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Rotermanni Quarter

(Ultramodern)

**Sub Destination within
(Medieval) Destination**



BrandDay -Turku2011

EHTE I

- Estonian School of Hotel and Tourism Management
EHTE is a **private** school, providing **applied higher** education in Tallinn, Estonia.
 - The **only tourism education institution in Estonia fully focused on tourism and hospitality** both in the context of applied higher and vocational education in tourism, accommodation and catering sectors
 - EHTE differs from other educational institutions in the same field in Estonia, in particular in terms of its **close links with the business community and the entrepreneurs**. Also the lecturers and teachers are involved in the daily linkage with the business sector.
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EHTE II

- ❑ Established in **1996** – this year 15 !
- ❑ Founders: **Estonian Hotel and Restaurant Association, Estonian Association of Travel Agents** and Estonian Hotel School Ltd.
- ❑ More than **300 students** – 200 applied higher education curricula and 100 vocational education
- ❑ Average annual intake about 120
- ❑ **Largest annual number of graduates** (50) in the professional higher education study programmes
- ❑ Total number of graduates – 1000
- ❑ About 4500 total participants at vocational in-service courses - annually 400-500 participants
- ❑ Staff - 23
- ❑ Total campus space – 1400m²
- ❑ **www.ehte.ee**

EHTE III

Vision 2015

- A well-known and acknowledged in tourism and hotel area training institution in Eastern and Northern Europe.
 - Estonian leading hotel and tourism educational centre and acknowledged applied study centre in tourism, hospitality and catering service education.
 - A serious player at Estonian event management and catering service market and the leading representative of national food culture.
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Ain Hinsberg

"All of those clever reasons were wrong."



- ❑ Tourism career 1991 ...
- ❑ NTB & international tourism 1994 ...
- ❑ Tourism consultant 1997 ...
- ❑ 75 projects in the Baltics, 15 in Finland, 10 in Russia
- ❑ Areas - tourism policy, development, marketing and promotion, identification studies, information systems, planning, HR development and training.
- ❑ Involved in the preparation of master plans and marketing action plans for tourism projects all over the BSR, but mostly in the Baltics.
- ❑ Experience of tourism development assignments for EC, EU.
- ❑ Lectures since 1996 on the tourism in the Baltics and BSR with more specific attention at policies, EU-related issues, planning, marketing, sustainability, economy & industry, quality, product development – also in ENG, FIN, RUS.

Tourism in Tallinn I

Many Tallinns in Tallinn as a tourism destination:

- City (incl. Rotermanni Q?) + Old Town
- Kadriorg + Pirita
- Rocca-al-Mare
- ...
- Greater-Tallinn as a destination is defined by tourists (Harju county +)

Tourism in Tallinn II

It is about the Old Town, but also...:

- Not one dominating feature, but integration of many
- Constant flow in time (history is present) and urban space
- Sights worth seeing + Sites worth experiencing
- Tourist involves oneself

Tourism in Tallinn III

□ Stages

- ... & **Danish** town

- **Hanseatic** glory

- **Regional centre** within Swedish, Russian and Soviet Empires

- **Capital** of independent national state

- **1813** Kadriorg bathing establishment

Tourism in Tallinn IV

Average tourist

- ❑ **Finn**
- ❑ **F/M 50:50** (male share up)
- ❑ **Age groups 55-64** (26%) & **45-54** (21%).
- ❑ Profile - **pensioners (20%, down)**, **skilled labour (20%)**, **office workers and specialists (18%)**
- ❑ **Earlier visits** – 47% **5-10x**, 33% **11x+**
- ❑ **85%** hang around on foot = focus on city & old town
- ❑ Main **activities shopping** (87%), **visiting cafes&restaurants** (74%), **walking around** (72%), **sightseeing** (43%).
- ❑ Average **expenditure** per person/day EUR **150**
(shopping EUR 97, accommodation EUR 72, food&drink EUR 40, entertainment EUR 20)

Tourism in Tallinn V

A Tale of Two Tallinns I

Charmingly Medieval or amazingly modern?

- On one hand, the city's pride and joy is its **historic Old Town**, an enchanting neighbourhood of centuries-old streets, houses, towers and squares that looks like it was torn right from the pages of a storybook.
-

Tourism in Tallinn VI

A Tale of Two Tallinns II

Charmingly Medieval or amazingly modern?

