

## Creating attractive rural lifestyle destinations (Rural Lifestyle)



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: 01.06.2020 - 31.12.2022

Total funding: 1.132.638 EUR

ERDF funding: 917.249 EUR ERDF

Project Summary:

There is a clear market demand for attractive tourism destinations that can respond to the latest travel trends: authentic lifestyle and sustainability. This provides the Central Baltic region with the opportunity to develop its rural tourism potential. The region can count on several traditional activities related to authentic rural lifestyle. These activities have the potential to attract tourists by offering them the opportunity to immerse themselves into the local everyday life. These activities entail voluntary work camps, hands-on handicraft and cooking workshops, farming, berry and mushroom picking, fishing, home visits, pop-up cafes and other cultural events.

To better market this regional potential, a cluster of Rural Lifestyle (RL) destinations (Söderhamn, Sweden; Åland & Lohja, Finland; Estonia; Latvia) will be established. The cluster will attract travel agencies and tourists from Asia and Europe to enable local tour operators to approach their overseas counterparts with variety of activities and tour packages.

The network of "RL Destinations" established by the project will be enabled and further expanded during and after the project lifecycle.

## Map of Partners

## Partners

Lead Partner

### Eesti Maaülikool

Country: EE

[www.emu.ee](http://www.emu.ee) [1]

**Partner budget:** 261.770 EUR

**Amount of ERDF funding:** 222.505 EUR ERDF

Project Partners

### Helsingin yliopisto Ruralia-instituutti

Country: FI

[www.helsinki.fi/ruralia](http://www.helsinki.fi/ruralia) [2]

**Partner budget:** 129.455 EUR

**Amount of ERDF funding:** 97.091 EUR ERDF

### Lohjan kaupunki

Country: FI

[www.visitlohja.fi](http://www.visitlohja.fi) [3]

**Partner budget:** 114.339 EUR

**Amount of ERDF funding:** 85.754 EUR ERDF

### Företagsam Skärgård r.f.

Country: FI

[www.skargarden.ax](http://www.skargarden.ax) [4]

**Partner budget:** 103.163 EUR

**Amount of ERDF funding:** 77.372 EUR ERDF

### Söderhamns kommun

Country: SE

[www.soderhamn.se](http://www.soderhamn.se) [5]

**Partner budget:** 107.977 EUR

**Amount of ERDF funding:** 80.982 EUR ERDF

## **Eesti Maaturism**

**Country:** EE

[www.maaturism.ee](http://www.maaturism.ee) [6]

**Partner budget:** 130.260 EUR

**Amount of ERDF funding:** 110.721 EUR ERDF

## **Gaujas Nacionālā parka tūrisma biedrība**

**Country:** LV

[www.entergauja.com](http://www.entergauja.com) [7]

**Partner budget:** 80.507 EUR

**Amount of ERDF funding:** 68.431 EUR ERDF

## **Latvijas lauku tūrisma asociācija "Lauku ceļotājs"**

**Country:** LV

[www.celotajs.lv](http://www.celotajs.lv) [8]

**Partner budget:** 205.167 EUR

**Amount of ERDF funding:** 174.392 EUR ERDF

## **Results**

### **Expected results**

### **Achieved results**

Project result in category - Joint tourist attraction

## **Rural lifestyle project was creating attractive rural lifestyle destinations**

---

New attractive and sustainable Rural Lifestyle tourism product was developed – destinations around the Baltic Sea (Estonia – Setomaa historic region, Vana-Võromaa historic region, Mulgimaa historic region, Onion Route – the shores of Lake Peipsi, Soomaa National Park, Lahemaa National Park; Latvia – Abava river valley, S?lija, North Vidzeme, Gauja National Park; Sweden – Söderhamn; Finland –Åland, Archipelago of Kökar in Åland, Brändö island in Åland, Lappo island in Åland, Jurmo island in Åland, Lohja), altogether 39 new products. The project partnership developed a joint Rural Lifestyle destination and a new brand GORURAL which is very attractive in foreign and domestic tourism markets. First 39 RL products and more than six smaller destinations are promoted via the RL website, printed and digital marketing materials.

Regarding the increase in the number of visitors, the target value was 3000 visitors. Due to the different sizes of the regions and other conditions, each pilot region analysed the increased number of visitors as a result of the project according to its own methodology. The project reached and exceeded the set target value with 6555 new RL foreign visitors, and added 83850 domestic visitors.

Project page in database

[Creating attractive rural lifestyle destinations](#) [9]

At a glance

- a joint Rural Lifestyle destination and a new brand GORURAL were developed
- to attract new foreign and domestic tourists
- 39 Rural Lifestyle products and more than six smaller destinations are promoted via different channels

Files

 [Baltic Cuisine: Local food and drinks](#) [10]

 [Living with and within nature](#) [11]

 [Handmade products from the countryside](#) [12]

 [Sauna rituals](#) [13]

 [Guidebook for Rural Lifestyle destination and product development](#) [14]

 [Rural Lifestyle product manual 2022](#) [15]

Tags

[Tourism](#) [17]

[Rural and peripheral development](#) [18]

## Project Visibility

### Social media links

[Facebook @RuralLifestyleproject](#) [19]

[Project partner webpage \(celotajs.lv - description, news, publicity\)](#) [20]

**Source URL:**<https://database.centralbaltic.eu/printview/132>

### Links

[1] <http://www.emu.ee> [2] <http://www.helsinki.fi/ruralia> [3] <http://www.visitlohja.fi> [4] <http://www.skargarden.ax> [5] <http://www.soderhamn.se> [6] <http://www.maaturism.ee> [7] <http://www.entergauja.com> [8] <http://www.celotajs.lv> [9] <https://database.centralbaltic.eu/project/132> [10] [https://database.centralbaltic.eu/sites/default/files/GoRural\\_Baltic\\_Cuisine\\_tasuta\\_videoga.pdf](https://database.centralbaltic.eu/sites/default/files/GoRural_Baltic_Cuisine_tasuta_videoga.pdf) [11] [https://database.centralbaltic.eu/sites/default/files/GoRural\\_Living\\_in\\_and\\_within\\_nature.pdf](https://database.centralbaltic.eu/sites/default/files/GoRural_Living_in_and_within_nature.pdf) [12] [https://database.centralbaltic.eu/sites/default/files/GoRural\\_Masters\\_and\\_traditions\\_tasuta\\_videoga\\_23.02.2023.pdf](https://database.centralbaltic.eu/sites/default/files/GoRural_Masters_and_traditions_tasuta_videoga_23.02.2023.pdf) [13] [https://database.centralbaltic.eu/sites/default/files/GoRural\\_Sauna\\_rituals.pdf](https://database.centralbaltic.eu/sites/default/files/GoRural_Sauna_rituals.pdf) [14] [https://database.centralbaltic.eu/sites/default/files/Guidebook\\_for\\_Rural\\_Lifestyle\\_destination\\_and\\_product\\_development.pdf](https://database.centralbaltic.eu/sites/default/files/Guidebook_for_Rural_Lifestyle_destination_and_product_development.pdf) [15] <https://database.centralbaltic.eu/sites/default/files/rural-lifestyle-manual-a5-en-web-reduce-en.pdf> [16] <https://balticsea.countryholidays.info/> [17] <https://database.centralbaltic.eu/tags/tourism> [18] <https://database.centralbaltic.eu/tags/rural-and-peripheral-development> [19] <https://www.facebook.com/RuralLifestyleproject> [20] <https://www.celotajs.lv/en/project/30/project>