



Lehtinen / Aika, M. Pyyti

MULTISENSORY MARKETING COMMUNICATIONS IN TOURISM

Exploring the potential of the new field of sensory marketing, the Multisensory Marketing Communications in Tourism project investigates how Finnish tourism could be marketed in a more versatile way using a combination of sensory stimulation and new technology.

The Multisensory Marketing Communications in Tourism research project was launched in December 2009 with financing from Tekes - the Finnish Funding Agency for Technology and Innovation. The project targets Asian passengers en route at Helsinki-Vantaa Airport. The objective of the project is to discover how versatile sensory stimulation can be adapted for marketing in tourism. As such, the focus of the project is also approached from the perspective of the business needs of the companies selected in the project.

Essentially, the project aims to design, implement and analyse the impact of

multisensory marketing campaigns for the companies involved. The eventual goal will be to provide new marketing channels for the Helsinki metropolitan area.

Pömpeli stimulates the senses

Pömpeli is the name of the multisensory space launched at the Helsinki-Vantaa Airport. The Pömpeli is more than a physical space; it is also a virtual and a social space. It is designed to create a user experience that is authentic and aesthetic in nature.

Inside the Pömpeli, there is a touch screen computer, a scent generator, a small wind machine that blows hot and cold air, and various materials and design items related to tourism.

In future, the project will look at the possibilities of combining and applying different technologies. Inspiration will be drawn from various sources such as

consumer and brand research, museum experiences and the health and well-being industry. Ethnological methods will be used to collect data on user experiences.

The project is coordinated by Laurea University of Applied Sciences with Forum Virium Helsinki's support in conceptualisation. The cooperation partners are Finavia, Greater Helsinki Promotion, Culminatum Innovation, the Finnish Tourist Board MEK, and the cities of Helsinki, Vantaa and Espoo, among others.

Further information

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