



Archipelago Access

12th Baltic Sea Tourism Forum, November 13th, 2019

Project Manager Ira Lahovuo



European Union

European Regional
Development Fund







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





Archipelago tourism characterized by

- Private summer cottages
- Leisure boating
- Large number of micro-enterprises
- Numerous municipal actors
- Scattered information

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!

Project Manager Ira Lahovuo, Archipelago Access, City of Turku

email: ira.lahovuo@turku.fi, tel. +35 40 184 6333

