

Explore the Nordic-Baltic lakes (Lakesperience)



Programme Priority: P2 Sustainable use of common resources

Programme Specific Objective: 2.1. Natural and cultural resources developed into sustainable tourist attractions

Sub-programme: Central Baltic

Duration: 01.01.2018 - 31.12.2020

Total funding: 1.212.881 EUR

ERDF funding: 933.185 EUR ERDF

Project Summary:

Lakes are an important part of culture in Finland, Sweden, Estonia and Latvia. They have a significant recreational value and potentiality as tourist attractions. The joint challenge is how to harness the business and touristic potential of Central Baltic lakes and their surroundings to sustainably make them easier to reach by local and foreign tourists.

The Lakesperience project aims to connect the Central Baltic lakes as a joint tourist attraction through developing tempting lake service packages for all seasons of the year, joint map service and an awarding system for tourists visiting several lakes, organising lake festivals, developing joint marketing materials and above all a Nordic-Baltic lake brand "Lakesperience".

The project will increase the attractiveness and visibility of Finnish, Swedish, Estonian and Latvian lakes and their environments as sustainable natural heritage tourist attractions and products. The partners will develop service packages and their marketing through organising local and joint workshops for lake tourism service companies and sharing experiences and challenges in each location. The project connects lakes Pyhäjärvi and Näsijärvi in Tampere Finland, lakes Åsunden, Järnlunden and Stora Rängen in south of Linköping, Sweden, lake Peipsi in Tartu, Estonia and lake Burtnieku in Latvia as a joint tourist attraction. The project will involve and enhance business and marketing cooperation between at least 20 Finnish, 20 Swedish, 15 Estonian and 15 Latvian companies that provide services for lake tourists. As a result the number of lake tourists will increase by 5000 altogether in the involved locations during the project.

Map of Partners



Partners

Lead Partner

Suomen Itämeri-instituutti

Country: FI

<http://www.baltic.org/>

Partner budget: 259.572 EUR

Amount of ERDF funding: 194.679 EUR ERDF

Project Partners

Visit Tampere Oy

Country: FI

www.visittampere.fi

Partner budget: 197.005 EUR

Amount of ERDF funding: 147.754 EUR ERDF

Ekokumppanit Oy

Country: FI

<http://www.ekokumppanit.fi/en>

Partner budget: 201.904 EUR

Amount of ERDF funding: 151.428 EUR ERDF

Peipsi Koostöö Keskus

Country: EE

<http://www.ctc.ee/>

Partner budget: 161.515 EUR

Amount of ERDF funding: 137.288 EUR ERDF

Region Östergötland

Country: SE

<http://visitostergotland.se/>

Partner budget: 223.693 EUR

Amount of ERDF funding: 167.770 EUR ERDF

Länsstyrelsen Östergötland

Country: SE

<http://www.lansstyrelsen.se/ostergotland>

Partner budget: 95.471 EUR

Amount of ERDF funding: 71.603 EUR ERDF

Burtnieku novada pašvaldība

Country: LV

<http://www.burtniekunovads.lv>

Partner budget: 73.721 EUR

Amount of ERDF funding: 62.663 EUR ERDF

Associated Partners

Tampereen kaupunkiseudun elinkeino- ja kehitysyhtiö Tredea

Country: FI

Development Association of Peipsi Fishery Area

Country: EE

Results

Expected results

The project will develop the involved lakes and their environments as a Central Baltic natural and cultural resource into a joint sustainable tourist attraction and products, branded as the Nordic-Baltic Lakesperience. As a result the number of lake tourists will increase during the project by 5000 altogether in participating locations. The results of the project will be evaluated through digital questionnaire that the lake service companies such as renting services, hostels, B&B and camping will provide for the lake tourists. Also the regional annual statistics of the hotel and hostel overnights will be utilised in the evaluation.

Achieved results

Project Visibility

Social media links

[Perusesityys projektista](#)

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