

DESTINATION DEVELOPMENT – ARK EAST 2020

Pre-study Analysis and Recommendations for Sustainable
Development of the Östergötland Coastline and Archipelagos



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1. EXECUTIVE SUMMARY

This research, analysis and report focuses on the potential for sustainable destination development of Östergötlands archipelago and coastline.

Top-line recommendations for strategic planning and prioritisation are detailed below:

Marketing – create a cohesive destination brand and identity, collaboration and partnerships are key

Print and digital media – less is more, consolidate and freshen the range, branding and product packages. Focus on more digital development

Transport Infrastructure – key to accessibility all year round, a stepped increase and extension of service month by month to support sustainable growth

Road directional signage and information – correlate with revised branding and information points

Mix of products in summer – good mix, potential for new and different products throughout the year

Mix of products outwith summer – many closed, opportunity to test longer opening times

Historical and cultural heritage – preserved heritage abounds, share the story

Key stakeholders – engaged but potential to be fragmented, collaboration towards a common vision for greater impact

Influencing future development – common vision, strategic and action orientated

Sustainable development – green identity and brand essential, requires commitment and investment

Overtourism – already impacting in July, opportunities to distribute visitors along the coast and to visit and stay on more islands

Extending opening months – a chain effect, requires marketing and transport infrastructure to deliver and support this ambition

Employment challenges – more all-year locals employed if possible and extended operating months to support this

Visitor facilities – toilets, water, waste management and parking can be a challenge, review facilities and their location to enhance new product development also

Future development – engage and support the local community, whilst bringing new ideas to fruition. Embrace new projects which respect the environment, culture and heritage of the landscape

2. PERSONAL REFLECTIONS ON A SENSE OF PLACE

Östergötland's coastline and islands are quite simply a most stunning treasure!

For the visitor who has returned since they were children and now bring their own family to share that same experience, it's so much more than the traditions of childhood.

For the new visitor it's otherworldly. A place to opt out, space to breath and let every sense connect with a landscape that nature carved by her own free hand.

The islands and the people who live and love them, hold this **sense of place** which whispers stories of the past, the people who lived it and their children's children, who hold the key to its future.

For this, it is most unique and special.

And it is this which must be preserved for those who live there now and in the future. And so it is a **precarious balance** to contemplate the travel industry which can both support the lives of those who live there, and create a platform to preserve that heritage.

The future of that industry relies on two components, **Green** and **Digital**.

We are all custodians of this destination and the decisions we make now will impact immediately.

Östergötland's coastline and islands rely quite heavily on the tourism industry which can be the life blood in many rural communities, and so should be developed with a strong focus on sustainability and inclusion for those who live, or come to live there.

The destination is well placed to play a part in the tourism of tomorrow, with sustainable advantage due to ongoing investment and new projects continuing to take effect through **regional partnerships and those across the Baltic Sea**.

The destination is **well placed to meet current and future travel trends** now and looking ahead to 2030.

Digital will play a big part, so connectivity is key, as is supporting tourism related businesses to be fully online and connecting with the visitor now and in the future.

Coastal tourism is part of the renewed interest in outdoor tourism and so the **'blue economy'** will benefit with an increase in visitors looking for new experiences in new destinations in Sweden.

The destination meets perfectly the trends of 'localism' where the visitor and travel experience connect with businesses who delivery locally, and the revenues help to keep those **local economies** going.

Wellness, adventure tourism, nature and wildlife, transformational experiences, short breaks at quieter times of the year, and **eco-tourism**, are trends which are ideally placed to put our destination in focus and a highlight for all seasons. Working with **seasonality** is key to economic and employment success.

The domestic and family markets are growing in Sweden, visitors are looking to travel with purpose and make conscious choices which **support local business and community** so it's a good time to rethink and set the path for a more sustainable destination going forward.

The development of Östergötland's stunning coastline and islands are an opportunity to **reset tourism in our own image and meet responsible tourism goals**. Protect the natural assets, create opportunities for inclusive community decisions and **invest in sustainable development** to ensure our visitor experiences can produce the most sustainable memories possible!

Kim Ross

3. BACKGROUND

This report is part of a pre-study evaluation of the visitor experience around the coastline and archipelagos of Östergötland.

The aim is to provide a deeper understanding of the guest experience, strengths and opportunities for tourism development, and contribute to a longer-term action plan and strategic implementation for sustainable destination development.

The analysis is concerned with the potential for developing a sustainable and recognisable tourism destination and brand which can protect the natural and cultural assets of the region. The opportunity to open up the potential for increased economic and social benefits whilst minimising negative environmental impact on this fragile coastline.

The sentiments from stakeholders in the region have been included in this research in order to incorporate greater context and deeper relevance of the potential commitment and focus possibilities.

3.1 Purpose of Report

The purpose of this report is to evaluate the current visitor experience and identify opportunities for future sustainable development in the destination.

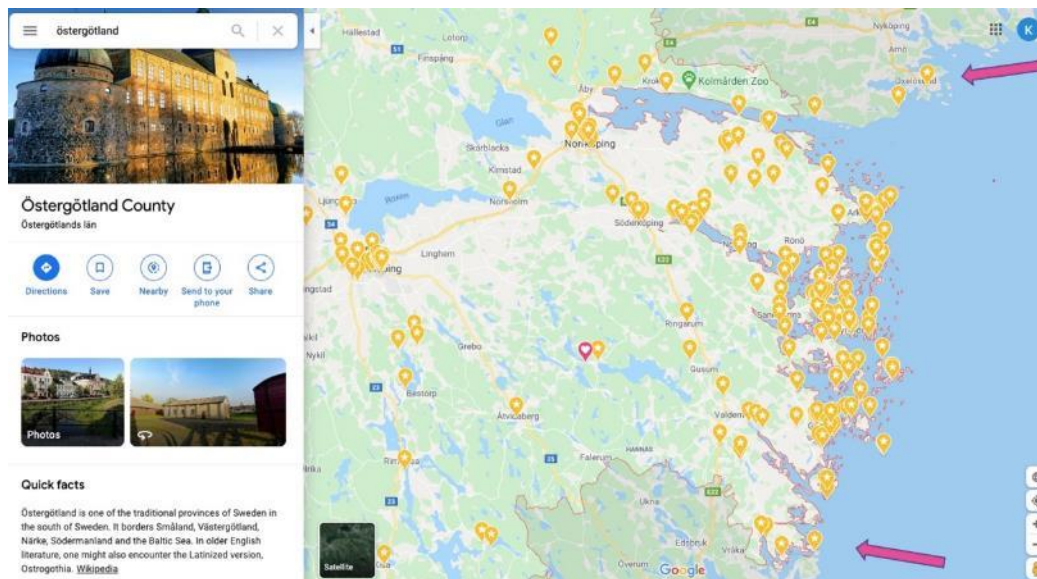


Figure 1 The field study research parameters of the coastline audit from Oxelösund in the north to Torrö in the south

This report focusing on the visitor experience and sustainable development of the archipelago and coast of Östergötland complements previous analysis and reporting around archipelago development and infrastructure.

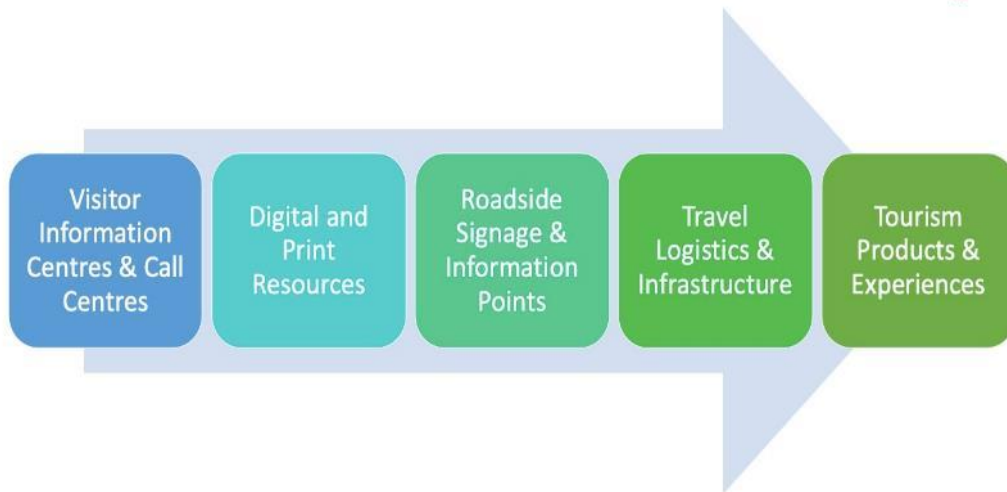
The work has been carried out by an experienced quality assurance and sustainability advisor, Kim Ross, who has been involved in sustainable tourism development with *Visit Scotland* and several tourism regions and projects in Sweden and Norway. Kim is also certified in sustainable tourism through *GSTC (Global Sustainable Tourism Council)* and an accredited advisor with *Swedish Welcome* which aligns tourism development with the *Sustainable Development Goals SDGs 2030*.

In 2020, field work was carried out from May to August, survey research and interviews in September, and final presentations in November.

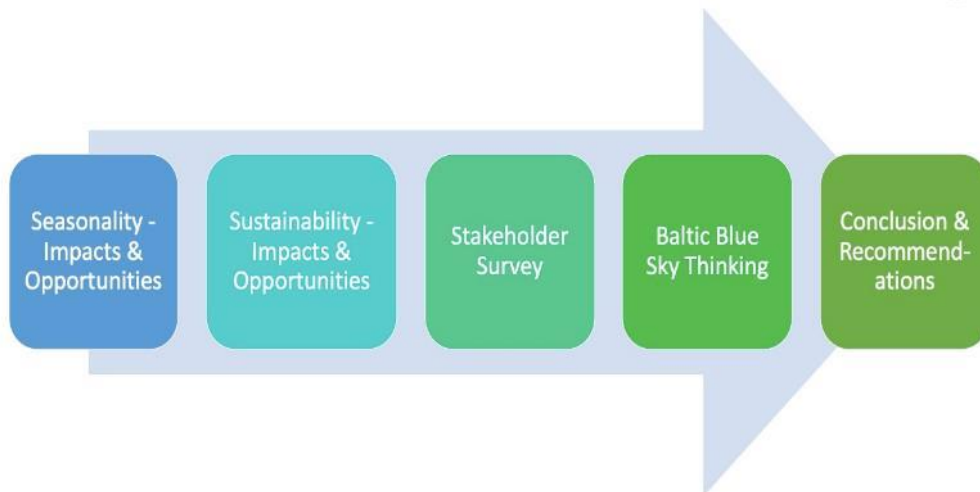
The project is broken down into two threads:

1. The Visitor Journey and the key touchpoints of their experience
2. The Visitor Journey and connection with destination management and development

VISITOR JOURNEY - KEY EXPERIENCE TOUCHPOINTS



VISITOR JOURNEY – DESTINATION MANAGEMENT & DEVELOPMENT



3.2 Approach

SCOPE OF WORK:

- Destination audit – visitor experience key touchpoints
- Destination management analysis – sustainability touchpoints
- Online stakeholder survey and analysis – 10 participants
- Individual stakeholder 1:1 interviews
- Blue-sky thinking – ideas for product and destination development
- Project report & presentation with suggestions for next steps

3.3 Analysis

VISITOR JOURNEY – KEY EXPERIENCE TOUCHPOINTS:

1. **Visitor information centres and call centres** – an evaluation of the service delivered by visitor information centres and information points and how this adds value to the visitor experience.
2. **Digital and print resources** – an audit of digital print and resources available online, in print, at visitor information centres and information points.
3. **Roadside signage and information points** – an audit of road signage and roadside information points along the main routes and from the major towns of Norrköping, Söderköping and Valdemarsvik.
4. **Travel logistics and infrastructure** – a practical evaluation of boat transportation and visitor infrastructure available at the main harbour departure points to the archipelago.
5. **Tourism products and experiences** – overview of the tourism products and experiences along the coastline and archipelago in terms of quality, range, seasonality and packaging.

VISITOR JOURNEY – DESTINATION MANAGEMENT & DEVELOPMENT:

1. **Seasonality impacts and opportunities** – context of the visitor experience throughout the year to identify opportunities for growth and extending the short season.
2. **Sustainability impacts and opportunities** – overtourism, capacity management, recycling facilities, nature and wildlife conservation and the visitor journey.
3. **Stakeholder survey** – qualitative research from key stakeholders in the municipality, region, project leaders and entrepreneur networks to gather opinions around sustainability, future development, employment and visitor facilities.
4. **Baltic blue-sky thinking** – ideas and inspiration on future developments to enhance the visitor journey, address seasonality and increase tourism in a sustainable way.

OUTPUT – Summary and overview incorporating views and ideas which could be the platform for the next steps to develop a strategy and collaborative action plan for the short to mid-term sustainable destination development of Östergötland's archipelago coastline.

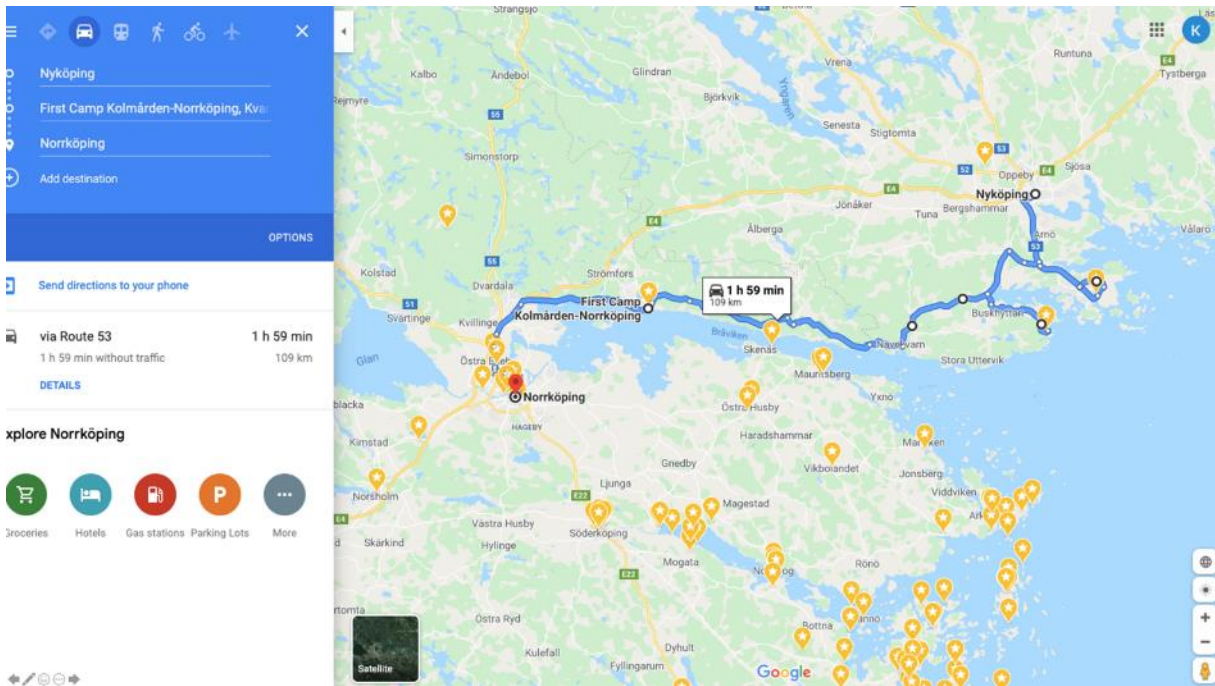


Figure 2 Secondary routes taken while travelling from Nyköping and Norrköping

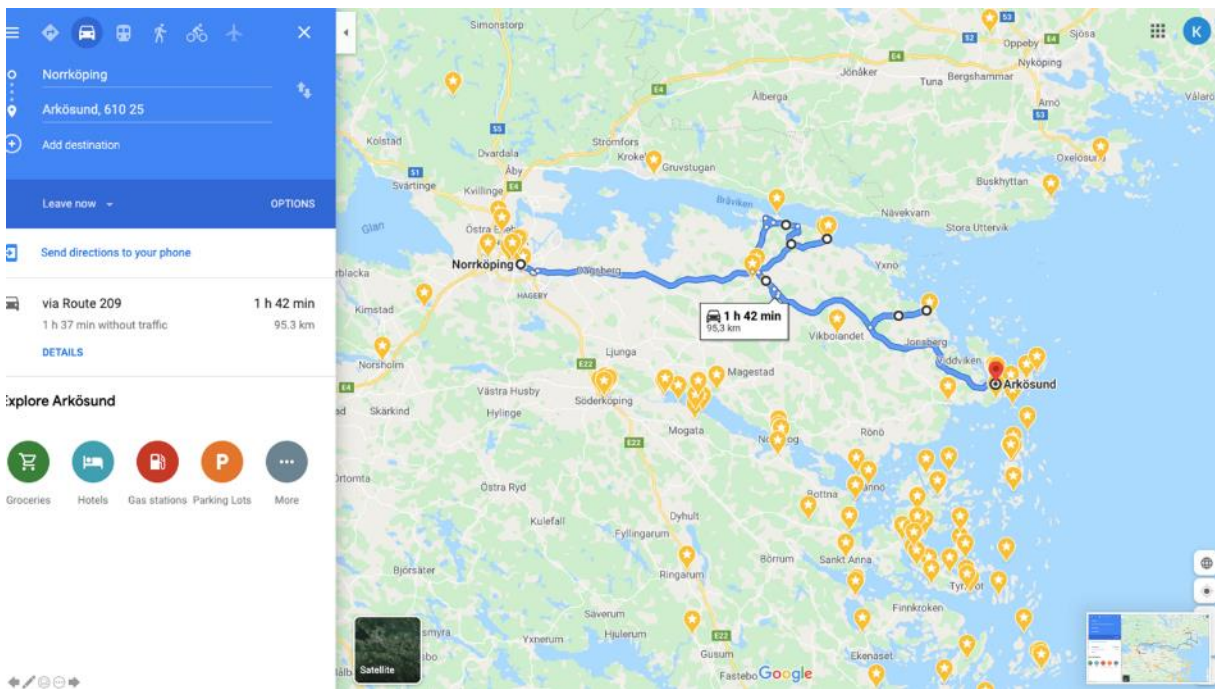


Figure 3 Secondary routes taken while travelling from Norrköping to Arkösund

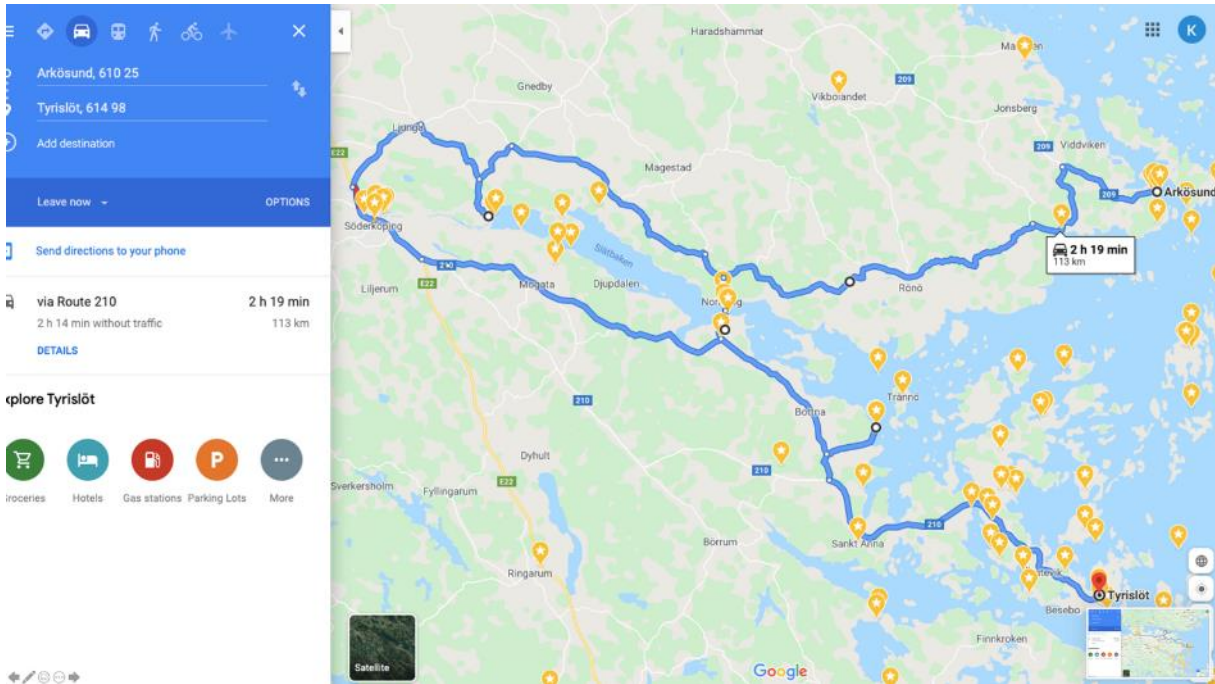


Figure 4 Secondary routes taken while travelling from Arkösund to Tyrislöt

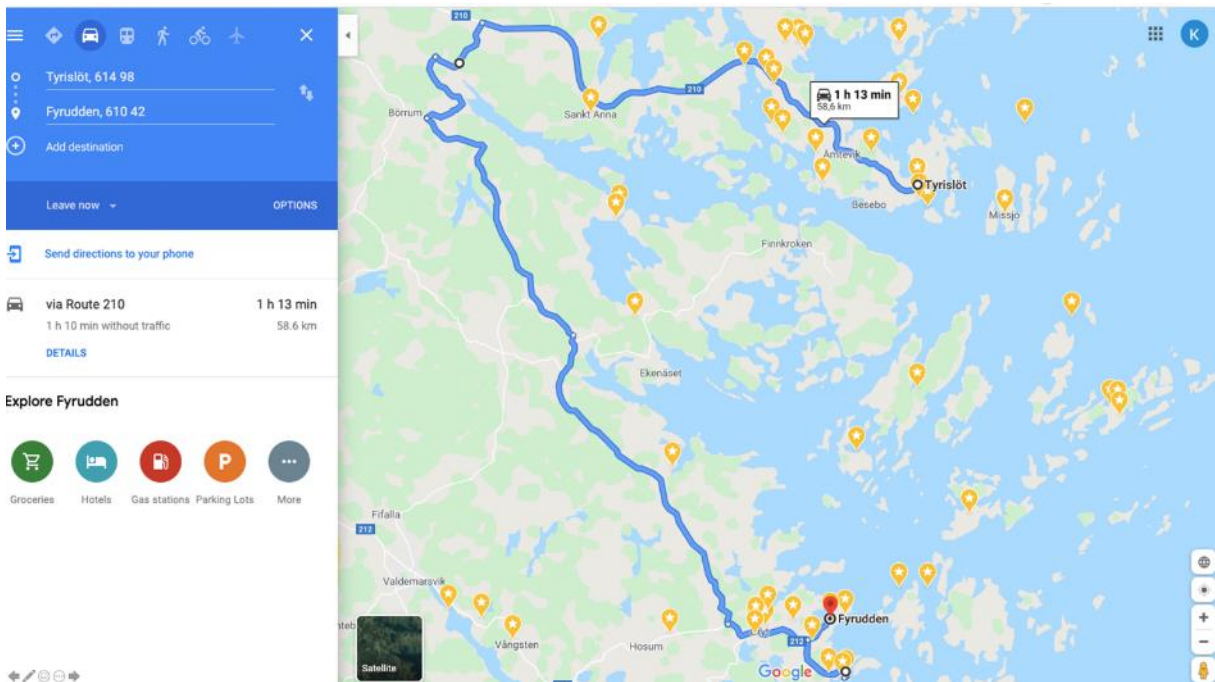


Figure 5 Secondary routes taken while travelling from Tyrislöt to Fyrudden

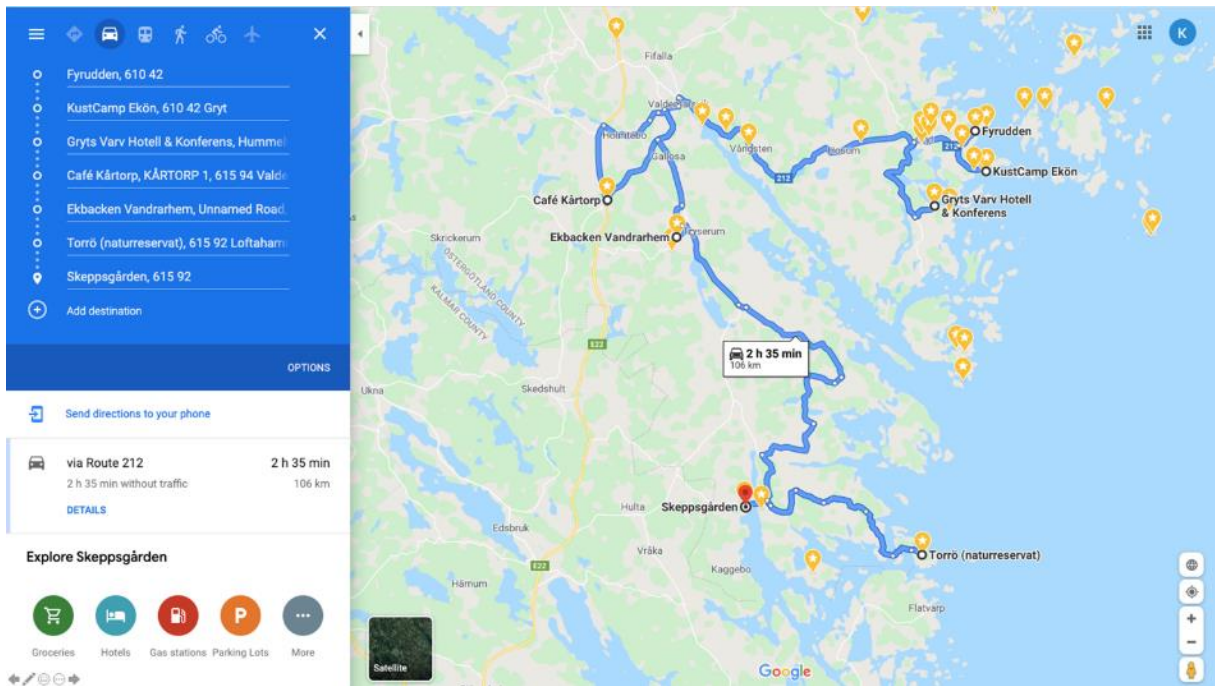


Figure 6 Secondary routes taken while travelling from Fyrudden to Skeppsgården and Torrö

