

Introducing Alaska to Finns: A marketing strategy for improving Ketchikan's visibility in Finland

Piia Samstén

Bachelor's Thesis
Degree Programme in Tourism
09.12.2013



Degree programme

<p>Author or authors Samstén Piia</p>	<p>Group or year of entry 2010</p>
<p>Title of report INTRODUCING ALASKA TO FINNS: A MARKETING STRATEGY FOR IMPROVING KETCHIKAN'S VISIBILITY IN FINLAND</p>	<p>Number of pages and appendices 42 + 17</p>
<p>Teacher/s or supervisor/s Kostov Alexander, Seppänen Anu</p>	
<p>This thesis was commissioned by the Ketchikan Visitors Bureau. This study is a marketing strategy of how Ketchikan should increase visibility and promote itself in Finland. The marketing strategy studies, whether there is a future for further planning and action.</p> <p>The aim was to analyze Alaska and Ketchikan markets and then based on the information create the marketing strategy. The study includes destination analysis, theory about marketing strategy, statistics about the visitors of Ketchikan and Alaska and European markets, small research about the image of Alaska in Finland and the actual marketing strategy. This study used research methods like interview and observing. Interview was executed in Finland and observing happened both in Finland and Ketchikan to accomplish the goal.</p> <p>Goal for this study was to get answers to the questions of what kind of markets exist in between Alaska and Europe, what kind of tourists visit in Ketchikan or Alaska, what Finnish people know about Alaska, have Ketchikan or Alaska already some promotion in Finland, how should Ketchikan promote itself and increase the visibility in Finnish markets and what will be the future of Ketchikan or Alaska in Finland or European markets.</p> <p>Alaska is an unknown destination in Finland and this affects the markets. Some tour operators in Finland are organizing cruises or tour packages to Alaska, but only few people travel to Alaska. If Ketchikan want to increase its popularity it should focus on developing the Internet visibility by developing better search engines, websites and social networking sites. Ketchikan could also create new relationships with Finnish tour operators and focus on developing existing co-operation between travel guide publishers and existing tour operators in Finland.</p>	
<p>Keywords Visibility, Alaska, Ketchikan, Internet marketing, marketing strategy</p>	

Table of contents

1	Introduction.....	1
2	Destination analysis	3
2.1	Alaska “The Last Frontier”	3
2.2	Southeast Alaska.....	4
2.3	Ketchikan	5
2.3.1	What to do in Ketchikan?	6
2.3.2	Ketchikan as a tourist destination	7
2.4	The U.S Travel Association	8
3	Marketing analysis	9
3.1	Marketing process	9
3.1.1	Finding out the markets.....	9
3.1.2	Marketing channels	10
3.2	The product development.....	11
3.2.1	The product.....	11
3.2.2	The image	12
3.2.3	Producing the product	12
3.2.4	Testing the product	12
3.2.5	Commercialization.....	13
3.3	Marketing strategy	13
3.3.1	Marketing mix	14
3.3.2	Creating relationships.....	14
3.4	Promotion	15
3.4.1	Budget	16
3.4.2	Advertising	16
3.4.3	Sales promotion	17
3.4.4	Public relations.....	17
3.4.5	Personal selling	17
3.4.6	Direct marketing.....	18
3.5	International marketing.....	18
3.6	Internet marketing.....	19

3.6.1	Online marketing.....	19
3.6.2	Benefits of Internet marketing for the business.....	20
3.6.3	Benefits for the customer.....	20
3.6.4	Way to make website visible	21
3.6.5	Social networking	21
3.7	Marketing research.....	22
4	Tourism markets of Alaska.....	24
4.1	Typical visitor.....	25
4.2	The view of Southeast and Ketchikan markets.....	26
4.3	Alaska in European markets	27
5	The image of Alaska in Finland	28
5.1	Research methods	28
5.1.1	Observing.....	28
5.1.2	Interview.....	28
5.2	Finnish knowledge about Alaska.....	29
5.3	Alaska marketing in Finland	30
5.4	Would Ketchikan have chances on Finnish markets?.....	31
6	The marketing strategy for visibility and promotion.....	33
6.1	Researching the markets.....	33
6.2	Finding the potential Finnish customers	34
6.3	Creating an International marketing mix	34
6.3.1	Ketchikan as a product.....	34
6.4	Best options for the promotion	35
6.4.1	Tour operators as intermediaries.....	35
6.4.2	The amazing sales place called the Internet.....	37
6.5	What if the marketing strategy will not work?.....	39
7	The future and conclusions	41
8	Sources.....	43

1 Introduction

”Mom, dad I’m going to Alaska this summer!” This simple utterance was actually a start for this study. In autumn 2011 I believe my interest in Alaska developed when I saw a film *Into the Wild*, which is based on the travels of Christopher McCandless across North America and his life spent in the Alaskan wilderness in the early 1990s. I also saw couple of documents about Alaska’s wildlife. During autumn I did a presentation about Alaska at school and then I really started to think of accomplishing my internship in Alaska. The decision about Alaska was planned but I let the faiths decide the city and thanks to my former boss at Southeast Exposure last year I had a chance to “meet” Ketchikan, a small harbor city in Alaska, where I accomplished the first part of my internship.

While I was there I met staff from Ketchikan Visitors Bureau and they mentioned about a huge project, in which Ketchikan and a couple of other cities are aiming to increase their tourism by creating a trip package. I liked the idea and asked whether I can be a part of it. This is how my co-operation with them started. After I came back I faced some problems, and I needed to change the direction of the subject in the study. I still wanted to do something related to Alaska. I remembered the staff talking about European markets so I came up with an idea to create a marketing strategy for increasing the visibility of Ketchikan in Finland.

The goal of this study is to answer questions related to Alaskan markets in Europe like is there a demand for Alaska in Finland, what kind of Finnish tourists Alaska attracts, what Finnish people, called by Finns in the study, know about Alaska and what kind of image Alaska have in Finland and have Alaska already done some promoting in Finland. With the help of these answers I have created an answer to the main question of this study: How can Ketchikan increase visibility and promoting in Finland?

Many people in Finland do not know almost anything about Alaska – so how could they want to travel to a destination they don't know? The Ketchikan staff explained to me that Alaska should first establish a market, before they can do marketing directly to

Finland. The strategy will give Ketchikan Visitors Bureau a view of Finnish markets and ideas about how they should proceed with that information. I hope the strategy will help them to decide whether it is possible and beneficial to transform the options of the marketing strategy into action.

To be honest, creating the study was very difficult for me, because it was very hard to keep it from extending too much. The subject was interesting since I wanted to help visitors bureau and thank them for everything they did for me when I was in Ketchikan. I had to keep repeating the questions to which I wanted answers in my head all the time. To me the answers were actually very surprising. I discovered many interesting results about the European markets and what Finns think about Alaska. Since the Ketchikan is less popular destination than Alaska, that is why most of the results from the statistics is about Alaska. That is why I need to talk mostly about Alaska instead of Ketchikan. In Finland there are more tour operators, which organize trips to Alaska. I believe in Finland there are potential customers who would like to travel to Alaska and Ketchikan, but the visibility and recognizability of the destinations are very low.

In the second chapter of my study I will present the product, the destination, in order to create a concept of Alaska and Ketchikan. In the third chapter, I go through the theoretical basis for the marketing strategy: the process of marketing, channels, marketing strategy, international marketing and internet marketing, since they are all important tools in creating a marketing strategy. In chapter four, I will take a look on numbers and statistics about the Alaskan-European tourism market to give an idea of whether the marketing strategy will work. In chapter five, I will present the image Finns have on Alaska. I will also take a look at the Alaskan marketing done in Finland. In the sixth and final chapter, I will present the marketing strategy with its risks and how to avoid them and also the future plans and conclusions.

2 Destination analysis

“If you want to escape the rat race of life, understand the simple pleasures like food, shelter, and warmth, then it’s time to head to Alaska.” This is something Matti Lainema said in his book called *Eräretkillä Alaskaan* (Lainema Matti, 2010). This section provides a brief overview of Alaska, Southeast Alaska and specifically the city of Ketchikan. It will also discuss the connection between Ketchikan, state and national tourism marketing associations.

2.1 Alaska “The Last Frontier”

At the northern most point of the west coast of North America is where you will find Alaska. The state is bound on three sides by water and Canada’s vast Yukon Territory to the east. Alaska’s closest neighbour to the west, across the Bering Strait, is Russia. (Discovery Channel 2004, 338)

The sparsely populated state is home to approximately 730,000 residents. Although the states’ largest incorporated city is Anchorage, the state capital is located in the southeast city of Juneau (Alaska 2012; Census 2013). Indigenous people came to Alaska thousands of years ago. One train of thought is that the Aleut people of the north were the first to arrive in Alaska, crossing over the Bering Sea area on ice bridges formed during the time of the Ice Age. The Alaska Natives such as the Tlingit and Haida of southeast are thought to have migrated to Alaska from North America. ‘Time of contact’, meaning the earliest time when Native groups had significant direct interactions with Europeans, did not happen until much later in the 18th Century when Russian arrived around 1750. Historically, contact with the Europeans had a devastating effect on the Alaska Natives, over 50% of the population were killed or died of disease, and many of the surviving indigenous people were subjugated or enslaved. (Discovery Channel 2004, 16; London, D. 26/04/2013; Lonely Planet 2009, 44-52)

The vast area now referred to Alaska originally belonged to Russia. In a land acquisition deal, often referred to as ‘Seward’s Folly’, the United States purchased the territory from Russia in 1867 for the sum of 7 Million dollars. Really Russia’s folly in the end as

the United States has found this vast wilderness to be surrounded by waters brimming with valuable seafood, massive forests that fuelled a booming logging industry, and land filled with natural resources such as oil, natural gas a precious metals and minerals. (Discovery Channel 2004, 16; London, D. 26/04/2013; Lonely Planet 2009, 44-52)

Year 1898 was the famous gold rush in Klondike, Yukon Territory of Canada, and during this period, the migration to the cities increased. From this point forward, various industries developed throughout Alaska. Commercial fishing became a leading industry alongside logging and mining. Alaska became officially the 49th state of United States in 1959 (Lonely Planet 2009, 44–52). During 21st Century, a new economic development started to gain footing, the tourism industry. Schooners that brought hopeful miners and business entrepreneurs to Alaska now started bringing visitors to the state. Tourism has now become one of the top industries for Alaska. (Darthmouth 2010; Discovery Channel 2004, 16–42)

2.2 Southeast Alaska

Southeast Alaska, often referred to as the “Inside Passage” or “The Panhandle”, is the most southern part in Alaska (Alaskainfo 2013a; Travel Alaska 2012). In figure 1. presents the location of the southeast in relation to the state of Alaska. Many cities have rich Tlingit tribe culture with interesting histories, almost pristine scenery and wildlife. Hear the famous cry “gold in the Yukon!” in Skagway, enjoy your time in the sophisticated cosmopolitan city Juneau, which is also the capital of Alaska, enjoy the majestic snow-capped mountains next to Sitka or do some charter fishing in Ketchikan. (KetchikanAlaska 2013; London, D. 26/04/2013; Sitka 2013; Travel Alaska 2012; Travel Alaska 2013a)

