National Parks in New Zealand, Sweden and Germany – Benchmarking report
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Introduction

The objective of this report is to give tools to compare different web-marketing options for national parks in three different countries, through best practices and tools around the world. The research has been approached through marketing and information availability together with cooperation between different operators within one national park and joint packaging, marketing and visibility of national parks through different levels of official tourism information.

This research will look into national, destination and product marketing of National Parks in:

- **New Zealand**: Fiordland National Park, Abel Tasman National Park and Nelson Lakes National Park
- **Sweden**: Sarek National Park, Fulufjället National Park and Abisko National Park
- **Germany**: Eifel National Park, Saxon Switzerland National Park and Brechtesgaden National Park

Report is structured in following way:

- **Country info** – overview of each country in question is given, with the general number of national parks as well as websites which will be looked at
- **Authority regulations** – regulations in concern to the National Parks is looked on the national and park level (where applicable)
- **National marketing** – research on the marketing of National Parks on the national level and review of the most important websites in regards to this subject
- **Co-operation with tour operators** – review on the co-operation of the National Parks with the tour operators operating activities or tours in the park’s region
- **Destination Marketing** – exploration on the destination/local level
- **National Park** – information about the individual National Park - general overview
- **Product overview** – in depth overview of the National Park’s product/service/activities
- **Prices** – examples of prices of different activities listed on National Park’s official website or then individual tour operator’s prices found on their websites
- **Marketing target** – brief overview of the marketing target presumed by activity and marketing content review
• **Social Media** – presence of National Parks in different social media (mainly Facebook and Twitter), overview of the pages content (where applicable) and visitors engagement

Our main findings concern social media marketing and web shops for tour packages. Also the importance of co-operation and destination management rose through dynamic packaging.

### 1. Country info – New Zealand

New Zealand is a small country which is similar in size to Great Britain and Japan. With a population of only four million people, it is also gloriously uncrowded. (newzealand.com)

Lying in the south-west Pacific, New Zealand consists of two main islands - the North Island, the South Island, Stewart Island (the third largest island situated 30 kilometers south of the South Island) and many smaller islands lie off shore. New Zealand country is so diverse, and according to NewZealand.com it has: “Spectacular glaciers, picturesque fiords, rugged mountains, vast plains, rolling hillsides, subtropical forest, volcanic plateau, and miles of coastline with gorgeous sandy beaches - it’s all here.”

New Zealand has 14 national parks in total and they cover more than 30,000 square kilometers, full to the brim with beautiful and natural scenery. Three national parks from New Zealand have been chosen for benchmarking, due to their attractiveness and popularity. They are: Fiordland National Park, Abel Tasman National Park and Nelson Lakes National Park. All three national parks are situated in the South Island. (newzealand.com)

When searching New Zealand National Parks from Google, you can find a lot of tourism sites which present New Zealand as a whole and also many singular sites for the certain national parks itself. The sites which are chosen for benchmarking New Zealand are:

1) The official site of New Zealand Tourism, Business And Investment, which will be explored on the national marketing level: [www.newzealand.com](http://www.newzealand.com)
2) The official site for Department of Conservation, which will be explored on the state level: [http://www.doc.govt.nz/](http://www.doc.govt.nz/)
3) The official sites for the national parks, which will be explored on the municipal and regional level: [http://www.fiordland.org.nz](http://www.fiordland.org.nz)  [http://www.abeltasman.co.nz](http://www.abeltasman.co.nz)  [http://www.nelsonlakes.co.nz](http://www.nelsonlakes.co.nz)
1.1 Authority Regulations

Considering the authorities, there is New Zealand’s Legislation site formed by Parliamentary Counsel Office, where the main act called “National Parks Act 1980” can be found. This act covers wide information from the principles and authorities to offences etc. Additional legislative instruments for each National Park can be found from the website.

National Parks Act 1980:

New Zealand has also a Department of Conservation, whose vision and purpose is to implement conservation leadership for a prosperous New Zealand, and to be controlling the sustainability of the country. (Department of Conservation, 2013)

http://www.doc.govt.nz/

1.2 National marketing of New Zealand national parks

Official site of New Zealand Tourism has been chosen for the national level exploration (http://www.newzealand.com/int). The site has wide range of information such as destinations, things to do, facts about New Zealand, how to get there, transportation information and a part about accommodation. Additionally, there is a section for the National Parks in which on top of brief info about a parks one can find pictures (mainly taken by national park visitors) and videos, key highlights of the park, key activities, accommodation, tips and location map. On top of this each park can be added to your trip and all info would be saved for the future on your page. Discussion can be started at the bottom of each park explanation. Each park can be shared via social media (Facebook, Twitter, Pinterest and Google Plus). There are 19 language options, and entire content is available for all languages.

In addition they have a mobile application for the site, so all your saved items can be found through the application, which you can use on the go. Application got good reviews in Google Play, however, there are some reviews which state that application should be more accurate.

Image 1: The official site of New Zealand Tourism
In this site, **Fiordland** is presented in following way:

“It’s one of the most dramatic and beautiful parts of New Zealand. The park is situated in the south island and it’s one of the World Heritage Sites. This remarkable natural environment features stunning fiords, spectacular waterfalls and snow-capped peaks. Ancient rainforest clings impossibly to the mountains; waterfalls tumble hundreds of meters into massive fiords; shimmering lakes and granite peaks look the same today as they did a thousand years ago.”

**Abel Tasman** is presented in following way:

“Abel Tasman National Park is New Zealand’s smallest national park- but it’s perfectly formed for relaxation and adventure. A coastal paradise that you can walk through or explore by cruise boat, sailing catamaran, water taxi or sea kayak, visitors love the way the Abel Tasman National Park mixes physical exertion with beach life. Bursts of hiking or paddling are punctuated by sun bathing, swimming and sedate snorkeling. Those who do crave home comforts can stay in luxurious lodges, but sleeping under the stars is regarded as the ultimate way to experience the spirit of the Abel Tasman.”
**Nelson Lakes** is presented in following way:

“The Nelson Lakes National Park is an enchanting alpine landscape of rugged peaks, forests and stunning glacial lakes. A compact area of mountain ranges separated by forested valleys, the Nelson Lakes National Park is home to the beginning of the awe-inspiring Southern Alps. Promising everything from easy lakeside walking tracks to challenging alpine hikes, this national park has something on offer for everyone.”

### 1.3 Co-operation with Tour Operators

The New Zealand Tourism website seems to be doing splendid cooperation with tour operators. They describe it themselves, that their website features a database of tourism industry operators in New Zealand and those selling New Zealand offshore, each with an individual web page that details the attractions and experiences they offer. Once the traveler has made the decision where to go, he/she can make direct contact with individual tour operators and where applicable make a booking through them.

The following types of businesses appear on newzealand.com:

- Accommodation
- Activities & tours
- Online booking services
- Transport
- Travel agents and airlines
- Visitor information services

[www.newzealand.com](http://www.newzealand.com)

They also point out that if there are tour operators who are interested to list their business on the site, they can go to the “www.register.newzealand.com” and complete the online forms to expand their distribution channels. They also encourage the authors to write stories for the article section, which is great way of sharing real experiences and information about the destinations. All article’s content submitted to the site for publication is reviewed by Tourism New Zealand for relevance, completeness and web hygiene factors (e.g. use of images). So, there seems to be very much co-operation both with the business providers and customers.
In addition to this, on their pages you can find section on market and statistics where range of data sets and reports are available from Tourism New Zealand and the Ministry of Business, Innovation and Employment (MBIE).

"Ministry of Business, Innovation and Employment (MBIE), is responsible for making quality information, research and forecasts available to the tourism industry to support its policy, marketing and commercial decision making.

It manages New Zealand tourism's core data set which is made up of the International Visitor Survey, Domestic Travel Survey, International Visitor Arrivals, Commercial Accommodation Monitor, Tourism Satellite Account and Tourism Forecasts.

This data and a variety of research reports are available on the tourism research website - www.tourismresearch.govt.nz."
Co-operation can be found from “getting involved” section. It seems that DOC has a lot of connections and possibilities for people to participate in their action. They have a list for volunteering activities, where people can participate in conservation programs (protecting water, seas, coast, threatened species, and plants) and they have own conservation group where you can join. For getting more interest to the activities, they have huge range of events and awards which are based on conservation. There is also possibility to fund or start a project co-operating with DOC. And there’s even possibility for teachers to get into education projects, and arrange field trips for their students.

About the business partners and other partners who are supporting DOC, they have both national and regional partners (http://www.doc.govt.nz/getting-involved/partnerships-and-donations/). Different partners have supports in several ways, for example Air New Zealand supports conservation biodiversity projects and also promotes Great Walks to international visitors. ON a regional level there are many different projects, e.g., there is an interesting case where the locally owned Fiordland Lobster Company partnered with DOC in 2005 to undertake an intensive stoat trapping program and by 2007 the stoat population had been wiped out. Fiordland Lobster followed up this success by reintroducing mohua/yellowhead and South Island robin/kakaruai to Pigeon Island with DOC.
Destination Fiordland explains (http://www.fiordland.org.nz/About-Us/default.asp) that Venture Southland (Business, Tourism & Community Development) group provides staff and administration support for the Destination Fiordland office. And their entire marketing fund comes from voluntary contributions from local businesses. It is important to keep in mind that their site is not an agency for making reservations, but rather a directory and that all the availability and price related issues should be checked with tour operators directly.

1.4 Destination Marketing

For the local/destination level of exploration official site for Department of Conservation (DOC) as well as individual national park’s websites have been chosen. Department of Conservation is New Zealand’s government’s conservation leader. DOC’s outcome is to gain environmental, social and economic benefits for the New Zealanders from healthy functioning ecosystems, recreation opportunities and living the history. They have very wide range of conservation, recreation and restoration activities. This site mainly offers information about the protection of New Zealand’s natural and historic heritage, how and where you can enjoy public conservation places and how to get involved in conservation. The only language option is English.

This site was found through the official website of the New Zealand Government which had the link to the all New Zealand Government sites (http://www.beehive.govt.nz/). The New Zealand Government site does not offer any National Parks related information itself. And the link leads to the New Zealand Government’s search engine site (http://newzealand.govt.nz/), where you can find information, images and resources from all New Zealand government agencies and government funded sites. There you can find the section of “About New Zealand”, which has the subsection for “Outdoors and adventure”, and here, there is a link for the official site for DOC.

In the DOC site, Fiordland is basically described similarly as in the official site of New Zealand Tourism, but it says that Fiordland was established in 1952 and the area it covers is 1,260,740 hectares. But there is a massive brochure which is attached to the Fiordlands main page (http://www.doc.govt.nz/Documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf). This brochure has information from the Fiordland’s history to the specified maps, special bird species with pictures, touristic information help, activities, access tips and many more. Also there is additional the information inside the site, which leads us to believe that brochure is meant for people who really want to prepare and read more deeply information concerning the park. In the site there is information about features, activities, places to stay and plan & prepare section.
Destination Fiordland explains (http://www.fiordland.org.nz/About-Us/default.asp) that Venture Southland (Business, Tourism & Community Development) group provides staff and administration support for the Destination Fiordland office. And their entire marketing fund comes from voluntary contributions from local businesses. And they also mention, that their site is not an agency for making reservations that all the availability and price related issues should be checked and contacted agencies directly.

Same applies to Abel Tasman. The most important elements are described on the main page, which says that the establish date is 1942 and the area it covers is 22,530 hectares. There is also similar brochure (http://www.doc.govt.nz/Documents/about-doc/concessions-and-permits/conservation-revealed/abel-tasman-national-park-lowres.pdf), but it is more compact than the Fiordland’s brochure. It also includes information such as history, accessing tips, things to do, facilities etc., but only the main points are gathered there. This brochure might be useful when you need for a trip some kind of memo about the most important things, and you could print this and take it to you journey. However, on the web page you can find more widely information.