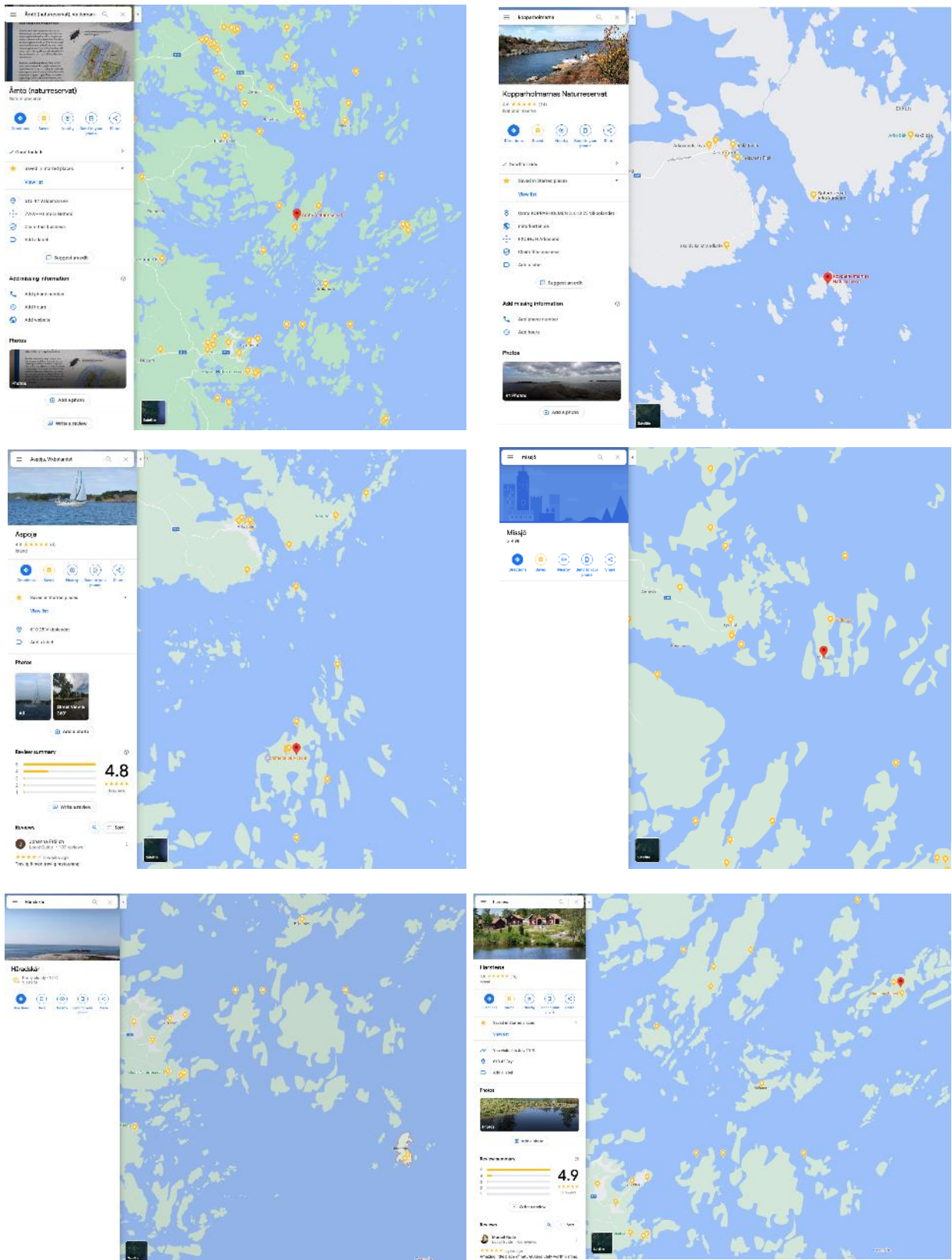


Figure 7 The islands connected to this coastline audit are Kopperholmarna, Aspöja, Missjö, Hårdskär, Ämtö

4. INTRODUCTION

Östergötland's archipelagos are stunning, unique and they exist only because the landscape has been covered by ice sheets which weighed heavy on the land mass. As the earth warmed, so the ice melted and the land began to rise. And so it continues to do by 8mm each year, exposing more land, coastline and new islands. At the last count Östergötland had over 8,000 islands from larger forested islands near the coast on the inner archipelago, to the smooth naked low rocks of the outer archipelago which were polished by the ice sheet.

The islands have been inhabited since they rose from the sea. Today the landscape supports agriculture and small-scale fishing. The little-touched environment, both above and below water level, retains its authenticity. It is this unique identity which must be preserved to continue what has always been in this living archipelago in the brackish Baltic Sea. The archipelago is one of Sweden's less developed, less discovered gems and it is really important that any future development evolves organically and in a way that meets the needs of both the local and visitor in the right balance.

4.1 Why 'ARK EAST'

Ark East is simply a working title chosen for this pre-study alone to encapsulate the area for which this report is to focus. That observed area is the coastline and archipelagos of Arkösund, St Anna, Gryt and Tjust on east coast of Östergötland region. According to Wikipedia and Statistikmyndigheten SCB in 2011, there were 8,888 islands identified in this section of the east coast.¹

4.2 Ark East 2020 Destination Audit

This is an analysis of the potential for developing a sustainable and recognisable tourism destination and brand, which can protect the natural and cultural assets of the region. The opportunity to open up the area for increased economic and social benefits, whilst minimising negative environmental impact on this fragile coastline.

4.3 Context Within Sweden as a Destination

Sweden's archipelagos are a key feature of the destination portfolio for Sweden both domestically and internationally. Visit Sweden feature archipelago island life as an authentic and unique experience, off the beaten track and one where you can connect with the 'real Sweden'.² With recent campaigns, such as '72 hour cabin'³, 'edible country'⁴ and ongoing features around nature and culture tourism, Östergötland archipelago experiences are a really good fit to work alongside this marketing focus.

¹ https://en.wikipedia.org/wiki/%C3%96sterg%C3%B6tland_archipelago

² <https://visitsweden.com/what-to-do/nature-outdoors/nature/archipelagos/swedens-archipelagos/>

³ <https://visitsweden.com/where-to-go/southern-sweden/vastsverige/72hcabin/>

⁴ <https://ediblecountry.visitsweden.com/en/>

4.4 Background Research

A range of studies and analysis around the archipelago destination are available. These cover the socio and economic viability of life in the archipelago and coastline and offer a strategic and analytical context and background to complement the focus of this report.

- Regional visitor survey 2018 and 2019 – Research One
- Gemensamt utvecklingsprogram för kust och skärgård 2030⁵
- Teliadata 2019
- Accommodation statistics – SCB/BI Syd⁶
- Future Analysis St Anna Archipelago – Kairos Futures
- Future Analysis Arkösund Archipelago – Kairos Futures
- Swedish Welcome reports and analysis – Archipelago cluster

⁵ <https://www.regionostergotland.se/Regional-utveckling/regional-planering/Landsbygds--och-skargardsutveckling/utvecklingsprogram-for-kust-och-skargard/>

⁶ <https://tourisminkane.com/sv/statistik-och-analys/statistik-for-gastnatter>

5. METHOD

5.1 Ark East 2020 Destination Audit – Visitor Journey

The on-site audit took place during May and July in 2020 and covered the following aspects:

KEY VISITOR EXPERIENCE TOUCHPOINTS:

1. **Visitor information centres and call centres** – an evaluation of the service delivered by visitor information centres and information points and how this adds value to the visitor experience.
2. **Digital and print resources** – an audit of digital print and resources available online, in print, at visitor information centres and information points.
3. **Roadside signage and information points** – an audit of road signage and roadside information points along the main routes and from the major towns of Norrköping, Söderköping and Valdemarsvik.
4. **Travel logistics and infrastructure** – a practical evaluation of boat transportation and visitor infrastructure available at the main harbour departure points to the archipelago.
5. **Tourism products and experiences** – overview of the tourism products and experiences along the coastline and archipelago in terms of quality, range, seasonality and packaging.

5.2 Ark East 2020 Destination Audit – Destination Development

KEY DESTINATION MANAGEMENT & DEVELOPMENT TOUCHPOINTS:

1. **Seasonality impacts and opportunities** – context of the visitor experience throughout the year to identify opportunities for growth and extending the short season.
2. **Sustainability impacts and opportunities** – over tourism, capacity management, recycling facilities, nature and wildlife conservation and the visitor journey.
3. **Stakeholder survey** – qualitative research from key stakeholders in the municipality, region, project leaders and entrepreneur networks to gather opinions around sustainability, employment and visitor facilities.
4. **Baltic blue-sky thinking** – ideas and inspiration on future developments to enhance the visitor journey, address seasonality and increase tourism in a sustainable way.

5.3 Ark East 2020 Destination Audit – Analysis of Terms

The analysis in section 7 and 8 of this report will use descriptive language which equates to a quality scale based on the *Swedish Welcome*⁷ assessment method.

SWEDISH WELCOME SCORING SYSTEM

LEVEL	DESCRIPTION
ENASTÅENDE	En enastående nivå som uppfyller och överträffar gästernas förväntningar och som starkt fokuserar på högsta nivån inom hållbar utveckling.
OUTSTANDING	An outstanding level which meets and exceeds guest expectations and focuses strongly on sustainable development to the highest level.
UTMÄRKT	En utmärkt nivå som fokuserar på gästnöjdhet och en stark etisk grundsyn på hållbar utveckling av verksamheten.
EXCELLENT	An excellent level which focuses on guest satisfaction and a strong ethos for sustainable development of the business.
MYCKET BRA VERY GOOD	En mycket bra nivå med tydligt fokus på både gästupplevelse och hållbarhet. A very good level with clear business focus for both guest experience and sustainability.
BRA GOOD	En bra nivå med gästupplevelse och hållbarhet i beaktning. A good level and considered approach to guest experience and effective progress with sustainability.
GOTAGBART ACCEPTABLE	En godtagbar nivå med anspråkslöst fokus på gästupplevelse och hållbarhet An acceptable level with simple focus on guest experience and sustainability.
ÅTGÄRD KRÄVS	Ej godtagbar prestanda. Mer arbete eller investeringar krävs för att nå godtagbar prestanda. Verksamheten uppfyller eventuellt inte alla lagstadgade bestämmelser. Mycket begränsat fokus på uppföljning, underhåll och förbättring av prestanda.
ACTION REQUIRED	Improvement is required to achieve an acceptable level or higher.



Bättre upplevelser
och hållbar utveckling



Figure 8 Swedish Welcome scoring system

5.4 Ark East 2020 Stakeholder Survey

A qualitative survey was completed by 10 key stakeholders who have a level of impact or input in relation to the visitor experience within the Östergötland coastline and archipelago.

The stakeholders held positions within:

- Private enterprise – transportation
- Private enterprise – tourism product
- Region Östergötland
- Municipality – management
- Municipality – funded projects which work with the archipelago and coastline

The survey touched on subjects including:

- Roles and responsibilities
- Marketing
- Infrastructure
- Signage
- Seasonality
- Tourism product range and delivery
- Sustainability
- Infrastructure
- Ideas for future development

A summary of the key findings within the survey are presented in section 12.

⁷ <https://www.swedishwelcome.se/>

6. WHAT CONSTITUTES A DESTINATION?

The archipelagos of Östergötland could be considered a destination at a subnational level where administrative borders can be used to implement tourism policies and collect statistical information.

6.1 UNWTO Definition

According to the UNWTO glossary of terms⁸, the main destination of a tourism trip is defined as:

1. The place visited that is central to the decision to take the trip
2. The place where the visitor spent most of their time during the trip
3. The place that is farthest from the place of usual residence

‘It should be possible to measure aspects of the demand for and supply of tourism services within defined boundaries. Typically, such destinations have some form of public/private sector organisation in place; they are promoted as places to visit and have some form of management process in place for visitor related purposes. At the local level, destination boundaries are connected to the municipality.’

6.2 Micro-Destinations

1. Arkösund and Arkösund archipelago
2. Tyrislöt and St Anna archipelago
3. Fyrudden and Gryt archipelago

These all could be considered micro-destinations, not just because their boundaries are clearly recognised by their respective municipalities of Norrköping, Söderköping and Valdemarsvik, but also from a logistical and marketing perspective.

This report will look deeper at the connection between this and the guest experience in terms of visitor perception and planning.

It should also be noted that the area of study encompasses other micro-destinations identified in marketing platforms including Kolmården, Göta Canal, Vikbolandet, Stegeborg and Tjust which is a fourth archipelago divided by the boundary between south Östergötland and Kalmar Län.

⁸ <https://www.unwto.org/glossary-tourism-terms>

7. DESTINATION ANALYSIS

As detailed in 1.1, the purpose of this report is to objectively evaluate the current visitor experience and identify opportunities for future sustainable development in the destination.

There are two threads of analysis:

1. The Visitor Journey and the key touchpoints of their experience
2. The Visitor Journey and how it connects with destination management and development



7.1 Visitor Journey – Key Touchpoints of the Visitor Experience

7.1.1 Destination Identity

STATUS

Östergötland region has an archipelago which consists of four individual archipelagos named Arkösund, St Anna, Gryt and Tjust.

It sounds like a simple concept to take to market, but without clear and consistent communication, mapping and logistical detail, it can be very confusing for both new and established visitors both online and onsite to orientate and plan their experiences.

The ability to search online using the correct keywords in Swedish or English returns variable results and often the key websites are not present on the first page of Google searches.

Mostly only three archipelagos are mentioned, eliminating Tjust, or combining Gryt and Tjust together as if they were a 'combined archipelago destination'.

Visit Sweden also mentions 'three archipelagos' but names four.⁹

The Archipelago of Östergötland

There is also the [The Archipelago of Östergötland](#) off the east coast of Sweden, which is actually three archipelagos: Gryt, and Tjust, St. Anna and Arkösund. Beautiful, verdant isles hug the east coast, while the outlying islands tend to be barren, rocky affairs. All are naturally gorgeous of course, with beaches, bathing spots, some with natural or guest harbours and a lively food scene. Accommodation options include hotels, guesthouses, youth hostels, campsites and camping with your own tent.

⁹ <https://visitsweden.com/what-to-do/nature-outdoors/nature/archipelagos/swedens-archipelagos/>

To add to the mix of logistics, there are additional locations and regional marketing brands which are associated with the coastline. Some are micro-destinations such as Vikbolandet and Bråviken, transit points such as Stegeborg, or harbour hubs such as Fyrudden and Tyrislöt.

Then, if you happen to spot the sign for ‘Blåkusten’ whilst driving towards St Anna, it is the last reminder of a 1984 project with leisure maps.

OUTCOME

It takes a lot of time and deep research for a visitor to grasp the overall orientation of the destination, the name and location of each archipelago and finally the harbour hub for accessing each archipelago or island.

OPPORTUNITY

To establish a strong brand identity for the whole archipelago so there is consistency throughout all marketing of the destination. This umbrella (or parent) brand could then connect with separate unique sub-brands beneath this. Each of these sub brands may have their own distinct brand promise, position and personality.



Figure 9 Blåkusten signpost, Bråviken brand brochure, and St Anna roadside information point

The important thing is that the brand architecture features an overlying brand and theme which is connected to all. See the next example from Trentino in the Dolomites region and how they work with the colours and sub branding.¹⁰



Figure 10 Example: Trentino Dolomites Region brand and sub-brand identity refresh

Other considerations when communicating are to be clear about the departure points for each island or archipelago group.

It is not always concurrent that all Arkösund archipelago islands are accessed from Arkösund. Take

¹⁰ <http://www.minaletattersfield.com/en/post/1562/peak-performance>

Aspöja as an example. Serviced by Skärgårdstrafik, this St Anna island is accessed from Arkösund also.¹¹

Gryt or Gryts Varv are not the departure ports for the main boat transport to the Gryt archipelago, Fyrudden is the boat hub. It's not always logical and can make planning very challenging.

7.1.2 Digital and Print Resources

STATUS

Östergötland skärgård is a stunning area of natural beauty and cultural significance. It has much to offer in terms of storytelling, visual imagery and unique features to entice and inspire curiosity. These attributes are put to good use on many digital and print platforms which currently exist.

The question is: *What do these searches return and is it easy for a visitor to understand how they can plan a great experience in the destination?*

STORY

An audit of print and online resources was carried out during May 2020.

Print: As part of the guest experience audit, brochures were collated from visitor information centres via a telephone enquiry, visitor information centres in Oxelösund, Söderköping and Valdemarsvik and supermarket or reception information points throughout the destination. These brochures, maps, magazines and newspapers connected to experiences on the archipelago coastline and islands.

The audit in May identified 90 printed brochures connected to the archipelago:

- **11** map options, regional, area or activity specific
- **22** tourism company brochures
- **5** free newspapers with features and supplements
- **2** free glossy magazines
- **4** archipelago specific brochures
- **7** booklets
- **6** regional brochures or leaflets
- **11** Naturreservat, Naturkarta leaflets for various locations in the area
- **9** leaflets on Allemansrätten, fires, litter
- **3** transportation leaflets

¹¹ https://www.ostgotatrafiken.se/globalassets/media/kartor-och-tidtabeller/skargard/skargardstrafik_781_200914_210430.pdf



Figure 11 Audit of printed marketing available in May 2020 identified 90 printed brochures

Digital: Online, the current range of 2020 visitor information brochures were available as print and online PDF. Several older regional brochures from 2017 onwards which may not be so current, accurate or relevant were also still available online.¹²

Websites: Searching on Google for first page returns using Swedish keywords relevant to the destination about the archipelago, islands, travel and visitor information centres brought up 29 different website returns, listed below.

29 skärgård websites – first page of google search or links from brochures

<https://visitsweden.com/what-to-do/nature-outdoors/nature/archipelagos/swedens-archipelagos/>

<https://www.visitostergotland.se/sv/skargard/>

<https://www.visitostergotland.se/sv/soderkoping/sankt-anna-skargard/>

<https://www.visitostergotland.se/sv/soderkoping/broschyr/>

<https://www.sanktanna.com/>

<http://www.sanktannaskargard.se/>

<https://www.gryt.se/>

<http://upplevarkosund.se/>

<http://www.tiust.com/arkipelag/>

<https://visit.norrkoping.se/se-och-gora/naturupplevelser/norrkopings-skargard/arkosund>

<https://www.upplev.norrkoping.se/sv/item/kopparholmarna>

<http://ivaldemarsvik.se/valdemarsviks-turistbyra/>

<http://ivaldemarsvik.se/valdemarsviksportalen/>

<https://upplev.valdemarsvik.se/>

<https://www.edgardspalagno.se/turistinfo/>

<http://vikbolandet.nu/>

<https://visit.norrkoping.se/se-och-gora/naturupplevelser/norrkopings-skargard/arkosund>

<http://www.utonjut.se/>

<https://www.braviklandet.se/>

<http://ostgotaskargarden.com/>

<https://naturkartan.se/en/norrkoping/utstallning-kopparholmarna>

<https://www.lansstyrelsen.se/ostergotland/besoksmal/ostergotland-s-natur-och-kulturguidningar.html>

<http://aspoja.se/>

<http://www.harstena.se/>

<http://www.amtostugorna.se/>

<https://haradskarsfyrlats.se/>

<https://www.ostgotatrafiken.se/sa-reser-du-med-oss/bestallningstrafik/skargardstrafik/>

<https://www.skargardslinjen.com/tidtabell.php>

<http://blakusten.se/>

Figure 12 Search results for websites relating to the archipelago destination

OUTCOME

A visitor looking to plan a trip or explore the archipelago region of Östergötland has to navigate through an extensive and often overwhelming selection of information. This creates unnecessary complications in identifying and communicating what there is to see and do, where to stay and how to get there.

OPPORTUNITY

- Create a digital strategy for the future development of social and website channels for the destination
- Under a new destination brand, create one website for the whole archipelago destination and coastline. Within this, the sub-brands could exist for the individual archipelagos
- Use web analytics and data to identify the effectiveness of the current range of websites. Strengthen the key websites which actually drive traffic for the destination
- Information is duplicated over many platforms, instead use one main platform and create links. This means the main site will only need to be updated, minimising out of date information
- Create a culture of clear information on dates and opening times. Communicating 'open summer' or 'open week 28' is not clear enough for a guest to plan so give specific dates and opening times
- Often there are no maps on website or brochure information so orientation and the logistics of where a place is or how to get there is difficult to understand. At the very least connect to Google where it shows the area in a good level of detail
- Printed maps – it may need 3 separate maps, one of each of the main archipelago regions within the destination to produce a map with enough detail to be useful.

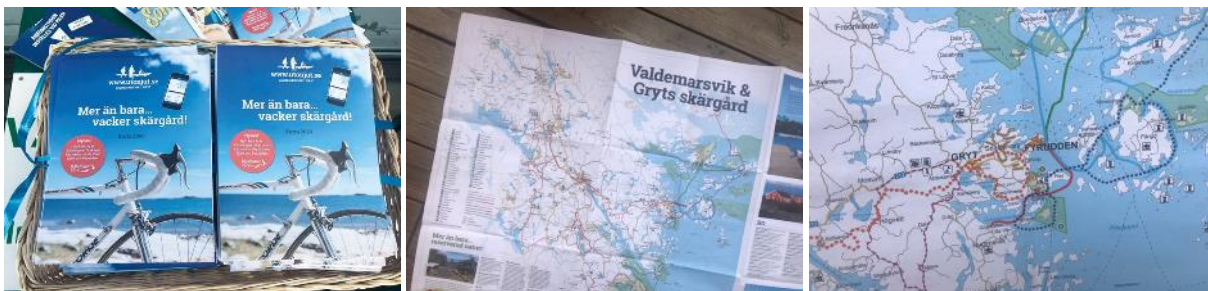


Figure 13 Utonjut.se map

- The Utonjut.se map created in summer 2020 is a good example
- If brochures are printed then consider creating a deadline for distribution to be before Easter or earlier to maximise the Easter holidays and start to generate more interest in the months between Easter and summer.
- Consider the use of English, Swedish and German if looking to inspire the main markets who visit Östergötland.

¹² <https://www.tbshopen.se/order.php?page=brochures>

- An app could be considered to replace printed material. Two examples follow:

The **Öppet Gotland app** offers real time information on what is open on a specific day and time. Categories are food & drink, see & do, farm & craft shops and shopping. Especially useful on quieter times of the year so it's easy to find who is open.

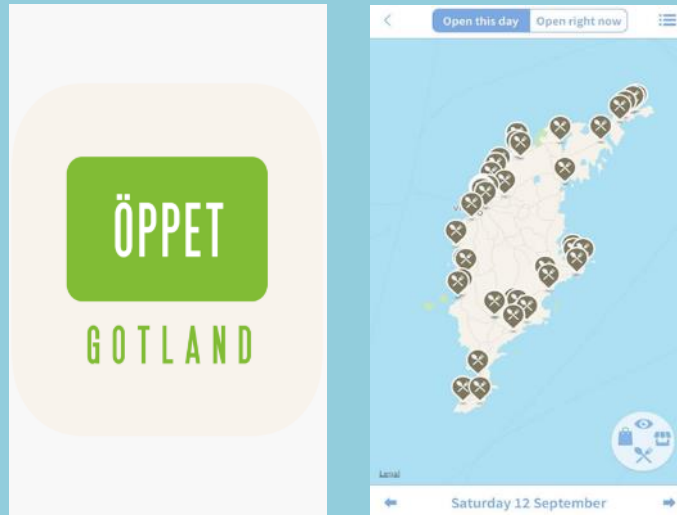


Figure 14 Öppet Gotland app

Höga Kusten's app is in the form of an online brochure with text and images for inspiration when planning with ideas and tips. The map has some dynamic functionality and links to locations and experiences.

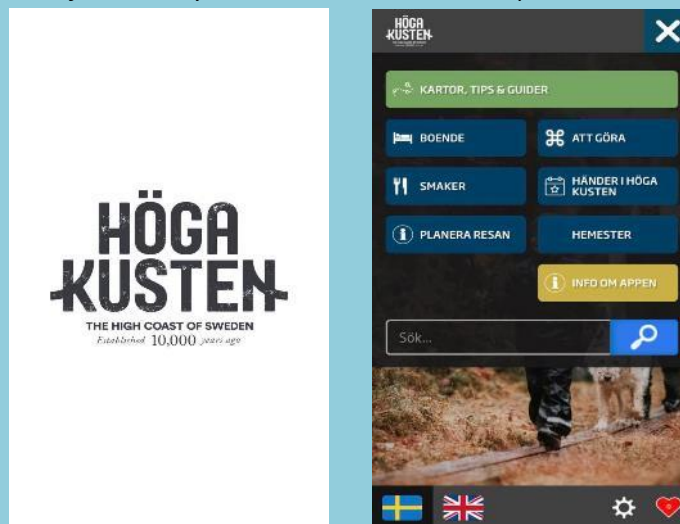


Figure 15 Höga Kusten app

7.1.3 Visitor Information Centres and Call Centres

STATUS

The last twenty years has seen vast changes and adaptation to digitised information which has a huge impact on the way visitors now participate in travel planning and experiences. The research document *What's new in tourist search behaviour? A study on German tourists in Sweden* by Lund University (2018) covers all aspects of the visitor relationship with information.¹³

In connection to information centres, the following observation is made regarding the opportunity for personal contact:

'One argument is recurring in the literature about tourist information centres, which is the apparent paradox of wanting more digital devices on the one hand, and holding on to human interaction on the other.'