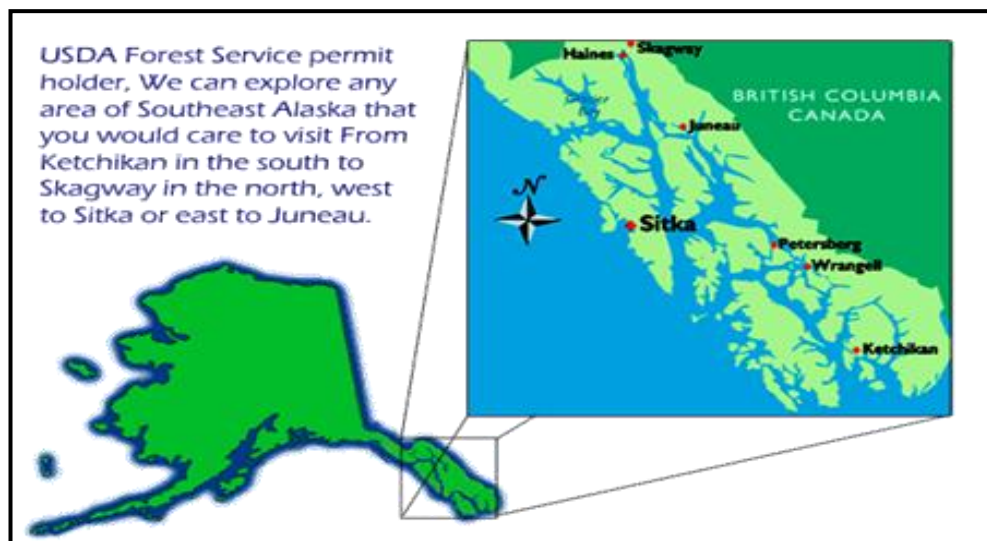


Figure 1. A map about Southeast Alaska 06/20/2013 (Alaska Yacht Adventureries 2013)

Millions of acres of land making up the Tongass National Forest are filled with fauna including black and brown bear, black tail deer, eagles along with over 100 other migratory birds, otters, mountain goat, and beaver, while the surrounding ocean water is home to seals, sea lions, Orca and Humpback whales, porpoise, and five different species of salmon. (London, D. 26/04/2013; Travel Alaska 2013b)

2.3 Ketchikan

The city of Ketchikan and surrounding borough areas located on Revillagigedo Island is the sixth most populous city with around 13,000 people. It is thought that the actual city name comes from the Tlingit name for the creek, which flows through the town. Ketchikan is Alaska's first city if you travel from South and also called the "A Salmon Capital of the World", as it historically holds the record for canning the most salmon. (KetchikanAlaska 2013; London, D. 26/04/2013; Travel Alaska 2013c)

Today the tourism plays a large role in the local economy. The local tourism bureau advises that the main tourism season runs from May through September though the cities doors are open year round. Since Ketchikan is located within a temperate rain-forest, the temperatures are much milder than northern Alaska. The area, noted for its rain, sees an average of about 163 inches of rainfall annually and about 37 inches of snow a year. The perennial rainfall is often lovingly referred to by locals as "liquid sunshine" (KetchikanAlaska 2013; Travel Alaska 2013c). Visitors will find average high

temperature in summer is 65 °F (18 °C) and on winter 39 °F (4 °C). (KetchikanAlaska 2013; London, D. 26/04/2013)

2.3.1 What to do in Ketchikan?

There are plenty of different attractions that await you in the city (Experience Ketchikan Alaska 2012, 4). Ketchikan is the city with forested slopes and a waterway humming with floatplanes, fishing boats, eagles and ferries. (Travel Alaska 2013c)

This is an historic city filled with museums, historic sites, nationally recognized districts and totem pole parks. Ketchikan hosts the largest collection of totem poles in the world and is home to many nationally acclaimed Master Native carvers, weavers and contemporary artists (Experience Ketchikan Alaska 2012, 4&9). Saxman Totem Park, Totem Heritage Center, Creek Street Historic District and Dolly's House are just a few of the places where you can explore the history. (Seatrails 2013)

Ketchikan, historically identified as one of the top 100 arts towns in the US, is filled with art. Art has been woven into the tapestry of the community, from bronze sculptures on the dock depicting pioneers of the community, stain glass pieces of the waterfront promenade, sculpted piling caps, and totem poles found in city parks and pedestrian walkways. There is an extensive array of art exhibits year round in addition to galleries and festivals dedicated to the arts. Ketchikan is home to the original Wearable Arts Festival and annually hosts its beloved Blueberry Arts Festival that showcases the arts and crafts of this talented community. (Experience Ketchikan Alaska 2012, 2; London, D. 26/04/2013; Travel Alaska 2013c)

Beside cultural attractions, wildlife-filled fjords such as Misty Fjords, which hosts miles of glacier formed water channels, magnificent 300 ft. cliffs, and rock formations is located close to the city. (Discovery Channel 2004, 117; Travel Alaska 2013b)

2.3.2 Ketchikan as a tourist destination

Ketchikan is a place to experience a unique lifestyle for those people who would like to take a break from their everyday life. (Experience Ketchikan Alaska 2012, 1)

Since the city is the salmon capital, thousands of salmon return from the open ocean to waters to spawn each year near Ketchikan offering numerous fishing opportunities for visitors. Where else in the world can you catch King Salmon fishing off a bridge in the center of the downtown! In addition, the city offers great opportunities for hands-on adventure and the local tour operators offer over 200 alternative activities to visitors. (Experience Ketchikan Alaska 2012, 16, 20)

From self-guided tours to organized excursions, the options are unending, from kayaking to snorkelling, hiking to ziplining, wildlife viewing to cultural heritage tour. Ketchikan has something to offer the experienced traveller or the day visitor. (Experience Ketchikan Alaska 2012, 20; Seatrails 2013)

Since Ketchikan is located on an island, the traveller will be arriving by sea or plane. Several flights arrive daily from Seattle, Alaska Marine Highway System provides year-round ferry service from Bellingham Washington or Prince Rupert, by private vessel and cruise ships that arrive from Seattle or Vancouver, British Columbia May through September. Cruise ship docks are located in the central downtown area creating easy access to the community, and visitor information and tour operator centers. There is also access to local ferries operating daily service to outlying islands (London, D. 26/04/2013; Seatrails 2013; Travel Alaska 2013c). There is also an airport on Gravina Island, which lies about 10-minute ferry ride away from the city center. Along with national flight carrier service, there are also air taxis and sea plane tour companies. (Seatrails 2013)

As a tourist, who travels outside his place of residence over 24 hours and who will travel either to have recreation, rest, work, hobby or a visit to his friends and relatives, can use many services according to his needs in Ketchikan. There are hotels, hostels,

bed and breakfasts, Forest Service cabins, RV parks, car rentals, a transit system and outdoor gear rentals. (Komppula, R. & Boxberg, M. 2002, 8-9; Seatrails 2013)

So in conclusion, Ketchikan is a good destination for cruise travelers, sportfishers and adventurers. (Experience Ketchikan Alaska 2012, 1)

2.4 The U.S Travel Association

It's a non-profit trade association, which has established in 1941. The association's main mission is to increase travel to and within the U.S and their audience consist of travel industry, domestic travelers, policy makers, opinion leaders and the media. They promote the benefits of travel and the breaking of prohibitive barriers by providing authoritative research and networking opportunities (U.S Travel Association 2013a). The association provides for example industry-leading economic data, information, analysis and travel trends. (U.S Travel Association 2013b)

U.S. Travel Association has established a multiyear, advocacy and awareness campaign called "Travel Effect". With the help of U.S Travel Association the campaign is trying to grow travel's voice, advance pro-travel policies and communicate travel's widespread impact (Travel effect 2013a). The campaign is connected to authoritative and original research and other projects and studies, which proves the benefits travel brings to people, communities and the U.S economy. (U.S Travel Association 2013c)

Ketchikan does not specifically work with US Travel Association other than membership and drawing on data they provide. Ketchikan Visitors Bureau works with the State of Alaska's Division of Economic Development, Tourism Development and Market, and is a member of the Alaska Travel Industry Association (who carries out the primary marketing including all international marketing). (London, D. 26/04/2013)

Ketchikan with Juneau and Sitka have mutual marketing campaigns to increase south-east Alaska tourism. The campaign has an incredible style to mix research, media, marketing, partnerships and other elements. (London, D. 26/04/2013)

3 Marketing analysis

There are many ways to determine marketing. Philip Kotler and his group has determined in Principles of Marketing, that marketing is dealing with customers, who are one of the most important components of a marketing system. I loved the way in one website called Learning Marketing they say that as an evolving “field”, marketing is everywhere and it is in almost everything what you are doing (Kotler, Armstrong, Wong, Saunders 2008, 6-7; Learningmarketing 2013a). This chapter consist marketing process and how to find the markets, how Ketchikan will do its product development and what things affects the product. This conducts to marketing strategy and its creation, how to promote the product after it is ready, what needs to take concern when doing marketing abroad and what includes on Internet marketing and how to increase visibility there.

3.1 Marketing process

Marketing is a process, where individuals and groups satisfy their needs and wants by exchanging products and value with others for example companies provide products to customers and they receive value from the customers (Kotler 2008, 7). It requires a lot like planning, implementation of campaigns and employees with the appropriate skills to ensure marketing success (Learningmarketing 2013a). “Failing to plan means planning to fail” is true, because a good planning will contribute systematic thinking, which means more coordination and clearer performance standards for control. Without this, success may not come (Kotler 2008, 129). In the end a marketing plan will define ways how to build a profitable “bridge” between the customers. Different steps are used when we are talking about the marketing process; first step is to realize the marketplace and what the customers may need or want. (Kotler 2008, 7)

3.1.1 Finding out the markets

There is demand when there are customers who need the product (Markkinointisuunnitelma 2013c). Usually demand and supply have their peaks at different time because some supply services are affected by such conditions as weather. And in tourism dur-

ing the vacation season there is greater demand than supply. (Komppula, R. etc. 2002:10-11)

After finding the marketplace and defining the potential consumers, it is time to design a customer-driven marketing strategy. Managing the markets is one of the key points and the main task first is to ensure, what is the target market and how to serve the customers. It is important to “pick” the customers since you cannot serve everybody or can, but at a lower standard. (Kotler 2008, 13-14)

There has to be some consideration about the target customers, their desires and abilities, which may for example be money, time, and physical and mental resources. (Komppula, R. etc. 2002, 101-102). A customer who will be the key user of the product and will transmit forward the information after experiencing the product, always comes first. On the competitiveness field it is important to recognize the customer’s needs, motivations and behaviour. Equally important is the market positioning and connections between the competitors and cooperation partners. (Komppula, R. etc. 2002, 66-68)

In case the market segmentation is necessary and it means dividing a particular market into many sections, which is cheap and very effective (Komppula, R. etc. 2002, 74-78; Learningmarketing 2013b). These sections include different characteristics or behaviors for example demographic, economic, geographic, psychographics and lifestyle (Komppula, R. etc. 2002, 74-78; Learningmarketing 2013c). There is change of segments for people who have similar needs and buying behavior when they live in different countries. (Kotler 2008, 422)

3.1.2 Marketing channels

Marketing channels will proceed the products from the producers to the customers. In the marketing process this system consists of all institutions and marketing activities. There are four different marketing channels: direct selling, selling through intermediaries, dual distribution and reverse channels. In direct selling the product will be sold directly to the customers. Today it includes one-on-one demonstrations and personal

contact arrangements as well as Internet sales. Selling through intermediaries contains for example retailers, who sell the product to the customers. In tourism industry usually tour operators could be retailers. Dual distribution includes a wide variety of marketing arrangements to reach the customers. Former channels can be used to attract the same target market. Reverse channels contains otherway round action, which means from consumer to intermediary and mostly a beneficiary activity like recycling is connected to this action. (Boundless 2013)

3.2 The product development

After segmentation comes the phase to create a product followed by positioning it for to the chosen market segment. It is also critical at this stage to examine products of the competitor (Learningmarketing 2013d). This chapter determines the product and how the image of a product arises, producing the product and testing it in the market place and finally how to make commercialization.