Nelson Lakes has the same outline. Most important elements are described on the main page, which states that the establishment date was 1956 and that the area covers 102,000 hectares. There is also a brochure link (http://www.doc.govt.nz/Documents/parks-and-recreation/national-parks/nelson-lakes-np-visitor-information.pdf) which covers conservation issues, visitor information, services for visitors, accommodation and activities. There is a map in the brochure with different tracks. This brochure, like the Abel Tasman’s one, is useful for a memo during the trip, but it is not enough if one is to walk the tracks, since the map size is not big enough.

2. National Park Fiordland

Fiordland National Park occupies the southwest corner of the South Island of New Zealand. It is the largest of the 14 national parks in New Zealand, with an area of 12,500 km², and a major part of the Te Wahipounamu World Heritage site. The park is administered by the Department of Conservation.

Destination Fiordland is the Regional Tourism Organization (RTO) for the Fiordland area, responsible for the destination marketing, incorporating the townships of Te Anau and Manapouri, as well as the scenic icons of Milford Sound and Doubtful Sound. Fiordland website is filled with beautiful big pictures of Fiordland. There are links for the four main spots of Fiordland, and other links which are: about Fiordland, image gallery, what to see and do, where to stay, retail therapy, dining out, services directory. Fiordland’s World Heritage status and Great Walks are also highlighted. There is an event list for the most current activities, guidebooks for visitors, and link to trip advisor reviews. The only language option is English.
In the DOC site, Fiordland is basically described similarly as in the official site of New Zealand Tourism, but it says that Fiordland was established in 1952 and the area it covers is 1,260,740 hectares. But there is a massive brochure which is attached to the Fiordland main page (http://www.doc.govt.nz/Documents/parks-and-recreation/tracks-and-walks/southland/fiordland-day-walks.pdf).

This brochure contains information from the Fiordland’s history to the specified maps, special bird species with pictures, touristic information help, activities, access tips etc. There is detailed information inside the website.

Image 4: Official page for Fiordland National Park
In the Fiordland’s website, you can see clearly lot of different types of activities and things to do (http://www.fiordland.org.nz/category_index.asp?tid=2). The list of activities is very pleasantly and clearly arranged in the list.

Fiordland has a great range of activities to offer anyone from adventure seeker to the luxury traveler. Activities for the Fiordland area are listed by activity type and there is a possibility to search activities by activity type, location and keyword.

Activities include: boat charters, boat cruises, caves, coach and cruise, diving, endurance events, family activities, farm tours, fishing, golf, horse treks, hunting, jet boating, kayaking, movies, night sky viewing, paintball, quad bikes, recreational cycling, mountain biking and bike hire, scenic flights and air services, underwater world, walking and hiking and guided walks.

When a product or service you wish to book is chosen, it leads to the next page where a lot of tour providers are. You can easily click make a booking button and go to the provider’s page to complete the actual booking or you can contact them via email or phone. Same applies to the other products and services. You can easily check where to stay, where to have dinner and other services such as banking, childcare, community services and much more.

Destination Fiordland collates annual and monthly events calendars so both visitors and locals alike can see what is going on in the region. The monthly events calendar details all of the events that the Destination Fiordland office has been advised of, including smaller events for the local community and ongoing weekly community activities.
### 2.2 Prices

In the table below there are examples of prices of different activities listed on Fiordland’s website. Prices are approximate and their range varies, depending on type and length of activity. As it is stated earlier, website acts as a directory of tour operators offering different activities, from which you can directly book, call or email the tour operator for more info.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expedition around Fiordland</td>
<td>7 days</td>
<td>$ 1300</td>
</tr>
<tr>
<td>Cruises</td>
<td>overnight</td>
<td>$ 1200 - 1500</td>
</tr>
<tr>
<td></td>
<td>2-4 hour</td>
<td>$ 70 - 170</td>
</tr>
<tr>
<td>Package cruises</td>
<td>coach/cruise/coach</td>
<td>$ 125</td>
</tr>
<tr>
<td></td>
<td>coach/cruise/flight</td>
<td>$ 540</td>
</tr>
<tr>
<td>Cave visit</td>
<td>2 hours</td>
<td>$ 75</td>
</tr>
<tr>
<td>Diving</td>
<td>2 dives</td>
<td>$ 250 – 400</td>
</tr>
<tr>
<td>Farm tours</td>
<td>adult/family</td>
<td>$ 20 / $ 50</td>
</tr>
<tr>
<td>Fishing</td>
<td>individual license/tours</td>
<td>$ 50 – 1300</td>
</tr>
<tr>
<td>Horse tracks</td>
<td></td>
<td>$ 95</td>
</tr>
<tr>
<td>Hunting</td>
<td>1 day</td>
<td>$ 400 – 700</td>
</tr>
<tr>
<td>Jet boating</td>
<td>1-3 hours</td>
<td>$ 100 – 150</td>
</tr>
<tr>
<td>Kayaking</td>
<td>few hours/full day</td>
<td>$ 99 – 250</td>
</tr>
<tr>
<td>Nigh sky viewing</td>
<td>Guided/night/2-3 hours</td>
<td>$ 30 – 50</td>
</tr>
<tr>
<td>Quad bikes</td>
<td>few hours/half a day/guided</td>
<td>$ 300- 450</td>
</tr>
<tr>
<td>Cycling</td>
<td>bike hire half and full day</td>
<td>$ 30 - 50</td>
</tr>
</tbody>
</table>

### 2.3 Marketing target

After reviewing activities and looking at the marketing content it is clear that Fiordland is not aiming at attracting one segment of customers, but rather a range. Their activities and adverts for activities are clearly covering people of all ages as they offer activities for people of all ages, including families. However, for some activities it is stated that it is not advisable to take children, due to the bad weather conditions.

### 2.4 Social media

National Park Fiordland has their own page on Facebook, which they actively use through sharing of photos and interesting facts about the National Park. They do not over-post the content on the page; rather they share pictures from the National Park about two times a week, on which people comment. Lot of content on the page is created by people who visited National Park and are leaving their comments and pictures on it.
Fiordland’s Facebook group page

The page has been active from year 2010 and on it you can find various info: from photo competition, activities of cleaning up certain areas, flooding and avalanches, to information regarding visits in the National Park, street races and lot of happenings, which in general give you good overview of possibilities in the park and ways that nature is preserved. Page also has lot of events, which draws more visitors and offers overview of the activities in the National Park. Some of the events are: battle of the lakes, murder mystery themed nights, various bands playing in some of the bars along the lakes, winter illumination charity bar, annual awards etc.

At the moment (4.2.2014) page has 3 799 likes and most of the content is generated by the users.

Fiordland does not have own Twitter page, but rather relies on New Zealand’s hash tag, in which visitors mention Fiordland. There are a lot of pictures of the National Park in Twitter and lots of individuals have shared their thoughts about the scenery or activities they took in the park.

Image 6: Fiordland images on Twitter
Abel Tasman National Park is a National Park located at the north end of the South Island of New Zealand. It is named after a man called Abel Tasman, who in 1642 became the first European explorer to sight New Zealand. The park was founded in 1942, largely through the efforts of ornithologist and author Perrine Moncrieff to have land reserved for the purpose. Moncrieff served on the park board from 1943 to 1974. With coverage of only 225.3 km², the park is the smallest of New Zealand's National Parks. It consists of forested, hilly country to the north of the valleys of the Takaka and Riwaka Rivers, and is bounded to the north by the waters of Golden Bay and Tasman Bay.

When searching for official Abel Tasman National Park website, few options come up, but it is very hard to distinguish which is an official website for this national park. After assessing and visiting few pages, information about the official site is found under one the subheadings - Motueka i-SITE, the OFFICIAL tourist information centre for the Abel Tasman National Park and Tasman region. However, Wilson’s Abel Tasman website, comes as a first search in Google, so both of the sites will be assessed and presented.

Motueka i-SITE claims to be official tourism information about the Abel Tasman region and on the site they offer different type of accommodation (B&B, motels, self-contained, camping groups and info for backpackers); activities that can be done in the region (paddle boarding, horse trekking, boat charters, hiking tours, sea kayak tours, air activities, water transport, adventure activities and family activities), info on transport, restaurants, art activities, shopping and services, info on national park and other regions, including the images and map. They can be contacted by calling or emailing, but they do not have links to social media or seem to engage people like in Fiordland’s website. More info can be seen here: http://www.motuekaisite.co.nz/
Wilson’s Abel Tasman is a family business tourism company which describes themselves as the only company to offer the full range of options: walking, sea kayaking, boat cruise, water taxi and the only lodge accommodation right on the beach within the boundaries of the National Park. They state that their vision is to promote an appreciation of the National Park and its unique features by providing for visitors a responsible, informative, caring service. Wilson’s website comes up also with a beautiful beach of Abel Tasman, and quick links for the single or multi-day trips. The main navigation shows a day (options for day trips) and a dream (a multiday-trips and special events), about Abel Tasman, FAQ, about us, and contact information. There is also navigation for latest news, videos, real time webcams from the Abel Tasman, agents (brochures, rates manual and support documentation) and media resources. Abel Tasman is highlighted as “finest coastal National Park” in New Zealand. There is also language option for Chinese, and looking through the site, the content seems to match the English version. (http://www.abeltasman.co.nz/)
3.1 Product overview

Abel Tasman has a good range of activities to offer.

Motueka i-SITE offers basic information on accommodation, transport, restaurant and cafes, arts, services and shopping and info on National Park itself. On top of this they offer list of activities, which are: paddle boarding, horse trekking, boat charters, hiking tours – day walks, sea kayak tours, air activities, water transport, family activities and adventure.

When a product or service you wish to book is chosen, it leads you to the new page where info on the providers is available. Here you can choose to book using application form in Motueka i-SITE or you can visit provider’s individual website and contact them yourself via email or phone. Same applies to all products/services on the site.

Wilson’s Abel Tasman’s website provides a clear and big section page to seek for the products and services (http://www.abeltasman.co.nz/a-day). They have categorized their service offer on “a day” or “a dream” type of holiday. If you happen to choose “a day” you will get overview on their cruise and water taxi, cruise and walk tour, sea kayak and designer trips. For example when you choose cruises & water taxis from the one day-trip, you can see the categories, timetables, fares and charters. Because this site is a tour provider, you can check directly the price and make the booking right away. There you can collect the trips to your cart. There is also “best for” –tips
section, which advises you for example, when is good time for the trip and what you can gain from it. There is of course section for “Read more”, when you can check the deeper features detailed.

From “a dream” type you can choose from 3-day breaks, 5-day breaks, other breaks or special events. Each type of break has they own activities, for example if you choose 3 day breaks you can choose between 3 day walking break, 3 day kayak and walk break and beachfront lodges break. If you happen to choose any of the breaks it will take you to a page where you will get overview of the trip, itinerary, what is included in your trip, what you need to bring with you (such as clothing) and enquiry form in which you can leave your info and confirm the booking.

On top of different activities, here you can find information on accommodation, with links to local accommodation providers. On the webpage you can also find section on latest news and events, so visitors can see what is going on in the region.

### 3.2 Prices

Below, two tables will present examples of prices of different activities listed on: Motueka i-SITE and Wilson’s Abel Tasman website. Prices are approximate and their range varies, depending on the type and length of activity.

