

New Cruise Product – Gulf of Finland and Lake Saimaa

Project review

30 March 2021

In co-operation



ETELÄ-
KARJALAN
LIITTO



Etelä-Savon
maakuntaliitto

KYMEN
LAAKSON
LIITTO



POHJOIS-KARJALA
Maakuntaliitto

Pohjois-Savon liitto tukee
maakunnan
menestystä



Uudenmaan liitto
Nylands förbund

Cruise product project in short

What?

The goals of the New Cruise Product – Gulf of Finland and Lake Saimaa –project are

- Study customer potential and demand for Finland inland and near location cruises
- Develop new type of cruise product for international and Finnish customers
- Support current cruise operators to develop their businesses

Why?

- Currently there is no premium overnight cruise product at inland cruises
- Unique sea and lake nature enable spectacular scenery and facilities for different kind of activities related to nature, food and culture
- Develop the investments in cruise business for inland cruises

Where and who?

- Gulf of Finland and Lake Saimaa (Vuoksi) as geographical area
- Project is financed by six regional councils
 - South Karelia
 - South Savo
 - Kymenlaakso
 - North Karelia
 - North Savo
 - Helsinki-Uusimaa
- Large number of different area experts and stakeholders are participating to the project

When?

- A two-year project
- Between 1 November 2020 and 31 October 2022



Project deliverables in short

Current state & route

- Current state review concerning the cruise and cruise-related services
- New route planning with different options
- Technical capabilities and needs for waterways

Analysis

- Market-, competition and operational environment analysis
- Potential customer groups review for product planning
- Benchmarking for similar products

Product

- Cruise product creation and listing the requirements, product pricing
- Tourism program service planning and listing of the potential service providers
- Ship technical requirements listing considering the operations and product requirements

Operators, travel companies & investors

- Visualization of cruise product and related tourism program services
- Investor-memo creation for ship operators and maritime investors
- Current companies' assistance and coaching

Sales channels & Communication

- Sales and co-operation channels review and interest of the channels to include product to their portfolio
- Sales channels pros and efficiency comparison
- Information collection and production for different stakeholders and other projects



Inland cruises in numbers – 2019

Inland cruises
230.000
passengers

In Lake Saimaa
110.000
passengers

In Saimaa Canal
35.000
passengers

In Lake Saimaa
17
cruise ships

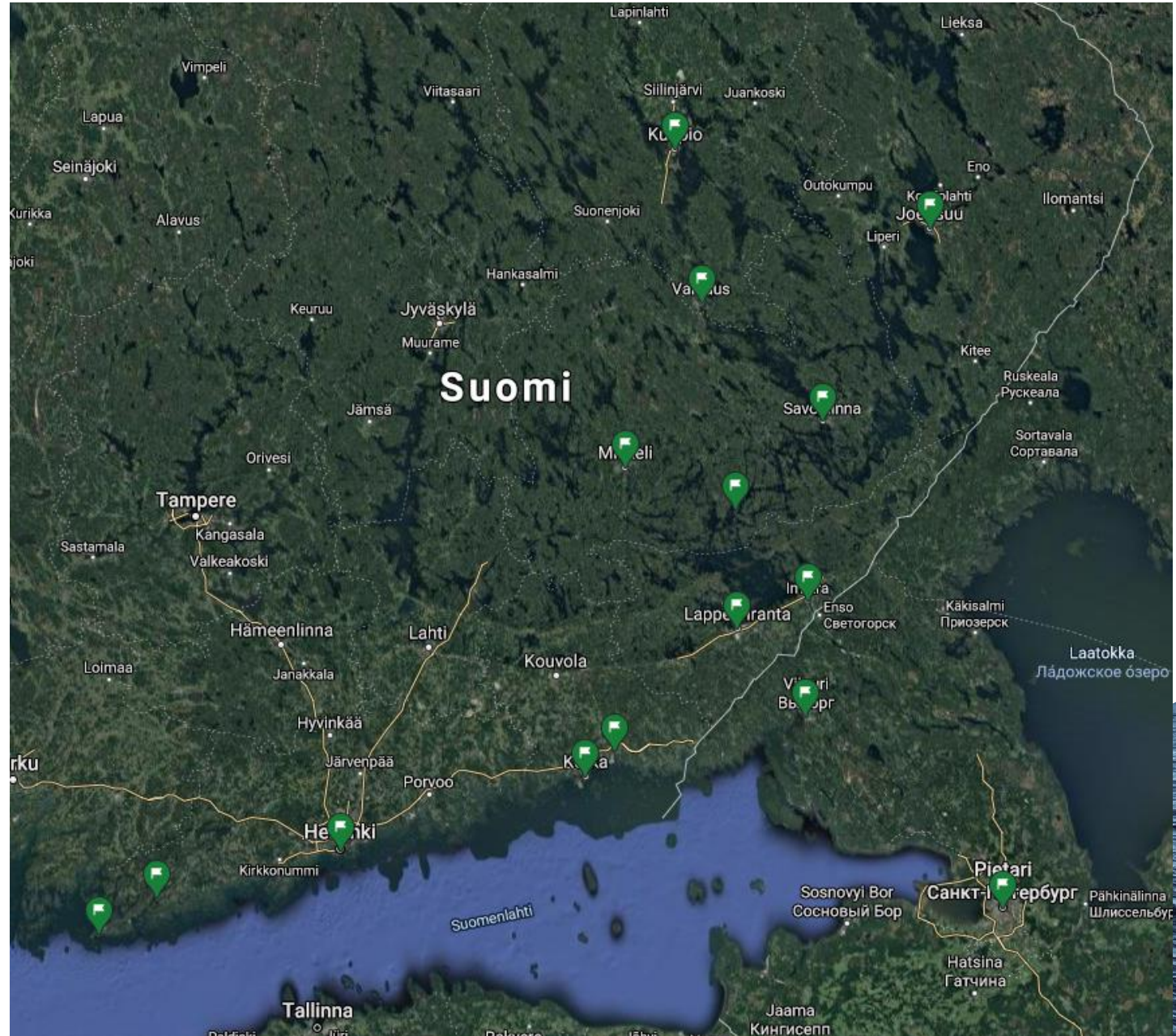
In Gulf of Finland
3.190.000
passengers
(incl. Helsinki-Tallinn cruises)