3.2.1 The product

It has been defined in tourism research that a tourism product consists of attractions, services, accessibility, images about the destination, price and resources like climate, sights and infrastructure. A destination will define the product (Komppula, R. etc. 2002, 15-17). When the product is immaterial for example transportation, it is produced, provided to the customer and expended immediately. Sad thing is, that you can not return the immaterial service so it is important to standardize and control the quality of the service all the time (Komppula, R. etc. 2002, 10-11). When controlling the quality it shows wheter the customer has been satisfied on the experience or it was so bad that he will not recommend it to anyone. (Komppula, R. etc. 2002, 42-44)

When expending the product, the customer is satisfying his needs and how it happens is connected to experience with other customers, the staff and materials like souvenirs or food. Of course nothing can be done, if the customer's expectations or the "offerings" of the product do not meet. (Komppula, R. etc. 2002, 47-51)

3.2.2 The image

It is important for the business to be aware the image of a product, because it may affect the customer behavior. Image is a picture , which has been consisted of the business and it can be either negative or positive, which again may consist of different situations, when the customer interacts with the business. For the customer, the image brings up different feelings and the business should then focus on its marketing, promoting and all the external elements like price, the quality of the services, staff and accessibility. The business can also create images they want to show to the customer with a profile. Also word-of mouth is a powerful tool so other people's experiences and talks about the business and the customer's own experiences affect the images. Usually the customer will forgive small fails, if the image about the business is positive.

(Komppula, R. etc. 2002, 45-46)

3.2.3 Producing the product

Next step is to define the resources what are required for producing the product (Komppula, R. etc. 2002, 101-102). The service process includes the description of the tourism product (Komppula, R. etc. 2002, 22). For the customer the product will be presented for example in a brochure that only includes certain factors like descriptions or phrases about the product. (Komppula, R. etc. 2002, 103, 111)

The service system includes all external and internal resources which are required for the product. Theses resources can be the environment, equipment, services or staff (Komppula, R. etc. 2002, 23). Ongoing service system development is the base of product development (Komppula, R. etc. 2002, 115). In developing tourism product, one must have knowledge of this market. (Komppula, R. etc. 2002, 13)

3.2.4 Testing the product

After the product is ready, next step is to test it in the market place. One way to test is to present the product to potential customers and evaluate the response. Response data will provide the opportunity to alter the product if there was not a positive response or the testing will promote the product for example to salespeople of distribu-

tion channels. It is important to note that testers may also be tour operators, representatives from the press or celebrities. The product with problems may lead for the loss of reputation, which is very expensive. There is a possibility that the product will go for sale to another group and not to the planned target group. In such cases where results are ignored, the test becomes ineffective. (Komppula, R. etc. 2002, 112-113)

3.2.5 Commercialization

Final step is to do the commercialization for the target group (Komppula, R. etc. 2002, 114-115). The good tourism product is a long-term, economically profitable and a sure selling point. (Komppula, R. etc. 2002, 110)

No product is going to be on the market forever. Sales may decrease or increase, which is why it is important to pay attention to the trends and keep developing the product or services all the time. This is part of the product strategy, where principles of how to develop the product come into play. (Komppula, R. etc. 2002, 95-96; Kotler, P., Bowen, J. & Makens, J. 1999, 304)

3.3 Marketing strategy

A marketing strategy contains the business idea and different analyses about the environment and competitors. All marketing or product strategies need to transform into actions for accomplishing all objectives and goals (Kotler 2008, 129 & 155; Markkinointisuunnitelma 2013a). Marketing strategy contains marketing. The marketing mix is the first step for marketing strategy and then it is possible to modify the actions related on demand, needs and competition (Markkinointisuunnitelma 2013b).

Marketing strategy is long-hauling and it includes many tactical actions. If the strategy has been chosen incorrectly, even the good tactical actions may not save the “future” (Learningmarketing 2013e). The last phase of the marketing strategy is the marketing control which is the evaluation of the marketing strategies and activities followed by assurance checks that objectives have been accomplished. (Kotler 2008, 161)

3.3.1 Marketing mix

Transforming the marketing strategy into action requires a marketing mix, which is a tool to place actions or tactics to promote the brand or product in the market. The marketing mix consists for 4Ps: Price, Product, Place and Promotion. There are more Ps included, but these four are the most common ones. (Businessdictionary 2013)

Price is connected the value of a product, which can be defined for example segment targeted, ability of the market to pay and costs of production. Product is the one to be sold, place is where the sale happens. When placement is favourable the product will be easily sold (Economicstimes 2013). Promotion includes advertising, word of mouth, press reports, incentives, consumer schemes and direct marketing, all activities that persuade target customers to buy the product. (Economicstimes 2013; Kotler 2008, 158)

3.3.2 Creating relationships

A marketing strategy will help to construct customer relationships. To build lasting customer relationships it demands superior customer value and satisfaction (Kotler 2008, 24). It requires a lot for obtaining customers and the competitors are trying to persuade those customers (Komppula, R. etc. 2002, 62). Customer relationships can be created on many levels, which are connected to the nature of the target market. (Kotler 2008, 26-27)

Sometimes the partnership between businesses is useful (Komppula, R. etc. 2002, 82). Business to business (B-to-B) stands for marketing techniques used between the businesses. Practical for specific goods or product and purchasing behaviour and decision-making are also different (Definitions-Marketing 2013). Partnership is funtional on the product develop-ment, where different product modules are being integrated. This means that businesses are both having benefits from each others. Not always businesses think about economic benefits, sometimes personal factors plays a very important role in business buying decisions as well. (Kotler 2008, 302). In tourism for example having the partnership with different tour operators would be beneficial, since they

know about the potential customers and their needs. Partnership is also cheap and safe and useful for developing the product or services. (Komppula, R. etc. 2002, 86-89)

3.4 Promotion

In selling the product it is important to understand the concept of the service and recognize the value, what customers desire (Komppula, R. etc. 2002, 114-115). According to former defining the promotion contains many activities and they can be different, as in targeting individual customers verses businesses. Promotion includes the budget for the promotional campaign, legal rules for guiding the promotion, the target market for the product and the operative marketing environment. It is important to make a marketing strategy when promoting the product. (Learningmarketing 2013f)

To make the promotion work, it is best to use different promotional methods for the product. These integrated the methods are called the promotion mix (Businessdictionary 2013). Promotion mix elements need be smoothly integrated (Kotler 2008, 718). Promotional methods are advertising, sales promotion, public relations, personal selling and direct marketing tools. (Kotler 2008, 691)

Today media is playing a big role in every industry and especially in tourism it has a huge impact. People are using media for telling stories about destinations and other things, which is one of the reasons somewhere tourism is a mass market and most of the people are receiving their living from there. There are also lots of guidebooks about destinations and travel writings, which people have written after visiting in some place. This will bring both negative and positive impacts on tourism industry. Mostly the non-travel media has negative influences in tourism for example news, documentary programmes or articles can affect the tourist's mind about choosing a destination. Some subjects can decrease a destination's market for example terrorism, war and crime. Businesses use media as a tool when promoting and many organizations are making investments on media in the case of managing it. (Horner, S. & Swarbrooke J. 2004, 15-16)

3.4.1 Budget

There are many ways how to calculate the budget for their marketing and advertising spend. In objective and task method the business will calculate the money spend for achieving their marketing objectives and marketing tasks. For example how much it will cost to make the target customers aware of the image or increase the product sales. Competitive parity method consists examining the competitors and how much money they will spend on marketing and promotion. Percentage of sales approach is a method, where the business will spend a percentage of current or future sales on their marketing campaign. The last one is affordable approach, where businesses examine how much money is available after deducting operational costs and considering other budgets. The business will make the decisions about which budget method to use. (Learningmarketing 2013g)

3.4.2 Advertising

Advertising by all measures means non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor, which are paid. Also advertising is in use by not-for-profit organisations, professionals and social agencies, when they are promoting. There has to be right amount of advertising and it requires a lot of evaluating the communication effects, the sales and the profit effects (Kotler 2008, 753). There are domestic and international advertising agencies to handle all elements of advertising or promotional campaigns (Learningmarketing 2013h). Setting advertising objectives is the first step to make and decisions about the target market, positioning and marketing mix are together a base for those objectives. (Kotler 2008, 738-739)

In the advertising media the message has to be clear. Then advertisers make the reach, which means measures of people “connected” to the ad campaign during a certain time and measures in counting of how many times a person can “see” the message. They will also individualise the ads accordingly, what media channel they are using for example radio or television. (Kotler 2008, 748)

3.4.3 Sales promotion

Short-term incentives, in addition to the basic benefits offered by the product or service to encourage the purchase or sale of a product or service. This includes a wide variety of promotion tools designed to stimulate earlier or stronger market response. For example there are consumer promotions (money-off, coupons, premiums), trade promotions (special, discounts, free goods and loyalty bonuses to training), business promotions include many of the same tools used for consumer or trade promotions such as conventions and trade shows, as well as sales contests. Sales force promotions include bonuses, commissions, free gifts) (Kotler 2008, 799). Sales promotion technique also face different legal constraints between the continents for example different national rules and barriers for running the sales. (Kotler 2008, 804)

3.4.4 Public relations

Public Relations (PR)-promotion creates positive relationships with the public. PR is a good communication tool to gain positive publicity, corporate image and an avenue to managing rumours, stories or events. After all, PR promotes many things like the product, people, places and ideas, and also creates relationships with customers and media (Kotler 2008, 760-761). Main PR tools are news, speeches, audiovisual materials, company's website and sponsorship. (Kotler 2008, 765-766)

3.4.5 Personal selling

When there is two-way personal communication between salespeople and individual customers, then you are talking about personal selling. Sometimes it can be more effective than advertising because the salespeople can modify the marketing offer to suit the special needs of each customer and discuss terms of sale (Kotler 2008, 780). There are several sales approaches to reach customers for example an educational seminar, problem solving conferences or making a sales presentation to a buying group. (Kotler 2008, 787)

3.4.6 Direct marketing

Direct marketing is a way to communicate with targeted individual customers and gain immediate response and create lasting customer relationships. With the help of technology direct marketing has transformed a lot. Earlier there were catalogue companies and telemarketers and now it can take almost any form of direct distribution. Usually direct marketing is a supplementary channel or medium for marketing the company's goods. Internet marketing and e-commerce are new models for doing business. Sometimes this can be the only approach. Direct marketing includes all forms of online communications such as e-mail, websites, interactive television and mobile communications. (Kotler 2008, 823-824)

3.5 International marketing

Going abroad requires to take a broad market perspective and to develop an understanding of the international trade system (Kotler 2008, 942-943). Before going it is wise to define the international marketing objectives and policies, which means deciding how many countries to market and how fast to expand (Kotler 2008, 952). It is easier to use joint venturing, the entering foreign markets by joining with foreign businesses to produce or market a product or service. (Kotler 2008, 957)

Businesses must study each country's economy and culture is also defined simply as the learned distinctive way of life of a society (Kotler 2008, 945, 948). 'Think globally, act locally' may help the businesses for example to develop advertising (Kotler 2008, 575). The dimensions of culture include the social organization of society, religion, customs and rituals, values and attitudes towards domestic and international life, education provision etc. Each country has its own folkways, norms and taboos. There must be understanding about how the culture affects consumer reactions in each of its international markets. (Kotler 2008, 948)

International marketing requires international marketing mix (Kotler 2008, 960). How to design the international marketing mix is to carry out a PEST analysis for every country where businesses would like to aim the marketing. It will help to define what

elements of the marketing mix can be used in normally and which need to be formulated in locally (Learningmarketing 2013i). PEST-Analysis stands for political/ legal, economic, social, technological and international parts. This environmental analysis is compulsory for marketing plan. (Marketing teacher 2013)

3.6 Internet marketing

Since we are living in the modern world, a new digital age has brought people more closer to each other than before. With computer, telecommunications, information, transportation and other technologies people can be connected all around the world. Technology has given businesses an opportunity to communicate easier with customers and distribute their products more efficiently and effectively. There are also more communication and advertising tools for example iPods, phones and personal video recorders to satellite navigation.

Internet is an advertising tool today and it has brought new marketplaces to businesses (Kotler 2008, 33). Internet marketing mix differs from marketing mix (Learningmarketing 2013j). This chapter includes closer look to online marketing, benefits for the business and the customer, way to make the business more visible on the Internet and social networking.

