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# Attractive Hardwoods Study visit

– Sweden 23<sup>rd</sup> and 24<sup>th</sup> May 2017 –

Aim of study visit: **Exchange of knowledge in management of tourist assets, developing of tourist destinations and marketing of attractive hardwoods**

Accommodation: **Ronneby Brunn, Ronneby**

Conference: **Ronneby Brunn**

Terrain session (Day 1): **Brunnsparken, Brunnskogen, Naturum, Blekinge Trail,**

Terrain session (Day 2): **Tjärö island**

## PROGRAM

**Day 1: 23<sup>rd</sup> May 2017 (10.00-17.00)**

*Theme: Management of hardwood tourism assets*

Registration and coffee from 9.30

Morning session 10.00-12.00

Indoor session

10.00-10.15 **Introduction of Attractive Hardwoods project** (Swedish Forest Agency, Ola Runfors, Oriana Pfister)

10.15-10.30 **Blekinge trail – planned activities and challenges** (Niklas Kämpargård, Region Blekinge)

10.30-11.00 **Skåne trail – Experiences of best practise in trail development, management and marketing** (Kenneth Joelsson, Scanian Landscape Foundation)

11.00-11.05 **Short brake**

11.05-11.25 **Natura 2000 - authority perspective** (Ulrika Widgren, County Administrative Board of Blekinge)

11.25-12.00 **Natura 2000 – land owner perspective** (Anders Rosell, Scanian Landscape Foundation)

12.00-13.00 **Lunch at Ronneby Brunn**





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### Afternoon session 13.00-17.00

Terrain session (including ev. press gathering at 13.00)

- 13.00-15.00 **Brunnsskogen, Blekinge Trail, Scania Trail – practical management perspectives** (Kenneth Joelsson, Scanian Landscape Foundation, County Administrative Board of Blekinge, Ronneby municipality)
- 15.00-17.00 **Naturum Blekinge + coffee break** (Robert Ekholm, County Administrative Board of Blekinge)
- 17.00-19.00 **Free time. Spa visit included in hotel price. Bring bathing clothes!**
- 19.00 **Dinner at Ronneby Brunn**

### **Day 2: 24<sup>th</sup> May 2017 (8.45-16.00)**

*Theme: Marketing, tourism development and cooperation*

### Morning session 8.45-12.00

Indoor session + coffee + transport

Breakfast + Check out

- 08.45-9.45 **Blekinge Archipelago Biosphere Reserve and the Archipelago route project - cooperation model for tourism. Tourist destination development** (Heleen Podsedkowska and Simone Wenzel)
- 09.45-10.15 **Coffee**
- 10.15-11.00 **Transport to Järnavik (in own cars)**
- 11.00-11.15 **Boat to Tjärö**
- 11.20-11.50 **Experiences of tourism and business on Tjärö** (Sandra, Tjärö)
- 12.00-13.00 **Lunch** at the restaurant on the island





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### Afternoon session 13.00-16.00

#### Outdoor session + coffee

13.00-13.20 **Introduction to Tjärö nature reserve.** (Sofie Willman, County Administrative Board of Blekinge, Joakim Hemberg Swedish Forest Agency)

13.20-15.20 **Guided tour and coffee. Tourism and visitor management in protected areas – examples from Blekinge archipelago – Tjärö island** Sofie Willman, County Administrative Board of Blekinge, Joakim Hemberg Swedish Forest Agency)

15.20-15.40 **Summing up** (Ola Runfors, Swedish Forest Agency + all participants)

15.45- 16.00 **Boat to Järnavik and travel home**

#### Practical aspects

In May, the South Baltic coastal weather can be unpredictable and range from calm hot summer days to windy, cold and rainy days. Sometimes you might experience all in one day.

- Bring good shoes and warm clothes
- Sun protection and a wind proof jacket might be needed depending on conditions
- We will travel by small boat - bring seasickness medicine if necessary
- Water drink bottle for the guided tour.

*We wish you all very welcome to  
Sweden!*

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## Speakers list

*Blekinge Archipelago biosphere reserve*

**Heleen Podsedkowska**, co-ordinator Blekinge Archipelago

**Simone Wenzel**, project leader Blekinge Archipelago

*County Administrative Board*

**Robert Ekholm**, Head of Naturum Blekinge visit centre

**Ulrika Widgren**, officer. Nature conservation and Natura 2000 specialist

**Sofie Willman**, officer. Responsible for management of protected areas

*Region Blekinge*

**Niklas Kämpargård**, project worker and photographer/writer

*Ronneby municipality*

**Anna Ekberg**, head of communication division

**Prof. Roland Gustavsson**, Swedish University of Agricultural Sciences. Landscape architecture, planning and management

**Patrik Hellsberg**, Head of Road and Park technical management division

*Scanian Landscape Foundation*

**Kenneth Joelsson**, coordinator of Scanian trail

**Anders Rosell**, forest management and nature conservation

*Swedish Forest Agency*

**Joakim Hemberg**, officer involved in nature conservation

**Oriana Pfister**, project information officer

**Ola Runfors**, project coordinator

*Tjärö*

**Sandra Löfgren**, local manager

