



SCANDINAVIAN
ISLANDS

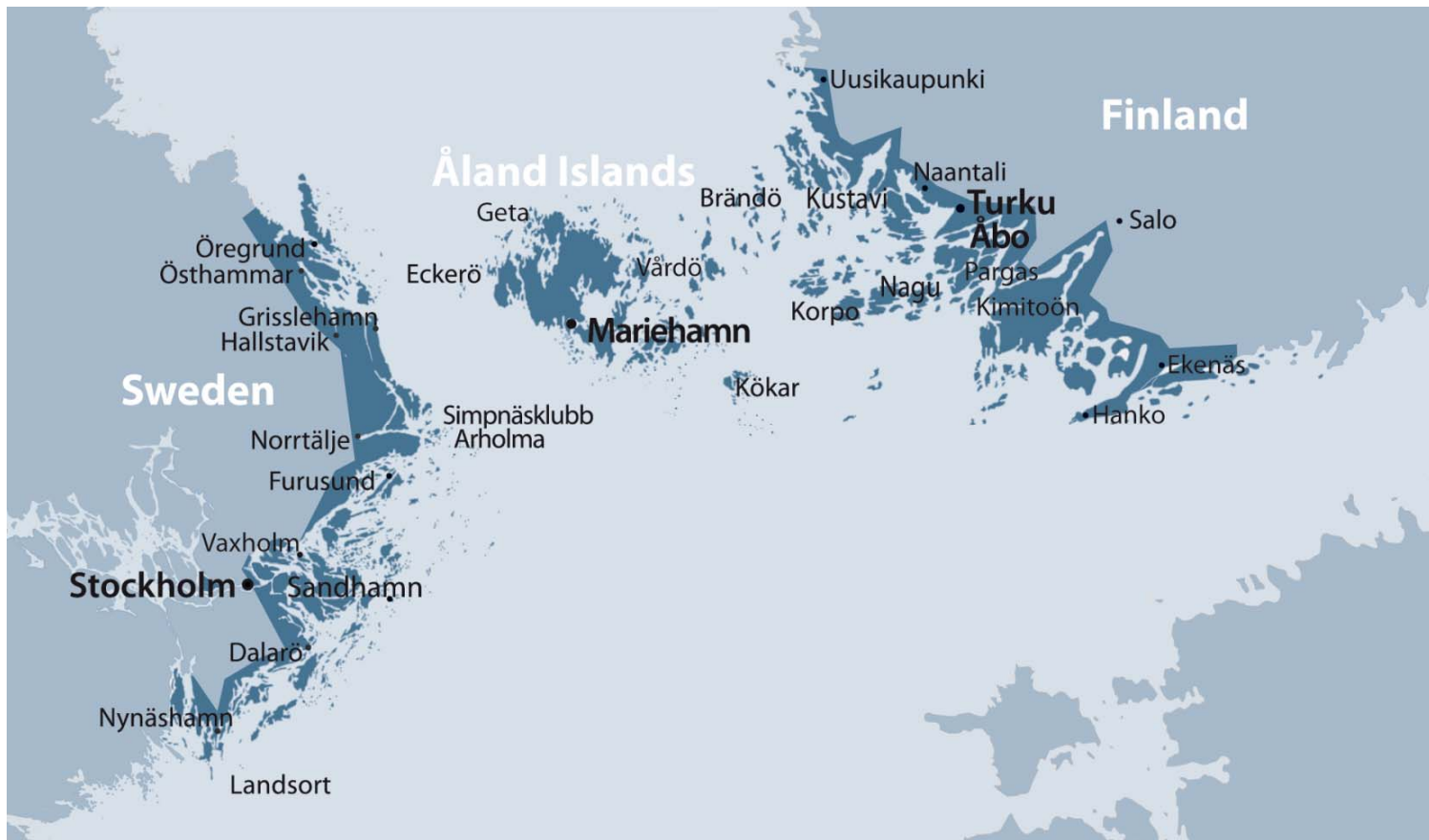


THE BRAND



the project

BRANDING SCANDINAVIAN ISLANDS



Partners

Visit Skärgården

VisitÅland

Turku Touring & Turku Archipelago



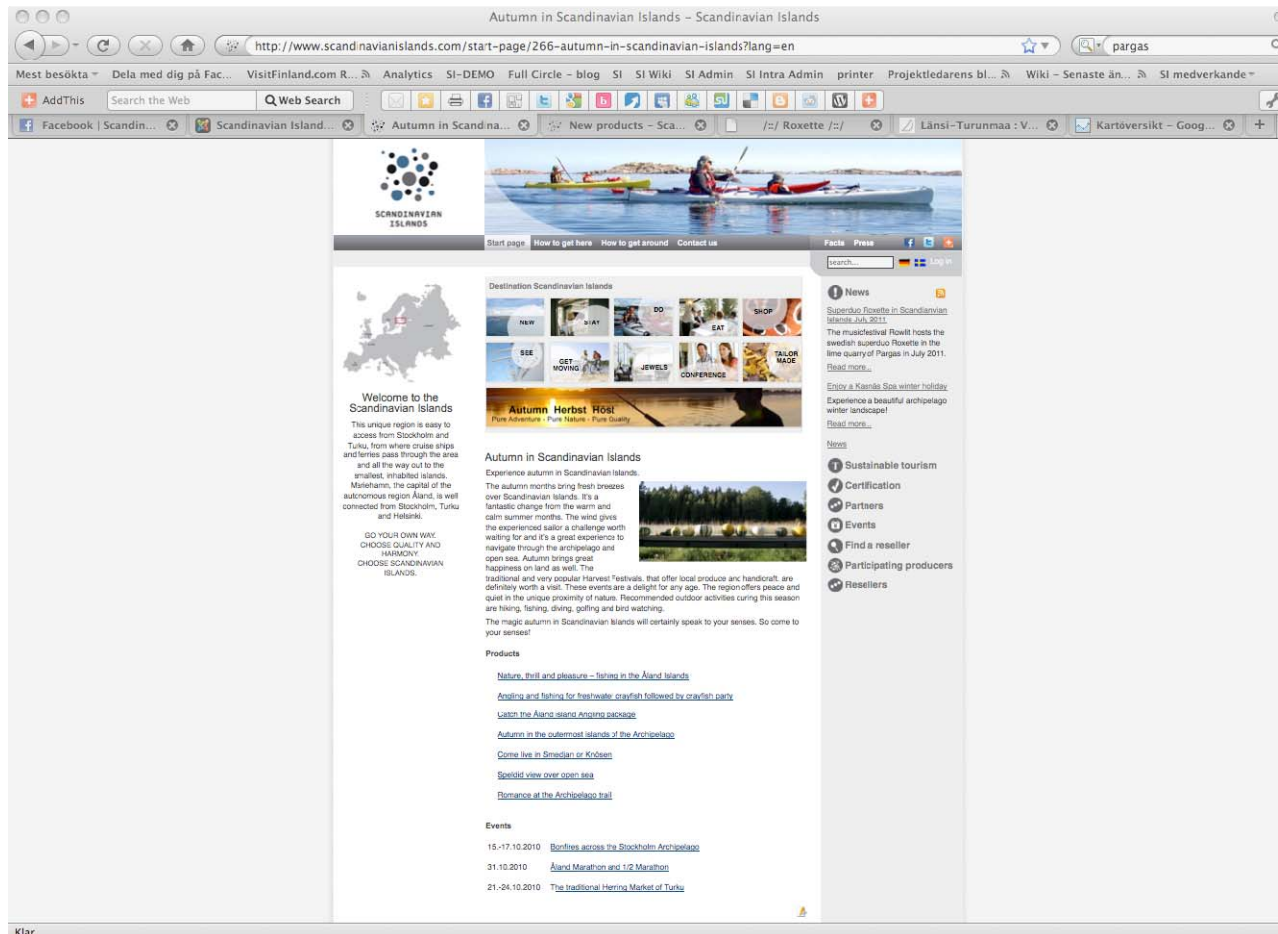
Branding Scandinavian Islands – the project

- The work is supported by the European Union through its Regional Development Fund.
- The aim is to increase the number of visitors to Scandinavian Islands from abroad by 10 % from 2008 to 2013.
- This is to be achieved by unified product development, joint marketing and enhancing the competence and quality among the service producers throughout the Scandinavian Islands.



