



EXPERIENCE

P Y H Ä

Case Study

Experience Pyhä

Digital selling &
tailored booking
journeys

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Case Study: Experience Pyhä



Introducing Experience Pyhä

Experience Pyhä is a family-run resort nestled in the pristine landscape of Finnish Lapland.

The resort offers a diverse range of activities and experiences that highlight the natural beauty and cultural heritage of the region.

The goal is to provide guests with an immersive experience that combines the thrill of winter activities with an appreciation of the unique Sámi culture through local engagement, storytelling, and cuisine.

Resort Challenges

Located in a remote part of Finland, Experience Pyhä, like many companies in Lapland, faces **difficulties in reaching a global audience to showcase its offerings.**

Leveraging digital strategies is seen as crucial for overcoming these challenges and expanding the resort's reach.



Case Study: Experience Pyhä

Strategy I Connected Booking Journey



Connecting Resort Products Online with the help of Moder's technology, **Experience Pyhä successfully linked overnight accommodations with on-site activities and cultural experiences**, creating a seamless booking experience through their website <https://experiencepyha.fi/>. **This allowed guests to plan and book their entire stay, from lodging to activities, in one online journey.**

Furthermore, **the resort tailored each booking pathway to align with the core products**, ensuring that each guest's journey through the website was personalized and intuitive. Relevant experiences and upsale products were segmented to each funnel rather than remaining a generic list - maximising conversion through relevance.

Resorts across Finnish Lapland that have integrated activities into their online booking systems have seen an average of a 15-20% increase in direct bookings.

Experience Pyhä followed this trend, benefiting from the convenience of guests being able to add activities to their reservations.

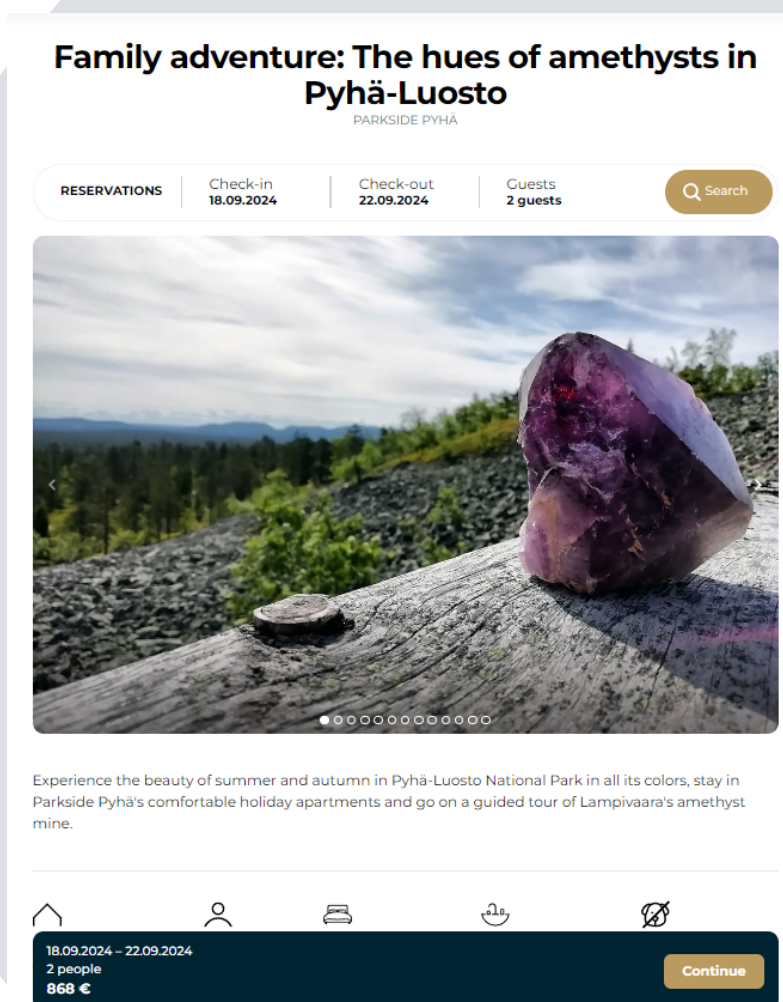
Additionally, pre-arrival purchases of experience-led products have grown, with over 30% of guests booking activities before their arrival in similar Lapland resorts. These trends are measured through booking system analytics, which track the number and type of pre-arrival purchases.

Case Study: Experience Pyhä

Strategy II Experience Driven Packaging

Through successful product bundling Experience Pyhä created packages that highlight key experiences, such as Northern Lights viewing combined with a traditional Sámi dinner, **offering value-added bundles that appeal to both individual travelers and groups.**

Experience Pyhä **designed specific packages for both B2B agents and corporate clients and B2C leisure travelers.** This segmentation allowed the resort to tailor its offerings more effectively to suit different customer needs.



