



# ”Common Future for Baltic Tourism II”

## Practices - Products - Promotion

European Strategy for the Baltic Sea Region: Priority Area Tourism  
Flagship project 12,7: Attract tourists to rural areas esp. coastal ones

Common Future for Baltic Tourism II, 14-15 September 2011  
BrandDay -Turku2011, 16 September 2011

### PRACTICAL INFORMATION:

#### VENUE:

The Common Future for Baltic Tourism II Seminar will take place at Herrankukkaro in the city of Naantali, Finland on 14-15 September 2011. Herrankukkaro is located in Rymättylä, which is an old fishing locality in the Turku area's archipelago in South-West Finland.

**Herrankukkaro: Luotojentie 245, 21140 Rymättylä.**

<http://www.herrankukkaro.fi/uk/main>

#### HOW TO REACH TURKU:

Turku, which is in the Southwest corner of Finland, is easy to reach! Turku has an international airport and there are several daily flights to Turku via Helsinki, Stockholm or Copenhagen. If you fly to Helsinki, there is also a regular ExpressBus connection to Turku from the Helsinki-Vantaa airport (every hour, day and night). The journey takes about 2.5 hours. Alternatively you may take a train from the Helsinki city centre railway station. If you are travelling via Stockholm, you might prefer to take a ferry and enjoy the beautiful archipelago. The daily ferryboat connections are operated by Viking Line and Silja Line, and the duration of the voyage is about 12 hours.

#### TRANSPORT LINKS:

Finnair: [www.finnair.com](http://www.finnair.com) - airline

SAS: [www.flysas.com](http://www.flysas.com) - airline

Wizz Air: <http://wizzair.com> (Gdansk-Turku-Gdansk)

Viking Line: <http://www.vikingline.fi/index.asp?lang=en> - Ferryboat connections from Stockholm

Silja Line: <http://www.tallinksilja.com/en/> - Ferryboat connections from Stockholm

The Finnish Rail: <http://www.vr.fi/en/index.html> - train connections

Matkahuolto: <http://www.matkahuolto.fi/en/> - Finnish long-distance buses

### **Turku airport and harbour**

Turku airport is located 9 km and Turku harbour 4 km from the city centre. Local bus number 1 (route: Airport - Market Place - Ferry Harbour) leaves from the airport approximately every 20-30 minutes. It stops in the city centre, by the Market Place (*Eerikinkatu* street). Bus tickets can be bought from the driver, single ticket 2,50 € (3,50 € after 23 pm), valid for 2 hours.

### **From the main railway station or the bus station to the Market Place**

Both the bus station and the main railway station are within a walking distance from the city centre. If you wish to take a bus from the railway station, all local busses stopping across the street from the railway station run to the Market Place. From the main bus station, most buses stopping in front of the station (on the same side of the street) run to the Market Place. Note that the trains to and from Helsinki direction also stop at Kupittaa station, close to the Symposium venue ICT building.

### **Taxis**

Tel. +358 (0)2 10041

Taxis are generally easy to get, there are several taxi stands in the city centre, one by the Market Place. For a 5 km trip you may expect the fare to be around 10 euros, 10 km 15 euros. After 8 p.m., there is a small additional charge.

## **TRANSPORTATION FROM TURKU-HERRANKUKKARO-TURKU**

A bus transportation will be organized for registered participants. The bus leaves on 14 September from Turku at 9:15 from the City Hall, Aurakatu 2 and will leave from Herrankukkaro to Turku after the dinner at 21:30. The bus leaves again from Turku to Herrankukkaro on 15 September at 7:45 from the City Hall, Aurakatu 2. In the registration you can book in which buses you will attend.

**ACCOMMODATION:** All participants are expected to make their own arrangements for travel and accommodation. We made a block reservation for you in Centro Hotel in case you arrive earlier (from 12-14 and 15-16 Sep. The reservation is valid until 12 August 2011. If you book a room from the hotels, mention "Baltic Sea" to receive the discounted rate. The accommodation in Herrankukkaro is made through the registration. The rooms are in small cottages and there are 2-3 beds in a room. If you wish to share the room with someone you know, you can mention about it in the registration.

