



Light in the Dark: Off-Season Tourism Piloting Results



Introduction

The **Light in the Dark** project supports **small and medium-sized tourism enterprises** across the **Baltic Sea Region** in developing **nature-based experiences** for the fall, winter and spring seasons. Although these months offer limited daylight, colder temperatures and unpredictable weather, they also create conditions for quieter, more personal and authentic travel. To ensure that the products developed in the project meet visitor expectations, a **structured three-stage testing process** was carried out.

The first stage, the **Desktop Test**, took place in **January–February 2025**. SMEs created product cards describing their proposed off-season experiences, which were then evaluated by potential customers, tourism professionals, DMOs and other sector representatives. This early assessment helped identify perceived strengths and the information that required clarification before live piloting.

The second stage, the Pre-Pilot Evaluation, was completed shortly before each live pilot. Participants reviewed the product card and assessed their expectations, clarity of information and potential concerns related to weather, logistics or safety. These insights guided SMEs and partners in preparing for the on-site visits.

The third stage, the **Post-Pilot Evaluation**, was conducted immediately after the live piloting activities. **Fifteen products were piloted in Finland, Åland, Estonia, Latvia, Lithuania and Sweden** between March–May and September–October 2025. Pilots were organised by SMEs with support from project partners, while evaluation was carried out by invited professionals, DMOs, students, local stakeholders and potential customers. Their feedback reflects how each product performed under real off-season conditions and highlights areas for further refinement.

This report is based on **all Desktop Test results (224 responses)** and the available **Pre- and Post-Pilot surveys (267 responses)**, covering **25 developed** products and **15 live-piloted** experiences. Respondents represented a broad mix of potential customers, SMEs, DMOs, tourism professionals, consultants, lecturers, NGOs and other stakeholders, providing a diverse and reliable foundation for analysis.

The following chapters summarise the main outcomes of all three testing stages, comparing expectations with real visitor experiences, outlining strengths and development needs, and identifying shared trends that support the improvement and long-term sustainability of **off-season tourism products** in the Baltic Sea Region.

The analysis was prepared with the support of **AI-assisted data processing** to ensure consistency and accuracy while maintaining the integrity of partner-provided information.

This report (Deliverable 2.2 under WP2 “Piloting and evaluating solutions”) has been prepared within the project Light in the Dark, co-funded by the European Union (Interreg Baltic Sea Region Programme 2021–2027).



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RESILIENT ECONOMIES AND COMMUNITIES



Light in the Dark

Report summarises the pilot testing results of off-season tourism experiences carried out in SMEs as part of the project’s evaluation phase. The data processing and analytical text generation were performed with the support of AI tools to ensure a structured, consistent and comparable interpretation of survey responses.

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Desktop Test

A total of **224** responses

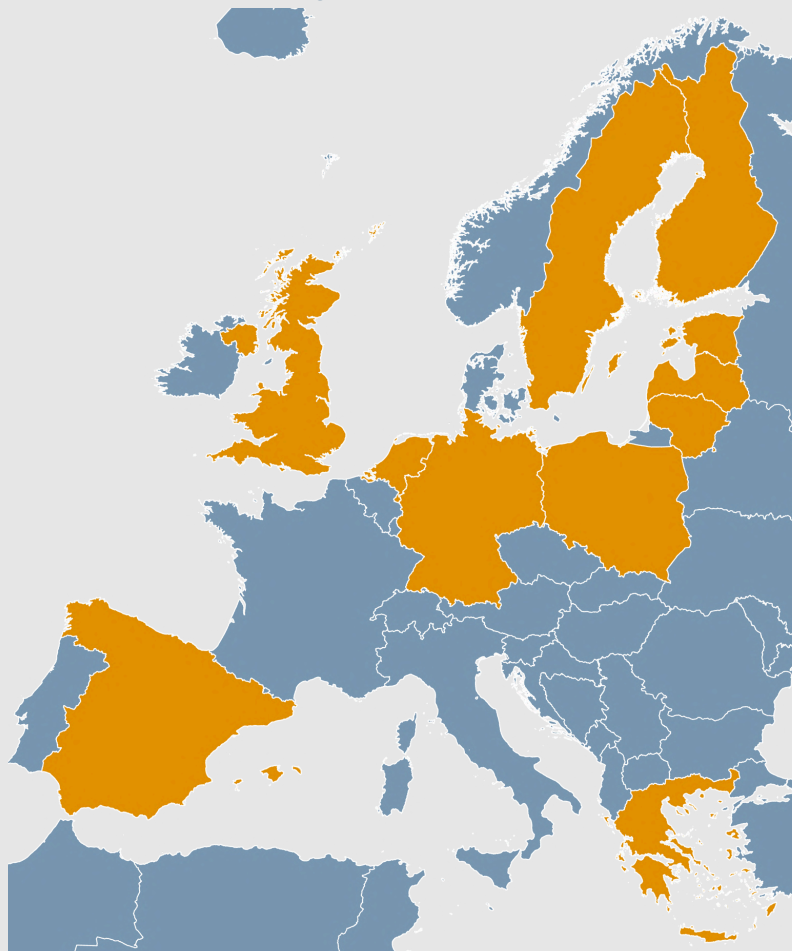
97	Potential Customers
68	Destination Management Organisations (DMOs)
49	Tourism Industry Professionals
27	Small and Medium-Sized Enterprises (SMEs)
7	Public & Non-Profit Sector
2	National-Level Tourism Authorities

66	Lithuania
41	Finland
40	Latvia
30	Åland Islands
18	Estonia
14	Sweden
4	Spain
3	United Kingdom
2	Germany
2	Greece
1	Japan
1	Poland
1	Netherlands

The Desktop Test was the first stage of the product evaluation process within the Light in the Dark project. Its purpose was to assess the initial perception of all proposed tourism products before live piloting began and to identify which elements required clarification, improvement or further development. This chapter summarises the consolidated findings across all Desktop Test submissions.

A total of **224 responses** were analysed. These responses covered 25 different off-season tourism products developed by SMEs across the Baltic Sea Region. The Desktop Test results provide an essential baseline for understanding how the products performed at the conceptual stage in terms of attractiveness, clarity, sustainability, off-season suitability and expected customer satisfaction. The analysis is intended to support the piloting phase and to guide the improvement of product descriptions, narratives and operational information.

Country Distribution



Cross-Product Comparative Analysis

Although the 25 products differ in theme, structure and activity type, the aggregated Desktop Test scores show a consistent and positive overall pattern.

Criterion	Average score (1–5)	Interpretation
Appeal	4,1	High initial attractiveness across most products.
Off-season suitability	4,3	Respondents see clear potential for low-season travel.
Sustainability	4,3	Strong alignment with climate-aware and slow tourism preferences.
Expected customer satisfaction	4,4	High confidence in quality and delivery.
Marketing potential	3,9	The weakest area; many descriptions need stronger narratives.

Key Insights

The Desktop Test results provide several important insights:

- 1.The overall portfolio is well-suited for off-season tourism, which aligns strongly with project objectives.
2. Products grounded in authenticity, local traditions and meaningful interaction received the highest praise.
3. Many product cards require clearer logistical information, including meeting points, required clothing, duration, and weather alternatives.
4. Marketing narratives often lack emotional and sensory elements and would benefit from stronger storytelling.
5. Sustainability is valued, but it should be communicated more explicitly and with concrete examples.
6. Weather-dependent products require clearer risk explanations and contingency plans.

Average Scores Across All Products

Key Strengths

A) **Authenticity and local culture** - Hands-on activities connected to local communities were perceived as highly attractive.

Examples from respondent comments include: "Understanding a local culture through culinary practices makes the product attractive."

B) **Seasonal and place-specific uniqueness** - Limited-time activities or distinctive seasonal environments were seen as strong selling points.

For example: "An experience that is only available three weeks a year."

C) **Strong off-season appeal** - Many respondents appreciated calm nature, fewer people and the special atmosphere of off-season travel.

D) **Sustainability alignment** - Even when not explicitly described, respondents often associated the products with environmental responsibility due to their slow-paced and locally rooted character

Common Weaknesses

A) **Lack of logistical clarity**

The most frequent criticism concerned missing practical details.

Examples from comments: "Time is not stated, clothing unclear, and transportation not explained."

B) **Weather-dependent risks not addressed**

This was especially relevant for paddling, winter walking, ice fishing and other climate-sensitive activities.

C) **Unclear uniqueness or value proposition**

Some descriptions were too general and did not clearly communicate what sets the experience apart.

D) **Inadequate storytelling**

Several product cards contained technical descriptions without emotional value.

For example: "Try to describe what the customer sees and feels — what is the wow-factor?"

E) **Limited pricing transparency**

Some respondents asked for clearer price indications or at least a starting range.

Highest-Potential Product Categories

Based on the cross-product analysis, the following types of experiences demonstrate the strongest potential:

1. **Cultural and culinary heritage**

Rich traditions, strong community involvement and all-year adaptability.

2. **Wellness in nature**

High emotional appeal, strong sustainability narrative and good off-season suitability.

3. **Slow nature adventures**

Such as moonlight walks, forest bathing and easy-level paddling that suit wider audiences.

4. **Winter-specific activities**

Unique seasonal conditions with high storytelling potential.

Products Needing Further Development

Products that consistently received lower clarity or higher risk-related concerns share several traits:

- Technical outdoor activities requiring equipment or skills
- Weather-sensitive activities without clear alternatives
- Broad or undefined target audiences
- Wide duration ranges (for example, 3–6 hours)
- Insufficiently detailed safety or logistics information

These products are still promising but require more attention to operational detail and communication.

Recommendations for the Piloting Phase

Clarify Logistics

- Provide specific meeting points
- Define route length and duration
- Give clear clothing and equipment instructions
- Explain what is included in the price
- Add Plan B options for weather disruptions

Strengthen Storytelling

- Add sensory descriptions
- Explain what makes the product unique
- Include local voices and stories
- Use more engaging and concise language

Improve Marketing Foundations

- Use high-quality images
- Strengthen emotional hooks
- Define the target audience clearly
- Highlight local and sustainability aspects

Support SME Readiness

- Offer templates for the safety and logistics sections
- Guide risk management
- Encourage flexible scheduling and small-group formats

Desktop Test Final Summary

The consolidated Desktop Test results show that the Light in the Dark product portfolio is strong, relevant and ready for piloting. Across the 25 evaluated products, respondents expressed high confidence in the expected quality, sustainability elements and off-season suitability.

The main areas requiring improvement concern logistics and risk communication. Addressing these aspects during the piloting phase will help SMEs refine their offers and build stronger, more compelling off-season tourism experiences across the Baltic Sea Region.

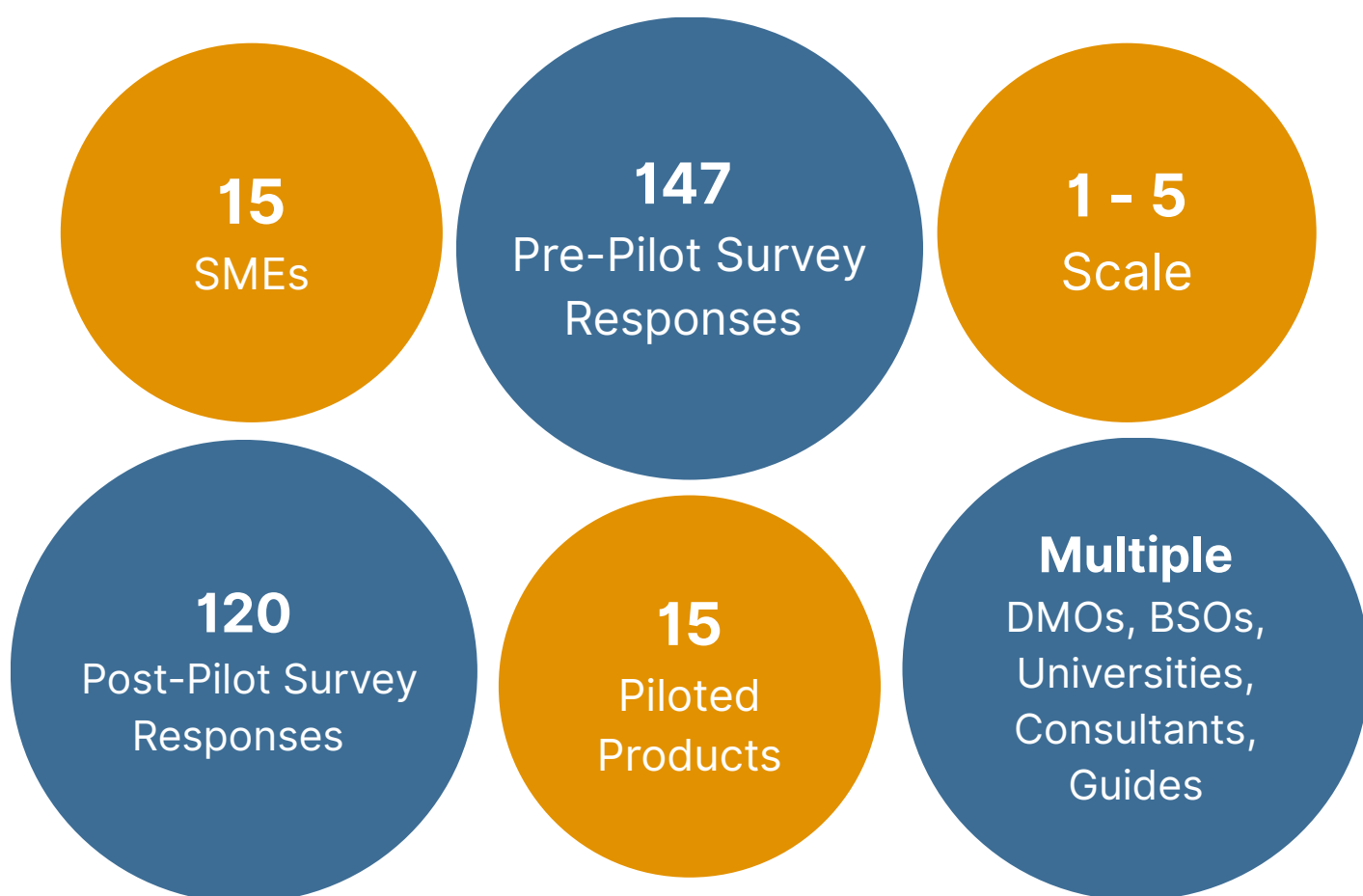


Transnational Piloting

The transnational pilot testing of the Light in the Dark project took place in two main phases during March–May 2025 and September–October 2025, as foreseen in the project's Work Plan. During this period, fifteen experience-based tourism products were tested across five

Baltic Sea Region countries: Finland, Åland, Estonia, Latvia, Lithuania, and Sweden.

Piloting was carried out by SMEs together with project partners, while the actual testing and surveys were conducted by tourism professionals, including representatives from DMOs, BSOs, universities, consultants, guides, and other sector specialists.



All surveys used a 1–5 rating scale (1 = poor, 5 = excellent). They assessed product quality, off-season suitability, sustainability, logistics, storytelling, value for money, and recommendation likelihood.

The aim was to test products in real off-season conditions and gather evidence for further improvement and scaling.

Indicator-Based Analysis

Product Quality

The product quality indicator rose steadily throughout the testing process, reflecting both the refinement of product descriptions and enhanced hosting skills during the pilot phase. Respondents associated high quality with professional hosting, a clear narrative structure, and well-paced activities that balanced authenticity with comfort. Notably, the highest and most stable quality scores emerged from Finland and Åland, where strong operational routines and experienced local hosts ensured consistency. Meanwhile, products piloted in Lithuania and Latvia showed the sharpest improvement over time, largely due to refined timing, improved guiding, and clearer communication. Overall, results confirm that the quality of small-scale tourism products is closely tied to human interaction, storytelling clarity, and the sense of cohesion across the experience.

Off-Season Suitability

Off-season suitability improved significantly from the initial Desktop Test to the Post-Pilot stage. Early concerns about weather, accessibility, and possible discomfort noticeably decreased once visitors experienced the products in real conditions. Respondents highlighted that off-season suitability depends not on avoiding weather-related challenges but on preparing for them. Elements such as shorter activity formats, indoor or sheltered sections, warm drinks, and clear clothing instructions played a critical role in creating comfort and security. Finland and Lithuania offered strong examples of how proper preparation can transform cold or variable weather into a memorable and positive feature of the experience.

