DESTINATIONS-MARKNADS-FÖRING

FRÅN GENERISKA OCH ATT FAJTAS PÅ PRIS

TILL MER UNIKA OCH FLER GÄSTER

UTAN UTÖKAD MARKNADSFÖRINGSBUDGET



VAD ÄR DET GÄSTEN KÖPER?



(VAD ÄR DET DU EGENTLIGEN SÄLJER?)


MELLANMJÖLK


”FAN, JÄVLA SKITHELVETE, VARFÖR NÅR VI INTE IGENOM BRUSET, ISAK?!”


SJÄLVKLAR
UTBYTBAR


LÖSNINGEN
LIGGER I ATT NI
MÅSTE VÅGA
VÄLJA BORT

ISAK



IDRE HIMMELFJÄLL

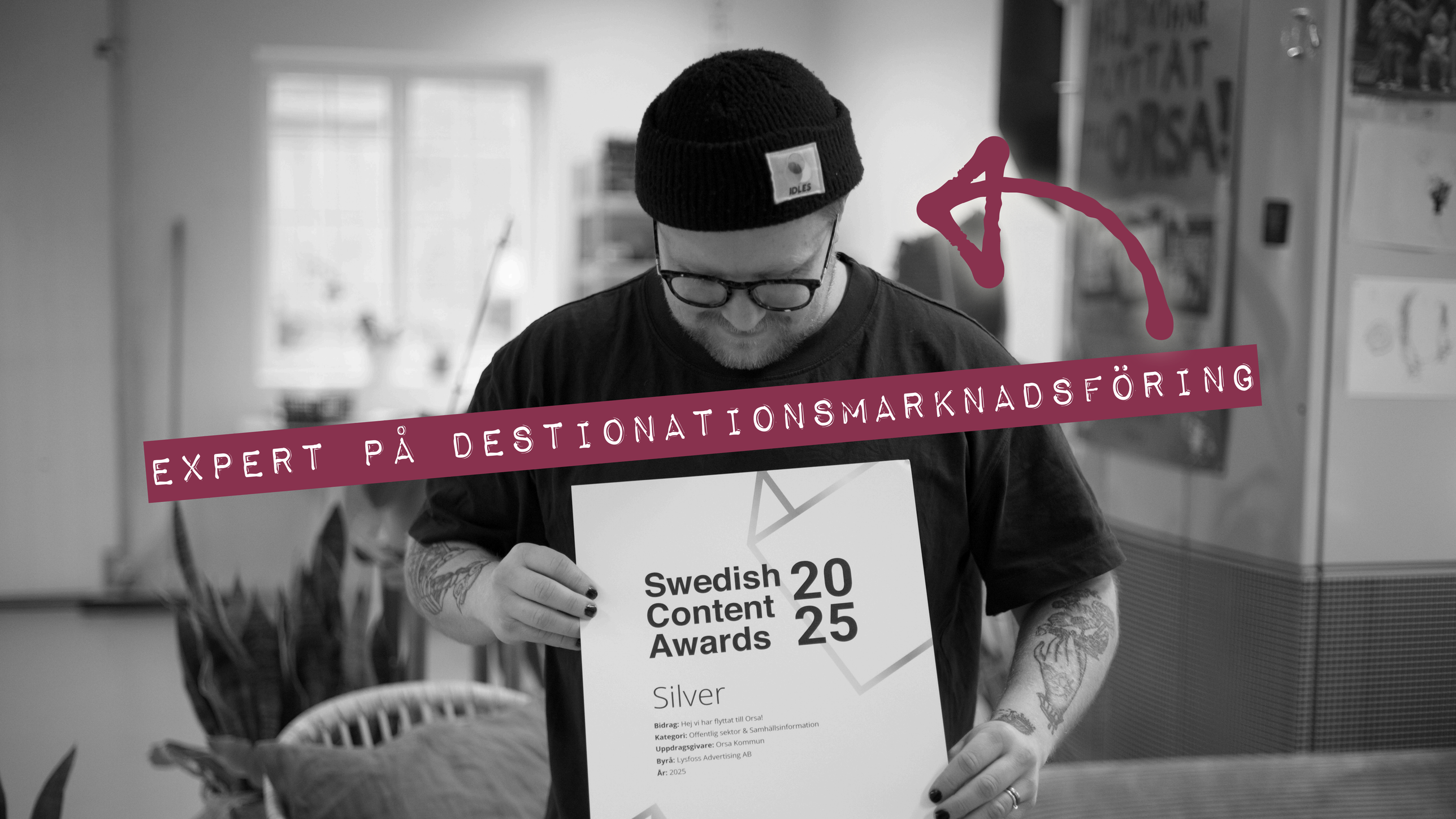
Tänndalen

Fjällnäs
Est. 1882

ÄLVDALENS camping

SAGOLANDET Tomteland

Funäs fjällen


EXPERT PÅ DESTIONATIONSMARKNADSFÖRING
Swedish Content Awards 2025
Silver
Bidrag: Hej vi har flyttat till Orsa!
Kategori: Offentlig sektor & Samhällsinformation
Uppdragsgivare: Orsa Kommun
Byrå: Lysfoss Advertising AB
År: 2025

