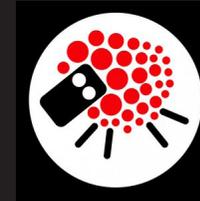




Niko 2 - Film Tourism

Story Script



tarinakone
Story Design
Case Study



About the Project

“The Story Script by Tarinakone combines the services of 3 companies into one big adventure”

Tarinakone provided story design consultation to create experience services and develop film tourism on the Rovaniemi region. The purpose was to utilise the added image value brought to the

geographical area through the story of Santa’s reindeers in Niko 2. The Story Script created by Tarinakone combines the services of Santa Park, Lapland Safaris and Ranua Zoo into one attractive and

exciting adventure, that also brings the story of the film to life. This film tourism project was a part of a wider film industry development project Location / Destination Finland.

The Objectives

“Creating a common story will help the service providers to deliver better services”

The three companies needed something that would make them stand out on the saturated Lapland tourism market. Tarinakone turned the story of Niko 2 into a strong service narrative that draws together the companies’ service products. The story attracts the visitor to embark on a journey with Niko and friends. The backstory makes it easy for the companies to create better, more recognisable and more memorable experiences for both Finnish and international visitors.

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Customer Comments

“The project gave us so much more than we expected!”

“

Niko 2 is an experimental film tourism project created collaboratively by 5 different companies. We invited Anne to coach us in developing the service through a script she created for us. The process was very inspiring and sparked great innovations!

“

I believe story-based design has an important role in developing film tourism services. This, if anything, is tourism based on stories, and building that into the tourism product is vital.

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We got a lot more than we bargained for. What a positive surprise! I would absolutely recommend Tarinakone story design services to other and have already done so.

Lotta Mujo

Project Manager, Location / Destination Finland