- ❑ On the other hand, threaded through that same Old Town and its environs are the cutting-edge restaurants, cafés and clubs that give Tallinn its energy and buzz.
- ❑ Visitors are often amazed by the **newness of the place**: the gleaming shops, the stylish interiors, the plush hotels.
- ❑ There are also the high-tech solutions that go hand-in-hand with Tallinn life, like free, wireless Internet available practically everywhere and the common practice of paying for parking by mobile phone. This is, after all, the country that invented Skype.

CITY HOLIDAY in THE City I

- ❑ National Tourism Brand „An Old Country in A Shiny Package“
- ❑ <http://tutvustaeestit.eas.ee/en/home>

Tallinn is the face and tourism centre of Estonia.

With its phenomenal Old Town and high-quality infrastructure

Tallinn is not only a place for sightseeing and relaxing, but also a good starting point for a tourist who is planning to visit our neighbouring countries.

Stockholm, Helsinki, Riga and Saint Petersburg are all situated close to Tallinn.

Tallinn also functions as an excellent base for getting to know the rest of Estonia. With Tallinn (as well as other major Estonian towns), it is amazing how organically the modern society is intertwined with the historically rich and diverse city environment.

~~Compared to Tokyo, London, Paris or Rome, Tallinn is certainly less known and considerably smaller, but with at least as diverse a community.~~

CITY HOLIDAY in THE City II

General arguments:

- Nodal point
- New destination
- Affordable destination
- Modern environment
- Natural approach

General symbols:

- The Old Town
 - The Song Festival Grounds
 - Estonian Open Air Museum
 - Estonian Art Museum
-

CITY HOLIDAY in THE City

III

City districts worth visiting:

- Kadriorg
- Pirita
- Century Old Workers' Districts
- Nõmme
- Slurs ?

Key Symbol:

- Old Thomas

And still – 90% is about Old Town
....

And where is the City ?

