KVARKEN ARCHIPELAGO











NORDICMARKETING: TOURISM MARKETING FOR NORTHERN EUROPE

WHO WE ARE & WHAT WE DO

NordicMarketing is a tourism marketing Every year NordicMarketing organizes Jan Badur agency specialized in Northern Europe. We offer high-quality products from Northern Europe including detailed information about services, net rates for travel trade, direct contact details and diverse visual material for tour operators and in- PRODUCTS ONLINE centive agencies.

PRODUCT MANUALS

NordicMarketing's product manuals are valuable working documents for product managers and decision makers of the tourism industry. We gladly present our product manuals personally to you as part of our sales tours.

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SALES VISITS

Every year we personally visit numerous mer feedback and to present our latest Switzerland and Austria. product manuals.

EDUCATIONAL TOURS

educational tours to the destinations in Northern Europe. Only tour operators we met before in person on sales visits/ tours are invited to our fam trips.

NordicMarketing offers numerous products from Northern Europe for travel trade online. Of course, direct contact information of service provider and high-quality visual material for catalogue production and web presence are available online as well.

nordicmarketing.de/nordicproducts

NEWSLETTER

We monthly send our newsletter with products and tourism-related news from tour operators to learn about their current Northern Europe to approximately 1,100 product requests, news and any custo- tour operators throughout Germany,

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KVARKEN ARCHIPELAGO ATTRACTIONS

On the Finnish side of the Gulf of Bothnia, just outside the city of Vaasa, there is a large archipelago, also known as the Kvarken Archipelago. The area includes the big islands Replot and Björköby with a large number of smaller islands belonging to the municipality of Korsholm. Currently, there are about 2500 inhabitants on these islands.

GEOGRAPHIC LOCATION

Kvarken is, in fact, the narrowest part of the Gulf of Bothnia, where the distance between Finnish and Swedish mainland is only about 80 km. From the outer Archipelago, Klobbskat, it is only 50 km to the Swedish city of Umeå, and that makes it possible to go by smaller boat on a beautiful summer day.

UNESCO WORLD HERITAGE

During the last ice age, the Kvarken region was covered by an about 3,5 km thick ice layer. The glaciers were so heavy that they forced the Earth's crust to sink. When the ice melted some 9,000 years ago, the crust began to rise again. Now, about one square km rises from the waters yearly, meaning that we get new land equivalent

to about 150 soccer fields, every year. This is one of the reasons why part of the area is listed as a UNESCO world heritage.

SERVICES IN KVARKEN ARCHIPELAGO

Here, in these beautiful surroundings, you can find four tourism entrepreneurs, ready to give you an unforgettable experience. On the following pages, we want to present some suggestions of what you can do in our region. This is only a few examples, but we hope that you will get inspired! No matter if you are seeking for peace and quiet where only the sound of the ever-rolling sea is your companion, or if you want to have more adventures on your stay here, we will fulfill your dreams. Welcome!

BOOKING CONTACTS FOR TOUR OPERATORS

When booking packages including accommodation at Kalle's Inn and an activity, please contact Kalle's Inn.

If booking only the activity, please contact the activity company directly.













Contact
Kalle's Inn: Freddi Skott
Tel. +358 (0) 10 231 1300
info@kallesinn.com









Founded: 1986 Employees: 8 Languages: English Season: year-round

Note: dogs are not allowed; parking places available; next supermarket in 48 km Distances: Vaasa airport (55 km), Vaasa

train station (45 km)

Transfer solutions: Private transfer from/ to Vaasa's airport or train station can be arranged to/ from Kalle's Inn.

