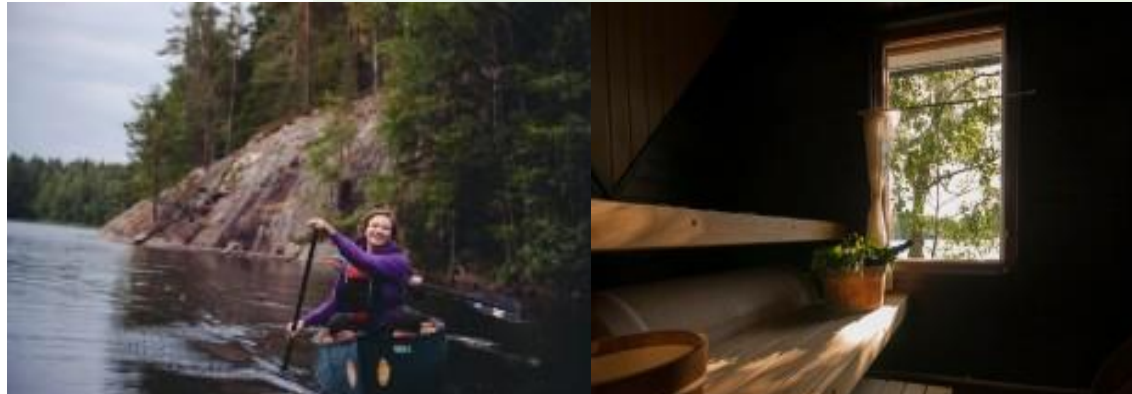




Päiväretken myynti ja markkinointi verkossa

MATKAILUYRITTÄJÄTREFFIT 7.3.2016

Olli Rinne, olli@feelthenature.fi



Feel The Nature - Day Tours

56 Reviews | #2 of 11 Boat Tours & Water Sports in Helsinki

Private Tours, Kayaking & Canoeing, Outdoor Activities, Boat Tours & Water Sports, Tou

Overview

Reviews (56)

Q&A (3)

Location



Personal and Company Background

- Over 20 years in IT
 - M.Sc. (Tech.) 2012 (Mobile service supporting nature tourism)
- Wilderness guide 2005-
- Feel The Nature –Treks 2009 –
 - First company & product web pages,
- Scheduled trips to Nuuksio 2013-
 - New web pages, reservation system
 - Minibus and canoeing equipment
- Networking and new programs 2014-
 - sauna & reindeer park programs in Nuuksio
 - reservation system for private trips

Organising tours in a network of operators

- Typically one-person/family businesses
- Wider selection of programs together
- Better visibility
- Sharing of resources
 - person, equipment, space, transport, sales channel)
- Own specialties and focuses
 - no direct competitors
 - keep the network manageable



Feel The Nature - programs

- Nature trips and adventures in Helsinki Region (Nuuksio National Park) ja West-Lapland
- Focus on Free Independent Traveler (FITS) and small groups
- Trips to Nuuksio include transportation from Helsinki and (Helsinki-Vantaa Airport)
- Reservation on the net:
 - scheduled tours
 - private trips
- Reservation starts on the net:
 - special programs for companies
 - programs in Lapland



feelthenature.fi under the hood

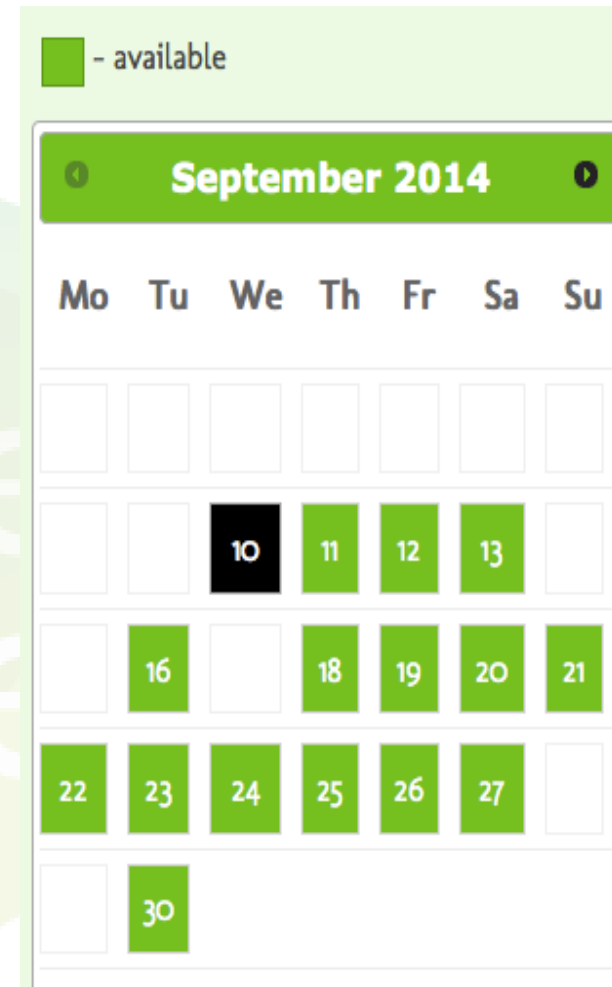
- Open Source **WordPress** –publishing system
- Web shop based on WooCommerce-plugins
- Payment gateway **PayTrail** (Finnish)
 - credit cards and Finnish bankcards accepted
- Company identity by a professional designer
- Added functionality to the user interface
 - availability calendars and list
- Tailored availability calculation
- Linux-virtual server in Amazon cloud