3.6.1 Online marketing

On the Internet it is possible to sell products and services online and this would require online strategies of how to attract the customers. Online is almost the same as the customer is buying the product from a store. There are good introductions about the product and the buying process is also customised. Pricing on the Internet is very competitive and customers have also the possibility to dictate the price. Along the Internet the payment has become easier because of paypals or online credit cards. Of course when there is money movement, there is also criminality on the Internet. Online location can be the ones where links are placed on the websites. Customers can buy the product or service straight from the producers or they can use retailers. Internet promotion is very common on these days and more websites are used for promo-

tion for example banner ads or using web public relations such as publicizing some stories about the product or service on the website, where customer can reach the text and read it. Direct email is also a very good way to promote. (Learningmarketing 2013j)

For online marketing the objectives are important. Firstly businesses should inform users about their web presence and maybe create some offers for beating the competitors. Offers may help to persuade the users to use the services. When the strategy supports the overall marketing objectives it can increase overall market share or profit. (Learningmarketing 2013k)

3.6.2 Benefits of Internet marketing for the business

There are many benefits for Internet marketing. When a customer buys something online, the transaction will be captured. This data information can be analyzed and be used for segmenting the customers, profiling them and then sending promotional material based on the transaction. Personalizing the customer's web experience strengthen bonds online with the customers. Special offers or add on the recent purchase can make the web experience unforgettable. Internet is also a good tool for analyzing competitors' online strategy. New products on the market or price changes can be easily noticed and then it is possible to react for example providing a service, which will defeat the competitors. A business online is inexpensive: fewer staff is needed, no need for concretion purchase place. Also a distribution channel is shorter and the money comes in before the product has been dispatched. (Learningmarketing 2013l)

3.6.3 Benefits for the customer

Today the modern tools like smartphones and tablets have made the access to the Internet very easy. The sales of smartphones like Apple iPhone are increasing and that is why the websites should create userfriendly for smartphones. Smartphones can be used as HD camcorders, Cameras, GPS devises and portable games machine. (Learningmarketing 2013m)

People are keeping themselves updated through websites, emails, online adverts and social networking sites. It is easier to do “shopping”, when customers can do it at home and they can compare products and services they would like to purchase. Usually the websites are clear and they consist of precise product information. Because the Internet is available all day everyday the customers will also have 24 hours a day / 7 days a week chance to observe special offers and prices. On some websites the customers can also observe their purchase after the order. Internet is also very sustainable because the customers are not using cars for going to stores and their personal carbon footprint is reduced. (Learningmarketing 2013n)

3.6.4 Way to make website visible

The content needs to be good and updated so the users will have a reason to return to the website and recommend this to others. If the tags on the website are not correct the search engines will not index the website. To get more visibility the website should be submitted to the popular search engines like Google, Yahoo and MSN. Also creating links with other websites improves the ranking and search results among search engines. (Learningmarketing 2013o)

3.6.5 Social networking

Social media is huge on these days. Tourism is depend on word-of-mouth effect, which can spread all kind of opinions, recommendations to customers in social media. About 92 % of consumers are trusting other people’s or their friends or family members recommendations in media, which means that many people are changing their travel plans after reading about their trip in social media. It is not just popular among the young people, two-of thirds of people aged 50-64 and 43 percent of those aged 65+ are using social networking sites like Facebook (Daily News 2013). So social networking is one of the key factors when to make travel plans. (Mediabistro 2013)

Facebook, Twitter, Instagram and Google Plus 1 has become very popular sites and the more followers a business has on social networking sites, the more popular they are. Because of its popularity, businesses may reach wide audience through social net-

work sites. Businesses can easily create relationships with the customers through social network, because of regular updates and promotional campaigns.

Unfortunately any negative or positive information spreads quickly through social networking sites. So social networking sites may have affects on businesses' success of a marketing campaign. Many businesses are integrating social networking sites into the promotional mix. News about promotional campaigns can be easily shared through social networking sites. (Learningmarketing 2013p)

3.7 Marketing research

Information analysis can prefer better decisions (Kotler 2008, 347). Information can be transformed into marketing research, internal data or marketing intelligence. (Kotler 2008 327)

Research helps to observe the marketing environment (Learningmarketing 2013p). Information about competitors and developments in the marketplace has also a lot of value; it helps preparing and adjusting marketing strategies (Kotler 2008, 328). It is good to keep the eyes open and observe what competitors are doing or what kind of products are on the markets (Kotler 2008, 331). Marketing research will also attain understanding about customer satisfaction and purchase behavior. (Kotler 2008, 333)

Internal databases include electronic collections of consumer and market information, which are collected from the main network. For having long distance between the businesses they can easily access to databases and identify marketing opportunities and problems, plan programmes and evaluate performance. Of course there are some problems in this: there can be wrong information or some information cannot make match. Data also ages so it has to be updated all the time (Kotler 2008 327-328).

Online marketing research is today increasing its popularity. Internet surveys, online panels, experiments and online focus groups are good ways to collect data with a very low cost (Questionnaires, chatrooms) (Kotler 2008, 342). Also collecting information by mail, telephone, personal interview or online is not ruled out (Kotler 2008, 338).

Because the growth of international marketing there has to be international marketing research (Kotler 2008, 351). Research requires international point of view even though the research steps are the same; defining the research problem and developing a research plan to interpreting and reporting the results. In international markets it is required to take notice a diversion between markets and countries for example economic development, cultures and customs and buying patterns. (Kotler 2008, 349)

4 Tourism markets of Alaska

Tourism is a thriving industry in Alaska. In the late 1960's Alaska had already established itself as a leading destination for travellers. Today, tourism plays a vital role in the states' economy, bringing in over 2 billion dollars annually. (Tourism-review 2013)

The highest peak of tourism is from May to September (Visit-Ketchikan 2013a). In figure 2. you can see the huge difference between summer and winter/fall. During winter the visitor amount stays around Visitation during the winter months averages about 250,000 annually. In 2012 , there were around 1.82 million tourists and market indicators are projecting higher numbers for this year (Tourism-review 2013). For the last five years there has been over 1.5 million visitors every year. Except in 2010 the amount remarkably decreased. (State of Alaska 2013a; State of Alaska 2013b; State of Alaska 2013c; State of Alaska 2013d; State of Alaska 2013e)

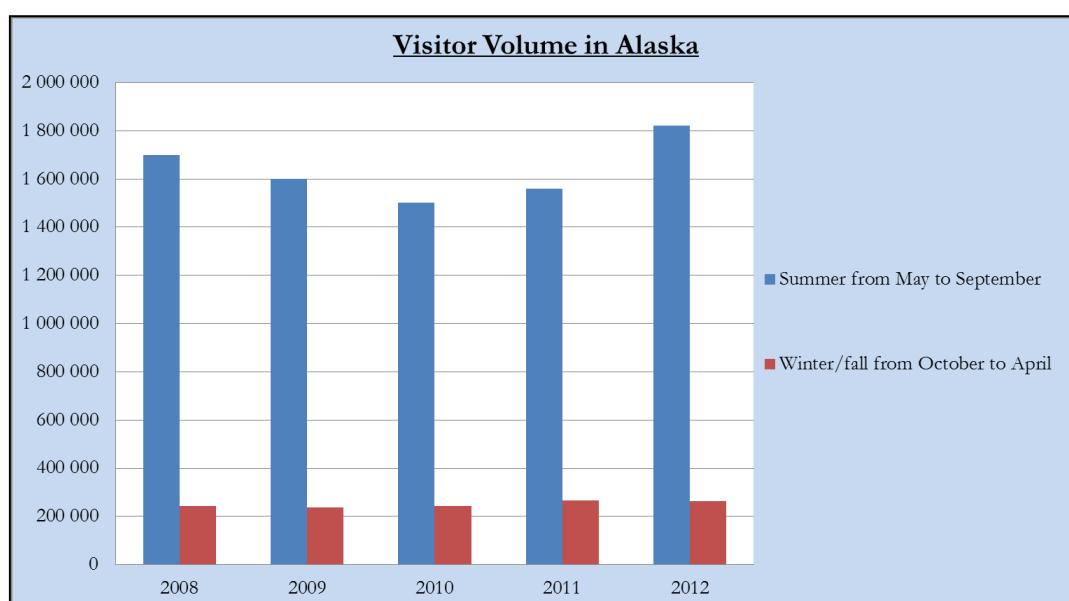


Figure 2. Visitor Volume in Alaska, represents the number of tourists visiting Alaska during the summer (from May to September) and on winter/fall (from October to April). (State of Alaska 2013f; State of Alaska 2013g; State of Alaska 2013h; State of Alaska 2013i; State of Alaska 2013j)

The majority of visitors to Alaska arrive by ship. Reports indicate that over half of the visitors came on cruise ships. In 2008 and 2009 the reports have counted that a little

bit over one million came by cruise, which means over 60 percent visitors. The remainder of visitors arrived by air or by ferry/highway (State of Alaska 2013a; State of Alaska 2013b; State of Alaska 2013c; State of Alaska 2013d; State of Alaska 2013e). In 2010, Alaska saw a marked decrease in cruise ship passengers primarily due to the national recession finally hitting the Alaska tourism market. Five cruise ships were redeployed to other destinations and several ships found themselves with only half passenger occupancy. Consequently the non-cruise segments of the industry made a small increases on bed tax revenues, air passenger arrivals, ferry passenger volume, and fishing license sales. (State of Alaska 2013c)

4.1 Typical visitor

What kind of visitor comes to Alaska? Three leading industry reports note that the primary purpose of travel to Alaska are vacation and pleasure, visiting friends and relatives (VFR) and business. Over one million visitors chose to come to Alaska for vacation and pleasure and approximately 150,000 made visits to their friends and relatives. The remaining visitor numbers were business travels. (State of Alaska 2013a; State of Alaska 2013b; State of Alaska 2013d)

In 2011 Southeast Alaska was the highest on the list of visits by having 68 percent of all visitors. Top cities were Juneau (61 percent), Ketchikan (58 percent) Anchorage and Skagway. (State of Alaska 2013d)

For the vacation and pleasure travellers 2011 the most popular activities were shopping (69 percent), wildlife viewing (52 percent) and cultural activities (49 percent). Cultural activities include museums, historical and cultural attractions and native cultural tours. The majority of visitors to Alaska are participating in outdoor and adventure related activities. (State of Alaska 2013d)

Average nights that non-cruise visitors stay in Alaska is around nine days. Trips, which can be independent or package trips, generally include a variety of goods and services such as accommodation, food, programs and events (Komppula, R. etc. 2002, 11-13). Two-thirds of summer visitors booked a multi-day package to Alaska and the most

popular package types for non-cruise visitors were sportsfishing lodges, wilderness lodges and adventure tours. Cruise passengers' package types were a round-trip cruise or a cross-gulf cruise. Cruise passengers differ from non-cruise visitors in that only one-quarter participated in a land tours. (State of Alaska 2013d)

In 2011 over 80 percent used Internet for booking a full trip and 56 percent used the Internet to book at least one part of the trip. It is interesting that over 70 percent visitors travelled by air and only 49 percent visitors by cruise used online booking. Around 50 percent of visitors received information about Alaska through friends and family, 37 percent from cruise line, 24 percent from prior experience. Also brochures, travel/guide and book, tour company, television, magazine and hotel/lodge were used for searching information. (State of Alaska 2013d)

Alaska rates high on customer satisfaction rankings. In 2011, research indicated that over 70 percent rated their travel experience as very satisfactory while an additional 27 percent rated their experience as satisfactory. (State of Alaska 2013d)

4.2 The view of Southeast and Ketchikan markets

In 2011 was the latest comprehensive research study about Alaska's tourism and its regions. Over one million travelled to Southeast Alaska during the summer, with Ketchikan seeing and Ketchikan has 867,000 visitors. Around 85 percent of the visitors came by cruise ship and the rest of the visitors came by air or high-way/ferry. Almost everybody's purpose in Southeast Alaska and Ketchikan was vacation and pleasure and the amounts for VFR and for business were under four percent. (Alaska wilderness league 2013)