Contact

Kalle's Inn Ab Mr Freddi Skott Klobbskatvägen 189 65970 Söderudden Tel. +358 (0) 40 830 8874 freddi.skott@kallesinn.com info@kallesinn.com www.kallesinn.com/en facebook.com/kallesinn instagram.com/kalles inn youtube.com/channel/UCGuyVRgBh3Q-**MENwplYKECog** vimeo.com/user63523722

KALLE'S INN

Where the road from civilisation ends lies the jewel of the Gulf of Bothnia Kalle's Inn, a true archipelago experience with a golden edge which offers you an unforgettable visit to a breathtaking environment surrounded by peace and tranquility and the natural beauty only found along the coast of Ostrobothnia.

ACCOMMODATION

The newly built glass prismas offer a once in a lifetime accommodation where you experience luxury connected to nature.

Number & type of accommodation: Prisma shaped glass houses. In total 8 twin/ double en suites. Also on the area there is a dorm with capacity of eight persons. Adults only. Extra beds not available.

Facilities: Twin/ double rooms, own full bathroom in each Prisma, motorized twin or double beds. Reception and lounge with internet access in the Lapp house.

RESTAURANTS

Two restaurants, Scandinavian cuisine.

SPA & WELLNESS

A variety of traditional Finnish saunas and hot tubs.

ACTIVITIES

Fine dining and traditional Finnish saunas. A variety of activities in cooperation with AWAY-Tourism and Kvarken nature and fishing tours. Cooperation also with Qvarken Boat Charter in summer.

Price:

Consumer rate and commission on request. price per night/ cabin

Breakfast for two persons included.









PACKAGE EXAMPLES IN THE KVARKEN ARCHIPELAGO

WINTER PACKAGE

Experience the Kvarken Archipelago in wintertime! Just relax and enjoy the nature from an exclusive prisma shaped glass house, or fill your days with activities.

Activity Examples

Traditional winter activities, for example ice fishing, preparing the sauna, winter walkabout, kick sled, hot drinks at the bonfire. Other activities also available for additional cost, for example: On the Rox (floating in the ice cold sea with survival suites), preparing the catch of the day (making dinner), activity at the shooting range.

Accommodation

Three nights including all meals (breakfast, lunch and dinner) and daily sauna. Accommodation in two bed glass houses, adults only.

Season: 15.01.-30.03., every year. Season could start earlier, end later depending on the ice conditions

Duration: 4 days/ 3 nights Languages: English Participants: 1-16 persons

Services included: 3 nights at Kalle's Inn as described above incl. full board, daily sauna. Activities, for example ice fishing, preparing the sauna, winter walkabout, kick sled, hot drinks at the bonfire are included in the price. Optional services: Other activities that require

more equipment (e.g. On the Rox) for an additional cost, please see the companies' activity examples.

Booking contact: Kalle's Inn is the region's contact for packages including both accommodation at Kalle's Inn and an activity.

Price:

Consumer rate and commission on accommodation and on activities on request. price person, tax included.

SUMMER PACKAGE

Experience the Kvarken Archipelago in summertime! Enjoy the nature in the summer when it hardly gets dark at night! You can do this from the exclusive prisma shaped glass house. You can also fill your days (and nights) with activities.

Activity Examples

Traditional summer activities, for example fishing, preparing the evening sauna, watching birdlife (specially in spring and autumn), cycling etc. Other activities also available for additional cost, for example: Fishing, smoking of fish, activities at the shooting range, a day cruise to Umeå in Sweden, visiting the lighthouses in the area, for example a cruise to Valsörarna where you can admire the lighthouse that was constructed by the same company that built the Eiffel tower!

Accommodation

Three nights including all meals (breakfast, lunch and dinner) and daily sauna. Accommodation in two bed glass houses, adults only.

Season: 01.05.-30.09. (nights get darker in mid-August)

Duration: 4 days/ 3 nights Languages: English Participants: 1-16 persons

Services included: 3 nights at Kalle's Inn as described above incl. full board, daily sauna. Activities, for example angling from the shore, preparing the evening sauna, seasonal activity (watching birdlife, berry picking) are included in the price.

Optional services: Other activities that require more equipment (e.g. fishing, activities at the shooting range, boat cruises) for an additional cost, please see the companies' activity examples.

