

Archipelago Access

12th Baltic Sea Tourism Forum, November 13th, 2019 Project Manager Ira Lahovuo





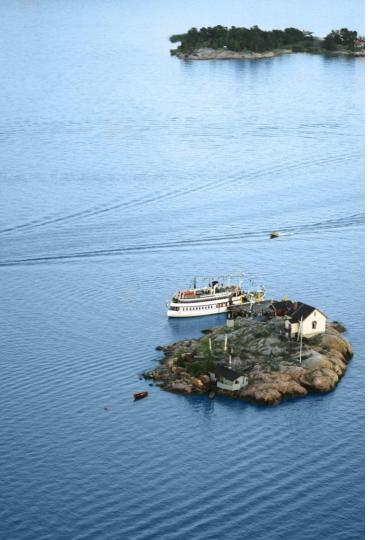








Source: Visit Finland, Sanna Mander



Archipelago Access in a nutshell

- Time 1.4.2019 30.6.2021
- Funding from Central Baltic Interreg programme
- Budget in total 1,46 million €
- Partners
 - City of Turku (Lead Partner)
 - Stockholm Archipelago Foundation







Best kept secret?

- Demand for nature-based tourism has increased
- ➤ Archipelago tourism is still relatively small scale compared to its potential

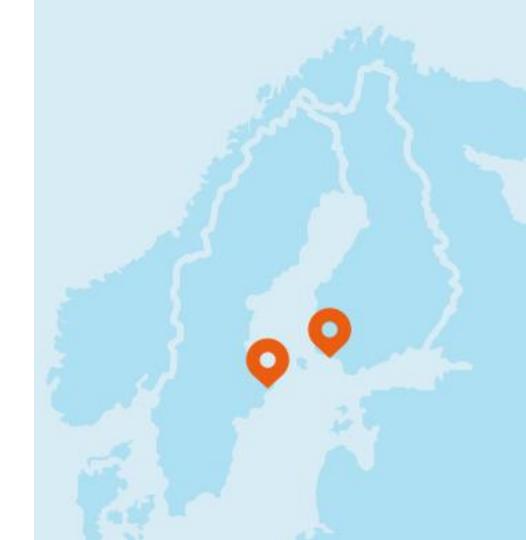




Increasing the attractiveness together

City of Turku and Stockholm Archipelago Foundation together with the associated partners, Visit Åland and Destination Utö, have joined their forces!





Project objectives

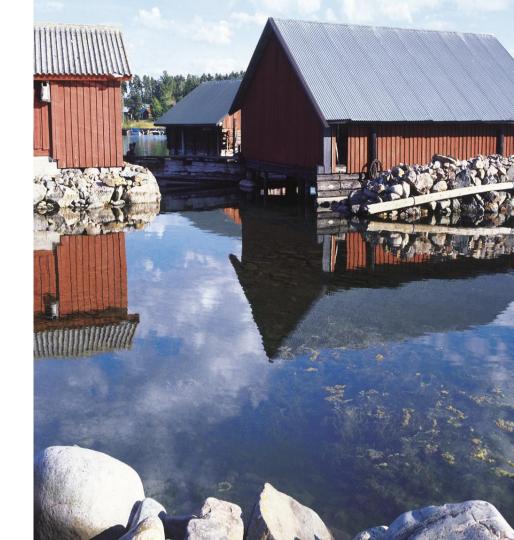
- to strengthen sustainable nature and culture based tourism
- to increase the attractiveness of the archipelago comprehensively – both in Finland and in Sweden
- to offer easy access to travel information





Two regional exhibitions

- ➤ To make the archipelago and its opportunities more tangible and concrete
- ➤ To inspire people to visit the archipelago





Joint digital solution

- Offering easy access to Archipelago travel information
- Makes already the planning of a visit an experience
- > Focus on the end user





Crossborder collaboration

- Tourism destinations don't follow borders
- Need to get to know each others in order to work efficiently towards one goal
 - time for teaming is important
- Joint Archipelago destination joint challenges, joint solutions







Thank you!

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