Sustainability and Local Value

Sustainability and local value emerged as one of the strongest indicators across all testing phases. Post-Pilot respondents particularly appreciated the visibility of local practices - such as the use of regional ingredients and materials, family-run business stories, and close interaction with community members. This shows that sustainability is best communicated through the experience itself, not abstract descriptions. Many participants noted that authenticity and transparency strengthened trust and made the product more meaningful. Estonia and Åland stood out for naturally integrating sustainability into everyday life and narratives, creating a strong sense of place-based identity and responsibility.

Clarity and Logistics

Clarity and logistics showed the most notable improvement across all indicators. The increase from 3.90 in the Desktop Test to 4.34 in the Post-Pilot survey reflects the learning-by-doing value of the piloting process. Many SMEs developed stronger pre-visit communication routines, more precise meeting point descriptions, and clearer coordination during activities. Respondents emphasized that comfort is not merely a matter of physical amenities but is strongly influenced by predictability and trust. The improvements in timing, instruction clarity, and contingency planning show how piloting substantially strengthened SMEs' professional capacity.

Storytelling and Experience Depth

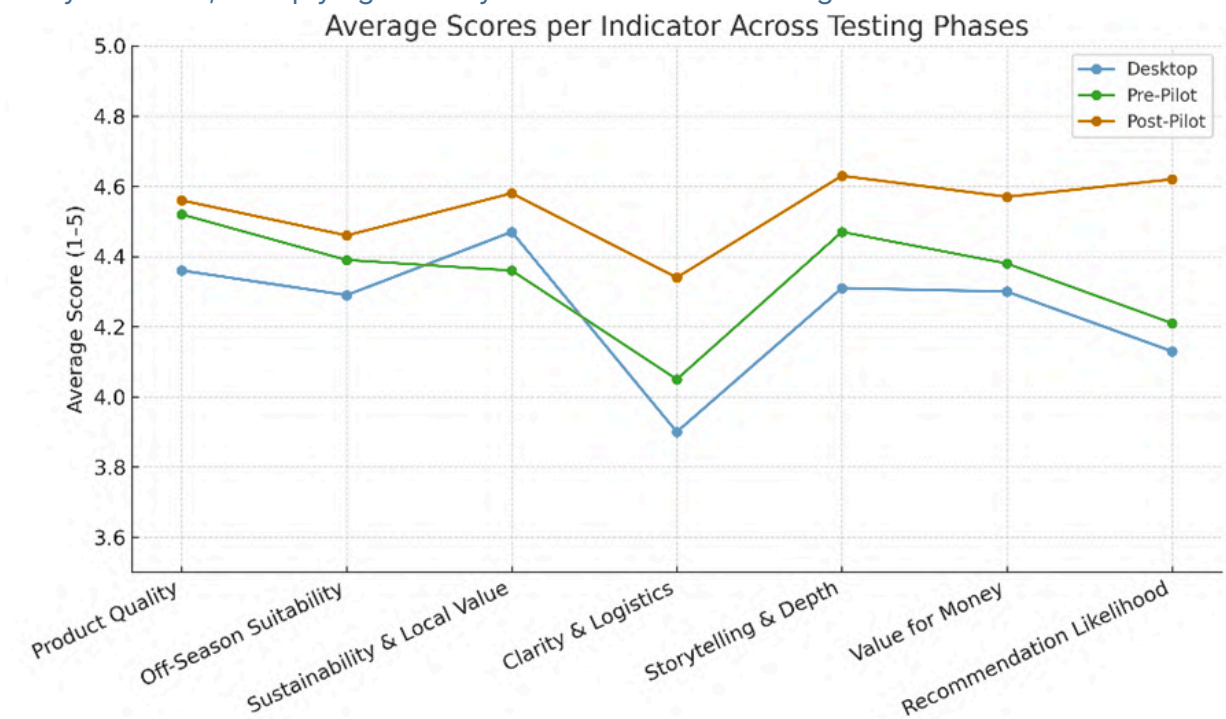
Storytelling and experience depth increased markedly (+0.32), demonstrating the central role of narrative in off-season tourism. Respondents repeatedly highlighted the importance of host personalities, emotional resonance, and the meaning behind traditions and landscapes. Each thematic experience group demonstrated distinctive narrative strengths: The Local Lifestyle group excelled in personal and culinary storytelling, the Nourished by Nature group created deep emotional and reflective experiences, and Active Adventures blended action-oriented elements with environmental awareness. Visitors valued spontaneity over scripted narratives, showing that authenticity and personal connection are decisive in shaping how the experience is remembered.

Value for Money

Perceived value for money improved across all stages, reaching an average of 4.57 in the Post-Pilot survey. Respondents linked value not only to price but to the coherence of the experience, personal attention from hosts, and the sense of contributing to local communities. Transparent communication about inclusions, logistics, and sustainability also strengthened trust and enhanced perceived fairness. These results confirm that value in the context of small-scale tourism is defined as much by emotional and ethical satisfaction as by financial considerations.

Recommendation Likelihood

Recommendation likelihood showed the strongest improvement among all indicators (+0.49), reaching 4.62 in the Post-Pilot phase. This demonstrates a substantial increase in visitor confidence and emotional endorsement. High recommendation scores were particularly common in Finland, Åland, and Estonia, where personal communication, professionalism, and host engagement stood out. The results suggest that word-of-mouth will be a powerful driver for disseminating off-season experiences, as each participant can organically reach several secondary contacts, multiplying visibility without extra marketing costs.

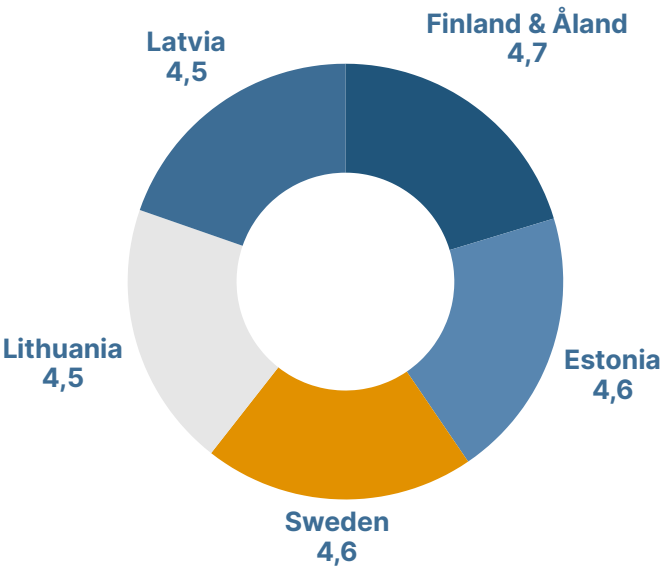


This chart compares Desktop, Pre-Pilot and Post-Pilot results, showing clear improvement across most quality indicators as products were refined during the piloting process.

Cross-Country Comparative Insights, Key Findings and Strategic Conclusions

Country Comparison Overview

This table summarises the average Post-Pilot scores for all participating countries and highlights the defining strengths that shaped visitor perceptions. The results show that, despite different environments and product types, all destinations achieved similarly high evaluations (4.50–4.65), indicating strong overall performance. Each country demonstrated a specific combination of qualities—such as professionalism, emotional engagement, safety or landscape diversity—that contributed to its final score and shaped the visitor experience. Together, these findings confirm that off-season tourism quality in the Baltic Sea Region is consistent and based on shared values rather than climate or infrastructure differences.



This chart shows that all participating countries achieved similarly high evaluations, indicating strong and consistent off-season tourism performance across the region.

Key Indicator Improvements

**+0.49 Recommendation**

**+0.44 Logistics**

**+0.32 Storytelling**

**+0.30 Overall improvement**

Each icon represents one of the four main indicators that saw the strongest positive change between the Desktop Test and the Post-Pilot phase. Recommendation likelihood and logistics showed the largest gains, while storytelling and overall experience depth also increased significantly. Together, these improvements demonstrate how the piloting process strengthened communication clarity, hosting quality and the overall visitor experience.

Strategic Conclusions

Market readiness
Consistent performance across all pilots

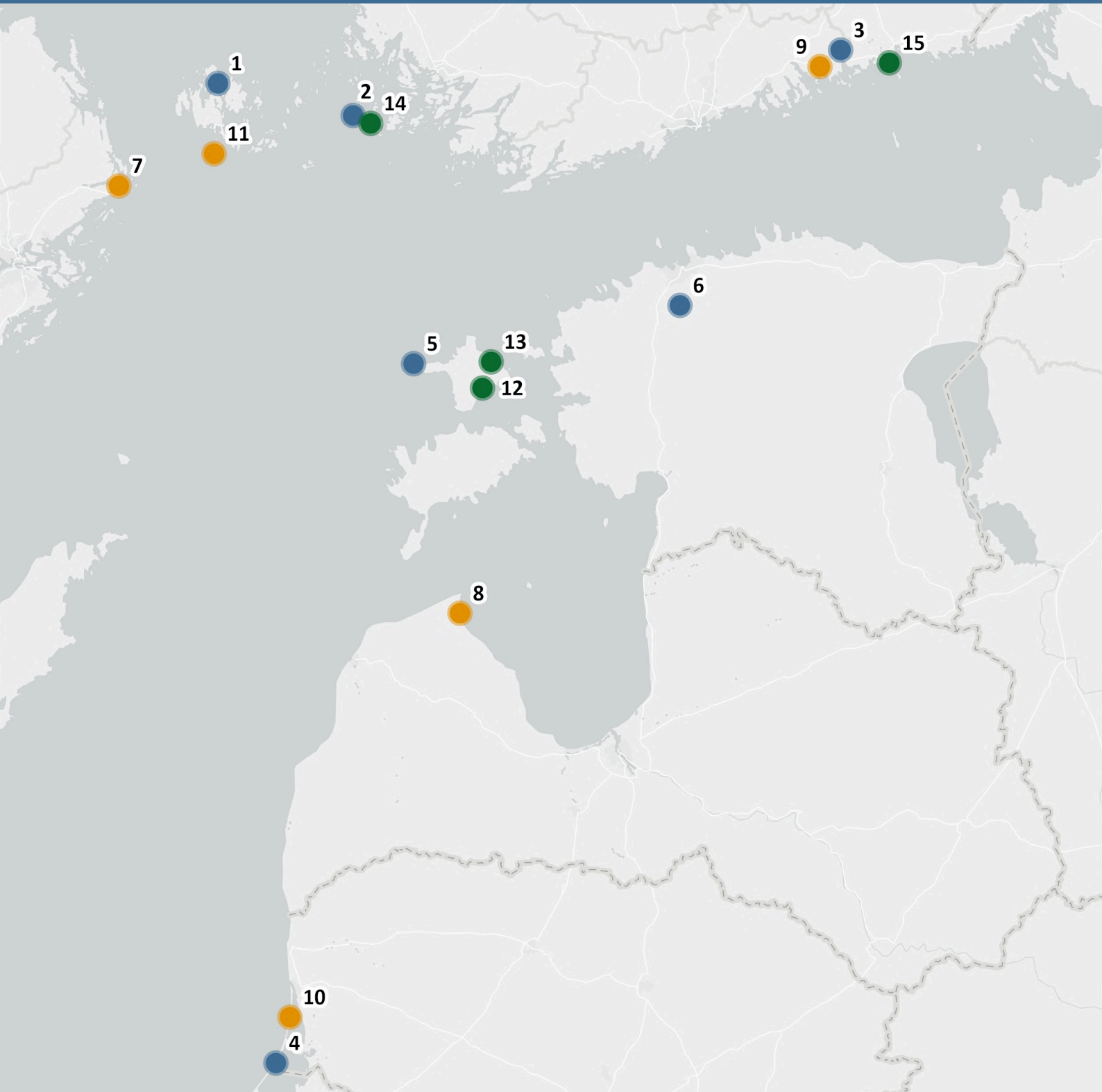
Professional capacity
Strong hosting, logistics and safety routines

Authentic sustainability
Place-based practices that visitors trusted

Together, these themes show what mattered most during piloting and which elements will play a central role in shaping long-term off-season tourism development.



Overview Map of Involved SMEs



Local Lifestyle

1. The Juicy Business of Apple Juice Tasting
2. Authentic Finnish Seaside Sauna with Accommodation
3. Fishing & Ironworks Experience
4. Discover the Winter Secrets of the Dune Tribe
5. In the Fisherman's Boots
6. Sharpen the Senses

Active Adventures

7. Moonlight Safari Paddling
8. Where the coast calls: rediscover the adventure
9. In the Midst of Nature
10. Mighty Sands Canoe Tour
11. The world of Eiders on the island Stora Båtskär

Nourished by Nature

12. Handpick Your Adventure
13. Where the Forest Meets the Sea
14. Forest Bathing and Sauna Experience
15. The Rakinkotka Island experience -embracing nature and history

Local Lifestyle

Pilot Testing Overview

The Local Lifestyle group focuses on authentic, people-centred encounters that introduce visitors to everyday culture, food, traditions and human stories. These experiences bring guests closer to local ways of living and emphasize emotional connection, honesty and simplicity.

6 Piloted products

86 Guests

4,5 Overall Post-Pilot Score

Come close to reality with authentic experiences with local people, food, culture and traditions. It is a journey into the everyday lives of local residents, where visitors learn through conversation, shared activities, and stories that reveal the essence of a place.

Öfvergårds - The Juicy Business of Apple Juice Tasting (Åland)

Family-run apple farm visit with tasting, sustainability insights, and storytelling about multigenerational heritage.

- Outstanding quality and storytelling (4.6+);
- Participants valued the transparency of the family's sustainable practices;

Quote: *"It felt like visiting someone's home, not a tourist site."*

Hotel Hyppeis - Authentic Finnish Seaside Sauna with Accommodation (Finland)

A 1–2 day restorative experience blending sauna, sea views, local food and mindful nature connection.

- One of the top-rated products overall (avg. 4.7);
- Strong balance between comfort and simplicity;

Quote: *"Everything felt genuine – people, place, and peace."*

Strömfors Bed & Bistro - Fishing & Ironworks Experience (Finland)

Full-day + overnight experience combining fishing, sauna rituals, food traditions, and cultural heritage.

- Clear improvement in organisation (+0.4);
- Guests emphasised safe guidance and meaningful culinary moments.

Quote: *"Local food and simplicity made it feel honest."*

Nida Culture & Tourism - Discover the Winter Secrets of the Dune Tribe (Lithuania)

A winter experience focused on seasonal adaptation and local cultural traditions in Curonian Spit.

- High authenticity (4.4) despite challenging weather.
- Strong adaptability and local pride noted.

Quote: *"Even with bad weather, the hosts turned it into something special."*

Höbekala Guesthouse - In the Fisherman's Boots (Estonia)

An intimate look into the life of a coastal fisherman with seafood tasting and personal narrative.

- Highest authenticity rating (4.8);
- Emotionally intimate, deeply personal narrative;

Quote: *"A real glimpse into the coastal lifestyle."*

Metsanurme village centre - Sharpen the Senses (Estonia)

A sensory-based experience focusing on awareness, observation, taste, and human interaction.

- Strong emotional and sensory engagement reported post-pilot;
- Visitors valued the calm pace and reflective elements;

Quote: *"It made me slow down and truly notice where I was."*

Quantitative Comparative Results

Indicator	Desktop	Pre-Pilot	Post-Pilot	Trend
Product Quality	4,4	4,6	4,6	↑ +0.25
Off-Season Suitability	4,4	4,5	4,5	≈ stable
Sustainability & Local Value	4,5	4,4	4,6	↑ +0.23
Clarity & Logistics	3,9	4,1	4,4	↑ +0.45
Storytelling & Authenticity	4,3	4,5	4,7	↑ +0.32
Value for Money	4,4	4,4	4,6	↑ +0.24
Recommendation Likelihood	4,2	4,2	4,6	↑ +0.43

Summary:

The Local Lifestyle category achieved strong and consistent improvements, particularly in clarity and logistics, storytelling, and recommendation likelihood. The results confirm the emotional strength and professional maturity of community-based, people-centred off-season tourism offers.

