

A close-up, blue-tinted photograph of a watch face. A pencil is resting on the watch face, pointing towards the center. The watch has a dark dial with white markings and hands. The background is a solid dark blue color.

Time to recover

HEAD PÄEVA!

Ari Penttilä

Matkapojat Oy – CEO (2003 ->)

Father – husband – fan of Estonia



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Pärnu is such an important destination for Finns

Tourists

Seasonal living

25.5.2021

A. Penttilä

3

Tämä kuva, tekijä Tuntematon tekijä, käyttöoikeus: [CC BY-SA](#)



Building Trust

5/25/2021

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4

The ecosystem must be re-established



SERVICE



QUALITY



PARTNERSHIP

Basic elements of leisure tourist interests...



**Food and
beverage**



**Other people and
other tourists**



**Entertainment
and services**



Shoping...

A. Penttilä

...Combined to past Covid keypoints in attracting Finns

Quality

Reliability

Safety

Experiences

Motives for Finns...

Responsible travel and nature
Functioning municipal structure
Healthcare is important – especially now
Good governance and functioning infrastructure

Take action – be a responsible market player

Embrace the market demand – act and connect

**Be open – tell what You are doing and why are You doing -
Communication and marketing**

Prepare for a bit longer timeperiod of recovery – let's hope for a quicker one

State of mind or attitude: "Let's do a bit more that is enough"

01

Embrace the market demand

02

Understand the possible worries of the clients

03

Be open – tell what You are doing and why are You doing

Suurepärane Pärnu

Kallis sõber

Tänan teid väga