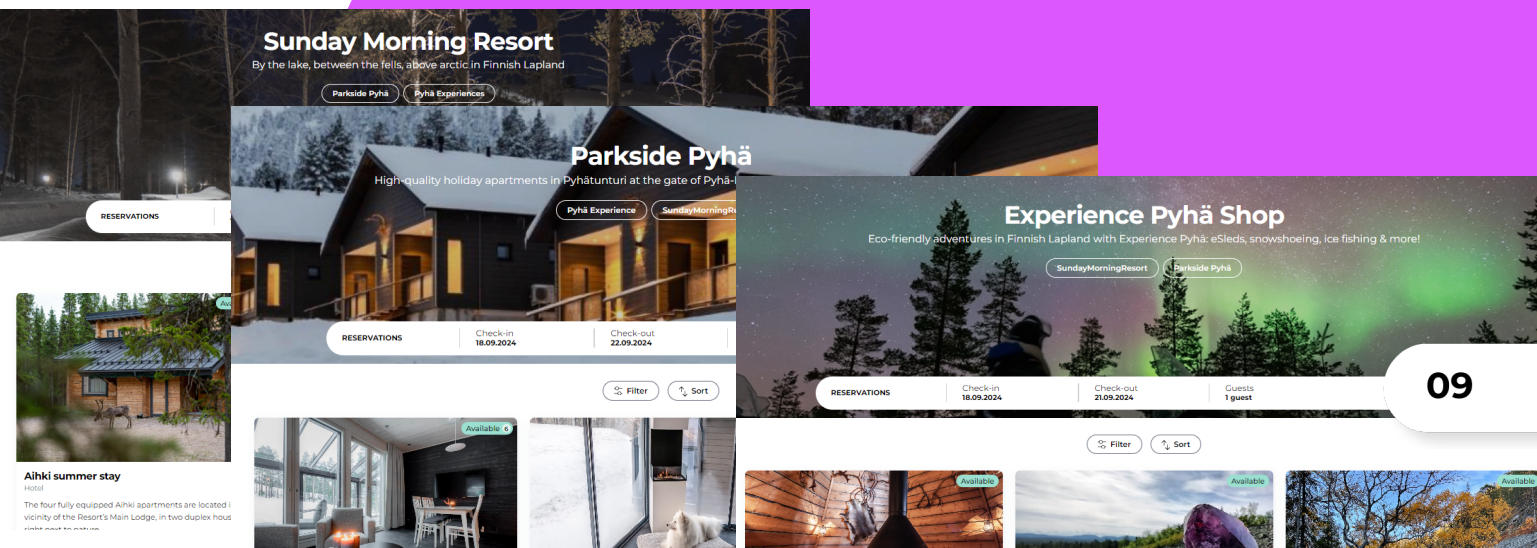
Strategy II Experience Driven Packaging

In Lapland, activity packages often range between €150 and €250 per activity in winter, frequently exceeding the cost of accommodation, which averages €100 to €150 per night.

Leisure travelers commonly opt for bundled packages, combining accommodation with unique local experiences like reindeer sledding and ice fishing. **On the B2B side, corporate retreat packages, including team-building activities, have seen increased interest, mirroring a 10-15% growth in sales across the region.** Digital tools such as those Moder provide, have streamlined the packaging and booking processes, contributing to overall revenue growth.

Experience Pyhä implemented a centralized inventory management system through Moder, allowing for more efficient allocation of resources and seamless integration across all booking platforms.

Utilizing Moder's multi-shelf booking system, the resort could manage bookings across various channels using a shared inventory, ensuring availability and reducing the risk of overbooking.



Strategy III Centralized Resource Handling

Software choice and the relationship technology has with operational workflows is becoming increasingly important across the Nordic region as workforce shortages continue to plague the travel industry.

Across Lapland, resorts using comprehensive digital solutions like Moder have reported enhanced operational efficiency and higher conversion rates.

Experience Pyhä aligned with this trend, achieving smoother staff workflows by thinking about how Moder could not only be used to improve upsales and profits, **but also how the technology could be used to save time for each department.**

Conclusion

The digital transformation at Experience Pyhä has redefined the resort's operations and increased its global reach. The introduction of connected digital booking funnels, experience-driven packaging, and centralized resource management through Moder has improved customer engagement and operational efficiency.

This transformation underscores the importance of digital innovation in the hospitality industry, particularly for remote destinations aiming to attract a global audience. As Experience Pyhä continues to evolve, it sets a benchmark for other resorts in the region and beyond.