In Southeast Alaska visitors opted for more active excursions, 42 percent went for wildlife viewing, 28 percent for hiking / nature walk and 26 percent for day cruises. Other activities like flightseeing, fishing, ATV/4-wheeling, camping and hunting were less popular. In Ketchikan the most common activities were local sightseeing tours (38 percent), cultural activities (37 percent) and wildlife viewing (21 percent). Of those, the

most popular activities were local sightseeing tours, wildlife viewing and tours of the Saxman Native Village. (Alaska wilderness league 2013)

In Ketchikan 96 percent of the visitors purchased package and 95 percent were cruise packages. Only 4 percent booked their travel independently. The most common packages included sportfishing lodges, kayaking expeditions and wilderness lodges (Alaska wilderness league 2013). Most Southeast Alaska visitors travelled by ship so the overnight stays accounted for only 10 percent of travellers. (State of Alaska 2013d)

Demographics indicate that the average traveller to Alaska is 50 years of age, visitors tended to travel in small groups, only 23 percent of the visitors came with other family members, and that 45 percent of the travellers identified themselves as either semi-retired or retired. These numbers were consistent throughout data from southeast Alaska. (Alaska wilderness league 2013)

4.3 Alaska in European markets

There is little data to date on the number of European visitors to Alaska. In 2011 reports indicate that only four percent of visitors to Alaska were Europeans. Of these travellers, Four percent came by air and cruise, but ten percent came by highway/ferry. Data indicates these numbers were also consistent for southeast Alaska and Ketchikan (Alaska wilderness league 2013). Most of the tourist came from UK and from German-speaking countries (State of Alaska 2013d). Staff from Ketchikan told me that Finns traveling to American continent is increasing, even though Finland is way below other destinations like Estonia, Sweden, Spain, Russia and Germany. (London, D. 26/04/2013)

Although the international travel numbers are still low, approximately 10 percent, it is still significant as these visitors are coming for vacation and pleasure and therefore spending more dollars in the destinations they visit. International travel market has slowly been increasing in the US since 2009 and specifically in Alaska since 2010. (State of Alaska 2013d)

5 The image of Alaska in Finland

Even though the markets are small in Europe and Finland, Alaska has still distributed some opinions between Finns. In this chapter I will explain what kind of image Finns have about Alaska and how I collected the data. The results are from last years data though it still appears that this data proves true for today.

5.1 Research methods

The critical material can be obtained with the help of research methods. There are different analysis methods and techniques, which are classified as qualitative and quantitative methods (Helsingin Yliopisto 2012). Qualitative stands for when we do not know the results for defining the problem or develop an approach to the problem. Focus groups, indepth interviews, uninterrupted observation and bulletin boards are common data collection methods to qualitative research. Quantative research's purpose is to quantify the problem and for example different surveys (online, phone, paper), audits and point of purchase are very good methods for quantative research (Surveygismo 2013). One of the data collection methods are observing and interviewing, which I used for collecting the data about the image of Alaska in Finland.

5.1.1 Observing

Observation means gathering the information through observing. When planning observation beforehand it will help to define, which information is reliable (Aaltola J. & Valli R., 2001, 44–50). For observation the information is gathered by senses about the environment, verbal and non-verbal communication and different actions and skills, observers either participates on the situation or stays outside (Aaltola J. etc., 2001, 44–50). And it is important to separate the perceptions from your own interpretation. (Hirsjärvi, S. & Remes, P. & Saja-vaara, P., 2004, 44-50)

5.1.2 Interview

It is best practice to receive the information straight from the interview. Information is detailed and the qualitative (Hirsjärvi S. & Hurme H., 2001, 34,42; Ok-opintokeskus

2012). There can be some problems that can be caused by the interviewee or the interviewer (Hirsjärvi S. etc. 2001, 43). There are many ways to do the interview for example by phone, by email, by face to face or taking notes (Ok-opintokeskus 2012). There are also different types of interviews like informal, conversational interview, general interview, Standardized, open-ended interview and closed, fixed-response interview. (Hirsjärvi S. etc. 2001, 43–44; Ok-opintokeskus 2012). I used general interview, where all the interviewees had questions based on a theme and the questions were flexible too. (Eskola & Suoranta 2000, 86–87)

5.2 Finnish knowledge about Alaska

I did a small interview related to one report to school last year and from 14th of May to 1st of June I interviewed 15 persons. The questionnaire was about tour packages to Alaska. Even though the questions were aimed to get information about tour packaging, I think I can use half of the results here, because the answers will underlay the marketing strategies.

Interviewees were different ages and both genders were represented. The youngest in the sample was 21-years old and the oldest 66 years old. Only one of them had travelled to Alaska. Data gathered showed that only two of them knew something about Alaska, everybody had the same image about Alaska that it was an unknown area but that it was a beautiful desert land and the climate is very cold. Few were suspicious about French speaking areas, polar bears, iglus and eskimos. To many of them Alaska is an enigma. Alaska as a destination interested many people, but few people would really like to go there, and those were the ones, who knew more about Alaska. Other ones who thought there were only polar bears and eskimos thought they would not even not consider of going there. I also got answers that after mentioning the place it increased the interest of going there. Everybody agreed that the nature would be one of the top attractions. Almost nobody had heard any tour operator organizing trips to Alaska. About a third of the interviewees would book their trip by themselves. But they would use tour operators, if they're cheap and good packages. Many of them said also that because the lack of information about Alaska they would prefer tour operator. They also prefer a package where is possible to visit more than one destinations.

5.3 Alaska marketing in Finland

I observed the Internet and discovered there are quite a few tour operators that offer trips to Alaska. Most of the trips are cruises, which are either 7-15 days long and Ketchikan is one of the cruise ports (Albatros Travel 2013; Lomalinja 2013; Haga Matkat Oy 2013; Kaleva Travel 2013; Kouvolan Matkatoimisto 2013; Mr.Travel 2013a; Mr.Travel 2013b). There were also tour operators for example Aimotravel and Loistoristeilyt, which for requests offer cruise trips to Alaska (Aimotravel 2013; Loistoristeilyt 2013). Some cruise lines for example Royal Caribbean Cruise Lines and Carnival Cruise Lines have their websites in Finnish, which make finding cruises easier for Finns. (Carnival Cruise Lines 2013; Royal Caribbean Cruise Lines 2013)

I only discovered Olympia and Kilroy Travels Oy tour operators, which offer also different packages to Alaska. None of those include Ketchikan (Kilroy Travels Oy 2013; Olympia Matkatoimisto 2013). Olympia offers both round trip and cruise packages. (Olympia Matkatoimisto 2013)

On 28th of May last year I went to Kilroy Travels Oy and interviewed one of the staff. Kilroy are co-operating with companies in Alaska, which offers cruises and adventure tour packages. All the companies are thinking about sustainable tourism. The packages Kilroy create by the customer and usually Alaska is one part of the USA tour package, they also have different offers and campaigns where Alaska is part. They organize theme tour packages, all the packages include nature and famous sport activities for example kayaking. All the tours are organized during the summer season. As a side note, the staff did not know whether there were other tour operators that organized tours to Alaska. The staff member also suspected that Alaska only attracts back-packers, because there are only few people, who asks trips to Alaska. The markets are growing, because the cruises to Alaska have been increasing and other tour operators are probably also interested in Alaska, even though as a destination Alaska is hard to reach because of its infrastructure. For, Finland, as much the same as other European markets, particularly for the Scandinavian countries, Alaska remains still a basic unknown destination.

5.4 Would Kethcikan have chances on Finnish markets?

During the interview the staff member of Kilroy Travels Oy said that certain types of people travel to Alaska. Still many of my interviewees said they would like to travel to Alaska, even though they did not look like back-packers. Alaska is not on the list of favorite destinations of Finns. Even though the Finnish tourism to abroad has been increasing for the last three years at least to the most popular destinations, which are European countries like Estonia, Sweden and Spain. Long-distance destinations the favorite ones were Thailand, USA and Australia. There has been decrease on the long-distance trips, except USA, which increased its popularity in 2012 about 74 percent. (MEK 2013a; MEK 2013b; MEK 2013c) Maybe one of the reasons is that for Finns there is a very good Visa Waiver program that makes travelling to USA easier. (London, D. 26/04/2013)

But all the attractions of Alaska like nature, different activities and landscapes are elements, which will attract Finns. The staff member of Kilroy emphasized Alaska should make more aggressive marketing since the destination is unknown for Finns.

Since the typical visitor to Alaska is a little bit over 50 years old, Finns may be potential customers since our population is aging. (Kalevi Sorsa Säätiö 2013).

Younger people would be potential new customers. According to statistics nature tourism is increasing in Finland, since the amounts of the visitors in nature parks are increasing (Metsähallitus 2013a) About 40 percent of the Finns are making trips, which includes nature and over 50 percent would be interested in nature tourism, if the accessibility of a destination is good (Metla 2009). Metsähallitus enterprise has established four new nature parks in Finland, which I think may be one of the consequences about increasing visits (Metsähallitus 2013b). In one article there were a mention, that nature tourism is increasing among the young people. One of every ten visitors to nature parks is under 25 years old (Metsähallitus 2009). The markets in Europe and Finland to Alaska are very small there is still the potential to create tourism links. Since Finns like nature tourism.

So what I think there may be a chance to increase Finnish tourism in Ketchikan. The problem of Finland is that the knowledge about Alaska is low and this is why the statistics about Finnish tourism to Alaska are low as well. This is the problem need to be solved. Ketchikan Visitor Bureau said Finns need first to have an image about Alaska and they need to hear it is possible to travel Alaska. (London, D. 26/04/2013)

6 The marketing strategy for visibility and promotion

The aim for this marketing strategy is to make Ketchikan and Alaska more visible in Finland. Of course when the visibility is increasing the sales are increasing. The marketing strategy's purpose is not to aim on big markets. I think Finns are traveling to European countries and Thailand more, because those destinations' visibility are very strong in Finland. European countries may be located close, but I have for example seen a lot of banners about Thailand on bus stops, commercials on TV, and there have been cookies on some websites where I have visited as well.

People have choices when planning a trip; when they starts thinking about travel destinations Alaska can be one of them (State of Alaska 2013k). Ketchikan Visitor Bureau staff said to me that Finns need to learn about Alaska for creating an interest. (London, D. 26/04/2013). Before the trip the traveler's value about the destination is based on the information about the destination (Komppula, R. etc. 2002, 11-13). Like it has been said earlier that half of the visitors of Alaska search information through friends and families and then from cruise lines. And if there are some negative images or wrong information about Alaska it may prevent Finns for not choosing Alaska as their travel destination. The the customer and the product will not meet. In this chapter I will present the marketing strategy with the options, which would be the best ones for creating visibility in Finland.

6.1 Researching the markets

An initial suggestion would be that Ketchikan first collect the data from national tourism marketing associations (Alaska Travel Industry Association, Tourism Development and Market) to utilize the Finnish Tourist Boards analyses.

An option would be for Ketchikan to do survey to the tourists to better understand their experience of Ketchikan, what they liked and what might be improved. They could try to reach the former customers for example through tour operators or some other systems. This information help them for developing Ketchikan as a tourist destination and services in there.

Of course the segmentation is needed and also the information where to find the potential customers and study their characteristics. Since “the product” is already on markets Ketchikan could do the segmentation at anytime.

After finding the target market, backed by research, they can think about the commercialization and how to reach the customers. It is always a wise step for any community to keep a vigilant eye on the market as well as their competitors. They should study which channels to develop, the direct selling or through some intermediaires like tour operators.

6.2 Finding the potential Finnish customers

When researching they should examine Finns’ needs and desires for travelling. PEST-analysis will be the helping tool when creating the international marketing mix.

As I defined before, Ketchikan target customer group would be older or younger people, who has similar needs or desires what Ketchikan can offer.