Here are reflections on digital versus analogue information sources:

'Internet with its homepages dominates as information channel, but analogue sources are also important: guidebooks, tourist information centres, maps, road signs, to name a few.'

Personal service in the digital age can be considered a luxury:

'Tourist information centres are still important to many visitors, and so are other kinds of personal meetings at the destination. Tourists highly value the access to local knowledge and the possibility to get personal recommendations. Personal service is regarded as a luxury.'

So overall it seems that during our global transition from analogue to digital, there is a mix of preferences from the German traveller of 2018 in the above research.

STORY

Incognito assessments of the guest experience were made by phone, email and on site to various information centres and information points. Open questions were asked in both English and Swedish in order to give the recipient the best opportunity to formulate a response on how a visitor could experience Östergötland archipelago and coastline.

Telephone calls and emails were carried out at the beginning of May, site visits to information centres in July.

Example questions asked:

1. I live in Stockholm and would like to visit an archipelago region for about a week with my campervan. Do you have any suggestions?
2. I'm taking my campervan to the Östergötland coast and would like to visit some archipelago islands. Have you any tips, highlights or ideas?
3. Where can I stay in the archipelago, any islands you can suggest?
4. Do you have any favourite spots along the coast or the archipelago?
5. Is the archipelago brochure available online?

¹³ <https://lup.lub.lu.se/search/publication/613c2273-caaa-426e-bc44-4376567e21a9>

OUTCOME

The evaluations are using the *Swedish Welcome* scoring system in Figure 8 of: outstanding, excellent, very good, good and acceptable

Stockholm Visitor Centre

Up until 2019 this was a walk-in office in central Stockholm, this is now closed and a telephone line is substituted. Their focus is essentially to provide information about Stockholm with some regional and national coverage depending on the region.

As most capital cities have a centre which promotes the whole country to the visitor it is a fair assumption to make that they could advise on travel question 1.

The response was a very friendly, fun and willing conversation suggesting the west coast and Gothenburg, then another archipelago which he had to Google, and turned out to be Blekinge.

Email enquiries to Östergötland visitor information centres

These offered a range of simple responses, mostly including the core Östergötland archipelago websites and a request for my address so brochures could be posted when available, as some were not ready at the beginning of May. Overall this experience was good.

- <https://www.sanktanna.com/>
- <https://www.visitostergotland.se/en/soderkoping/st-anna-archipelago/>
- <https://www.visitostergotland.se/en/soderkoping/>
- <https://www.visitostergotland.se/sv/skargard>
- <http://www.skargardslinjen.com/>

On-site visits to information centres

The customer experience and useful knowledge gain in the information centres where an employee was present, ranged from acceptable to very good.

In some instances, I was given brochures and no additional information. In one, there was a very friendly dialogue and willingness to help with location ideas and timetables shared. Specific information such as places to stay on islands and when to get there was still difficult to access and in May the general assumption was that many places were still closed.

In relation to the archipelago, there was a difficulty to find a map which was detailed enough to show the specific routes and islands which could be visited from the various coastal departure points and resorted to using Google Maps instead.

OPPORTUNITY

The purpose of any connection with a human interface either in person, via email or phone during this part of the guest journey, has the potential to **add value to the visitor experience**.

What does adding value mean in this context?

- **Find out who the visitor is.** Asking specifics about the visitor to then have the possibility of tailoring ideas which are more relevant and will be fun. Who are they? A family, a couple who

like walking or a group of friends? How long are they travelling and how are they travelling? What kind of things do they like to do? Then tailor the ideas around this.

- **Sharing tips and ideas** to enhance the guest experience that could be missed or difficult to appreciate when hidden in a brochure or website. Off the beaten track places to go and things to see, do or locations to eat, shops, galleries, craft retail or smoked fish shops.
- **Suggesting tailored routes or itineraries** with stop off ideas travelling along the coastline, with island trips ideas from the various port departure hubs on the way.

Suggestions for visitor information teams dealing directly with enquiries:

- **Carry out a visioning exercise** on how people can explore if they have 1 day, a weekend, a week, 2 weeks. Are they with car, bike, campervan or boat? Do they want to stay in one place or travel around? Create a list of Itineraries of possible excursion ideas and what to see and do on the way.
- **Tailor ideas to various target groups** e.g. over 50's empty nesters, walkers, cyclists, campervanners, active families, generation z.
- **Have tools and resources**, maps and brochures to support these routes, destinations, walks, highlights and experiences. Practical information and cultural inspiration.
- **Create an emailable template** with ideas and tips already listed, links to the companies, links to online brochures and have ready to send for phone/email enquiries and also used in the office to email to customers who ask for information on site. Translating into English and German could be useful.
- **A good map of the archipelago** is essential to orientate and give a clear understanding of what there is to see and do and how to get there.
- **An up to date list with links of the islands which have accommodation** and when they are open would be really useful for team members and visitors. This can be emailable too.
- **A list of long weekend trip ideas** of places to stay and things to do in or around the archipelago which promotes all the local businesses on the islands and coastline.
- **Know your product**, where can you stay on the archipelago, how can you get there, when can you travel, what other experiences are on offer.

Suggestions for destination development:

- Measure and monitor the use of current information centres, information centre websites and social media. Who is using them and how to reach a wider spectrum of visitors? Collate insights to make strategic decisions on future developments.
- Focus on greater digitisation and streamlined resources on all levels of the visitor information gathering journey.
- Focus on greater digitisation of information for the information centre teams so they can access useful information in real time.

- Create a destination app which promotes where to stay, eat, experience and shop during your visit. It would share real time opening hours and location creating a useful tool year-round. (See Figure 14 Öppet Gotland app)
- Consider a 'Know your ARK' training platform for everyone working in hospitality and visitor services in the region.
- Consolidate brochures, websites and social media channels.
- Identify the unique sub brands of the archipelago and coastline and why visiting them all is a must-do to experiences due to their different attributes and mix of experiences.
- Create user-friendly online and printed (if relevant) maps which are to a scale that enables the sharing of good information, identify experiences, walking routes, transportation hubs and where it is possible to map out a journey and fully understand how to maximise the benefit of the experience in that area.

7.1.4 Road Signage and Roadside Information Points

STATUS

This evaluation takes into account a range of directional signage, promotional banners and information points along the access routes leading to the archipelago coastline and departure points to reach the islands.

In addition, visits were made to the highway information hubs at Östgötaporten and Kustporten. From a visitor journey perspective, these elements play an important role in terms of ease of access, directional information, distances and in some way, promotion also, where the destinations can be identified by their names of St Anna, Arkösund, Gryt and Tjust.

The questions asked within this area of research were:

- **Destination access** – Does the location, quality, clarity and directional information provided on signage enhance the ability of the visitor to reach their destination?
- **Destination identity** – Is there consistency of directional signage in terms of destination name, identity and branding?
- **Presentation** – What is the quality and condition of roadside signage?
- **Visitor experience** – What value does the roadside information points offer the visitor?

STORY

Road Signage

In essence, the journey to get to the end destination during an excursion has an impact on the quality of the visitor experience and in addition, is often reflective of the first impression of the destination itself.

Major routes travelled during the course of this fieldwork, most in both directions, were:

- E4 Nyköping to Linköping
- E22 Norrköping to Söderköping to Valdemarsvik
- 209 Norrköping to Arkösund
- 210 Söderköping to Tyrisöt

- 212 Valdemarsvik to Fyrudden

Secondary routes taken are shown on the Google Maps in Figures 2-6

Unclassified tertiary roads, often dead-end roads leading to the coast, were explored to see if there was a harbour or any other historical point of interest along the way.

Roadside Information points were mainly located by the roadside but sometimes as part of parking area or harbour area.

Östgötaporten and Kustporten roadside information hubs offer a break in travel with additional facilities such as toilets, food, fuel and waste disposal.

Östgötaporten is located just off the E4 at Ödeshög and Kustporten, at the junction of the E22 and E212 on the way to Valdemarsvik.

OUTCOME

Road signage

A visitor looking to travel through Östergötland to the archipelago coastline and harbour hubs for access to the islands has an excellent level of directional road signage which clearly identifies each micro-destination of Arkösund, St Anna and Gryt. These are consistently named and at appropriate locations on the major motorways and secondary routes.

Local road signage within the destination is generally very good and often this signage is accompanied with distances and symbols to show information points, historical attractions, camping, food, accommodation, bathing and picnic spots.

Roadside information points

The range, quality, condition, branding and purpose of these varied throughout the region.

Content usually included a map of the whole municipality, sometimes accompanied by a separate map of Östgötaleden walking trails. Brochures may be available in an adjacent container.

Information provided included lists of places, accommodation and experiences. Other features were interesting interpretation of the area focussing on culture, history and nature.

Overall the quality of these ranged from good to excellent.

Östgötaporten and Kustporten roadside information hubs

Kustporten has excellent outdoor signage, professionally presented in the outdoor red roof information points which allow for a dry experience if it happens to be raining. The toilets were not available on the day I visited.

Östgötaporten is a typical major road-stop with a range of facilities to re-fuel, eat and relax. The road signage displayed an 'i' for information, however once at the carpark, it was difficult to know where this was located. Only the 'Dinners' main building was signed. Within the entrance hallway there were ripped paper maps sellotaped to the wall and a fairly empty racking system for brochures and leaflets.

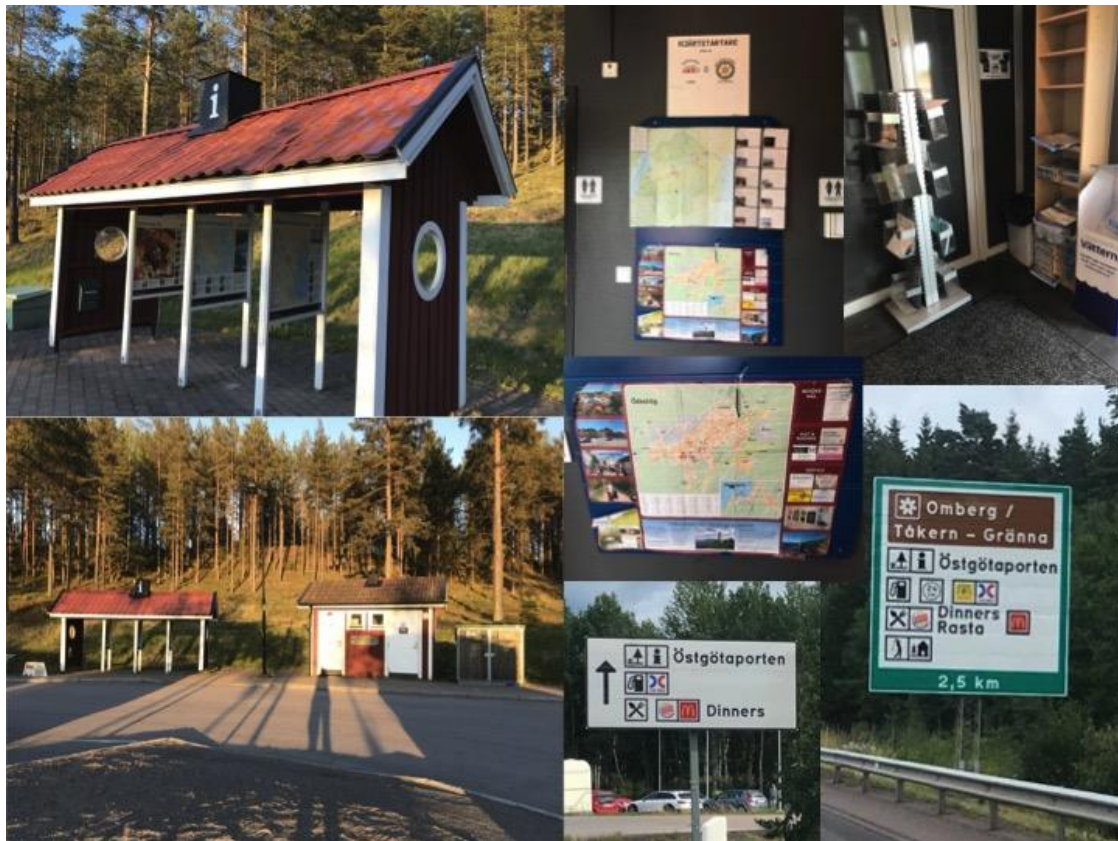


Figure 18 Östgötaporten and Kustporten major roadside stopping areas



Figure 19 Destination Banners on main routes and arrival points

OPPORTUNITY

Create a branded visual gateway

If a new brand for the destination is realised, and then there are sub-brands for each micro-destination, then a suggestion would be to have a branded banner or a prominent digital sign which welcomes the visitor to the area and sets the scene and acts as the 'gateway' arrival point for their journey to the archipelago coastline.

Replacing or updating roadside information boards

What is their main purpose: is it for inspiration, practical information, map orientation, and are they still used?

Most visitors will have pre-planned to some degree, or use mobile phones and devices during their journey to research and book. It seems there is little need for vast amounts of practical detail on information boards and in addition it goes out of date quickly.

Maps may still be useful but again a digitised version could be more accessible and sustainable.

The distribution of brochures and maps to these roadside locations may be unnecessary, especially if there is an information point at the destination.

Avoid printing dates or images of brochures with dates on signage as it is no longer relevant the following year and onwards.

Consider digital alternatives

Digitised information in the form of a destination app could be considered.

Online brochures and maps could replace print and save costs on printing and distribution.

It is also more timely to gather information digitally and have it ready for the early part of the year to welcome visitors from March onwards.

We are going through a period of digital transition where all communication mediums are possible. In terms of keeping information up to date, costs low and sustainability in mind, moving to digital is a good solution, with maps and a brochure as print options available at information points in the destination.

Brown tourism signposting – a new archipelago route along the coast

Create a new identity for a route which already exists.

Collaboration could lead to Östergötland's east coast having similar brown signposting to Hallands kustväg.

I did find a unique and small version of a marked driving route at Kolmården, Utflyktsvägen, which ran for a short distance along that coastline.



Figure 20 Hallands kustväg, Blåkusten road sign, and Utflyktsvägen at Kolmården

Consistency of branding and areas

Something to think about. If taking the archipelago coastline and islands as an overarching brand, then areas such as Vikbolandet, Stegborg and Bråvikslandet would also become sub-brands, just as St Anna and Gryt are.

An audit of all areas within the archipelago region would be helpful to collate how each is working with their own brand and identity and consider the next steps for collaboration on this aspect. Areas within regions can be confusing for visitors unless they are clearly and consistently communicated in the same way in all marketing and platforms. A tighter collaboration on this could also reduce duplication across information panels, websites, brochures and leaflets.

Blåkusten is now no longer a destination and any remaining signage could be removed or updated.

Similarly, Vikbolandet and Bråvikslandet are two of several other sub brands and micro-destinations within the same destination. Below are examples of the branding and locations.



Figure 21 Bråvikslandet information board at ferry crossing Welcome to Vikbolandet signage at Stegeborg

Flagship information hubs

Identify if Kustporten and Östgötaporten have the potential to be the two main and only roadside information hubs for those in transit to the destination. If this works, then focus on strong branding, professionally presented visuals and a limited but very useful range of printed information which is professionally displayed in a branded racking system. It's important to ensure visitors feel they have arrived and understand the essence of the destination.

7.1.5 Visitor Orientation and Service Facilities within the Destination

STATUS

This part of the visitor journey looks at the visitor experience in terms of orientation around the destination and in relation to parking, toilets, waste disposal, local notice boards, and directional signage. The focus is on the harbour hubs of Arkösund, Tyrislöt, Fyrudden and Gryts Varv.

STORY

Who are the visitors and what are their needs?

Each harbour hub has made considerations in order to accommodate visitors during their time either at the destination or in transit to and from the archipelago. In essence, the harbour hub is both a

place to visit and a place to start or finish a journey within the archipelago, thus the visitor can have varying needs.

An example of this connects to parking, where the need for short, mid and long term parking exists in all locations.

Another angle connects to who is visiting. Day visitors will look for a visitor experience including food, retail and activities, whilst those in transit to and from the archipelago might prioritise ease of parking, drop off points for luggage and the chance to grab some food at various times during the day.

How do we cope with increasing numbers of visitors?

Another consideration is the steady increase of visitor numbers to these harbour hubs as well as the archipelago, especially during summer months. These locations have evolved from their original small coastal harbours and adapted to meet the demands of both Swedish and International travellers by road and by boat. So how do we plan for the future when the trend is that visitor numbers will increase and how do we minimise the impact on local communities whilst welcoming the benefits tourism brings to these remote communities?

OUTCOME

Orientation

This aspect considers what provision in the area has been made to allow a logical and natural progression through the destination.

Aspects to consider are:

- Prior information provided on regional tourism or company websites
- Flow of the travel route
- Clear and easily understood signage at the earliest point
- Well signed parking locations and onward distances to the harbour clearly indicated
- Orientation maps of the central and outlying areas
- Directional signage within the area to locate visitor services

Orientation within the overall destination ranged from acceptable to very good.

Parking

All locations have parking available and in a configuration of some or all of the following – day visitor, overnight and long stay parking, cost-free or charged at an hourly or daily rate.

An observation is that it is difficult to find information about this in advance, partly due to the number of websites, but also onsite where there are no orientation plans to identify parking in areas other than in the centre.

Parking can require payment via an app, payment machine normally with credit card or harbour master office ticket system.

The availability of parking will very much depend on the time of year. In July, parking is a challenge in all locations and can reach beyond capacity creating traffic flow issues and impacting negatively on the visitor experience.

Figure 22 is a photograph which I received attached to an accommodation booking confirmation. It shows the parking options within Fyrudden. The options are labelled A to E with a key identifying them by different names.

In Fyrudden, the long stay parking is free and located at 'A'. It is however unsigned and easily missed. It also reaches capacity during busy times, so what should the visitor do then?

Parking within the overall destination ranged from good to very good in terms of layout, quality and signage. Capacity would have to be measured in a more accurate way to know with certainty how fit for purpose the current parking is with the number of visitors who come in the summer months.



Figure 22 Parking options within Fyrudden

Public toilets

Public toilets were located in or very near the harbour locations and were free to use. All were to a very good standard in terms of internal maintenance, benchmarking with public toilets in general. I found them to be well stocked with soap and paper and cleanliness was in general to a very good overall standard.

Waste disposal

The waste disposal facilities in these harbour points were for the use of the whole community including visitors. Again, they were located very near the harbour facility and had recycling options. Some locations had collection for hazardous waste also such as batteries. Overall these facilities were very good and well located.

Information notice boards

Local information boards: these are the ones with private notices placed by individuals, companies or organisations. They can be the local hub, a platform to promote, buy or sell. Whilst useful on a local and visitor context, there is often a lot of notices which are not categorised, so it is difficult to know what to pay attention to from the visitor perspective. Often the information is out of date, or the quality of the information is lost due to damage or the impact of the weather.

These noticeboards are often located next to the higher quality visitor information and interpretation boards or orientation plans and distract a little in terms of presentation and content.

Directional signage in the centre and harbour hub area

The focus here was to consider the quality and condition of signage, the accuracy of information and ease and effectiveness of use. The positioning of directional signage is very relevant, especially for the visitor who may start from a bus stop, ferry drop off point or carpark. In an ideal situation, they would also be located near an orientation site map giving onward context to the logistics displayed on the map.

Another consideration could be any form of branding or attempt to provide consistency of appearance of the actual signposts. This professional branded appearance gives a cohesive impression as well as assisting with direction and orientation to key service areas.

Multi-direction signposts, white and black metal road signposts and wooden homemade signposts were all part of the mix.

OPPORTUNITY

Orientation

Orientation panels: As part of a future branding for the whole coastline and islands, there could be an exercise to create branded orientation panels for each hub area, so they have the same design. These could include a useful map of the area, links to walking routes, visitor experiences and services, parking areas, ferry and bus departure points. Some inspirational content about the area could also be shared, links to an app or digital content for more details.

Orientation maps: These could be located centrally in the town, harbour, short and long term carpark areas. Good to consider their construction to be weather and vandalism-proof.

Parking

Signage: Clear directional signage to indicate the location from the main road to the short and long-term parking would be helpful. In addition, parking areas could be given names so visitors can identify them through signage and maps, understand their purpose i.e. short or long term and be prepared for a cost if relevant.

Development strategy: A longer-term visitor management strategy is required, especially for areas which are already challenged by the number of summer visitors. Capacity management and predicted visitor number calculations will assist with forward planning and relate to parking capacity also.

New parking areas: Additional parking is one option, but relies on land availability and management options.

Shuttle service with online payment: Other ideas which may sound radical but could be scaled to suit the locations in the summer include running a bus between parking which is located further out from the harbour area. An eco-bus, running on renewable energy could provide a shuttle service, or thinking totally out of the box, a driverless bus like the one in Stockholm!¹⁴

Bicycle parking: With a focus on sustainable travel, there could be more places for the secure parking of bicycles.

Drop-off zone: A specific drop-off zone where you can set down and off load travel luggage and belongings may ease traffic flow at busy times.

Parking flow: Fyrudden harbour parking has a one way exit route along the harbour past the restaurant then round and up the hill. I'm sure there isn't an easy solution, however it seems a little dangerous to have vehicles passing this way when there are many people and children wandering along the harbour and exiting from the restaurant with their ice cream directly onto this route.

Charges: In order to support the development of areas for tourism it is only fair for those who use it

¹⁴ <https://www.ericsson.com/en/internet-of-things/trending/driverless-buses-in-stockholm-sweden>

to contribute through a charge for parking. This was an objective evaluation and did not take into account whether there was a charge or not for parking.

Parking information: A clear and concise consumer facing webpage should exist which gives details about parking at all the harbour hubs in the archipelago region to help visitors plan their trip and arrival in advance and make decisions about logistics and costs.

Public toilets

If investment is possible then the quality of the free public toilets at Fyrudden could be enhanced, however currently they are of a good standard.

Waste disposal

Not all waste disposal areas were clearly signed in terms of directional signage within the destination, or if so, then it could be missed.

The labelling on the recycle bins could be clearer indicating what is recycled and where. It is likely that these will be used by international visitors as well as Swedish, so good to have pictorial images and text (in English and Swedish if possible) to explain how the waste separation works and what goes in each bin.

The area surrounding the bins could be tidied up, have some form of hard standing or gravel and be screened off in a way that complements the surroundings.

Information notice boards

In addition to the many websites, brochures, maps, there are also very many information boards and notice boards. Suggest minimising the number of these, many are not even used with just a torn document hanging in the wind.

For the notice boards that are kept, brand them with the colour theme of the archipelago. Give them section headers so the content can be themed, and protective Perspex to keep them dry. This would improve presentation, streamline the content to create a more user-friendly service.

Directional signage

Multi-directional branded signposting within a smaller area works well if located in central or transit hub points in the destination, with onward repeater signposting to the relevant locations.

Harbour locations seem to have a few orientation maps to show different aspects of the harbour.

Suggest every player in the vicinity uses the same map.

Currently at Tyrislöt there is no signage to show the departure location of Östgötaskärgårdstrafiken boat, also no sign referring to the online departure schedule.



Figure 23 Examples of visitor orientation and services – Valdemsarvik



Figure 24 Examples of visitor orientation and services – Fyrudden and Gryts Varv



Figure 25 Examples of visitor orientation and services – Tyrislöt & St Anna



Figure 26 Examples of visitor orientation and services – Arkösund

7.1.6 Archipelago Inter-Island Transit

STATUS

As with all aspects analysed within this whole report, the context is from the visitor journey perspective. The visitor comes from a starting point of no, or limited knowledge, about the region or the logistics, so what does the visitor need to know?

- How easy is it to find information on how to travel to, and around the archipelago?
- How is this information communicated?
- Can you travel all year round?
- How do you book and is it user friendly?
- How easy is it to plan a day trip, overnight stay, weekend or island-hopping tour?
- Can I take a children's pushchair, bicycle and how accessible is it for wheelchair access?
- Do tourism agencies, accommodation, experience and tourism partner information sites host links to this information in a 'how to get here' section?

Companies offering regular timetabled departures or transit include:

- Östgotatrafiken – Skärgårdstrafiken¹⁵
- Skärgårdskompaniet¹⁶
- Postturen i Gryt¹⁷
- Båtslingan i Gryt¹⁸
- Taxi boat and private boat charter¹⁹



Figure 27 Skärgårdstrafik & Skärgårdskompaniet



Figure 28 Postturen & Taxi boat

¹⁵ <https://www.ostgotatrafiken.se/sa-reser-du-med-oss/bestallningstrafik/skargardstrafik/>

¹⁶ <https://www.skargardskompaniet.se/>

¹⁷ <https://www.skargardslinjen.com/tidtabell.php>

¹⁸ <https://upplev.valdemarsvik.se/gora/batresa/batslingan-i-gryt/>

¹⁹ <https://www.santtanna.com/gora/aktiviteter/batcharter/>

STORY

My field trips to the archipelago were in the last two weeks of May and first two weeks of July in order to compare possibilities to travel at both the quiet and peak times of the year for visitors.

As previously identified, there are at least 30 websites to search when planning a trip to the coast and islands.

During my search to learn more about each island and then decide which islands I could stay on, I found a web link to the book *Discover Östergötland Archipelago* published by Claes Svedlindh, Östergötland County Administrative Board. It is available on the website of Länsstyrelsen Östergötland in 2013.²⁰

It was also available to purchase at Söderköping Tourist Information centre.

This became a bible of sorts, as it covered what there is to see and do on 51 archipelago coastline or island locations. Each entry has a 'worth knowing' section which details if there was accommodation available on the island at the time of going to print.