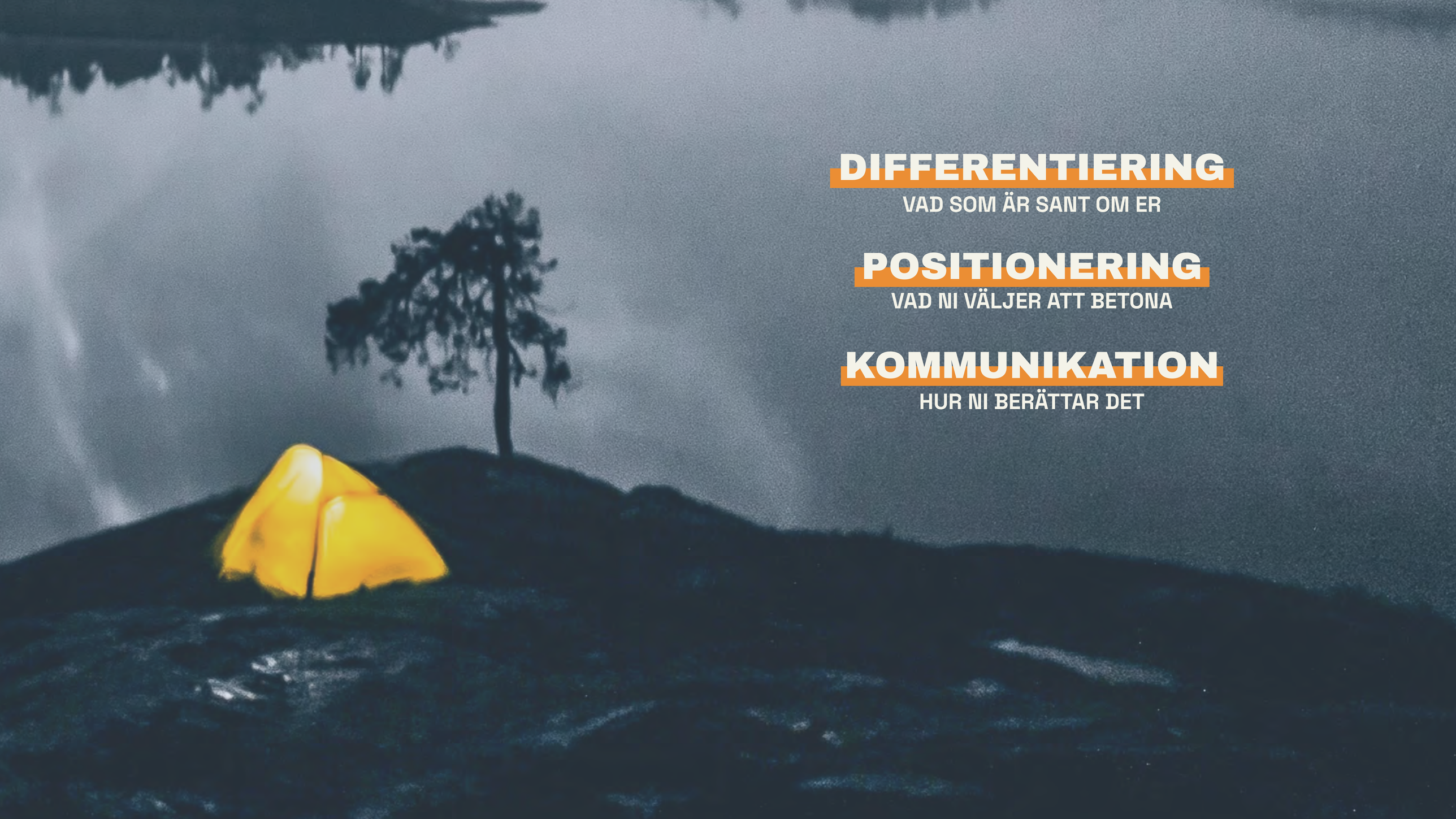

IDLES
DESTINATIONSMARKNADSFÖRAREN



DESTINATIONS-RAPPORTEN

AGENDA


SJÄLVKLAR
UTBYTBAR



DIFFERENTIERING

VAD SOM ÄR SANT OM ER

POSITIONERING

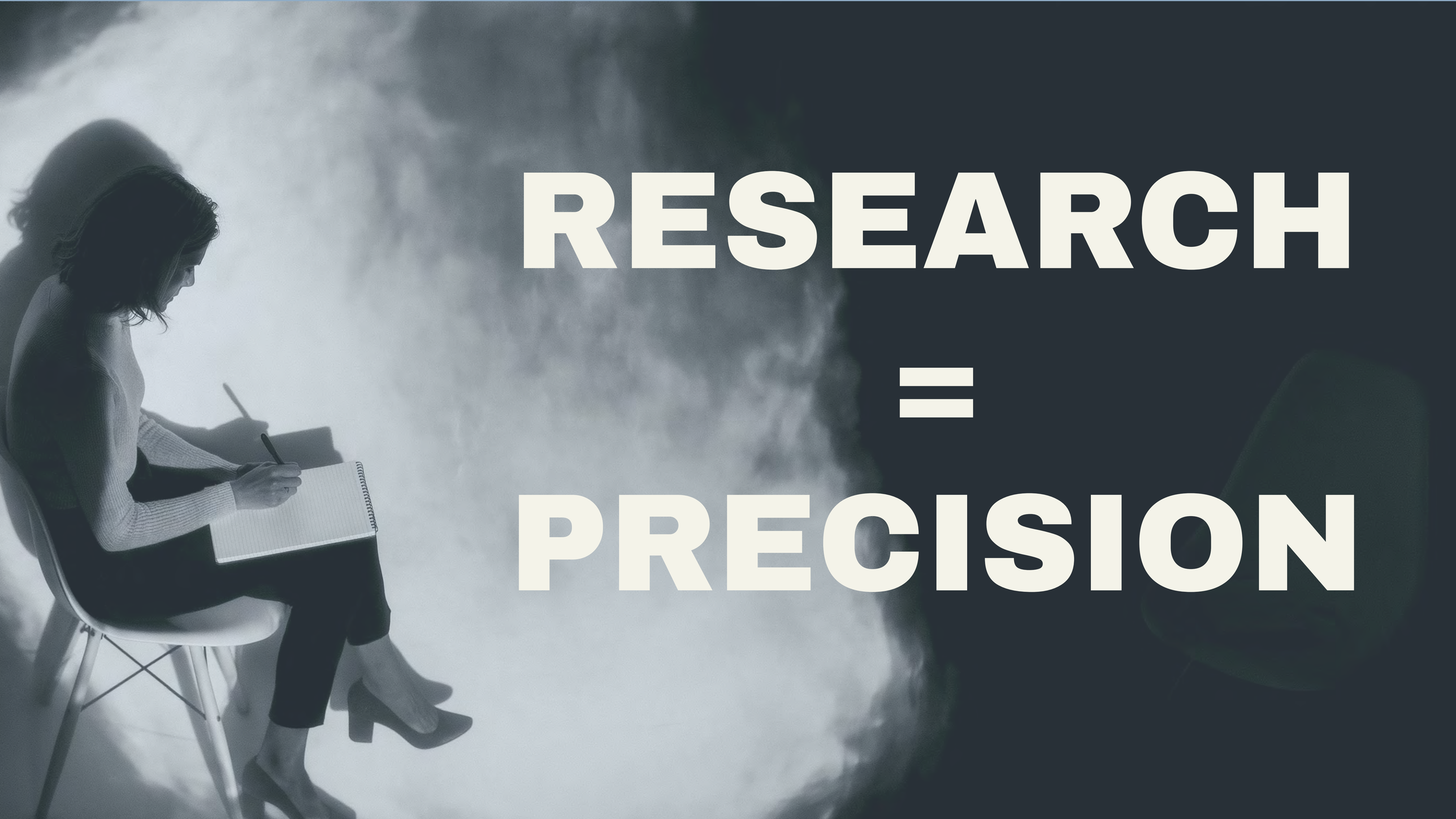
VAD NI VÄLJER ATT BETONA

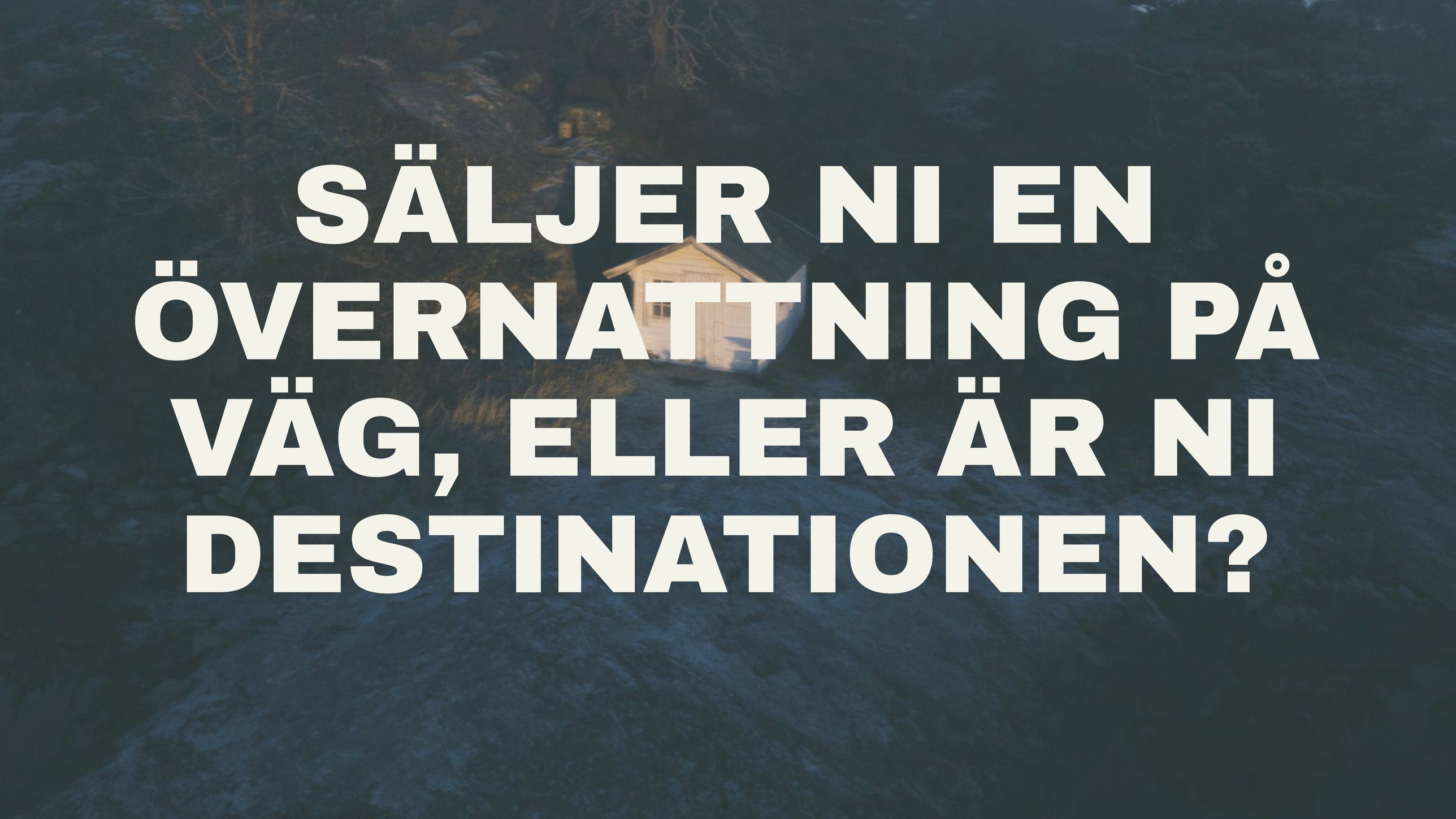
KOMMUNIKATION

HUR NI BERÄTTAR DET


DIFFERENTIERING


OTYDLIGT


RESEARCH
=
PRECISION


SÄLJER NI EN
ÖVERNATTNING PÅ
VÄG, ELLER ÄR NI
DESTINATIONEN?


POSITIONERING



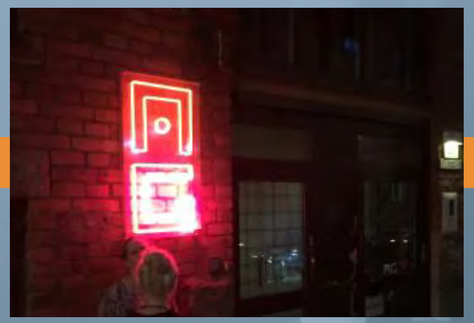
Marketing is easier when you are famous.

– Rory Sutherland


MELLANMJÖLKSLAND
(FLESTA DESTINATIONER ÄR HÄR)
EXPERIENCE
COMMODITY
Unik upplevelse. Ofta premium och dyrare. Levererar på känslor och värde.
