

NPA Annual Event

Tourism in Remote Areas

TÓRSHAVNAR
HAVN



30th October 2019



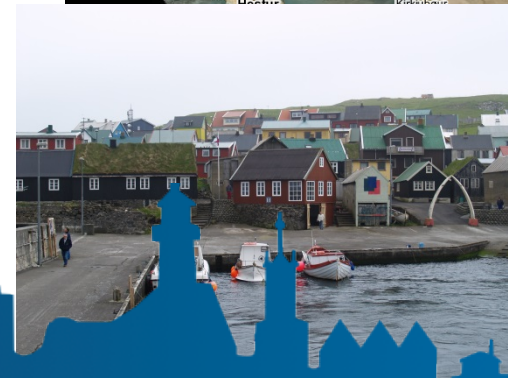
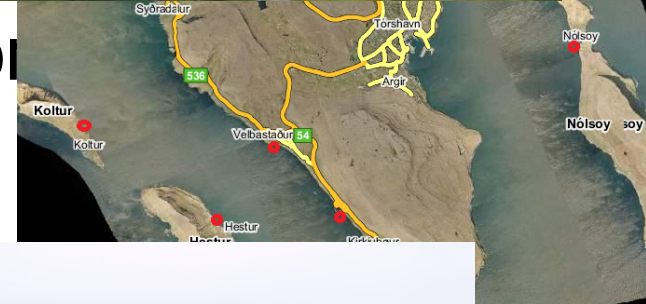
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About port of Tórshavn

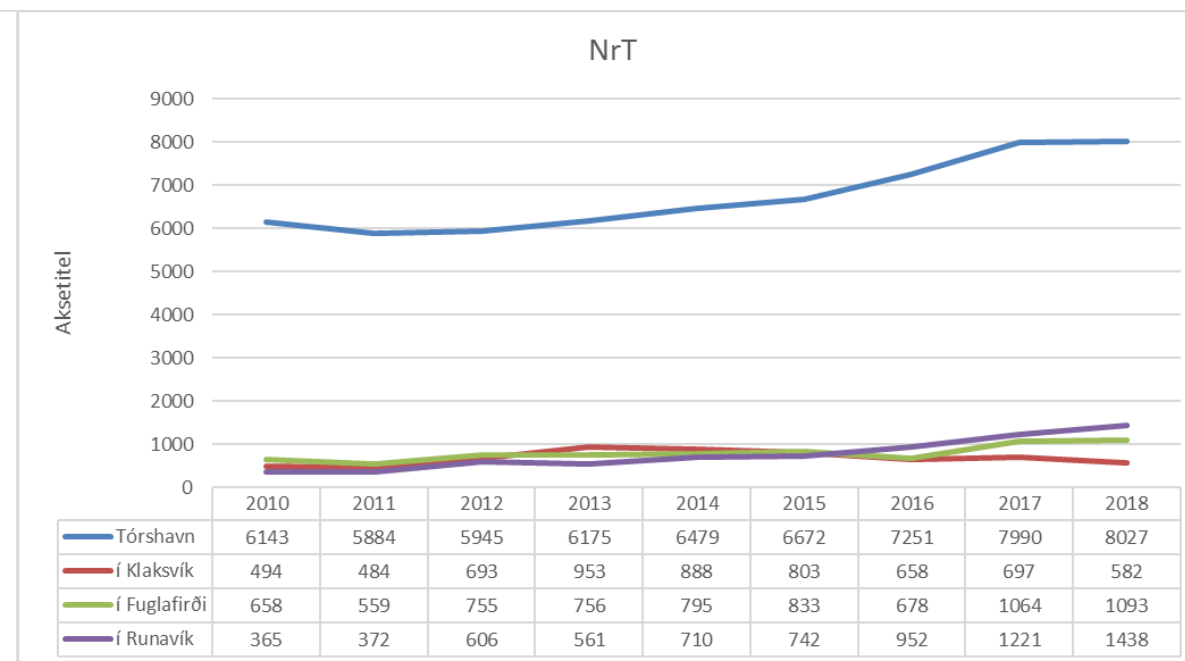
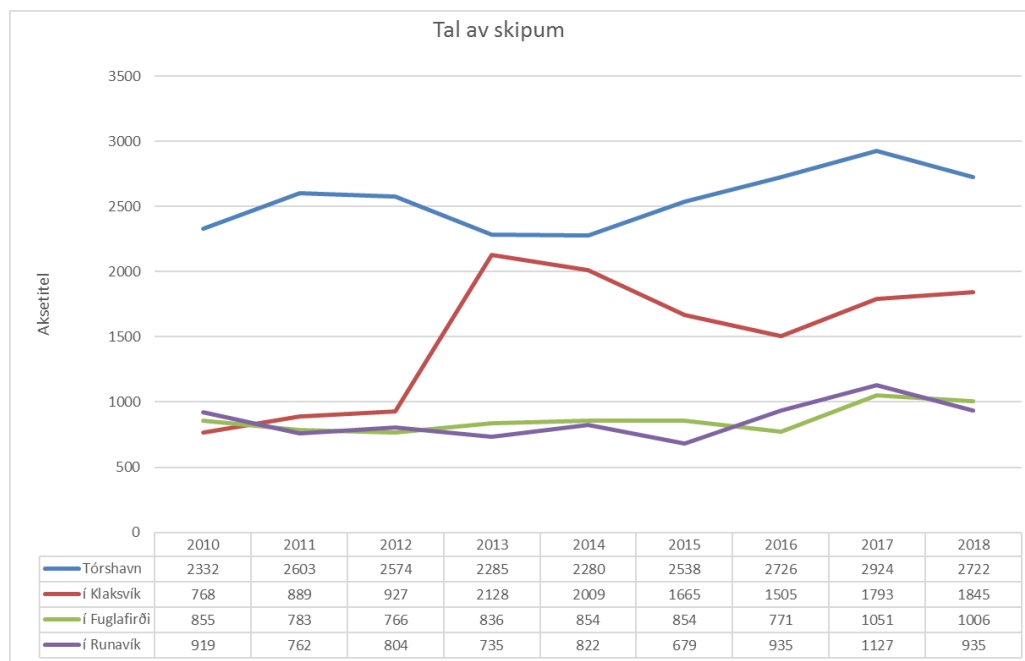


