

DESTINATION KVARKEN

SUMMARY OF PROJECT DESCRIPTION

The project Destination Kvarken aims at increasing the amount of visitors to the area which is covered by the three Ostrobothnian provinces in Finland and by Umeå region and High Coast in Sweden, in the geographical area of the following tourist destination organisations: High Coast Destination Development, Visit Umeå, Visit Vaasa, South Ostrobothnia Tourist Service, Visit Kokkola, Visit Jakobstad Region and Visit Kristinestad.

The project will seek solutions for the identified problem areas where, at present, there is very little cross-border cooperation between the hospitality enterprises and between the destination organisations within the area, there is no strategy for digital profile of the joint area and no export-ready products in sufficient numbers nor their marketing.

Related to this, foreign tour operators regard our joint area as a latent potential, a fact that the project will focus at solving.

It has come out that SMEs with focus on hospitality industry do not have sufficient resources to alone reach out to new and bigger markets wherefore shared and coordinated measures are required.

The main target is to increase the amount of domestic and foreign tour operators who include our area in their supply, by developing a concept for shared and intensified marketing activities. Further, we plan to arouse media interest in our destination, resulting in increasing visibility both towards the desired travel arrangers and also towards the end-customers in our priority markets. The purpose is to increase the amount of visitors in our area.

The project's main activities include networking and cooperation, R & D, digitalisation as well as market activities and product development.

The project activities will contribute to fulfilling Botnia-Atlantica programme's specific objective of Increased capacity for cross-border business cooperation by boosting the competitiveness of hospitality enterprises in the area, resulting from shared activities geared at the international market, and by increasing the contact and cooperation between the hospitality enterprises in the area. The message from international tour operators is that they regard our joint area as one destination, which should be implemented in the hospitality enterprises' plans and activities.

The project shall promote growth, not just through internationalisation but also through a conscious focus on digitalisation and the development opportunities it offers in improving competitiveness. Through cooperation with universities, the hospitality industry will benefit by taking part in their complementary know-how.

Destination Kvarken is a Triple Helix project, i.e. cooperation between trade and industry, official bodies and regional universities.