Vardagsvara. Vinner på pris, smidighet och friktionslöshet med tydlig leverans på förväntningar.

EXPERIENCE

COMMODITY





Unik upplevelse. Ofta premium och dyrare. Levererar på känslor och värde.

Vardagsvara. Vinner på pris, smidighet och friktionslöshet med tydlig leverans på förväntningar.


EXPERIENCE
COMMODITY
Unik upplevelse. Ofta premium och dyrare. Levererar på känslor och värde.
Vardagsvara. Vinner på pris, smidighet och friktionslöshet med tydlig leverans på förväntningar.



DESTINATIONEN

Vad ni kan göra:

- ★ Vara tydliga även som commodity. Bryt ut paket per målgrupp i stället för ett paketpris för alla.
- ★ Låna dragkraften. Kommunicera destinationens dragplåster i sina egna kanaler, till exempel ”Bo hos oss, upplev det här”.


SAMMA RUM
MSR
FYRA BUDKSAP

TILL ALLA: ”Höstpaket! Dubbelrum inkl. frukost från 1 195 kr. Boka nu!”

VÄNINNORNA: ”Tre väninnor, en bastu vid vattnet och en middag där grönsakerna kommer från gården intill.”

BARNFAMILJEN: ”Två nätter där ingen behöver laga mat. Kanot på lördagen och frukosten framdukad när barnen vaknar.”

DE UNGA: ”Lördag: svampplockning med en lokal guide. På kvällen lagar ni middag på det ni hittat. Mobilen kan ligga kvar på rummet.”


KOMMUNIKATION


EXEMPEL

FÄRÖARNA



Photo: Emily Madinsky

10. Are tourists causing problems in the Faroe Islands?

A growing number of visitors has led to **erosion and safety concerns** in some areas. While tourism is still developing here, Closed for Maintenance aims to **protect nature, support communities, and responsibly guide visitors** to prevent escalating issues.



visitfaroeislands Following ···

visitfaroeislands Edited · 91w
Calling all voluntourists 🛌 It's time to register!

We're excited to announce the next edition of Closed for Maintenance, Open for Voluntourism is happening 1–3 May 2025!

Mark your calendars: registration opens Tuesday, 14 January, at 11:00 (GMT) on our website and will stay open for 48 hours, closing on Thursday, 16 January, at 11:00 (GMT).