**Table 1: Motueka i-SITE examples prices**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration/type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paddle boarding</td>
<td>no information</td>
<td>no information</td>
</tr>
<tr>
<td>Horse trekking</td>
<td>half day to 5 days trek</td>
<td>$200 – 2300</td>
</tr>
<tr>
<td>Boat charters</td>
<td>few hours to 1 day</td>
<td>$30 – 150</td>
</tr>
<tr>
<td>Sailing trips</td>
<td>few hours to few days</td>
<td>$180 – 1300</td>
</tr>
<tr>
<td>Hiking tours</td>
<td>2 hours – 5-6 days</td>
<td>$50 – 1600</td>
</tr>
<tr>
<td>Sea kayak tours</td>
<td>1 day – 5 day rental</td>
<td>$70 – 250</td>
</tr>
<tr>
<td>Air activities</td>
<td>micro light flight 15 min – 1 h</td>
<td>$105 – 330</td>
</tr>
<tr>
<td>Adventure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eco tours</td>
<td></td>
<td>$150</td>
</tr>
<tr>
<td>Salmon catch</td>
<td></td>
<td>$21 per kg of catch</td>
</tr>
<tr>
<td>Canyon trips</td>
<td></td>
<td>$250 - 415</td>
</tr>
</tbody>
</table>
Table 2: Wilson’s Abel Tasman prices

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration/type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cruise and Water Taxi</td>
<td>one way / return</td>
<td>$15 – 45</td>
</tr>
<tr>
<td>Cruise and Walk</td>
<td>up to 2 hours</td>
<td>$28 – 78</td>
</tr>
<tr>
<td></td>
<td>4-6 hours</td>
<td>$26 – 68</td>
</tr>
<tr>
<td></td>
<td>beach stop or walk</td>
<td>$30 – 78</td>
</tr>
<tr>
<td></td>
<td>flexible day passes</td>
<td>$39 – 78</td>
</tr>
<tr>
<td></td>
<td>3 day explorer pass</td>
<td>$75 – 150</td>
</tr>
<tr>
<td></td>
<td>independent hiker’s special</td>
<td>$17.50 – 68</td>
</tr>
<tr>
<td>Sea Kayak</td>
<td>half day</td>
<td>$60 – 80</td>
</tr>
<tr>
<td></td>
<td>kayak to seal colony</td>
<td>$110 - 195</td>
</tr>
<tr>
<td></td>
<td>kayak and walk</td>
<td>$90 – 148</td>
</tr>
<tr>
<td></td>
<td>kayak to seals + walk</td>
<td>$110 – 195</td>
</tr>
<tr>
<td>Designer trips</td>
<td>private guide per day</td>
<td>$369</td>
</tr>
<tr>
<td>3 day breaks</td>
<td>walking</td>
<td>$945 – 1350</td>
</tr>
<tr>
<td></td>
<td>kayak + walk</td>
<td>$1470</td>
</tr>
<tr>
<td>5 day breaks</td>
<td>walking</td>
<td>$1340 – 1910</td>
</tr>
<tr>
<td></td>
<td>kayak + walk</td>
<td>$2030</td>
</tr>
<tr>
<td>Celebrations</td>
<td>weddings/corporate events/ special interest</td>
<td>price on request</td>
</tr>
</tbody>
</table>

3.3 Marketing target

After reviewing activities and looking at the marketing content and offer, it is clear that Motueka i-SITE is marketing their activities for families, individuals and even old people, as they have clearly stated in each activity who is it for, and they have recommendations for age and activity level.

Looking at Wilsons Abel Tasman website, their activities are clearly attracting customers of all age, excluding families as no packages are addressing families. However in some activities there are prices for children, so this tends to be bit confusing. Also some activities are not advising children younger than the age of 12 to take part. All pictures that show people doing activities, are showing people of different age, physical condition and even children are present, which shows that they welcome (and are targeting) variety of guests profiles.
3.4 Social media

Abel Tasman does not have a Facebook page, but has information as a topic and a check in place for Facebook. Information is pulled from Wikipedia and the link that is included in it is not valid (it takes you to some directory page, which has nothing to do with official page of Abel Tasman). However, 2413 people like the topic and 90 260 people have checked in.

Image 8: Facebook overview of Abel Tasman

When it comes to Twitter, Abel Tasman does not have their hash tag, so all comments written about it, are using either New Zealand hash tag, or then individual tour operators hash tag. There are lot of good comments and nice pictures shared on Twitter and individuals have shared their thoughts about the scenery or activities they took in the park.
Image 9: Twitter overview for Abel Tasman
4. Nelson Lakes National Park

Nelson Lakes National Park (established in 1956) is situated in the north of New Zealand's South Island. Although best known for its lakes, both large and small, this 101,733-hectare park offers tranquil beech forest, craggy mountains, clear streams, open tussock lands and river-edge clearings. The Department of Conservation looks after the park and provides tracks and walks, picnic areas, campsites and huts to help you enjoy and explore it. Nelson Lakes retains a semi-wilderness feeling with uncrowded tracks and huts, a place you can discover for yourself.

DOC site offers vide range of information when it comes to Nelson Lakes National Park, including: features of the park activities in the park, places to stay, planning and preparation and highlights of the park. On top of this they have their certified guides and commercial tourism providers which are all DOC approved to provide guided activities and tours in Nelson Lakes National Park. In addition on this site, various maps, weather information, safety and contacts can be easily found.

In addition to this detailed information, visitors are able to download the brochure - visitor information, which can be found here: [http://www.doc.govt.nz/Documents/parks-and-recreation/national-parks/nelson-lakes-np-visitor-information.pdf](http://www.doc.govt.nz/Documents/parks-and-recreation/national-parks/nelson-lakes-np-visitor-information.pdf)

In this brochure there is detailed info about the park, conservation issues, how to get there (private transport and public transport), what services are offered for visitors, where to find accommodation, brief info on the activities, important safety information, map and where to get further information. It is a compact brochure which is a good starting point that gives overview to visitors.
4.1 Product overview


Nelson Lakes has a variety of activities to offer. Tracks and walks seem to be the most popular ones. There are networks of short tracks exploring the forest, lake shore and glacial features of both lakes. Longer walks and alpine tramping trips are also available. The most popular are the Travers - Sabine Circuit and the trip up to Lake Angelus, a beautiful alpine lake. In summer these tracks are suitable for parties of average fitness and skill, in winter more experience is required. Other walking tracks include “flower brothers walk”, “Lake Rotoiti walking tracks” and “Lake Rotoroa walking tracks”.

Other activities include mountaineering (since they have good winter climbing routes that are suitable for experienced trampers and climbers); snow sports – mainly ski touring. Boating and fishing is also popular as both lakes are good for trout fishing; however, water-skiing is possible only on one lake; mountain biking is not allowed in the National Park other than in the formed roads.
Hunting is allowed in the region, however, it is important that all hunters have permit and know how to use the rifle. Detailed safety information and information in general about hunting, permits and preparation can be found on the DOC’s website.

Another interesting activity is Kiwi Ranger Programme, which offers interactive activities and fun while earning Kiwi Ranger badge. Activities are designed to get visitors out and about exploring the National Park and learning about the unique features and special places of the park.

Long list of other activities can be found from DOC’s site as well, and some of them are: adventure activities, boating, caving, climbing, four wheel driving, trekking and cycling tours, canoeing, kayaking, sailing, Maori culture, wine/art and wilderness, rafting, visiting historic sites and scenic and nature tours, various snow activating and quad and trail biking.

When a product or service you wish to book is chosen, DOC provides you with a website of the tour operators and it is your responsibility to book the service/product and agree on everything. What DOC provides is the safety, as they only list businesses that have been approved by DOC to operate in the area. Visitors are advised to look out for DOC approved label.

### 4.2 Prices

In the table below there are prices of some activities given by the individual tour operators. Prices are approximate and their range varies, depending on the type and length of activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration/type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventure tramping</td>
<td>day experience</td>
<td>$ 105</td>
</tr>
<tr>
<td>Rock climbing</td>
<td>day experience</td>
<td>$ 144</td>
</tr>
<tr>
<td>Canyoning</td>
<td>day experience</td>
<td>$ 150</td>
</tr>
<tr>
<td>Caving</td>
<td>day experience</td>
<td>$ 110</td>
</tr>
<tr>
<td>Abselling</td>
<td>day experience</td>
<td>$ 144</td>
</tr>
<tr>
<td>Cycling, hiking &amp; sea kayaking</td>
<td>3 day experience</td>
<td>$ 2794</td>
</tr>
<tr>
<td>Cycling, hiking &amp; boating</td>
<td>2 day experience</td>
<td>$ 2011</td>
</tr>
<tr>
<td>Wine, art &amp; culture</td>
<td>customized</td>
<td>price on request</td>
</tr>
<tr>
<td>Cycling great taste trail</td>
<td>2-3 hours/per person</td>
<td>$ 162</td>
</tr>
<tr>
<td>Helibike-Dun Mountain Trail</td>
<td>half a day experience</td>
<td>$ 575</td>
</tr>
<tr>
<td>Nelson Lake Adventure</td>
<td>1 day</td>
<td>$ 850</td>
</tr>
<tr>
<td>Fly fishing road trip</td>
<td>5 days/price per day</td>
<td>$ 850</td>
</tr>
<tr>
<td>Heaphy walk tour</td>
<td>4 days</td>
<td>$ 1695</td>
</tr>
<tr>
<td>Quad biking</td>
<td>1-3 hours</td>
<td>$ 50-100</td>
</tr>
<tr>
<td>Scenic walks</td>
<td>15 minutes – 2 days</td>
<td>$ 50 – 950</td>
</tr>
<tr>
<td>Horse trekking &amp; farm visit</td>
<td>4 hours/ price per hour</td>
<td>$ 70</td>
</tr>
</tbody>
</table>
4.3 Marketing target

After reviewing activities and looking at the marketing content it is clear that Nelson Lake National Park is looking to attract people in good condition that can stand long walks/bikes and are nature lovers. Some individual tour operators provide luxury tours, such as sailing, fishing, special walks and flying and it is clear that with their marketing strategy they are trying to attract different segment. Some smaller tour operators are offering shorter tours and less luxury tours and their prices are affordable by middle and even lower class. Currently, there are no tours/packages for families or children, so it is clear that they are not trying to attract this segment. However, recently more and more tours have connection with gastronomy or art, so it seems that they are trying to expand their offer and attract new customer segment.

4.4 Social media

Nelson Lakes does not have a Facebook page, but has information as a topic and a check in place for Facebook. Information is pulled from Wikipedia and the Facebook page is automatically generated based on what Facebook users are interested in and not affiliated with or endorsed by anyone associated with the topic.

Currently there are 279 people that like the topic and 10 254 people that have visited Nelson Lakes National Park.
One of my friends has visited national park, so Facebook directly pulled all information about his visit and his photos (see the picture below).

When it comes to Twitter, just like Abel Tasman, Nelson Lakes does not have their hash tag, so all comments written about it, are using either New Zealand hash tag, or then individual tour operators hash tag. There are lot of good comments and nice pictures shared on Twitter and individuals have shared their thoughts about the scenery or activities they took in the park.
5. **Country info – Sweden**

Sweden is a Scandinavian country in Northern Europe. Sweden borders Norway and Finland, and is connected to Denmark by a bridge-tunnel across the Øresund.

At 450,295 square kilometers Sweden is the third-largest country in the European Union by area, with a total population of about 9.6 million. Sweden has a low population density of 21 inhabitants per square kilometer with the population mostly concentrated to the southern half of the country. About 85% of the population lives in urban areas. Sweden’s capital city is Stockholm, which is also the largest city.

