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Bothnian Coastal Route Insider’s Pulse

Welcome to **Insider’s Pulse**, your exclusive source for insights from the Bothnian Coastal Route project. In each edition, one of our project leaders will share key updates and expert perspectives with our key B2B partners. We’re excited to keep you in the loop as we continue to build awareness of the Bothnian Bay’s thirteen destinations and project results.

Dear Business Partner,



Spring has arrived in our region, the days are getting longer, and we can feel the anticipation of another successful season from our tourism companies. In this letter, I will present the Vaasa region, including one of two UNESCO sites in the Bothnian Coastal Route (BCR) area. I will also present our coastal flavours and delights, and I simply must talk a little bit about saunas!

Peter Källberg
Project Leader, Vaasa

UNESCO World Heritage Sites in the Region

As you might know, in the BCR area, we have two UNESCO World Heritage Sites. One in Luleå, [Gammelstad Church Town](#), and one just outside of Vaasa, [Kvarken Archipelago](#). The Kvarken Archipelago is Finland’s only Natural World Heritage. This is because it’s considered the best place in the world to see the result of the land uplift after the last ice age, when the weight of the several kilometres ice sheet pressed down the earth’s crust by as much as one kilometre. Still, after ten thousand years, the land rises from the sea at the pace of about nine millimetres per year.

Coastal Flavours and Delights

Yes, we are a coastal area. And yes, you can see a lot of fish dishes on the menu. But historically, we have eaten what the season has offered. And you can truly enjoy seasonal dishes in many of our restaurants. Natural ingredients, locally produced delicacies, are what the coastal cuisine is all about. My favourite? Well, it is an ingredient that goes with almost everything: pickled spruce shoots, harvested in the spring and can be enjoyed year-round!

[Food and culture tour](#)



Yksi, Kaksi, Kolme – Sauna!

You might have heard it, Bara bada bastu, the Swedish contribution to this year’s Eurovision song contest. Did you know it is performed by KAJ, a group of three young men from the municipality of Vöyri just outside Vaasa? So, a group from Finland, representing Sweden, singing about sauna. Just like us, they present the best from both countries. And saunas we do have along the route; traditional saunas, smoke saunas, floating saunas, malt saunas... the choice is yours!

[Link to sauna tour](#)

Vaasa in Peters Words

Vaasa, the region where I was born and raised, and still live with my family. It is a vibrant, bilingual region where both Finnish and Swedish are spoken, with an international touch. Here, we have 120 nationalities with about 100 different first languages. This is because the largest energy technology cluster in the Nordics is located here, employing people from all over the world. The sea and the archipelago are always just around the corner, a favourite environment for most of us living here. One way to enjoy the archipelago is to take a ferry ride with [Wasaline](#) over to Umeå and continue along the Bothnian Coastal Route from there. Which leads me to...

Sneak Peek Skellefteå

One of my favourite things to do when in Skellefteå is to stroll along the river, maybe down to Bonnstan – their historic church town. Or why not enjoy the sunset from the sky bar at The Wood Hotel by Elite – one of the world’s most sustainable hotels. But my colleague Bo will tell you more about Skellefteå in the next Insiders Pulse. Until then!

You’ll receive *Insider’s Pulse* six times a year, where we’ll dive deeper into all things Bothnian Coastal Route – more than our general newsletters can offer. We’re so happy to have you with us on this journey!

If you have any questions or feedback, please don’t hesitate to ask!
Best regards,
The Bothnian Coastal Route team

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