Hotel in Turku	Single room / night	Double room / night		Booking	Address
Centro Hotel, breakfast included to the price	75€	84€		<a href="http://www.centrohotel.com">http://www.centrohotel.com</a> Tel : +358-2-2118100 Fax : +358-2-4690479 e-mail : <a href="mailto:centro@centrohotel.com">centro@centrohotel.com</a>	Yliopistonkatu 12a, 20100 TURKU
Accommodation in Herrankukkaro		Cottage in double room/night	Cottage in a three-person-room/night		
		50€	50€	<a href="https://www.lyyti.fi/ilmoittaudu/Common_Future_for_Baltic_Tourism_II_7509%0d%0a">https://www.lyyti.fi/ilmoittaudu/Common_Future_for_Baltic_Tourism_II_7509%0d%0a</a>	Luotojentie 245, 21140 Rymättylä

#### CATERING:

Lunch, coffee/tea and refreshments will be available. The traditional Island Food Buffet à la Janne Koivuniemi -dinner is prepared by local culinary experts. See the dinner buffets here: [http://www.herrankukkaro.fi/uk/services/food\\_and\\_drink](http://www.herrankukkaro.fi/uk/services/food_and_drink)

#### FEE:

**40€** (includes VAT 23%) including the seminar programme, coffees and lunches for two days, outdoor nature spa with smoke-sauna with warm-water baths, transportation by bus from Turku-Herrankukkaro-Turku and the Buffet Dinner. The accommodation is at your own expense in Herrankukkaro cottage: 50€/ double/three-person-room/night on 14-15 September 2011 and in Centro Hotel: 75€/single room/night and 84€/double room/night including breakfast on 12-16 September 2011.

#### REGISTRATION:

In order to register for the seminar, please fill in the registration form no later than 8 September 2011 on the following website: [https://www.lyyti.fi/ilmoittaudu/Common\\_Future\\_for\\_Baltic\\_Tourism\\_II\\_7509%0d%0a](https://www.lyyti.fi/ilmoittaudu/Common_Future_for_Baltic_Tourism_II_7509%0d%0a)

#### LANGUAGE:

The official language of the seminar is English.

#### ADDITIONAL INFORMATION:

Please note that the event is organized by the sea in the archipelago in the middle of September. Please bring suitable clothing for archipelago conditions (comfortable shoes and warm clothes). Towels are available in the outdoor nature spa. You can bring your own swimsuit or borrow one from the spa. Additional information about Herrankukkaro (Mama's Pocket) is available here: <http://www.herrankukkaro.fi/uk/main> and about Turku: [www.turkutouring.com](http://www.turkutouring.com)

Common Future for Baltic Tourism II seminar can be combined with **BrandDay - Turku2011** which will be held on **16 September in Turku**. The organizer of the seminar is Turku Tourism Academy. The target group will partly consist students from different universities and professionals at the tourism sector both private and public sector. The Key-note speakers are: Professor Dr. Nicholas Adjouri from Adjouri GmbH, Berlin and Doctor of Science Ulla Hakala from University of Turku, The School of Economics. The programme of the day is available here:

<http://www.turunmatkailuakatemia.fi/@Bin/116239/BrandDay%20-Turku2011%2016%20Sept.%202011.pdf>

In order to register for the seminar please fill in the registration form no later than 8 September 2011 on the following website:

[https://www.lyyti.fi/ilmoittaudu/BrandDay\\_Turku2011\\_8964](https://www.lyyti.fi/ilmoittaudu/BrandDay_Turku2011_8964)

## FURTHER INFORMATION:

**Turku Touring, Southwest Finland Tourist & Convention Bureau  
Centre of Expertise for Tourism and Experience Management**

**Päivi Oliva**

**Coordinator for the EU Flagship project 12,7:**

**"Attract tourists to rural areas esp. to coastal ones"**

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**[www.turkutouring.com](http://www.turkutouring.com)**

**[www.baltic-sea-strategy-tourism.eu](http://www.baltic-sea-strategy-tourism.eu)**



**Varsinais-Suomen liitto**  
Egentliga Finlands förbund  
Regional Council of Southwest Finland



**TURKU REGION  
DEVELOPMENT CENTRE**



**The European Agricultural Fund  
for Rural Development:  
Europe investing in rural areas**