provision



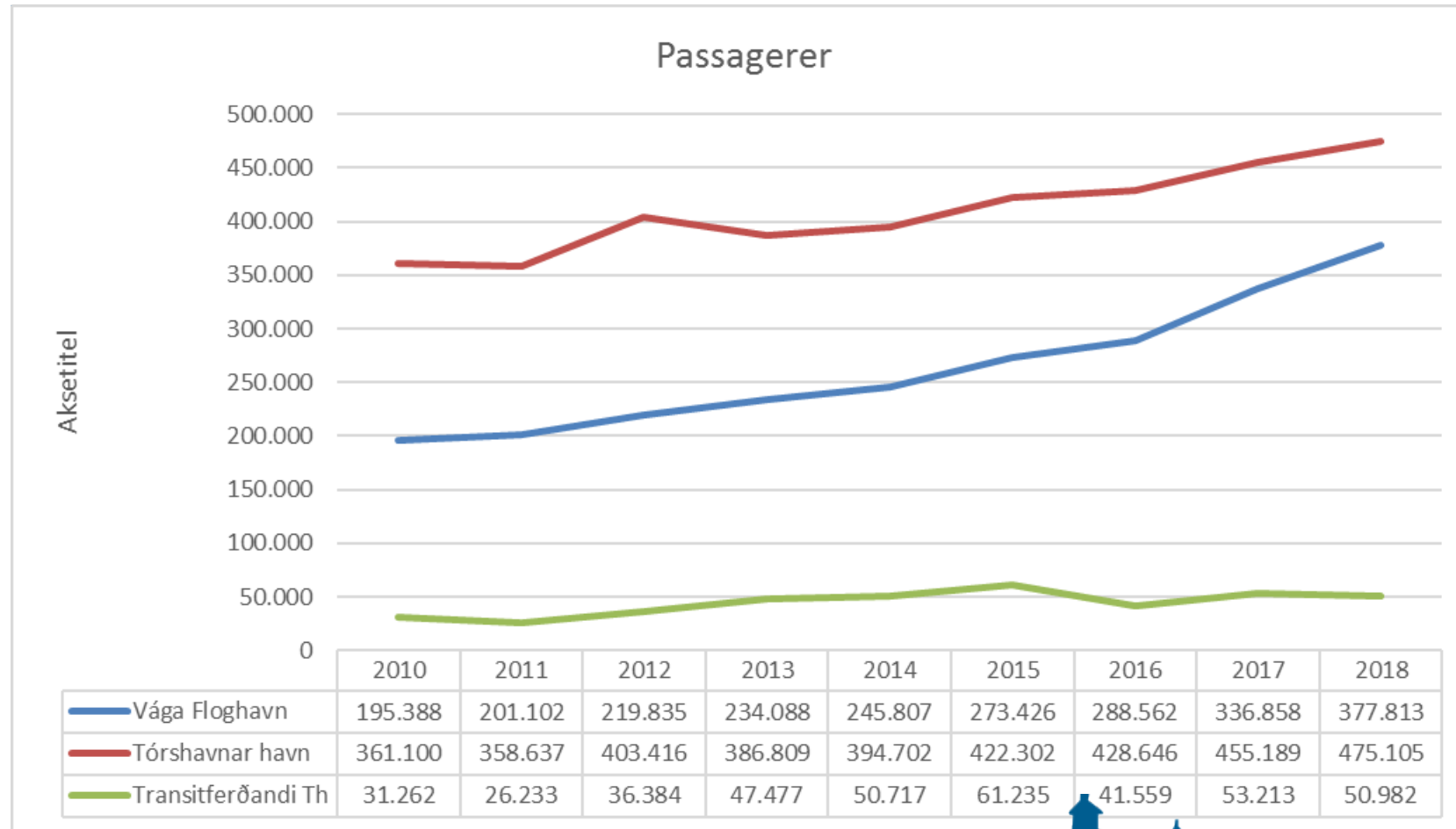
Cargo

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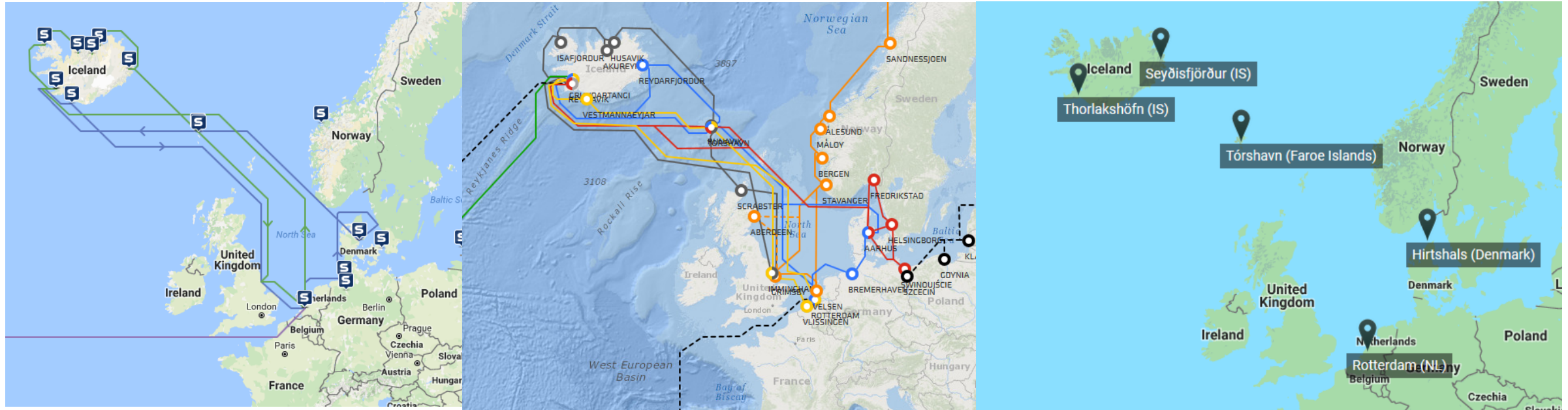
Passengers

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North Atlantic Highway

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The objective

- To strengthen the market reach and customer base for SME in remote communities
- develop an exclusive product package to attract high end customers
- develop a joint marketing strategy and ICT solution





Camino del Santiago



Derry City & Strabane
District Council
Comhairle Chathair Dhoire
& Cheantar an tSráidh Báin
Derry City & Strabane
District Council



