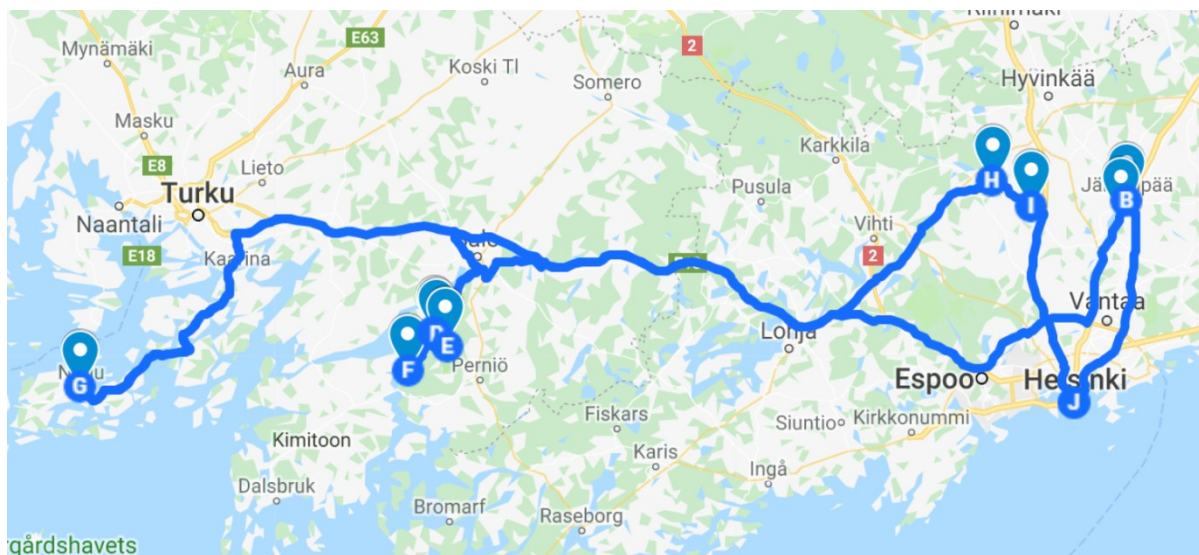
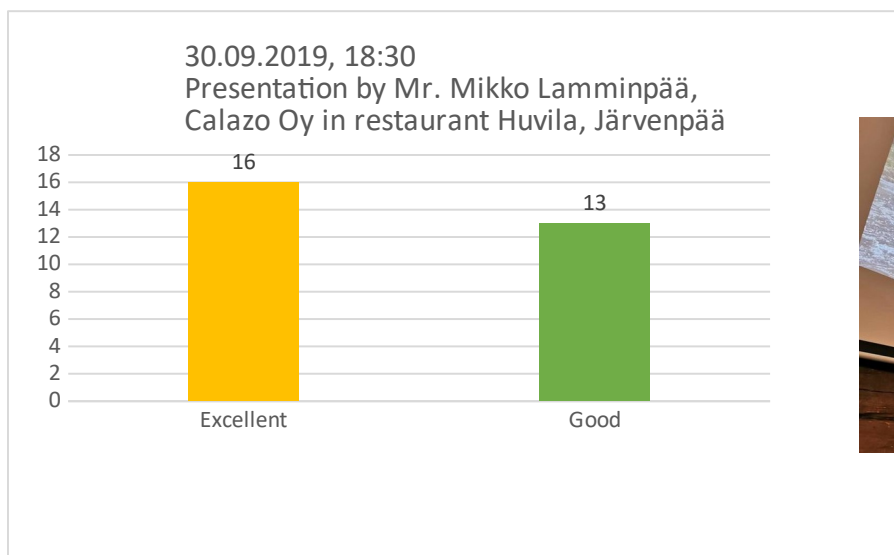