Strategy Tallinn 2025

❑ Substrategy for culture- and tourism

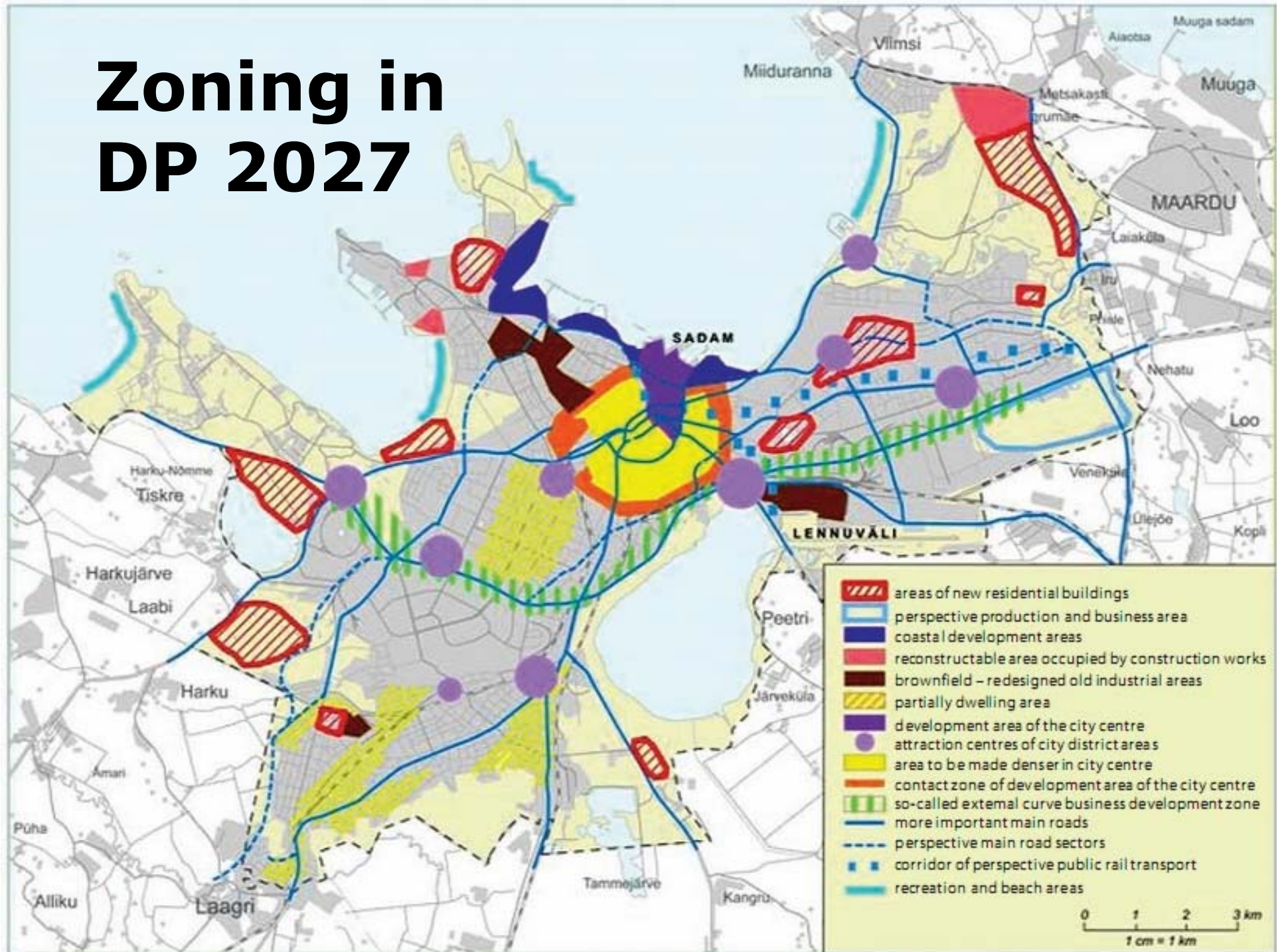
❑ Tourism priorities

- Destination development interests considered in planning & development (PPP);
- Expansion of tourism areas within and outside + more varied supply of services and products
- High quality of visitor and tourism experience
- Active marketing at key markets and towards key segments + allinclusive info wider and better accessible

Tallinn DP 2027

- ❑ **Part of entrepreneurship substrategy**
- ❑ **Tallinn is internationally known city providing quality tourism service**
- ❑ Measures:
 - 1: conference tourism
 - 2: cultural tourism
 - 3: marketing
 - 4: tourism information services
 - 5: tourism service quality
 - 6: collecting tourism information
 - 7: the city as an integral tourism product