Strategic Conclusions and Recommendations

Strengths

- Deep emotional engagement;
- High storytelling quality;
- Tangible sustainability and connection to local identity;
- Stable off-season suitability regardless of weather conditions.

Areas for Improvement

- Unified booking and communication tools;
- More visual storytelling and photography;
- Clearer instructions for international visitors.

Recommendations

- Introduce a Local Lifestyle label within the Light in the Dark brand;
- Develop joint cross-border marketing linking similar lifestyle experiences;
- Provide advanced host storytelling training to reinforce authenticity;
- Strengthen logistics communication and user-friendly pre-arrival information.

Final Assessment

The Local Lifestyle group demonstrates the strongest emotional dimension of off-season tourism. Authenticity, human warmth, and community connection shaped visitor satisfaction more than infrastructure or comfort.

With post-pilot results above 4.5, the products are market-ready and represent a strong foundation for a regional, people-centred off-season tourism identity.

Active Adventures

Pilot Testing Overview

The Active Adventures group offers accessible, soft-adventure experiences focused on gentle movement, calm exploration and close contact with nature. These activities require no technical skills, making outdoor adventure available for a wide range of visitors.

5

Piloted products

49

Guests

4,5

Overall Post-Pilot Score

Embrace an active vacation with soft outdoor adventures. These experiences combine gentle physical activity with natural surroundings, calmness and exploration, creating accessible outdoor moments for people of all ages and fitness levels.

Retkipiste - In the Midst of Nature - Kayaking Trip (Finland)

Half-day kayaking trip combining calm paddling, nature interpretation and Strömfors heritage.

- Quality increased from 4.1 → 4.5;
- Safe, beginner-friendly and relaxing;
- Sustainability appreciated through responsible water use;

Quote: *"A safe and beautiful trip that anyone can enjoy."*

Wet Weim - Mighty Sands Canoe Tour (Lithuania)

Half-day canoe tour along the Curonian Lagoon with cultural and natural storytelling.

- Stable, high quality (4.5–4.6);
- Flexibility of route is highly valued;
- Strong guide competence in off-season;

Quote: *"Adventure, relaxation and culture in perfect balance."*

Kajak & Uteliv - Moonlight Safari Paddling (Sweden)

Night paddling through the Stockholm Archipelago focused on silence and reflection.

- One of the most atmospheric experiences;
- Strong increase in recommendation (+0.5);
- Visitors emphasised safety, calmness and professionalism;

Quote: *"A magical and safe way to experience nature at night."*

Camping Melnsils - Rediscover Adventure (Latvia)

Soft coastal adventure combining seaside walking, nature exploration and quiet landscape immersion.

- Off-season suitability confirmed when supported by warm clothing and safety guidance;
- Strong improvements in clarity and value-for-money perception;

Quote: *"The coast, the quiet, and the team – it felt freeing."*

Shipland - The world of Eiders on the island Stora Båtskär (Åland)

A guided three-hour archipelago nature experience combining boat travel, wildlife observation, and local conservation storytelling.

- Educational and calm experience focused on eider ducks and fragile island ecosystems;
- Professional guiding ensured safe logistics and meaningful nature interpretation.

Quote: *"A calm and meaningful way to experience the archipelago and its wildlife."*

Quantitative Comparative Results

Indicator	Desktop	Pre-Pilot	Post-Pilot	Trend
Product Quality	4,3	4,5	4,6	↑ +0.25
Off-Season Suitability	4,1	4,3	4,4	↑ +0.23
Sustainability & Local Value	4,4	4,4	4,6	↑ +0.20
Clarity & Logistics	3,9	4,0	4,4	↑ +0.48
Storytelling & Authenticity	4,2	4,4	4,6	↑ +0.35
Value for Money	4,3	4,3	4,5	↑ +0.27
Recommendation Likelihood	4,1	4,2	4,6	↑ +0.53

Summary:

The Active Adventures group showed strong improvement across all indicators, especially in clarity/logistics, storytelling and recommendation likelihood.

Strategic Conclusions and Recommendations

Strengths

- High safety and guide professionalism.
- Calmness and tranquillity even within adventure settings;
- Strong connection to nature, landscapes, and local narratives;
- Clear demonstration of off-season potential.

Areas for Improvement

- Strengthen pre-arrival weather guidance;
- Improve digital presence and booking flow;
- Encourage reflective storytelling to deepen emotional value.

Recommendations

- Create a joint soft-adventure identity to unify the group's offers;
- Offer storytelling and safety communication training for guides;
- Highlight off-season accessibility in marketing materials;
- Encourage partners to integrate short reflection moments at the end;
- Continue using small-group formats to enhance intimacy and safety.

Final Assessment

The Active Adventures group illustrates how soft outdoor activities can succeed in the off-season by prioritising safety, clarity, and emotional connection rather than physical intensity. Visitors valued calm waters, guided interpretation, personal hosting, and the sense of discovery.

With post-pilot results consistently above 4.5, the Active Adventures products are market-ready and highly promising for year-round tourism development in the Baltic Sea Region.

Nourished by Nature

Pilot Testing Overview

The Nourished by Nature group offers restorative, nature-led experiences focused on slowing down, reconnecting with natural surroundings and nurturing emotional balance. These activities emphasise calmness, sensory presence and ecological awareness — the introspective dimension of Light in the Dark.

4 Piloted products

38 Guests

4,6 Overall Post-Pilot Score

A journey to stillness and reconnection. These experiences invite visitors to breathe deeply, observe, reflect and immerse their senses in nature. Nourished by Nature highlights how simplicity, tranquillity and well-being become powerful anchors for off-season tourism.

HIJU GOURMET OÜ - Handpick Your Adventure (Estonia)

A flexible, half-day experience allowing participants to curate their own nature immersion with a mix of light activity, reflection and local flavors.

- Freedom of choice strongly increased emotional satisfaction;
- Visitors valued the playful, self-designed format;

Quote: *"Freedom to design your own experience made it unique."*

RETROKAS OÜ - Where the Forest Meets the Sea (Estonia)

A peaceful coastal retreat combining slow nature walks, local tastes and time by the sea.

- Highest storytelling/atmosphere score in the group (4.7);
- Praised for sincerity of hosts and strong sense of place;

Quote: *"It felt like time stopped — peaceful, simple, and meaningful."*

Naawa - Forest Bathing and Sauna Experience (Finland)

A restorative well-being experience combining mindful forest bathing, traditional sauna rituals and quiet moments by the fire.

- Mindful forest bathing and traditional sauna experience rooted in Finnish nature and culture;
- Calm, sensory and restorative journey designed for relaxation and emotional balance.

Quote: *"A deeply calming experience that reconnects you with nature and yourself."*

Vimpa and Navikotka - The Rakinkotka Island experience -embracing nature and history (Finland)

Guided island adventure combining sea travel, nature exploration and local history in the Eastern Gulf of Finland.

- Guided boat trip to a remote Viking heritage island with a nature trail and a birdwatching tower;
- Strong connection between nature, local history and storytelling through a guided island tour;
- Calm, exploratory experience suited for visitors seeking meaningful contact with landscapes and heritage.

Quote: *"A peaceful and engaging way to experience nature and history together."*

Quantitative Comparative Results

Indicator	Desktop	Pre-Pilot	Post-Pilot	Trend
Product Quality	4,4	4,5	4,5	↑ +0.05
Off-Season Suitability	3,9	3,8	4,4	↑ +0.63
Sustainability & Local Value	4,2	4,2	4,5	↑ +0.25
Clarity & Logistics	4,0	4,2	4,2	↓ -0.05
Storytelling & Authenticity	4,4	4,5	4,5	↑ +0.08
Value for Money	4,3	4,4	4,3	↓ -0.07
Recommendation Likelihood	4,2	4,1	4,2	↑ +0.08

Summary:

Nourished by Nature achieved the strongest results of all groups, showing that calm, sensory and slow-paced experiences have exceptional appeal in the off-season and are fully ready for wider promotion.

Strategic Conclusions and Recommendations

Strengths

- High emotional and sensory value;
- Professional hosting and warm personal guidance;
- Visible, credible sustainability;
- Strong market potential for wellness and slow tourism audiences.

Areas for Improvement

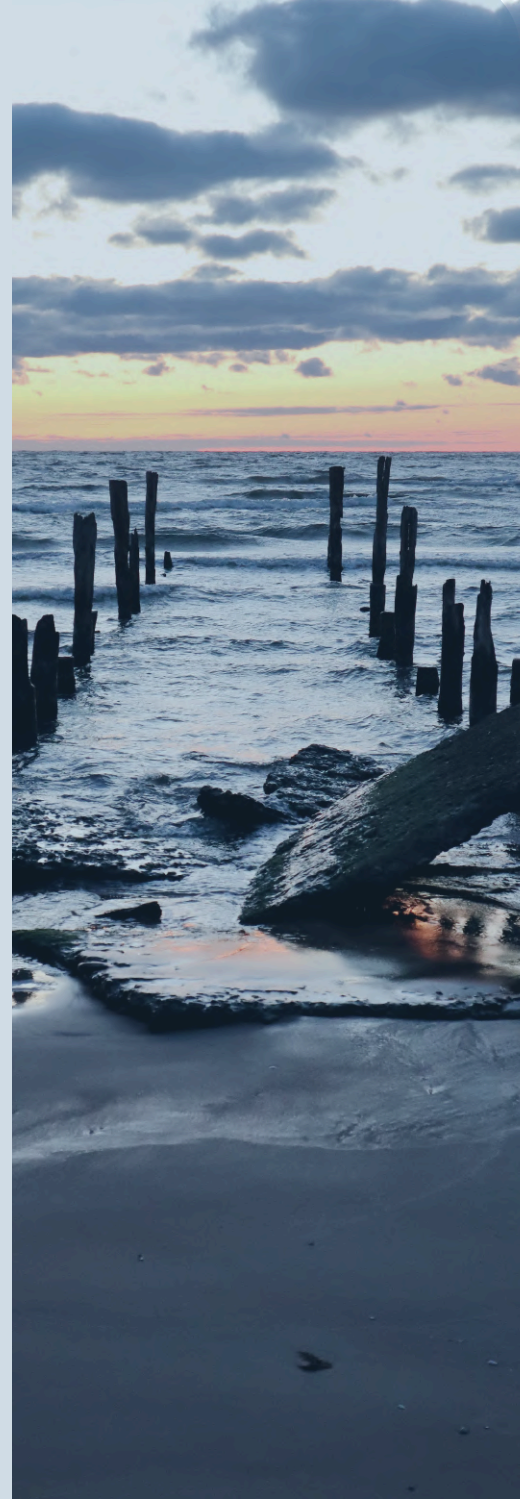
- Pre-arrival communication and logistics clarity;
- Clearer physical intensity descriptions (especially “hike” vs “walk”);
- Stronger value framing for international and Nordic audiences.

Recommendations

- Position these experiences as nature-led, off-season well-being routes under the Light in the Dark brand;
- Strengthen clear experience framing, including pace, physical intensity and seasonal expectations;
- Maintain small group formats to preserve atmosphere, authenticity and emotional quality.

Final Assessment

Nourished by Nature confirms that calm, sensory and emotionally grounded nature-based experiences perform particularly well in the off-season. Based on four fully piloted products, the results highlight the strong appeal of small-scale, host-led experiences that prioritise atmosphere, authenticity and connection to place. Together, these products demonstrate that off-season tourism can deliver high visitor satisfaction when designed around simplicity, clear expectations and meaningful human interaction, setting a solid benchmark for future nature-based well-being offers in the Baltic Sea Region.



Key Learnings & Insights

Between **2024** and **2025**, **fifteen** newly developed **off-season tourism products** were piloted across the Baltic Sea Region countries. The goal was to **test the experiences** in real off-season conditions, understand how visitors perceive them, and identify what needs to be improved before entering the market.

The piloting process combined three evaluation stages – **Desktop Test**, **Pre-Pilot** and **Post-Pilot**, involving SMEs, DMOs, researchers, and potential customers. Results show that all key quality indicators improved after the live pilots, confirming that structured testing directly supports product development.



6 piloting countries

Åland Islands, Finland, Estonia,
Latvia, Lithuania, Sweden



Three-stage evaluation process

Desktop Test - first impression
Pre-Pilot - readiness check
Post-Pilot - real experience



Experience groups

Local Lifestyle
Active Adventures
Nourished by Nature



Desktop Test

25 products evaluated
224 respondents total



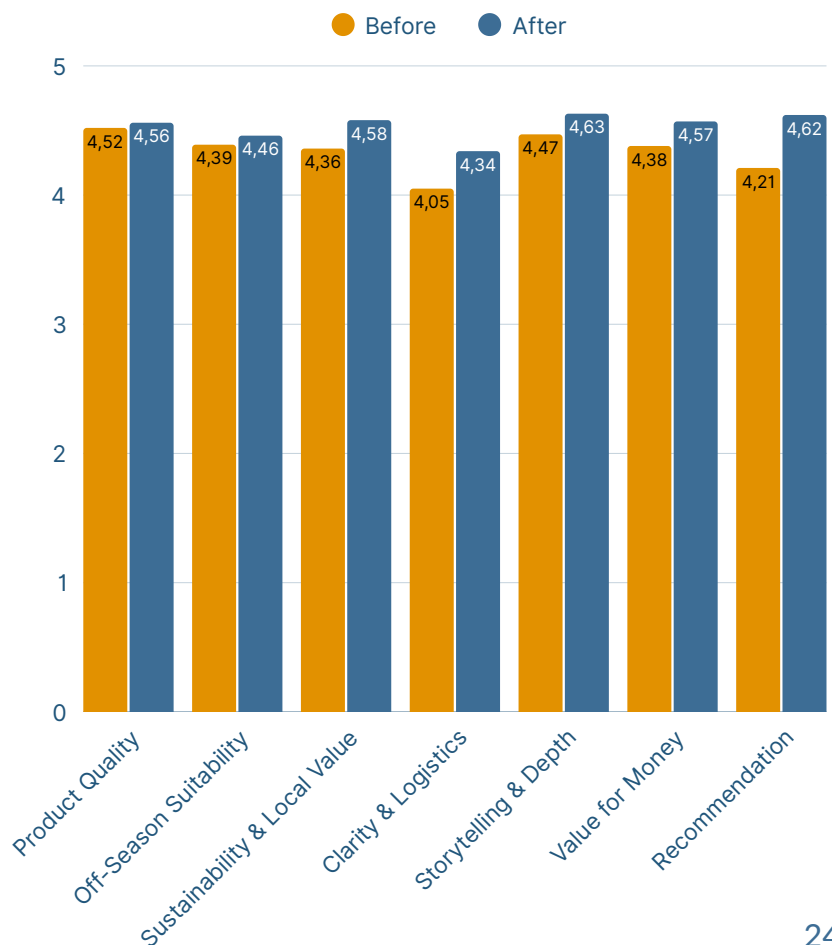
Live Piloting

15 products tested in off-season
195 participants

Before & After improvements

The piloting phase showed clear and consistent improvements across all key quality indicators. The strongest positive shifts were related to logistics, sustainability, and the likelihood that visitors would recommend the experience to others, demonstrating how practical testing helps SMEs refine communication and hosting practices. These changes indicate that visitors felt better informed, more supported throughout the experience, and more emotionally connected to the activities offered. Overall, the results confirm that structured piloting is essential for turning initial concepts into well-developed, market-ready off-season tourism products.

The chart shows clear score increases across most quality indicators after piloting.



How Visitors Saw the Baltic Sea Region

Real • Calm • Warm • Authentic • Honest

- Personal contact and welcoming atmosphere;
- Slow pace and small-group format;
- Peace, quiet and natural surroundings;
- Unique seasonal elements (darkness, cold, tranquility);
- Clear guidance and friendly hosts;
- Local food and traditions;
- Feeling of “discovering something authentic”.

“It felt like visiting someone’s home, not a tourist site.”

“Everything felt genuine - people, place and peace.”

“Adventure, relaxation and culture in perfect balance.”

What Needs to Be Improved

Pre-trip information

– **38% weren’t fully sure what to bring or wear.**
Clearer weather and clothing info before the visit.