Project “FOREST TRAIL”
Study trip to Finland 30.09.2019 – 03.10.2019

SUMMARY



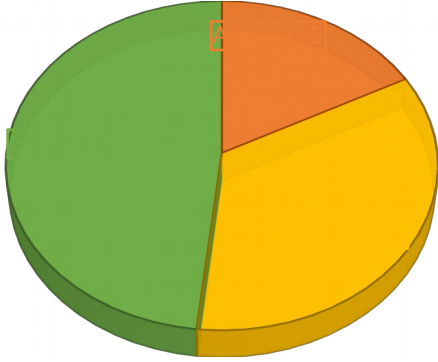
Overview of the trip



Mikko is specialized in long distance hiking trail development and is leading several trail developments projects in Southern Finland. We will take a look into projects and also maps. Calazo offers a wide selection of high-quality hiking trail and nature destinations maps from Finland, Sweden and Norway in their web shop. Maps are recyclable, highly water resistant and durable.

- + Very interesting presentation.
- + Technologies and concept.
- + Great idea about map’s material.
- + Valuable info for the project.

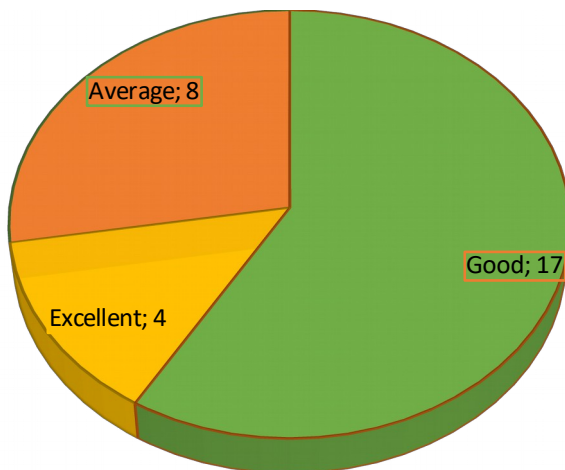
01.10.2019., 09:00-11:00, Guided culture walking tour in Järvenpää, Mr. Pekka Kärkkäinen



Pekka is a member of local tourism guide association. Pekka's specialty is war history and history of artist community around Lake Tuusula. Lake Tuusula is known for a unique community of artists, which were formed on the shores of Lake Tuusula in early 1900's. The best-known representatives of the golden age of Finnish art settled in the rural area. The most famous Finnish writers, artists and composer formed a community which have had an enormous effect to whole Finland. Pekka will take us to a guided tour, talked about the community, but also about guiding and the work of the association.

- + Interesting history, materials and information.
- + Good guiding skills.
- + Good story telling.
- + Proudness of nationality.
- Too much talking.
- Too detailed information.
- Too short hike.

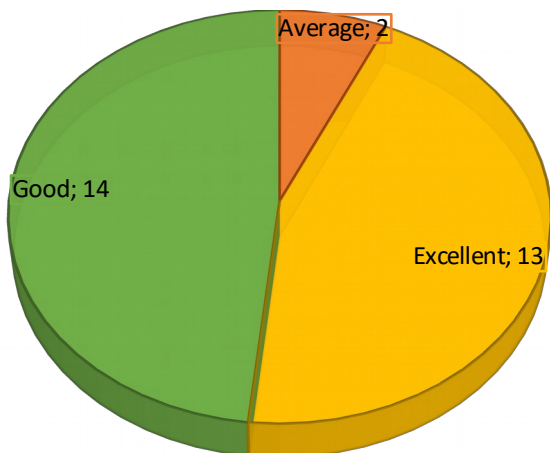
01.10.2019., 13:15-13:45, Mr. Petri Kulha, specialist in eco-tourism and project manager in LUOVA-project, Kouvola Innovation Oy



Petri works as nature tourism co-ordinator close to Repovesi National park and has an extensive experience of trail development, hiking tourism in general and co-operation with entrepreneurs. Presentation: <https://www.celotajs.lv/g/www/news/2019/Longdistancehikinginfinland.pdf>

- Too much history.