MAY

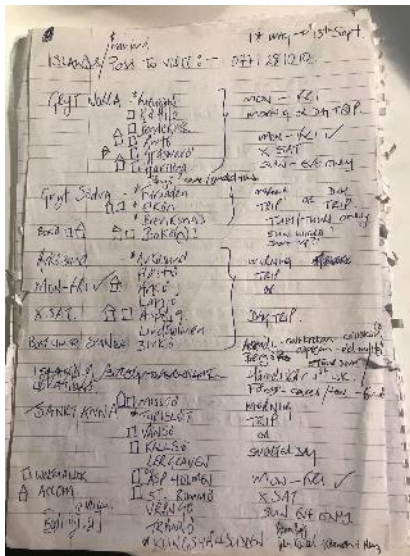
In May it is only possible to travel by **ÖstgötaTrafiken – Skärgårdstrafiken**, so I investigated the following:

- Which islands is it possible to visit for a day or half-day excursion?
- Which islands is it possible to stay overnight?
- Is it possible to island hop?

JULY

ÖstgötaTrafiken – Skärgårdstrafik²¹

In July I did the same investigation as above, and the results were identical as those in May.



The timetable for Östgötatrafiken – Skärgårdstrafik is exactly the same in May and July as it runs from 1st May to 13th September. The difference to my planning in July was that there are more possibilities to stay in accommodation who were now open for 'the season'.

Figure 29 shows the mapping exercise I had to do in order to establish where I could go, the duration of my stay and if I could stay there.

Figure 29 Mapping exercise to try and plan island trips which offered something to see or somewhere to stay

²⁰https://www.lansstyrelsen.se/download/18.4df86bcd164893b7cd94999f/1536308647907/Discover%20C3%96sterg%C3%B6tland%20archipelago_ENG_140109.pdf

²¹<https://www.ostgotatrafiken.se/sa-reser-du-med-oss/bestallningstrafik/skargardstrafik/>

Only then could the planning begin!

1. Timetables are displayed online and signage at the harbours and some departure brygga have framed posters with the website detailed.
2. I analysed each boat timetable. 775 Gryt södra, 776 Gryt Norra, 777 Sankt Anna and 781 Arkösund.
3. I marked which islands have something to see or interesting walks mentioned in the book.
4. I then marked which had somewhere to stay.
5. Then I had to work out if the boat times could offer a half day, longer day or overnight possibility if the island had accommodation.
6. Then I had to call and book accommodation on the island.
7. Once accommodation was booked I had to make sure I was able to book the boat trip to get there before 18.00 the day before. What if the boat had no capacity? Return to previous point 5 and try again.
8. When booking the boat I might be asked which number brygga I needed to get off at. I would have no clue regarding this as the accommodation provider didn't share this information. Islands can have between 1 and 5 bryggor depending on their size.^{22 23}
9. I would book one brygga then make a note to contact the accommodation provider and double check which one was nearest their accommodation.
10. If the accommodation provider got back to me in time with the information, and the brygga I had originally booked with skärgårdstrafiken was the wrong one, then I would have to call the boat booking office again to change this.
11. The same process applied when departing from the island to another island or returning to the main departure on the mainland.
12. Credit card payment taken on the boat at time of boarding.

Skärgårdslinjen

This ran from the 23rd June to the 29th August and encompassed two routes in the north and south of the archipelago with Harstena as a pivot point.

- Timetables are displayed at all harbour location departure points and online.²⁴
- These show a map of the archipelago with travel routes and locations visible on the map.
- Online booking is possible with clear terms and conditions should the booking need to be changed or cancelled. Tickets and receipt are emailed as PDFs.
- There is no information about which brygga the boat arrives or departs from on the islands.

The website is in Swedish and has translated pages in English also.

²² The website is in Swedish and uses a Google Translate toggle to translate the pages.

²³ <https://www.ostgotatrafiken.se/globalassets/media/kartor-och-tidtabeller/skargard/bryggplatser-skargardstrafik-september-2020.pdf>

²⁴ <https://www.skargardslinjen.com/>
<https://www.skargardslinjen.com/tidtabell.php>

Post boat

The post boat was booked directly by phone with date and time confirmed. I also asked about where it was possible to park at the harbour during that conversation.

At the time of departure I had to ask the harbour master where the departure point for the post boat was going to be and he signalled to the other end of the harbour, but giving no specific location. It isn't clear which boat is the post boat and with no specific sign or location to identify with, it can be a bit of a guessing game.

When the post boat arrived, I was not booked or expected on that trip, however I managed to go in the end.

The post boat details are on two websites.²⁵

Taxi boat

The taxi boat owner's details were provided by email from the accommodation personnel at Häradskär when booking.

A direct phone booking was made and pick-up timings confirmed with the taxi boat owner.

OUTCOME**ÖstgötaTrafiken – Skärgårdstrafiken**

Trips taken:

- Day trip Arkösund to Birkö
- Overnight return trip Arkösund to Aspöja
- Overnight return trip Arkösund to Ämtö
- Overnight return Tyrislöt to Missjö

Skärgårdslinjen

Trips taken:

- Overnight return trip Arkösund to Kopparholmarna
- Single journey Harstena to Fyrudden

Post boat

Trips taken:

- Single journey Fyrudden to Harstena a few days before Midsommar in 2019

Taxi boat

Trips taken:

- Weekend return trip Fyrudden to Häradskär

OPPORTUNITY

To visit the archipelago at any time of year is currently a complex task due to the fragmented nature of the information and the range of websites available. A lot of research is required by the visitor themselves to understand the orientation of the coastline and islands, where it is possible to visit and when, why they should visit and where they can stay, eat, walk, learn about heritage or culture or

²⁵ <http://harstena.se/kommunikationer/turbatar.htm> & <https://www.skargardslinjen.com/tidtabell.php>.

simply relax.

So in essence there is vast potential for these aspects of the visitor journey to be lifted and communicated in an easier way, in a centralised website, to provide a one stop shop which gives orientation around logistics and enticing ideas of things to see and do along with transportation links to help with planning.

Here are some observations and pointers for development:

- In real life a normal visitor would not take the time to do what I did and complete an audit of the islands and accommodation then work out where it is possible to go and when. Instead businesses on the islands and coastline should all be promoted (in addition to their own websites) on a main archipelago website which packages up the possible excursions in a way that makes it easy for the visitor to purchase and travel. Some destinations such as Harstena and Kopparholmarna are packaged in ways that makes it easier for the visitor to understand what the experience is about and booking can be done online.
- Do we have statistics or an analysis from any of the transit companies to evaluate when people travel, who travels, where they are going and then identify some trends based on this? As a basic, ticket sales could give an indication of capacity and travel volumes throughout the year.
- Based on this, there could be scope to extend start and finish times for Skärgårdslinjen and run revenue-generating trips with Skärgårdstrafik.
- It says on Skärgårdstrafik website that 'public transport in the archipelago is open to everyone but is primarily a charter service for those who live on islands around Gryt, Sankt Anna and Arkösund. Public transport in the archipelago runs according to a fixed timetable and there must always be a start or end destination on the mainland. You can not book trips between the islands.' This doesn't feel so visitor friendly.
- It was possible to do some morning return trips to islands and some day trips to some islands, but not every day.
- It was possible to travel for weekend trips going Friday – Sunday.
- There are no Skärgårdstrafik boats on a Saturday. This has an impact outwith June-August when it is the only service available.
- It is not possible to go island hopping on Skärgårdstrafik routes as the visitor must always be coming to or from the mainland. It could be possible to island hop over a period of days during June – August on Skärgårdslinjen.
- This island hopping aspect has vast potential for those who are backpacking, hiking, cycling along the coastline and islands and with a good collaboration with food and accommodation experiences, some amazing new products could be established.
- Accommodation, food and other tourism businesses on the coast and islands would benefit greatly from support to help digitise services such as online booking and to keep information up to date on platforms such as Google Maps. No, or long response times to visitor enquiries means lost business in the long run.

- Skärgårdstrafik website would benefit greatly from a map with details of the islands and showing the routes and route numbers. Currently the map only shows pins on the mainland so there is no map of the islands to complement the timetables.
- Skärgårdstrafik website has a link to the list of bryggor. Each brygga has a number allocated to it; some islands have more than one. There is no map showing where these brygga are located so it makes it impossible for a visitor to understand which brygga they need to book or which one is nearest to the place they want to go.
- At the harbour, most Skärgårdstrafik departure points have a post with the name by the harbour and a sign on the post shows the website address for checking times. A suggestion would be to also have a QR code on this poster to speed up access to the website for visitors. Currently Tyrisöt does not have a departure point sign for Skärgårdstrafik.
- At Fyrudden it isn't obvious where the taxi boat or post boat will pick up from.
- In May 2020, the timetables for 2019 were still displayed.
- The fact that both companies have a focus on sustainable fuels is a great achievement and one which should be communicated with visitors and built upon.
- Good to see the Skärgårdstrafik website mention adaptations for accessibility. It would be good to know more about this and include photographs of access and departure routes as well as toilet facilities.
- Ensure boat map routes are up to date and relevant. Skärgårdslinjen map at Arkösund had a purple line route displayed and also the online map on the website has a dotted black line with no key next to the map to tell you what any of the lines are.
- There is vast potential for the boat travel companies to package their trip with other experiences on the island and create 2+ day itineraries. This could include island hopping by foot, bike, kayak or a combination of all.
- It was good to be offered the S:t Anna skärgård 2020 brochure produced by Navet I Havet from the driver on the boat of Skärgårdstrafik when I was asking questions about which islands were good to stay on and possible to reach on his trip. It did however mean that I still had to do all the work to read this and plan. This booklet or any other information is not visible on any the boat trips I made so there is potential to promote this more.
- Similarly on board Skärgårdslinjen boats there is scope to promote what there is to see and do on all the islands on this route, as well as the places to stay over or eat. There are flat screen TVs which could share on a loop, visuals of the beauty of the archipelago, some interpretation around the military history, geology, wildlife, mining and social history. This is also a prime opportunity to promote packaged options with accommodation, food, experience, kayaking and wildlife trips.

8. TOURISM EXPERIENCES

STORY

Östergötland's coastline and islands are intrinsically a very special experience. The rocks hold millions of years of evolution, and the people, many lifetimes of stories. It is this authenticity and unique sense of place that makes for treasured memories and amazing experiences for those who visit.

This report contains information about some of the experiences I have knowledge or experience of, there are obviously so many more, but here is a summary of a selection.

The mix of possibilities can be broken down into the components of the guest journey and are detailed below.

8.1 Accommodation

A wide range of places to stay and experience are available:

- Quirky and unusual lighthouse and radio station²⁶
- Cosy rustic cabin to high quality house
- Wild camping in a tree tent
- Traditional archipelago harbour hotel
- Hostels with character
- Castles and manor houses
- Golfing resort
- Camping and caravan sites and motor-home ställplats
- Foody hotels, pensionat, gästgiveri and B&B
- Guest harbours and marinas

8.2 Food

There is a strong sense of identity in relation to food along the coastline.

From good quality café and restaurant options in harbour hubs, fish smokeries and the foody micro-destination of Vikbolandet where you can meet the entrepreneurial producer and the product.

Vikbolandet

I had an excellent farm hopping experience around Vikbolandet going from farm to farm one morning. It is not often I have an organic raspberry sorbet for breakfast and ostrich sausage for lunch. An eclectic mix of visitor experiences through retail, food purchasing and immersive farm experiences with interpretation to learn more about the animal husbandry, production and produce. This region has to be a highlight and really complements the other visitor experiences in Vikbolandet and Östergötland as a whole.²⁷

It is definitely worth the designation of a quality food trail with potential for signage, maps and supporting online and printed literature. See examples of this in section 11.

²⁶ <https://haradskarsfyrplats.se/>

²⁷ https://nkpg-upplev-prod.s3.amazonaws.com/uploads/brochure/file_sv/14/mat-vikbolandet-webb.pdf

The places visited include:

- Vikbolandets Hjort och Vilt
- Visätter Kalkongård
- Vikbolandsstruts
- Sänkdalens Gård

Hjort och Vilt, in addition to their retail space on the farm, had a food truck serving their own hot food and retailing chilled products during the summer weeks at Arkösund harbour. I hope it was successful and can be repeated as it complemented the smoked fish kiosk in the serving of quality produce which is ready to eat whilst enjoying the harbour surroundings. Victoria, Crown Princess of Sweden and her family seemed to think so when I saw them fuelling up their yacht at Arkösund one evening!

Aspöja

There are other jewels in the food crown of Östergötland's archipelago islands if you happen to be in the right place at the right time. An overnight stay on Aspöja meant I could meet Helene and Niklas at Forsmans Lax och Lamm, and hear about the rhythm of their year juggling farm and animal rearing, island management and the restaurant in summer.

They work with another producer on this small island who has green houses and an array of tomatoes, chillies, peppers, salads and herbs with an honesty box shop selling these and homemade pesto at the end of his garden. Quite special on such a remote location to have this quality of local produce, bred or grown on the island and to be able to meet the producers. Low food miles indeed!

Harstena

Every morning, the bakery on Harstena is up early during the main summer weeks, to produce an array of fresh breads and buns, the fresh focaccia should not be missed!

Near Valdemarsvik

Back on the mainland, a mention goes to Café Kårtorp who have a strong focus on local sourcing and collaborations with local producers and sharing this story as part of the visitor experience.

Gryt Finnö

A spontaneous stop off to Finnö Fisk Rökeri & Gårdsbryggeri with the 'closed' sign up outside, soon found it 'open' and me chatting with owner Uno who owns the business. I learned about the smoking process, had access to the chill counters, bought some delicious fish and ended up with a surprise sample of his own 'Scottish haggis'!

8.3 Walking and Cycling

The coastline and islands offer stunning walking and cycling paths and waymarked routes.

Östgötaleden follows the coastline in parts around Kolmården and south through central Vikbolandet. From Valdemarsvik the route goes out to Gryt and the Ekön and Fyrudden coastline.

Then further south yet the pathway continues out to the coast to Torrö.²⁸

Other walking routes:

- Vikbolandsleden
- Stegeborgsleden
- Klosterleden
- Göta kanalleden
- Naturstig Tyrislöt
- Naturstig Edgards på Lagnö
- Naturkartan app

Cycling routes:

- **Kustlinjen** red cycle route signs are prominent in many places within Östergötlands coastline. In Arkösund there is in fact a branded sign saying it is the start point for the route. Tyrislöt, Valdemarsvik and Gryt also feature in route plans with signage in place.
- **Bräviklandet** has a mountain bike path in the forest.

8.4 Kayaking and Outdoor Activities

Kayak hire, and guided archipelago trips are possible in various locations in the archipelago including Mon, Ekön, Valdemarsvik and Harstena.

Do the North

Thomas Ohlander has developed the business from kayak rental to themed guided excursions for the international and Swedish markets. Working with small group guided and self-guided kayaking experiences such as food foraging and outdoor cookery, bushcraft, wildlife safari and photography excursions.

Ostkustenkajak

In addition to kayak hire at Ekön and the new location of Västervik in 2020, the company also offers children and adult instruction courses to Paddelpasset level. Evening group excursions on a full moon, tree-tent island overnight experiences and yoga and mindfulness paddling are really interesting ways to experience the coastline. The owner Christian Swanson has spearheaded initiatives such as the kayak weekend sport event and festival and is involved in the marketing of the destination through the new brand and website Utonjutigryt.²⁹

The new kayak hiring location of Västervik also opens up the Tjust archipelago for exploration from this point as well as creating an opportunity for a longer 60km journey between the two kayak hiring bases of Ekön and Västervik. This is a great addition, extending paddling trip possibilities for a day or longer excursions along the coastline.

²⁸ <https://www.visitostergotland.se/ostgotaleden/>

²⁹ <https://www.utonjutigryt.se/>

S:t Anna Kajak, Tyrislöt

Since 1959, Gunvor Larsson and family have been providing accommodation, boat hire, kayaking, shop and café facilities for visitors to the area. It is commendable how this entrepreneurial spirit has endured and brings activity experiences to this part of the archipelago.

Naturkartan app paddling routes

Great to see that this app also highlights paddling routes and has one in the archipelago leaving from Mon. The app is available in Swedish and English.³⁰

8.5 Nature and Wildlife

Naturreservat i Östergötland

In terms of nature and the visitor experience, an excellent level of interpretation is provided by the 'Naturreservat i Östergötland' website, brochures, maps, interpretation panels and site boards. The production of these and the management of the landscape is facilitated by Länsstyrelsen Östergötland.³¹

These really open the door to a greater understanding and appreciation of the geology, flora, fauna above and below the water and land conservation of today.

A fantastic resource which is well produced, presented in durable outdoor formats and located throughout the whole of the archipelago and coastline just where you need them, whether it is adjacent to carparking or in the middle of a remote island.

These give real meaning to the visitor experience, one which stood out was at Uvmarö whilst walking through the old oak forest.

Equally impressive is the collaborative booklet 'Östergötlands natur- och kulturguidningar' listing all sites of interest throughout the region and an extensive programme of guiding from March to November.³² One trip takes visitors to the island of Fångö to learn about the C1800 copper mine and local Alsing Svensson.

It is an added attribute that many of the Naturreservat information boards and leaflets are produced in German and English in addition to Swedish. A great resource!

Guided wildlife experiences

In July and August, Skärgårdskompaniet offer twice weekly trips from the mainland and Harstena to the seal colony. These trips are not just a great way to get close to wildlife and the remoter side of the archipelago, but are also guided by natives of Harstena. Part of the trip includes a tour of the School Museum on Harstena and is a very meaningful experience to hear first-hand stories from the descendants of those on old black and white movie footage in the museum. A very



Figure 30 Naturreservat i Östergötland brochures



Figure 31 Östergötlands natur- och kulturguidningar

³⁰ <https://naturkartan.se/en>

³¹ <https://www.lansstyrelsen.se/ostergotland/besoksmal.html>

³² <https://www.lansstyrelsen.se/ostergotland/tjanster/publikationer/ostergotlands-natur--och-kulturguidningar-2020.html>

unique and special experience.

Do the North have also offered some kayaking and wildlife themed excursions more recently in the St Anna archipelago.

8.6 Culture

There is a really interesting range of small local museums in the region which often deliver a delightful surprise. Take Vikbolandet for example, an area with much to offer, strong focus on farm and food entrepreneurs, then right in the middle is a tribute museum to the last great diva, Zarah Leander. What a fun contrast, and excellent experience made even more enjoyable by the guide Åsa Birgersson.

These 'smultronstället' experiences are like delicious secrets and add variety to the visitor experience.

Other examples include:

- S:t Anna Skärgårdsmuseum
- Harstena School museum
- Harstena seal and boat museum³³
- Arkösund life under the surface exhibition
- Häradsjär lighthouse
- Kopparholmarna island museum
- Natur- och kulturstig Tyrislöt S:t Anna

It was only during my stay on Kopparholmarna, and the visit to the museum there, that I fully understood the war history and military connection to this part of the coastline, and there is so much to tell.

The proposed new development on Bergön would be able to do just that. The remains of an abandoned military coastal artillery is well preserved there. Through Håkan Mauritzon's vision, the proposed development of the island could offer a new and fresh approach to the visitor experience with benefit for the destination overall. A combination of interpretation, outdoor experiences, facilities for kayakers and boat travellers complemented by thoughtful and unique island accommodation, this could be the catalyst to year-round tourism in the archipelago.³⁴

³³ <https://www.visitostergotland.se/155883/Harstena-Museum/>

³⁴ <https://www.svt.se/nyheter/lokalt/ost/han-vill-bygga-turistmal-i-skargarden-mitt-bland-naturvarden>

OPPORTUNITY

NEW PRODUCT DEVELOPMENT

There are many opportunities for new products to be created or new collaborations to evolve. Trying to extend the season and introduce new products which focus on the quieter shoulder months would be of great benefit to both the local community and visitor.

Ideas of areas for development are listed below.

- 1 Wildlife trips and tours. There is a great opportunity to educate new guides and create family focussed experiences around the archipelago. Birdwatching isn't just for birders, a great guide can combine all aspects of the archipelago while on a nature guided experience and pitch the level for adults and children. Think also about evening tours, there are many options during the day but less in the evening.
<https://www.visitscotland.com/see-do/wildlife/birds-birdwatching/>
- 2 Glamping both budget and high quality could add variety of choice and increase the number of destinations visited in the archipelago either for those looking for exclusivity and solitude, or activities and a café nearby.
<https://www.coolstays.com/property/loch-tay-glamping-domes/19472>
<http://zut.hr/glamping/gallery/>
- 3 Collaboration between quality food offers and quality accommodation would enhance. Also experiences which include the geology, such as the stone kettle on Ämtö and coast of Aspöja
<https://www.nwhgeopark.com/plan-your-visit/>
- 4 Maritime history, military history and social history of the islands is very difficult to grasp as a casual visitor, more could be shared to inspire and education through all types of tourism experiences or new ones.
- 5 Island hopping...how to make this possible and a product.
<https://www.visitscotland.com/see-do/island-hopping/>
- 6 Create packages including transport and experiences with overnight stays on islands which already have accommodation and promoted these together so it's a one stop shop for the visitor and does all the planning work for them.
- 7 Cross archipelago promotion, keeping visitors in the destination for longer. Make visitors curious to explore the whole of the archipelago and share what there is to see and do along the coast.
- 8 Coastal development which links walking, cycling and kayaking along the route, similar to ARK 56 in Blekinge
<https://ark56.se/>
- 9 The meeting of Göta Canal and the gateway to the archipelago at Mem could be more of a feature and connection to the archipelago
- 10 Trail guides could bring together touring routes by car or bike around themes such as food farm hopping in Vikbolandet, or runic stones and graves from old times.
<https://www.visitabdn.com/assets/Uploads/Stone-Circle-Trail.pdf>
- 11 Agricultural tourism is really increasing, but it needs a profile and marketable brand. Vikbolandet is perfect for this genre of tourism. A group in Scotland called 'Go Rural' have launched their own agri-tourism website to show how diverse a farm experience can be. This could be an easy thing to implement for the coastline, islands and Vikbolandet area.
<https://www.goruralscotland.com/>

- 12 Food tourism guided or interactive participatory experiences. This could work well in so many places around Vikbolandet or on Harstena for example, where there is so much connection to the history and the family Lindkvist who still smoke eel and sell it in the island shop.

NEW EVENTS

- 13 Expand on the current range of kayaking and swimming events. A coastal alternative to Vätternrundan could incorporate swimming or running, beginner to triathlon levels. Here is Höga Kusten's swim run event and their annual hike.
<http://www.hogakustenswimrun.se/oldsite/2019/about.php>
<https://hogakustenhike.se/>
- 14 Food festival, festival of the sea, harbour festival, archipelago festival...some kind of archipelago destination festival.
 These have more benefit if spread over a weekend instead of one day, and take place at the early or later part of the year eg May/June or Sept.
 An archipelago harbour hub festival days could take place each year in Arkösund, Tyrislöt and Fyrudden. It could incorporate food, music, activities, boat trips, guided experiences and planned strategically so it does not conflict with other activities in the location.
<https://www.visitscotland.com/blog/islands/island-festivals/>
- 15 Small cruise boat tourism from Stockholm is a possibility if it works logistically and is physically possible to tour and dock. The opportunity to disperse visitors to participate in local experiences could bring some curious travellers to a new destination. Again this is another shoulder season opportunity for May, June, August and Sept. Höga Kusten tried it in 2020 in a collaboration with Siljeligen.
<https://www.mynewsdesk.com/se/tallinksilja/pressreleases/tallink-silja-foerlaenger-kryssningar-till-hoega-kusten-fram-till-och-med-hoestlovet-3033240>
- 16 Businesses with smokeries, brewing or other artisan produce to do evening tours, food tours, cooking classes or immersive experiences so visitors learn more about the connection of the product, suppliers, producers, flavour or tradition which it connects to.
<https://uniquelylocal.co.uk/experiences/artisan-food-tour-of-kelham-island-sheffield/>

WORK WITH PRODUCTS THAT ALREADY EXIST

- 17 Kustlinjen is a signed cycle route following the east coast of Sweden from Öregrund to Västervik via all 3 harbour hubs of Arkösund, Tyrislöt and Fyrudden. The red square signage with cycle logo and Kustlinjen name, remains in excellent condition, clear and prominent throughout the archipelago destination area. It is a tourism product waiting to be used. Currently 'Sweden by Bike' bike tourism company use it as a self-guided product. Östergötland's section of Kustlinjen also appears on a recommended list of Sweden's top 5 bike routes.
 It is here and ready to go, any type of tourism business can promote this, and if there is funding and time, then a new simple website, map or app could be created.
<https://swedenbybike.com/cykelleder/kustlinjen/>
<https://www.varldenshaftigaste.se/topplistor/sveriges-5-basta-cykelleder/>
<https://wiki.openstreetmap.org/wiki/Sweden/Kustlinjen>
- 18 The location of Göta Canal leading into the waters of the archipelago is a great opportunity to combine and cross-promote experiences, not just for the boat traveller but for every other curious visitor to the region.

- 19 This is a coastline of archipelagos, and in itself creates a whole range of possibilities. For the keen kayaker, it could be a fantastic kayak trail. This was featured in 'Magasinskärgård #1-2020' in a story called 'Paddling genom fem skärgårdar' and referenced Tjust, Gryt and S:t Anna.



Figure 32 Magasinskärgård #1-2020

- 20 Riksantikvarieämbetet the Swedish National Heritage Board, manage an extensive range of ancient monument, graves, stone circles, runic stones and places of historical cultural significance. Often there are interpretation panels at these sites to explain their significance, sometimes there are seating or fire pit areas. Consider using these as additional points of interest in any tours or descriptions of the area.

<https://www.raa.se/om-riksantikvarieambetet/>

- 21 Skärgårdstrafik and Skärgårdslinjen are currently the main transport providers who have greater control over when and how visitors can access the archipelago. There are opportunities to expand the accessibility of these islands and coastline and to extend the months and days of operation.

