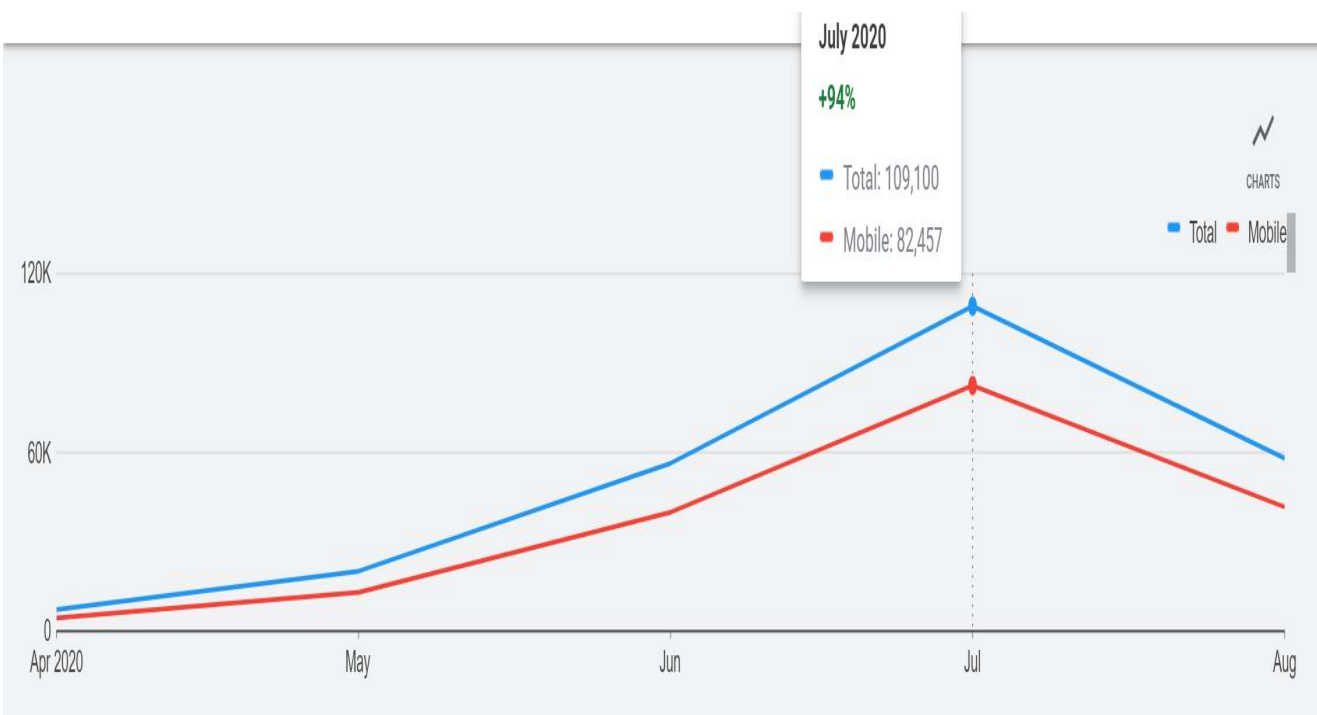
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Visibility now: 109.100 Google searches in July 2020




ILTA-SANOMAT TUOREIMMAT LUETUIMMAT SÄÄ OSASTOT

ETUSIVU UUTiset VIHDE URHEILU MENAISET TALOUS AUTOT DIGI HYVÄ OLO RUOKALA ASUMINEN

MATKAT

JUURI NYT

Tommi Hynynen kuoli täysin yllättäen vain 33-vuotiaana – Ville Husso herkistyy muistellessaan ystävänsä ja viimeistä tapaamista

MATKAT

Kaksi kylää Suomesta pääsi listalle, jossa on Euroopan maaseudun helmiä – tunnetko nämä paikat jo?

Euroopan lumoavat kylät -hankkeeseen kuuluu kaksi suomalaiskylää: Mathildedalin ja Oravin kylät.