01.10.2019., 13:45-14:15, Mrs. Virpi Aittokoski, Visit Finland - Sports, Nature, Sustainable Travel in Finland



- + Good and necessary.
- + Good to know how national level works.
- + Educational and based in facts information.
- + Statistics and survey results.
- Missed to hear real marketing instrument examples.

Additional info from Virpi :

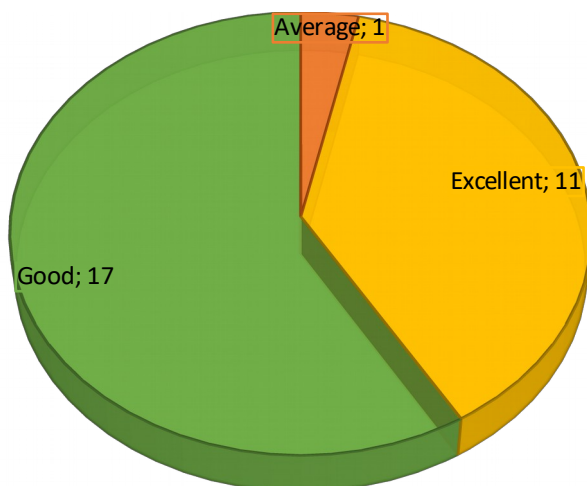
Suuralueet: <https://www.visitfinland.com/destinations/>

Outdoors: <https://www.visitfinland.com/outdoors/>

Sustainability: <https://www.visitfinland.com/sustainable-finland/> (b2c)

<https://www.businessfinland.fi/en/do-business-with-finland/visit-finland/sustainable-travel-finland-label/> (b2b)

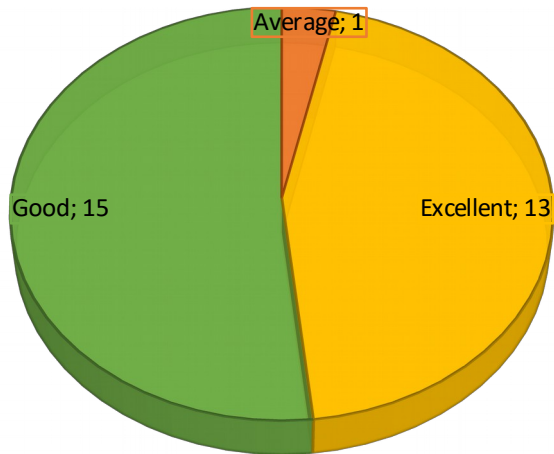
01.10.2019., 14:40-15:00, Mr. Ilkka Lariola, CEO, Natura Viva



Mr. Ilkka Lariola is a tour operator operating in Greater Helsinki area and offering nature tourism activities and experiences. Natura Viva is privately owned and already established 1986. Presentation: <https://www.celotajs.lv/g/ww/news/2019/NaturaViva.pdf>

- + Very practical experience.
- + Useful information.

01.10.2019., 15:00-15:30 OutdoorActive-Europe's largest outdoor platform. Mrs. Pirjo Räsänen, OutdoorActive, Country Manager

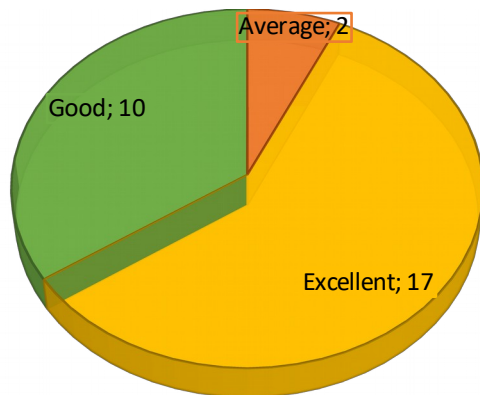


Outdooractive specialises in digitalization of outdoor tourism. We offer a wide range of technological services, a platform to reach a wide audience with active lifestyle and marketing opportunities. We have over 5 milj. page views per month and 1,4 milj. active community members. Presentation:

<https://www.celotajs.lv/g/www/news/2019/190305TheDigitalDestination.pdf>

- + Useful information.
- + Great platform development and cooperation.