Online visibility

– **Several visitors said they wouldn’t find these products online.**
More photos, short videos, and stronger online presence needed.

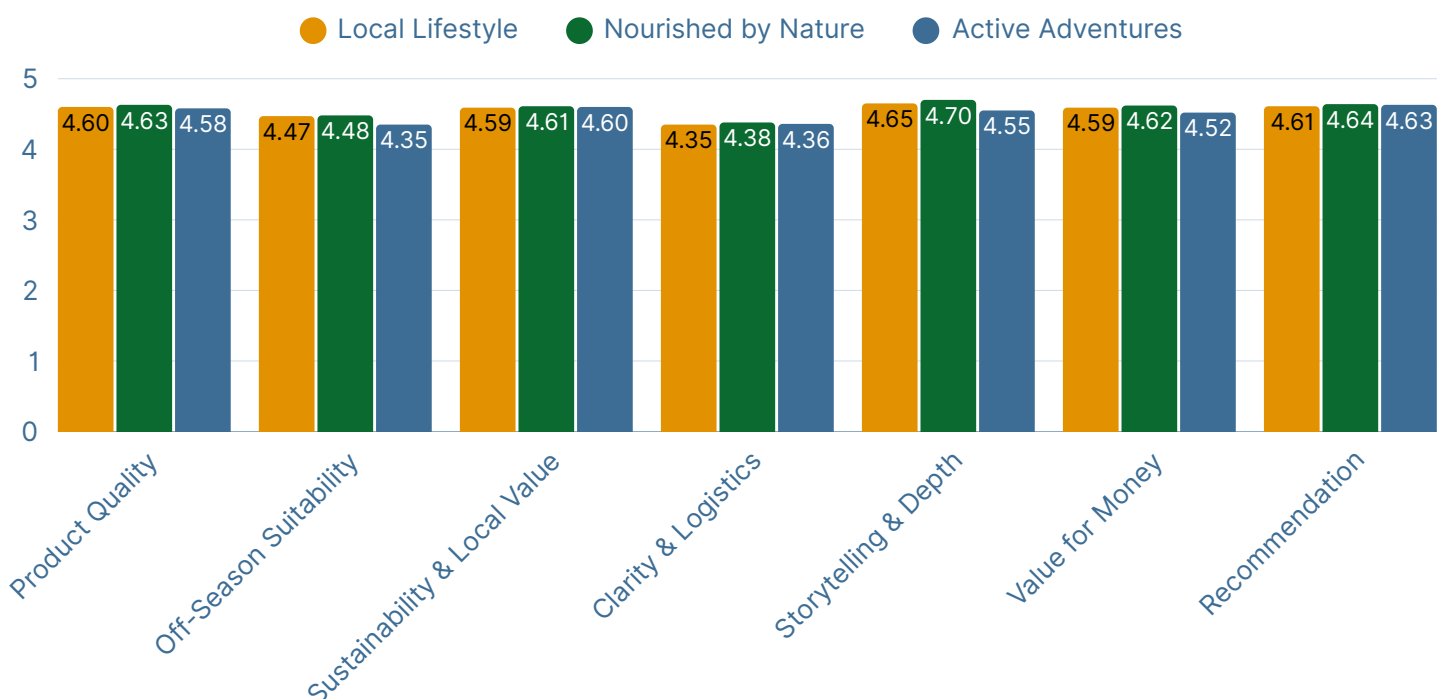
Timing and logistics

– **About 1/4 mentioned small gaps or unclear flow.**
Smoother timing and clearer structure would help.

Closure moments

– **Some experiences ended too abruptly.**
A short wrap-up or reflection makes it feel complete.

Evaluation by Experience Group



Summary

This report presents the results of piloting off-season tourism products developed by SMEs across the Baltic Sea Region as part of the Light in the Dark project. The evaluation was carried out through a structured three-stage process (Desktop Test, Pre-Pilot and Post-Pilot), generating more than 400 responses and testing 15 experiences in Finland, Åland, Estonia, Latvia, Lithuania and Sweden. Together, these results offer a comprehensive picture of how new off-season products perform when assessed both on expectations and on real visitor experience.

The findings show consistent improvements across all key quality indicators, with notable progress in logistics, sustainability and storytelling. Experiences grounded in local traditions, meaningful human interaction and slow-paced nature settings received the highest ratings. Visitors repeatedly emphasised authenticity, emotional connection and the sense of being warmly welcomed as defining elements of their experience. At the same time, the piloting confirmed that clear pre-trip information, reliable communication and smooth activity flow remain essential for ensuring predictable and comfortable off-season travel.

Overall, the piloting phase demonstrates that off-season tourism in the Baltic Sea Region is both feasible and attractive when built on authenticity, well-prepared hosting and practical organisation. The insights gained here serve as a valuable learning resource for SMEs and destination organisations working to strengthen nature-based tourism in quieter seasons. They also provide a solid foundation for future refinement and wider transnational promotion of the developed products.

This report was prepared using AI-assisted analysis.



Useful Links & Annexes

More about the project

Light in the Dark Project WEB page

<https://lightinthedarkbsr.eu/>

- Project overview - aims, target groups and main activities.
- Partners - information about organisations involved.
- Piloting process - Desktop Test, Pre-Pilot and Pilot phases.
- Experience products - the tourism products developed and tested.
- Competition - results and submitted ideas.
- News & updates - recent activities and project highlights.
- Resources - reports, materials and contact information.

Light in the Dark profile at Interreg Baltic Sea Regions web page

<https://interreg-baltic.eu/project/light-in-the-dark/>

- Official project description - objectives, focus and expected results.
- Project partners – full list of organisations involved.
- Work packages & activities – structure of the project and planned tasks.
- Funding information - programme, budget and duration.
- Project outputs - planned deliverables and tools.
- Contact details lead partner and coordination contacts.

SMEs involved in the project

Estonia:

- Hiiu Gourmet - hiiugourmet.ee/
- RETROVISIIT - retrovisiit.ee/
- NaTourEst - natourest.ee/
- Metsanurme village centre - metsanurme.eu/
- Taevaskoja Meejaam - meejaam.ee/
- Wiire Holiday and Smoke Sauna - wiire.ee/
- Hõbekala Guesthouse - hobekala.ee/
- IndieTours - indietours.ee

Latvia:

- Sofijas Laivas - sofijaslaivas.lv/
- Daba Laba - dabalaba.lv/
- Camping Melnsils - melnsils.lv/

Lithuania:

- Active trips - activetrips.lt/
- Wet Weim - wetweim.com/
- Salcio Mokykla - inhabits.lt/
- Nida Culture & Tourism - visitneringa.com/

Åland Islands, Finland:

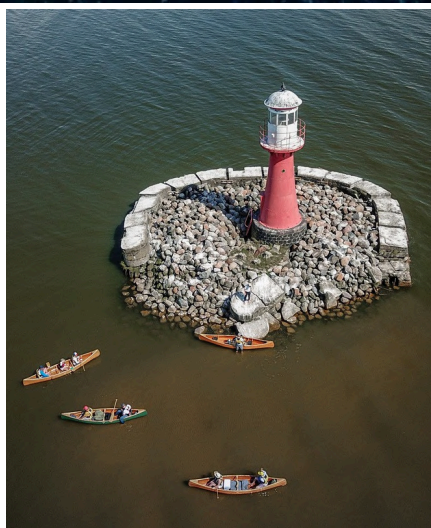
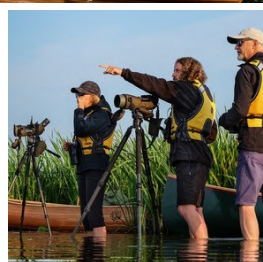
- Öfvergård - ofvergards.ax/
- Brudhäll Hotel & Restaurant - brudhall.com/
- Shipland - shipland.ax/

Finland:

- Naawa - naawanature.com/
- Vimpa and Navikotka - vimpa.fi/
- Cafe Mustikka - cafemustikka.johku.com/
- Strömfors Bed & Bistro - bedandbistro.fi/
- Hotel Hypeis - hotelhypeis.fi/
- Retkipiste - retkipiste.com/

Sweden:

- Kajak & Uteliv - kajak-uteliv.com/
- Envol Swimrun - envolcoaching.net/



Active adventures

A unique combination of wind, water and sand.

Comfortable stylish outdoor chairs, legendary Wet Weim picnic basket

Practicing some basic canoe paddling action

Mighty Sands Canoe Tour

Handmade cedar strip canoe, handmade wooden canoe paddle, set of chairs, picnic basket full of goodies

We will travel from Klaipeda to the village of Pervalka, passing Juodkrante town with its peaceful embankments. Our launch site is the Pervalka bay. Here we will start with a briefing, introduction to canoe paddling and will practice some basic canoe strokes in the local marina. Afterwards, we will proceed to the Pervalka Lighthouse. We will paddle

along the shore, enjoying picturesque views of the dunes, the Curonian Lagoon and of course, the main landmark of this trip, the Pervalka Lighthouse. After a short photoshoot at the lighthouse (no need to risk your own equipment, your guide will take pictures with his camera and a drone) we will paddle towards the dunes. Here we will set our camp for our favorite picnic basket lunch. Simply sit back, have a glass of wine, a cup of coffee or tea and enjoy the view.

Once we've finished, we will head back to the starting point. On our way back we will make two stops: first, at the famous heron and cormorant colony, one of the largest colonies of these birds in Europe, second, in

Juodkrante village (former Schwarzort).

Activity facts:

Duration: 3,5 hours

Location: Curonian Spit National Park, transportation by a minivan

Season: Late spring, summer, early fall.

No. of participants: 2 - 8 persons

Level of activity/previous knowledge required: None

What to bring: Dress accordingly to the weather conditions.

Whats included in the experience: Transfer, equipment, guide.

Price: 100 euro/person incl.VAT

Wet Weim

Janis Zekanis

+370 66 238 238

janis.zekanis@gmail.com

www.wetweim.com





Active adventures

An authentic river experience: here you can experience a perfect kayaking experience admiring the local nature.

Season: experience nature waking up on a spring morning.

For an extra charge: you can stay in tentsile camping after the excursion.

Close by: only an hour's drive from Helsinki area and Helsinki-Vantaa airport.

In the midst of nature - a kayaking trip from Strömfors ironworks to the Kymijoki River

We start our kayaking trip from the western lower branches of the Kymijoki River, in the heart of the idyllic Strömfors ironworks. We paddle along the beautiful Kymijoki River and visit the Saarela nature reserve. On the way, we stop for a coffee and snack in Hattarniemi. On the way you will sense the silence, the movement of the water and the rich local nature and its polyphonic soundscape. Throughout the trip, our experienced guide will be with you, offering guidance and advice. Come with us and experience the joy of being on the water and feel the closeness and peace of nature.

Product highlights

A true paddling experience: the western branches of the Kymijoki River offer a peaceful and natural experience, with birds nesting on the banks. Choose from standard kayaks or a 10-person canoe.

Bird life: the Kymijoki River has a diverse bird life, including grey herons, which thrive in the area.

Stories, history: The guide tells the interesting story of the river, how the river once divided the Swedish and Russian empires and the importance of the river to the timber industry.

Activity facts:

Duration: 6 hours

Location: Strömforsin ruukintie 17, Loviisa 07970, Finland

Season: 28.4. – 2.6.2025

No. of participants: 3-25 pax

Good to know: Weather reservation: we take prevailing weather conditions into account. No previous kayaking experience is required.

What to bring: Outdoor clothing and footwear according to weather conditions.

Whats included in the experience: Kayak rental, Paddling equipment, life jackets, opening covers, kayaking instruction + safety information section, guided kayak trip, coffee + snack.

Price: 70 euro/person incl VAT

RETKIPISTE

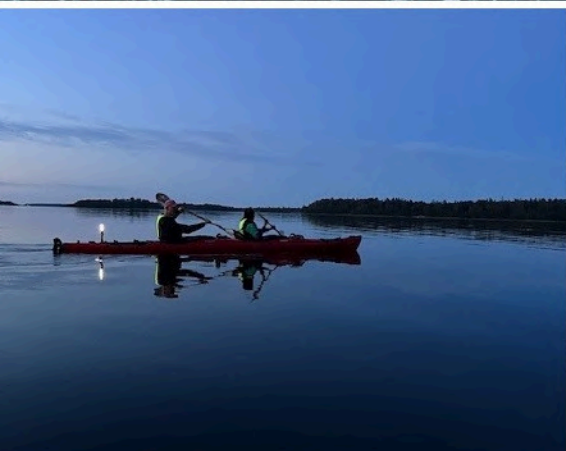
Simo Peri

+358 45 3292380

simppa@retkipiste.com

www.retkipiste.com





Moonlight Safari Paddling

Glide through the serene waters of one of the world's most beautiful places: the Stockholm Archipelago. With your guide, you'll paddle toward the setting sun as it slowly dips below the horizon, giving way to the moon and stars that will illuminate the sky.

The adventure begins in Gräddö, an idyllic archipelago village in the northern part of the Stockholm Archipelago. Your evening starts with an outdoor-cooked dinner featuring flavors of Swedish nature prepared under the open sky.

After dinner, you'll receive an introduction to the basics of sea kayaking before launching your kayak just as the sun starts to set over the Baltic Sea. Along the way to Lidö, your guide will reveal hidden gems of the archipelago. The kayaking ends under a blanket of stars, and on Lidö, a warming cup of tea and a cosy night's sleep in a charming cabin await you.

The following day, we will serve you a healthy breakfast. Then, you will have time to explore Lidö's nature on a self-guided hike. When hunger strikes, your guide will teach you fire-making skills, and together, you'll prepare lunch over an open fire while enjoying the stunning views.

After lunch, our boat will pick you up for a seal and eagle safari around the small islets and skerries furthest out in the archipelago next to the horizon. A traditional Swedish "fika" is served before the journey concludes back in Gräddö, where it all began the day before.

Activity facts:

Duration: 24 h

Location: Gräddö, about 100 km from Stockholm city center

Season: mid-August – end of September

No. of participants: 4/8

Level of activity/previous knowledge required: Beginner

What to bring: Clothes to paddle and hike in, shoes for an easy walk in the forest, night clothes.

Whats included in the experience: Sea kayak and all necessary safety gear, guide during the sea kayaking, accommodation in 2 bed-cabin with toilet inside the cabin. Showers in separate cabin, shared with others in the group. Seal and eagle safari. Dinner cooked outside, evening tea/snack, breakfast, lunch cooked over open fire, swedish fika.

Price: 495 euro/person incl. VAT

Active adventures

Magical paddling under the stars combine with a full day in the archipelago

Calm, curiosity, togetherness, and the power of nature, which invites a harmonious and memorable experience.

All-inclusive 24 hour get-away

Sea kayaking

Hiking

Cooking over open fire

Eagle and seal safari by boat.

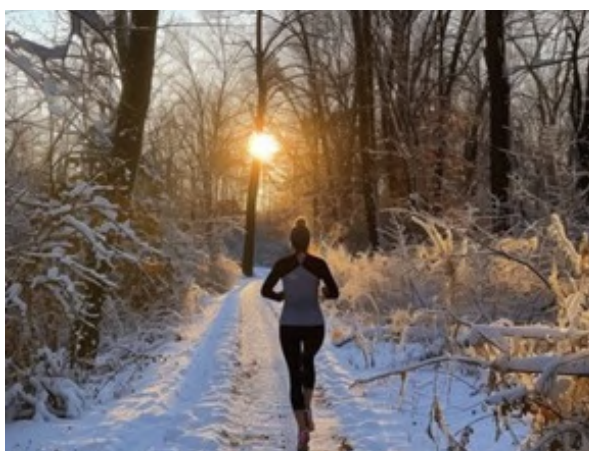
KAJAK OCH UTELIV AB

Astrid Landgren Patterson

+46- 736493322

astrid@kajak-uteliv.com

www.kajak-uteliv.com



Active adventures

This is event experience the Stockholm archipelago from within!

A complete immersion in the Swedish nature.

Our experienced local guides will lead you on an adventure that will stay with you for a long time.

Try winter swimming or a cold dip in the safe hands of our coaches.

Finish the day with a sauna and a warm beverage

ENVOL SWIMRUN

Catarina Remires Axelsson

+46 70 532 1207

info@envolcoaching.net

www.envolswimrun.com



Run the Stockholm Archipelago Trail!