Booking contact: Kalle's Inn is the region's contact for packages including both accommodation at Kalle's Inn and an activity

Price:

Consumer rate and commission on accommodation and on activities on request. price person, tax included.

KVARKEN ARCHIPELAGO

NORDIC
MARKETING



Kvarken nature and fishing tours

I am a fishing and nature guide and for me the nature is an important source for inspiration and recovery. Through my company I offer fishing tourism services and different kinds of nature activities, in the Kvarken archipelago, west coast of Finland. In fishing we focus on pike fishing, in the waters around Vaasa, Replot and Mickelsörarna. Bring your friends with you and book a trip in Kvarken, you will surely catch some pike. To maintain the pike fishing for the future we practice catch and release. The nature activities can be everything from hiking, World heritage tour to seasonal activities like picking berries or mushrooms.

Founded: 2008 Employees: 1 Languages: English Season: year-round

Types of activities offered: animal/ bird

watching, fishing, hiking

Distances: Vaasa airport 10-60 km (depends on the accommodation and the starting point of the tour), Vaasa train station 2-60 km (depends on the accommodation and the starting point of the tour) **Transfer solutions:** Transfer from/ to Vaasa's airport and train station can be arranged at additional costs.

Contact

Kvarken nature and fishing tours Carina Rönn Storviksvägen 7 Bst 9 65230 Vasa Tel. + 358 (0) 44 527 2314 carina.ronn@pescamare.fi http://pescamare.fi/en





KVARKEN NATURE AND FISHING TOURS

ICE FISHING

Experience ice fishing on the sea ice with good possibilities of catching perch. No prior fishing experience is required as ice-fishing suits everyone. It is, however, easier to enjoy the experience on the ice in warm and windproof clothing. Can be arranged nearby the city center or in the archipelago.

Season: February-March, ice conditions per-

mitting

Duration: 3 h

Languages: English

Participants: 4-8 persons

Minimum age: from 7 years up (with parents) **Services included:** fishing equipment; fishing guide, warm rubber boots and gloves, warm squash.

Optional services: Ice fishing overall 30 \in / person, coffee/ tea and snack 6 \in / person.

Starting point: Kalle's Inn or other starting point upon agreement.

Starting time: Can be arranged any time during the day, upon the customer's wish.

Note: Clothing is not included in the price. Customer needs to dress in warm clothes. Bring a hat, wind proof outer clothing and bring a spare warm jumper.

Provider: Kvarken nature and fishing tours

Price: Consumer rate and commission on request.

price per person

PIKE FISHING IN THE KVARKEN ARCHIPELAGO

A fishing trip to the Kvarken archipelago will provide you with plentiful fishing opportunities and many nature experiences in the mosaic landscape of islands and skerries. The trip is even more fun if you bring along a company of friends and book a fishing guide who will provide you with boat and fishing gear and take you to the best fishing places. You can choose for 1/2 to one day fishing trip or up to four-day packages. The price always includes the services of the fishing guide and security equipment. The season is from May until beginning of October.

Season: May until the beginning of October. **Duration:** From 4 hours up to 8 hours per day.

Languages: English
Participants: 3-4 persons

Minimum age: 7 years (with parents)

Services included: fishing equipment; fishing guide with boat, fuel. When fishing for 8 hours, one light meal is included. Also coffee/ tea.

Optional services: Fishing licence for persons from 18 years. The price is depending on the length of the trip 6-12 €/ person.

Starting point: Kalle's Inn or other starting point upon agreement.

Starting time: 9.00 h or later

Note: Clothing is not included in the price. **Provider:** Kvarken nature and fishing tours







Prices for several-hour trips: price per person for up to 4 h

price per person for more than 4 h, up to 8 h

Prices for 3-day tours or longer: price per day (including 3-4 persons)

Hiking in the Finnish nature with a guide. We offer guided nature walks for individuals and for groups all year round. Nature experiences can be of many kinds. Each tour is unique. Guided tours are a popular way to spend time outdoors in the peaceful nature while learning something new.