NORWAY RESEARCH INSTITUTE
STANDSFORSKING





What did we do

- Traffic study report - what is the source market in each Cool Route area
- A survey regarding the cruising preferences
- Facilities design study
- Economic Impact studies
- Safety report
- Cool Route Marketing Strategy



Did it wo

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Advantages - challenges

- Nice add-on to existing business e.g.
 - Restaurants
 - Pubs
 - Fuel
 - Small repair
 - Food

- Create a nice ambience – sailors are generally jolly people

Favourite things to do and see %

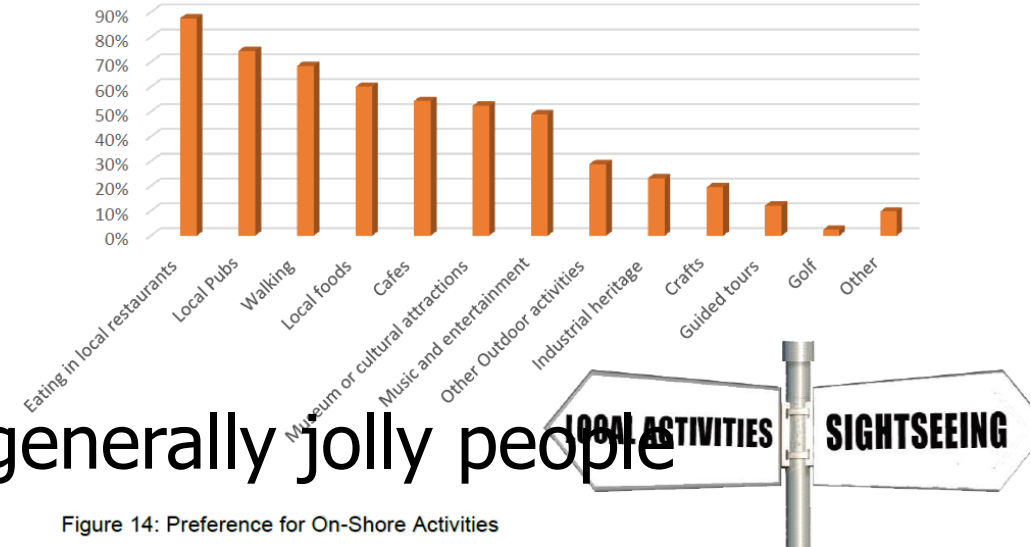


Figure 14: Preference for On-Shore Activities