JAA KOMMENTOI

LUETUIMMAT

- Nämä 15 esinettä ovat hepreaa Z-sukupolven kuuluville! Jos saat kaikki oikein, olet entinen nuorisolainen 20:30
- Jari-Matti Latvala kommentoi radiossa suhdettaan Maisa Torppaan – paljastaa, millaiset välit ex-parilla on nykyään 18:54
- Tiedätkö jo kuumerkkisi? Se voi paljastaa tunnelämästä enemmän kuin tavallinen horoskooppi – katso tulokset jokaiselle merkille 19:00
- Kommentti: Trumpin koronassa

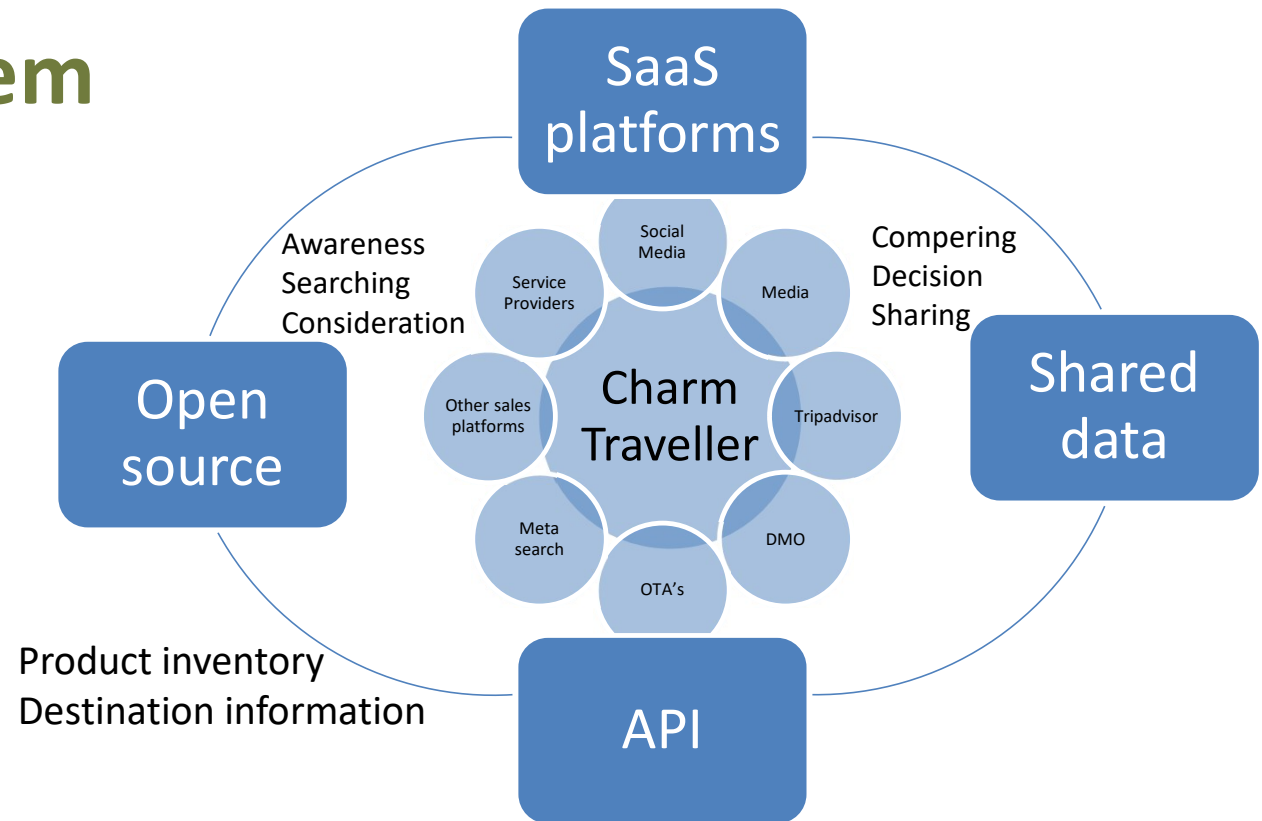


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Travel Digital Ecosystem





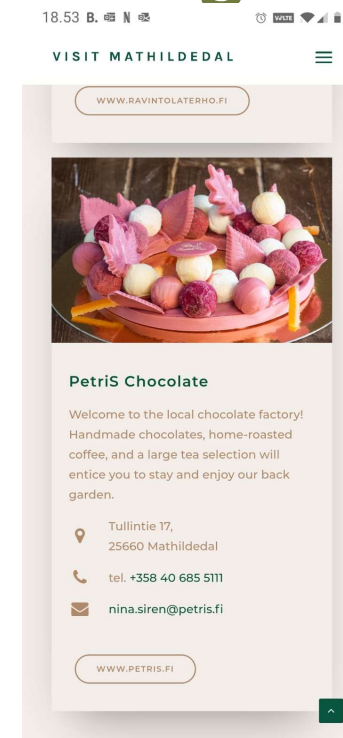
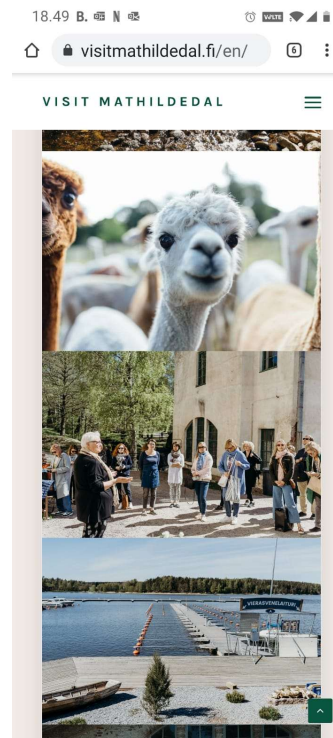
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Awareness – Website: Be Visible for Google

- Mobility
- Expertise
- Authority
- Trust



Awareness – Channels to feel it

- Facebook
- Instagram
- Youtube



Consideration – What other people think?

19.45 B. N. 100% VUE

← Hotel Mathildedal
27. lokak. – 29. lokak.

Majoituspaikassa ei ole saatavuutta valitsemiasi päivinä Booking.comissa
Tässä parhaat vaihtoehdot

29. lokak. - 31. lokak.
Alkaen € 256

30. lokak. - 01. ma
Alkaen € 256

9,1 Erinomainen
Katso kaikki 311 arviota

280 asiakkaan kokemukset olivat loistavia

"Hotellissa on ihana tunnelma, aamiainen on super, kaikki toimii."

R Reetta
+ Suomi

"Loistava aamiainen, mukavasti oli panostettu lähialueen tuotteisiin."

Nina
+ Suomi



Mathildedalin Ruukkitehtaat

33 arvostelua

Ruukinrannantie 6, Salo, Southwest Finland, Suomi

9 mainintaa kohteesta [mathildedal](#)

"...Mathildedal on mukavan leppoisa päiväretken kohde...."



Hotelli Mathildedal

21 arvostelua

Ruukinrannantie 6, Mathildedal, Southwest Finland, Suomi

2 mainintaa kohteesta [mathildedal](#)

"...Kätevä sijainti, jos haluaa tutustua ruukkikylään tai käy Mathildedalin..."