National Parks of Sweden are managed by the Swedish Environmental Protection Agency (EPA) and owned by the state. The goal of the National Park service is to create a system of protected areas that represent all the distinct natural regions of the country. In 1909, Sweden became the first country in Europe to establish such parks when nine were opened following the Riksdag passing of a law on national parks that year. This was followed by the establishment of seven parks between 1918 and 1962 and thirteen between 1982 and 2009, with the latest being Kosterhavet National Park. There are currently 29 national parks in Sweden, comprising a total area of 731,589 hectares. Six more national parks were scheduled to open by 2013.

According to the EPA, Swedish national parks must represent unique landscape types and be effectively protected and used for research, recreation, and tourism without damaging nature.

When searching Google for Swedish national parks, first few results gotten are from Wikipedia, but right after that Swedish Environmental Protection Agency’s website with all information on the parks can be found.

The sites that will be assessed are official tourism and travel information sites for the national level research and then park’s individual sites and local tour operators sites for activities on the destination level:

1. Swedish Environmental Protection Agency’s website:  
   [http://www.naturvardsverket.se/en/Enjoying-nature/Protected-areas/National-Parks/](http://www.naturvardsverket.se/en/Enjoying-nature/Protected-areas/National-Parks/)

2. Visit Sweden – official website for tourism and travel information:  

3. Svenska Turistföreningen – website for finding accommodation and activities across Sweden:  
4. Swedish Lapland – website for Sarek National Park with list of useful information:
   

5.1 Authority Regulations

Swedish landmark is separated into three different regional/demographic categories. The most local one is called municipality (kommun), the next regional one is county (landsting), and the biggest one is state (län). Then, of course, there is the national level. Each National Park has its own regulations and all information can be found on Swedish Environmental Protection Agency. This site provides all information related to environment in Sweden and finding information about the National Park of you are interested in is not hard, as the site is easy to navigate and once you are on the track finding the one you are looking for is easy.

Regulations for Sarek national park can be seen here:
http://www.naturvardsverket.se/en/Enjoying-nature/Protected-areas/National-Parks/Sarek/Regulations-for-Sarek-National-Park/

Regulations for Fullufjället national park can be seen here:
http://www.naturvardsverket.se/en/Enjoying-nature/Protected-areas/National-Parks/Fulufjallet/Regulations-for-Fulufjallet-National-Park/

And regulations for Abisko national park can be seen here:
http://www.naturvardsverket.se/en/Enjoying-nature/Protected-areas/National-Parks/Abisko/Regulations-for-Abisko-National-Park/

5.2 National marketing of Swedish national parks

Official site for Swedish tourism as well as Swedish Environmental Protection Agency’s website was used for national level exploration (http://www.visitsweden.com/sweden/Things-to-do/Nature--Outdoors/Swedens-national-parks/ and http://www.naturvardsverket.se/en/Enjoying-nature/Protected-areas/National-Parks/)

Visit Sweden site gives a good overview about Swedish National Parks in general and explains about Arctic Circle adventure and which parks can be used for what activities. There is a map which clearly display’s each park’s location. It also gives further information about all-season park
activities, forest parks and sea and sand parks. Information is very compact and each National Park or activity mentioned acts as a link. When link is clicked it takes a visitor to a Swedish Environmental Protection Agency’s website, which then contains more detailed information about each park as a destination. In addition to this, on Visit Sweden’s site they are advertising iPad application about experiencing Sweden as well as encouraging visitors to visit their Twitter page and leave a comment.

In addition to this, each page has a Facebook comment box at the bottom of the page, where visitors can leave their comments, pictures and insights. This seems to be proving to be good marketing tool, since information is collected in one place, yet it is spread around social media.

**Image 11:** Visit Sweden information on National Parks

On Visit Sweden website **Sarek** National Park is presented in the following way:

“**Sarek National Park – a national treasure of Sweden. Sarek National Park is in the province of Norrbotten in the far north of the country. It is home to 100 glaciers six of Sweden’s 13 highest peaks.**

The park is 2000 square kilometres of majestic and untouched wilderness and its remoteness is matched only by the breathtaking beauty of its peaks, valleys and fast-running mountain rivers.
Kungsleden skirts the park to the east and you can hike from Kvikkjokk in the south along the Tarra Valley, or from Saltoluokta, which is a mountain station with a highly recommended restaurant. From Ritsem, which lies north of Akkajaure, you can take the boat to the north of Sarek.

Sarek National Park is wilderness and you must have map-reading skills, a good knowledge of this type of terrain and all the equipment you need for your entire stay.”

Fulufjället’s information cannot be displayed due to the server’s error (search was tried from 3 different Internet browsers: Google Chrome, Mozilla Firefox and Internet Explorer).

Abisko National Park is presented in the following way:

“Come to Abisko for the biggest light show in the world. Seeing the Northern Lights is just one of the wonders you see at Abisko. Another is watching the sun set and rise within minutes of each other.

Apart from the heavenly wonders on show there is the park itself, with the Abisko Canyon and the Lappxne orchid, which is very rare. Mount Nuolja, part of which lies in the west of the park, offers fantastic views across Lake Torneträsk and Lapporten which is a famous u-shaped valley to the south-east. Take the chair-lift up the mountain and don’t miss the midnight sun that lasts from 27 May until 18 July.

Abisko National Park offers various guided tours and a restaurant, pub and shop in the park.”

5.3 Co-operation with Tour Operators

Visit Sweden website seems to be doing good cooperation with local tour operators. Even though they are listing individual tour operators and the links to their sites on their website, they still have this disclaimer visible to all visitors:

This site includes information about products and services provided by third parties. Whilst VisitSweden endeavors to ensure that all information on the site is accurate, we cannot be held responsible or liable for any claims caused by information supplied on this website. Prices and availability are subject to change without notice. You should always check the accuracy of the information provided with the relevant supplier. VisitSweden is under no circumstances responsible for the contents of external web pages linking to its website.
Following types of businesses appear on visitsweden.com:

- Regions and Cities
- Things to do
- Accommodation
- Travel guide

In addition to this they have a section about Sweden facts, starting from basic information about Sweden, to how things are done in Sweden (banking, shopping, health care, guides etc.) to things worth knowing about Sweden (brochures, facts and figures, food culture, heritage, language, public holidays, weather and climate, tourist offices etc.).

Image 12: Visit Sweden section about Sweden facts

5.4 Destination Marketing

For the local/destination level of exploration Swedish Environmental Protection Agency’s website as well as individual region’s websites are chosen. On the Swedish Environmental Protection Agency’s website, each park is explained in detail, there are facts about a park, when it was established and park’s location. In addition there is info about visiting the park, regulations for
national park, link to county administrative board and publication on Sweden’s National Parks (their importance, maps, trails, activities etc.).

A guide to all 29 national parks can be found here:  

In addition on their site, each page can be printed, shared across different social medial and there is a possibility to contact someone for more information.

Image 13: Guide to National Parks on Naturvardsverket’s website

Swedish Lapland is website that promotes only region of Swedish Lapland, including region of Jokkmokk which is where Sarek National Park is situated. At the moment website is under maintenance, but still you can get good overview just by browsing the site. Site is full of useful information and nice images, which make you want to visit the region. Information is given about activities, accommodation, destination within Lapland, venues for meeting and different events that take place in Swedish Lapland. More information can be seen here:  

In addition to this information, each page has a Facebook feed, from which users can see content created only by visitors. Seems that this transparency is working in favor, since lot of people are having positive comments and are sharing lot of content.
In addition to this, each region where three national parks we are benchmarking are situated, have their regional sites, with information on the National Park, activities, accommodation and other useful info about the destination. Sites that will be reviewed for individual destination are:


http://www.dalarna.se/en-GB

http://www.lansstyrelsen.se/norrbotten/En/Pages/default.aspx

6. National Park Sarek

Sarek National Park is a national park in Jokkmokk Municipality, in the province Lapland in northern Sweden. Sarek borders the National Parks Stora Sjöfallet and Padjelanta. The National Park is popular with hikers and mountaineers, but it is not suitable for beginners.

The National Park is roughly circular with an average diameter of about 50 kilometers. The park has no marked trails, no accommodations, and only two bridges, except in the vicinity of its borders. Furthermore, the area is among the rainiest in Sweden, which makes hiking dependent on weather conditions. It is also not uncommon to encounter streams that are hard and dangerous to wade across without proper experience.

Tourist information of Jokkmokk has a clearly laid out website with information about the region, which they state is “cultured, wild and beautiful”. Information on their site can be found in Swedish, English and German and their site offers more than enough information on different topics. In addition to this, they offer lot of different activities, which proves that they have good cooperation with local tour operators.
In addition to this website, there is a site called Destination Jokkmokk (http://destinationjokkmokk.se/en/). Destination Jokkmokk AB is owned by Destination Jokkmokk Economic Association which represents around 50 tourism entrepreneurs and Jokkmokk Council. The company is a destination in Swedish Lapland which is made up of 650 members / tourism entrepreneurs. Destination Jokkmokk AB aims to increase the number of visitors to the Jokkmokk municipality by working closely with the tourism industry, trade and other actors in the Jokkmokk municipality, but also the entire Swedish Lapland region. Together they work strategically and innovatively to develop products, packages and quality assurance and help to promote their unique travel experiences. It will contribute to sustainable development with increased job opportunities especially for youth and women.

On this site, basic information about the destination and sights can be found. On the site, they have incorporated Facebook feed, which offers a visitor overview of the social media side. In addition to this, they seem to have good cooperation with local tour operators, since they offer lot of activities.
6.1. Product overview

The Jokkmokk tourist information website covers lot of areas of information, starting with activities, going through to sites, food, service, accommodation, communications, fishing, nature, facts, brochures, maps and links relevant to the destination.

Activities include: adventure (from long to short walking tours, to helicopter sightseeing, to adventures with reindeer, building and living in own Igloo, to snowmobiling and fishing); aero plane tours, boat trips kayaking and canoeing, activities for children and family (visiting husky kennels, adventures with reindeer, Christmas with Santa’s reindeer), cross country skiing, day-hikes with pack reindeer, ice skating and learning how to make own ice lanterns), cultural activities (archaeological and culture package, 1600’s farms and sauna’s, forest safari, guided herbal tour, storytelling evening in the tipi tents, taste of Lapland), dog sledding, equine, fishing, food & drink, hiking, horseback riding, hunting, motor tours, nature trails, northern light tours, rafting, reindeer driving, safari, Sami adventure, ski adventure, summer activities, survival courses (5 day wilderness camp), wilderness activities, whitewater rafting and different winter activities.
When a product or service is chosen, it leads to the next page where a lot of different packages are. From this page, once you choose the service you are interested in, it takes you to the new page, where you get detailed description about the service, address of the service provider, their email address, phone and website (if available), and info on tour availability.

The same rule applies if you check any other area they offer e.g. food, service, accommodation etc.

In the part “nature”, there is more information about the national parks, however, this info is brief and offers main info about the natural parks in the destination. There is also a possibility to download or order brochures about the destination and they are detailed, well made, easy to follow and have a clear structure. http://www.turism.jokkmokk.se/en/brochures.aspx

Destination Jokkmokk website has a home page which contains little info, lot of images, Facebook feed, Insta weather application, live web camera and weather report, which is useful for visitor to visually see the place. Their site sections are limited and simple, which looks inviting.

Sections are: stay (where they have different categories of accommodation), to do (where there is list of events, activities and attractions), eat (lists of local restaurants and cafes, serving local food), travel (how to reach Jokkmokk destination) and about us (information about destination, quality and environment, partners they collaborate with, work for us, media coverage, contacts and order brochures).