Season: year-round

Duration: 2-4 h, whole day (max 8 h)

Languages: English Participants: 8-20 persons Minimum age: 15 years Services included: guide

Optional services: coffee/ tea and snacks

can be arranged

Starting point: Kalle's Inn or other starting

point upon agreement.

Starting time: In the morning or upon agree-

Provider: Kvarken nature and fishing tours

Prices: Consumer rates and commission on

reauest.

price per person (max 4 h)

price per group/ whole day (max 8 h)



Depending on the season we can provide a variety of activities such as: bird watching, berries or mushroom picking, walking on the ice, nature photography, angling, hiking, world heritage tour, enjoying the sunset, listening to bats, singing birds... We decide what activity will be the best for you depending on weather, season and wildlife activities. Of course, we also listen to your wishes and do our outmost to fulfill them!

Season: year-round **Duration:** from 3-6 h Languages: English Participants: 4-8 persons Minimum age: 15 years

Services included: The price includes the transportation needed for the activity in question from the guest accommodation in the Vaasa area. The driving time is between 10-40 min. Simple equipment (like buckets, baskets, angling rod) needed are usually included in the price (not cameras).

Optional services: possible admissions not included in the price

Starting point: Kalle's Inn or other starting point upon agreement.

Starting time: Depending on the activity. Provider: Kvarken nature and fishing tours

Prices: Consumer rates and commission on request.

price per person for 7-8 persons

price per person for 4-6 persons, including



guide and transportation

Without transportation, i.e. the activity can be performed with the customers' car, the price per person differs.

WORLD HERITAGE TOURS FOR GROUPS

Guided tour for groups arriving with their own bus. Tour to the world heritage area including a short walk to the Saltkaret wooden tower or a four km hiking tour in the area.

Season: all year round (hiking only beginning of May to end October)

Duration: 3-5 hours, depending on walking distance

Languages: English

Participants: min. 20 persons

Minimum age: no minimum age, children with

family

Services included: Short walk to the Saltkaret wooden tower or a four km hiking tour in the area.

Starting point: At the group's accommodation (in Vaasa area).

Starting time: upon agreement

Provider: Kvarken nature and fishing tours

Price: Consumer rate and commission on request.

price per person

KVARKEN ARCHIPELAGO









Qvarken Boat Charter

We cruise in the Kvarken Archipelago World Natural Heritage area and upon request also to other destinations along the Finnish coast line, Åland Islands and Swedish Höga Kusten. Book a cruise for your company or family. Our capacity is up to 12 passengers for day cruises and overnight accommodation onboard for up to 8 passengers.

Founded: 1998 Employees: 4 Languages: English

Season: beginning of May - end of October **Types of activities offered:** animal/ bird

watching, fishing, cruises

Distances: Vaasa airport (26 km), Vaasa train station (16 km)

Transfer solutions: Transfer from/ to Vaasa's airport/ train station can be arranged.

Contact

at-charter

Qvarken Boat Charter Stig-Erik Herrgård Långkärrvägen 12 A 65760 Iskmo Tel. +358 (0) 6 3218200 (office) +358 (0) 500 166263 stig-erik.herrgard@easywash.fi info@easywash.fi www.easywash.fi/news/gvarken-bo-

QVARKEN BOAT CHARTER

DAY TRIP TO UMEÅ

Experience a day at Kvarken with destination Umeå, Sweden. The boat trip takes 3 hours, and you will be able to spend 5 hours in the city of Umeå, also known as the city of birches. After exploring the city, the boat will take you back to Vaasa region.

Season: beginning of May - end of September

Duration: 12 h **Languages:** English **Participants:** 1-12 persons

Minimum age: No minimum age, children

with family only.