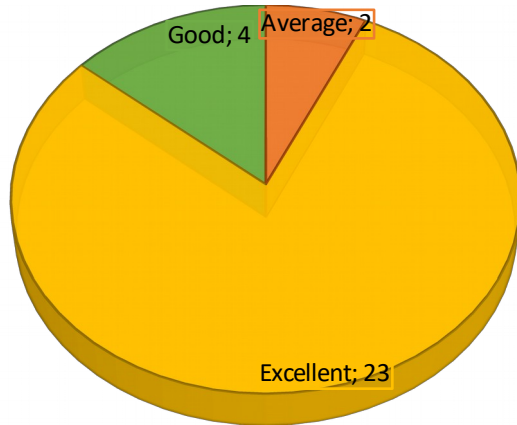
02.10.2019., 08:45-12:00, Mrs. Maija Pirvola, Teijo National Park development Manager, Yrityssalo (local development company)



Matilda is a small ironworks village close to Teijo National Park. Matilda has become increasingly popular within the past years and the number of tourist has grown there year after year. It has been a success story but it has also caused difficulties and side effects. We will walk through the village to Teijo National Park led by Mrs. Maija Pirvola, Development Manager, Yrityssalo (local development company).

- + Good story telling.
- + Practical.

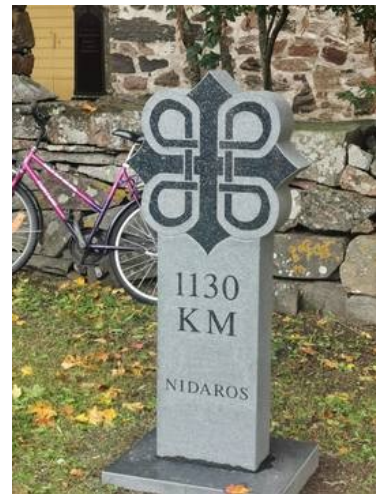
02.10.2019., 08:45-12:00, Mr. Mikael Nordstrom, regional manager, Parks and Wildlife Finland



Parks & Wildlife Finland manages protected areas and provides facilities for hikers. Mr. Mikael Nordstrom, regional manager, Parks and Wildlife Finland will take us to a guided hiking trip. We will learn about signposting, maintenance, information boards and sustainable development in Teijo National park. We will also talk about growing numbers of tourists and visitor flows.

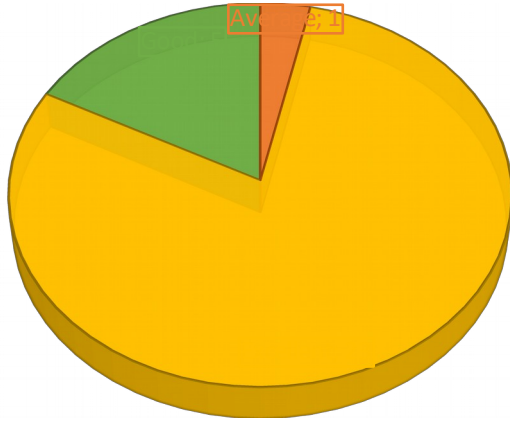
- + Facts, deep understanding.
- + Knowledgeable.
- + Good talking and walking balance.
- + Very interesting about practical activities in the park and work with local land owners.
- + Good practical experience.

