

# QUESTION OF THE WEEK, WEEK 11 (13–17.3.2024)

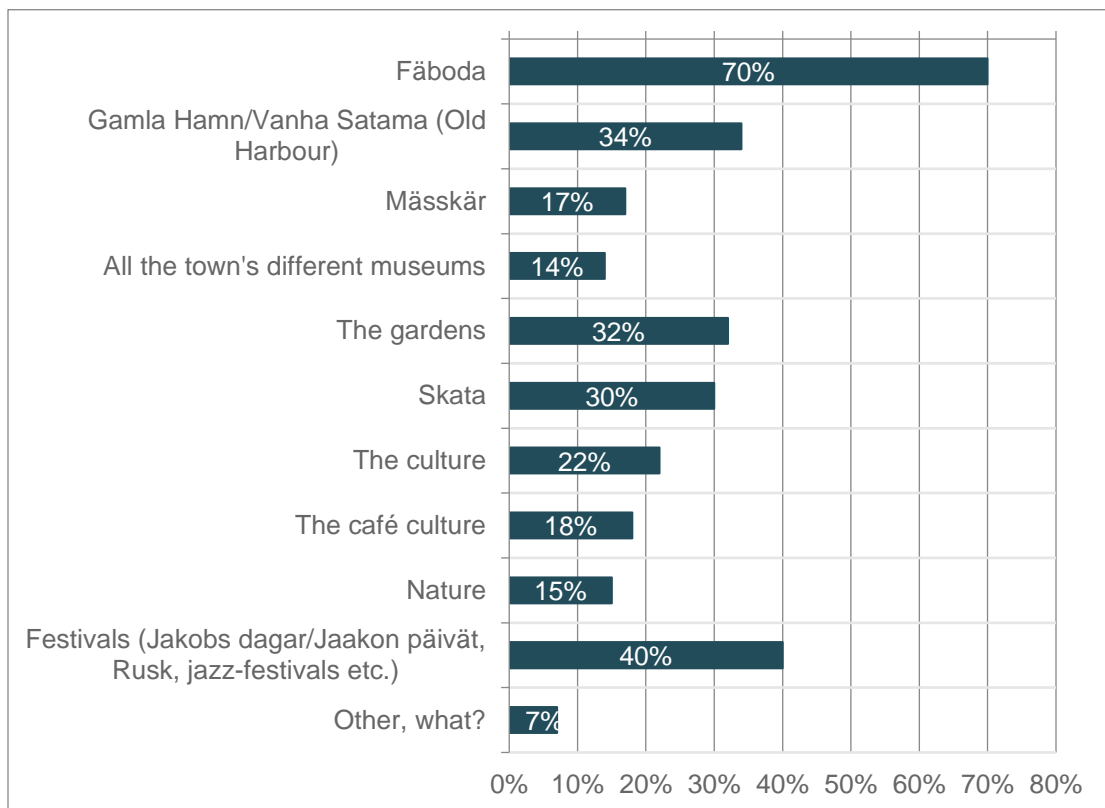
NUMBER OF RESPONDENTS: 435

The margin of error is 5 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

## VISIT JAKOBSTAD

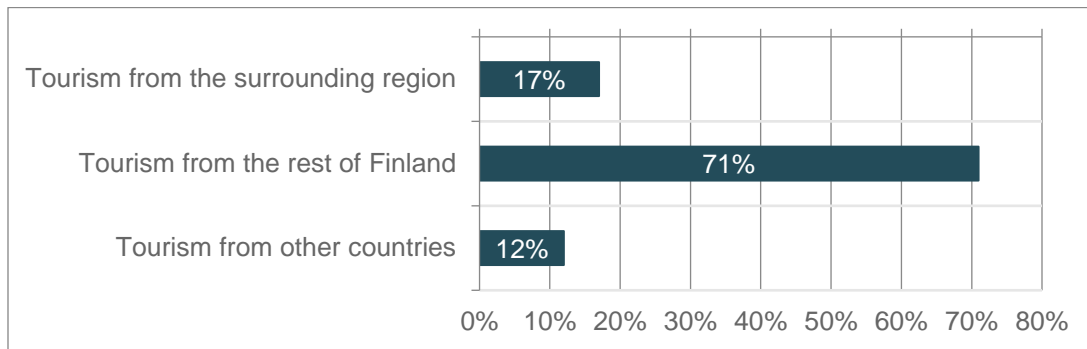
In the Question of the Week the residents were asked: *“Visit Pietarsaari-Jakobstad Oy Ab started its operational activities as a company from 1.1.2024. The town of Jakobstad owns 100% of the company but Visit Jakobstad has drawn up cooperation agreements with the neighboring municipalities. Visit Jakobstad's main mission is to increase Jakobstad's visibility and attractiveness as a visitor destination. The company has two employees, and the office is in the town hall opposite Campus Allegro.*

*Which destinations should be highlighted in the marketing of Jakobstad as a destination? Choose the three most important to you:”*



Under **Other, what?** among others were mentioned: Nanoq, Aspegren's garden/Rosenlund, sports events (especially Jaro's matches).

***“What type of tourism should Visit Jakobstad mainly focus on in your opinion?”***



***“How would you describe Jakobstad to someone who has never been here before? (Slogan suggestion?)”***

A few descriptions:

- Väst kustens pärla
- Viihtyisä länsirannikon pikkukaupunki missä kaikki on kävelyetäisyydellä
- Jakobstad – närhet till havet, naturen och med ett rikt kulturliv!
- Lilla Stockholm, mycket kultur (mat, kafé, musik) trevliga människor, öppenhet, tvåspråkig stad.
- Pieni, viihtyisä ja elinvoimainen rannikkokaupunki
- En pärla att upptäcka
- Melkein kuin ulkomailla
- International small town by the sea
- Pietarsaari on suuri pieni kaupunki. Pietarsaari on kaunis ja tunnelmallinen. Siinä yhdistyy historia, kulttuuri, arkkitehtuuri ja meri, mitä parhaimmalla tavalla.
- En pärla invid havet – Helmi meren äärellä

***“What are your development proposals for increased tourism to Jakobstad?”***

The opinions in the answers show that Jakobstad should be better marketed as a tourist destination, especially on social media. Efforts should be made towards the town centre and the area around the old harbour. A few respondents also wish for more events.

## **NEXT STEP**

Visit Pietarsaari-Jakobstad is a new company, and therefore the branding is being remade from scratch. That includes a new website, which will be launched during spring. We are already active in different tourism campaigns, with the focus on other parts of the country and Sweden. During summer 2024 Visit Pietarsaari-Jakobstad will have an information point at the town square. We are actively paying attention to statistics for accommodation, incoming flights, social media etc.

*More information:*

*Matilda Engström, CEO at Visit Jakobstad, tel. 044 493 8834, [matilda.engstrom@visitjakobstad.fi](mailto:matilda.engstrom@visitjakobstad.fi)*