Services included: required safety equipment available for all passengers; coffee/ tea with

sandwiches

Optional services: Hot meals, beverages, overnight arrangements in Umeå (hotel). Also possible to overnight on board. Note: On board, overnight accommodation for a maximum of 6 persons.

Starting point: Kalle's Inn or other starting

point upon agreement. **Starting time:** 8.00 h

Provider: Qvarken Boat Charter

Price: Consumer rate and commission on re-

auest.

price for 12 h cruise (whole boat)

CRUISE IN THE KVARKEN ARCHIPELAGO

5-6 hours cruise to the Islands of Mikkelinsaaret or Rönnskär (customers' choice) in the outer archipelago.

Season: beginning of May - end of October **Duration:** 5-6 h, depending on the route

Languages: English
Participants: 1-12 persons

Minimum age: No minimum age, children

with family only.

Services included: required safety equipment; coffee/ tea with sandwich

Optional services: hot meals and beverages upon request for additional price

Starting point: Kalle's Inn or other starting

point upon agreement. **Starting time:** upon agreement

Provider: Qvarken Boat Charter **Price:** Consumer rate and commission on re-

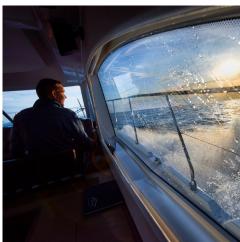
quest.

price for the whole boat









SHORT CRUISE

3 hours cruise in Korsholm and Vasa archipelago.

Season: beginning of May - end of October

Duration: 3 h Languages: English Participants: 1-12 persons

Minimum age: No minimum age, children

with family only.

Services included: required safety equip-

ment; coffee/ tea and small snacks

Optional services: Hot meals on request for

additional cost.

Starting point: Kalle's Inn or other starting

point upon agreement.

Starting time: upon agreement Provider: Qvarken Boat Charter

Price: Consumer rate and commission on re-

quest.

price for the whole boat

TAILOR-MADE CRUISES

Cruise tailor-made for the customer, from a few hours up to one week. Includes a maximum of 60 nautical miles per day.

Season: beginning of May - end of September

Duration: upon agreement Languages: English

Participants: 1-12 people if overnight ashore. 1-8 people if overnight aboard. (If all adults, only space for 6 persons overnight aboard).

Minimum age: No minimum age, children

with family only.

Services included: required safety equipment, meals and overnight stays upon agreement

Optional services: Tailor-made services, sub-

ject to availability.

Starting point: Kalle's Inn or other starting

point upon agreement.

Starting time: upon agreement Provider: Qvarken Boat Charter

Price: Consumer rate and commission on reauest.

price starting from 24 hours (including transportation only)









AWAY-Tourism

AWAY-Tourism is a company providing adventures, experiences and tailor-made programs for FIT:s and groups in the Kvarken Archipelago area. On sea, on land, on snow, on ice.

Founded: 1992 Employees: 1 Languages: English Season: year-round

Types of activities offered: shooting,

Sailling

Distances: Vaasa airport 3-60 km (depends on the location of the activity), Vaasa train station 3-60 km (depends on the location of the activity)

Transfer solutions: Pick-up from/ to Vaasa's airport and train station can be arranged.

Contact

AWAY-Tourism
Kim Kurenmaa
Gerby strandväg 365
65280 Vaasa
Tel. +358 (0) 50 553 2338
kim@away.fi
www.away.fi
facebook.com/AWAYToursim

AWAY-TOURISM

ACTIVITY AT THE SHOOTING RANGE

Shooting is an excellent way to forget the every-day "musts". Each performance requires total concentration and a pinch of luck. This activity is safe, and an excellent way to learn how to handle firearms and shooting as a hobby. It's also challenging enough even for the experienced ones.

Season: year-round. Duration: from 90 min. Languages: English. Participants: 1-10 pers. Minimum age: 18 years.

Services included: firearms, ammunition and safety equipment.

Starting point: Kalle's Inn or other starting point upon agreement.