02.10.2019., 14:45-17:00, Mr. James Simpson, stolavwaterway.com, project manager



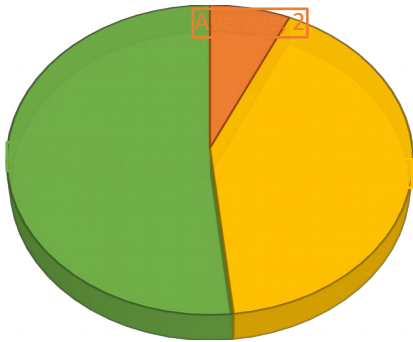
Development of long-distance trails, St. Olav Waterway-project + meetings with entrepreneurs, mostly small companies and walk through the trails in Archipelago.

02.10.2019., 14:45-17:00, William Hellgren – chef and restaurant owner Hotel Nestor and Restaurant Backpacket



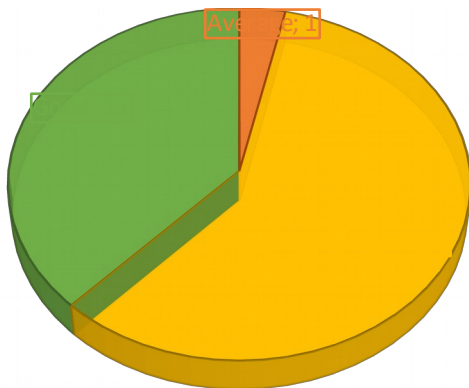
- + Story telling.
- + Great success story.
- + Brave person who loves his job.
- More time was needed to experience.

02.10.2019., 14:45-17:00, Sara Soderlund – hiking routes for tourism development



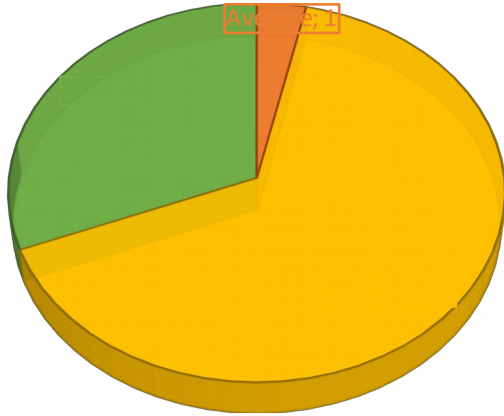
- + Very personal experience.

02.10.2019., 14:45-17:00, Frank Tuominen – pick up, drop off cycle for the Archipelago



- + Great idea and enthusiasm.
- + Real-life experience.
- + Wide area coverage.

03.10.2019., 08:45–09:30, Mr. Pasi Juutilainen, Kiljavan opisto, adult education institute

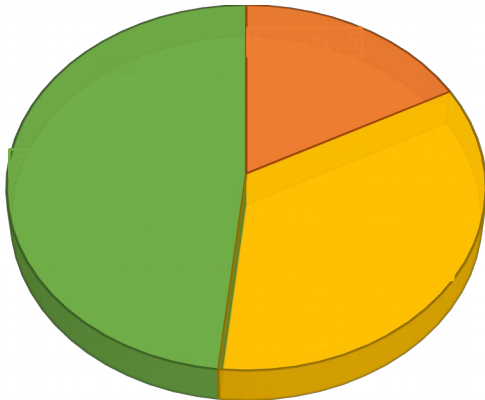


Pasi presented nature tour guide vocational training programme.

- + Practical and complex education.
- +/- Would be good to have a bit more time.
- + Perfect institution with good programme.

Presentation: https://www.celotajs.lv/g/www/news/2019/PasiJuutilainen-wilderness_guide_roadmap.pdf

03.10.2019., 10:00-12:00, Hiking programme led by Rural Women's Advisory Organisation (MKTN), Mrs. Auli Hirvonen



MKTN are developing long distance hiking trail together with local museum and municipality of Nurmijärvi. We will hike the trail and visit local museum, talk with municipality representatives and Auli.

- + Practical information and very heart warmly.