Ketchikan might think about contacting to some labor unions or hobby societies, which interests are equal with the supply of Ketchikan (Komppula, R. etc. 2002, 78-81). They could send for example e-mails where to promote the destination. I remember being a part of surfing society and every year the club organized at least couple surfing trips to destinations, which contain possibly surfing waves. I do not remember where they found the destinations.

6.3 Creating an International marketing mix

International marketing mix is the next step after the Finnish customers has been found. The destination is the product and the price in this case is irrelevant and non specified. I prefer the promotion should happen in the Internet.

6.3.1 Ketchikan as a product

Kethcikan should have positive descriptions about the destination and they should mention their strengths there as well. As a harbor city, Ketchikan has a lot to offer.

The history is awesome and versatile, same as the nature with all the attractions and animals. And then there are those added attractions as galleries, festivals and special events. Ketchikan has a little bit of everything to everyone. There are totem poles for history lovers and kayaking for adventure some folks.

The availability or access for transportation in and throughout Ketchikan is an important marketing point to the city and surrounding areas. Its important for travelers to know what is available one they arrive in the community. Website, and other social media apps are important resources to utilize.

6.4 Best options for the promotion

When promoting Ketchikan should be aware of how to promote itself. Promotion contains a budget, which was not available. And in this case, since this marketing strategy is just a draft, the budget is irrelevant. I assume there would be either no or very little money to spend on this strategy. That is why the marketing strategy aims only on better results for developing and utilizing the existing marketing objectives.

Since there are almost no money, Ketchikan should aim the promotion on the Internet. It is cheaper for less staff and no concrete marketplace.

One option for promotion is that Ketchikan would participate on a Travel Fair, which is organized held in Helsinki every year. At least it increases visibility. This year there were 70 000 visitors and around 7000 booked trips (Visit Helsinki 2013). Next fair will be organized from 16th to 18th of January on 2014 (Travel Fair 2013). The fair is an opportunity for customers to discover new destinations and for destinations and tourism businesses to create new relationships.

6.4.1 Tour operators as intermediaries

Promoting through tour operators and promoting themselves to tour operators could be one option for Ketchikan as well, but probably it will be in further future. The connections to tour operators in Finland are probably only related to cruise program so for

Ketchikan there are not so much co-operating between the tour operators. So what Ketchikan should do is create new connections with tour operators and develop already existing “connections” between tour operators.

For creating the relationships there should be like a salesperson, who could make a preapproach by learning about what kind of tour operators there are and then visit those to tell about the product through a presentation or a demonstration. (Kotler 2008, 795-796)

I remember when I was doing my other part of my internship in one tour operator in Helsinki and there came over some promoters, who presented us new products. This one lady she presented a hotel in Thailand. She held a presentation with her iPad and then she gave some information to the staff of the tour operator. During my internship, which was two months long, there were at least four more, who held this kind of presentation about their products. So Ketchikan should introduce themselves to tour operators so they could also use them as a source of information for packaging or stuff (London, D. 26/04/2013). Tour operators should for example add Ketchikan on some of their American tour packages as a one destination.

If the connection happens, then the next step would be to familiarize the tour operator staff to the product. In some countries there are organizations, which are offering programmes for tourism executives and planners in the public sector. The main tasks are training staff to do the job better, improve an understanding of international tourism and offer for example tailor-made programmes, which will verify sustainable training. These tasks all will ensure of staff gaining such as destination marketing and planning, impacts of tourism and sustainability on local, regional and national economies, developing tourism partnerships, induction courses for new national tourist agency staff and strategic tourism planning and management. (Horner, S. etc. 2004, 271)

Tour operators should look over the Alaska Certified Expert training program and sign up for ACE (Alaska Certified Expert). This system will give information about Alaska to them. Training program will provide by additional resources and the program will

also assist when creating the Alaska trip. Main task is to make the Alaska sales efforts more enjoyable and profitable. Online website offers all the information about the product and also a certification quiz. Everybody can have for example tips for selling Alaska, information about the logistics of travel to and within the state (Travel Alaska 2013d). Employees job satisfaction and confidence will rise for receiving training. (Horner, S. etc. 2004, 273)

Then there are FAM trips, which are one option when co-operating with the tour operators. A definition for familiarization trip is a low-cost trip or there is a tour offer to travel agents by a supplier or group of suppliers. It is easier to the agents to familiarize them to their destination and services. These FAM trips give an opportunity businesses to co-operate together. There is also a possibility to have a home study course, which is the fastest way for travel agents to qualify for ultra-low-cost FAM trips (Travel Industry Dictionary 2013).

Alaska Travel Fair called The Alaska TravelFam has experience to combine familiarization/product development tours and a meeting with Alaskan suppliers in communities along the FAM itinerary. One of its tasks is to educate domestic and international tour operators and wholesalers about Alaska. (Travel Alaska 2013e)

This year I was at the travel fair and made some small observing to tour operators, which organize special long-distance or theme trips. I talked to some operators for example You Travel (organizes more nature and sport trips to alps), Starlight tours (which organizes more special, long-distance theme trips) and Matka-Vekka (which organizes all kind of trips either close or far) and they said they are interested in Alaska as a tourist destination (You travel 2013; Starlighttours 2013; Matka-Vekka 2013). So one option would be to contact them.

6.4.2 The amazing sales place called the Internet

For developing the services on Internet, Ketchikan should make a questionnaire where to ask about the Internet and its usability. Like former chapters presented, most of the visitors in Alaska are booking their trips through the Internet.

Ketchikan should especially focus on developing their existing websites and links to another websites. Websites should be systematic, customer oriented and easy to use. Because of increasing markets of smartphones and iPads, the websites should be user-friendly for the users of smartphones.

Maybe develop the visibility on the search engines like Google, Yahoo and MSN. One problem is especially in tourism and hospitality industry, that currently about 75% Internet users worldwide browse non-English Internet sites and more than 98 % of them use their native language when searching online. (Mediabistro 2013) So targeting the search engines for adding some Finnish words for Finns would help them to locate the destination on Internet.

Co-operation with the tourism organizations like Tripadvisor, Rantapallo or Lonelyplanet, which is one of the largest travel media company in the world has helped in the growth of independent travel, would help to increase the visibility on the Internet. (Horner, S. etc. 2004, 25)

Maybe creating same kind of trip search engines like Logitravel or Supersaver would also increase the visibility. Logitravel organizes cruises and they were all together so it is easy to locate and search cruises (Logitravel 2013). I observed the website and to me the use was very easy and lovely. I would like to find more those kind of websites, which have collected many tour packages together. Actually easiness for using the website gave me an urge to start planning a cruise to Alaska.

In earlier chapters I talked about word-of-mouth and how powerful tool it is so one my option would be that Ketchikan should invest for blogging. On a blogging course, which I participated on this year our teacher said that blogging is increasing its popularity and many businesses are using it as a promotion tool. There are two unofficial blogs about Ketchikan (ExperienceKetchikan 2013; Ketchikanblog 2013). If I would have known before my trip to Ketchikan I would have read some stories about the city. You can follow Ketchikan on Twitter and Youtube on their website, but there should be also a link to a blog, where are stories about people's experiences in

Ketchikan (Visit-Ketchikan 2013b). Usually the positive comments will automatically do some free advertising about the destination.

Ketchikan should make a famous video to increase people's interest. For example on Youtube there are almost 12 million viewers for the famous traveler guy called Matt. On different years he has shooted himself in different countries and what he do in every destinations is dancing. (Youtube 2013) I have watched those videos and there were some places I have never heard before, but after seen the video my interest to those places increased. So I think knowledge is power. Facebook sites would be also a good way to market some campaigns or events or something else.

6.5 What if the marketing strategy will not work?

There are always some problems and reasons why this marketing strategy will not be executed.

Finns may have too much negatives images about Alaska so they do not want to travel there. For example the TV serie Alaska's state troopers, which is a police show where they fight against the crime may give negative images to Finns so they are too scared to go to Alaska. (Alaska's state troopers 2013)

In a destination you may experience something negative for example crime. That is why it is important all the operators and companies should develop the destination's image and make somekind of co-operation together. (Komppula, R. etc. 2002, 11-13)

In a destination companies can offer all kinds of things to satisfy the customer's needs. Those can be products, services, information or experiences. Companies may keep too much eye on their objectives, which lead them to forget to focus to the benefits and experiences, what these elements can produce. And on the same time they may forget the customers' needs or finding a solution of using the need as a tool in marketing (Kotler 2008, 9). So Ketchikan should always focus on their tasks and remember who are the customers and their needs and desires.

When partnering with other businesses there can be a lot of misunderstandings and conflicts for example some developments can decrease other businesses achievement levels. All the businesses should work together and have a clear goal for creating an easy functioning chain. (Kotler 2008, 150)

Ketchikan may have problems with tour operators for example not all the countries approve distance-learning, because some governments do not recognize the qualifications of distance-learning the same as the more traditional methods of learning. Of course then employees cannot have formal qualifications during their working period (Horner, S. etc. 2004, 268). So the Certified Training Effect program may not work. The most biggest risk related to the marketing strategy itself is that Ketchikan Visitor Bureau just completed their marketing consult and they decided their target market will be Pacific Northwest and west coast of US. (London, D. 26/04/2013) So they may not use execute the strategy.

7 The future and conclusions

In the article they have predicted, because of the summer season and tourism campaigns like “Dream of Alaska” on Facebook, the rising state can be an opportunity for new transport links and capabilities. Alaska’s main part in tourism is still cruises, but airlines are strengthening their positions on these days. (Tourism-review 2013)

Last year Icelandair opened a new route from Helsinki to Anchorage. There is a connection flight from Iceland to Alaska. Icelandair and Alaska Airlines are co-operating, which has made easier to a traveller to experience the westcoast of USA and Alaska on a same trip (Icelandair 2013). Since more tourists are travelling to Alaska by air, Alaskan officials have noticed they should renovate and improve the air links. There will be new announcements for example non-stop flights between Chicago and Fairbanks in the summer 2013. (Tourism-review 2013)

Ketchikan Visitors Bureau said that one of their biggest aims is that one day there would be more non-cruise passengers. When increasing its visibility the “independent” travellers will find Ketchikan and make their booking through Internet and they will travel by air. Maybe they should also develop the project with Sitka and Juneau and create a tour package that could be sold in Finland.

The future looks positive and Ketchikan needs to make the decisions about should they invest on the visibility in Finland. I hope the marketing strategy will help Ketchikan at least for increase their knowledge about European markets and customers. Maybe this strategy will give them some ideas about how they should proceed in a future when thinking about the European markets.

I agree with the staff member of Kilroy Travels Oy and the reports that the demand in Finland will increase. If Ketchikan define the marketing strategy useful they could also test this in other European countries, since the demand is higher in some countries.

The markets are small, but I believe many Finns would be interested in Alaska and I hope they would give a chance to Alaska and the cozy Ketchikan. Because to me the trip to Ketchikan was an unique experience so I believe Finns would also experience something they have never experienced before and these experiences and information about Ketchikan and Alaska will make all the wrong and negative images to disappear.

8 Sources

Aaltola, J. & Valli, R., 2001. Ikkunoita tutkimusmetodeihin 1. Jyväskylä. PS-kustannus.