Mathildedalin Kyläleipuri

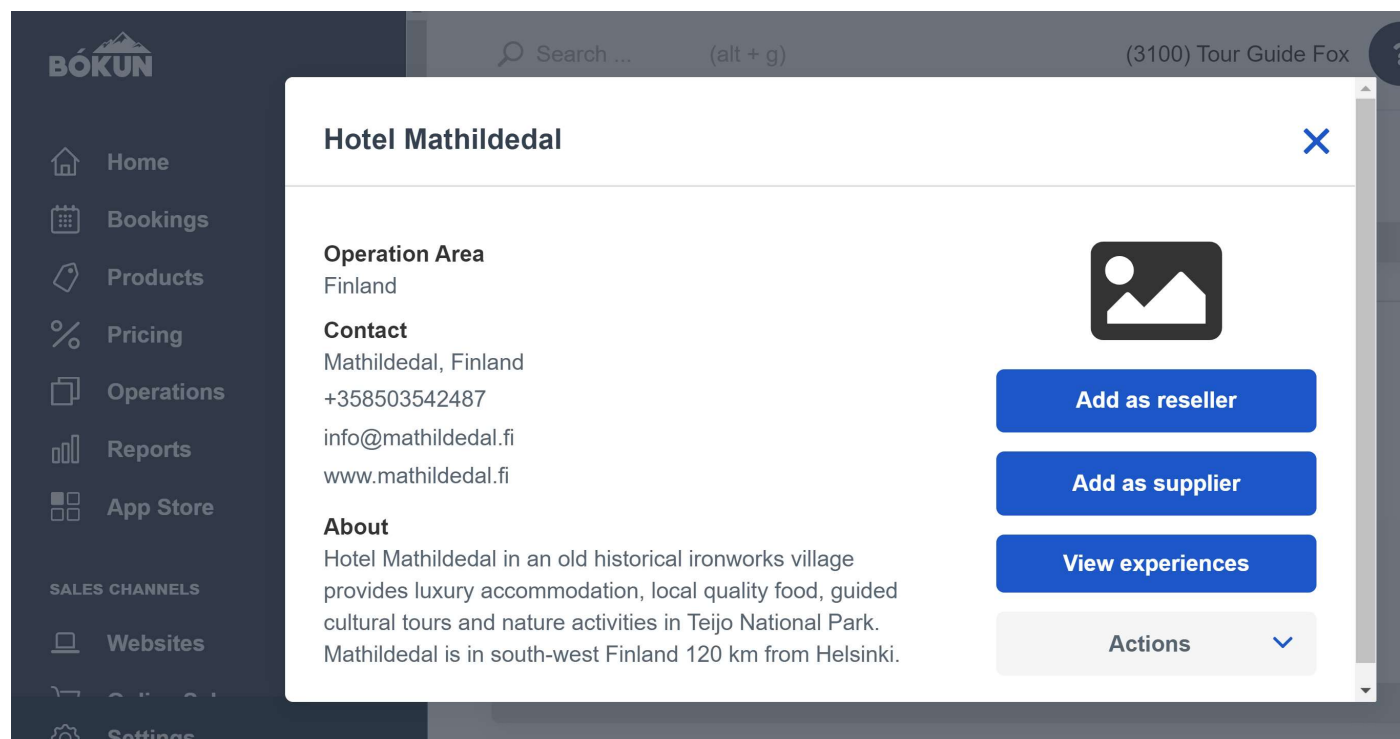
9 arvostelua

Bremerintie 4, Salo, Southwest Finland, Suomi

1 maininta kohteesta [mathildedal](#)

"...Juurileipomo oli uusi retkikohde Mathildedalin kylällä...."

Consideration – What else is available?



BOKUN

Search ... (alt + g) (3100) Tour Guide Fox ?

Hotel Mathildedal X

Operation Area
Finland

Contact
Mathildedal, Finland
+358503542487
info@mathildedal.fi
www.mathildedal.fi