In River Kymi
29.000
passengers

Scheduled sightseeing cruises
**Hanko, Helsinki, Kotka, Kuopio,
Lappeenranta, Lieksa, Porvoo,
Puumala, Savonlinna & Tammisaari**

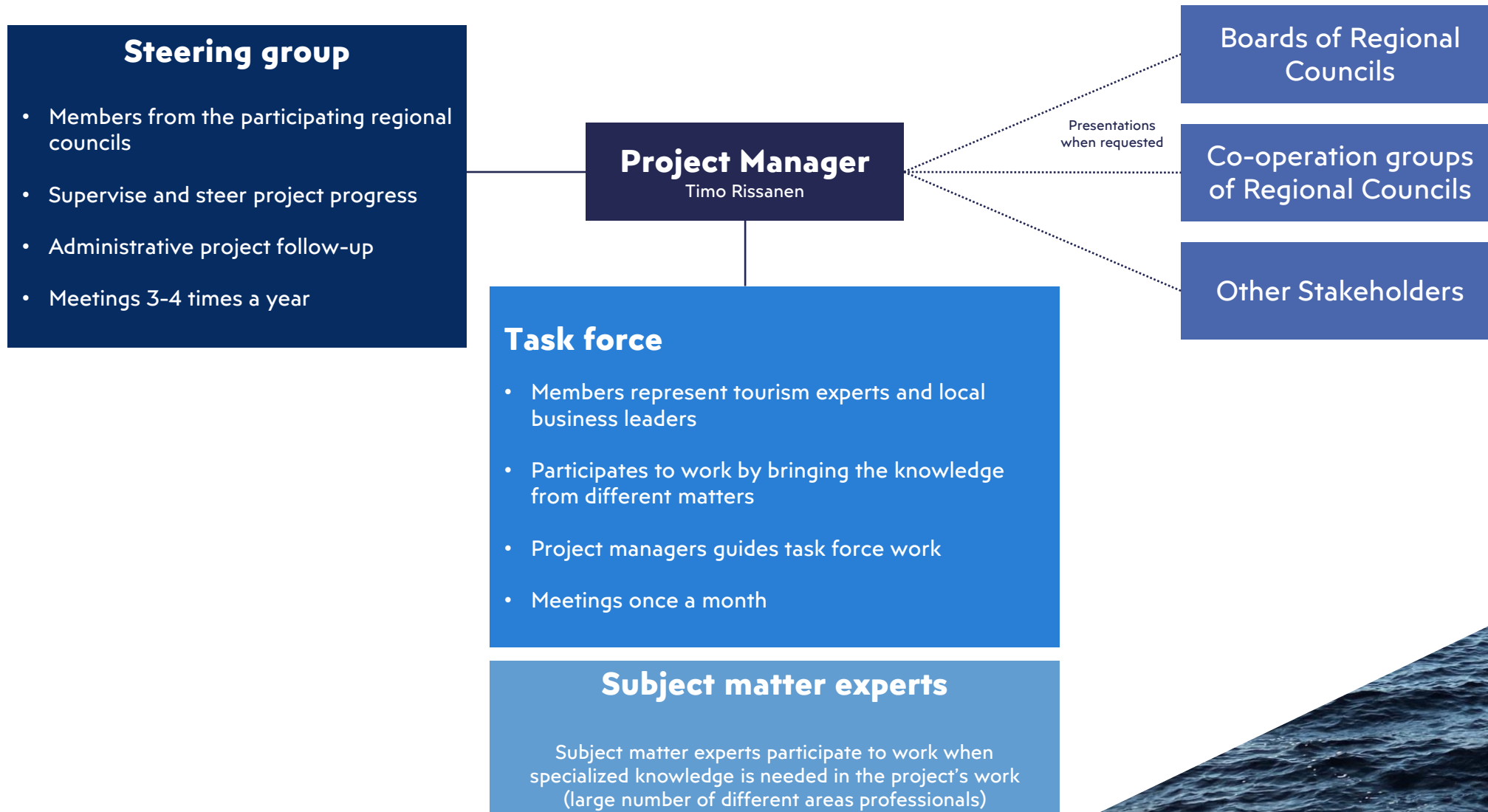
Potential destinations

- Kuopio
- Joensuu
- Varkaus
- Savonlinna
- Mikkeli (Mikkeli area)
- Puumala
- Imatra
- Lappeenranta
- Vyborg & St. Petersburg
- Hamina
- Kotka
- Helsinki
- Tammisaari (Raasepori)
- Hanko



Project organization

New Cruise Product – Gulf of Finland and Lake Saimaa



Thank you.

Please do not hesitate to
contact and share your ideas!

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