

## Swedish tourist products developed in the project

Movie "Ronneby Brunnsskogen - A forest for everyone, all year round!"

Guide to THE RONNEBY BRUNN AREA and THE HARDWOOD COASTAL

The Squirrel educational path in Brunnsforest Ronneby

Tourist maps of one of the Swedish pilot sites Brunnsforest

Exhibition about the Blekingeleden walking trail

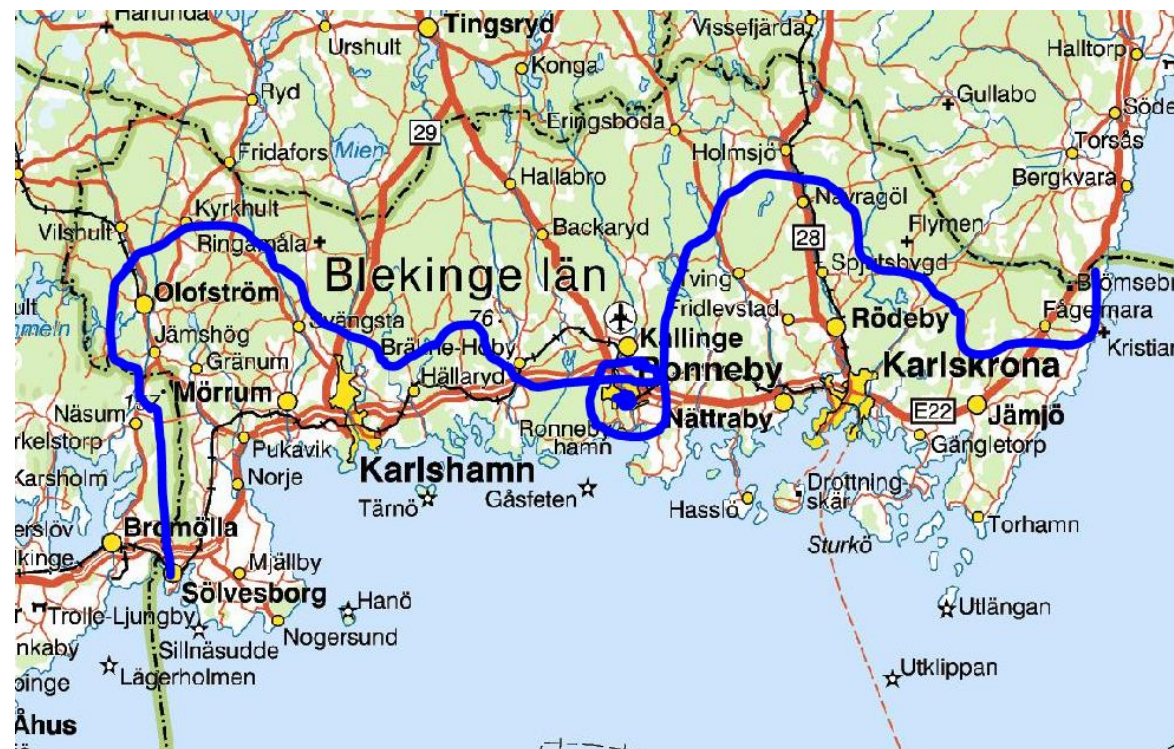
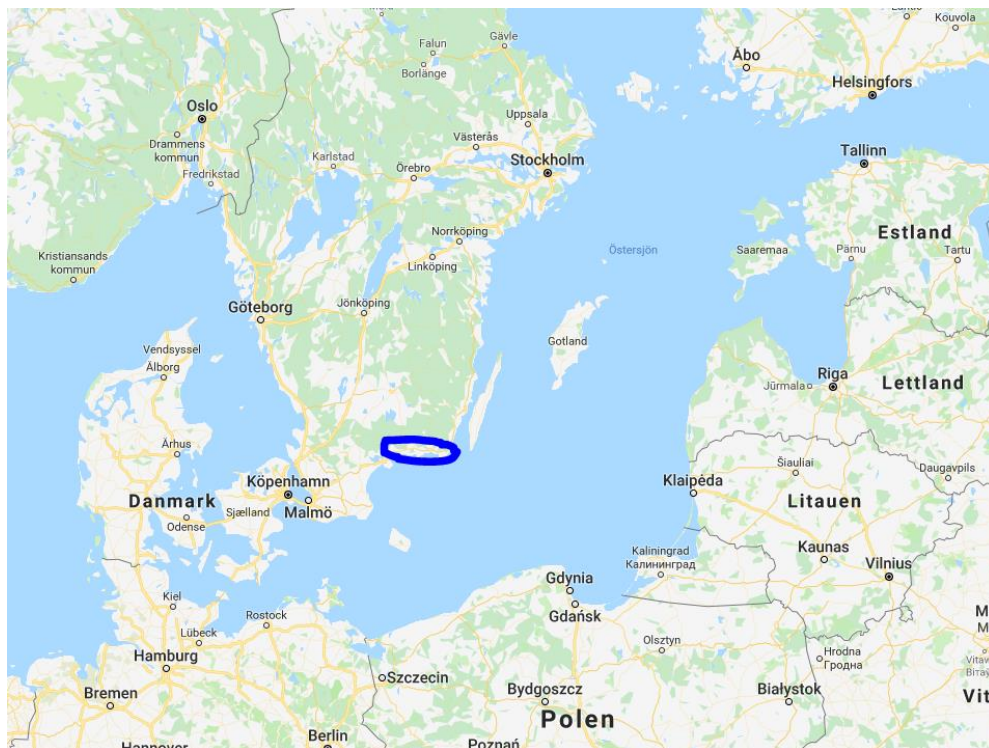
Guidance book – "Vandra Blekingeleden"