Aimotravel 2013. Risteilyt. URL: <http://www.aimotravel.com/fi/Etusivu/> Quoted: 12/01/2013

Alaska 2012. State of Alaska. Labor & Workforce Development. Research and Analysis Home. Population Estimates. URL: <http://labor.alaska.gov/research/pop/popest.htm> Quoted: 05/25/2012

Alaskainfo 2013a. URL: <http://www.alaskainfo.org/> Quoted: 03/04/2013

Alaska's state troopers 2013. Shows. Alaska's state troopers. About URL: <http://www.foxtv.fi/shows/alaskan-poliisit/about> Quoted: 12/07/2013

Alaska wilderness league 2013. Site search. Tongass 77. Economic Impact of Visitors to Southeast Alaska in text. Pdf. URL: <http://www.alaskawild.org/tongass77/> Quoted: 11/22/2013

Alaska Yacht Adventuries 2013. URL: <http://alaskayachtcharters.com/> Quoted: 07/04/2013

Albatros Travel 2013. Tulevat matkat. Kalliovuoret ja Alaskan risteily. URL: <http://albatros-travel.fi/kalliovuoret-ja-alaskan-risteily> Quoted: 12/01/2013

Boundless 2013. Marketing. Chapter 11. Marketing channels. Section 1: Marketing Channels in Supply Chain. Types of marketing channels. URL: <https://www.boundless.com/marketing/marketing-channels/marketing-channels-in-supply-chain/types-of-marketing-channels/> Quoted: 11/18/2103

Businessdictionary 2013. Promotion Mix. URL:

<http://www.businessdictionary.com/definition/promotion-mix.html> Quoted:
07/24/2013

Carnival Cruise Lines 2013. Kohteet. Alaska. URL:
<http://www.carnivalcruiselines.fi/fi/kohteet/alaska/505> Quoted: 12/01/2013

Census 2013. United States Census Bureau 2013. Quick Facts. Alaska. URL:
<http://quickfacts.census.gov/qfd/states/02000.html> Quoted: 04/07/2013

Daily News 2013. Search site. More elderly people using social media, but many don't know what they're doing. Published 08/06/2013 URL:
<http://www.nydailynews.com/life-style/elderly-people-social-media-article-1.1418755>
Quoted: 11/24/2013

Dartmouth 2010. News. Experts discuss Alaska's economy. URL:
<http://thedartmouth.com/2010/11/17/news/alaska> Quoted: 05/24/2012

Definitions-Marketing 2013. Marketing definitions. M. Setting B to B Marketing. URL:
<http://www.definitions-marketing.com/Definition-Marketing-B-to-B> Quoted:
11/26/2013

Discovery Channel 2004. Discovery Channel: Insight guides Alaska, 2004. 6th ed. Singapore

Economitimes 2013. ET Home. Definitions. Marketing. Marketing Mix. URL:
<http://economictimes.indiatimes.com/definition/marketing-mix> Quoted:
09/20/2013

Eskola, J. & Suoranta, J. 2000. Johdatus laadulliseen tutkimukseen. Vastapaino. Tampere

Experience Ketchikan Alaska 2012. Area Guide 2012. Published annually by Ketchikan Visitors Bureau.

ExperienceKetchikan 2013. URL: <http://www.experienceketchikan.com/Ketchikan-blog.html> Quoted: 12/07/2013

Haga Matkat Oy 2013. Teemamatkat. Alaskan risteily. URL: <http://www.sagamatkat.fi/teemamatkat/alaskan-risteily/> Quoted: 12/01/2013

Helsingin Yliopisto 2012. Yleinen valtio-oppi. Tutkimus. Pasi Saukon tutkielma. Tutkimusmenetelmät. Yleiset tutkimusmenetelmät. URL: http://www.mv.helsinki.fi/home/psaukkon/tutkielma/Tutkimusmenetelmat.html#Yleist%E4_tutkimusmenetelmist%E4 Quoted: 11/17/2013

Hirsjärvi, S. & Hurme, H. 2001. Tutkimushaastattelu : teemahaastattelun teoria ja käytäntö. 2001. Yliopistopaino. Helsinki

Horner, S. & Swarbrooke J. 2004. Reprinted 2005. International Cases in Tourism Management. Elsevier Ltd. Great Britain by Biddless Ltd. King's Lynn, Norfolk.

Icelandair 2013. Palvelut. Media. News.Icelandair avaa uuden reitin Alaskaan. Published 08/28/2012 URL: http://www.icelandair.fi/information/media/newslist/detail/item600210/icelandair_avaa_uuden_reitin_alaskaan/ Quoted: 12/04/2013

Kaleva Travel 2013. Matkapaketit. Risteily.URL: <http://www.kalevatravel.fi/matkapaketit/risteilyt> Quoted: 12/01/2013

Kalevi Sorsa Säätiö 2013. Blogi. 09/04/2013 Antti Kaihovaara. Väestö muuttuu - pysyykö Suomi perässä. URL: <http://sorsafoundation.fi/2013/09/04/vaesto-muuttuu-pysyyko-suomi-perassa/> Quoted: 12/01/2013

KetchikanAlaska 2013. URL: <http://www.ketchikanalaska.com/> Quoted: 14/04/2013

Ketchikanblog 2013. URL: <http://ketchikanblog.blogspot.fi/> Quoted: 12/07/2013

London, D. 26/04/2013. Tourism Marketing Coordinator. Ketchikan Visitors Bureau. Meeting. Ketchikan

Kilroy Travels Oy 2013. Matkakohteet . Pohjois-Amerikka. USA. Alaska. URL: <http://travels.kilroy.fi/matkakohteet/pohjois-amerikka/usa/alaska> Quoted: 12/01/2013

Komppula, R. & Boxberg, M. 2002. Matkailuyrityksen tuotekehitys. Edita Prima Oy. Helsinki.

Kotler, P., Bowen, J. & Makens, J. 1999. Marketing for hospitality and tourism. 2. painos. Lontoo: Prentice-Hall International Inc.

Kouvolan Matkatoimisto 2013. Kaupunkilomat. Ideoita!. Kansainväliset risteilyt. URL: <http://www.kouvolanmatkatoimisto.fi/fi/palvelumme/kaupunkilomat/matkatarjoukset/kansainvalisetristelyt> Quoted: 12/01/2013

Lainema Matti. 2010. Eräretkillä Alaskassa. Jelgavas Tipografija, Latvia. Denali Oy. Espoo

Learningmarketing 2013a. Theory. Marketing definition. URL: <http://www.learnmarketing.net/marketing.htm> Quoted: 20/09/2013

Learning marketing 2013b. Theory. Segmentation 1. URL: <http://www.learnmarketing.net/segmentation.htm> Quoted: 05/08/2013

Learningmarketing 2013c. Theory. Segmentation 2. URL: <http://www.learnmarketing.net/segmentation2.htm> Quoted: 05/08/2013

Learning marketing 2013d. Theory. Market positioning strategy. URL:
<http://www.learnmarketing.net/positioning.htm> Quoted: 04/08/2013

Learningmarketing 2013e. Theory. Marketing Plan: Definition, Content and how to write one. URL: <http://www.learnmarketing.net/marketingplan.htm> Quoted: 10/15/2013

Learningmarketing 2013f. Theory. Marketing mix What is it?. URL:
<http://www.learnmarketing.net/marketingmix.htm> Quoted: 09/27/2013

Learningmarketing 2013g. Theory. Marketing budgets. URL:
<http://www.learnmarketing.net/marketingbudgets.htm> Quoted: 08/12/2013

Learningmarketing 2013h. Theory. Advertising agencies. URL:
<http://www.learnmarketing.net/advertisingagencies.html> Quoted: 08/13/2013

Learningmarketing 2013i. Theory. International marketing. URL:
<http://www.learnmarketing.net/internationalmarketingmix.htm> Quoted: 11/13/2013

Learningmarketing 2013j. Theory. Emarketing mix. URL:
<http://www.learnmarketing.net/emarketing.htm> Quoted: 12/03/2013

Learningmarketing 2013k. Theory. Internet marketing and objectives. URL:
<http://www.learnmarketing.net/internemarketingandobjectives.htm> Quoted: 11/14/2013

Learningmarketing 2013l. Theory. Benefits of internet marketing for the business.
URL:
<http://www.learnmarketing.net/Benefits%20of%20internet%20marketing%20for%20the%20business.htm> Quotes: 11/19/2013

Learningmarketing 2013m. Theory. Marketing and smartphones. URL:
<http://www.learnmarketing.net/marketingwithsmartphones.htm> Quoted: 11/26/2013

Learningmarketing 2013n. Theory. Benefits of internet marketing for the customer
URL: <http://www.learnmarketing.net/benefitsofinternetmarketing.htm> Quoted: 11/24/2013

Learningmarketing 2013o. Theory. Website Optimisation. URL:
<http://www.learnmarketing.net/websiteoptimisation.htm> Quoted: 11/16/2013

Learningmarketing 2013p. Theory. Marketing with Social Networking Sites. URL:
<http://www.learnmarketing.net/marketingwithsocialnetworkingsites.htm> Quoted: 11/18/2013

Logitravel 2013. Risteilyt. Kohde. Alaska. URL:
<http://www.logitravel.fi/risteilyt/alaska-13676907.html> Quoted: 12/01/2013

Loistoristeilyt 2013. Kohteet. Alaska. Risteily. URL:
<http://www.loistoristeilyt.fi/fi/alaska> Quoted: 12/01/2013

Lomalinja 2013. Matkat. Risteilyt. Alaskan risteilyt. URL:
http://www.lomalinja.com/alaskan_risteily Quoted: 12/01/2013

Lonely Planet 2009. Lonely Planet Alaska 2009. Regional Travel Guide. 9th ed.

Marketing teacher 2013. Free lessons. PEST-Analysis. URL:
<http://marketingteacher.com/lesson-store/lesson-pest.html> Quoted: 11/29/2013

Markkinointisuunnitelma 2013a. Markkinointisuunnitelman laatimiseen liittyvää tietoa saat verkkoaineiston teoriaosasta. URL:
<http://www03.edu.fi/oppimateriaalit/markkinointisuunnitelma/index.html> Quoted: 10/29/2013

Markkinointisuunnitelma 2013b. Markkinointistrategia. URL:
<http://www03.edu.fi/oppimateriaalit/markkinointisuunnitelma/pages/markkinointistrategia.htm> Quoted: 10/29/2013

Markkinointisuunnitelma 2013c. Kysyntä, kilpailu ja segmentointi. URL:
http://www03.edu.fi/oppimateriaalit/markkinointisuunnitelma/pages/kysynta_segme ntointi.htm Quoted: 11/19/2013

Matka-Vekka 2013. URL: <http://www.matkavekka.fi/> Quoted: 12/07/2013

Mediabistro 2013. Social media. All twitter. Archives. June 2012. Page 3. The Impact Of Social Media On Travel And Tourism [INFOGRAPHIC]. URL:
http://www.mediabistro.com/alltwitter/social-media-travel-hospitality_b24679 Quoted: 10/29/2013

MEK 2013a. Finnish Tourist Board 2013. Statistics by topic. Transport and tourism. Finnish travel. Releases. 2010. Finnish travel increased in 2010. Pdf. URL:
http://www.stat.fi/til/smat/2010/smat_2010_2011-06-30_tie_001_en.html Quoted: 11/29/2013

MEK 2013b. Finnish Tourist Board 2013. Statistics by topic. Transport and tourism. Finnish travel. Releases. 2011. Finnish residents' trips abroad increased in 2011. Pdf. URL: http://www.stat.fi/til/smat/2011/smat_2011_2012-05-30_tie_001_en.html Quoted: 11/19/2013

MEK 2013c. Finnish Tourist Board 2013. Statistics by topic. Transport and tourism. Finnish travel. Releases. 2012. Finnish travel abroad increased in 2012. Pdf. URL:
http://www.stat.fi/til/smat/2012/smat_2012_2013-04-18_tie_001_en.html Quoted: 11/18/2013

Metla 2009. Metla. Tutkimus. Tutkimusohjelmat. HYV. URL:

<http://www.metla.fi/ohjelma/hyv/ajankohtaista.htm> Quoted: 12/09/2013

Metsähallitus 2009. Ajankohtaista. Tiedotteet 2009. Euroopan kansallispuistopäivänä 24.5. nuoret kävijät pääroolissa. URL:

[http://www.metsa.fi/sivustot/metsa/fi/ajankohtaista/Tiedotteet2009/Sivut/Euroopa nkansallispuistopaivananuoretkavijatpaaroolissa.aspx](http://www.metsa.fi/sivustot/metsa/fi/ajankohtaista/Tiedotteet2009/Sivut/Euroopa%20kansallispuistopaivananuoretkavijatpaaroolissa.aspx) Quoted: 12/09/2013