Here's the exciting part: 70 participants will be selected randomly, while 30 spots will go to those with relevant skills and experience for our

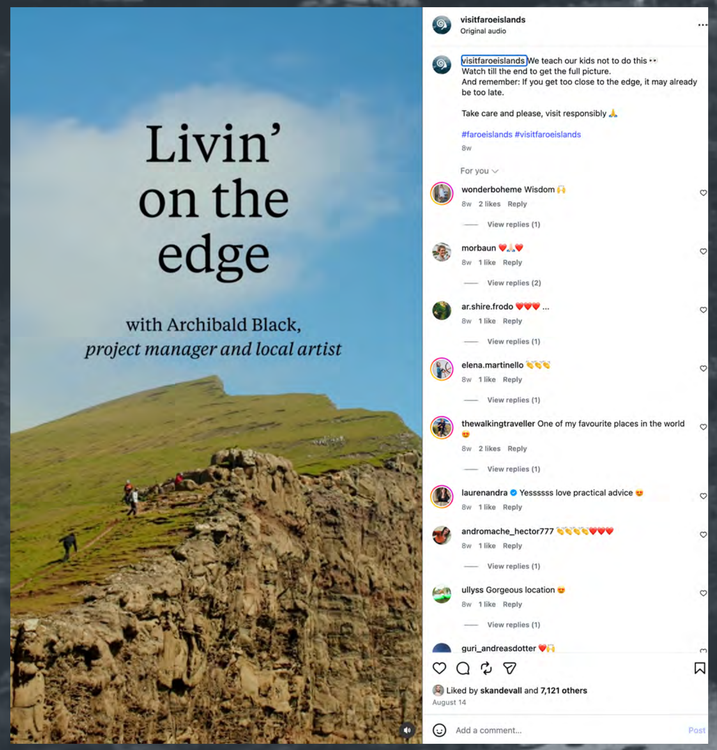
3.7K 150

Liked by **visitcopenhagen** and **3,746 others**

January 13, 2025

Comments on this post have been limited.

Photo: Emily Madinsky



visitfaroeislands
Original audio

visitfaroeislands We teach our kids not to do this 👀
Watch till the end to get the full picture.
And remember: If you get too close to the edge, it may already be too late.

Take care and please, visit responsibly 🙏

#faroeislands #visitfaroeislands
8w

For you

wonderboheme Wisdom 🙌
8w 2 likes Reply
View replies (1)

morbaun ❤️🔥❤️
8w 1 like Reply
View replies (2)

ar.shire.frodo ❤️❤️❤️ ...
8w 1 like Reply
View replies (1)

elena.martinello 😘😘😘
8w 1 like Reply
View replies (1)

thewalkingtraveller One of my favourite places in the world 😍
8w 2 likes Reply
View replies (1)

laurenandra Yesssss love practical advice 😍
8w 1 like Reply

andromache_hector777 😘😘😘❤️❤️❤️
8w 1 like Reply
View replies (1)

ullyss Gorgeous location 😍
8w 1 like Reply
View replies (1)

guri_andreasdotter ❤️🙌

Liked by skandevall and 7,121 others
August 14

Add a comment... Post



visitfaroeislands
Original audio

visitfaroeislands It might look like a postcard, but people actually live here ✌️
Green turfed houses and narrow alleyways may look like something from a movie set, but these are actual neighbourhoods.
Look inside and you might end up watching someone having dinner or even walking around in their underclothes.

So, please remember that people live here, and don't peek into windows.

Thank you for visiting responsibly 🧡

Find out how to contribute via the link in bio

#faroeislands #visitfaroeislands
Edited · 8w

For you

ionut.trandafirescu ❤️❤️❤️
11w 1 like Reply
View replies (1)

kris_rituvik Genialt ❤️😍😍🙌
11w 4 likes Reply
View replies (1)

bailina.anelka 😍
11w 1 like Reply
View replies (1)

sdamiani Love this
11w 38 likes Reply
View replies (1)

pinatravels Yes yes yes!!! Important message and I love how you've shared it 🙌
11w 201 likes Reply

love_mountains_69 😍😍😍😍❤️
11w 1 like Reply
View replies (1)

thecommonwanderer Actually love this. Well done team ❤️
11w 47 likes Reply
View replies (2)

Liked by linnea_lundkvist and 312K others
July 23

Add a comment... Post



visitfaroeislands
Original audio

visitfaroeislands Sheep live here. We don't. And for now they tolerate us. But we must be careful. They could turn against us and start a... you'll have to watch to find out 😱

In the Faroe Islands, sheep outnumber people by far.