Trail running with an optional cold swim

Come run the new Stockholm Archipelago Trail with a coach. Choose between 5, 10 or 20 km.

And why not finish off by trying winter swimming with an experienced coach or just take a quick dip to help tired muscles recover. Warm drinks and sauna at the end of the session.

Running on single track trail in the Stockholm archipelago is anature experience above the usual. The trail connects the islands in the archipelagoand aroute

can be tailored covering several islands, depending on the group'srequests. Our guides know the archipelago from swimrun experience andknow howthe different islands can offer different experiences.

The running can be easy or challenging, depending on the location, distance and speed!

The cold dip or winter swimming is not only a physical challenge but a mental one! Our experienced coach will take you through the different steps, allowing you to safely take that step outside the comfort zone. Cold water has many health benefits, mental health is absolutely one!

Activity facts:

Duration: 3-6 hours

Location: The Stockholm Archipelago

Season: September - April - In summer we swimrun!

No.of participants: 5-20 persons

Level of activity/previous knowledge required: We adapt the level to the group. some previous experience of trail running recommended.

What to bring: Running clothes adapted for the weather. A change of clothes for after. Swimwear if you wish! Towel.

Whats included in the experience: Professional guides/coaches. Water and warm drinks. For sessions longer than 3h we provide a snack.

Price: 100 - 170 euro/person incl VAT



Active adventures

Don't miss out on the beauty of the archipelago in spring! Get a first hand example of how man and nature can live in symbiosis

Your presence makes a difference

The journey to the island is conducted in a reliable vessel and the tour on the island is guided along the smooth rocks, allowing time to enjoy the scenery

Boat trip
Guided tour
Local history
Breathtaking scenery

SHIPLAND

Vilhelm Holmberg

+358 40 5043601

info@shipland.ax

www.shipland.ax

The world of Eiders on the island Stora Båtskär

Embrace a unique nature adventure with our Eider Safari.

In collaboration with the local society Ådans Vänner rf, dedicated to protecting the eider duck, we invite you to explore Stora Båtskär – a picturesque island located just south of Mariehamn.

This three hour tour offers the opportunity to join a passionate guide from Ådans Vänner, who will share fascinating insights about the life of the eider, the challenges it faces, and the vital efforts to protect this iconic species. May is a particularly magical time to visit, as hundreds of eiders nest on the island, surrounded by its rich and diverse birdlife.

Stora Båtskär is not only a haven for bird and nature enthusiasts but also a chance to deepen your understanding of Åland's unique natural environment and its fragile ecosystems.

Join us for an adventure filled with knowledge, local history, breathtaking landscapes, and a close encounter with the queen of seabirds. The area is also a base for a windfarm and on the island is a about 1,5 km nature trail.

Activity facts:

Duration: 3 h. Daily between 12.00 a.m and 3 p.m

Location: Archipelago south of Mariehamn. Boat transfer (25 minutes one way) leaves from the eastern harbour in Mariehamn.

Season: End of April- early June.

No.of participants: Minimum 4, maximum 12

Level of activity/previous knowledge required: The tour is not wheelchair accessible.

What to bring: Comfortable shoes, windbreaker, a fully loaded camera battery.

Bring your own coffee basket. You may also want to bring binoculars.

Whats included in the experience: Round-trip boat transfer, 1 h guided tour on the Island.

Price: 85 euro/person incl VAT

Shipland.ax



Active adventures

Cuddle with the adorable alaskan malamutes

Enjoy the magic of Estonian winter

Only 55 km and 40 min drive from Tallinn

Included in the experience:

- Small Lapland introduction upon arrival
- getting to know the dogs
- 2 km ride with hot tea and cookies
- taking photos in the photo corner

Sleddog Ride in Magical Small Lapland

Come and enjoy a unique experience dashing through a magical snowy forest route pulled by a team of trained alaskan malamutes!

Small Lapland is hidden deep inside a fairytale forest. It is a historical farmstead surrounded by amazing hiking trails and famous routes. They raise purebred alaskan malamutes.

Their extremely human friendly **sleddogs are cuddly and sweet** with all human visitors. In Small Lapland it is possible to cuddle and play with the dogs inside their kennels.

In Small Lapland, there is also a cozy barn photo studio for **taking photos with the dogs** and lush nature and a warm house to make you feel right at home.

After some doggy kisses, the sled will be prepared and you go for an **amazing sleddog ride** in a Natura 2000 protected pristine forest. The sled is pulled by 6 dogs. The ride is possible also without snow, with super comfy 4 wheel carts from September until May.

Activity facts:

Duration: sleddog ride 30 min/participant

Location: Small Lapland, Pillapalu village, Harju County, Estonia

Season: Spring, Autumn, Winter

No. of participants: 1-11 persons

Level of activity/previous knowledge required: none

What to bring: clothing according to the weather

Price: 125 euro/adult (from age 15); 95 euro / child 6-14 y; 65 euro/ child 3-5 y;

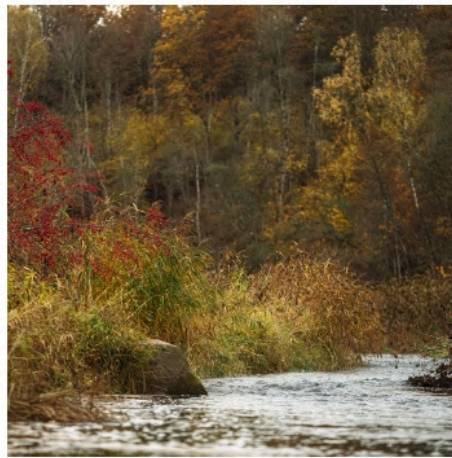
free child under 3 y. Children under 6 y can only ride with a parent or older sibling

INDIETOURS

+372 5666 4704

info@shipland.ax

www.indietours.ee



Active adventures

An experience that is only available 3 weeks a year.

Opportunity to try blue clay – a natural source of beauty.

Curiosity, adventure, an exceptional experience.

Rowing in the golden autumn, interesting stories from the guide.

The Loops of the Valley: Golden Autumn

An experience for body and soul - golden nature and the search for blue clay

There is something incredibly magical about the golden autumn in the Dyburiai Loops on the Minija River! Experience this incredible time of year like never before – while gently paddling a kayak surrounded by wildlife.

Let nature show its beauty and watch the leaves change colors, while the quietly flowing Minija creates a unique charm. Our experienced instructors guides will help you enjoy this wonderful experience safely and interestingly.

An additional option is to refresh not only the soul, but also the body by testing the effects of blue clay. During the trip, you will have the opportunity to try blue clay – a natural source of beauty. This wellness procedure has not only a relaxing effect, but also detoxification capabilities.

This is a great way to escape the hustle and bustle of the city and immerse yourself in a world of peace, which is completely different from summer. This dose of adventure will inspire and leave exceptional memories!

Activity facts:

Duration: 2,5-3 hours

Location: Start: Aleksandravos village, Plungė district, Lithuania. After the excursion, transportation to the starting point.

Season: From the second half of September to the beginning of November (while there are leaves on the trees)

No. of participants: From 2 to 20 persons, or max 12 kayaks

Level of activity/previous knowledge required: Moderate rapids, irregular waves, possible fallen trees or not enough water in places. Recommended for people of moderate physical fitness with experience in kayaking.

What to bring: Dress appropriately for the weather, and bring a spare set of clothes. In shallower parts of the river, the tour guide will push the kayaks. If you wish to try the blue clay treatment, it is recommended to bring a towel.

Whats included in the experience: Guide services, guide system, kayak and life jacket, transportation to the starting point.

Price: From 39 euro /person

ACTIVE TRIPS

Mr. Edgaras Vaskaitis

+370 66 232 919

info@activetrips.lt

www.activetrips.lt





Active adventures

Hike through diverse landscapes, from sandy beaches to serene forests.

Recharge with a traditional Latvian sauna and cold sea swim

Embrace nature with eco-conscious travel and untouched surroundings

Enjoy a breathtaking view of the Baltic Sea, right from the campsite's yard

Camping Melnsils

Roberts Ādams Lagzdīņš

+371 28605606

info@melnsils.lv

www.melnails.lv



Where the Coast Calls: Rediscover Adventure

Active adventure seaside hiking Holiday's in Melnsils

Escape to the wild beauty of Latvia's northern coastline, where the Baltic offseason unveils a world of contrasts. Explore diverse landscapes, embrace local traditions, and find adventure far from the crowds.

Begin at Cape Kolka, where the Gulf of Riga meets the Baltic Sea. A guided hike takes you through shifting terrains—smooth sandy beaches, rugged dunes, and tranquil forests. Cross streams, uncover hidden trails, and immerse yourself in the untamed beauty of the Livonian coast, enriched by local stories.

After the hike, unwind with a traditional Latvian sauna. Alternate between soothing warmth and an invigorating cold sea swim—a revitalising ritual rooted in local tradition.

Enjoy hearty dishes at Melnsils Pub, including the famous "Solyanka" soup, before retreating to seaside accommodations. Let the sound of waves provide the perfect end to your day. This unique journey blends adventure, culture, and serenity.

Latvia's Northern Coast is calling—are you ready to answer?

Activity facts:

Duration: 3 days (2 nights)

Location: Camping Melnsils – Latvia, Slītere National Park - exploring seaside and forest trails.

Season: October - April - Day length varies from under 7 h in December to 15 h in April, giving each season its unique mood and colour

No. of participants: 6-20 persons

Level of activity/previous knowledge required: Easy/ intermediate

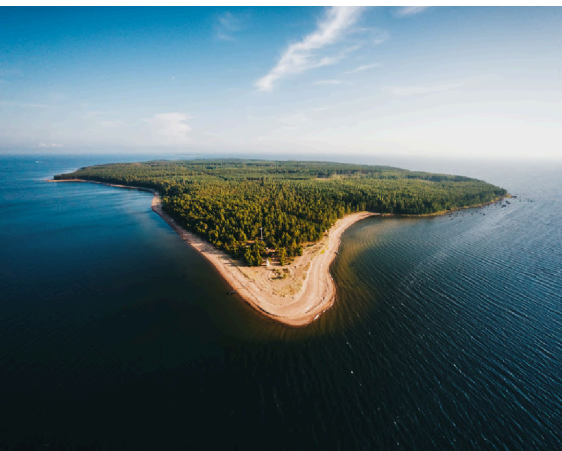
What to bring: Clothing according to weather, warm and comfortable clothing

Whats included in the experience: Guided seaside hike (4–5 hours), local meals, sauna with optional cold swim, and a 2-night seaside stay.

Price: From 190 euro/pers. incl. VAT. Upgrade available for an additional fee



The Baltic Sea Region



Active adventures

An authentic island experience: Unique flora, fauna, birdlife and an authentic nature experience. Here you can see some of Europe's finest spring displays, as flocks of millions of arctic migratory birds fly over the area on their northern/southern breeding grounds.

Light pollution-free skies:
A magnificent clear starry sky.

For an extra charge:
take a trip to Ristisaari island, a paradise for birdwatchers or a fishing trip.

Only for adults

Café Mustikka

Tommy & Kirsi Hevossaari

+358 40 5552288

info@kaunissaarenlomamokit.fi

www.kaunissaarenlomamokit.fi



Kaunissaari Enchantment – A relaxing island experience away from it all

An unforgettable island trip in the embrace of nature and the sea. Accessible by private boat or ferry, the destination offers the perfect setting for a getaway – tranquility and starry skies free of light pollution. You're in the middle of the great outdoors, the turbulent, rocky coves and the surrounding archipelago nature. You'll feel the time stand still.

The three-day holiday includes comfortable island-style cabin accommodation, with breakfast, dinner and sauna. Effortless relaxation with delicious meals prepared and ready-to-eat. Weather permitting and for an extra charge, we'll take a trip to the naturally preserved Ristisaari island, a paradise for birdwatchers, or a fishing trip to the nearby waters. Relax and enjoy the true magic of the archipelago, you won't find it anywhere else!

Product highlights

Adventurous accessibility: Only accessible by ferry or own boat - weather conditions may affect the departure. A ferry trip to the island is an adventure in itself, not everyone can find this destination.

Peace and tranquility: The perfect environment for relaxing and enjoying the peace and quiet of nature. A walk through the forest and along the beaches will ground you and overwhelm you with its beauty. The island village is also unique with old wooden buildings.

All-inclusive package: Meals (breakfast + dinner) for the day are served ready to eat.

All meals are prepared in Café Mustikka's own kitchen, with a special focus on local delicacies. All sweet/salty pies and pastries are also made at Café Mustikka. An exclusive package for a select few.

Activity facts:

Duration: 3 h. Daily between 12.00 a.m and 3 p.m

Location: Kaunissaari, Pyhtää, Finland. Departure point: Kuusinen harbour, Kotka.

Season: Mon-Fri or Thu-Sun 1.4.-1.6 2025

No. of participants: 8 cottage, max 16 person

Previous knowledge required: Book your own ferry trips on the finferries website.

Weather reservation: We take prevailing weather conditions into account.

What to bring: Weatherproof outdoor clothing and footwear

Whats included in the experience: Package for two includes: Private cabin for two people, bed linen, 3 x breakfast, 3 x à la carte meal, sauna, transportation from the ferry to and from the cabin. Ferry journeys must be booked online on the Finferries website. The trip is free of charge.

Price: 490 euro/person incl.VAT.



Disconnect to Reconnect

Discover the beauty of simple moments – hiking, cooking and bonding in the heart of nature

Escape to Latvia's least populated region, where there are more deer per square kilometre than people. Endless forests, peaceful lakes, scenic raised bogs and warm local hospitality welcome you. Your adventure begins with a **guided hike**, led by locals who unveil **hidden stories** of local nature and culture, showcasing the region's history and wildlife. Strengthen team spirit through fun challenges and **craft a meal** from foraged ingredients – an **authentic taste** of Latvian life.

As the day winds down, laughter and joy fill the evening. Savour local delicacies, away to traditional rhythms, or relax under the stars, embraced by nature's tranquillity. The second day offers a self-guided early morning walk, **adventures** like paddling calm waters, testing your target with archery, or exploring unique military heritage sites that reveal intriguing stories of the past.

Perfect for **team-building**, **incentive trips** or **family gatherings**, this experience blends indoor spaces for meetings with outdoor adventures that inspire creativity and collaboration.

This isn't just a getaway – it's an invitation to immerse yourself in Latvia's natural beauty and connect with the land, culture, and people. Your hosts, inspired by their travels through the wild forests of Alaska, discovered surprisingly that equally transformative experiences await here.

Activity facts:

Duration: 2 days

Location: Ance, Ventspils county, Latvia

Season: April–May, September–October

No. of participants: 8 - 25 pers.

Level of activity/previous knowledge required: Moderate, no experience needed.

What to bring: Seasonal outdoor clothing, sturdy shoes, backpack, water, snacks optional binoculars.

Whats included in the experience: Guided hike (or jeep safari), teambuilding, a cooking masterclass, meals. Accommodation in lodge (upgrade in nearest guesthouse available) and next-day activities.

Price: 250 - 300 euro/pers. incl. VAT

Local lifestyle

Ance, Latvia's least populated region, offers endless forests, serene lakes, scenic raised bogs and thriving wildlife

Cook with foraged ingredients and enjoy meals inspired by local traditions

Guided by locals, experience hiking and shared meals that embody the local lifestyle

Daba Laba

Loreta Pižika

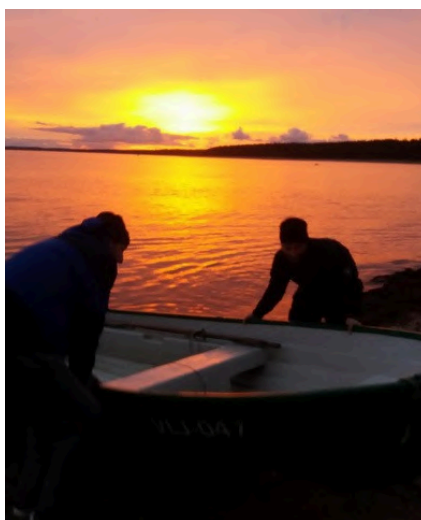
Reinis Pižiks

+371 26826839

info@dabalaba.lv

www.dabalaba.lv





In the Fisherman's Boots

Join us for an unforgettable journey in Hiiumaa, where you'll step into the boots of a local fisherman and experience the authentic life and tastes of the island.