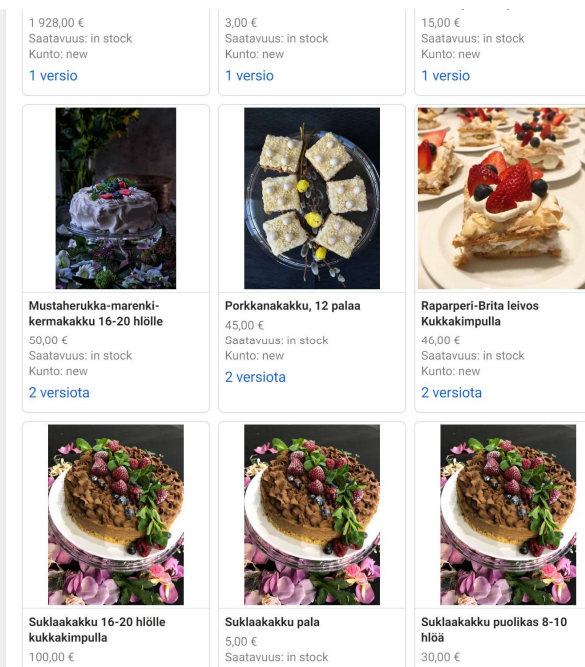
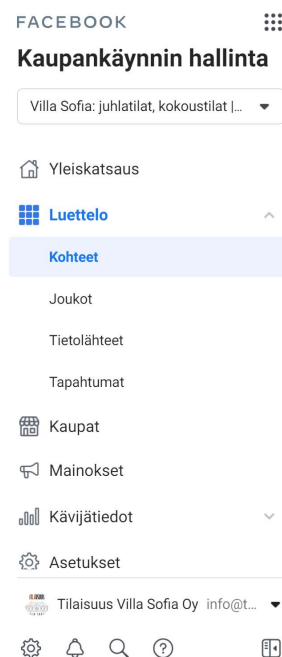
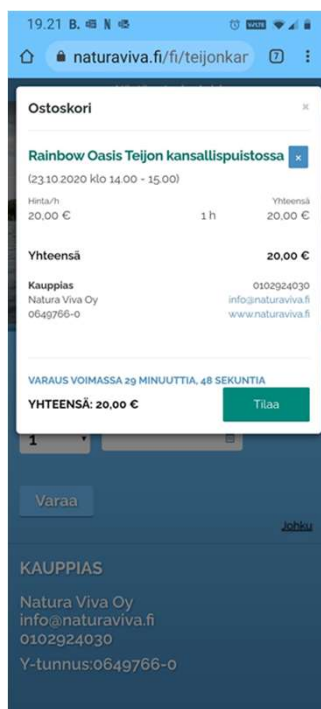
About
Hotel Mathildedal in an old historical ironworks village provides luxury accommodation, local quality food, guided cultural tours and nature activities in Teijo National Park. Mathildedal is in south-west Finland 120 km from Helsinki.

Actions V

Buttons:
Add as reseller
Add as supplier
View experiences

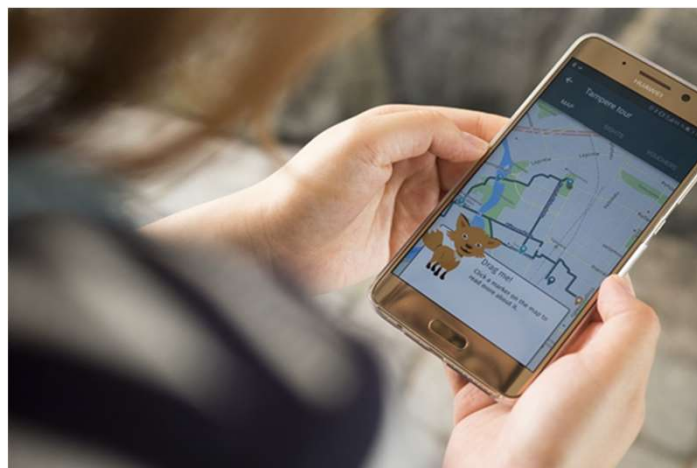
Left Sidebar:
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Bookings
Products
Pricing
Operations
Reports
App Store
SALES CHANNELS
Websites
Settings

Desicion – Book and Buy



Delivery and & Use – New technologies

- AR App – CHARM
- TourGuideFox



Loyalty & Advocacy



Thank You!

Heini Niklas-Salminen
TourGuideFox.com