It could begin in small increments of extending two weeks at the beginning and end and to tie this in with other experiences who are still open.

There is also the opportunity to create short weekend, long weekend, short break or week long

opportunities to visit islands and stay over.

Island hopping has huge potential and could encompass walking or cycling possibilities in combination with the coast and bike hire or kayaking hubs.

PRACTICAL IMPROVEMENTS

- 22 Businesses, say when you are open, keep your website and social media platforms up to date with opening times, contact details and be nice to new customers who look hungry. To develop and extend the tourism product in any region, businesses need to be physically open and communicate this in a clear way. I have a long story covering 3 days of travel around Östergötland in May in 2018. The short story is that for various reasons such as incorrect information on websites, businesses simply not being open in remote areas, or being refused food twice in a restaurant environment that was already serving food to a small conference, I was unable to eat in a public restaurant or hostel for 60 hours!
- 23 Make maps useful. Some brochures and maps are not to scale or don't show a scale or key to the icons on the map. Show visitor information centres, toilets, location and route of ferry journeys, walking routes, these are basics but often are missing. Links to other websites such as the walking route website is good also.
- 24 We should move away from the terms 'high' and 'low' season. Going anywhere in 'low' season feels like the experience is only 'half open' or there could be an impression of missing out compared to the experience of 'high' season. Suggest simply being open or closed and listing opening times and months clearly.
- 25 Showing when you are open using Swedish week numbers may work for Swedes but not for anyone else. If possible use both the week number and the opening dates and times.
- 26 Measure and monitor as much as you can. Use tools such as Google Analytics to measure web traffic. Ask visitors who enquire and book, how they heard about you. On a regional level it's key to look at website statistics also, as well as visitor numbers, visitor surveys, overnight statistics, duration of stay, parking capacity and identify areas of potential overtourism so strategies can be created for better visitor management.

SHARE THE STORY

- 27 Adapting or creating new tourism products in a stunning landscape can be worthy of consumer and trade press coverage. Be ready to share the story and see opportunities for coverage on social media and online as well as print or local newspapers. Here is a feature National Geographic did to cover the launch of ARK56, the archipelago sea trails of Blekinge.
<https://www.nationalgeographic.co.uk/travel/2020/02/discover-sea-trails-of-baltic-region-of-blekinge-sweden>



Figure 33 A snapshot of experiences offered along the Östergötland archipelago and coastline

9. SUSTAINABILITY – IMPACTS, IDEAS AND OPPORTUNITIES

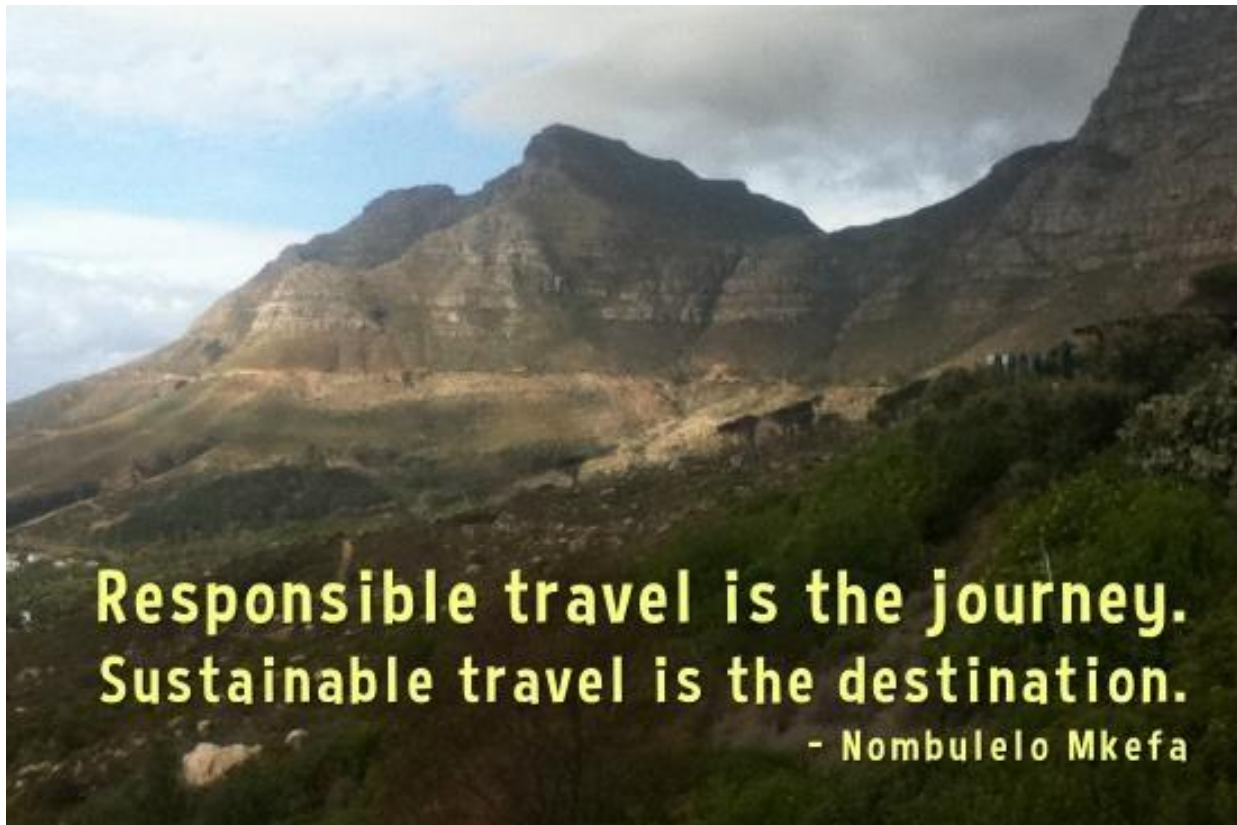


Figure 34 Courtesy of @ronmade

This section is about sustainability in practice and sustainability in action.

It details all aspects of destination development and ideas and solutions which could be implemented to make a positive difference to the visitor experience, the destination and most importantly, reduce or negate impact on climate change.

All the ideas are in line with:
Sustainable Development Goals 2030
 (SDG's 2030)
<https://www.unwto.org/tourism4sdgs>



They also fit with the aspects assessed in the:
Global Sustainable Tourism Council Destination Criteria.
 (GSTC Destination)
<https://www.gstccouncil.org/gstc-criteria/gstc-destination-criteria/>



These are excellent frameworks to support destination development of the coastline and archipelago of Östergötland in a meaningful way for those who live there, and for those who visit.

The examples below provide inspiration in addition to exemplifying how sustainable strategies and actions can work at all levels within a destination, especially if there is a shared aspiration and desire for sustainable action and collaborative and inclusive working with all stakeholders.

9.1 Sustainable Destination Development in Practice

Two examples of destination development in action:

The Sustainable Destination Development Initiative – Sweden³⁵

Based in Sweden and involving collaborative work with Tillväxtverket, Visit Sweden and 5 destination/regions in contrasting locations from 2012-2015. The objective was to improve organisational structures and engage the private sector in quality and sustainability improvements for sustainable destination development by:

- Prolonging the season
- Improving the quality of the guest experience
- Developing new and more sustainable tourism products
- Enhancing accessibility
- Improving the destination's quality and competitiveness



The Burren EcoTourism Network – Ireland³⁶

The second example is located on the west coast of Ireland in a coastal cliff location of outstanding beauty and special geological significance. The group consists of around 70 local enterprises who established the network in 2011 to manage tourism in the area through responsible and sustainable tourism and to deliver:

- Marketing campaigns connecting to slow tourism
- Local engagement from all stakeholders
- Environmental protection to preserve and care for the landscape
- Collaboration of resources and best practise between businesses
- Measurement of waste, water and energy and to reduce yearly
- Enhance biodiversity through different farming and grazing techniques
- Create a code of practise for all members



Insight: With a clear vision, collaboration, monitoring and measurement a destination can take control of its own destiny, sustainably.

³⁵ <https://www.oneplanetnetwork.org/initiative/sustainable-destination-development>

³⁶ <https://www.lonelyplanet.com/best-in-travel?c=community&id=tourism-project>

9.2 Environmental Protection

Protect biodiversity

Strategies and tactics for supporting the conservation of natural areas, habitats and wildlife within nature reserves are managed by Länsstyrelsen Östergötland. From the guest experience perspective, an excellent range of interpretation which is displayed at many locations around the destination, really enhances the visitor understanding of this landscape. And with understanding comes respect.

Leave no trace

Practical details are also delivered in the form of a map of all islands showing the location of composting toilets and waste points.

Allemansrätten

Information about the Swedish right to roam is produced by Naturvårdsverket and covers a range of outdoor experiences including, kayaking, horse riding and berry picking. Destinations and businesses can link to this material and have some available for visitors to read.

<https://www.naturvardsverket.se/Var-natur/Allemansratten/informationsmaterial/>

And a fun video in English too...

<https://www.youtube.com/watch?v=NT66AXcusFM&t=74s>



Figure 35 Publication on allemansrätten, and a video in which Visit Sweden inform about allemansrätten

Protection for nesting birds

Where protection is necessary, there are signs informing visitors about access rights and dates when it is not possible to access specific nesting areas.

Protection for seals

The seal reserve is identified on maps and guidance given where it is not permitted to go to protect their colony.

Fishing rules

A leaflet in English and Swedish is available which gives guidance on closed locations, minimum catch size and protected species.

Routes and track management

Keeping all walking areas, boardwalks and coastal paths in good order, enables accessibility and good visitor management whilst supporting conservation of the landscape.

Restoration

Ongoing programmes to monitor disturbance and action to preserve or restore natural ecosystems which require investment or conservation due to external risks or changes in climate.

Cultural and Built heritage

This takes into account the preservation of cultural and historical heritage, protection, preservation and enhancement of local properties, sites and traditions should be met without restriction of access for locals.

Management strategies

An ongoing commitment through financing and conservation to preserve the destination in collaboration with other landowners and stakeholders.

Code of Conduct for tourism operators and guides

There could be a code of conduct created for all tourism operators in the destination. This could include education about the environment so they can share this with visitors, and a commitment of how they will manage their business with preservation and respect to the environment.

Baltic Sea programmes

There are several programmes running to restore the good environmental status of the Baltic marine environment. Often these are collaborative efforts with other countries around the basin, which is one of the world's largest brackish water areas. The Baltic Sea Action Plan programme is one such collaboration, and aims to reduce eutrophication in the joint programme with other countries. EUSBSR, European Union Strategy for the Baltic Sea Region is a macro-regional strategy in Europe sharing synergies across borders to save the sea, connect the Baltic region and increase prosperity.

Environmental risks

The destination should prepare a sustainability risk assessment and identify actions based on the risks identified and manage risk areas that require immediate action whilst monitoring ongoing impacts.

Opportunities

Tourism has a role in supporting the preservation of landscapes and heritage and with good balance can do so whilst minimising any negative impacts and enhancing the visitor experience. Conservation projects could be made public and visitors invited to participate, such as the experience in the Faroe Islands for the last few years when they were closed for a weekend and invited volunteers to come and help carry out land maintenance. It's a lottery and every year 100's more apply and than get accepted to come and work on the land and live with the locals.

<https://www.visitfaroeislands.com/closed/why-were-closing-again/>

9.3 Visitor Management

Understand the visitor needs

Gather and analyse data on visitor flow and pressures from tourism activities throughout the year. This will help evaluate the destination's ability to accommodate visitors in different locations and also the resources available such as parking and water.

Visitor Pledge

Visit Iceland have 'The Icelandic Pledge' which invites the visitor to 'Pledge to be a responsible tourist' and their fun and interactive 'Iceland Academy' which guides the visitor through practical aspects such as driving as well as how to act and respect the nature.

<https://visiticeland.com/pledge>

https://www.youtube.com/watch?v=qBaXOezRkVs&feature=emb_logo

Visitor Charter

Visit Scotland have developed a visitor charter which is promoted through their website and also via tourism companies and media campaigns.

<https://www.visitscotland.org/supporting-your-business/advice/coronavirus/responsible-tourism/responsible-visitor-guide>

And how to be an eco visitor.

<https://www.visitscotland.com/about/eco-tourism/>

Responsible Destination Guide

When there is a common voice inviting the visitor to think sustainably, this has a big impact. Finnish Lapland have invited visitors to enjoy their experience in a safe and responsible way, with guidelines and ideas in their guide for travellers.

<https://www.lapland.fi/visit/sustainable-tourism/responsible-traveling/>



HOW TO TRAVEL RESPONSIBLY IN LAPLAND – SUSTAINABILITY GUIDE FOR TRAVELERS

Figure 36 Courtesy of www.lapland.fi

Setting expectations through storytelling

Visitors will be more engaged, respectful and understanding of what is expected from them if businesses, destinations and marketing platforms communicate more about what their ethos is in connections sustainability. It can be interesting, enlightening or inspiring, but it gains trust and respect from the visitor from the outset.

<https://hallbarhetsklivet.se/initiativ/hemma-pa-klev/>

Local Access

Planning is key here to control access and limit numbers or alternatively adapt the environment in a way that controls where and how the area is accessed such as walkways or one-way routes and traffic flows.

Visitor safety

A guide to safe travel in Scotland for visitors and those who provide experiences.

<https://youtu.be/JT5oZFu53aw>

Identify and manage Carrying Capacity

The formula for this is based solely on measurement and monitoring to establish the number of visitors a site within the destination can accommodate. Out of this, strategies to improve management of tourism facilities and locations can be implemented where needed or where a future bottleneck or overtourism is likely to arise. This is key and important to measure and monitor year on year, especially before it happens. Easier to implement strategies beforehand rather than change behaviours and strategies afterwards.

Visitor flow

In the context of the coastline and island destination of Östergötland, this could be impacted by the arrival times of boats, the number of visitors allowed to visit or moor by an island each day and how different groups are advised to explore and which routes they take around the islands.

Find ways to spread visitors across a wider area of the destination during the most crowded times of day or holidays or months, and offer incentives for off-peak visits or adjusted admission times or boat departures.

Respect the locals

Good visitor management will maximise economic benefits to the host community whilst minimising negative impacts on their lives and local environment. Set up information meetings early in processes to bring the local stakeholders together with project teams and strategists so their input can be fed back into the process at an early point, and views and opinions and ideas collated.

Visitor feedback

Really important to find ways to engage and understand the visitor more. Surveys online and research on site are key to understanding more about how the visitor experiences the environment, their plans, how aware they are of sustainability factors and what they aspire to in the future. Obtain feedback and develop and measure on the back of it.

9.4 Economic Sustainability

Economic benefits

Tourism generates a very real positive economic impact especially for more remote and rural regions. If this is to be maintained and become sustainable over time, then there needs to be investments made on several levels. It is important when identifying opportunities to maximise the economic benefits to the host community while minimising negative impacts.

Employment

Often job opportunities in tourism in the more remote or rural environments, rely on students and summer workers. This has a clear impact on tourism businesses who stop trading when they no longer have a team in place as they have all returned to school or college. If more focus and training support were given to employing some people from the local area, then there is the possibility to extend the opening times and thus aim for a longer opening season. Without this investment it is very difficult to address the seasonality of tourism in a positive way. Decent work, decent conditions and a decent wage is fair.

Training

In relation to the above solution, in employing more local people, it may be that more investment is required to up-skill or retrain in some aspects e.g. use of digital within tourism.

It could also work another way where there are opportunities for different tourism products such as nature and culture guiding and for there to be some training delivered which connects to this side of up-skilling.

A course for eco-tourism in Sweden:

<https://www.osterlen.fhsk.se/kurser/entreprenor-ekoturism/>

A course for nature guide certifying in Sweden run by Naturturismföretagen:

<https://naturturismforetagen.se/certifierad-naturguide/>

Digital

Next to sustainability, digital is the next important focus for development in any sector but especially tourism and especially rural tourism. The destination needs to have access to 4G with 5G around the corner. Similarly those working in the tourism sector need to be adapting to online booking, social media, booking platforms and agencies and to reply to emails in a timely manner. Without any of this, the sector will be very quickly left behind. So it is important that tailored training, courses and online support can be given and that the tools are fit for purpose.

New trends and new sectors

In terms of tourism, there are some opportunities to introduce new products and experiences to the destination. At Bergön, there is already the aspiration to bring the military story alive and create an iconic destination and new ideas on how to stay on the islands and experience island life.

Glamping is a growing trend and can be effective in extending seasonality. High quality glamping also. Creating more and regular wildlife and island culture tours for families would be an excellent addition. Similarly niche tours for birders and wildlife enthusiasts could be packaged and sold via a tour operator platform.

Community inclusion and support

Key to all new developments is buy-in from the community with an acknowledgement that with the age of the population rising, there risk a diminishing of live and livelihoods in these remoter areas unless new investments and new ideas are implemented.

Community initiatives

It is important that any new enterprise contributes to both economic and sustainable benefit. Getting visitors involved with community and conservation initiatives, supporting new infrastructure projects, planting trees, beach cleans, fencing and path maintenance and donating to conservation programmes is all on the agenda.

Local purchasing

Raising awareness of local producers and suppliers, of which there are many in the region, and generating campaigns and awareness on the desire to keep it local as much as possible for everyone.

Transport infrastructure

This is a challenge and a necessity and holds the balance to everything that happens on the islands. Many economic opportunities hang on the delivery of transport schedules, frequency of departures and which islands are involved. To change tourism means changing this key aspect of the infrastructure, and that requires discussion and decision.

9.5 Accessibility

Destination audit

In order to understand the status of the destination regarding accessibility, it would be helpful to map out current facilities, services and experiences which support accessibility in relation to the visitor journey in the destination.

There are probably more of these than you first think! Then find a platform to share this information.

Accessible for all

Where practical, sites, facilities and services including natural and cultural, are accessible to all.

Where there are limitations to this, then design solutions can be implemented, or digital and remote alternatives offered.

Communicate accessibility

This is key for the visitor so they understand what is on site and how it works. Many companies and destinations think they have to install new facilities or services, which of course is useful but in the first instance, it is simply about describing what exists currently and showing images of how it looks. That way the visitor can make up their own minds about how suitable it is to visit.

Tillgänglighets Databasen show good examples for buildings, camping sites, theatres, shops, cafes and toilets. Here is an example of how it works for a nature reserve.

<https://www.t-d.se/sv/TD2/Avtal/Harryda-kommun/Radasjons-naturresevat/>

Feedback for future development

If looking to invest in new facilities or services, connect with various local groups and associations and bring them into the design process. This is the story about how a museum in Gothenburg went about researching and implementing new initiatives to deliver on inclusivity.

<http://www.funktek.se/detta-vill-vi/>

TECKENSPRÅK ENGLISH

Sök ... Sök

FunkTek FÖR ALLA SOM VILL GÅ PÅ MUSEUM

HEM OM FUNKTEK - ORDLISTA FUNKTEKPILOT VÅR METOD BLOGG

DETTA VILLE VI

SKA INTE KULTUREN VARA TILL FÖR ALLA?

Museer ska vara till för alla. Därför ska de vara tillgängliga för alla. Alla har lika stor rätt att delta i och skapa kulturen! Men många museer dras med otillgängligheter av olika slag. För vissa människor innebär det att det blir svårare att ta del av det som finns på museer. För andra blir det rent av omöjligt. Detta ville Funktek ändra på.

Funktek var ett treårigt projekt finansierat av Arvsfonden, och handlade om att alla ska kunna gå på och uppleva museum. För att det skulle bli möjligt behövde vi veta vad olika människor med olika funktionsvariationer tyckte, tänkte och ville ha!

Därför anställde Funktek personer med olika funktionsvariationer för att utvärdera tillgängligheten på Göteborgs stadsmuseum. Vi kallade det att jobba som Funktek-pilot. Genom att göra olika workshops tillsammans fick vi nya kunskaper. Vi ville att dessa kunskaper skulle förändra sättet Göteborgs stadsmuseum planerar och bygger utställningar på. Så att framtidens museer blir mer tillgängliga för fler människor. Vi ville inte skapa fler sär lösningar, vi ville skapa lösningar. Även om projektet har nått sitt slut finns hemsidan kvar för att inspirera andra till att börja tillgängliggöra sina verksamheter. Välkommen att kika runt!

GÖTEBORGS STADSMUSEUM change rodam. making the change happen URBAN FUTURES SWEDISH INTERACTIVE UTOPIA

Figure 37 Courtesy of www.funktek.se

Awareness and training initiatives

How visitors are met and welcomed both in person and through signage and interpretation is very relevant. Think about how the destination welcomes a visitor from pre-information on websites and brochures, to telephone calls, arrival signage, parking and the experience itself.

- Does the website have good colour contrast and larger print options?
- How clear is the signage for accessible parking and toilets?
- Are automatic door openings within reach?
- Are hearing loops installed at reception or conference areas?

Many more aspects could be considered and there are a lot of resources to assist on the Visit Scotland accessible inclusive tourism website.

<https://www.visitscotland.org/supporting-your-business/marketing-toolkits/accessible-inclusive-tourism>

Accessibility in practice

Listen to an accommodation provide, a visitor attraction and a hotel manager on how they work with and communicate their business, in relation to accessibility.

<https://youtu.be/e7Vcp57gnXA>

9.6 Food

Local sourcing

The coastline and archipelago of Östergötland has a fantastic collection of food producers both on the mainland and some islands. The use of local and seasonal ingredients as well as unique local products, recipes and cooking methods in menus is a real attribute in relation to the destination. A campaign could be created within the destination to promote the use of foods locally.

Here is an example of how Swedish Lapland promote their produce.

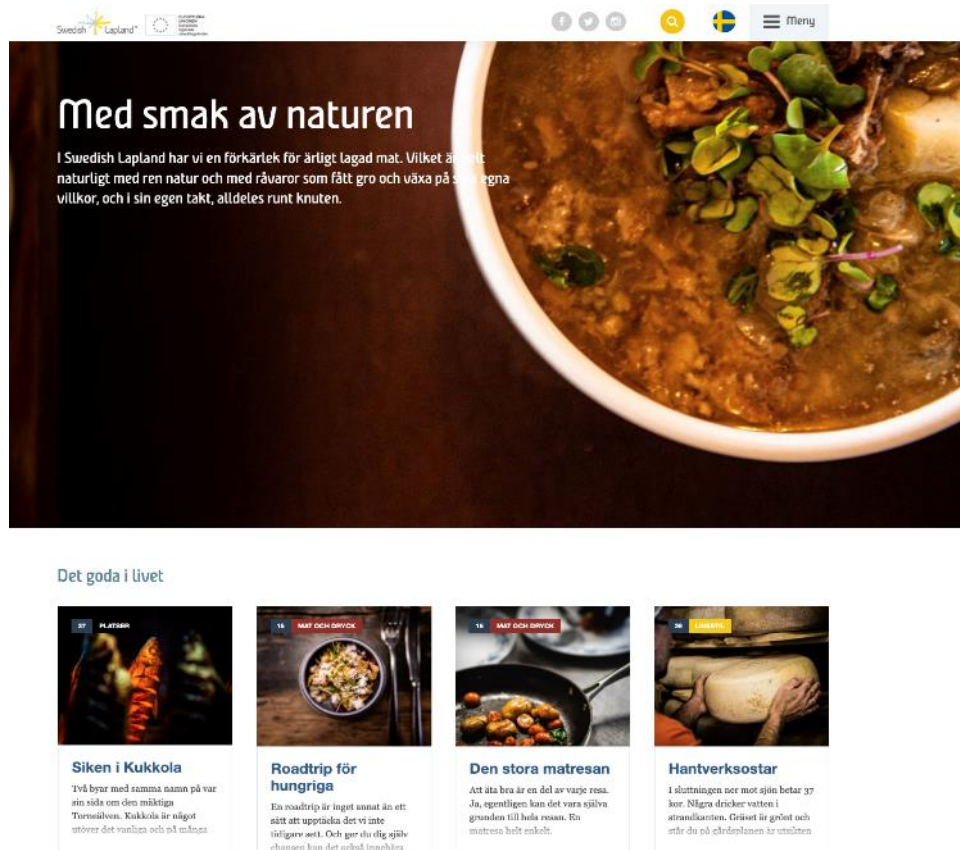


Figure 38 Courtesy of www.swedishlapland.com

<https://www.swedishlapland.com/things-to-do/get-a-taste-of-swedish-lapland/>

Local trend

This is going to continue and grow partly due to the localisation of tourism in 2020 due to COVID-19, but since it has been a growing culinary trend in the last 10 years. Visitors have local food as a highlight of their experience and connection to the place they visit.

<https://www.besoksliv.se/nyheter/forskaren-det-lokala-har-blivit-viktigare-i-krisen/>

Organic

Ethical and eco-labelled products ensure that sustainability and animal welfare creates good social conditions in the cultivation, processing, production and trade both for globally and locally made produce.

Östgotamat

So many food companies are already listed on this website and are working in collaboration with activities and events in the region. It is a great resource to be able to identify and source new products for companies looking to extend their range of local produce.

<http://www.ostgotamat.se/>

Food trends and marketing opportunities

The interest in local produce as part of an immersive visitor experience is increasing rapidly. The storytelling around production, the tradition or simply to meet the producer and hear their own story is all part of the experience in addition to the tasting itself. Find out more from some support materials from Visit Sweden on how to identify these opportunities and communicate what there is to offer.

<https://corporate.visitsweden.com/kunskap/trender-och-kommunikation/maltidstrender/>

Food trails

Vikbolandet has such a concentration of food producers, farms and foody retail options, that it would be easy to package a food trail. Similarly various food trails could be created within the whole of Östergötland region with a variety of themes or routes for those travelling by car or bike.

In Oregon they have the Wild Rivers Coast Food trail with over 40 suggested stops, along with maps and highlights for each month when there is a product focus.