Included in the package:

- Two night stay at comfortable twin or triple room.
- Full board with local delights, refreshing drinks, coffee, tea.
- Those who seek adventure can join the boat's net-setting and hauling while others can enjoy the action from the shore with binoculars in hand. Relax in cozy seating areas on the beach, warm up by a crackling fire, take in the breathtaking sea view, and immerse yourself in the captivating tales of the fishermen.
- Workshop "Eat fish like a local!": three hours of fish smoking, learning traditional methods of preparing, cooking and eating fish. You'll get your fill of delicious fish dishes!
- Relaxing sauna and evenings by the fireplace.

Activity facts:

Duration: 2 days

Location: Hiiumaa, Estonia.

Season: April-May, September-October

No. of participants: 4-16 persons

Transportation: By your own car or a minibus

What to bring: Appropriate clothing and walking shoes (boots) to keep you warm and comfortable in any weather.

Please note: Fishing activities are dependent on weather and sea conditions.

Price: 279 euro/person in a group of 10-16 persons, 339 euro /person in a group of 4-9 persons (private experience for 1 person from 920 euro). Price includes commission to tour operator and travel agency + VAT.

Local lifestyle

Authentic hands-on experience that connects you to the traditions, culture and natural beauty of island Hiiumaa.

Experience setting fishing nets in the sea, hearing captivating fisherman's stories and immersing yourself in Hiiumaa's timeless traditions, including enjoying authentic island tastes.

Enjoy the stunning landscapes from the early morning sunrise over the sea to the tranquil shores and starry skies at night making this an unforgettable nature-filled getaway.

HÕBEKALA GUESTHOUSE
& FISH KITCHEN

Kätlin Kiisk

+372 56674008

info@hobekala.ee

www.hobekala.ee



HÕBEKALA



Local lifestyle

This unique experience begins with an introduction to the sauna ritual by our guide. You'll step into the warm and authentic seaside sauna, take in the coastal beauty and enjoy the tranquility of the archipelago.

Experience the full essence of Finnish tradition with "löyly" (the spirit of steam) and an optional nature inspired treatment.

End your session by cooling down on our private deck or diving into the sea, and enjoy a refreshing smoothie made with local, seasonal ingredients.

Hotel Hypeis

Outi Fagerlund

+358 40 175 9880

info@hotelhypeis.fi

www.hotelhypeis.fi



Authentic Finnish Seaside Sauna Experience with Accommodation

Experience the authentic Finnish sauna tradition by the Baltic Sea and embrace the untouched beauty of the archipelago

Our Finnish sauna is a sanctuary for the mind and body, a place where the salty sea air meets the warmth of the sauna stove. For generations, the sauna has been cherished by Finns as a holistic retreat – a place to cleanse, renew, and find inner calm. This seaside sauna experience brings together the essence of Finland's coastal nature. Feel the warmth of sauna, the hiss of steam on hot stones, and the gentle touch of the whisk as you're enveloped by the spirit of "löyly". Before your sauna experience our guide

will prepare you for the perfect sauna moment and tell you about saunarituals.

After the sauna, cool off on our private deck overlooking the sea, breathe in the fresh archipelago air, or take a refreshing dip in the calm waters. Enjoy the peacefulness of the evening with the stars above and the sea around you.

Your experience is perfectly complemented by an overnight stay in one of our charming, seaside-inspired rooms at Hotel Hypeis. As the evening unfolds, delight in a three-course gourmet dinner in our cosy restaurant crafted with fresh local produce and flavours of the archipelago.

The next morning you'll wake up to the gentle sounds of nature and enjoy a delicious breakfast. Depart with a sense of renewal and cherished memories of this genuine Finnish retreat, feeling recharged and inspired by the beauty of the archipelago.

Activity facts:

Duration: 1 night at Hotel Hypeis, check-in from 3 pm, check-out 11 am.

Location: Hypeistentie 540, 21760 Houtskari, Turku Archipelago, Finland

Season: Available for bookings from mid-May to mid-September during scheduled time slots.

No. of participants: Suitable for 1-8 guests

Level of activity/previous knowledge required: None

What to bring: A swimsuit and comfortable clothes to change into after your sauna experience.

Whats included in the experience: A guided Finnish sauna ritual by the sea, complete with traditional whisking, optional wellness treatments, seasonal refreshments, and time to unwind on a private deck.

Price: Adult: 345 euro/person (incl. VAT)



Local lifestyle

A real fishing experience: go fishing on the Easter Gulf's famous fishy waters with a professional guide

Strömfors Ironworks: is one of the oldest iron-works in Finland, located on the banks of the Kymijoki River.

Relaxation and togetherness: in the warmth of the sauna and the hot tub, the best fish stories of the day are shared in a relaxed atmosphere.

Close by: Only an hour's drive from Helsinki area and Helsinki- Vantaa airport.

Experience an unforgettable fishing in the historic Strömfors Ironworks setting

Join us for on an extraordinary fishing trip to the fish-rich fishing waters of the Eastern Gulf of Finland. With a professional guide leading the way, you'll discover the best fishing spots and enjoy an exciting boat journey to prime locations. After a day on the water, it's time to unwind in the warmth of the traditional Finnish sauna and outdoor hot tub, sharing the day's best fishing tales in great company. To top off this memorable day, you'll gather for a delicious three-course dinner prepared by the head chef at Bed & Bistro. The evening concludes with the peaceful overnight stay in the charming manor style-house hotel rooms of Strömfors Ironworks, where tranquility and history surround you.

This experience brings together the joy of fishing, exceptional food and total relaxation in a truly unique setting!

Product highlights

Delicious dinner: enjoy a three-course dinner at Bed & Bistro, crafted by the head chef using locally sourced ingredients whenever possible.

Manor-style overnight stay: rest easy in the peaceful atmosphere of the ironworks, in beautifully restored manor-style rooms.

Exciting boat trip: cruise through the stunning seascapes of the Eastern Gulf of Finland, guided by a professional fishing expert, discover the very best fishing spots. A d

elicious

island lunch is served during the day.

Activity facts:

Duration: One day with one night accommodation

Location: Ruukintie 10 Strömfors Finland or as agreed.

Season: April 14 - June 15, 2025 / September 1 - November 31, 2025

No. of participants: 4-12 participants

Good to know: This experience is weather -dependent and we carefully consider current condition to ensure a safe at sea. The trip are not suitable for people with reduced mobility, but no previous fishing experience is required.

What to bring: Please bring your own outdoor clothing and footwear suitable for the weather. During cold-water seasons the guide provides thermal suits and boots as needed.

The experience includes: Guided fishing trip led by professional guide, delicious lunch during the trip, thermal suits and boots for fishing if necessary, all required fishing equipment, sauna, hot tub, three-course dinner, accommodation in a single room and breakfast.

Price: Adult 23€ incl VAT (children 6-12 years: half price, under 6 years: free)

Strömfors Bed & Bistro
Katja Euro

+358 10 5047100

info@bedandbistro
www.bedandbistro.fi

STRÖMFORS
Bed & Bistro



Local Lifestyle

Discover a memorable experience as Anna & Jan take you on their journey from ordinary apple farmers to real storytellers. An unforgettable applection!

Are you living your dream?

After this visit, apples will hold an entirely new meaning.

You get to enjoy: Apple juice tasting with Åland delicacies. The story of Öfvergårds, a visit to the farm shop, where we have a juice bar where you can taste all the different all the different apple juices.

ÖFVERGÅRDS

Anna & Jan Alm

+358 457 5957757

info@ofvergards.ax

www.ofvergards.ax



The juicy business of Öfvergårds apples

Immerse yourself in the tastes of award-winning apple juices

Have you ever tasted apple juices the way you are used to tasting wine? If not, join us for an unforgettable apple juice journey in our family-owned apple orchard. We live our business, and we are proud to say that we manually grow, harvest and press our apples to different apple juices that we sell in our farm shop. You are also most welcome to taste all our different apple juices in our juice bar.

We focus all our energy, knowledge and passion towards creating delicious and elegant apple juices, where the colour and character of the different apple juices can be clearly distinguished, and you can taste an abundance of flavours. One of our secrets is that we press the apples at their optimum ripeness. We offer apple juices for different occasions; for breakfast as well as for main courses. Once you have tasted our apple juices paired with certain food, you will be captivated by this non-alcohol alternative.

During the visit at our farm you will also be taken on a journey; the journey of Anna & Jan. From ordinary apple farmers to farm tourism and storytelling.

Activity facts:

Duration: 1-1,5 h

Location: Tjudö, Finström, approximately 30 min by car from Mariehamn

Season: April-May, Sept-Oct

No. of participants: Minimum 8, maximum 25

Level of activity/previous knowledge required: None

What to bring: Clothes according to the weather conditions

Whats included in the experience: Apple juice tasting with Åland delicacies, the story of Öfvergårds and a visit to the farm shop

Price: Adult 23 € incl VAT (children 6-12 years: half price, under 6 years: free)



Local Lifestyle

Experience the thrill of
foraging

Discover Estonian culture
through the age-old practice
of making food from wild
forest finds

Enjoy Estonian nature and
what it has to offer

Included in the experience:

- foraging trip
- guide service
- joint cooking
- sauna

Wild Harvest – Discover Mushrooms and Berries with a Guide

Join an expert guide on a foraging adventure for wild mushrooms and berries in Taevaskoja primeval valley!

Taevaskoja Meejaam is a family-run small-scale farm in Taevaskoja primeval valley, Southern Estonia. They offer products made from local ingredients (honey, cookies, pâté, pastries, etc.). They also offer canoe trips on the Ahja and Võhandu rivers, hiking trips in the Ahja River Valley Landscape Protection Area and a possibility to experience farm life with them as FarmStay.

On the foraging adventure, you will experience **picking wild mushrooms and berries** from nature. The foraging trip takes place with a guide who introduces mushrooms and berries and **explains their possible uses**.

Then you will pair what you have picked on the foraging trip with Taevaskoja Meejaam's high-quality, homegrown ingredients to create an **unforgettable meal**, providing you with a unique experience of traditional **Estonian cuisine**. After a long day in the forest, unwind in a **hot sauna** and take a refreshing plunge into the pond – a perfect way to end the day.

Activity facts:

Duration: 1 day

Location: Taevaskoja Meejaam, Taevaskoja village, Põlva County, Estonia

Season: Summer, Autumn

No. of participants: 4-20 persons

Level of activity/previous knowledge required: none

What to bring: comfortable clothing and footwear. Please leave your pets home

Whats included in the experience: foraging trip, guide service, sauna

Price: 55 euro/person

TAEVASKOJA MEEJAAM

Siret Solnik

+372 508 7714

info@meejaam.ee

www.meejaam.ee



Local Lifestyle

Guided sauna experience by a talented sauna woman

Experience the primal, powerful and authentic smoke sauna energy

The private location is perfect for reconnecting with yourself

Included in the experience:

- guided sauna experience
- barbeque house and garden house for use
- hot and cold water, herbal teas, fruit bowl
- natural oils
- whisks

Steam, Silence & Tradition – Guided Smoke Sauna Ritual at Wiire Holiday Home

A sensual, deeply touching experience that takes you out of your everyday life and brings you back to your centre

Wiire Holiday Home is located in an old fishing village on the shores of Pärnu Bay, where they offer an authentic Estonian smoke sauna experience and accommodation close to nature.

The guided smoke sauna ritual is led by a **sauna woman** – a space creator, storyteller and spiritual healer in whose caring hands the sauna becomes a **sacred place**.

The ritual follows the stages that have evolved over time, inspired by nature and folklore: welcoming, cleansing, healing and giving thanks. At each step, one moves deeper into relaxation and **connection with oneself**.

The sauna ritual progresses from a peaceful introduction through an intense middle section to a quiet and grateful end. Each participant's experience is **personal and unique** – created in the moment, in the space and with themselves

Activity facts:

Duration: sauna session 3-4 h

Location: Wiire Holiday Home, Saulepa village, Audru, Pärnu County, Estonia

Season: year-round

No. of participants: 1-8 persons

Level of activity/previous knowledge required: none

What to bring: towel, bathing suit, flip flops

Price: 450 euro / 1-8 persons, each additional person 55 euro

WIIRE HOLIDAY HOME
AND SMOKE SAUNA

+372 5662 8007

saunatalu@wiire.ee

www.wiire.ee



Local lifestyle

Immerse yourself in world of wonder on a guided walking tour through the breathtaking winter landscapes of the Curonian Spit, led by a professional local guide.

This experience invites you to uncover the rich history of UNESCO-protected region.

Customizable tours and private options available.

The journey concludes with a warm welcome in an authentic fisherman's yard, where you'll savor steaming herbal tea and indulge in freshly baked local delicacies.

NIDA Culture & Tourism
Information Centre "Agila"

+370 469 52345

info@visitneringa.lt

www.visitneringa.com

Activity facts:

Duration: Approximately 2 hours

Location: Winter landscapes of the Curonian Spit

Season: Available during the winter season

No. of participants: Ideal for small groups of 10 to 25

Level of activity/previous knowledge required: None

What to bring: Season appropriate clothing /comfortable footwear

Whats included in the experience: Guided tour and a coffee break

Price: 12 euro/person incl VAT



NIDOS KULTŪROS IR TURIZMO
INFORMACIJOS CENTRAS



Nourished by —nature

You can taste Hiiumaa during every season

Experience the joy of slow island lifestyle.

The nature of Hiiumaa is accessible to everyone

With the help of a nature guide you will hike in nature and taste it.

With the help of a photographer you will see the nature. You will be rewarded with a meal around campfire.

Handpick your adventure-taste the wilderness

Experience, taste, smell Hiiumaa one herb at a time all year round

Hiiumaa is a magical island of Estonia, in Northern part of Europe.

Come and enjoy the slow island lifestyle, where people are friendly and local food is inspired by nature. Where sustainability is a lifestyle not a trend. Let yourself be surprised and inspired by the locals and by the tastes and smells and visuals of the Hiiumaa Nature.

Nature is accessible to everyone, let Hiiu Gourmet guide you.

We will take you on a hike, with the help of a nature guide.

You will learn to find that there is always something to taste in Hiiumaa Nature.

Activity facts:

Duration: 2-3 h

Location: Kassari, Hiiumaa

Season: All year round

No. of participants: Maximum 12 persons

Level of activity/previous knowledge required: Accessible to everyone

What to bring: Clothing according to the weather, smartphone or camera

Whats included in the experience: Tailor-made package. Guided nature hike, learn about plants and find edible ones, photography essentials, light meal around campfire. Photo album sent to you afterwards.

Price: 60 euro/person incl VAT. Min price 240€

HIIU GOURMET OÜ

Ly Johansen

+372 5648 0998

hiiugourmet@gmail.com

www.hiiugourmet.ee





Nature Retreat with a View – Brown Bears watching in Luxury Brown Bear Hide

An excellent opportunity to watch bears and other wildlife from luxury conditions

NaTourEst is specialized in organizing wildlife tours in Estonia. Their goal is to offer customers unforgettable and unique experiences. They lead birdwatching and mammal watching tours, also botanical, natural history, and other specialized nature tours.

The luxury bear hide is designed for those who appreciate **luxury** and **high quality**. It is also perfect for nature lovers who want to spend life's special moments in a unique way.

Alutaguse (North-Estonia) is considered the **bear stronghold of Estonia**, as nearly half of the country's approximately 1,000 bears inhabit the forests and wetlands of this region.

In the luxurious hide, you can observe bears through a floor-to-ceiling **mirrored window**, even while lounging on a spacious double bed. The **elegant interior**, crafted from high-quality materials, is inspired by the surrounding nature, creating the feeling of being **immersed in the wilderness** while still enjoying a secure and luxurious retreat.