The grass covering our fields and mountains isn't just great scenery - it's food for our sheep.

Step on it, and you've ruined their lunch.

So please stay on the path.

Thank you for visiting responsibly 🙏
16w

For you

jimmyandsimran Haha great video!!
12w 1 like Reply

sarapaolo_adventures We hope to visit your beautiful country again someday 🤍 We miss it!
15w Reply

haileyoutside A dream to visit 😍
15w 2 likes Reply ...
View replies (1)

solveigarr ❤️❤️❤️❤️❤️
15w 1 like Reply
View replies (1)

heymartovska I love your marketing so much!
15w 6 likes Reply
View replies (2)

katsglobal As a fellow marketer, great video! And I so look forward to visiting someday!
15w 6 likes Reply
View replies (1)

ire_88 Quando l'ufficio marketing fa un ottimo lavoro!! Prima o poi verrò a salutarle tutte quelle pecorelle!! ❤️❤️❤️
15w 2 likes Reply See translation
View replies (1)

5,841 likes
June 26

Add a comment... Post

COPENPAY



Photo: Daniel Rasmussen



visitcopenhagen ✓
Copenhagen, Denmark
Following ···

visitcopenhagen ✓ 15w
Using CopenPay is easier than you think 😉❤️

Swipe along for the 4 easy steps 👇

1️⃣ Tell us when you are here, for how long and how you arrive
2️⃣ Find your activity
3️⃣ Do your good deed
4️⃣ Claim your reward

That wasn't so hard, was it? 😀

Comment 'Copenpay' to do good and get rewarded during your time in Copenhagen ❤️

#visitcopenhagen #copenhagen
#copenpay #budgettravel #travel

♡ 67 ↻ 1 ✈

Liked by **pugliaviptransferbari** and **oth**

July 1

Add a comment...



visitcopenhagen ✓
Original audio

visitcopenhagen ✓ Here you can pay with trash! 🚤🗑️

With @greenkayak.ngo and CopenPay, cleaning up the harbor gets you a free ride and a good time.

Like and follow for part 4 🙌
62w

For you

eatwasted love this
50w 1 like Reply

michelle.aleene @kensimcity for Vancouver!!! 😍
55w Reply

greenkayak.ngo Always a wonderful day with copenpay!♻️🌊🚣
60w 1 like Reply

jamak_rezaie This is how modern societies with right values look like 🙌
60w 1 like Reply

life_goes_without_you 💚💚💚
62w 1 like Reply

jewishchalon Great idea !
62w 1 like Reply

watch_smart_safe
62w Reply

queen_claudine We booked a green kayak last month, but it was canceled due to high winds 🌬️ Next time!!
62w 1 like Reply

paraiso_do_luz Perfect ! Just maybe it's not to easy to find trash there 🤷‍♀️ We must think about this kind of idea also in another spots near the ocean ❤️. Love Denmark !! Where our Nygaard family came from two centuries ago 😍😍
62w 2 likes Reply

This reel has 26 comments from Facebook.

2,118 likes
August 1, 2025

Add a comment... Post



visitcopenhagen ✓
Original audio

visitcopenhagen ✓ Because your wallet deserves a city br
too 💸

#Copenpay #Visitcopenhagen
11w

For you

denneersenna Copenpay
7w Reply
View replies (1)

franciskasvakreverden ✓ Copenpay
8w Reply
View replies (1)

prategh Copenpay ❤️
6w Reply
View replies (1)

danimina71 Copenpay ❤️
11w Reply
View replies (1)

nedralynn19 Copenpay
8w Reply
View replies (1)

valopatra Copenpay 🇩🇰
8w Reply
View replies (1)

katcha_busch Copenpay😍
11w Reply
View replies (1)

ben_is_mia Copenpay
10w Reply
View replies (1)