Web portal – Attractive Hardwoods destinations in the South Baltic Region



## Project pilot sites- Sweden

### Blekingeleden 240 km walking trail, Brunnsforest Ronneby





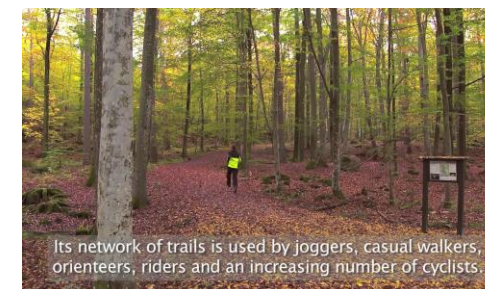


- 12.000 Euro
- 2 days shooting
- Drakfilm AB

### Experiences

- Long preparation time and thinking
- Detailed public procurement
- Good co-ordination
- Skilled photographers
- Good luck with the weather!





Its network of trails is used by joggers, casual walkers, orienteers, riders and an increasing number of cyclists





"The contents of this nature guide are the sole responsibility of the authors and can in no way be taken to reflect the views of the European Union, the Managing Authority or the Joint Secretariat of the Interreg South Baltic Programme 2014-2020."



European  
Regional  
Development  
Fund



Przewodnik po TERENACH DAWNEGO UZDROWISKA RONNEBY BRUNN I LESISTYM WYBRZEŻU BLEKINGE

## Przewodnik po TERENACH DAWNEGO UZDROWISKA RONNEBY BRUNN I LESISTYM WYBRZEŻU BLEKINGE



NATURA • KULTURA • WYCIECZKI

- 35.000 Euro
- 1.900 SE print
- 400 ENG print
- 200 PL print
- pdf for download
- Naturcentrum AB

### Experiences

- Time consuming
- Detailed public procurement & time plan
- Local knowledge
- Quality pictures
- Skilled staff
- Good communication, fast response

SEARCH

MENU

Swedish Forest Agency > Attractive Hardwoods > Attractive Hardwoods destinations

## Attractive Hardwoods destinations

Outstanding ecotourism hardwoods destinations in the South Baltic areas

In this page we have collected beautiful hardwoods destinations around the South Baltic Sea. They are surely worth a visit!