Activity facts:

Duration: 1 day

Location: Alutaguse, Ida-Viru County, Estonia

Season: Spring, Summer, Autumn

No. of participants: 1-3 persons

Level of activity/previous knowledge required: none

What to bring: clothes suitable for the weather and comfortable footwear

Price: 590 euro for 2 persons, additional person 50 euro

Nourished by nature

Experience nature firsthand

Stay in a luxurious suite in the heart of nature among bears

By car from Tallinn or Tartu
1.5–2 h

Included in the experience:

- one night in the luxury hide
- guide service, who takes you to the bearwatching hide
- snacks and drinks in the hide

NATOUREST

Bert Rähni

+372 513 7141

bert@natourest.ee

www.natourest.ee



Nourished by nature

Experience nature through yourself

Feel the connection between nature and human mind

Experience Estonian nature and different seasons

The tour guide has a background in psychology

Sharpen the Senses

Combine walk in nature and the use of the six human senses

Usually people go hiking to observe nature. In the case of this service, in addition to nature, we also focus on the person himself and his six senses: sight, hearing, smell, taste, touch and sense of balance. During the guided hike, various exercises are performed to sharpen the senses.

Reconnect with nature: The forest is an incredible environment for clearing the mind, and engaging all six senses allows you to experience nature in its fullest form. It offers a refreshing break from the overstimulation of modern life.

Heightened sensory awareness: By focusing on the six senses — you'll learn how to engage with the world around you more mindfully. This experience can improve your appreciation for the subtleties of nature.

Relaxation & well-being: Nature walks are proven to reduce stress and promote mental clarity. Engaging with all the senses can enhance relaxation, improving both mental and physical health.

Connection with the environment: By focusing on each sense, you'll become more attuned to the sounds of birds, the feel of different textures, the smell of the earth and other small details of the forest. This can deepen your connection with the natural world, fostering a sense of responsibility for its preservation.

A unique experience: The use of all six senses is an immersive approach to experiencing nature. It's not your typical walk in the woods; it's an invitation to explore and interact with the environment in a new, profound way.

Mindfulness & Presence: This type of sensory immersion encourages you to live in the present moment, a key component of mindfulness. The event offers a way to tune out distractions and truly be in the here and now.

Activity facts:

Duration: possibilities: 1h (on the area), 1,5h (3,5km) or 3h(9km) hiking trail

Location: Metsanurme village, 23 km from Tallinn City centre; accessibility by car, public bus or train (1,4 km from bus/train stop)

Season: autumn, winter, spring

No. of participants: 1-25 persons

What to bring: clothing appropriate for the weather, waterproof shoes

Whats included in the experience: guided walk in nature, different exercises to use human senses, tea and snack stop during walk.

Price: 100/150/200 euro/group incl VAT

Metsanurme village centre

Anneli Kana

+372 53065503

metsanurme@gmail.com

M E T S A N U R M E





Nourished by nature

A unique archipelago destination with viking history and beautiful nature. The island is open to a limited number of tourists

Fascinating stories at sea: the captain tells stories about the archipelago, the landscape, navigation and history. How the Vikings navigated, and which routes did they sail? Learn more about these fascinating topics aboard the m/s Walhalla.

Additional excursion: a boat trip to the fishing village of Tammio for an additional fee.

Activities available for an extra charge: jungle gym, sup board (2), canoe (1), rowing boat (3), fishing.

Vimpa and Navikotka

Virpi Illi, +358 44 0806566

Petri Luotio, +358 50 4654188

virpi.illi@vimpa.com

petri.luotio@navikotka.fi

www.vimpa.fi

www.keisarinvanavedessa.com

The Rakinkotka island experience in Hamina - embracing nature and history

Board the m/s Walhalla ship from the center of Hamina and embark on an unforgettable journey to the outer archipelago of the Eastern Gulf of Finland. Rakinkotka is a unique Viking Island that combines the peace of nature, the mystique of Viking history and the hospitality of its host family. The guided sea journey takes place aboard a traditional wooden motorboat, skilfully navigated by an experienced skipper. Throughout the day, you'll enjoy the enchanting seascapes, the scents of sea breeze and campfires, a delicious islander-style salmon soup, and a guided island tour where the local history comes to life.

This is the perfect day trip for anyone who appreciates nature and history.

Product highlights

Nature experiences: On the nature trail, you'll encounter fascinating nature- and Viking-themed questions. The birdwatching tower invites you to observe the soaring birds, as the island lies on a major migratory route. Even the majestic white-tailed eagle nests here, keeping a watchful eye on its surroundings. The island's vegetation is rich and diverse, featuring treasures such as alder groves, Solomon's seal, and ballast plants.

Ecology: Vimpa Islands has the Sustainable Travel Finland certificate and the Good Travel Seal certificate.

Relaxation: On the island, you can enjoy a traditional wood-fired beach sauna, relax in the gentle heat of the rock smoke sauna, or soak in hot tubs (available by advance reservation). Take a refreshing swim in the sea and explore the island at your own pace, discovering your favorite spots along the way.

Activity facts:

Duration: 7 hours

Location: departure pier: Tervasaari Pier (address: Tullimakasiiniranta 9, Hamina)

Season: spring, summer, autumn

No. of participants: maximum 60 pax

Level of activity/previous knowledge required: to ensure a safe sea journey, we take prevailing weather conditions into account.

What to bring: weatherproof outdoor clothing and footwear

Whats included in the experience: guided round trip by sea, guided nature trail, salmon soup for lunch (G, L, M), bread (also G on request), jug of water, coffee/tea, small sweet (also G on request). Refreshments, alcoholic beverages, grilled sausages, marshmallows and other snacks available for purchase.



Nourished by nature

Unique cultural immersion:
Experience the authentic Finnish sauna tradition, a deeply rooted cultural practice.

Tranquility and peace:
The serene forest environment and the calming effects of forest bathing and sauna will leave you feeling peaceful and relaxed.

Activities included in the experience:

- Guided nature walk
- Sauna with herbal treatments and towel
- Herbal salt for foot bath to bring home
- Tea and snacks by the fire

Forest Bathing and Sauna Experience

Immerse yourself in a unique sauna experience that combines the tranquility of the Finnish archipelago with the ancient tradition of sauna culture.

Nature Walk: Embark on a guided forest bathing experience through the serene forests of the archipelago. Our experienced guide will lead you on a mindful journey, encouraging you to connect with nature through your senses.

Sauna Ceremony: Experience the purifying power of the traditional Finnish sauna. Our sauna master will lead you through a traditional sauna ceremony, sharing insights into sauna culture and its health benefits.

Fireside Chill: Gather around the campfire to enjoy a snack and tea, sharing stories and connecting with fellow travelers.

Activity facts:

Duration: 3 h **Location:** Korpo, Finnish archipelago **Season:** August- October **No. of participants:** 2-6 persons **Level of activity/previous knowledge required:** Easy, no previous experience required **Whats included in the experience:** Clothes suitable for moving in nature, weather proof and warm clothes **Price:** 250 euro/group incl.VAT

Naawa - Nature Awakening

Sara Söderlund
+358 407291808
info@naawanature.com
www.naawanature.com





Nourished by nature

- Feel the nature
- Collect memories
- Cook local food
- Relax in the sauna
- Sleep well

The hike is suitable for all ages.

Where the forest meets the sea

Discover the untouched nature of Hiiumaa with a guided hike, cozy Retrovisiit accommodation and a sauna experience!

Hiiumaa is a paradise island - untouched, beautiful, wild, a treasure on the shores of the Baltic Sea.

Come hike through Hiiumaa's ancient forests and beautiful shores. Enjoy the stunning views, dunes, waves, sounds and encounters with wild animals.

Our guide, Karin, will show you the most exciting hidden place of the island - Kõpu Peninsula.

As evening falls, relax at your own pace in Retrovisiit accommodation, cook local dishes and enjoy the silence of the Hiiumaa sauna.

Activity facts:

Duration: 2 days (guided hike 1.5 hours) **Location:** The accommodation is located in Ala village, and the hike takes place on the Kõpu Peninsula. The accommodation is 40 km away from Kõpu Peninsula, so please take into account the need to drive to the starting point of the hike. **Season:** Year round **No. of participants:** Up to 6 pers. **Level of activity/previous knowledge required:** None **What to bring:** Comfortable clothing according to the weather **Whats included in the experience:** Accommodation for up to 6 people, guided nature hike, sauna, recipe and ingredients for grilling Baltic herring the local way **Price:** 200 euro/for a group (incl VAT)

RETROKAS OÜ

Maria Remmelkoor

+372 564 564 66

retrovisiit@gmail.com

www.retrovisiit.ee

RETROVISIIT



Strength through challenges-peace through practice

Forget the worries of everyday life and immerse Yourself in activities that will help restore emotional and physical balance and recharge Your energy.

Šalčio Mokykla organizes **health-enhancing activities** for people who seek to strengthen their physical and psychological resilience through various wellness practices.

It combines traditional methods such as **cold bathing, breathing techniques, standing on nails, Lithuanian sauna sessions, meditation and body control practices** that help participants overcome their fears, expand their comfort limits and improve their overall health. It is intended for everyone who wants to strengthen physical and psychological endurance, improve health and get to know their true self more deeply.

The events are ideal for those who seek to test their limits in extreme conditions, learn stress management and harmony between body and mind. We offer unique events for both personal and business needs.

Feelings the experience evokes - Feeling of victory, strength, euphoria, peace, motivation, relaxation. Releasing inner vitality and gives energy for the whole day, an opportunity to know yourself from a completely new angle.

Convenience of the experience - Experience is not necessary. However, since the event involves physical activity, we always recommend consult with doctor if there is any doubts about being able to participate.

Activity facts:

Duration: 3-5 hours

Location: Open workshops are held in Vilnius, Kaunas, Klaipėda. Other event locations are selected based on the customer's needs.

Season: Cold water and sauna practices are considered seasonal - autumn - winter, other activities are carried out all year round

No. of participants: 10-30 persons

Level of activity/previous knowledge required: Activities are adapted for all fitness levels, including beginners.

What to bring: Yoga mat, swimwear, towel, gloves, hat, slippers and comfortable sport clothing.

Whats included in the experience: Breathing practices, cold water bathing, nailstanding, endurance training, and sauna aromatherapy. The event features natural products like kombucha, teas, and body care items.

Price: 35-95 euro/ person (depends on the needs and the program itself)

Nourished by nature

Extreme experiences train your ability to stay balanced and in control during life's toughest moments

Practical tools from these sessions help you manage stress and cultivate inner peace

Every challenge is a step toward new skills and deeper self-discovery

ŠALČIO MOKYKLA,,

Aušrinė Latožaitė

+ 370 636 00 512

info@salciomokykla.com

www.salciomokykla.com





Nourished by nature

This is your chance to escape the ordinary. Prepare to be swept away by the beauty of the archipelago!

This cruise is designed to offer you a worry-free escape. No need to plan or organize, just relax and focus on enjoying the experience.

3 day cruise
Accommodation
Buffet breakfast
2 x 3 course dinners
3 lunches
3 afternoon coffees
Guided tours
Evening sauna

Hotell Brudhäll & Restaurant

Natalie Björk

+358 18 55955

info@brudhall.com

www.brudhall.com

Archipelago cruise to the remote island of Kökar

Discover the secrets of the Archipelago with our all-inclusive cruise

Step aboard for an unforgettable journey through scenic beauty and rich history, connecting the Turku and Åland archipelago.

This extraordinary 3-day, 2-night cruise takes you from the heart of Turku, past historic ports in the inner archipelago, and all the way to the enchanting island of Kökar in Åland's outer reaches.

Your adventure is all-inclusive, ensuring every detail is taken care of so you can fully immerse yourself in the experience. Relax and enjoy three picturesque ports of call offering unique cultural and natural sights, shown to you by local guides.

Stay at the unique Hotel Brudhäll on Kökar, with seaside buffet breakfasts, design sauna and an exclusive local cuisine.

Activity facts:

Duration: 3 days, 2 nights

Location: Turku-Seili-Kökar-Nauvo -Turku

Season: April- October

No. of participants: 15-45 persons

Level of activity/previous knowledge required: Guided tours and easy walks

What to bring: Outdoor clothes for easy walks in nature. Swimming clothes for sauna.

Whats included in the experience: The cruise includes 3 days and 2 nights, complete with stops in 3 ports with local guides, accommodation and buffet breakfast at Hotel Brudhäll on Kökar, 2 x 3-course dinners, 3 lunches, 3 afternoon coffees and two evening saunas. Drinks not included.

Price: from 790 euro/person incl VAT



BRUDHÄLL
KÖKAR - HOTEL, RESTAURANT AND MARINA



Nourished by nature

Unique blend of nature and culture: amber hunting, wild horses and historic fishing villages.

Tranquility and a deeper connection with nature along the Baltic Sea bird migration route.

Upcycled accommodation and a focus on sustainable, nature-based tourism.

Explore the Nature of Latvia's South-West: where autumn lingers and spring arrives first

Escape to Nature Park Pape, where tranquillity meets nature by the Baltic Sea. This is a journey of stillness and recreation, guided by the rhythms of nature. Nestled near Lake Pape, a restored Latvian farmstead offers peace, privacy and a chance to reconnect with the wild. Surround yourself with wild horses, aurochs, and migrating birds as they roam freely through untouched landscapes. Here, where autumn lingers longest and spring arrives first, nature is at its most vibrant.

Embark on guided or self-guided hikes through reed-fringed shores, sandy dunes, and ancient forests. Discover amber on the Baltic coast or explore the charm of the reed-roofed fishing village of Papes Ķoņi. Relish local delicacies like rye bread, smoked fish and white butter while enjoying stunning views.

Product highlights

This retreat is a sanctuary for the soul, offering space to relax, reconnect and grow. Witness wild horses and migrating birds, and experience Pape's artisanal foods and untouched landscapes. Let nature nurture your spirit in Kurzeme's wilderness.

It is more than a journey - it is a transformative experience that will also give you the impetus to know yourself better.

Activity facts:

Duration: 2 days

Location: Accommodation in Pape Nature Park - holiday house "Lakstīgalas" near Papelagoon lake in Nīca parish.

Season: March till April and September till October

No. of participants: 2-6 pers.

Level of activity/previous knowledge required: Medium to difficult, depending on your need for self-discovery and hike length.

What to bring: Seasonal hiking clothes, boots, and binoculars for quality wildlife viewing.

Included in the experience: comfortable accommodation (2 bedrooms, guest room, equipped kitchen and modern bathroom), two guided tours, hiking transportation and a picnic basket with local specialties. Breakfast and transportation available on request.

Price: from €250/pers. incl. VAT

Sofijas Laivas

Turaida and Anna Šēferi

+ 371 29339677

info@sofijaslaivas.lv

www.sofijaslaivas.lv



Light in the Dark Pilot testing - Desktop evaluation

Thank you for participating in our desktop pilot evaluation. In order for us to be as prepared as possible for the live pilot testing, we kindly ask for your feedback based on the product description.

Please fill out the following questionnaire based on your perception of the product description of the Experience.



The project Light in the Dark helps small and medium-sized enterprises in the tourism sector create an off-season nature-based offer to attract tourists to rural and coastal areas of the northern Baltic Sea region all year long.

Interreg
Baltic Sea Region



Co-funded by
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

Light in the Dark


Defining Experience and product to be evaluated

1. What is the name of the Experience that you are evaluating?*

Atzīmējiet visus atbilstošos variantus.

- ☐ Nourished by nature
- ☐ Local Lifestyle
- ☐ Active Adventure

2. What is the name of the product that you are evaluating?*

 Dropdown

Atzīmējiet tikai vienu variantu.