Zoning in DP 2027



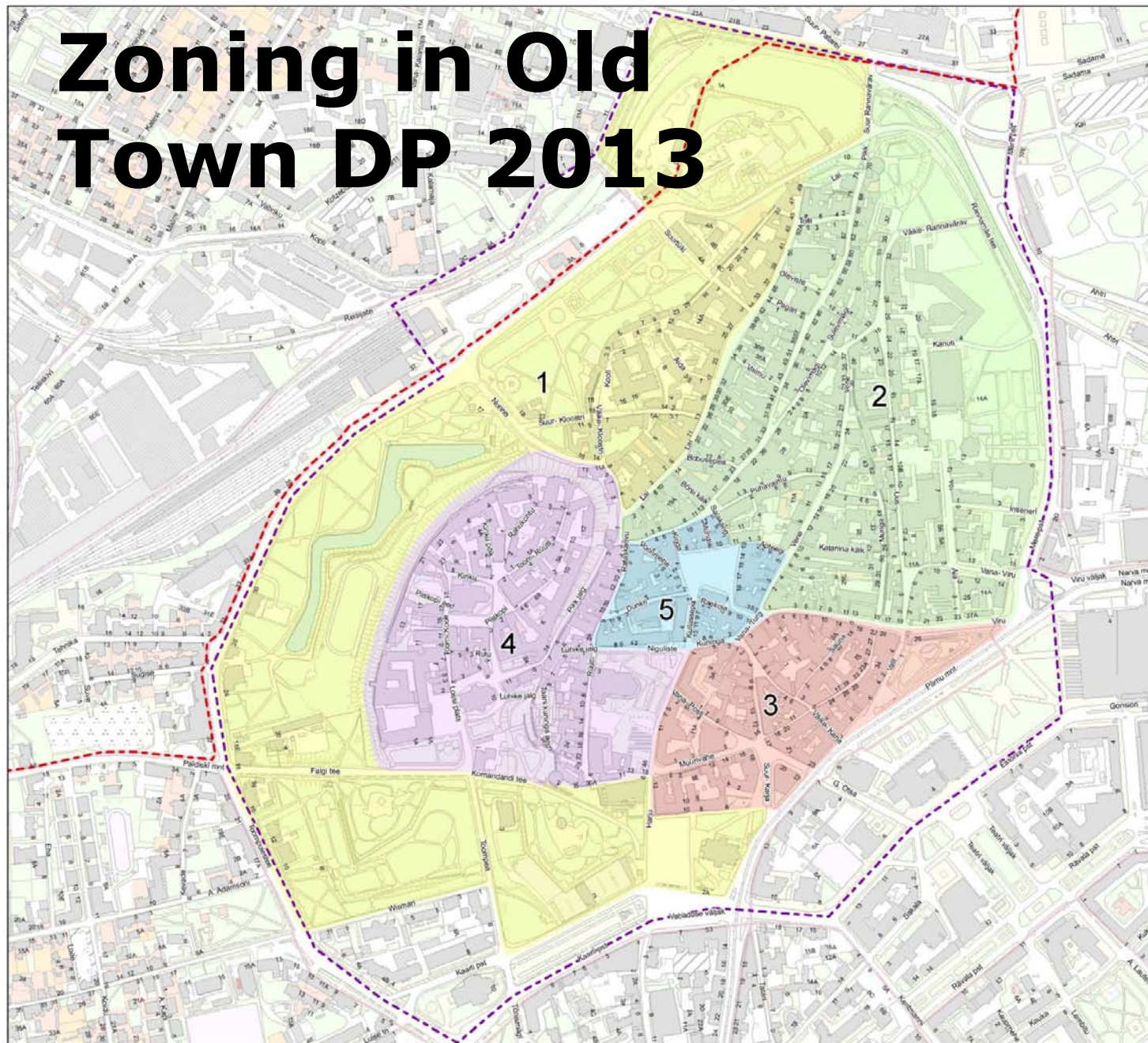
Tallinn **Old Town** DP 2013

- ❑ **Substrategy – Tourism based on varied historical and cultural substance**
- ❑ Main goal: Old town – quality tourism destination offering varied cultural and historic experiences as an alternative to short visits by mass tourists
- ❑ Subgoals:
 - Tourism in Old Town is varied, based on culture and fits into historical environments
 - Old town provides tourists with high quality services and service



Zoning in Old Town DP 2013

Tallinna Vanalinna arengukava (alus)kaart

1:5 200



Legend

-  linnaosa piir
-  muinsuskaitseala piir

Vanalinna tsoonid ja nende dominantid (juhtfunktsioonid)

-  1. Linnamüüri ja Laia tänava vaheline ala.
Dominandid: haridus, kultuur, ajalugu, puhkealad, rekreatsioon, vaiksem (elu)piirkond.
-  2. Laiast tänavast Viru tänavani.
Dominandid: kultuur, loomemajandus, ettevõtlus.
-  3. Viru tänavast Vabaduse väljakuni.
Dominandid: ettevõtlus, kaubandus, turism.
-  4. Toompea ja tema lähiala.
Dominandid: ajalugu, haridus, kultuur.
-  5. Raekoja plats ja selle ümbrus.
Dominandid: kultuur-meetlahutus, ettevõtlus, Tallinna visiidikaart.

50 0 50 100 m

Aluskaardi andmed: Tallinna Linnaplaneerimise Amet

Tallinn tourism marketing strategy 2012 I

- Tallinn USP: Tallinn is BSR capital with romantic atmosphere, modern lifestyle & the best preserved Medieval Old Town in the Northern Europe
- 4 visit experiences:
 - History
 - Culture
 - Relaxing holiday
 - Estonian lifestyle

Tallinn tourism marketing strategy 2012 II

History

- Medieval
- Czarist
- Soviet
- Independence

Estonian lifestyle

- Crafts
- Martinmas
- Design
- Architecture
- Cuisine
- Shopping
- Events, traditions
- Film

Culture

- Traditions
- Top events
- Tallinn 2011

Relaxation

- Spas
 - Seaside & beaches
 - Parks, gardens and markets
 - Open air activities
 - Family
 - Entertainment
-

Tourism in Tallinn ...

IMPACT & sustainability ?

