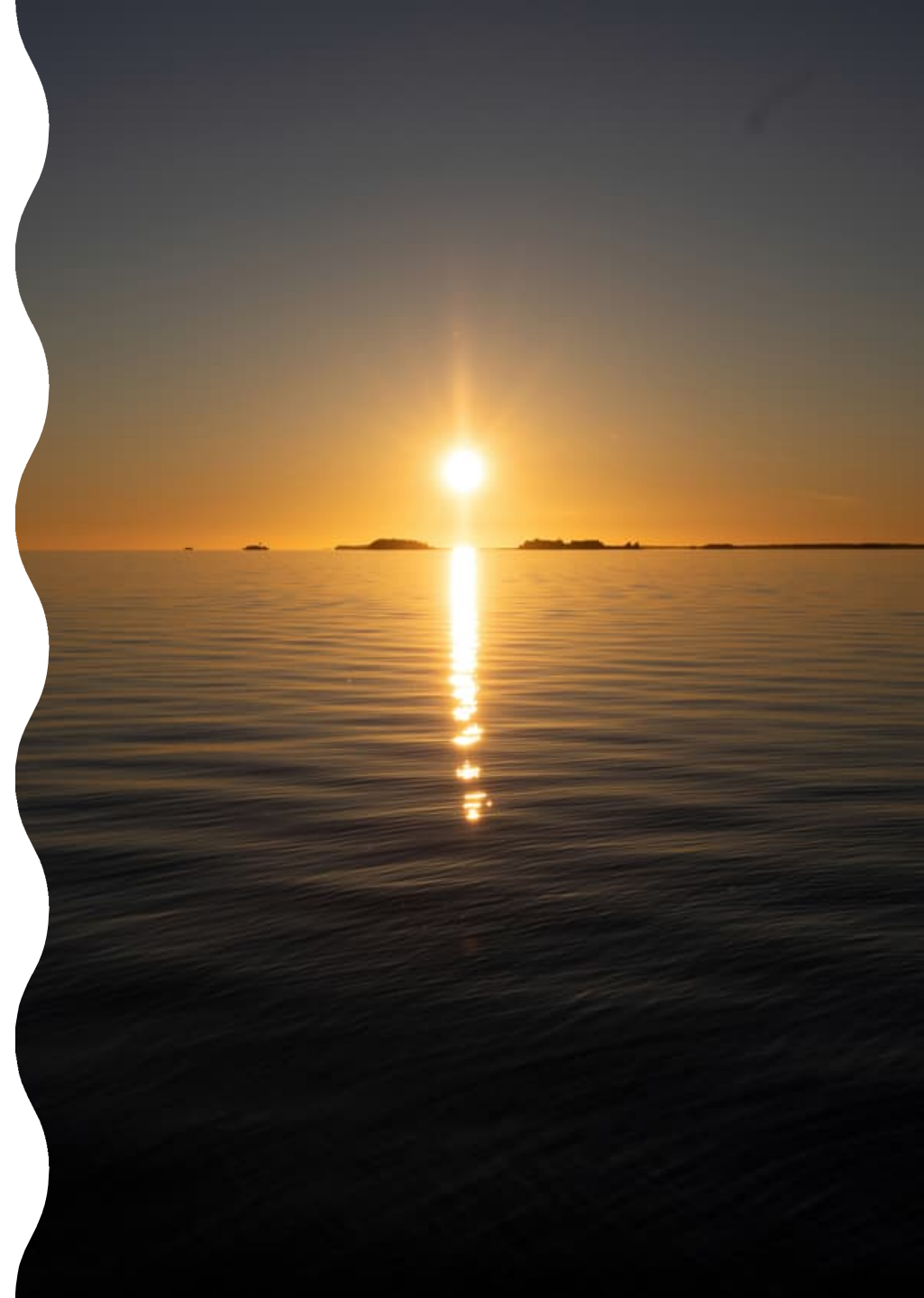


Project update 10/2022

Marine- and northern based tourism development in Bothnian Bay

- Maritime tourism cooperation in Bothnian Bay -partnership theme was launched in spring 2022. Launching and strengthening the collaboration between various actors in tourism and identifying a desirable joint development path has been in the heart of the project by far and still continuing.
- The work has included:
 - Identifying area´s network of tourism actors
 - Online survey about cross-border cooperation
 - 3 workshops (out of 5)
 - Interviews for key actors



- The end result of the project will be a program for the joint development of marine tourism in Bothnian Bay. Creating an accepted operating model between various tourism actors is important for continuous co-operation. Concrete aims are to create conditions for joint thematic products based on sea and northern aspects. The project also develops prerequisites for common visibility of the area, better accessibility and discovery of key unique selling points in Bothnian Bay.

- Tourism actors in Bothnian Bay are warmly welcome to join the following online workshops on November 7th and 29th of November! The topics covered will be: "Cross-border products" and "Co-operation model". You can participate in the workshops even if you have not joined the previous ones.