Activities include: aero plane tours (from 15 minutes to 1-3 days), boat trips, canoeing or kayaking, activities for children and family (visiting husky kennels, adventures with reindeer, Christmas with Santa’s reindeer), culture (cultural activities (archaeological and culture package, 1600’s farms and sauna’s, forest safari, guided herbal tour, storytelling evening in the tipi tents, taste of Lapland), dog sledding, equine, fishing, food & drink, hiking, hunting, Northern lights tours, reindeer driving, Sami adventure and other winter and summer activities.

When a product or service is chosen, it leads to the next page where a lot of different packages can be found. From this page, once you choose the service you are interested in, a pop up window appears, where you get detailed description about the service, address of the service provider, their email address, phone and website (if available), and info on tour availability.

The same rule applies if you check any other area they offer e.g. food, service, accommodation etc. In the part “about us” there is more information about the organization, quality and environment, you can see their partners listed, as well as apply for work, see the media coverage section, contact them and also order brochures in 4 different languages (Swedish, English, German and Chinese). http://destinationjokkmokk.se/en/about-destination-jokkmokk/
6.2 Prices

In the table below there are examples of prices of different activities listed on both Jokkmokk tourist information and Destination Jokkmokk’s website. Prices are approximate and their range varies, depending on the type and length of activity. As it is stated earlier, these two websites act as a directory of tour operators offering different activities, from which you can directly book, call or email the local tour operators for more information.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration/type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-day tour in the area</td>
<td>1 day</td>
<td>price on request</td>
</tr>
<tr>
<td>Helicopter sightseeing Sarek</td>
<td>15 minutes</td>
<td>price on request</td>
</tr>
<tr>
<td>One hour husky tour</td>
<td>1 hour</td>
<td>950 SEK</td>
</tr>
<tr>
<td>Drive your own dog team</td>
<td>3 hours</td>
<td>1650 SEK</td>
</tr>
<tr>
<td>Northern lights tour with dog sled</td>
<td>3 hours</td>
<td>1350 SEK</td>
</tr>
<tr>
<td>Day tour with dog sled</td>
<td>6 hours</td>
<td>2700 SEK</td>
</tr>
<tr>
<td>Canoe</td>
<td>1-2 people per day</td>
<td>350 SEK</td>
</tr>
<tr>
<td>Tent</td>
<td>2 persons per night</td>
<td>250 SEK</td>
</tr>
<tr>
<td>Reindeer-Adventure</td>
<td>1-3 hours</td>
<td>440-840 SEK</td>
</tr>
<tr>
<td>Day-hikes with pack reindeer</td>
<td>3-4 hours</td>
<td>850 SEK</td>
</tr>
<tr>
<td>7-14 days walking Kvikkjokk Sarek Nationalpark</td>
<td>7-14 days</td>
<td>price on request</td>
</tr>
<tr>
<td>Mountain top &amp; Sami Camp</td>
<td>2 days</td>
<td>5450 SEK</td>
</tr>
<tr>
<td>A Wildlife Tour in Lapland on foot</td>
<td>4 days</td>
<td>6996 SEK</td>
</tr>
<tr>
<td>Dog sledding adventure and northern lights</td>
<td>4 days</td>
<td>11 500 SEK</td>
</tr>
<tr>
<td>White water rafting on the Pearl river</td>
<td>5 hours</td>
<td>950 SEK</td>
</tr>
<tr>
<td>Searching the arctic lights</td>
<td>4 hours</td>
<td>750 SEK</td>
</tr>
<tr>
<td>Snow Cat tour with views</td>
<td>2 hours</td>
<td>750 SEK</td>
</tr>
<tr>
<td>Snowmobile tour</td>
<td>2 hours</td>
<td>1200 SEK</td>
</tr>
<tr>
<td>A reindeer herder’s day</td>
<td>2 hours</td>
<td>810 SEK</td>
</tr>
<tr>
<td>Igloo holiday in Saltoluokta</td>
<td>4 days</td>
<td>7095 SEK</td>
</tr>
<tr>
<td>Wilderness Camp</td>
<td>5 days</td>
<td>4800 SEK</td>
</tr>
</tbody>
</table>
6.3 Marketing target

After reviewing activities and looking at the marketing content it is clear that both sites are aiming at attracting many customer segments, since they have information for nature enthusiasts of all levels (professionals, intermediate and beginners). Also, they offer activities for families and children. One thing that catches the eye immediately is the efforts they are putting into educating visitors about Swedish Lapland, the way people live there, how they take care of the nature and what activities locals do.

6.4 Social media

Both of the websites reviewed above have the same Facebook page, on which they have 1059 likes at the moment. They seem to be very active, since they have lot of posts, pictures and some videos about the destination. Only downside is that all information posted on the page is only in Swedish, so those not speaking Swedish can only look at the wonderful pictures. However, lot of visitors that visited the region, shared their thoughts, pictures and videos on the site.

Image 15: Destination’s Jokkmokk Facebook page
Sarek national park itself does not have a Facebook page, rather they have a Wikipedia pulled information and possibility to check in. So far, 5,813 people have visited Sarek National Park and there are lot of pictures and comments that visitors have posted.

**Image 16:** Facebook overview of Sarek National Park

Destination Jokkmokk also has an active Twitter page, on which they often post stunning pictures and all comments are written in English, which allows more international visitors to take part in conversation and encourages them to post their pictures of the destination and therefore create better content.

**Image 17:** Destination Jokkmokk’s Twitter Page
Fulufjället National Park is a national park in central Sweden. Its total area is 385 km², located entirely within Älvdalen Municipality in the province of Dalarna. It is named after the mountain Fulufjället, which is 1,044 meters high.

It is one of Sweden’s most recent National Parks, inaugurated in September 2002 by King Carl XVI Gustaf.

The park has become one of the initial PAN Parks, an international project with the object to combine preservation with tourism (Official site for PAN parks: http://wilderness-society.org/).

In Dalarna website, which is responsible for the destination marketing, Fulufjället is explained as:

“Fulufjället is the most southerly mountain national park in Sweden. Because no reindeers graze here the mountain moor is covered with lichens. Fulufjället rises like a plateau in the landscape, steep sides and flat on top. In the winter it looks like a giant, frosted cake”

It is stated that park has 4 zones and they are:

**Zone I** – Wilderness in which you are allowed to put up a tent, make a fire and hike, but not allowed to fish, hunt or drive terrain vehicles

**Zone II** - Low activity in which you are allowed to put up a tent, make a fire and hike, fish, hunt and drive snow mobiles on therefore marked trails.

**Zone III** - High activity in which you are allowed to put up a tent, make a fire and hike, fish, hunt and drive snow mobiles on therefore marked trails.

**Zone IV** - Establishment in which you are allowed to hike and make a fire on announced places but not allowed to put up a tent, sleep in cabins, fish, hunt or drive terrain vehicles.

Dalarna website has lot of information on the park, its history, nature, plants, birds and animals; information about accommodation and activities and possibilities to contact Naturum visitors center within the park, Park’s manager and Naturvårdsverket who owns the land. Site has all information in Swedish and English.

More info can be seen here: http://www.dalarna.se/en-GB/Hotell/Fulufjallet1/Fulufjallet/
There is another page for the park and it is called simply Fulufjället (http://www.fulufjallet.nu/en/) and the page contains vast information about the park, starting from accommodation, general info about the park itself, activities and packages, hiking, animal life, fly fishing and information center. Site has all information available in Swedish, English, Norwegian and German language.

Image 18: Fulufjället’s Official Website

Image 19: Fulufjället website
7.1 Product overview

Dalarna site has lot of information about accommodation and activities as well as the section on the Naturum visitor’s center.

In activities section, it is highlighted that National Park can be used all year round and there is a recommendation for summer and winter activities.

Activities include: bathing (swimming in the streams, rivers and lakes and recommendation for the best places), bird watching (with tips for best places), camping, cross country skiing, dog sledding, downhill skiing, fishing, visiting science seminar, guided tours, health week (week 36 is health week and in honor to this there is a tour from the visitor center to the waterfall, where the fire is lit), hiking, ice climbing, ice fishing, various lectures, snow mobile and snow walks (with special shoes).

When an activity of interest is chosen, it leads to the next page where a lot of different packages/services can be found. On this page, you are able to read detailed description about the service and get all contact details, including website, email or phone and in most cases get a price of the service provider.

Fulufjället’s website also has a lot of information about the national park, accommodation, activities and packages and possibility to contact information center.

Activities and packages are: Nordic Footprints (offering guided hunting, fishing and hiking adventure package tours, one day tours and much more), Moose adventure (Experience firsthand, the king of the forest in his natural environment), Landscape walks (Adventure Walks, Mountain bike tours, Triathlon tours), Fishing (Grayling, Trout, Char – fly fishing with top guides in northern Dalarna), hiking (more than 200 km hiking trails in and around the national park).

When the package is chosen, it leads to the next page where you get detailed explanation of the package and service provider details (email, website, phone and address). Visitor is then responsible to contact the provider alone and book the package in question.
7.2 Prices

When trying to reach individual providers websites in order to check the prices, some are not active links, some other have info about the tours and packages, but the price can be gotten upon request and some others have information available only in Swedish so it is hard to find prices, therefore this section is poor in comparison to other parks researched.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration/type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fishing</td>
<td>3-5 days</td>
<td>€ 245 – 555</td>
</tr>
<tr>
<td>Hunting</td>
<td>5 days 6-8 people</td>
<td>€ 1890 per person</td>
</tr>
<tr>
<td>Landscape walks</td>
<td>30 min to 3 days</td>
<td>price on request</td>
</tr>
</tbody>
</table>

7.3 Marketing target

It seems that both websites are targeting nature lovers and lot of packages and information are in regards to nation. There are no sections about family or kids’ visits, which make us believe that they are not targeting this segment. However, in accommodation section, there are houses that could be family friendly, since they are situated in the valley and have enough space for children to play outside. Also, visitor center offers the educational seminars and courses, about the nature in general, which could potentially attract school visits.

7.4 Social media

Only Dalarna site has a possibility of sharing the page via Facebook and Twitter. Fulufjället’s website does not have any social media buttons.

Fulufjället does not have a Facebook page, but it has page on Facebook with info pulled from Wikipedia. On this page, they have 3316 people that have visited national park and many of them left comments.
In Twitter Fulufjället does not have their own hash tag, but people that have visited the national park, mentioned it in the comment and shared pictures, which give some information about the place when searched.

**Image 21:** Twitter’s overview of Fulufjället National park
Geographically, Abisko is situated in the Swedish province of Lapland near the Norwegian border (distance approx. 37 railway km), and belongs to Kiruna Municipality, Sweden's northernmost and largest municipality. It starts from the shores of Torne träsk, one of Sweden's largest lakes where the village of Abisko is located, and extends some 15 kilometers to the south-west. It is situated about 195 kilometers north of the Arctic Circle. The total area is 77 km².

The park was established in 1909, the same year Sweden's first laws on nature conservation were created.

The intentions of the Abisko National Park was to "preserve an area with northern Nordic fell nature in its original condition and as a reminiscence for scientific research". The region has proved to be of much scientific interest, as is shown by the Abisko Scientific Research Station which exists to study the area. Furthermore, the National Park was intended to be a prominent tourism attraction.