The texts below are just a taste of what you can read if you click on the links on the right side of this page.

Welcome to discover these beautiful places!

### GERMANY - Island of Rugen

• NATURE ERBE ZENTRUM

The Naturerbe Zentrum Rugen is situated in a lush natural setting of high conservation value on the eastern shore of Rugen. It encompasses the three major types of ecosystem: forest, wetlands and open habitat. This lends this site an absolutely unique landscape composition.

You can enjoy the Naturerbe Zentrum Rugen with the Treetop walk, the interactive exhibition as well as the interesting and educational tours.

• JASMUND NATIONAL PARK & KÖNIGSSTUHL NATIONAL PARK CENTRE

Jasmund national park is a nature reserve that hosts the famous chalk cliff Königsstuhl and an ancient beech forest almost untouched by humans hands. This area is one of the UNESCO World Heritage Site.

The National Park Centre offers visitors a very special experience full of adventure and educational activities.

### LITHUANIA

### Menu

- Attractive Hardwoods
- About the project
- Activities
- Forest days, Minifestivals, Exhibitions
- Outputs & Results
- Pilot areas
- Attractive Hardwoods destinations
- Partners
- Contacts

**Part-financed by the European Union**  
(European Regional Development Fund)

Attractive Hardwoods is a flagship project under the EU strategy for the Baltic Sea Region

- High quality destinations
- PL, LT, SE, D, DK (?)

## Experiences

- Difficult to get information
- Differences between countries in appointment and marketing/awareness of areas
- Strict rules on publicity of pictures hampers creativity
- Strict web platform and internal rules on communication reduce final product quality



# Tourist products CAB Blekinge

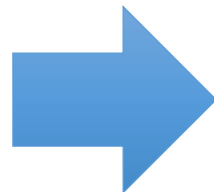
## Visitor center naturum Blekinge



- Map
- Nature trail
- Exhibition



## Aim of tourist products



To make people leave the park and go out into the woods





## Map

- One map, cover the whole area
- Trails
- Blekingeleden
- Points of interest



## Välkommen till Brunnsskogen

Ronneby Brunnsskog har sedan 1800-talet varit en viktig del av kurortslivet. Framför allt var den viktig för stärkande promenader där man kunde uppleva den vackra, vildd och storslagna skogen. Än idag finns här många gamla såväl som nya attraktioner och en storslagen natur att upptäcka.



### WELCOME TO RONNEBY BRUNNSSKOG

The forest Ronneby Brunnsskog has formed an important part of life at the health resort since the 19th century. It has been used for excursions and different outdoor activities. In particular, it was a good place for bracing walks, where you could experience the beautiful, wild and magnificent forest. The northern part of Brunnsskog is included in Natura 2000, an EU-wide network of nature protection areas, and in the culture reserve Ronneby Brunnspark. The southern part, Södra Brunnsskogen, is a municipal nature reserve.

Kulturservatet Ronneby Brunnspark bildades av Länsstyrelsen i Blekinge år 2003 och är 152 hektar stort. Syftet är att värna och bevara ett viktigt natur- och kulturarv och förmedla natur- och kulturskönhet till besökarna. Södra Brunnsskogen bildades 2015 av Ronneby kommun och är 157 hektar stort. Syftet med naturreservatet är att bevara ett landskapsmässigt område med höga natur- och skönhetsvärden. Besök, rekreation, skidåkning och båtbesöksplatser för besökarna finns på www.ronneby.se och www.lansstyrelsen.se/blekinge. Kulturservatet Ronneby Brunnspark och naturreservatet Södra Brunnsskogen förvaltas av Ronneby kommun, telefon 0407 411 40 00.



# Nature trail

- Culture reserve, Natura 2000
- Families, children, schools
- 1.3 km, 15 signs
- 4 languages

















# Exhibition in naturum

- Theme: trails in Blekinge, Blekingeleden and ARK 56
- Hardwoods, nature reserves
- Cross-border perspective
- May 2019