- Economic (shopping, retail, services)
- Social/cultural (Old Town, city, community)
- Ecological (parks)
- Spatial planning (city+ & city+ +, access to waterfront)
- Quality of visit experience (access)

Projects (CT2011)

Families

□ (Ultramodern) Sub□Destination within (Medieval) Destination

- *Rotermann Quarter*
 - *Conflict or Contrast ?*
 - *Hole in the donut ?*
 - *Brand (still in the making) ?*
-

Rotermann Quarter I

- ❑ <http://www.rotermannikvartal.ee/eng/>
 - ❑ <http://www.rotermannikvartal.ee/news/>
 - ❑ This magnificently-restored former 19th-century factory area just outside Old Town (sits between Old Town and the Passenger Port) is home to a number of shops and restaurants, as well as an active cultural scene.
 - ❑ The quarter's main square is often used for markets (an open-air food and craft market in warmer months, and a Christmas market in December), festivals and outdoor performances.
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Rotermann Quarter II

To see where Tallinn is heading in the 21st century, take a stroll through the Rotermann Quarter, a former factory complex that sits between Old Town and the Passenger Port.

What was a collection of dilapidated buildings just a decade ago is now a bustling commercial and cultural centre, whose avant-garde architecture stands as a powerful symbol of just how far Tallinn has come in re-inventing itself in recent years.

The area's biggest project is the Rotermann Centre, a trendy shopping and cultural zone opened here in 2007. The centre is made up of both cleverly revamped, 19th-century factory buildings and modern structures, which gives it a completely unique appearance.

In between its shops and restaurants is a central square that's home to an open-air food and craft market in warmer months, and a Christmas market in December.

Visitors in search of a cultural experience in the quarter can visit the Loovala art collective, a group of studios where artists work and display their creations. There's also the striking rotermann Salt Storage building nearby, which houses the Estonian Museum of Architecture, and in summer the former four warehouse is the site of an exhibit of Soviet-era relics.

Rotermann Quarter III

- So - what is it, then, actually ?
- Re-vamped industrial area next to city
- Shopping area
- Event area
- So is it three different “places” for three different kind (and insufficient) of customers ?
- Shouldn't it be a destination within destination including all 3 aspects?

Conflict or Contrast ?

- ❑ Medieval vs. (too?) Modern or linked by Industrial Heritage
 - ❑ Storybook & Legends vs. Facebook & Twits
 - ❑ Sightseeing vs. Being Seen as a Sight
 - ❑ Excursions vs. Edutainment
 - ❑ How many Rotermann's there are ?
-

Hole in the donut ?

- ❑ Mystical triangle - 7+ million passengers at Old Town harbour + Old Town + City
 - ❑ Around the corner from everything ... remains around the corner (or literally ... outside the mapped area)
 - ❑ Visually inviting to enter or there is something interesting out there (and I wonder what it is)
-



RQ as brand (still in the making) ? I

- Is RQ a brand - "name, term, design, symbol, or any other feature that **identifies** one seller's good or service as **distinct** from those of other sellers" ?
- Is RQ a **trademark** (as a legal term for brand) ?
- Does RQ encompass identity — promises a product, company or service with certain **personality** ?

RQ as brand (still in the making) ? II

- ❑ Has RQ got **brand awareness** - customers' ability to recall and recognize the RQ brand under different conditions and link to the brand name, logo and so on to certain associations in memory ?
- ❑ Has RQ got **brand promise** - what the RQ brand stands for (and has stood for in the past and what the brand must be) for the consumers ?
- ❑ Has RQ got **brand identity** - the outward expression of a brand (name, trademark, communications, and visual appearance) reflecting how the owner *wants* the consumer to perceive the brand ?

Which way to go from here ?

- ❑ "Would you tell me, please, which way I ought to go from here?"
 - ❑ **"That depends a good deal on where you want to get to," said the Cat.**
 - ❑ "I don't much care where –" said Alice.
 - ❑ "Then it doesn't matter which way you go," said the Cat.
-

Put it all together and live up to it

Destination within destination with a plan & branding including all 5 aspects:

- ❑ Magnificently-restored former 19th-century factory area;
- ❑ Über-modern architectural centre – the city in the making;
- ❑ Between established city, Old Town and the Passenger Port);
- ❑ Home to a number of shops and restaurants, as well as an active cultural scene;
- ❑ Markets, festivals and outdoor performances.