THE WEBSITE

www.scandinavianislands.com



Social Media

www.wikipedia.com

www.twitter.com/PureArchipelago

www.facebook.com/PureArchipelago

www.flickr.com/scandinavianislands

www.youtube.com/scandinavianislands

www.vimeo.com/scandinavianislands

www.stumbleupon.com/scandinavianislands

Pure adventure - Pure nature - Pure quality



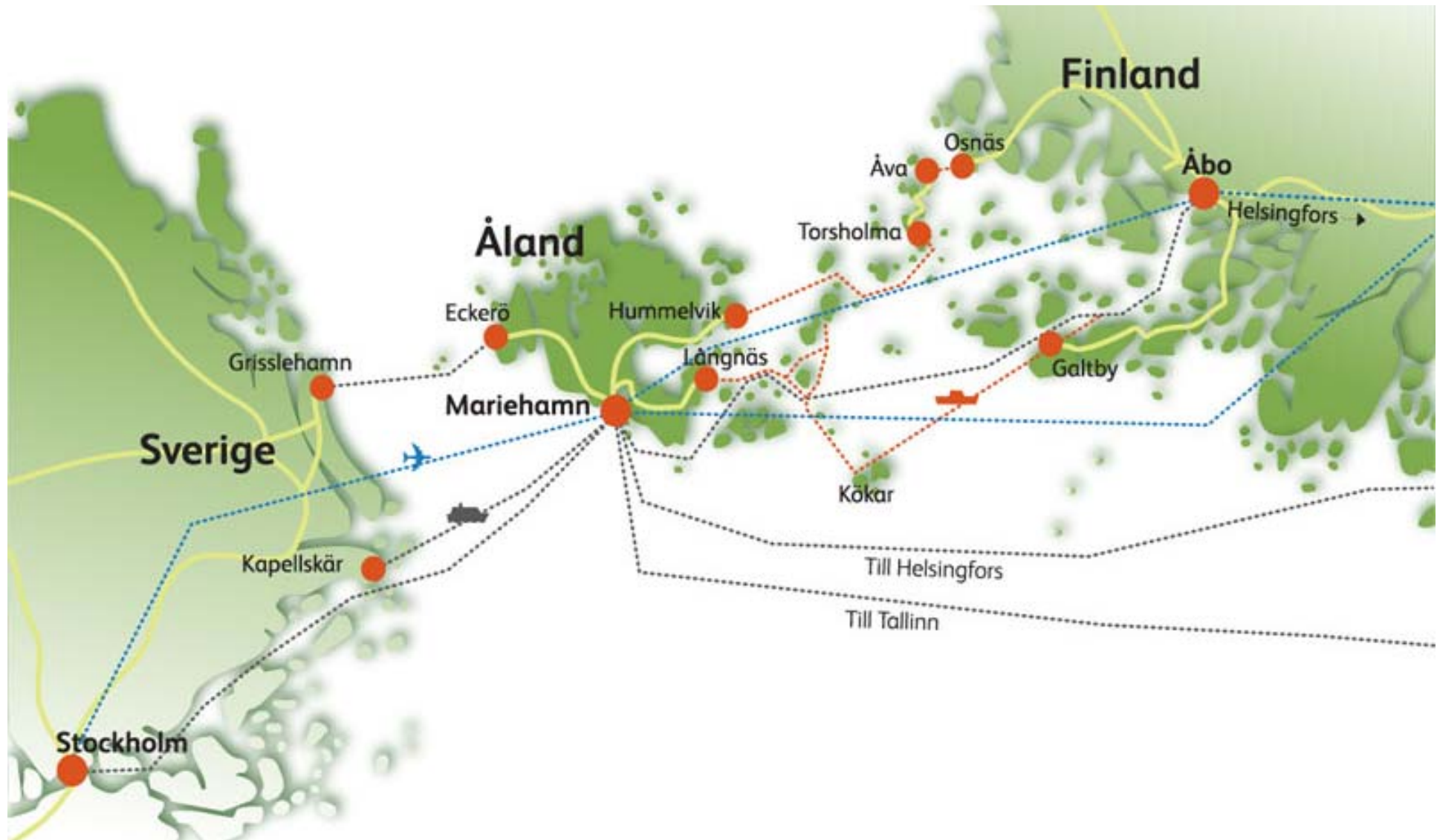
www.archipelagoraid.com

www.youtube.com/PureArchipelago



Scandinavian Islands - a destination

- The archipelago area between Stockholm in Sweden over the Åland Islands to Turku in Southwest Finland
- The landscape is a mosaic of 60 000 islands
- Scandinavian Islands is the home of 400 000 people, 70 000 live on islands
- A life close to nature and water has created a special culture in the small but vibrant archipelago communities



