

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 Rämetsä, 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

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

13.00 – 13.30 Exploring the Possibilities of Culinary Tourism

Erik 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 – 14.50 Navigating Post-Pandemic Recovery: Data-Driven Support for Nordic-Baltic DMOs

Johanna 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 Giertha, 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: Franzén Park, next to the Oulu Cathedral
- 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 Małyszczuk, 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!