

Workshop I

Workshop, we work in four groups:

Group 1 and 2,

**Hardwood destinations today, in terms of Strengths
and weaknesses**

Group 3 and 4,

**Hardwood destinations in 5 years, in terms of opportunities and
threats**

Time: 20 minutes

Write your answers on flipchart or on your PC (PowerPoint)!

Presentation, vernisage

Choose one person in each group that should stay and present your result

The other members of each group should move one step to the next group (clockwise)

After the presentation you can give feedback and come up with suggestions and complements. If they are accepted, please add on flipchart

Time för presentation and feedback 10 minuter

Conclusions

We summarise the results and have a dialog how we can use the SWOT as an input to the strategic plan

Workshop 2

We work in tree groups:

Forming the first draft of the Attractive Hardwood strategy – identification of action areas – where are actions especially needed to boost the hardwood (outdoor) cross-border tourism? Choose one of the Action areas below

Action area 1 The hardwood tourism potential

Action area 2 Connecting the regions - Tourism cross-border cooperation

Action area 3 Entrepreneurship development and support

Action area 4 World class visits in world class hardwoods

Action area 5 Off-season – “Hardwoods in hard times”

Time: 40 minutes

Write your answers on flipchart or on your PC (PowerPoint)!

Workshop 2

Workshop, we work in tree groups:

Forming the first draft of the Attractive Hardwood strategy – identification of action areas – where are actions especially needed to boost the hardwood (outdoor) cross-border tourism?

- What's the USPs (unique selling points) for a Hardwood destination?
- What's the main reasons/motives for visiting your destination today
- What themes could you develop to attract more visitors and more target groups (needs, interests, activities)
- Think outside in, put yourself in the potential visitors seat

Time: 40 minutes

Write your answers on flipchart or on your PC (PowerPoint)!

Presentation

Choose one person from each group that should present your result

After the presentation the other groups can give feedback and come up with suggestions and complements. If they are accepted, please add on flipchart

Time för presentation and feedback 10 minuter / group

Next step?

What's the next step to go from where we are towards where we want to be?