Abisko is also home to the Abisko Scientific Research Station, first established in 1903 near the Abisko village and incorporated with the Royal Swedish Academy of Sciences in 1935. It is used primarily for environmental, biological, and geological research and contains several on-site laboratories as well as off-site field research stations. More info on the research station can be seen here: [http://www.polar.se/en/abisko/about-abisko-scientific-research-station](http://www.polar.se/en/abisko/about-abisko-scientific-research-station)

According to Wikipedia and Google search, Svenska Turistföreningen is official tourism site for Abisko National park. Site gives good overview of the destination, explaining Abisko region as follow:

"Abisko National Park is a green entrance to one of Sweden’s wildest mountain areas. After several hour of hiking, you glance at impressive mountains such as Kåtöktjåkka between mountain birches. Above the tree line awaits a landscape that is more challenging than one can imagine. But follow the trails that run through the valleys and you will be safe."

This page gives very good overview of Abisko as a destination, and it is packed with useful information, activities and accommodation. More info can be seen here: [http://www.svenskaturistforeningen.se/en/Discover-Sweden/Facilities-and-activities/Lappland/Fjallstationer/STF-Mountain-station-Abisko/?intro=false](http://www.svenskaturistforeningen.se/en/Discover-Sweden/Facilities-and-activities/Lappland/Fjallstationer/STF-Mountain-station-Abisko/?intro=false)
There is another webpage which is the county administrative board of the region, in which lot of info on the region can be found. This board is government authority that exists in close proximity to the people. They are important link between the people and municipal authorities on one side and on the other side the government, parliament and central authorities. Site holds information on following topics: animals and nature, environment and climate, agriculture and rural areas, business and associations, people and society, social planning and cultural heritage. Info is available in 6 languages: Swedish, Sami, lättläs Swedish, Meänkieli, Finnish and English. More info can be seen here: http://www.lansstyrelsen.se/norrbotten/En/om-lansstyrelsen/Pages/default.aspx
There is another website called Visit Abisko, which gives overview about the location, Northern Lights, activities, accommodation and packages. It is possible to book trips or activities through the site, using their online form. More info can be found here: [http://www.visitabisko.com/](http://www.visitabisko.com/)

**8.1 Product overview**
Svenska Turistföreningen has a lot of information about the park, starting with the general information, such as trail system, cell phone coverage, equipping oneself in the mountains, safety and transportation in the mountains. Also there is information about 5 different and most known trails, with detailed info about the trail, including the map. Info can be seen here: [http://www.svenskaturistforeningen.se/en/Discover-Sweden/Facilities-and-activities/Lappland/Abisko-Kebnekaise-mountains/?intro=false](http://www.svenskaturistforeningen.se/en/Discover-Sweden/Facilities-and-activities/Lappland/Abisko-Kebnekaise-mountains/?intro=false)

In addition to this there is whole lot of information about the STF Mountain Station Abisko and different accommodation that can be found there. Also full prices and booking is available on the site, there are also some pictures which show the nature and possibility to enjoy it.

There is a section called “plan your way” in which planning of the trip and transfers between Kiruna and Abisko, or Copenhagen to Kiruna, including maps are available.

In the Mountain station Abisko, there is one restaurant and it has its own section on the webpage, explaining about food being served and prices for it.

Abisko has a range of great activities some of which are: Nordic Skiing, dog sledding, ice climbing, snow shoe hiking, visiting Sami camp, night Aurora photo tours, evening Aurora photo course, Aurora Borealis and Sami photo 5 day course, wood heated sauna, and info about taking your own trips in the summer or winter. In addition to this they offer skiing and avalanche training, chair lifts, and transport. One of the most famous trails, The Kings Trail has its own brochure explaining all info needed about it.

Brochure can be found here: [http://www.svenskaturistforeningen.se/PageFiles/234/Kungsleden_eng.pdf](http://www.svenskaturistforeningen.se/PageFiles/234/Kungsleden_eng.pdf)

On the section “see and do” when activity is chosen, it leads to the page where a lot of different activities can be found. On this page, you are able to read short description about the service and see the price of the activity or then book it right away through the site. There is a button “read more” for those that want to read detailed description of the activity, which if clicked takes you to the new page from which you can read quick facts about it (such as price, date that activity can be taken, map, what is included in the activity, what needs to be brought, what kind of terrain it is and when do you need to sign up for it. Also on the page, there is possibility to book directly and possibility to share the page via social media or then print it.

Visit Abisko site, offers following activities: lights over Lapland (including Nightly Aurora photo tours, or customizable Aurora photo trips, day trip to ice hotel, day trip to Narvik in Norway, dog sledding, snowmobiling, ice fishing, snow show hiking, ice climbing,
8.2 Prices

In the table below there are examples of prices of different activities listed in Svenska Turistföreningen site. Prices are approximate and their range varies, depending on type and length of activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration/type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nordic skiing</td>
<td>3 hours</td>
<td>690 SEK</td>
</tr>
<tr>
<td>Dog sledding</td>
<td>2 hours/ kids - adults</td>
<td>650 – 1250 SEK</td>
</tr>
<tr>
<td>Ice climbing</td>
<td>3 hours</td>
<td>710 SEK</td>
</tr>
<tr>
<td>Snow shoe hiking</td>
<td>3 hours</td>
<td>650 SEK</td>
</tr>
<tr>
<td>Visiting Sami camp</td>
<td>2-3 hours</td>
<td>255 SEK</td>
</tr>
<tr>
<td>Nightly Aurora Photo Tour</td>
<td>4 hours</td>
<td>1195 SEK</td>
</tr>
<tr>
<td>Evening Aurora Photo Course</td>
<td>5 hours</td>
<td>1390 SEK</td>
</tr>
<tr>
<td>Aurora Borealis and Sami Photo Course</td>
<td>5 days</td>
<td>20 500 SEK</td>
</tr>
<tr>
<td>3 nights Aurora photo course</td>
<td>3 days</td>
<td>10 980 SEK</td>
</tr>
<tr>
<td>Skiing and Avalanche training</td>
<td>depending on type</td>
<td>booking through phone only</td>
</tr>
<tr>
<td>exclusive dinner at Aurora Sky Station</td>
<td></td>
<td>1895 SEK</td>
</tr>
<tr>
<td>Night visit at Aurora Sky Station</td>
<td>4 hours</td>
<td>695 SEK</td>
</tr>
</tbody>
</table>

8.3 Marketing target

After reviewing activities and looking at the marketing content it is clear that Abisko National Park is not aiming at attracting only one segment of customers. They do have some activities that are more demanding than the others, with which they clearly are trying to attract people in better physical form, or those that are experiences in walking long distances, climbing or skiing. However, they also offer interesting packages that have to do with photography and in description it is not stated that visitors need to be in great physical form. Aurora Borealis watching can attract visitors from different parts of the world and possibilities to watch it from the safe and warm place, restaurant in the mountain station, means that they are trying to attract many different customers. The only segment not covered is children and families, which means that this could be too dangerous or tiring for them.
8.4 Social media

STF Abisko Turiststation has a Facebook page, which they actively use promoting their services, sharing photos and comments of the visitors and having different offers. Currently there are 540 star ratings of the page and 3,556 likes about the page, as well as 9317 people that have physically visited the destination. Content of the page is very informative, as they encourage visitors to participate in debates, comment of pictures and share their own experiences. Content is mixed in Swedish and English. Page has been active from 2010.

Visit Abisko website has 2 pages on Facebook, one called Visit Abisko, which has 871 likes and content is only in English and posts are mainly from Visit Abisko. There are a lot of pictures, showing the current happenings in Abisko. Images of sunsets or Aurora Borealis seem to attract lot of likes on the pictures. Page has been active from January 2013.

Another page called Lights over Lapland, also administrated by Visit Abisko has 15,839 likes, 6,687 people talking about it and 6 people that visited the destination. All pictures are related to Aurora Borealis, and content is all in English. Lot of visitors like the pictures of Northern Lights and seem to enjoy discussing them. Page has been active from July 2011.

Image 25 & 26: STF Abisko Turiststation and Visit Abisko Facebook pages
In Twitter Abisko does not have their own hash tag, but people that have visited the national park, mentioned it in the comment and shared pictures, which give some information about the place when searched.

Image 27: Lights Over Lapland Facebook Page

Image 28: Twitter’s overview of Abisko National Park
9. Country Info – Germany

Germany has been a democratic parliamentary federal republic since 1949. Following reunification in 1990 it now consists of 16 federal states. Germany covers an area of 357,022 square kilometers. It is 876 kilometers from its northernmost tip to the southernmost point as the crow flies, and 640 kilometers from east to west. Germany has the largest population of any European country, around 82 million – a density of 230 people per square kilometer.

Germany is a country rich in natural beauty. Between the North Sea and Baltic coasts in the north and the peaks of the Alps in the south lay extremely diverse landscapes, with everything from wide expanses of river and Lakeland scenery, hilly uplands and densely wooded regions to agricultural plains and industrial conurbations.

Germany, as New Zealand has 14 National Parks that cover more than 1,029,496 hectares (including North Sea and Baltic areas). Three National Parks from Germany have been chosen for benchmarking and they are: Brechtesgaden National Park, Eifel Tower National Park and Saxon National Park.

When searching German national parks from Google, there are a lot of tourism sites which present Germany as a whole and also many singular sites for the certain National Parks itself. The sites which are chosen for this benchmarking are:

1. Germany Travel by German National Tourism Board:  
2. German Places – regional level of marketing:  
5. Berchtesgaden National Park: [http://www.nationalpark-berchtesgaden.de/00_englisch/index.htm](http://www.nationalpark-berchtesgaden.de/00_englisch/index.htm)

9.1 Authority Regulations

National parks are designated by the German states (Länder) in consultation with the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and the Federal Ministry of Transport, Housing and Construction (Art. 22 para. 5 BNatSchG).
Where their protection purpose allows, National Parks also serve purposes of scientific environmental observation, education in natural history, and public experience of nature. Commercial exploitation of natural resources by farming, forestry, water use, hunting or fishing must therefore be largely prevented or only allowed subject to strict requirements laid down by the nature conservation authorities. National park regions are highly popular with the German public and have been proven to promote tourism.

Most of Germany's National Parks today are still in the development phase, meaning that they only partly meet the criteria of leaving nature untouched over large areas. Measures implemented under management plans over the next two to three decades will allow dynamic natural processes to be given priority in most of the territory covered by these parks.

The amended 2002 Federal Nature Conservation Act made statutory provision for areas to be designated as 'developing' National Parks. This eases the creation of new National Parks in Germany.

Under the IUCN Protected Area Management Categories, a National Park (Category II) is a protected area managed mainly for ecosystem protection and recreation. National parks are designated to protect the ecological integrity of one or more ecosystems, exclude exploitation or occupation inimical to this purpose and provide a foundation for spiritual, scientific, educational, recreational and visitor opportunities. Germany still lacks nationally binding quality criteria to match international guidelines such as IUCN Category II. Among other things, this leads to differences in both the nomenclature and the number of zones in the various National Parks. Land use and impacts from coastal protection, fisheries, forestry, hunting, recreation and in some cases transport and farming make it hard in a country as densely populated as Germany to comply with global standards and so attain the designated objectives.


Brochure on quality criteria and standards for German National Parks can be seen from here: http://www.bfn.de/fileadmin/MDB/documents/themen/gebietsschutz/Qualitaetskriterien_fuer_Nationalparke_engl_0608.pdf
9.2 National marketing of German national parks

Official site by German National Tourism Board was chosen for the national marketing of the National Parks. This webpage is very informative, providing options for 27 different languages. National website has a feature, which selects the language in advance for the customer – for instance the webpage was in Finnish language site was entered from Finland (this was probably done through the coding of the IP address). This is really good advertising for the potential new customers.

Website consists of eight different themes, which are:

1. Towns, cities and culture
2. Recreation
3. Specials (e.g. Medical travel, spiritual travel, theme parks, Christmas)
4. Business travel
5. Germany for... (target groups are young people, families, people with restricted mobility, gays and lesbians, honeymooners, senior citizens/50+)
6. Events
7. Useful facts
8. Highlights (including accommodation, health & wellness, active travel, city trips).