Free times of naturevan 13 entries

2014-09-08T16:10:06+03:00-2014-09-13T10:00:00+03:00
2014-09-13T15:00:00+03:00-2014-09-20T10:00:00+03:00
2014-09-20T15:00:00+03:00-2014-09-22T09:30:00+03:00
2014-09-22T14:30:00+03:00-2014-09-24T09:30:00+03:00
2014-09-24T14:30:00+03:00-2014-09-27T10:00:00+03:00
2014-09-27T15:00:00+03:00-2014-10-04T10:00:00+03:00
2014-10-04T15:00:00+03:00-2014-10-05T10:00:00+03:00
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2014-10-09T15:00:00+03:00-2014-10-09T16:30:00+03:00
2014-10-09T20:15:00+03:00-2014-10-11T10:00:00+03:00
2014-10-11T15:00:00+03:00-2014-10-18T10:00:00+03:00
2014-10-18T15:00:00+03:00-2014-10-25T10:00:00+03:00
2014-10-25T15:00:00+03:00-2015-03-28T16:10:06+02:00

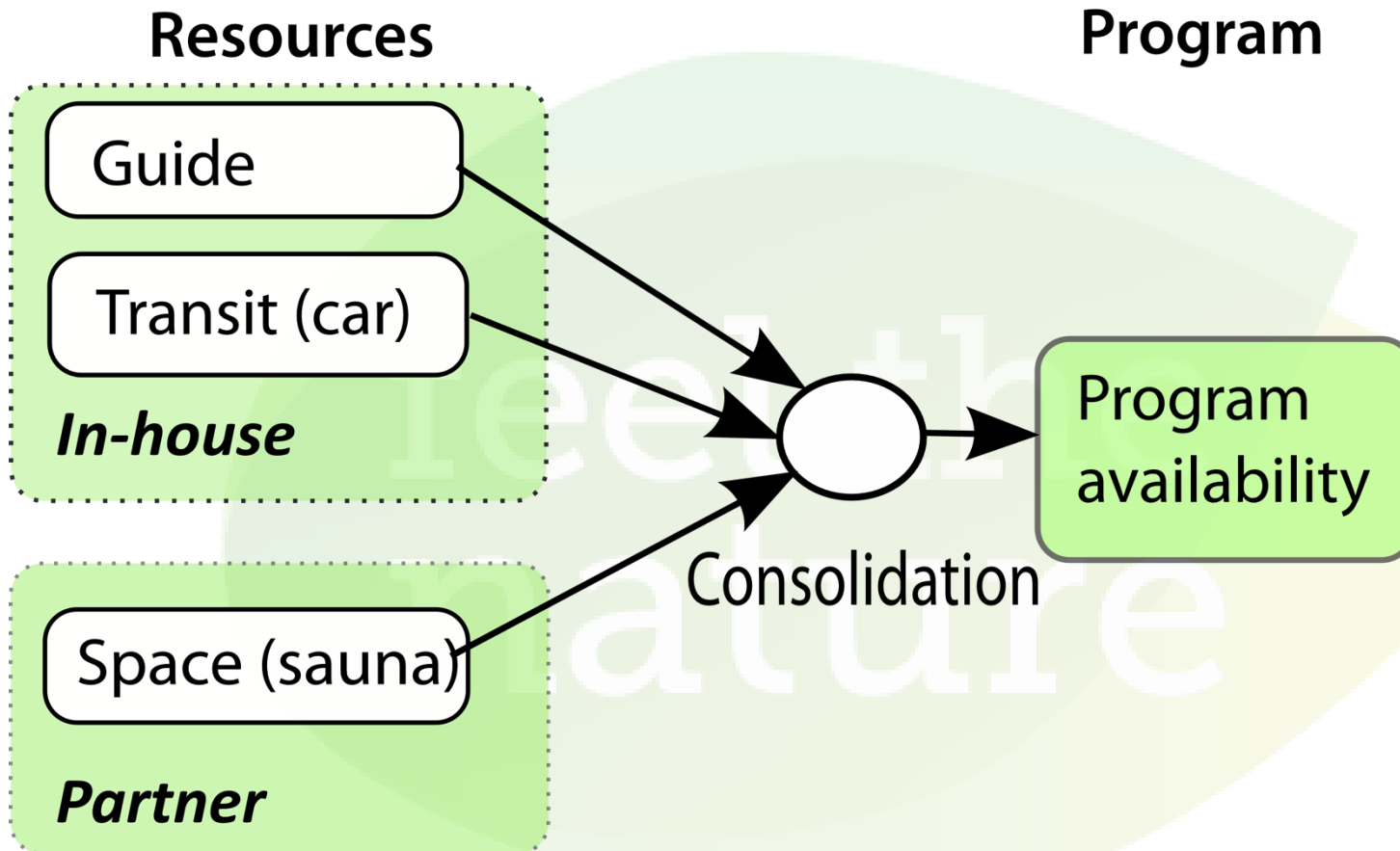
Real-time availability in a network of agents