<https://traveloregon.com/things-to-do/eat-drink/oregon-food-trails/wild-rivers-coast-food-trail/>

9.7 Energy

Renewables

A strong focus on the use of renewable electricity, bio-fuels, solar panels, ground source heat systems and other sustainable energy sources. This could be part of the destination strategy in terms of making these more accessible and a regional strategy on implementation or financial support.

Electric car charging

Look at ways to install these stations at major hubs around the coastline and in overnight parking locations.

Communication

Ways of sharing with visitors to be mindful of their use of energy and tips on how to reduce.

9.8 Water Use and Conservation

Bring your own bottle

Run a sustainability campaign to introduce a new aspiration in Östergötland to bring your own refillable water bottle.

Iceland ran a 'Drink Tap Water' campaign.

<https://kranavatn.inspiredbyiceland.com/>

Grey water

Share ideas and tips of how to reuse rain water and indoor grey water for plant watering or toilet flushing. This may be more relevant on archipelago islands where there is pressure on water sources, especially in summer when there are more visitors.

Measure and monitor

Introduce a system of log keeping so that usage, savings or leakages can be identified. Öland have challenges with water and introduced a new way of watering their golf course from the lake in a more efficient way. Also all the toilet facilities have information on minimising water use throughout the island.

Communicate

Make sure visitors are aware of the need to conserve water in locations where this is relevant. Also, if there are no shower facilities in the property, to communicate in advance and explain how to take a bath in nature. If it is in a local lake or sea then good to promote the use of washing gels which are not harmful to the environment.

<https://sjohav.se/>

Tips

Good to provide some tips for the industry on how they can save water through the installation and renewal of aerator systems in taps and shower heads. Also the control of the shower where it is a push button system instead of full flow. The same goes for visitors, explain what is expected of them, how to conserve water and why.

<https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/supporting-your-business/sustainable-tourism/sustainability-factsheet--water---taps-and-showers.pdf>

9.9 Waste

Circular Economy

Create a buzz around the circular-economy possibilities in a destination.

<https://circulareconomy.europa.eu/platform/sites/default/files/circular-economy-in-travel-and-tourism.pdf>

Packaging

To ask visitors to leave food and item packaging at home where possible, before coming to the destination, especially the islands.

Single use plastic

Be rash and have a ban on single use plastic items throughout the destination. It's through momentum like this that habits change and people look for alternatives in their purchasing process. See what Gothenburg did.

<https://goteborgco.se/en/2020/03/gothenburg-aims-to-become-swedens-first-single-use-free-city-centre/>

Re-use

Bring your own water bottle and lunch box to refill and reduce food packaging at the destination. Share examples of companies who have re-used or up-cycled products.

Engage visitors in the clean-up

Amsterdam has fishing trips to collect waste plastic in the canals, meanwhile there are a lot of fun possibilities to mingle with the locals at plogging events and beach cleans. Green kayak is also a fun idea where you can use a kayak for free if you collect waste.

<https://plasticwhale.com/>

<https://kayakrepublic.dk/en/diverse/greenkayak/>

New island waste sorting initiatives

An exciting new initiative for the archipelago is the floating waste station. This can be used from land or sea and enables the waste to be sorted into all fractions.

<https://www.valdemarsvik.se/utveckling-projekt/eu-projekt-sophantering-pa-oar>



Figure 39 Courtesy of www.valdemarsvik.se

Hazardous waste

More information could be given at waste stations regarding the location of hazardous waste depositories for batteries, light bulb, paint etc.

Food waste

The sustainable conversion of food waste to biogas and alternative fertilisers in Östergötland is excellent, good to support this and make visitors more aware of this option.

<https://smartcitysweden.com/companies/844/svensk-biogas-i-linkoping-ab/>

9.10 Transportation

Designate parking outside the harbour hub

Short term, overnight and long term parking is key at the three harbour hubs for departure onto the islands. More long-term parking could be created out of town for Tyrislöt and Fyrudden as capacity is

challenged currently. Well signed and well communicated, especially by those who take bookings for visitors.

Electric shuttle bus

It could be that in summer, a shuttle vehicle operates between parking and harbours. This could be an electric vehicle powered by renewable fuel...and even driverless!

<https://sverigesradio.se/artikel/6869391>

<https://www.teliacompany.com/en/news/news-articles/2020/5g-powered-self-driving-electric-bus-propels-stockholm-into-the-future/>

Pedestrian Zones

Like some other city centres who have pedestrianised their locations, it may be of benefit to only allow accessible, local and bike traffic into harbour destinations, while all other vehicles are left in the longer stay parking. Also fun to include electric buggy and clean energy vehicles only.

<https://www.ljubljana.si/en/ljubljana-for-you/transport-in-ljubljana/transport-around-the-pedestrian-zone-of-the-old-town/>



Figure 40 Courtesy of www.ljubljana.si showing the pedestrianisation of the town centre

Electric charging points

These could be installed and available in more parking areas.

Bicycle infrastructure

Cycling paths and secure bike parking racks to be well maintained and signed, there could also be bike cleaning and air-pump facilities if the market is expanded with the infrastructure and route signage for Kustlinjen.

Public transport connections

Good co-ordination with public transport and boat departure times is key, without it, the destination encourages the use of one's own transport to grow.

Bio-fuel

The possibility to purchase bio-fuel in harbour hubs or within the archipelago.

<https://www.biofuel-express.com/hvo/>

<https://www.ecopar.se/ecopar-marin/>

Boat cleaning

The use of sustainable chemicals and have processes for minimising impact.

Promote sustainable travel

Tourism companies to share links to timetables for the train and bus networks for visitors looking to take public transport to the destination. Also promote walking, cycling and kayaking routes in the region as a mode of transport or experience.

9.11 Marketing

Open all year

Promote the benefits of non-peak season, and shoulder seasons.

Pivot marketing to promote experiences all year round, with the aim of extending the peak period, and to enticing visitors to experience the destination, at the very least from May to October.

Collaborate with tourism companies to achieve this together through planning, packaging and marketing. Example of autumnal marketing.

<https://www.visitscotland.com/holidays-breaks/autumn/>

Marketing collaborations

Good to do this with other already established platforms such as STF hostel association. They often feature walking routes, kayaking, family holidays and unusual accommodation. All of those are present in our destination, and there are a great range of STF hostels too in interesting locations such as Arkösund and Mem at the start of the Göta Canal.

<https://www.svenskaturistforeningen.se/aktiviteter/vandring/signaturleder/>

Stay longer and travel slow

Packaging experiences in a way that ensures the visitor wants to stay longer and participate in a slower type of travel is key. This can also be done through promotional incentives such as 3 nights for the price of 2 during quieter times, and minimum stays during busy periods.

Sustainability can cost more

We have learned that mass tourism has negative impacts so it's important to conserve this fragile region. Consider marketing and inspiring target groups who are higher spend, higher quality, unique or exclusive experiences or with a niche focus such as wildlife. More and more unique or popular locations worldwide are setting a higher financial commitment in order for people to experience untouched areas of the world, and it could be argued that Östergötland's archipelago is just that.

Selling an island storm in the winter months

Pia and Mike can tell you their own story in the video below, so a quick overview follows. They wanted to develop new business from October to March as they were open all year anyway. They are located on the most western outpost in Sweden, Väderöarna, the Weather Islands, one hour north of GBG then a 20-minute boat journey from Fjällbacka. Asian guests who loved the wildness of the place in the winter and the cosiness of the fires in the darkness spread the word about the place to some friends. Then that grew, and they started to welcome more guests. Then they tried to tap into the local market by building a stone sauna with a view of the crashing sea, dinner and wine and this became AW sauna on a Friday for folks in Gothenburg. Next they tried to sell the nights that didn't normally sell, so Sunday, Monday and Tuesday nights. So they created a package 3 nights for the price of 2. It sold out super-fast, so much so, people would call to book, the weekend they needed but if it wasn't available they would take the weekends that was free. From the business perspective, it costs a similar amount if a person stays 1, 2 or 3 nights to clean the room and do breakfast but the gain for the business is the revenue from 2 lunches, and 3 dinners plus beverages. A very successful campaign which extended their season despite the remote location.

<https://youtu.be/LRxRyYqSK7U>



Figure 41 Väderöarna's Vårdshus, a story on how to work with seasonality and succeed (a video by West Sweden/Västsverige)

Share your sustainable story as part of your marketing strategy

Sustainability communication is a way to engage with the conscious traveller. Gather good stories about how the destination is working with this and find ways to share and communicate with the current audience and potential visitors. Here's how Lapland are working with this.

<https://www.lapland.fi/visit/sustainable-tourism/>

Keep it local

Come up with new ways of promoting the strengths of the local product, people and place.

The 'untouristguide' website taps into places in the destination which are hidden gems, off the beaten track and may take only local knowledge to know about.

<https://www.untouristguide.com/>

'Meet the locals' a Västsverige Turistrådet initiative created a website so visitors could book an experience with a local guide, anything from going jogging to baking Swedish fika.

<https://meetthelocals.se/en/>

Themed years marketing

Visit Scotland have run a series of 'themed years' and this year has been the year of coasts and waters. Taking a regional initiative on this idea, Östergötland could have a years of pilgrim, archipelago, food, architecture etc. and work with social media and a brand toolkit for each theme and businesses could market on the back of these ideas.

<https://www.visitscotland.org/about-us/what-we-do/themed-years/year-coasts-waters>

9.12 Destination Management

Set a common sustainability vision and plan

Collaboration among all stakeholders, decision makers and residents.

Initiate sustainable awareness throughout the plan and initiate new ideas and change through regional policy, responsible groups, networks, round table discussions, tourism businesses and data collected from visitor activity.

What are the environmental, economic and social benefits of tourism development in our region?

Measure and monitor

Collate all current measurables which connect with the vision and set-in motion the measurement of new data so progress can be monitored, and goals set.

Environmental impact studies are also relevant here.

Employment

Employment is sustained through support, education and training, new initiatives and generating new marketing strategies to prolong opening months.

Local economy

Support this with initiatives for supplier collaborations.

Sharing economy

Invest in the delivery of new regional ideas which inspire behavioural change through digital platforms.

Here is a project from Gothenburg which connects with the sharing economy.

<https://goteborg.se/wps/portal/start/miljo/det-gor-goteborgs-stad/dela-och-lana/smarta-kartan>

Smart tourism as a tool for development

Digital investment is key for all but especially more remote communities in the region. This and support to up-skill the tourism industry to enable effective marketing and bookings in order to generate business all year round, improve mobility and connectivity.

Support sustainable choices

Helsinki created an app and web-based platform to share how visitors and those living in the city can chose sustainable alternatives through cycling, shopping, accommodation and experiences.

<https://www.myhelsinki.fi/en/think-sustainably>

Sustainable volunteering

The Faroe Islands who luckily have no overtourism problems but were feeling the impact on increased tourism. They decided to close for a weekend and create a weekend of Voluntourism. Visitors would come, stay with a family and participate in restoration and maintenance of the island infrastructure.

<https://www.visitfaroeislands.com/closed/why-were-closing-again/>

Sustainable tourism awards

Create an event with a range of categories to recognise and reward sustainable tourism development. This also engages the industry, promotes opportunities for local and national PR and generates some awareness and momentum towards real change, new ideas and best practise.

Create a visitor charter

This should be communicated by all tourism companies and agencies and tell of how a visitor to Östergötland, it's coast and archipelago is welcomed and what is acceptable in terms of enjoying the area in a responsible way.

The example below is one from Visit Scotland, recently drawn up to encompass aspects which connect to COVID-19 also. *#respectprotectenjoy*.

<https://www.visitscotland.org/supporting-your-business/advice/coronavirus/responsible-tourism/responsible-visitor-guide>

HOW TO ENJOY SCOTLAND RESPONSIBLY

Things are a bit different just now
By working together, we can enjoy the best of Scotland to help our tourism industry get back on its feet, in a safe way.

PROTECT OTHERS AND YOURSELF
Do not travel if you have Covid-19 symptoms or have been told to isolate.
Observe physical distancing, wear a face covering when required.
Regularly use hand sanitiser and wash your hands frequently.

JOIN US IN SUPPORTING THE LOCAL TOURISM INDUSTRY
Enjoy re/discovering Scotland.
Eat local, see local and buy local.

BE CONSIDERATE OF LOCAL COMMUNITIES
What makes Scotland so special is its culture and warmth of welcome from local communities, so please respect their precious resources. If it's busy, move on and explore somewhere different. Please take your litter with you.

ENJOY SLOW TRAVEL
Visit fewer locations and really get to know the area – walk, bike or paddle.
Observe the Scottish Outdoor Access Code

PLAN AHEAD
Check the business is open and if you need to pre book.
Follow business / attraction / community on social for latest 'open' updates.
Look out for businesses supporting 'Good to Go' scheme, Scottish businesses are working hard to ensure your safety and welcome.
Many businesses prefer card payment.

RESPECTPROTECTENJOY

VISITSCOTLAND.COM

Figure 42 Courtesy of www.visitscotland.org

10. SEASONALITY



Figure 43 Courtesy of Slush

The seasonality of tourism is changing

Whilst it can vary throughout Sweden due to the logistical spread of the country, here in Östergötland there is scope to extend tourism experiences beyond the main summer months. More can be done to increase the uptake of travel for the rest of the year, especially since the COVID-19 situation in 2020 has stirred the curiosity of Swedes to holiday more in Sweden.

This should now become part of any mainstream marketing strategy for regional tourism, tourism operators, booking agents and tourism companies.

More people are taking additional holiday or short break experiences, and this fits well with the opportunity to offer experiences which extend the traditional operating months and embrace everything that the destination and seasons can offer.

Question: *What comes first, the businesses to open longer, or the marketing to promote all year round?*

Both, just do it! Test the ground by first opening the business a couple of weeks either side of the normal closing dates and see how that works. Complement this with effective marketing on social media, special offers and reaching those who have stayed before.

On a regional tourism level, the marketing of themes which fit well with this focus can be implemented throughout the year ongoing and tourism businesses can market themselves on the back of this.

The opportunity of extended employment

Extending what can be a short visitor season, does not only have the benefit of increasing revenue, profitability and visitor service, but in more remote areas, it offers opportunities for employment and up-skilling of the local workforce.

Tourism companies often rely on summer and seasonal employees who return to study or another part of Sweden. This often creates an artificial and abrupt ending to the opening of activities and experiences in the region. Having travelled a lot in Sweden, mainland and islands, from April to June

and late August to October, I can confirm that visitors are still around, many are Swedish, and German visitors definitely prefer to visit at quieter times of the year.

Question: *How does a tourism business ensure they can deliver a visitor experience beyond the summer months?*

By aspiring where possible to employ some local employees and top up with seasonal team support in the summer. It is challenging especially in more remote locations, however to rely totally on seasonal workers restricts a business to seasonal limitations and the opening months will be difficult to change.

Marketing as a catalyst of change

It is key that both nationally and regionally, marketing campaigns reflect new trends and year-round inspiring content to provide the marketing platform on which the industry can hang their own marketing angle.

In an ideal world we would no longer talk about high or low season, but simply be either open and delivering the best possible experience, or closed. It requires a change of mind-set and a desire to change with small incremental steps year on year, but it is achievable and has vast potential, especially at this moment in time.

10.1 Ideas and Inspiration

Regional, local and hyper local on Väderöarna

Another example from the remote west coast and Väderöarna Vårdshus. Despite being an hour north of Gothenburg and then a boat journey to reach, they decided to try and reach their local market to extend the season. Focussing on 'AW' after work style activity, they built a new sauna overlooking the ocean and packaged this with a dinner tasting menu, fine wines and transport included.

Bookings came from groups, couples and often what was marketed as an evening experience became a weekend stay. Next they tried to sell the nights that didn't normally sell, so Sunday, Monday and Tuesday nights. So they created a package deal of 2 nights for the price of 1, or 3 nights for the price of 2. It sold out so fast that people would call to book, and if the weekend they needed wasn't available, they would stay whenever there was availability. From the business perspective, it costs a similar amount if a person stays 1,2 or 3 nights, the cleaning is the same, just the breakfast to cost in. However the gain for the business is the revenue from 2 lunches, and 3 dinners plus beverages. The guest feels they have had an excellent value for money experience and the business benefits from a sustainable longer stay, whilst maximising revenue per head.

So for something perceived as different and good value, guests will be curious and visit from October to April, despite the distance!

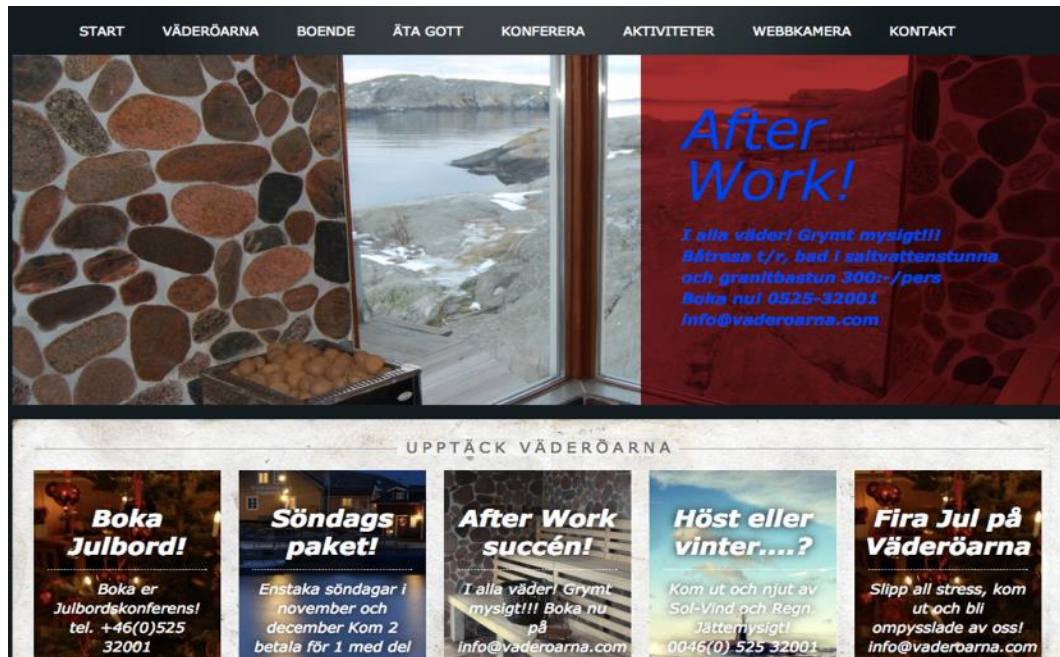


Figure 44 Courtesy of www.vaderoarna.com

Wildlife as a mainstream activity for all

Wildlife watching and guided eco-tourism experiences have great potential to extend the months that visitors come to an area. With a choice of products which can be segmented in a way that is entertaining and educational for families or more niche for birders. Any tourism business in the destination can share a calendar of wildlife activity to complement their own marketing, and it is often in the quieter months when wildlife are more present in coastal and archipelago areas.

Here is an example of a wildlife calendar from Visit Scotland:

<https://ebooks.visitscotland.com/wildlife-calendar/>

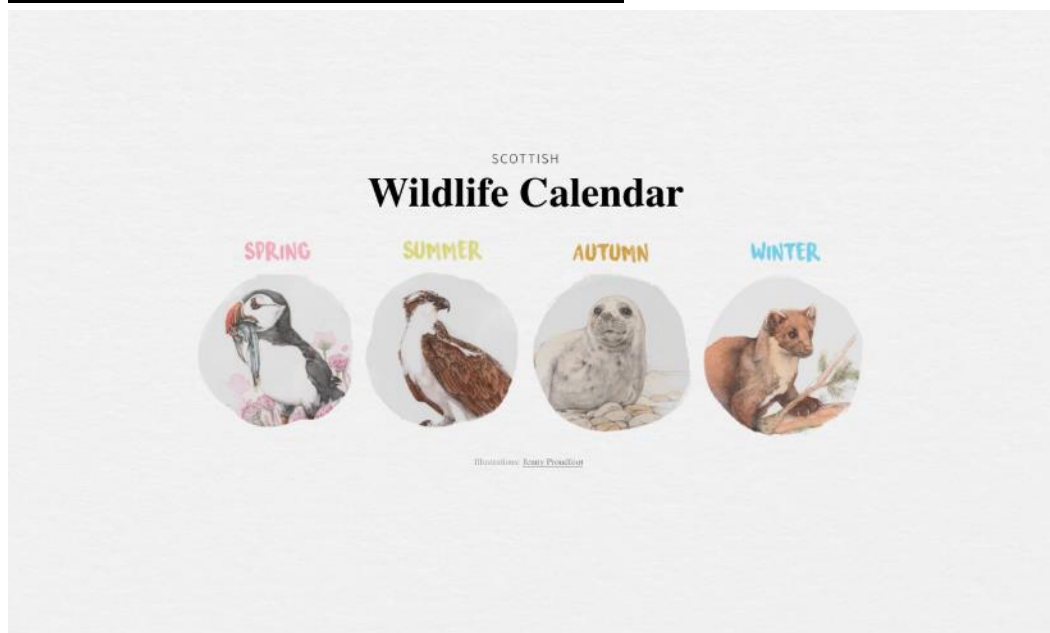


Figure 45 Courtesy of www.visitscotland.com

With a simple hide in the forest, Speyside Wildlife created an evening wildlife watching product which is really popular all year round. It fills a gap where there are not usually many evening experiences offered, especially for families. Even if there isn't so much wildlife activity there is always something, the guide can share stories and experiences using artefacts and interpretive tools to add to the education and learning experience.

<https://www.speysidewildlife.co.uk/Holidays.aspx?location=evening>

Inspiration to change the mind-set

Here is a really great example from the hostel association Svenska Turistföreningen, on keeping the curiosity and momentum around vacation, weekend breaks and getting out and about in all weathers and all seasons.

The idea around extending the summer holiday feeling, cosy, fires, sauna, nature's colours, trying something new, wildlife, fishing, hiking, yoga, forest-bathing and other types of wellness experiences are all incorporated into their online marketing.

<https://www.svenskaturistforeningen.se/guider-tips/forlang-svemesterkanslan/>

Visit Scotland also focus on things to see and do in September, October and November.

<https://www.visitscotland.com/holidays-breaks/autumn/>



Förläng svemesterkänslan i höst

Sommaren börjar gå mot sitt slut, men det betyder inte att du behöver släppa taget om den där sköna svemesterkänslan. Populära resmål blir oftast ännu lite härligare senare på säsongen, när tempot slår av på takten och lugnet infinner sig. Och vill du inte resa så långt finns massor av pärlor runt om i landet som passar perfekt att upptäcka över en helg. Här kommer våra tio bästa tips på hur du förlänger svemesterkänslan i höst!

Egentid vid Söderåsens Nationalpark



Figure 46 Courtesy of www.svenskaturistforeningen.se

Research, open and see

This year, a castle in central Scotland which normally closes the doors in October, will be trying guided tours until the middle of December. With self-catering accommodation and a caravan park nearby, it's looking to offer staycation visitors who are now booking home-based family holidays for those looking to get away and spend some time together before Christmas.

<https://www.visitscotland.org/news/2020/blair-castle-extends-the-season>

Embrace the dark and the light

Each year during December, Norrköping Light Festival turns a walk around the town into a magical experience. The stunning regenerated Industrial Landscape on the water's edge complements the whole visual experience.

<https://visit.norrkoping.se/se-och-gora/storre-evenemang/norrkoping-light-festival>

Norrköping Light Festival

Fredag den 27 november 2020 är det premiär för den sjätte upplagan av Norrköping Light Festival! Varje dag till och med söndag den 31 januari 2021 har ni möjlighet att njuta av spektakulära ljusinstallationer och konstverk.

Årets installationer skapas i regi av Norrköpings kommun tillsammans med det lokala näringslivet och lokala kreatörer. Samtliga ljusinstallationer är placerade i Norrköpings unika stadsmiljö och kommer att väcka liv i denna mörka årstid.

Temat för Norrköping Light Festival är tillsammans, vilket återspeglas i budskapen hos de olika ljusinstallationerna som kommer att pryda staden. I år mer än någonsin behöver vi sprida kärlek, omtanke och skapa gemenskap trots social distansering.

Mer information om evenemanget kommer.

Förändringar med anledning av coronapandemin

Norrköping Light Festival kommer att genomföras som planerat med vissa justeringar. Exempelvis ser vi över hur premiären, guidningar och Ljusruset kan genomföras på annorlunda vis än tidigare för att undvika folksamlingar.

Informationen på sidan och information om de olika delarna uppdateras löpande.



Figure 47 Courtesy of visit.norrkoping.se

The Enchanted Forest

This is a yearly event in October in central Scotland where a forest area is created into walking light event with different themes each year. Have a look on the link below to see how this sustainable event, gives back to the local community and creates income for local businesses having grown each year since 2012.

<https://youtu.be/ukBYso-6Zg8>

Mörka Östergötland

This is a book full of stories around the theme of dark side of Östergötland. Think about how you could promote this angle and apply it to businesses or activities nearby and incorporate into marketing for the darker months of the year.

<https://www.visitostergotland.se/se-gora/morka-ostergotland/>

11. BLUE-SKY THINKING – VISIONING FOR FUTURE DEVELOPMENT

Inspiration can be found in many places, here are some development ideas from Sweden and beyond.



Design as a destination

Even when a toilet is concerned, consider designing something iconic, photogenic and fitting for the landscape, which could also generate some interesting media coverage for the destination.

<https://bit.ly/3nPVVhM>



Build it and they will come

An inspiring vision rising out the landscape, creating a destination within the forest.

https://youtu.be/dCG1_6lnhPA



Installing art as an art installation

The two sea horses 'kelpies' are part of a regeneration of the canal between Edinburgh and Glasgow in Scotland and located next to the visitor centre.

They have become a destination during the day and night.

Instead of installing standard park seating, link to an inspiring theme creating a fun look.

