Translate ▼

RSS 3

Subscribe





Coastal

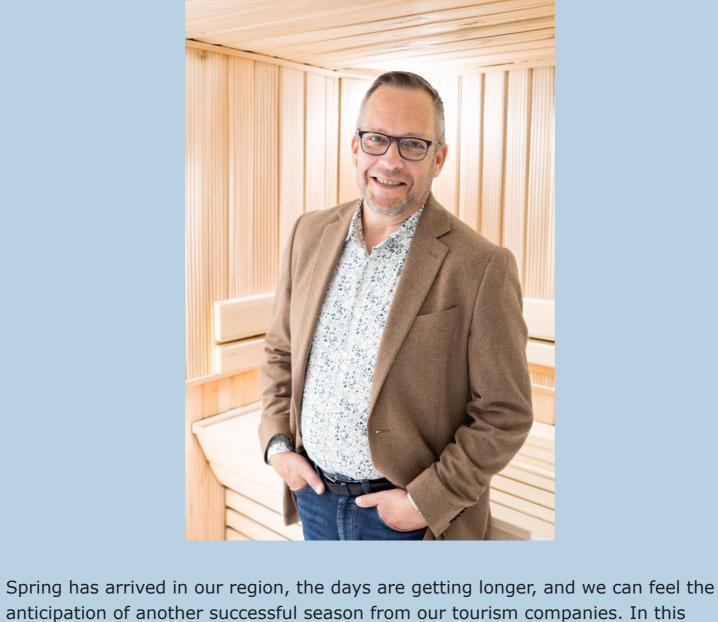


Welcome to **Insider's Pulse**, your exclusive source for insights from the Bothnian

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,



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.

<u>Archipelago</u>. 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

One in Luleå, Gammelstad Church Town, and one just outside of Vaasa, Kvarken

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

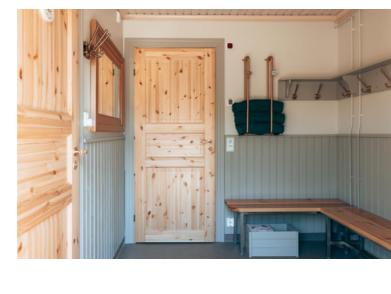
delights, and I simply must talk a little bit about saunas!

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

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!

Coastal Flavours and Delights

Food and culture tour



per year.



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...

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

Sneak Peek Skellefteå

sustainable hotels. But my colleague Bo will tell you more about Skellefteå in the next Insiders Pulse. Until then!

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!

You'll receive *Insider's Pulse* six times a year, where we'll dive deeper into all

Best regards, The Bothnian Coastal Route team

Destinations

Contact us

Sari Kasvi, BusinessOulu Destinations: Oulu, Raahe, Liminka, Kempele, Hailuoto, Ii, Kemi, Tornio

erja.back@visitumea.se Bo Wikström, Visit Skellefteå Destination: Skellefteå +46 (0)70 597 73 31 bo.wikstrom@visitskelleftea.se

+46 (0)70 647 62 78

Erja Back, Visit Umeå

Destination: Umeå region

Karin Åberg, Luleå Municipality Destinations: Luleå, Piteå, Kalix, Haparanda +46 (0)70 288 26 90 karin.aberg@lulea.se

+358 (0)40 724 94 19 sari.kasvi@businessoulu.com Jaana Sirkiä, City of Kalajoki Destination: Kalajoki +358 (0)40 359 14 57

jaana.sirkia@kalajoki.fi Peter Källberg, Vaasa Region Development Company VASEK Destinations: Vaasa, Pietarsaari,

+358 (0)40 844 20 58

Kokkola

Council

peter.kallberg@vasek.fi **Lead partner**

Johanna Häggman, Kvarken

+358 (0)50 309 29 60

Marianne Sjöström, Kvarken

Lead Partner, project manager

marianne.sjostrom@kvarken.org

+358 (0)40 678 83 75

Council

johanna.haggman@kvarken.org

Lead Partner, communications manager





Aurora



All rights reserved.

<u>Skydd av personuppgifter – Tietosuoja – Data protection</u>

www.bothniancoastalroute.com info@bothniancoastalroute.com Want to change how you receive these emails?

You can <u>update your preferences</u> or <u>unsubscribe</u>