- Requirement for an online web shop
- Resources in on-line calendars
 - guide, space, transportation etc.
 - Google calendar
 - distributed maintenance
- Programs must be defined and standardised
- Availability calculated based on resources and programs
- Payment and order management with Wordpress/ Woocommerce bases web shop

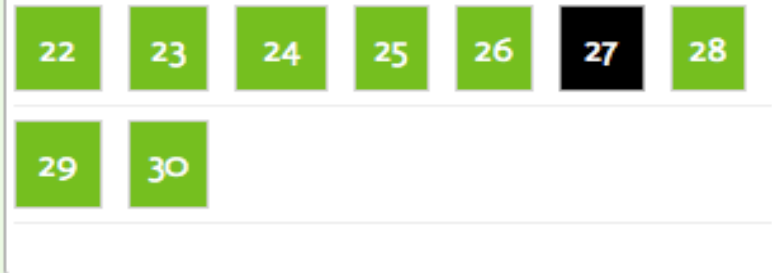


Private tours - availability

Availability calendars



feelthenature.fi/daytrips



Selected date : Sat Sep 27 2014

Scheduled Trips

- **Wilderness Canoeing Adventure in Nuuksio 10:00**

Bookable private tours

- **Adventurous Day and Night in the Wilderness of Nuuksio National Park 16:30-14:30**
- **Hiking trip in Nuuksio 16:30-21:00**
- **Berry and mushroom picking in Nuuksio 16:30-21:00**
- **Lakeside Sauna Experience 16:30-21:30**
- **Wilderness Canoeing Adventure in Nuuksio National Park 16:30-21:30**

Scheduled trips -management and booking

- trips are opened to the system; time, price, free slots, variant
- reservation process: product card-> shopping cart -> checkout -> payment
- order is confirmed and qty of free slots updated af the payment
 - on line bank, credit card, gift card, coupons
- manual email confirmation with additional info

Next departures:

- Saturday, 4 Oct 2014 10:00 (8 available) - **Book now!** (60 €, Mushroom Picking Trip)
- Thursday, 9 Oct 2014 10:00 (8 available) - **Book now!** Pickup also from Barona Areena 10:15 (60 €, Mushroom Picking Trip)



"Nature walk in Nuuksio National Park" was successfully added to your cart.

Experiences

- A web reservation system is a requirement for scheduled tours (FIT)
 - 24/7 customer service, trips are buyable online
 - simplifies reservation management on high season
 - prepayment minimises no-show
- reservation of private trip will be developed further

...technology

- Open source systems are cheap (free) to get, but implementing and maintaining requires expertise.



Creating Your Online Presence

- Select channels : Own net site, blog, Facebook, Twitter...
 - Where are your customers
 - What is feasible – time, money, expertise, updates
 - Keep it simple – at least in the beginning
- Create relevant content, keep it up-to-date
- Network with others - if you can find win-win
- More info about web shops:
<http://tounethanke.wordpress.com/materiaalia/>
(Verkkokauppaopas matkailuyrittäjälle, in Finnish)



Thanks – contact info

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- [facebook.com/FeelTheNature](https://www.facebook.com/FeelTheNature)
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- [instagram.com/feelthenature.fi](https://www.instagram.com/feelthenature.fi)