- Scandinavian Islands are easy to access from Stockholm, Turku and Helsinki → cruise ships and ferries pass through the area

International Marketing

- **Target Markets:**

- **Germany** WHOP (Wealthy Healthy Older People)

- Fairs: ITB, workshops, press visits, FAM trips

- **The Netherlands** Active Family

- Vakantienbeurs, workshops, press visits, FAM trips

- **Great Britain** DINKs (Double Income No Kids)

- WTM, workshops, press visits, FAM Trips

- Good visibility through Visit Finland and Visit Sweden
- Also visibility through partners on other fairs and press visits
- Two major gateways (Stockholm, Turku)
 - more possibilities
 - easier to reach and connect to marketing

Joint product development

- The trademark Scandinavian Islands is a quality guarantee for the visitor, used only by certified enterprises in the area
- Sustainable values, high level in service including service in English, availability year round
- Cooperation between areas: Learning from other regions
 - challenges and good practices shared
- Aim in Cross Border Products
 - geographical CB products expensive (long distances, scattered area)
 - new focus instead in theme folders



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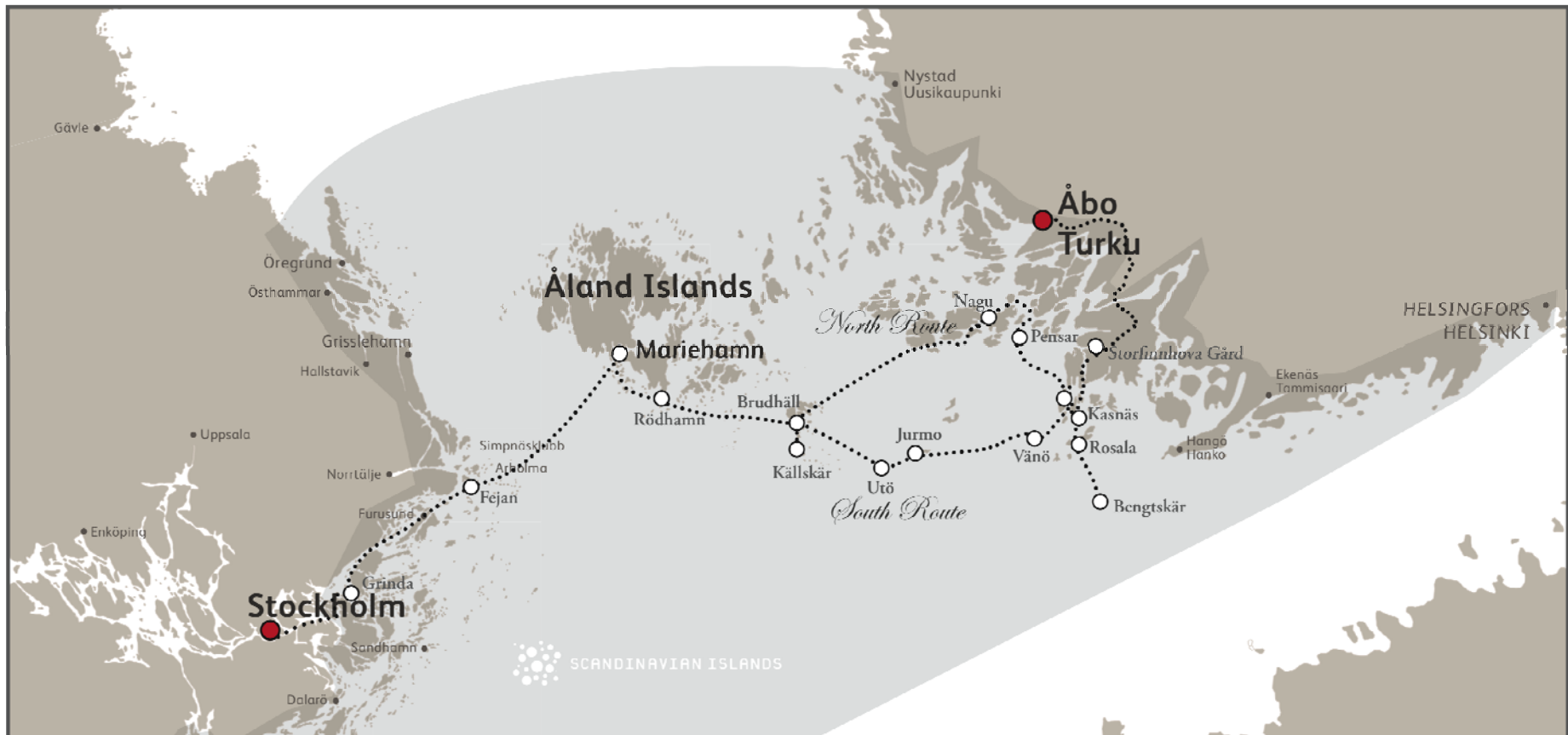
Challenge: CROSS BORDER PRODUCTS
research 2009 – 2011