<https://www.thehelix.co.uk/>



Create marketing theme years

Celebrate features or the region, in this case the spectacular coasts and waters. Build a toolkit to support the companies in the region so there is consistent messaging around the campaign and engage the industry as well as visitors.

<https://www.visitscotland.org/supporting-your-business/marketing-toolkits/themed-years-toolkits>

In Kivijärvi, modern pole barns are being built for tourist accommodation

Construction will begin this spring.

Holiday villages 1/18/2023 at 10:47 AM



When tradition is reinvented

50 barns based on the traditional warehouse and fence building of Finnish design are part of a trial in a village format in the forest. Visitors are looking for new and exclusive experiences.

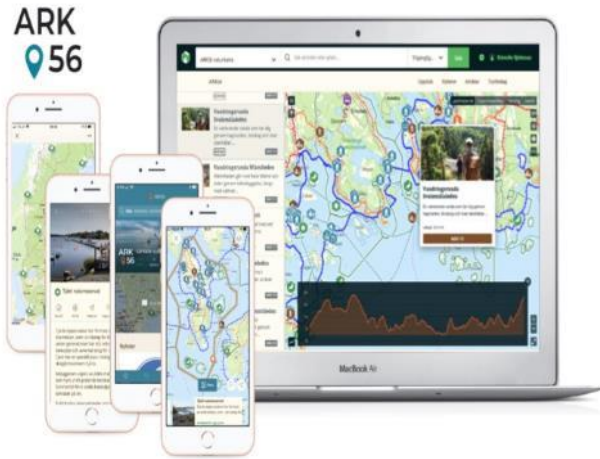
<https://yle.fi/uutiset/3-11151116>



Island glamping and quality food

On an island off the coast of Croatia, there is a focus on high quality glamping, high quality food and sustainable development.

<http://zut.hr/glamping/>



Creating outdoor experiences from natural resources

ARK 56 is a network of walking, kayaking and cycling trails along the Blekinge Archipelago launched in 2019.

So far they have 10,000 downloads of the app in 18 months since it's launch and it has lifted the profile of the region as an outdoor destination. <https://ark56.se/>



Creating a quality experience makes for a great media story

The stunning Blekinge archipelago has always been there, but now it has been made easy to travel through the creation of ARK 56, the media have become curious.

Great to have a feature in National Geographic. <https://www.nationalgeographic.co.uk/travel/2020/02/discover-sea-trails-of-baltic-region-of-blekinge-sweden>



Be inventive

Mirrored buildings that reflect their surroundings are an intriguing feature in the landscape.

<https://www.dezeen.com/tag/mirrored-buildings/>



Share a personal island story

Caledonian MacBrayne are the transportation ferry boat company who services the islands in Scotland.

They decided to do various themed feature called 'Island Diaries' inviting residents to share stories about their lives and work.

<https://www.calmac.co.uk/article/7626/Island-Diaries-Episode-7---A-Window-on-Scotland>

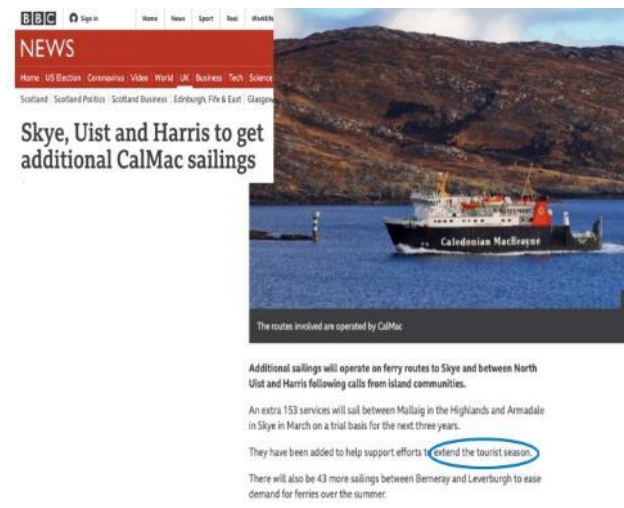


Seasonal marketing to inspire visits all year round

The ferry company who service the islands in Scotland are working in partnership to promote reasons to travel all year round.

Day adventures with other tourism companies and 30 island hopping routes to inspire a journey and give ideas already packaged up and good to book.

<https://www.calmac.co.uk/blog/take-a-rest-in-the-west-this-spring>



Collaboration is key

The ferry company recognised how it could support the development of tourism on the islands. A negotiation ends in increase ferry routes to support seasonality and extend the visitor season.

<https://www.bbc.com/news/uk-scotland-highlands-islands-51221481>



Supporting travel around the destination

Varborg clearly promote the cycle routes going through their region both in towns and along the coastal routes.

In addition, they have a hop on-off bus service from May to September connecting with visitor experiences and nature trails outside the town. This in turn takes some pressure off parking facilities.

<https://www.visithalland.com/companies/akturen>



Meaningful marketing

Find inspiring ways to tell the story of your tourism product, connect to the target market through more sensory and emotional ways. Here's an evocative way to promote cabin-semester all year round.

<https://www.frameandwork.com/>

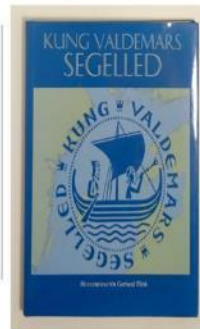
<https://vimeo.com/40422536>



Marketing in all seasons

West Virginia have some fun interactive features on the website which enables visitors to see where the trees are turning lovely colours on a map, so you can choose where to take a drive or walk in the destination.

<https://wvtourism.com/seasons/fall/>



Storytelling – Bringing real history to life again

King Valdemar's sailing route is the modern name for a 1230's medieval route in the Baltic east coast archipelago sea. This has already been used with some marked signage and a brochure to buy in Valdemarsvik Visitor information Centre. This historic connection could be given more profile in marketing, connected to travel routes on land and water.

https://sv.wikipedia.org/wiki/Kung_Valdemars_segelled



Focus on wildlife as well as nature

Consider what Östergötlands big 5 could be and work with this in marketing.

It would be great if there were more nature guided tours and trips to share about the social, geological, nature and wildlife story about the area.

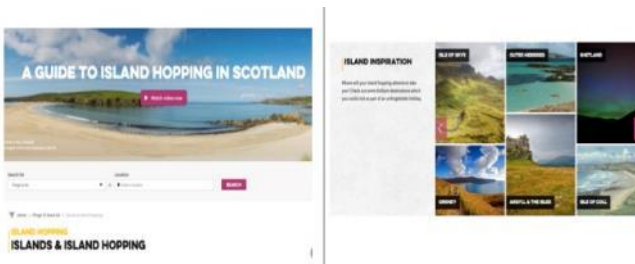
<https://www.visitscotland.com/see-do/wildlife/>



Off season events and activities

Høga Kusten Trail is focusing on two events in Spring and Autumn. Great to create a buzz, extend the main summer season and keep accommodation and local businesses busy.

<https://highcoasthike.com/>



Packaging island experiences

Creating inspiring ideas and collaborations with an island-hopping theme. Makes it easy for guests to imagine how they can access and enjoy the islands.

<https://www.visitscotland.com/see-do/island-hopping/>



Agri-tourism development in Scotland

A one stop shop website to promote Scotland's farms, farm-shops, farm experiences and farm accommodation.

Would be amazing to have something like this in Östergötland to complement Östgötadagerna.

<https://www.goruralscotland.com/>



OUTER HEBRIDES FOOD AND DRINK TRAIL

A breath-taking island chain off the west coast of Scotland, the Outer Hebrides has long attracted visitors with promises of beautiful scenery, aquamarine coastal waters and white sandy beaches. From the Isle of Lewis in the north to the Isle of Barra in the south, each island has its own distinct character and is blessed with an abundance of clean water, fresh air and wide, unspoiled landscapes - the perfect setting and inspiration for some of Scotland's finest seasonal produce.

Follow the trail the length and breadth of the archipelago to discover the islands' outstanding local producers for yourself. Much of the produce on the island is unique to the Outer Hebrides, or the 'Lang Islands' as they are sometimes known, and almost entirely made or prepared by hand by the islanders themselves.

Food trails

Another way of tempting visitors to journey through the destination taking in food, experiences and accommodation on the way. <https://www.visitouterhebrides.co.uk/food-and-drink/eat-drink-hebrides-trail>



Bike on boat travelling

Loch Katrine cruises take visitors on board and drop them off at the other end of the coast, leaving them with an enjoyable return trip by bike. <https://www.lochkatrine.com/>



Inflatable water park

Can be relocated to a different location each year and create a micro-destination which benefits the surrounding businesses who can provide support facilities, food and services nearby. <https://www.wibitsports.com/>



Small town cruising

Covid 19 has inspired many companies to realign their product. Silja Line collaborated with destination Höga Kusten to take passengers from Stockholm for weekends through October.

A new market to the boat company, a new experience for Stockholm and a new opportunity for Höga Kusten.

<https://www.tallinksilja.se/hogakustenkryssning>



Insta success

A super simple idea to frame a stunning view or iconic location, but the impact can be great, especially through social media.

<https://africantraveldesks.com/cape-town/yellow-frames-discover-table-mountain-cape-town/>



Share your safety story

Share how you are working to keep your visitors safe. Create a sense of transparency, responsibility and information so visitors feel secure.

If you have a certification then promote this, if not then simply detail what you do and how you do it, perhaps create a video, involve your team and show how proactive the business's approach is.

<https://www.visitscotland.com/about/practical-information/good-to-go-scheme/>
<https://visita.se/safe-to-visit/>

12. STAKEHOLDER SURVEY AND RESULTS

ARK EAST 2020 - STAKEHOLDER SURVEY:



SUSTAINABLE DESTINATION DEVELOPMENT

Collaborative visioning for Östergötland’s archipelago and coastline

Purpose:

A **qualitative survey** to gather the opinions and ideas of tourism stakeholders within the archipelago and coastline area of Östergötland.

The purpose is to research **social, economic and environmental aspects of sustainable destination development**, and to contribute to a framework of ideas to support a development strategy going forward.

Method:

In Autumn 2020, 13 stakeholders were invited to respond to 29 questions.

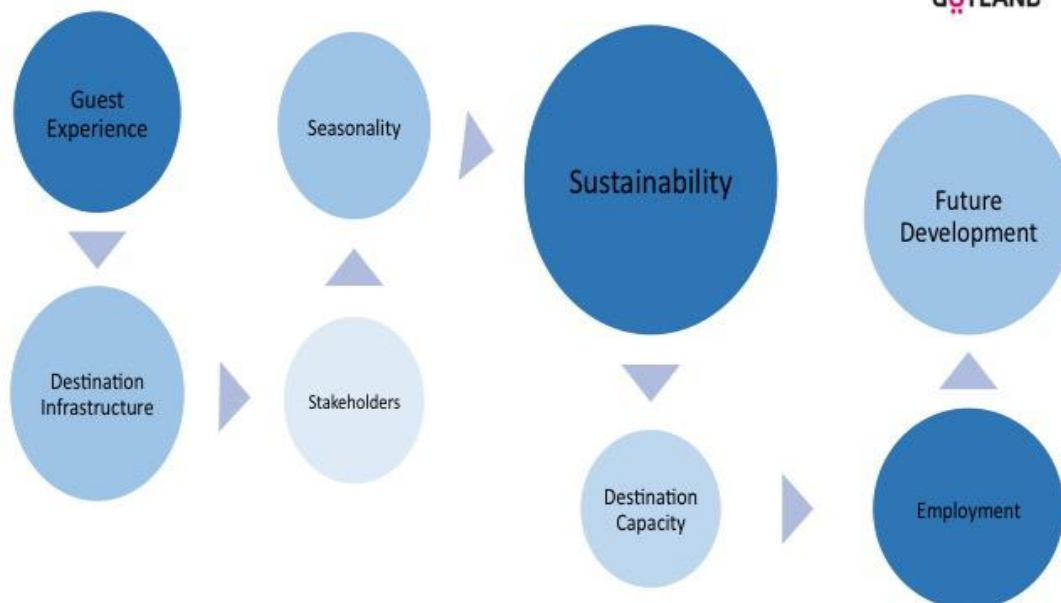
The survey was conducted online using the Survey Monkey platform.

10 completed responses were received and contribute to the content of this evaluation.

Kim Ross – Destination Development – Visit Östergötland



OVERVIEW: Survey Themes



DETAIL: Survey Topics



- MARKETING
- PRINT AND DIGITAL MEDIA
- TRANSPORT INFRASTRUCTURE
- ROAD, DIRECTIONAL SIGNAGE AND INFORMATION
- MIX OF PRODUCTS DURING THE SUMMER MONTHS
- MIX OF PRODUCTS OUTWITH SUMMER MONTHS
- HISTORICAL AND CULTURAL HERITAGE
- IDENTIFY KEY STAKEHOLDERS
- THE POTENTIAL TO INFLUENCE FUTURE DEVELOPMENT
- FOCUS ON SUSTAINABLE DEVELOPMENT
- DOES OVER-TOURISM CURRENTLY IMPACT
- POTENTIAL TO EXTEND THE OPENING MONTHS
- EMPLOYMENT CHALLENGES
- VISITOR FACILITIES – TOILETS, WATER, WASTE
- IDEAS FOR FUTURE DEVELOPMENT



DETAIL: Survey summary



Represents an
opinion in the
survey



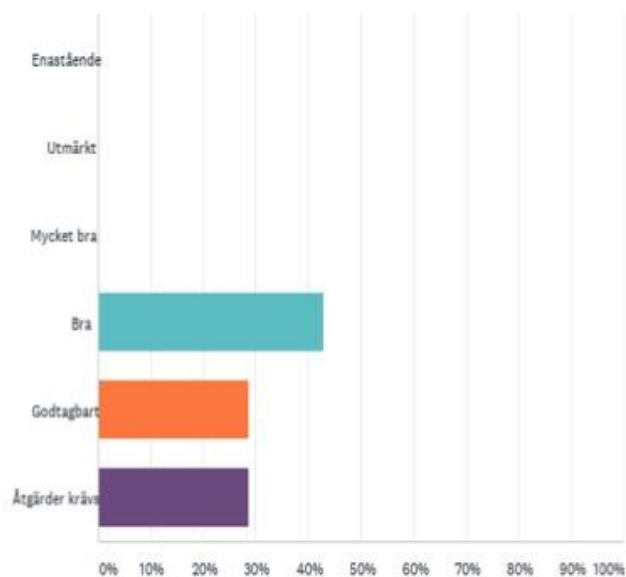
Represents an
insight from the
survey



Q1 Vad har du/ditt företag/organisation/förening för roll inom utveckling/styrning/marknadsföring/gästupplevelse utav Östergötlands kust och skärgård?
 What role/responsibility do you/your organisation play in the management/development/promotion/visitor experience of Östergötland's coastline and skärgård?



Q2 Vad anser du generellt om den nuvarande reklam och marknadsföringen av Östergötlands kust och skärgård?
 How do you view the current marketing and promotion of the archipelago in general?



Q2+3 Vad anser du generellt om den nuvarande reklam och marknadsföringen av Östergötlands kust och skärgård?
 How do you view the current marketing and promotion of the archipelago in general?

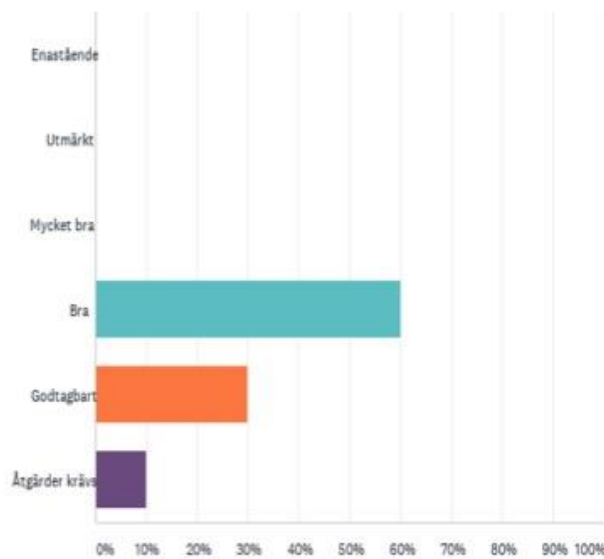
GODTAGBART



- Destination identity and brand could be created
- More collaborative marketing, regionally and along the eastern coastline
- Collaborative website, social media and minimal print
- Greater digital visibility
- Clarity and promotion on how to travel around the archipelago
- Marketing and maps to clearly identify the names of all archipelagos
- Use the strong companies to pitch the destination
- Sustainable focus on development and recognition through eco-marking
- Create a vision/strategy for archipelago marketing
- Create a green destination to fit with trends and destination strengths



Q4 Vad tycker du om de broschyrer, webbsidor och social medier som marknadsför Östergötlands kust och skärgård?
 How do you view the range of brochures, websites and social media platforms which promote the area?



Q4+5 Vad tycker du om de broschyrer, webbsidor och social medier som marknadsför Östergötlands kust och skärgård?
 How do you view the range of brochures, websites and social media platforms which promote the area?

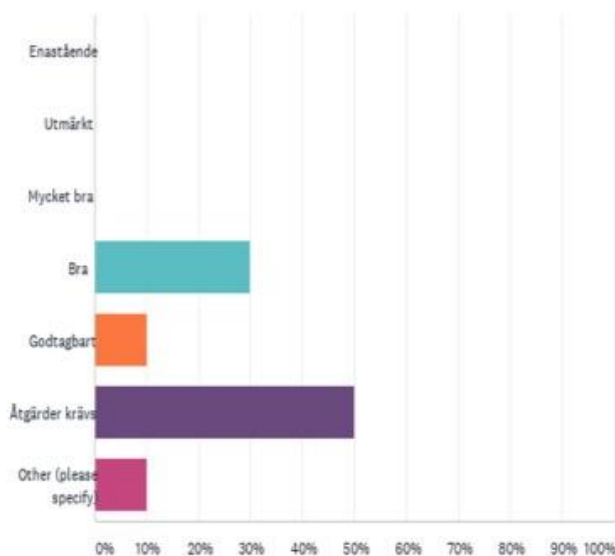
GODTAGBART/BRA



- Create a new destination feeling through good images, commission quality drone footage of highlights and capture the stories of those who live and work there
- Build on the joint brochure produced by all 3 municipalities
- Centralise the information about the archipelago into fewer sources, platforms and websites
- Companies should be on visitostergotland.se as a minimum
- Inspire companies to keep information updated on all platforms
- Tailor marketing platforms to various target groups



Q6 Hur fungerar den nuvarande infrastrukturen, lokaltrafiken, buss, båt, bil och cykel för att möjliggöra besök till Östergötlands kust och skärgård?
 How does the current local bus, boat, car and bicycle travel infrastructure enable accessibility to coastline and islands?



Q6+7 Hur fungerar den nuvarande infrastrukturen, lokaltrafiken, buss, båt, bil och cykel för att möjliggöra besök till Östergötlands kust och skärgård?
 How does the current local bus, boat, car and bicycle travel infrastructure enable accessibility to coastline and islands?

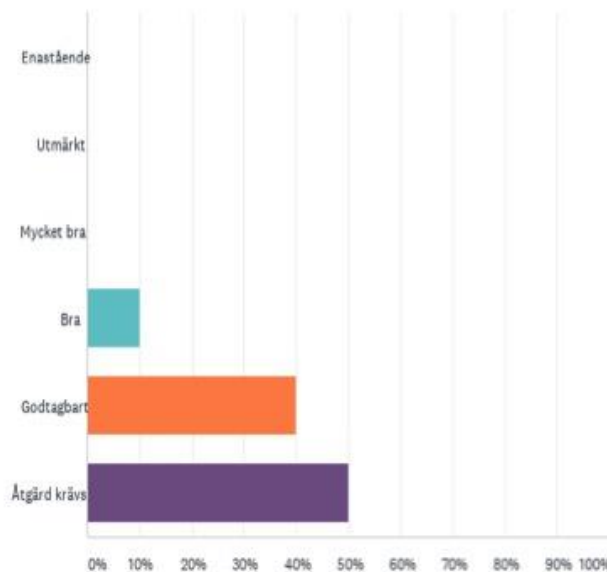
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- Bus, Skärgårdstrafiken and Skärgårdslinjen connections work at specific times of year and at specific times in the day, but these may not always meet the needs of visitors. Skärgårdstrafiken don't operate on a Saturday
- Difficult to work out where you can go and when
- Bus timetables should meet the boat on Norra Finnö
- Adapt Skärgårdstrafiken to scheduled timetable rather than pre-bookable
- Need more parking facilities at harbour departure points
- Enable fossil free boat and bus traffic
- Boat and bus connections along coastline across counties between Söderköping, Valdemarsvik, Fyrudden and Västervik.
- Bicycles can be taken by bus and boat



Q8 Hur tycker du hänvisningsskyltning och övrig publik väginformation fungerar utifrån vägvisning, upplysning och information på bilvägar, hamnar och öar?
 How informative and helpful are directional and information signage to the area on car routes, harbours and islands?



Q8+9 Hur tycker du hänvisningsskyltning och övrig publik väginformation fungerar utifrån vägvisning, upplysning och information på bilvägar, hamnar och öar?
 How informative and helpful are directional and information signage to the area on car routes, harbours and islands?

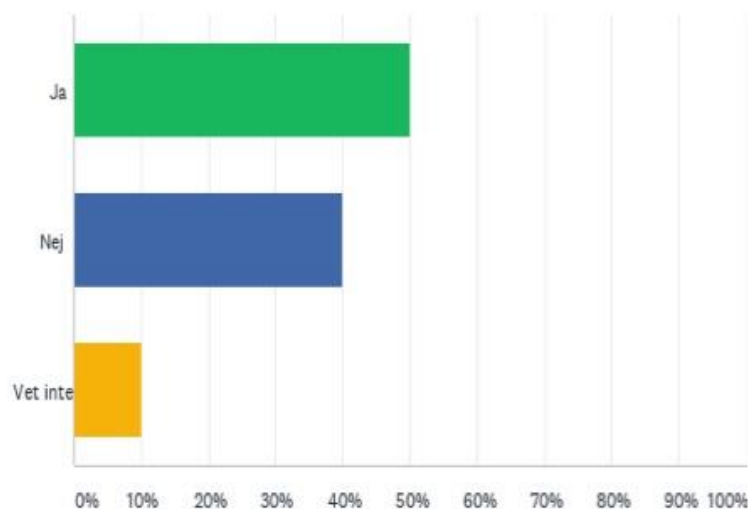
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- Major E22 road signage, attractions and nature reserve information boards are excellent
- Minor roadside signage, information points and parking or toilet facility directional signage at the destination is older, damaged or missing
- High quality profile signage on E22 could inspire visitors to detour and visit the archipelago. Digital signage with inspiring content and a reference to distances could be a way of inspiring this
- Create a tourism or visitor route along the coastline supported with brown tourism signposting, maps and inspiring ideas
- Cohesive signage which is branded and consistent through all archipelago routes and facilities



Q10 Anser du att utbudet av turistprodukter utgör en bra mix av boende, mat, upplevelser och transporter under månaderna juni, juli och augusti?
 Does the current mix of tourism products, experiences, food, accommodation and transport providers work well as a destination for visitors in June, July and August?



Q10 Anser du att utbudet av turistprodukter utgör en bra mix av boende, mat, upplevelser och transporter under månaderna juni, juli och augusti?"

+11

Does the current mix of tourism products, experiences, food, accommodation and transport providers work well as a destination for visitors in June, July and August?

JA – 50%
NEJ – 40%
VET INTE – 10%



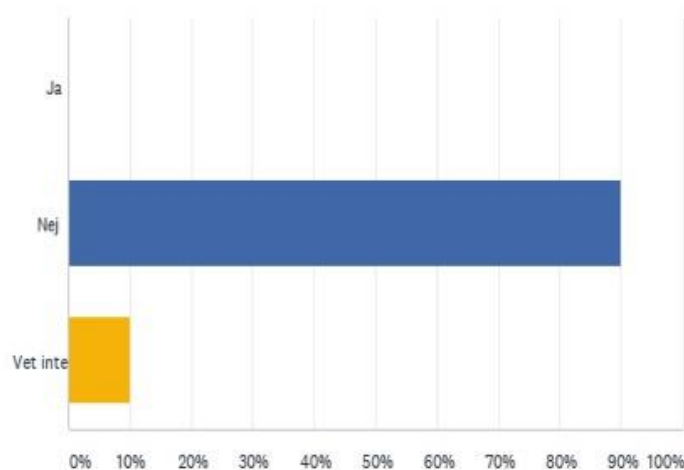
- There is a good range and good cooperation with those who offer experiences, are more proactive and are open for longer.
- Many tourism entrepreneurs close too early in August
- Good mix of food establishments even on islands, shopping has improved
- There is room for more entrepreneurs to offer experiences, food and accommodation and for businesses to stay open longer in the season
- Additional services could be offered at public bathing spots
- Bike touring and mountain trail biking are more popular so there is potential to develop more facilities to enhance the destination
- More services, experiences and facilities could be provided on the various islands for either day or overnight visitors



Q12

Anser du att utbudet av turistprodukter utgör en bra mix av boende, mat, upplevelser och transporter under perioden september till maj?

Does the current mix of tourism products, experiences, food and accommodation providers work well as a destination for visitors from September through to May?



Q12 Anser du att utbudet av turistprodukter utgör en bra mix av boende, mat, upplevelser och transporter under perioden september till maj?

+13 Does the current mix of tourism products, experiences, food and accommodation providers work well as a destination for visitors from September through to May?