- ☐ Archipelago cruise to the remote island of Kökar
- ☐ Authentic Finnish Seaside Sauna Experience with Accommodation
- ☐ Curonian Catch
- ☐ Disconnect to Reconnect
- ☐ Discover the Winter Secrets of the autochthonous Dune tribe in national park of the Curonian Spit
- ☐ Experience an unforgettable fishing experience on the Kymijoki River and an evening in the historic Strömfors ironworks area
- ☐ Explore the Nature of Latvia's South-West: Where Autumn Lingers and Spring Arrives First
- ☐ Follow the Vikings footsteps on land and water
- ☐ Forest Bathing and Sauna Experience
- ☐ From grain to loaf
- ☐ Handpick Your Adventure, Taste the Wilderness in Hiiumaa
- ☐ In the Fisherman's Boots
- ☐ In the midst of nature - a canoe trip from Strömfors ironworks to the Kymijoki River
- ☐ Kaunissaari Enchantment - An all-inclusive island experience away from it all
- ☐ Mighty Sands Canoe Tour
- ☐ Moonlight Safari Paddling
- ☐ Rediscover Yourself: A Holistic Wellness Retreat
- ☐ Run the Stockholm Archipelago Trail
- ☐ Sharpen the Senses
- ☐ Strength through challenges, peace through practice.
- ☐ The juicy business of the Apple Juice Testning
- ☐ The Loops of the Valley: Golden Autumn
- ☐ The Rakinkotka island experience in Hamina - embracing nature and history
- ☐ The world of Eiders on the island Stora Båtskär
- ☐ Where the Coast Calls: Rediscover Adventure
- ☐ Where the forest meets the sea

3. Are you answering in the form of a DMO, SME or a potential customer?*

Atzīmējiet visus atbilstošos variantus.

- ☐ DMO (destination marketing organization)
- ☐ SME (small and medium-sized enterprise)
- ☐ Potential customer
- ☐ Citas: _____

4. From what country are you who answer from?*

Dropdown

Atzīmējiet tikai vienu variantu.

- ☐ Åland Islands
- ☐ Estonia
- ☐ Finland
- ☐ Latvia
- ☐ Lithuania
- ☐ Sweden
- ☐ Other

5. If "Other", please specify which country?

6. If we would need some follow up questions, would you be open to be contacted via e-mail *
from us?

Atzīmējiet visus atbilstošos variantus.

- ☐ Yes
- ☐ No

7. If yes, what is you e-mail adress?

1. Product Appeal and Uniqueness

8. 1.1 How appealing is the product description to you as a DMO, SME or potential customer? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

Not so appealing ☒ ☐ ☐ ☐ Very appealing

9. 1.2 If not appealing, what would make it appealing to you?

10. 1.3 Do you feel that the product description is aimed at nature enthusiasts? *

Atzīmējiet visus atbilstošos variantus.

- ☐ No
☐ Yes
☐ I don't know

11. 1.4 How well does the product cater to the interests and preferences of off-season travellers? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

Not very well ☒ ☐ ☐ ☐ Very well

2. Clarity and Comprehensiveness of the Product Description

12. 2.1 Does the description provide sufficient information about the key features and benefits of the product? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

No it does not ☒ ☐ ☐ ☐ Yes it does

13. 2.2 Are the logistical details (e.g., duration, location, pricing) clearly stated and comprehensive? *

Atzīmējiet visus atbilstošos variantus.

- ☐ No
☐ Yes
☐ I don't know

14. 2.2.1 If no, please elaborate on what you think is missing.

15. 2.3 In your opinion, are the logistical and operational aspects (e.g., transportation, accommodation, activities) realistic and well-planned? *

Atzīmējiet visus atbilstošos variantus.

- ☐ No
☐ Yes
☐ I don't know

16. 2.3.1 If no, what would you say could improve the operational aspects.

3. Market Viability and Demand

17. 3.1 Does the product fill any current gaps in the market for off-season tourism (e.g. if you* haven't experienced or seen a similar type of products earlier...)?

Atzīmējiet visus atbilstošos variantus.

- ☐ No
☐ Yes
☐ I don't know

18. 3.1.1 If no, please elaborate.

4. Sustainability and Resilience

19. 4.1 How sustainable do you perceive the products to be based on the product description? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

Not very sustainable ☐ ☐ ☐ ☐ ☐ Very sustainable

20. 4.1.1 If low scores, please expand your thoughts.

21. 4.2 How adaptable is the product to changes in trends, climate, or other external factors do you believe?

Atzīmējiet tikai vienu variantu.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Not at all

Very much

22. 4.2.1 If low scores, please expand your thoughts on why it is not.

5. Feasibility and Practicality

23. 5.1 Does the product description consider potential challenges or risks?*

Atzīmējiet visus atbilstošos variantus.

- ☐ No
☐ Yes
☐ I don't know

24. 5.1.1 If yes, is there clear solutions to these challenges/risks provided?

Atzīmējiet visus atbilstošos variantus.

- ☐ Yes
☐ No
☐ I don't know

25. 5.1.2 If "No", or "I don't know", please elaborate.

6. Customer Experience and Satisfaction

26. 6.1 Based on the description, what level of customer satisfaction can be expected?*

Atzīmējiet tikai vienu variantu.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Low level

High level

27. 6.2 Does the product offer a compelling narrative or story that enhances the overall experience? *

Atzīmējiet tikai vienu variantu.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

No it does not

Yes it does

28. 6.2.1 If high scores, what makes the product attractive?

29. 6.3 Does the product seem to provide a balance between cost and experienced quality?*

Atzīmējiet tikai vienu variantu.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

No it does not

Yes it does

7. Promotion and Communication

30. 7.1 How likely is the product description to attract interest through various promotional channels (e.g., social media, travel blogs)? *

Atzīmējiet tikai vienu variantu.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Not likely

Very likely

31. 7.1.1 If not very likely, in your words what could be improved?

8. Overall Evaluation

32. 8.1 Would you recommend this product to be piloted based on its description? *

Atzīmējiet visus atbilstošos variantus.

- ☐ No
☐ Yes
☐ I don't know

33. 8.1.1 Please elaborate on why or why not.

34. 8.2 What improvements or additional details would you suggest for the product description? *

LITD 2.1 Pre-Pilot - Experience expectation

Thank you for participating in this pilot of our product. We are looking forward to meeting you and getting your input on our experience.

Before we meet we would very much appreciate your feedback on our product description. The purpose of this Pre-Pilot Evaluation is to partly analyse the expectation you as a participant get from reading the product card, so please make sure to read through and perhaps have the specific product card close at hand. In addition, we also want to gather your thoughts on the information given on the product card - where our hope is to be able to clarify any improvements that can be made so that the experience of the product meets and hopefully exceeds your expectations.

Thank you in advance, we are looking forward to meeting you at our live pilot and guide you through your experience of the Baltic Sea Region!



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RESILIENT ECONOMIES AND COMMUNITIES
Light in the Dark

1. What "Experience" is the product you are piloting grouped within?*



Atzīmējiet tikai vienu variantu.

- ☐ Active Adventures
- ☐ Local lifestyle
- ☐ Nourished by Nature

2. What is the name of the product that you are evaluating?*



Dropdown

Atzīmējiet tikai vienu variantu.

- ☐ Archipelago Sea Forest Bathing and Sauna Experience
- ☐ Archipelago Sea Authentic Finnish Seaside Sauna Experience with Accommodation
- ☐ Discover the Winter Secrets of the autochthonous Dune tribe in national park of the Curonian Spit
- ☐ Experience an unforgettable fishing experience on the sea and an evening in the historic Strömfors ironworks setting
- ☐ Handpick Your Adventure, Taste the Wilderness in Hiiumaa
- ☐ In the Fisherman's Boots
- ☐ In the midst of nature - a kayaking trip from Strömfors ironworks to the Kymijoki River
- ☐ Mighty Sands Canoe Tour
- ☐ Moonlight Safari Paddling
- ☐ Sharpen the Senses
- ☐ The Juicy Business of Apple Juice Tasting
- ☐ The Rakinkotka island experience in Hamina - embracing nature and history
- ☐ The world of Eiders on the island Stora Båtskär. Embrace a unique nature adventure with our Eider Safari
- ☐ Where the Coast Calls: Rediscover Adventure
- ☐ Where the Forest Meets the Sea

3. Are you answering in the form of a DMO, SME or a potential customer?*

Atzīmējiet visus atbilstošos variantus.

- ☐ DMO (destination marketing organisation)
- ☐ SME (small and medium-sized enterprise)
- ☐ Potential customer
- ☐ Tourism Company
- ☐ Tourism Professional (eg. Influencer, DMC, Travel Agent, etc.)
- ☐ Citas: _____

4. Which country are you from?*

Atzīmējiet visus atbilstošos variantus.

- ☐ Estonia
- ☐ Finland
- ☐ Latvia
- ☐ Lithuania
- ☐ Sweden
- ☐ Other
- ☐ Citas: _____

5. If we would need some follow up questions, would you be open to be contacted via e-mail *
from us?

Atzīmējiet visus atbilstošos variantus.

- ☐ Yes
- ☐ No

6. If yes, what is you e-mail adress?

1. Product Appeal and Uniqueness

Local traditions

7. 1.1 What are you hoping to gain personally from this experience (e.g. relaxation, adventure, cultural enrichment)?

8. 1.2 Do you have previous experience with similar tourism activities?*

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

No, not at all

Yes, quite a lot

9. 1.3 Based on the product description, how well does the product cater to off-season travel *
in your opinion?

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not so well

Very well

10. 1.3.1 Please elaborate on your answer.

2. Clarity and Comprehensiveness of the Product Description

11. 2.1 How would you rate the expected quality of the product based on its product description?

Atzīmējiet tikai vienu variantu.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Low quality High quality

12. 2.1.1 Please elaborate on your answer.

13. 2.2 How clearly does the product description explain what the activity includes?

Atzīmējiet tikai vienu variantu.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Not clear Very clear

14. 2.2.1 If low scores, please elaborate on aspects of the activity that felt unclear or confusing.

15. 2.3 Does the description provide enough information to assess whether the activity is suitable for your needs (e.g., physical requirements, duration, difficulty level)? *

Atzīmējiet visus atbilstošos variantus.

- ☐ No
☐ Yes

16. 2.3.1 Please elaborate on your answer.

3. Market Viability and Demand

17. 3.1 How appealing does this activity seem to you based on the description?

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not appealing

Very appealing

18. 3.1.1 What aspects of the activity description make it most appealing to you?

19. 3.2 How likely would you be to book this activity if it were available?

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not likely

Very likely

20. 3.2.1 Are there any aspects of the activity that make you hesitant to book?

4. Sustainability and Resilience

21. 4.1 In your opinion, how important are sustainability and the effort to support local communities when booking leisure activities? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not important

Very important

22. 4.2 Based on the product description, how well does this product reflect sustainability and the effort to support local communities?

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

Not at all ☐ ☐ ☐ ☐ Very much so

23. 4.2.1 Please elaborate on your answer.

5. Feasibility and Practicality

24. 5.1 Does the description set realistic expectations regarding logistics, timing, and experience quality? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not realistic

Very realistic

25. 5.1.1 Please elaborate on your answer.

26. 5.2 Based on the description, what price range per person would you consider reasonable for this activity?

Atzīmējiet visus atbilstošos variantus.

- ☐ €10-50
☐ €50-100
☐ €100-200
☐ €200+

Uzņēmums Google nav šī satura autors un to neatbalsta.

Google Veidlapas

LITD 2.1 Pilot testing - Experience evaluation

Thank you for participating in our pilot of this experience. We hope you had as much fun attending as we did organising it!

We would love to get your feedback so we can keep improving our logistics and services. Please fill out this quick survey and let us know your thoughts (your answers will be anonymous). Your feedback is very valuable to us, as it helps us identify potential improvements to both the Product Card and the execution of the product. Our goal is to create a hand book for Small and Medium Enterprises (SMEs) within the Baltic Sea Region with knowledge of product creation to help expand their businesses with the focus on attracting international tourists.

Thank you again, we are looking forward to evaluate the feedback.



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RESILIENT ECONOMIES AND COMMUNITIES

Light in the Dark

Defining Experience and product that has been piloted

Experience an

unforgettable fishing experience on the sea and an evening in the historic


Strömfors ironworks setting - only forest walk with relaxing exercises was piloted

1. What "Experience" is the product you are piloting grouped within?*

Atzīmējiet visus atbilstošos variantus.

- ☐ Active Adventures
- ☐ Local lifestyle
- ☐ Nourished by Nature

2. What is the name of the product that you have participated in?*

 Dropdown

Atzīmējiet tikai vienu variantu.

- ☐ Discover the Winter Secrets of the autochthonous Dune tribe in the National Park of the Curonian Spit
- ☐ In the Fisherman's Boots
- ☐ In the midst of nature - a kayaking trip from Strömfors ironworks to the Kymijoki River
- ☐ Mighty Sands Canoe Tour
- ☐ Moonlight Safari Paddling
- ☐ Sharpen the Senses
- ☐ The Juicy Business of Apple Juice Tasting
- ☐ The Rakinkotka island experience in Hamina - embracing nature and history
- ☐ Experience an unforgettable fishing experience on the sea and an evening in the historic Strömfors ironworks setting

3. Are you answering in the form of a DMO, SME or a potential customer?*

Atzīmējiet visus atbilstošos variantus.

- ☐ DMO (destination marketing organization)
- ☐ SME (small and medium-sized enterprise)
- ☐ Potential customer
- ☐ Tourism Company
- ☐ Tourism Professional (eg. Influencer, DMC, Travel Agent, etc.)
- ☐ Citas: _____

4. Which country are you from?*

Atzīmējiet visus atbilstošos variantus.

- ☐ Finland
☐ Latvia
☐ Lithuania
☐ Sweden
☐ Other
☐ Citas: _____

5. If we would need some follow up questions, would you be open to be contacted via e-mail from us? *

Atzīmējiet visus atbilstošos variantus.

- ☐ Yes
☐ No

6. If yes, what is you e-mail adress?

1. Product Appeal and Uniqueness

7. 1.1 What is your three top take aways from experiencing this product?*

8. 1.2 How would you rate the overall quality of the product?*

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

Low quality ☒ ☐ ☐ ☐ High quality

9. 1.2.1 Please elaborate on your answer.

10. 1.3 How well did the product cater to off-season travel in your opinion?*

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not so well

Very well

11. 1.3.1 Please elaborate on your answer.

2. Clarity and Comprehensiveness of the Product Description

12. 2.1 How accurately did the product description reflect what the activity included?*

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not accurate

Very accurate

13. 2.1.1 Please elaborate on your answer.

14. 2.2 Where there any aspects during the activity you feel deviated from the product description? (eg. physical requirements, duration, difficulty level? *

Atzīmējiet visus atbilstošos variantus.

- ☐ No
☐ Yes
☐ I don't know

15. 2.2.1 Please elaborate on your answer.

3. Market Viability and Demand

16. 3.1 How enjoyable did you find the activity compared to your initial expectations?*

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not enjoyable

Very enjoyable

17. 3.1.1 Which aspects of the activity did you find most enjoyable or valuable?

18. 3.2 Now that you have experienced the activity, how likely would you be to book it again or recommend it to others? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

Not likely ☒ ☐ ☐ ☐ ☐ Very likely

19. 3.2.1 Were there any aspects of the activity that did not meet your expectations or could be improved? *

4. Sustainability and Resilience

20. 4.1 How well would you say the product supported the sustainability of the local community? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

Not at all ☒ ☐ ☐ ☐ ☐ Very much

21. 4.2 In your opinion, how adaptable is the product to changes in trends, climate, or other external factors? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not at all

Very much

22. 4.2.1 Please elaborate on your answer.

5. Feasibility and Practicality

23. 5.1 How well did the actual experience of the product meet your expectations set by the product description regarding logistics, timing, and quality? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not well

Very well

24. 5.1.1 Please elaborate on your answer.

25. 5.2 Did the product offer good value for money in relation to your initial expectations?*

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Low value

Good value

26. 5.2.1 Please elaborate on your answer.

6. Customer Experience and Satisfaction

27. 6.1 How well did the experience fulfil your personal goals (e.g. relaxation, adventure, cultural enrichment)? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not at all

Very much

28. 6.2 Did the product description accurately match the actual implementation of the product? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not at all

Very much

29. 6.3 How well did the actual experience of the product compare to your initial expectations? *

Atzīmējiet tikai vienu variantu.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Not at all

Very well

7. Overall Evaluation

30. 7.1 How satisfied were you with the logistics for the implementation of the product? *

1 = Very dissatisfied 5 = Very satisfied

Katrā rindiņā atzīmējiet tikai vienu variantu.

	1	2	3	4	5
Communication emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The tour guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. 8.1.1 Do you have any additional feedback on the logistics for the implementation of the product? *

Uzņēmums Google nav šī satura autors un to neatbalsta.

Google Veidlapas

Light in the Dark: Off-Season Tourism Piloting Results

More information about the project - <https://lightinthedarkbsr.eu/>