The website is really easy to use, having many pictures and that little extra something for the user for instance special web offers and interactive maps with tourist sights. As a large country, Germany has many National Parks. When searching them within this site, this is the information gotten:

**Eifel National Park** page includes basic information about location, purpose and attractions/activities. Also a map is provided. Moreover, high quality pictures are provided in a separate gallery, which were found really positive – since it's easier to draw a picture to one's mind after seeing pictures. The page has a link to the National Park's official webpages for additional information. It was presented the following way:
“The Eifel National Park has majestic beech forests interspersed with gnarled oak woods and tumbling brooks ensconced in mysterious ravines. The chance to get close to nature offered by the numerous plant and animal species here is unrivalled anywhere in western Germany.”

Saxon Switzerland's page is similar to Eifel's, but additionally it has videos of the destination itself as well. Both of these National Parks were awarded winners of the top 100 sights in Germany 2013 competition (done by the tourist board and visitors).

“Situated in the far eastern corner of Germany, south-east of Dresden, Saxon Switzerland National Park protects more than 36,000 hectares of the Elbe Sandstone Massif, sculpted over the course of millennia by the Elbe river – the perfect place for a journey of discovery all the way back to the Cretaceous period.”

Berchtesgaden National Park’s page is similar to the others, where visitors can find basic information about location, purpose and attractions/activities. Also high quality pictures were provided and a link to national park’s official website for more information. It was presented the following way:

“Berchtesgaden National Park is one of the oldest nature reserves in the Alps. Located in southern Bavaria, this is a particularly beautiful part of the Berchtesgaden Alps, with majestic mountains, fantastic walking trails, scenic lakes and dense forests.”

It is possible to share these pages via many different social media, including Facebook, Twitter, Stumble Upon, Tumblr etc. as well as print them.
9.3 Co-operation with tour operators

Germany Travel seems to be doing great cooperation with tour operators. As it is stated on their website:

Image 30: Germany Travel website – overview of co-operation

"On behalf of the German federal government, the GNTB has been working internationally to promote Germany as a travel destination for more than 60 years. It communicates the diverse appeal of the country to a worldwide market, thereby promoting a strong and attractive brand – 'Destination Germany'."

They act more as a directory or database of industry independent players and offer links to individual webpages that details the attractions, accommodation, experiences or services they offer. Once the traveler has made a decision where to go, they can make direct contact with individual tour operators and where applicable make a booking through them.

9.4 Destination Marketing

For the local/destination level of exploration following sites have been chosen:

1. German Places:  
   http://www.germanplaces.com/germany/national-parks.html

German Places is a site that gives good overview of the destination level which offers not only basic info on the destination, but also accommodation, activities, travel and maps.

**Eifel National Park** is part of Nordhein Westfalen State and is part of the state's official tourist webpage as well. The page offers information about the exact location and concentrates on the activities for travellers. Also habitants (plants/animals) are mentioned. The information is very brief, there's information about the 14 nature parks of the state in the same page. Again, link to Eifel National Park's official park is provided. Compared to the national site, regional website does not have any pictures of the destination. ([http://www.nrw-tourism.com/1/active/active-in-nrw/nature-parks-and-national-park/artikel/discover-nature-parks-and-the-national-park/](http://www.nrw-tourism.com/1/active/active-in-nrw/nature-parks-and-national-park/artikel/discover-nature-parks-and-the-national-park/))

**Saxony Switzerland National Park** is under the Saxony State's tourism website. Although being just one page long, as the Eifel National Park, this page is far more attracting to users. This might be because of many pictures and many titles. The text is clear and easy to read. Information contains history and activities. ([http://www.saxony.in/en/breathtaking_landscapes/index.php?id=2](http://www.saxony.in/en/breathtaking_landscapes/index.php?id=2))

**Berchtesgaden National Park** is situated in Bavaria region and therefore information on the park can be found on the Bavaria’s state tourism website. Page is well presented with lot of information on the park itself, activities, events, accommodation, services and transport and it is very eye catching page offering nice pictures from page to page. [http://www.bavaria.by/national-parks-bavaria-germany](http://www.bavaria.by/national-parks-bavaria-germany)
10. National Park Eifel

The Eifel National Park is located in North Rhine-Westphalia in the northern part of the Eifel region. It spreads over an area of 110 square kilometers (17,000 football pitches), and the motto is "Let nature be nature". Not only does it fill the gap that existed in the network of National Parks in western Germany until recently, it is also the first conservation area to protect upland beech forests on acidic soil that are exposed to an Atlantic climate. Visitors can discover a remarkable synthesis of woodland and water, and there are plenty of activities and attractions on offer. The National Park can be explored independently or by taking a guided tour. On 'ancient woodland days' (every Sunday during school holidays) rangers lead groups through the park and reveal some of nature's secrets. The Forest Experience Centre in the enchanting hydrotherapy resort of Gemünd on the edge of the Eifel National Park offers a wide range of information for all ages in its lovingly designed exhibition rooms. The Eifel National Park Forestry Service organizes exclusive group tours, lectures and expert tours on request. A number of special events are listed in the National Park's events calendar.

This official website is packed with useful information that is easy to find.

Image 31: Eifel National Park's Official Website
Information about Eifel National Park can also be found under the Monschau town’s website. The page is informative with facts and figures, including phone numbers and address, even prices of the excursions. This kind of information was not provided in the national and regional level. (http://www.monschau.de/tourist-information/nationalpark.php)

Image 32: Monschau town’s website - information about Eifel National Park

10.1 Product overview

In the Eifel National Park’s website it is clearly visible that there are many areas of interest covered. They are well classified and easy to find.

There are good sections on how to get there and accommodation, in which you can read tips on what is the best way to reach the park and when it comes to accommodation, there is PDF file, directory of all accommodation types (e.g. hotels, guests houses, holidays apartments, campsites etc.) and they all have been trained as Eifel National Park hosts up to environmental standards.

When it comes to activities, there are lot of activities which are offered for free (and not only in German, but in other languages) and some of them are: hikes with park rangers or forest guides, boar trips with park rangers, multilingual guided hikes, guided hikes in sign language, individual tours that can be booked with guides. A mass of information is collated in the brochures of the national parks and it can be found here:
Another section is “for children and teenagers” and it offers following activities: family days out, family tours, wilderness camps, junior rangers, national park schools, taster tours, project days, forest guest house and training courses.

In addition to this, they also offer travel “under your own steam”, which includes activities such as: hiking trails wilderness train, marked circuits, creation path, cycle paths, bridleways, boat tours, cross country skiing tracks, tours in horse-drawn carriages.

Most of the activities are organized by Eifel’s National Park, but some that are run by local tour operators, are easy to reach. When activity which is run by outside independent company is chosen, information and contact details with website are provided so the user can book directly with company in question. However, if activity that is provided by the National Park is chosen, then there are two ways of booking it: one – if the activity is free, there are usually dates and times in takes place and visitors are advised just to come to the meeting place and; two – if activity is requiring booking, then email address or phone number is provided for further booking.
10.2 Prices

In the table below there are examples of prices of different activities listed on Eifel’s website. Prices are approximate and their range varies, depending on type and length of activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration/type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forest guides for individual tours in English</td>
<td>3 hours – 2 days/ price per hour per group</td>
<td>15 €</td>
</tr>
<tr>
<td>Boat tour on the lake</td>
<td>1-4 hours</td>
<td>7.50 – 18.50 €</td>
</tr>
<tr>
<td>Guided hiking tours in sign language</td>
<td>3 hours approx.</td>
<td>price on request</td>
</tr>
<tr>
<td>Hiking with park rangers or forest guides in German</td>
<td>3-5 hours</td>
<td>free</td>
</tr>
<tr>
<td>Family days-out with varied themes</td>
<td>3 hours/book on time</td>
<td>free</td>
</tr>
<tr>
<td>Family tours with expert</td>
<td>3 hours – 2 days/price per hour per group</td>
<td>15 €</td>
</tr>
<tr>
<td>Wilderness Camps during the summer holidays – age 7-16</td>
<td>price per day</td>
<td>12 €</td>
</tr>
<tr>
<td>Junior rangers</td>
<td>up to a year</td>
<td>price on request</td>
</tr>
<tr>
<td>Taster tours for school classes and youth groups</td>
<td>up to 7 hours</td>
<td>price on request</td>
</tr>
<tr>
<td>Tours for (trainee) teachers and kindergarten teachers</td>
<td>1-3 days</td>
<td>free</td>
</tr>
</tbody>
</table>

10.3 Marketing target

After reviewing activities and looking at marketing content, it is clear that Eifel National Park is not aiming at attracting only one segment of customers but rather a range. It is noticeable that they want to educate young people and teenagers, since lot of their activities are targeted for the youth segment. They have lot of interesting and educational packages for children and teenagers and as it is stated in their website, it is important to educate the youth, so they can continue taking care of the nature.

Since National Parks in Germany are funded by the state, lot of their activities is for free, which in addition motivates people to attend the national park group and engage into some activity.
10.4 Social media

National Park Eifel has their Facebook page, which they actively use, posting pictures, and encouraging visitors to do the same.

Page has been established in March 2011 and since then it has been actively used. Currently page has 4,065 likes and 68 star ratings. Also 9,453 visitors have physically visited the park. Most of the updates on the page are in German.

Images 33 & 34: Facebook and Twitter overview of National Park Eifel

In Twitter Eifel does not have their own hashtag, but people that have visited the national park, mentioned it in the comment and shared pictures, which give some information about the place when searched.
The Saxon Switzerland National Park is a National Park in the German Free State of Saxony near the capital city of Dresden. It covers two areas of 93.5 km² in the heart of the German part of the Elbe Sandstone Mountains which is called the Saxon Switzerland.

The National Park adjoins the Bohemian Switzerland National Park in the Czech Republic.

The National Park is the center of a natural area of almost 710 km² (274 mi²). This region is called Saxon Switzerland and is cultivated by humans in many places. Some smaller towns and villages like Bad Schandau or Königstein in the district of Sächsische Schweiz are part of this region. The core area of the National Park has a quiescent area of 40% and is covered almost completely by forest. The status of National Park, which grants the highest natural protection in Germany, was established in 1990.

For this park there National Park’s official site will be reviewed: http://www.nationalpark-saechsische-schweiz.de/red1/?set_lang_id=2

This site hosts the page of both German and the Czech conservation area in the cross-border area of unspoiled nature „Elbe Sandstone Mountain”.

Site if full of useful information and it has a nice brochure of the park, which can be seen here: http://www.nationalpark-saechsische-schweiz.de/scripts/getdoc.php?id=12

On top of basic information about the park, nature, accommodation and activities, site has interesting part about current research and projects as well as learning part which is targeted for small children to adults. In addition to that, they have an art section, in which they cover photography, painting, modern art etc.
Saxon Switzerland is located right next to a small German town Pirna, so it is included in their official tourism website. This page offers the most information about the park, compared to national and regional levels. The content of info is the same (history, habitants, purpose, activities) but is more detailed. This is the first time the exact address is mentioned. However there’s only one small picture of the destination. (http://en.pirna.de/Culture---Tourism/Experience-Pirna/Discover-the-area-----nearby-attractions/Saechsische-Schweiz-und-Bastei/4156d61l1/)
11.1 Product overview

In the Saxon National Park’s website it is clearly visible that there are many areas of interest covered. They are well classified and easy to find.