NEJ – 90%
VET INTE – 10%

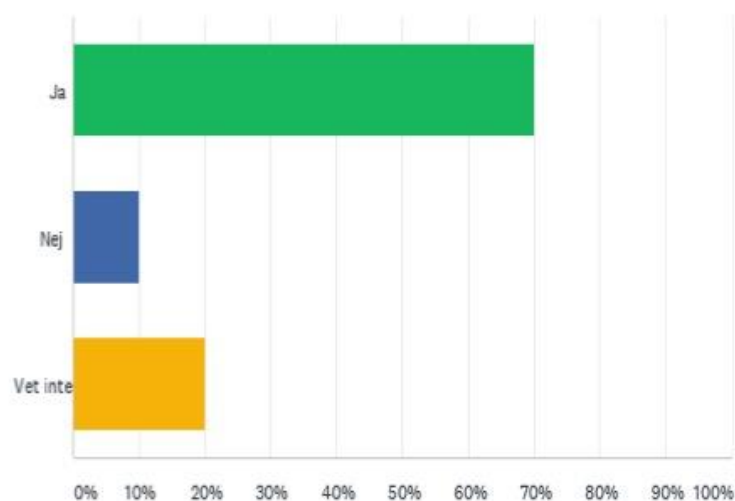


- The aim is to be able to say that the destination is open with the possibility to have experiences, eat and stay all year round
- Something that shows who is open and when would be helpful, like the Gotland app
- Evidence shows visitors continue to come to the archipelago harbour hubs on weekends from September to May
- It requires businesses to be open beyond the peak summer months to enable the area and islands to be a 'top of mind' destination for longer
- For entrepreneurs to invest in this, there needs to be collaboration and a stronger focus on marketing support and digital inspiration beyond summer
- Some companies are open all year, others for longer over summer and autumn, but it is difficult to know who they are and promote them



Q14 Är informationen om Östergötlands kust och skärgårds historia och kultur informativ och upplysande för besökare?

Is it easy for visitors to understand and appreciate the historical and cultural contexts of Östergötland's skärgård and coastline?



Q14 Är informationen om Östergötlands kust och skärgårds historia och kultur informativ och upplysande för besökare?

+15 Is it easy for visitors to understand and appreciate the historical and cultural contexts of Östergötland's skärgård and coastline?

JA – 70%
NEJ – 10%
VET INTE – 20%

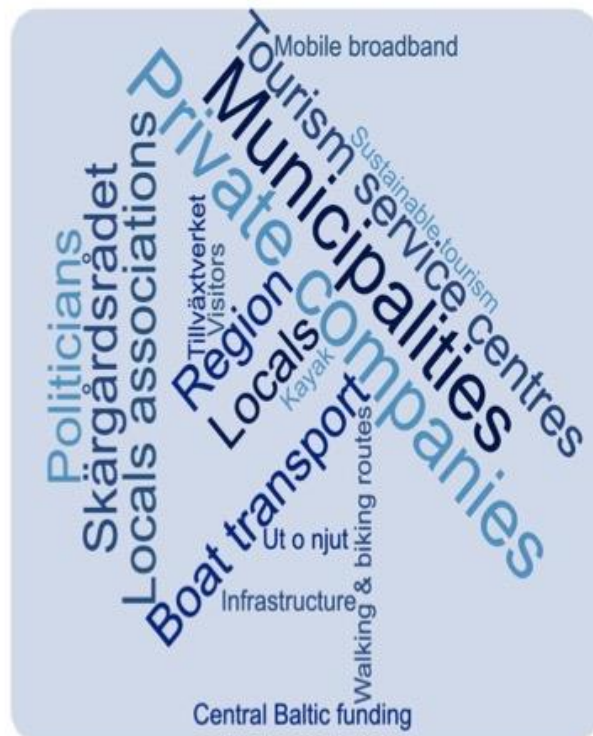


- There are several examples: Bryggvandring Arkösund, Edgars på Lagnö and nature and culture booklet and tours
- It is not so easy to access this type of information for visitors or entrepreneurs
- Material could be packaged in new ways and shared across digital platforms, important to capture knowledge and stories while we can
- Culture and history can be a way to encourage visitors all year round
- Waters surrounding Häradsjär has many wrecks and the Baltic is one of the few places where you can dive to see several hundred year old wooden boats
- Create interpretation at each of the visitor hubs



Q16 Vilka anser du vara de viktigaste aktörerna för att påverka den framtida utvecklingen av Östergötlands kust och skärgård?
Who do you consider to be the key stakeholders who can influence the future development of Östergötland's skärgård and coastline?

The larger the text, the more influence that stakeholder was perceived to have to influence the future development of the archipelago and coastline.



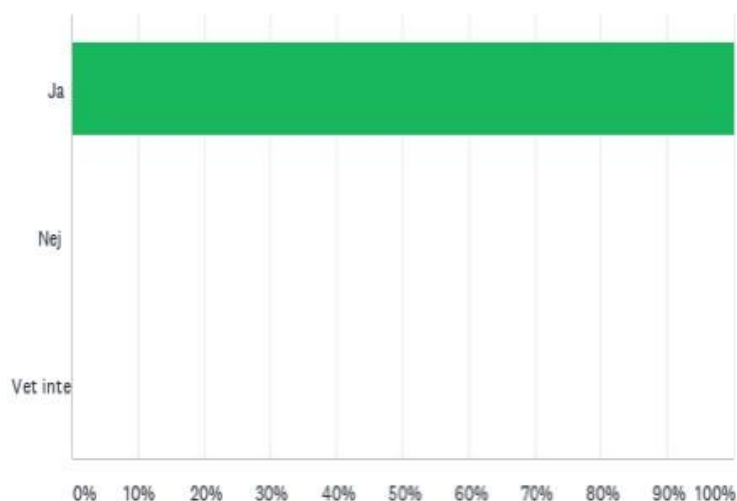
Q17 Hur tror du att ovanstående aktörer kan påverka den framtida utvecklingen?
How do you think the stakeholders above can influence the future development?



- Developing a Coastal Region Strategy to revitalise these areas
- Opportunities to embrace new trends of more remote and nature-based tourism
- Despite the variance of goals, common focus should be sought to lead to action
- To build on the authenticity, unspoilt beauty, nature and history of the location, already enhanced by traditional Skärgårdslinjen archipelago boats
- Create a living archipelago for those who live and visit there
- Entrepreneurs can create products and experiences to develop the area
- By influencing the infrastructure, marketing and thus the guest experience
- Drive marketing with joint cooperation between entrepreneurs and politically controlled organisations to focus on clear goals to influence future developments
- Work with already establish bodies such as Skärgårdsrådet
- Create opportunities for sustainable development, the red thread through the work of all stakeholders



Q18 Hållbarhet: Finns det möjligheter att utveckla Östergötlands kust och skärgård på ett mer hållbart sätt?
Sustainability: Is there potential to develop Östergötland's coastline and skärgård in a more sustainable way?



Q18 Hållbarhet: Finns det möjligheter att utveckla Östergötlands kust och skärgård på ett mer hållbart sätt?
Sustainability: Is there potential to develop Östergötland's coastline and skärgård in a more sustainable way?

JA – 100%

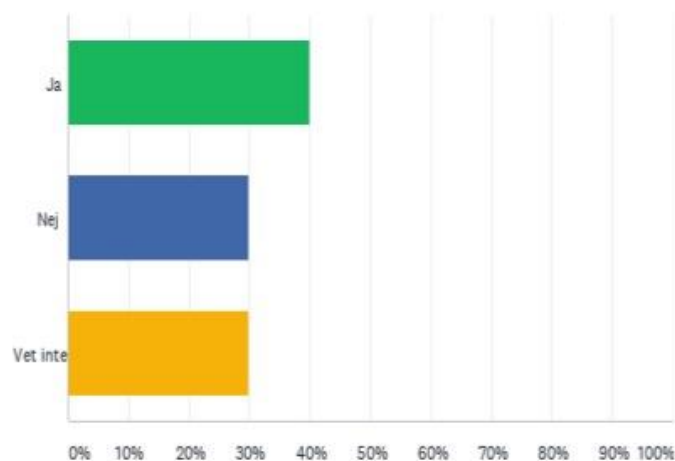


- Make agreements with land and water owners
- Set sustainable focussed demands on operating standards in zones within the archipelago region
- Look at circular solutions for sewage disposal
- Have a more strategic approach to visitor management to minimise wear
- Attract new settlers to the archipelago, in addition focus on younger and families to complement the older population
- Continue and deepen work on the health of the Baltic Sea
- Analyse, rate and plan for potential risks, hazards and crisis scenarios
- Expand on good practise such as the floating waste platform at Harstena
- Code of conduct for mooring and manoeuvring in shallow areas
- Parking strategy required, already a lack of space and pressure on locality



Q19 Kapacitet: Anser du att det finns områden utmed Östergötlands kust och skärgård som är negativt påverkade av överturism?

Capacity management - do you feel there are locations along Östergötland's coastline and skärgård which are impacted negatively by over-tourism currently?



Q19 Kapacitet: Anser du att det finns områden utmed Östergötlands kust och skärgård som är negativt påverkade av överturism? Capacity management - do you feel there are locations along Östergötland's coastline and skärgård which are impacted negatively by over-tourism currently?

JA – 40%
NEJ – 30%
VET INTE – 30%

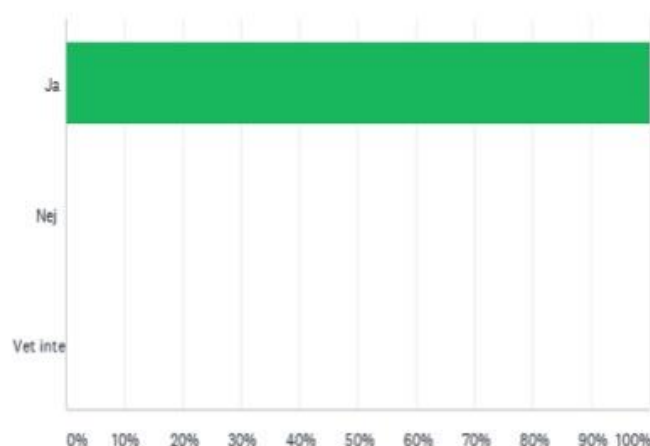


- The archipelago needs more accessible places to visit to spread the visitors over several locations rather than the usual hotspots such as Harstena
- Visitor management can be controlled with pricing, departure times and new tours. Too many visitors, then the value of the experience decreases
- Fyrudden mid June-mid August is challenged, parking and infrastructure is unable to cope. Requires more parking and redirection of traffic flow
- Support the growth of tourism over the shoulder, not the peak months
- Balance an increase in visitor numbers with open/enough toilets/facilities
- Create routes/trails for kayaks, cars and boats to promote new locations
- Destination strategy – better 10 visitors who spend 1000sek, than 100 visitors who spend 100sek and extended from April to October



Q20 Säsong: Finns det potential att förlänga öppettider för företag och transporter inom Östergötlands kust och skärgård till andra månader än juni till augusti?

Seasonality: is there potential to extend the opening months beyond June to August for businesses and transportation companies working with Östergötland's coastline and skärgård?



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JA – 100%



- New developments, such as the project at Bergön would create a visitor experience and accommodation, open all year. This would have a positive knock-on effect for the harbour and adjacent area and islands
- If boat transportation/tours extends their operating dates and delivers experiences for groups, internationals and conferences, then a ripple effect to other providers offering accommodation, food and experiences occurs
- We need to create products/activities that are not weather dependent.
- Photo safari, bird watching, nature guiding, wreck diving, hunting, cultural walks and fishing are examples of possible all year round activities
- Fact – sea is warmest Sept/Oct so great for kayaking and fishing, April/May sees lots of wildlife and new plants emerging, spring and autumn ideal for nature guiding, archipelago on ice during winter with access to sauna and food...willing to pay for quality, accommodation, food and retail



Q21 Anställning: Finns det utmaningar för företag och kommuner inom Östergötlands kust och skärgård när det kommer till arbetskraft, till exempel att hitta rätt kompetens, säsonganställningar eller andra faktorer?

Employment: Are there challenges for businesses and municipalities working with Östergötland's coastline and skärgård eg finding the rights skills, seasonal employment, any other factors?



- Many are looking for summer holiday work during the short season
- It is difficult to find skilled workforce during the seasons as many are not interested in 3 months employment
- Many businesses use younger school leavers who cannot work when school starts again, so many businesses close rather than stay open into autumn
- Better to change from hiring seasonal workers and try to have facilities stay open longer and build to offering longer employment contracts
- Boat drivers are also in short supply as many are older now
- Quality guiding requires skills, knowledge, storytelling and local connection
- Infrastructure and housing are a challenge with tough competition from other destinations such as Åre, Visby and Varberg for employees
- Public transport is a challenge, bus times for summer workers as well as visitors.



Q22 Toaletter, vatten och avfall: Vad anser du om tillgänglighet och kvalitet på toaletter, duschar, tappställen och sophantering inom Östergötlands kust och skärgård?

Toilet facilities, water and waste: What do you think about the provision and quality of toilets, showers, fresh water and waste disposal along the coastline and skärgård?



- These facilities could be mapped out in the context of archipelago kayaking in a user friendly way, enhancing kayaking route potential also
- Harstena could have funding support to enhance toilet facilities to meet the needs of the increasing number of visitors during summer months
- Ekön nature reserve toilets are only open 5 June - 30 August, visitors are increasing all year round and therefore have to use the nature reserve when the toilets are closed which is a really bad situation
- In some places the quantity and quality of toilets and showers should be improved. 37 garbage facilities currently exist in the archipelago. A new floating recycle station is being piloted at Harstena to enable waste sorting, if successful this could be replicated in other areas
- The quality of service houses could be raised and is a prerequisite for all future development. Also consider BBQ areas



Q23 Vilka åtgärden tycker du är viktigast för att ytterligare förbättra gästupplevelsen utmed Östergötlands kust och i skärgården?

What do you think are the key things that could be done to improve the visitor experience of Östergötlands kust och skärgård?



- Develop the destination but preserve the genuine and authentic feeling
- Developments are inline with what the destination stands for
- Coordinate print and digital marketing information, as well as launching campaigns geared towards specific target groups
- Gather the east coast and market nationally/internationally as in west coast
- Improve hospitality, high levels of service and customer care
- Improve toilet, water and waste facilities to cope with demand and location
- Transportation, make it easy to understand how to explore the area
- Develop service points, nav/nodes for accommodation, information and fuel
- Productive collaboration between municipalities and politicians on vision and initiatives
- Better overall infrastructure and accessibility. More frequent tour boats
- More and different accommodation options
- Opportunities for new food and café options, encourage a high profile food establishment to locate in the area eg Fäviken



Q23 Vilka åtgärden tycker du är viktigast för att ytterligare förbättra gästupplevelsen utmed Östergötlands kust och i skärgården?

What do you think are the key things that could be done to improve the visitor experience of Östergötlands kust och skärgård?



- The hospitality industry should be more aware of what there is to see and do in the destination and inspire guests
- Open all year, especially more activities between April – October and weekends throughout the whole year
- No litter, well maintained and natural landscape
- Create good mountain biking locations
- Huge opportunities for packaging and collaboration between entrepreneurs to create experiences and reduce the work a visitors has for planning
- Create or improve current kayak landing locations on Ekön and Harstena
- Collaborations with Västervik along the coast and archipelago
- Create a scheduled timetable for archipelago travel and remove the need to call and book
- Well signed and extensive parking to meet demand during summer
- Focus towards a 'Green Archipelago', sustainable experiences are attractive eg only allow electric motors and kayaks in certain areas such as the seals
- Create more charging stations for boats, cars and phones etc



Q24 Vilka är dina topp tre platser att besöka i Östergötlands kust och skärgård?

What are your top 3 favourite locations to visit in Östergötlands kust och skärgård?

Most frequently mentioned responses starting from the top

Häradsskär
 Harstena
 Eköns naturreservat
 Arkösund
 Aspöja
 Åsvikelandet
 Gropviken
 Gryts skärgård
 Gryts varv
 Kopparholmarna
 Söderköping
 Stegeborg

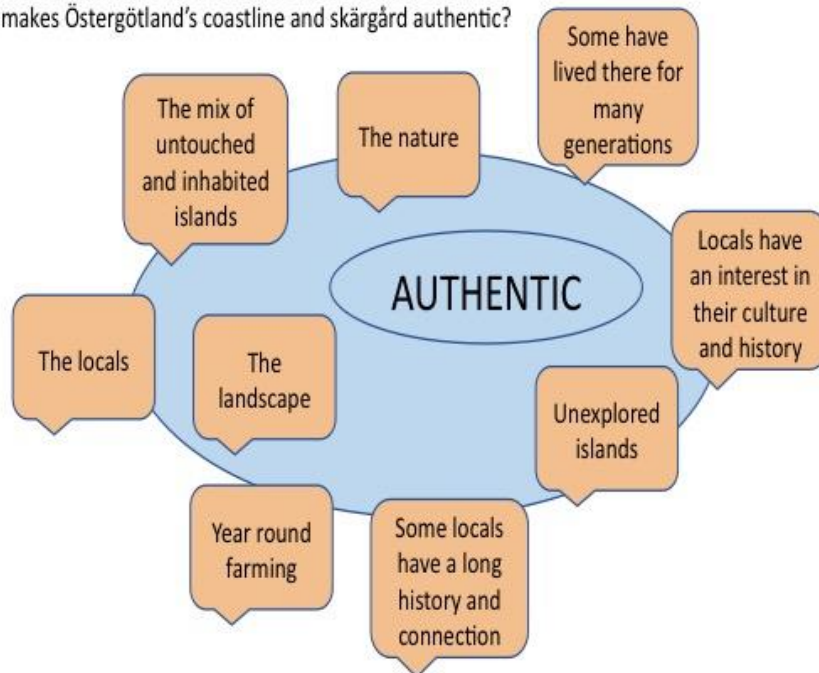


Q25 Vilka är dina topp tre saker att se, göra, bo eller äta på?
 What are your top 3 things to see, do, stay or eat?

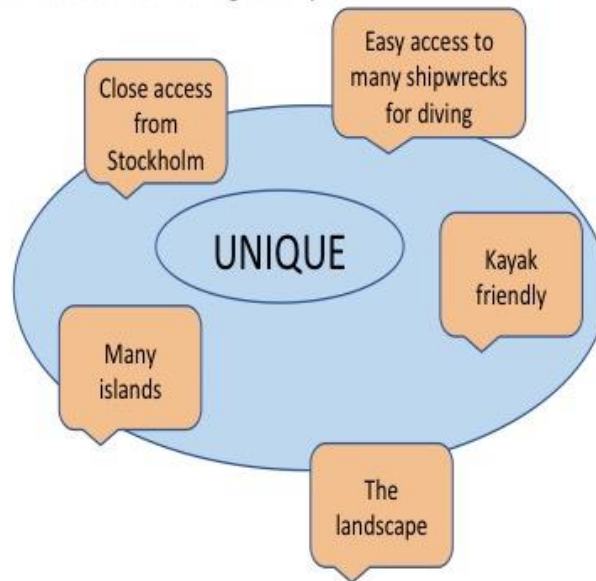
Most frequently mentioned responses starting from the top

- Kayak
- Gryts varv
- Arkösunds Hotel
- Häradskärs fyr
- Tour Häradskär with Kenneth M
- Kloka Gubben Aspöja
- Forsmans restaurang Aspöja
- Ekön
- Stegeborgs krog
- Lotsstugan Torrö
- Dinner St Annagården
- Seal safari
- Spot big 5, eagle, seal, moose, squirrel, butterfly
- Walking & biking routes in south Valdemarsvik
- Biking
- Hiking

Q26 Vad gör Östergötlands kust och skärgård genuin och äkta?
 What makes Östergötland's coastline and skärgård authentic?

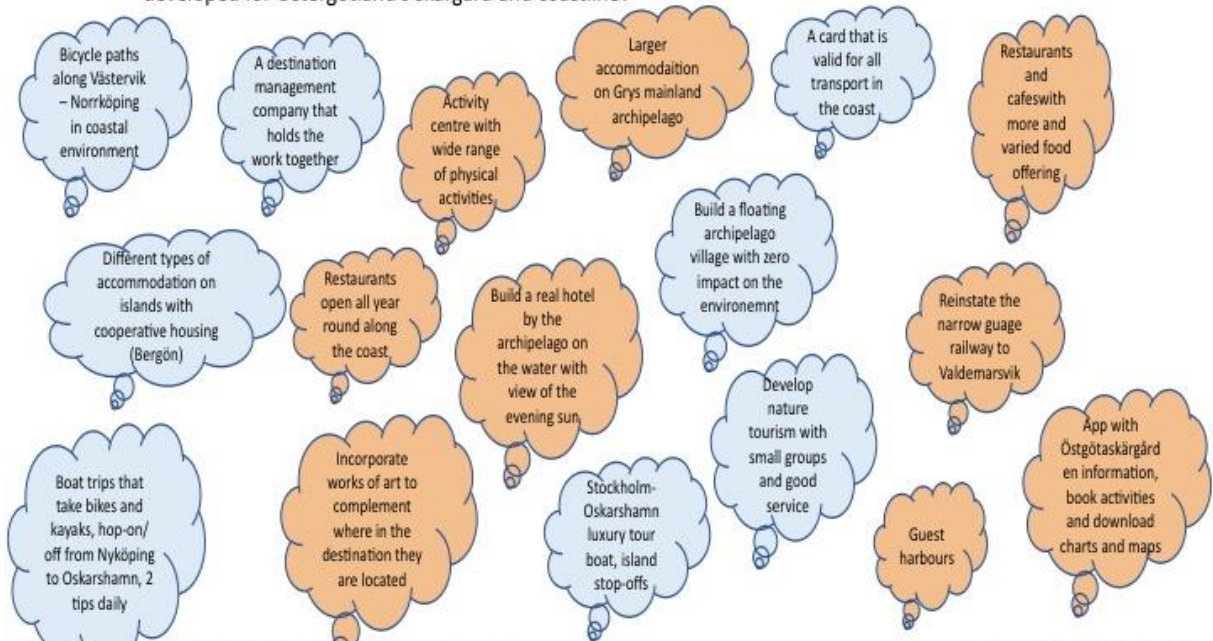


Q27 Vad gör Östergötlands kust och skärgård unik?
 What makes Östergötland's coastline and skärgård unique?



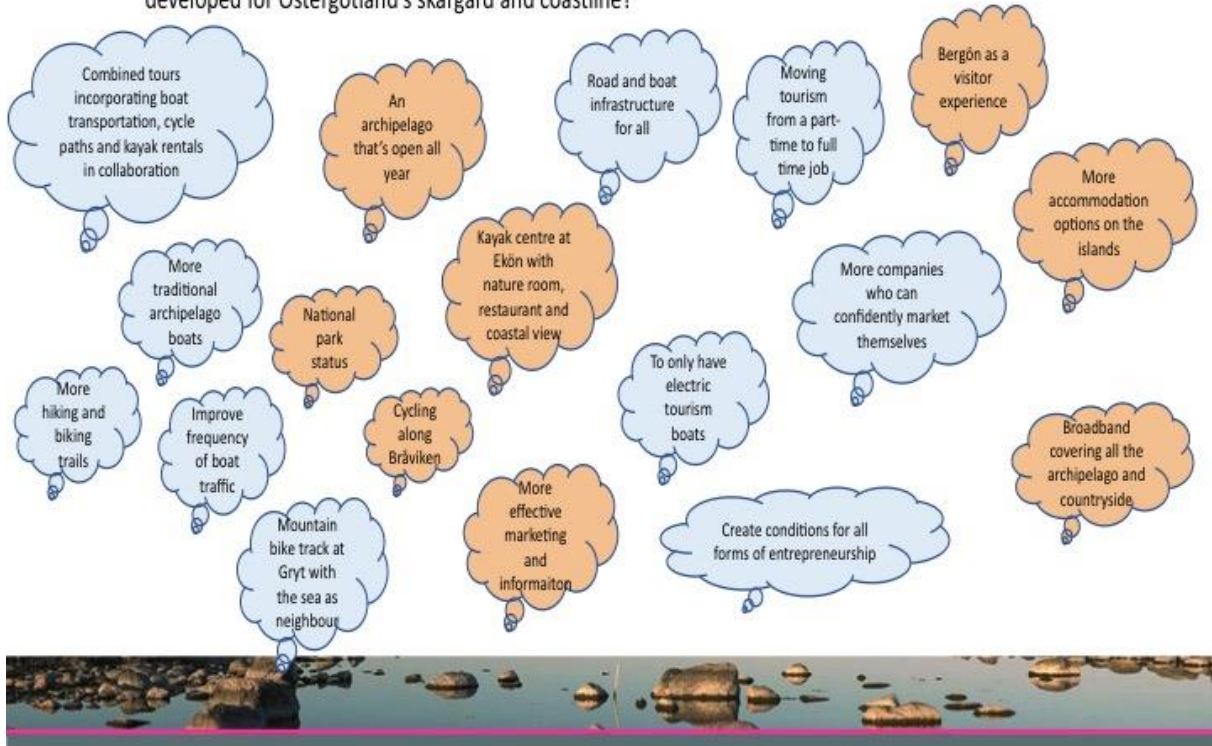
Q28 Om det inte fanns några begränsningar, ekonomiskt eller resursmässigt, vilka idéer har du som kunde utvecklas och förverkligas för Östergötlands kust och skärgård?

With absolutely no financial limitations or restrictions, what amazing, crazy, out of the box ideas could be developed for Östergötland's skärgård and coastline?



Q28 Om det inte fanns några begränsningar, ekonomiskt eller resursmässigt, vilka idéer har du som kunde utvecklas och förverkligas för Östergötlands kust och skärgård?

With absolutely no financial limitations or restrictions, what amazing, crazy, out of the box ideas could be developed for Östergötland's skärgård and coastline?



Q29 Hur skulle du bedöma Östergötlands kust och skärgård som turistdestination?

How would you rate Östergötlands coastline and skärgård as a visitor destination?



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
♥	0.00%	0.00%	10.00%	30.00%	60.00%	10	4.50
	0	0	1	3	6		





This destination audit was undertaken by Kim Ross in her campervan during 2020. All experiences and ideas are her own unless otherwise referenced.

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