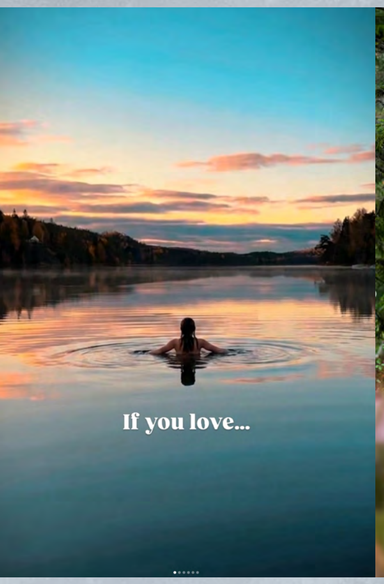
he_momi Copenpay
9w Reply
View replies (1)

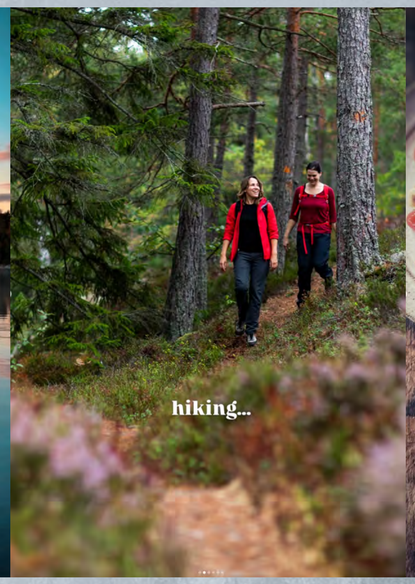
420 likes
July 23

Add a comment... Post

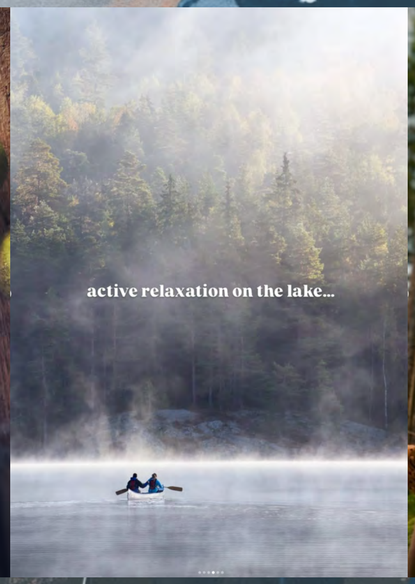


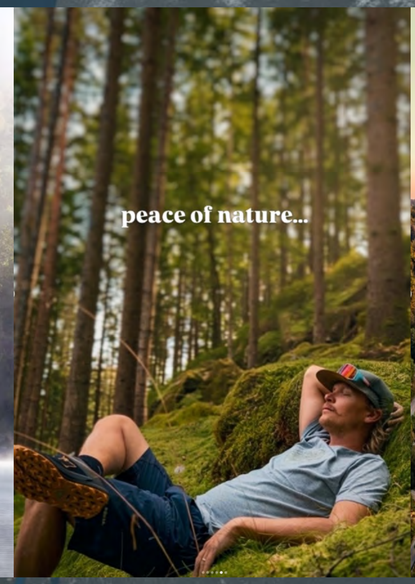
RAGNERUD


If you love...

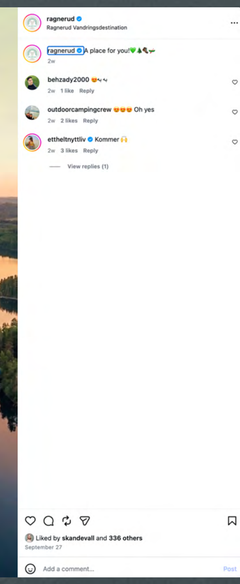

hiking...


amazing local food...


active relaxation on the lake...


peace of nature...


Welcome to
RAGNERUD
- HIKING DESTINATION -
Sweden


ragnerud
Ragnerud Vandringsdestination
ragnerud A place for you!
2w
behzady2000
2w 1 like Reply
outdoorcampingcrew Oh yes
2w 2 likes Reply
ettheltnyttliv Kommer
2w 3 likes Reply
View replies (1)
Liked by skandevall and 336 others
September 27
Add a comment...
Post

AVSLUTNING


MOD


1.POSITIONERING
2.TYDLIGHET
3.PRATA INTE MED ALLA


MELLANMJÖLK

Q&A

isak@lysfoss.se

www.lysfoss.se

TA CK



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