Metsähallitus 2013a. Eräasiat ja retkeily. Asiakastieto. Käyntimäärät. Kansallispuistot yhteensä. URL:

<http://www.metsa.fi/sivustot/metsa/fi/Eraasiatjaretkeily/Asiakastieto/Kayntimaarat/Kansallispuistotyhteensa/Sivut/Kansallispuistotyhteensa.aspx> Quoted: 12/09/2013

Metsähallitus 2013b. Luonnonsuojelu. Suojelualueet. Kansallispuistot. URL:

<http://www.metsa.fi/SIVUSTOT/METSA/FI/LUONNONSUOJELU/SUOJELUALUEET/KANSALLISPUISTOT/Sivut/Kansallispuistotovatluontoaarteitamme.aspx>
Quoted: 12/09/2013

Mr.Travel 2013a. Matkat. Risteilylomat. Celebrity Cruises. Alaska. URL:

<http://www.mrtravel.net/matkat/risteily/celebrity/alaska/> Quoted: 12/01/2013

Mr.Travel 2013b. Matkat. Risteilylomat. Regent Seven Seas Cruises. Alaska. URL:

<http://www.mrtravel.net/matkat/risteily/regent/alaska/> Quoted: 12/01/2013

Ok-opintokeskus 2012. Julkaisut. Verkko-oppimateriaalit. Järjestöarvioinnin ilmaisuuntia. Arvioinnin menetelmät ja työkalut. Haastattelu. URL:

<http://ok-opintokeskus.fi/node/120> Quoted: 09/22/2012

Olympia Matkatoimisto 2013. Kohdealueet. Pohjois-Amerikka. URL:

<https://www.olympia.fi/matkat/pohjois-amerikka> Quoted: 12/01/2013

Royal Caribbean Cruise Lines 2013. Matkakohteet. Alaska. URL:

<http://www.royalcaribbean.fi/matkakohteet.htm> Quoted: 12/01/2013

Seatrails 2013. Local Destinations. Ketchikan. URL:

http://www.seatrails.org/com_ketchikan/index.htm Quoted: 06/08/2013

Sitka 2013. URL: <http://www.sitka.com/> Quoted: 12/06/2013

Tourism-review 2013. TR.News. Tourism industry Magazine. Go to magazine archive. 28.10.2013 - Tourism Review Online Magazine X / 2013. Destination/ Alaska – The Last Frontier. Tourism Industry of Alaska Is Growing Steadily. URL:

<http://www.tourism-review.com/travel-tourism-magazine-alaska-tourism-industry-is-growing-steadily-article2237#by0ttxXe6P613PAv.99> Quoted: 12/04/2013

Starlighttours 2013. URL: <http://www.starlighttours.fi/slt/> Quoted: 12/07/2013

State of Alaska 2013a. Commerce. Economic Development. DEV. Tourism Development. Tourism Research. 2008-09 Interim Visitor Volume Report. Summer 2008.

URL:

<http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

State of Alaska 2013b. Commerce. Economic Development. DEV. Tourism Development. Tourism Research. 2009-10 Interim Visitor Volume Report. Summer 2009.

URL:

<http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

State of Alaska 2013c. Commerce. Economic Development. DEV. Tourism Development. Tourism Research. 2010-11 Interim Visitor Volume Report. Summer 2010.

URL:

<http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

State of Alaska 2013d. Commerce. Economic Development. DEV. Tourism Development. Tourism Research. 2011-12 Visitor Volume and Profile. Summer 2011. URL: <http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

State of Alaska 2013e. Commerce. Economic Development. DEV. Tourism Development. Tourism Research. 2011-12 Interim Visitor Volume Profile. Summer 2012. URL: <http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

State of Alaska 2013f. Commerce. Economic Development. DEV. Tourism Development. Tourism Research. 2008-09 Interim Visitor Volume Report. Fall/Winter 2008-09. URL: <http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

State of Alaska 2013g. Commerce. Economic Development. DEV. Tourism Development. Tourism Research. 2009-10 Interim Visitor Volume Report. Fall/Winter 2009-10. URL: <http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

State of Alaska 2013h. Commerce. Economic Development. DEV. Tourism Development. Tourism Research. 2010-11 Interim Visitor Volume Report. Fall/Winter 2010-11. URL: <http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

State of Alaska 2013i. Commerce. Economic Development. DEV. Tourism Development. Tourism Research. 2011-12 Visitor Volume and Profile. Fall/Winter 2011-12. Full report. URL:

<http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

State of Alaska 2013j. Commerce. Economic Development. DEV. Tourism Development. Tourism Research. 2012-13 Interim Visitor Volume Report. Fall/Winter 2012-13. URL:

<http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

State of Alaska 2013k. Commerce. Economic Development . DEV. Tourism Development. Tourism Research. Images of Alaska. 2011 Images of Alaska (White Paper). URL:

<http://commerce.alaska.gov/dnn/ded/DEV/TourismDevelopment/TourismResearch.aspx> Quoted: 11/27/2013

Surveygismo 2013. Articles and blog. Search. Quantitative Vs. Qualitative Research – When to Use Which. URL:

<http://www.surveygizmo.com/survey-blog/quantitative-qualitative-research/> Quoted: 11/12/2013

Travel Alaska 2012. Planning. Travel Tips. Inside Passage. URL:

<http://www.travelalaska.com/Planning/Travel%20Tips.aspx> Quoted 05/24/2012

Travel Alaska 2013a. Adventure. Alaska Wilderness Cruise Tours07 Days. Yacht Cruise from Juneau. URL:

<http://www.travelalaska.net/07-day-southeast-alaska-wilderness-yacht-cruise.html>
Quoted: 07/05/2013

Travel Alaska 2013b. Destinations. Regions. Inside Passage. URL:

<http://www.travelalaska.com/Destinations/Regions/Inside%20Passage.aspx> Quoted: 03/03/2013

Travel Alaska 2013c. Destinations. Cities & Towns. Ketchikan. URL:
<http://www.travelalaska.com/Destinations/Communities/Ketchikan.aspx> Quoted:
10/25/2013

Travel Alaska 2013d. Destinations. Cities & Towns. Ketchikan. URL:
<http://www.travelalaska.com/Destinations/Communities/Ketchikan.aspx> Quoted:
10/25/2013

Travel Alaska 2013e. Trade. Fam trips. URL:
<http://www.travelalaska.com/Travel%20Trade/FAM%20Trips.aspx> Quoted:
11/27/2013

Travel effect 2013a. About. URL: <http://traveleffect.com/about> Quoted: 04/05/2013

Travel Fair 2013. URL:
<http://www.messukeskus.com/Sites3/Matka/en/Pages/default.aspx> Quoted:
12/07/2013

Travel Industry Dictionary 2013. Home. F. Familiarization trip or tour. URL:
<http://www.travel-industry-dictionary.com/familiarization-trip.html> Quoted:
07/12/2013

U.S Travel Association 2013a. About U.S. Travel. What We Do. Roles within Travel Industry. URL: <http://www.ustravel.org/about-us-travel/roles-within-travel-industry> Quoted: 04/05/2013

U.S Travel Association 2013b. About U.S travel. What do we do. URL:
<http://www.ustravel.org/about-us-travel/mission> Quoted: 04/05/2013

U.S Travel Association 2013c. News. Press Releases. U.S. Travel Launches Multiyear “Travel Effect” National Advocacy and Awareness Campaign. URL:

<http://www.ustravel.org/news/press-releases/us-travel-launches-multiyear-%E2%80%9Ctravel-effect%E2%80%9D-national-advocacy-and-awareness-cam>
Quoted: 04/05/2013

Visit Helsinki 2013. Ammatilainen. Vahva avaus matkailuvuoteen. Updated 10/28/2013. URL:
<http://www.visithelsinki.fi/ammattilainen/miksi-helsinki/ajankohtaista/vahva-avaus-matkailuvuoteen> Quoted: 12/07/2013

Visit-Ketchikan 2013a. About. Visitor statistics. URL:
<http://www.visit-ketchikan.com/About/VisitorStatistics.aspx> Quoted: 11/03/2013

Visit-Ketchikan 2013b. URL: <http://www.visit-ketchikan.com/> Quoted: 09/12/2013

YouTravel 2013. URL: <http://www.alpit.fi/> Quoted: 12/07/2013

Youtube 2013. Where the hell is Matt 2012?. URL:
<http://www.youtube.com/watch?v=Pwe-pA6TaZk> Quoted: 12/07/2013

Attachments

Attachment 1. Questionnaires

Questionnaire 1. Questions related to this study for people

1. Onko Alaska tuttu matkakohteena sinulle? Is Alaska familiar to you as a tourist destination?
2. Minne suunnalle kartalla sijoittaisit Alaskan? Can you locate Alaska, where it lies?
3. Osaatko kertoa jotain Alaskasta esim. luonnosta, kulttuurista, nähtävyyksistä jne.? Can you tell me something about Alaska for example nature, culture, attractions etc..?
4. Oletko käynyt Alaskassa? Have you ever visited in Alaska?
5. Tietojesi perusteella kiinnostaisiko Alaska matkakohteena? According to your knowledge, would you be interested in travelling to Alaska?
6. Mitkä elementit matkakohteessa kiinnostaisi? (kulttuuri, luonto, nähtävyydet...)
What elements would interested in you in Alaska (culture, nature, attractions..)?
7. Oletko kuullut suomalaisten matkatoimistojen myyvän matkoja Alaskaan? Mitkä matka-toimistot? Have you ever heard Finnish tour operators offering trips to Alaska? Which tour operators?

Jos harkitsisit lähtöä Alaskaan.....If you would consider a trip to Alaska....

8. Varaisitko matkan itse vai käyttäisitkö matkatoimistoa/matkanjärjestäjää?
Would you book the trip for yourself or would you use a tour operator?
9. Kiinnostaisiko sinua enemmän matkatoimiston kautta saatava valmiiksi ohjelmoitu mat-kapaketti vai heidän avustuksella yhdessä räätälöity matka? Would

you be more interested in packages tours or tailored tour packages by made together with the tour operator?

Questionnaire 2. Questions related to this study for the tour operator

1. Mitä mieltä olette, olisiko Alaskalla kysyntää? What do you think, would there be a demand?
2. Onko Alaska tuttu matkakohteena? Is Alaska familiar to you as a tourist destination?
3. Onko matkatoimistonne perehtynyt Alaskan tai Pohjois-Amerikan matkailuun? Are you familiarize by the tourism of Alaska and North-America?
4. Löytyykö teidän matkatarjonnasta Pohjois-Amerikkaan tai Alaskaan matkoja? Jos löytyy niin minkälaisia matkoja? Are you offering trips to Alaska or North-America? If you do then what kind of trips?
5. Oletteko kuulleet muiden matkatoimistojen Suomessa tarjoavan matkoja Alaskaan tai Pohjois-Amerikkaan? Ketkä tarjoavat? Have you heard some other tour operators offering trips to Alaska or North-America here in Finland? Which tour operators?
6. Tiedättekö millainen tilanne Pohjois-Amerikan ja Alaskan matkoilla markkinoilla on tällä hetkellä? On markets what is the situation about Alaska and North-America as a tourist destination?
7. Minkälaisen kuvan uskotte suomalaisilla olevan Alaskaan matkustamisesta? What kind of image do you think Finnish people have about Alaska?

8. Oletteko perehtyneet, millainen tilanne on ulkomailla matkatoimistoissa esimerkiksi pohjoismaissa (Ruotsi, Norja, Venäjä) Alaskan tai Pohjois-Amerikan matkailuun liittyen? Considering the tourism in Alaska and North-America, are you familiarize by what kind of situation is somewhere else in Europe for example in Sweden, Norway or Russia?

List of figures

Figure 1. A map about Southeast Alaska 06/20/2013

Figure 2. Visitor Volume in Alaska, represents the number of tourists visiting Alaska during the summer (from May to September) and on winter/fall (from October to April).