BALTIC SEA TOURISM FORUM 2024



3 June, 18.00-20.00 Get-together event

Welcoming words by EUSBSR Policy Area Tourism Coordinators **Anna-Maija Toivonen, Council of Oulu Region & Magda Leszczyna-Rzucidło, Pomorskie Tourist Board** Supported by Arctic Foodlab – Oulu2026 **Location: Design Center PROTO, Pikisaarentie 17, 90100 Oulu**



4 June Baltic Sea Tourism 2024 Forum Day 1

Themes: Cultural and Culinary Tourism

Location: Nordic Art Hotel Lasaretti, Kasarmintie 13b, 90130 Oulu

Moderator: Simo Kekäläinen, Pretty Good Hosts

- 10.30 12.00 Registration, lunch, and networking
- 12.00 12.15 Opening Helena Tuuri, Ambassador / Ministry of Foreign Affairs for Finland

12.15 – 12.30 Welcoming words **Jussi Rämet**, Region Mayor, Council of Oulu region **Marta Chelkowska**, Director of Tourism Department, Pomorskie Region

12.30 – 13.00 Developing Cultural Tourism in the Baltic Sea Region

	C		
Aleksandr Fadeev	International Relations Coordinator	r, European Capital of Culture	Tartu 2024

- 13.00 13.30Exploring the Possibilities of Culinary TourismErik Wolf, Founder & Executive Director, World Food Travel Association
- 13.30 13.50 From Research to Table: Advancing Gastronomy Tourism
 Dr. Darius Liutikas, Senior Scientific Researcher, Lithuanian Centre for Social Sciences
- 13.50 14.40 Coffee and networking with an authentic cultural experience from Oulu
- 14.40 14.50Navigating Post-Pandemic Recovery: Data-Driven Support for Nordic-Baltic DMOsJohanna Elvinsson, Vice President, Head of Strategy, Mastercard Nordics & Baltics
- 14.50 15.40 Practical approach to Tourism in the Baltic Sea Region

Become the next Cultural Pearl of the Baltic Sea Region / BSR Cultural Pearls Project **Felix Schartner Giertta**, Project Coordinator, Council of Baltic Sea States Secretariat

Practical approach to prolonging the Tourism Season / Light in the Dark project James Simpson, Project Manager, Novia University of Applied Sciences

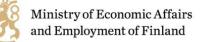
Cycling Tourism - Opportunities for regional development in Baltic Sea Region / Bike Across Baltic-project **Heidi Heikkilä**, Project Manager, Turku University of Applied Sciences

Connecting Vibrant Cities and Enhancing Villages in the Bothnian Bay / Bothnian Coastal Route-project **Sari Kasvi**, Project Manager, Business Oulu













	Ensuring thriving and Sustainable Beach Recreation and Tourism / Beach-SOS-project David Cabana , Project Manager, Climate Service Center Germany (GERICS)
15.40 – 15.50	Development of green Tourism in Ukraine Sofia Melnyk , representative of the Basin Department of water resources of Zakhidnyi Buh and Sian Rivers. Member of the NGO Vruna
15.50 – 16.20	Introducing Oulu the European Capital of Culture 2026 and Tourism development Yrjötapio "Y.t." Kivisaari , President & CEO,Visit Oulu Samu Forsblom , Programme Director, Oulu2026 European Capital of Culture
16.20 – 16.30	Closing the day Day 1
16.30 – 17.00	Free time
17.00 – 18.00	Guided walking tour through Oulu City center Starting point: <i>Franzén Park, next to the Oulu Cathedral</i>
18.00 – 19.00	Free time
19.00 – 20.30	Evening reception hosted by the City of Oulu Location: Oulun Lyseon lukio, Kajaaninkatu 3, 90100 OULU

5 June Baltic Sea Tourism 2024 Forum Day 2

Themes: Cycling and Coastal tourism

Location: Nordic Art Hotel Lasaretti, Kasarmintie 13b, 90130 Oulu

Moderator: Simo Kekäläinen, Pretty Good Hosts

- 9.00 9.15 Opening **Kristiina Hietasaari**, Senior Director, Visit Finland
- 9.15 9.45 Cycling Tourism as a tool for Sustainable Tourism

Jill Warren, CEO, European Cyclists' Federation

- 9.45 10.35 Practical Insights: Maximizing Cycling for Effective Tourism Development in the BSR
 Heli Laukkanen, Special Project Coordinator, Bikeland The Finnish Center for Cycling Tourism
 Jesper Poerksen, Director, Danish Cycling Tourism
 Bożena Małyszczyk, SME Poland By Locals
- 10.35 11.10 Coffee break and networking
- 11.10 11.40 Enhancing Coastal Tourism with Cruise Shipping Insights **Klaus Bondam**, Director, Cruise Baltic
- 11.40 12.50 Practical Approaches to Coastal Tourism Management
 Ryan Jenkins, Managing Director, DenEesti Group
 Janne Anttila, Managing Director, Kalajoen Hiekkasärkät Oy

Panel discussion on Marinas – inclusive meeting points for boaters and land tourists
Dr.geogr. Andris Klepers, Leading researcher, Vidzeme University of Applied Sciences, Institute of Social, Economic and Humanities Research
Jens Masuch, Coordinator of the SOUTH COAST BALTIC Marketing Initiative
Ugis Zanders, Advisor for Sustainable&Prosperous Priority Area, Council of the Baltic Sea States Secretariat

- 12.50–13.00 Closing remarks and invitation to the BSTF2025
 Mieczysław Struk, Marshal of Pomorskie Region video invitation
 Marta Chelkowska, Director of Tourism Department Pomorskie Region
- 13.00 14.00 Farewell lunch Thank you and have a safe trip home!









Ministry of Economic Affairs and Employment of Finland