Case study / Gourmet Sail
Customer: TUI Wolters



SCANDINAVIAN ISLANDS *Gourmet Sail*

www.scandinavianislands.com



SCANDINAVIAN ISLANDS

Gourmet Sail

- the Northern Route

DAY 4 NORTH. SUNDAY

Turku archipelago: Högsåra – Pensar – Nagu
(Northern Route chosen in case of rough weather conditions)

- Early rise with breakfast aboard, Set sails from Högsåra at 8.00 am
- 10-12 am nature-experience on one of the numerous islands on the way
- Lunch at Slow-Food Restaurant Pensar Syd. Guided tour of Pensar upon request.
- Set Sail for Nagu.
- Local Produce - Sunday Afternoon Picnic on the go
- Souvenir shopping upon arrival Nagu
- A'la Carte dinner at local Restaurant
- 10 pm. Sunset drinks onboard





SCANDINAVIAN ISLANDS

CROSS BORDER THEMES 2011

Go your own way.
Choose quality and harmony.
Choose Scandinavian Islands.

Challenges of Cross Border Product packaging

- The seasonal climate changes around the Baltic Sea
- No co-organized Infrastructure in the area
- Keeping the touch with the ground level service providers for reliable product partners to remain.
- Minding the brand vs reality
- Including the brandvalues the whole way
- Targetgroup-focus
- Networking! Decisionmakers, locals, producers, resellers..
- Reliable product partners
- Deal of resonable price (ex. Cycle package)
- It must be real!



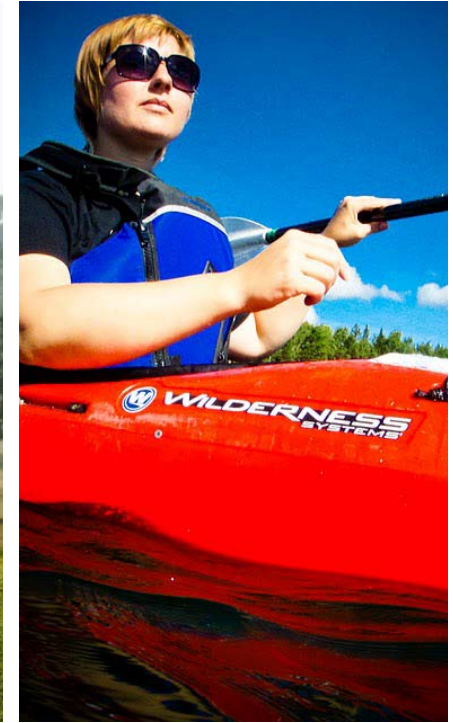
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From left:

- Hannele Gladh, Öppen Skärgård
- Pia Eklund, Municipality of Haininge
- Anita Lundin, Visit Åland
- Magnus Leijström, Öppen Skärgård
- Marika Andersson, Turku Touring
- Niclas Gestranius, City of Västaboland
- Matilda Åberg, City of Västaboland
- Annica Grönlund, Visit Åland
- Lotta Bäck, Turku Touring
- Tomas Björkroth, Municipality of Haininge
- Mikael Larsson, Municipality of Haininge

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