In the introduction part there is information about park itself, essential details and an international network, part which is important for the region – “nature without borders”, nature and humanity, legal basis, their policy and past and future. It is also possible to see who are the people behind the park, what it is what their do and how to they work together with others in order to maintain the park and nature. Another part is about partners and sponsors, which covers the area of conservation, environmental education, research and tourism as well as current research and project about park.

In the nature part one can find information about conservation (it’s history, protected areas and species), geology (formation and erosion), climate, flora, fauna, habitats and forest (tree species, forest development and husbandry).

In the part - “on the trail” lot of different information about activities can be spotted, such as info about arrival, hiking (yesterday and today, hiking in the park), cycling (route map), climbing (yesterday and today, climbing in the park and designated areas for climbing), camping, authorized fire spots, caves, canoeing, horse riding and information for the disabled visitors (please to go, public transport considerations, shorter routes, longer routs and cycling).

In addition to this, website has a calendar with events, which are mainly in German, as well as programs for guided tours (as well in German).

Big part of the website is dedicated to learning. First part covers the philosophy: learning from nature, environmental education and forestry education. Further on learning part is divided for following groups:

- **Children aged 3-6**: encountering the national park, national park playschool, stories in the national park and visiting the national park - the holiday program
- **Children aged 7-12**: junior rangers in the region, junior rangers discovery tour, investigate the NP, explore the NP, discover the NP, experience the NP, taste the NP, study the NP and cross the NP for disabled pupils
- **Teenagers**: balance the NP, touch the NP, sense the NP, perceive the NP, fathom the NP, develop the NP, international youth camp, youth exchange with Bavaria, youth exchange with Bohemia and youth camp with ESRI
- **Adults**: with national park rangers, with national park personnel, national park guides
- **Practical experience**: conservation volunteers, internship for the environment, private contractors, ecological volunteer year, military service alternative, pupil internships

Once that desired activity is chosen, new page opens with more information about activity, and if the activity is organized by the local tour operator, then the link to their web page with all details will be found here.

Otherwise, lot of information about activities in only in German (even though pages have English and Czech option), so it is hard for non-German speakers to book any activity online.

### 11.2 Prices

In the table below there are examples of prices of different activities listed on the Saxon’s website. Prices are approximate and their range varies, depending on type and length of activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration/type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kayak</td>
<td>1-2 days rent</td>
<td>22 - 47 €</td>
</tr>
<tr>
<td>Inflatable canoe</td>
<td>1-2 days rent</td>
<td>32 – 69 €</td>
</tr>
<tr>
<td>Inflatable canoe 10 adults</td>
<td>1-2 days rent</td>
<td>47 – 175 €</td>
</tr>
<tr>
<td>Powerboat 2-3 people</td>
<td>2 – 6 hours</td>
<td>60 – 130 €</td>
</tr>
<tr>
<td>Raft</td>
<td>up to 22 people</td>
<td>price on request</td>
</tr>
<tr>
<td>Romantic boat tour</td>
<td>1-4 hours/per person</td>
<td>14 – 32 €</td>
</tr>
<tr>
<td>Raft tour</td>
<td>12-22 people/price per raft</td>
<td>350 – 450 €</td>
</tr>
<tr>
<td>Indoor climbing</td>
<td>18 ropes/depending on group</td>
<td>price on request</td>
</tr>
<tr>
<td>Cave climbing</td>
<td>depending on group size</td>
<td>price on request</td>
</tr>
<tr>
<td>Rock climbing</td>
<td>depending on group size</td>
<td>price on request</td>
</tr>
<tr>
<td>Camping</td>
<td>per person/night</td>
<td>5€</td>
</tr>
<tr>
<td>Bike rental</td>
<td>1 day</td>
<td>9 €</td>
</tr>
</tbody>
</table>
11.3 Marketing target

After reviewing activities and looking at the marketing content it is clear that Saxon’s website covered all segments, starting from 3 year old children. Lot of activities are targeted towards learning regardless of the age, as it seems that raising awareness of the National Parks conservation is very important. Also, there are some adrenalin activities, such as rock climbing or rafting, which is targeting more nature lovers and “adrenalin junkies”.

11.4 Social media

Saxon National Park has no presence in Facebook, rather there is information about park pulled from Wikipedia and it is presented in Facebook as landmark. Currently 1348 people like this topic and 22 538 people have been there.

Image 37: Facebook’s overview on Saxon Switzerland National Park

In Twitter Saxon does not have their own hash tag, but people that have visited the national park, mentioned it in the comment and shared pictures, which give some information about the place when searched.
12. National Park Berchtesgaden

Berchtesgaden National Park is in the south of Germany, on its border with Austria, in the municipalities of Ramsau bei Berchtesgaden and Schönau am Königssee, Berchtesgadener Land, Free State of Bavaria. The National Park was established in 1978 to protect the landscapes of the Berchtesgaden Alps. Headquartered in the town of Berchtesgaden, the park was designated a UNESCO Biosphere Reserve in 1990.

The park is located in the mountainous area south of the town of Berchtesgaden. The eastern, southern, and western boundaries of the park coincide with the state border between Germany and Austria. The area of the park is economically undeveloped, and there are no settlements. In the center of the park is a large lake, the Königssee, which is elongated from the south to the west and is the source of the Königsseer Ache, a right tributary of the Salzach.

For the review of this park, their own website has been chosen: http://www.nationalpark-berchtesgaden.de/00_englisch/index.htm

The site has a lot of useful information about the park itself, important information for visitors, as well as different hiking programs and tips.
In addition to that, Bavaria’s destination site will be scanned as well:

http://www.bavaria.by/bavaria-berchtesgaden-national-park

This site offers lot of information on Bavaria as destination, but also it has lot of info about nature holidays, different packages and all nature based activities.

Image 39: Bavaria’s Official Website – information about Berchtesgaden National Park
12.1 Product overview

On the official page of the Berchtesgaden National Park, there are lot of useful information about the park, such as park’s objectives, all important visitor information, hiking programs and tips and useful addresses.

In addition to this, they offer the information about the field trips and program study tours in the National Park. Winter and summer programs for kindergartens, schools, children or youth groups are organized (however they need to be applied to separately). Winter tours include following activities: the deer on the track (learning about the natural habitat of animals, what are their survival strategies for the winter, also there is a possibility to feed a deer). Summer program is wider, and it includes following activities/tours: journey into the colorful world of the senses, tiny meadow nature, what is hiding in the bushes, fascinating forest world, water research in action, experiencing the wilderness, bats – goblins of the night, and touring with national park guide.

The hiking program of the National Park offers both in summer and in winter an extensive range of guided walks with the National Park Service, researchers or the Environmental Education team. Tours are free.

Different excursions can be arranged in the park, some of which concentrate on the National Park generally, some that are concerned with the management of the park and others about wildlife in the park, geology or about winter and surviving winter in the park.

In addition, information about paragliding is also taken into consideration on this site. There is information about current fly zones for paragliders as well as current projects and reports on the subject.

Website also has information about staying in the region and the local communities and they offer range of sites from which visitors can find more information about the communities.

Once that desired activity is chosen, new page opens with more information about activity, and if the activity is organized by the local tour operator, then the link to their web page with all details will be found here.

Otherwise, lot of information about activities in only in German (even though pages have English and Czech option), so it is hard for non-German speakers to book any activity online.

12. 2 Prices
In the table below there are examples of prices of different activities listed on the official as well as independent tour operator websites. Prices are approximate and their range varies, depending on type and length of activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration/type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salt mine tour</td>
<td>2 hours</td>
<td>14 €</td>
</tr>
<tr>
<td>Walking holiday</td>
<td>7 days/per person</td>
<td>715 €</td>
</tr>
<tr>
<td>Rafting</td>
<td>2.5 hours/depending on group size</td>
<td>price on request</td>
</tr>
<tr>
<td>Athletes rafting tour</td>
<td>5 hours/depending on group size</td>
<td>price on request</td>
</tr>
<tr>
<td>Advanced tour</td>
<td>5-7 hours/depending on group size</td>
<td>price on request</td>
</tr>
<tr>
<td>Canyoning tour</td>
<td>3-5 hours/depending on groups size</td>
<td>price on request</td>
</tr>
<tr>
<td>Canoeing tour for beginners</td>
<td>12 years old+/3.5 hours</td>
<td>price on request</td>
</tr>
<tr>
<td>Advanced canoeing tour</td>
<td>14 years old+/5.5 hours</td>
<td>price on request</td>
</tr>
<tr>
<td>Raft building + rafting</td>
<td>1 day/depending on the group size</td>
<td>price on request</td>
</tr>
<tr>
<td>Climbing ropes course - beginners</td>
<td>5 years old+</td>
<td>10 €</td>
</tr>
<tr>
<td>Rock climbing</td>
<td>2.5 – 5.5 hours/beginners, intermediate, advanced</td>
<td>price on request</td>
</tr>
<tr>
<td>Road buggy rental</td>
<td>1 hours</td>
<td>price on request</td>
</tr>
<tr>
<td>Paragliding</td>
<td>1-4 hours/rental</td>
<td>price on request</td>
</tr>
<tr>
<td>Snow shoeing</td>
<td>2.5 hours</td>
<td>price on request</td>
</tr>
<tr>
<td>Snow rafting</td>
<td>not specified</td>
<td>price on request</td>
</tr>
</tbody>
</table>

12.3 Marketing target

After reviewing activities and looking at the marketing content it is clear that Berchtesgadener National Park’s both website covered all segments, starting from kindergartens, schools, children or youth groups, to adults and nature lovers. Lot of activities are targeted towards learning, regardless of the age as it seems that raising awareness of the national parks conservation is very important to them. Also, there are some adrenalin activities, such as rock climbing or rafting, paragliding or climbing ropes, which is targeting more nature lovers and “adrenalin junkies”.

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[Logo of LAPIN LIITTO, Vipuvoimaa, Metsähallitus, and Euroopan aluekehitysrahasto]
12.4 Social media

Berchtesgadener National Park has no presence in Facebook, rather there is information about park pulled from Wikipedia and it is presented in Facebook as landmark. Currently 1619 people like this topic and 2740 people have physically visited the location.

**Image 40:** Facebook overview of Berchtesgadener National Park

![Facebook overview of Berchtesgadener National Park](image40)

**Image 41:** Twitter’s overview of Berchtesgadener National Park

![Twitter’s overview of Berchtesgadener National Park](image41)
In Twitter Berchtesgadener does not have their own hash tag, but people that have visited the National Park, mentioned it in the comment and shared pictures, which give some information about the place when searched.

13. Conclusion

On the above pages nine National Parks from three different countries have been researched in detail. Result of this study shows that each country tries to use their uniqueness while forming the activities/tours/trips in the particular National Park.

Also it is clearly visible that some countries do national and destination marketing better than the others.

From this desk research it is clearly visible that New Zealand has utilized their nature and in detail thought about offer, online user experience and information layout. It is easy to find information on all New Zealand National Parks, either from official site of New Zealand tourism, or then individual National Park’s website. It is clearly visible that cooperation with tour operators is very important to them and that they plan in detail their marketing for different targets.

Germany’s National Parks are also easily reachable, though in some cases there is a language barrier, as most of the detailed information is only in German. However, they offer lot of free learning based activities which are targeted for children, teenagers and adults. It is clear that for them education and knowledge about environment is very important.

Sweden’s National Parks are easily traceable, especially the ones situated in the Lapland. Their official tourism website offers very good overview of the parks, their cooperation with local tour operators is very important and all of the National Parks have governmental legislation.

Overall, this gives good overview of the offer and utilization of nature in three different countries, which can give us ideas for developing Finnish National Parks and adding them to touristic offer.