

# Low season Travel - Harnessing the Magic of Darkness and Dark Skies

Tuesday 4.2.2025 at 14.00-15.30 (EET)  
Microsoft Teams

## WELCOME

While BBC and Booking.com predict exciting 2025 trends like noctourism, hidden gems, and peaceful "calmcations", the key question remains: how can we harness our regions' unique elements to attract tourists during the low season? This webinar explores the growing international demand for off-season travel and offers inspiring examples of how to create transformational tourism experiences.

Aimed at tourism companies, destinations, and other tourism professionals, the webinar brings together two Interreg projects, Light in the Dark and GLOW 2.0, focusing on the themes of seasonality in rural tourism and dark sky tourism.

## PROGRAMME

**14:00 Welcome to the webinar - Light in the Dark and Glow 2.0 projects**  
James Simpson, Project manager, Novia University of Applied Sciences

**14:10 International low season travellers as a growing opportunity**  
Ged Brown, Founder & CEO, Low Season Traveller, UK

**14:40 Darkness as an element for touristic experiences now and in the past**  
Susanna Lahtinen, PhD candidate, Curator at The Regional Museum of Southwest Finland.

**15:00 Best practices of Dark sky tourism - Team Glow 2.0**  
Timo Rui, Project Manager, Karelia University of Applied Sciences  
Daisy Silvennoinen, Karelia University of Applied Sciences, Finland  
Martina Ui Dholain, Údarás na Gaeltachta, Ireland  
Project Glow 2.0



Sander Rannakivi

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Baltic Sea Region



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RESILIENT ECONOMIES AND COMMUNITIES  
Light in the Dark

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GLOW2.0

Northern Periphery and Arctic

**MORE INFORMATION**

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[interreg-baltic.eu/project/light-in-the-dark/](https://interreg-baltic.eu/project/light-in-the-dark/)