Starting time: upon agreement, during daylight **Provider:** AWAY-Tourism

Price: Consumer rate and commission on request. basic price + price per person

ON THE ROX

The experience for those who have a wish to combine an extreme event with learning something new. Come as you are, get dressed into a survival suit and experience the feeling when the ice gives away under your feet, a feeling you won't forget in the first place. A fun, safe, and unforgettable morning or afternoon on the ice, aboard a boat or straight from the beach. If there is water (and preferable thin ice), we'll fix the rest!

Season: October-May. Duration: from 60 min.

Languages: English. Participants: 2-24 pers. Minimum body size: a min. height of 150 cm is recommended. Services included: survival suite, socks, mid layer pants and top

Starting point: Kalle's Inn or other starting point upon agreement.

Starting time: during daylight Provider: AWAY-Tourism

Price: Consumer rate and commission on request. basic price + price per suit

SAILING

Experience the beautiful outer archipelago from the deck of a sailing boat. This is the perfect way to enjoy the nature with only the wind as your companion. Our experienced crew will take you on an unforgettable journey through the world natural heritage of Kvarken. We offer you top quality experiences tailored to your needs and your schedule, starting from 3 hours.

Season: late May - end of September **Duration:** 3-8 h. **Languages:** English.

Participants: 1-12 pers.

Services included: safety equipment and foul weather clothes; coffee/ tea and non-alcoholic beverages. **Starting point:** Kalle's Inn or other starting point upon agreement.

Starting time: any time **Provider:** AWAY-Tourism

Price: Consumer rate and commission on request. price per group



VAASA

The Vaasa region offers unforgettable experiences both on land and at sea. Vaasa is a city full of the genuine atmosphere of a seaside town, combined with countless events and great shopping. Explore the magnificent Kvarken archipelago on an unforgettable cruise or a hike along beautiful nature trails. The Vaasa region also has a fascinating history that you can see and admire even today from many different perspectives.

It's a place where history meets the present, culture meets nature and malls meet the Market Hall. The tree-lined avenues, large parks and unique archipelago create an atmosphere you won't find anywhere else. Vaasa smells of the sea, sounds young, looks international and draws strength from vitality. Vaasa is a growing and ever developing centre of the region's trade, business life and leisure.

UNFORGETTABLE EXPERIENCES

The Vaasa region hosts countless events for every taste and for every season. Fill your calendar with a variety of concerts, festivals, traditional events, market fairs, sports events and much, much more.

The annual chamber music festival and Choir Festival are known world-wide for their quality.

FASCINATING HISTORY ALL AROUND OSTROBOTHNIA

Friends of history will find many incredible attractions here, as there are sights for every taste, from old ruins and meteor craters to traditional museums and churches. The historical sights, brimming with the dignity brought by time, will make you feel like you're traveling back in time to another century. You can explore the everyday lives of fishermen in days gone by, while walking along piers flanked by old red-painted wooden boathouses.

SHOPPING AT RETAIL CENTRES AND TRADITIONAL MARKET FAIRS

The city centre is full of interesting shops, both well-known chain stores, trendy interior design shops, atmospheric boutiques and the traditional Market Hall.





Number of hotels: 7 Capacity: 2000 beds

Hiking trails: more than 200 km

Winter activities: Tailor-made activities for groups, outdoor activities subject to weather conditions (i.e. if snow and ice). Main focus on cultural experience.

Summer activities: Cruises, hiking, bus tours to the World Natural Heritage including guides and hiking. Tailor-made program. Weekly summer program available.

Airport: Vaasa (ca. 11 km)

Flight connections: Finnair up to five times/ day connection to Helsinki SAS, up to four times/ day connection to Stockholm.

Flight distances: 1 hour flight to Helsinki, 1 hour to Stockholm

Transfer options: Taxi, rental car. Contact and information here: www.finavia.fi/en/vaasa/parking

Train station: Vaasa

Contact

Visit Vaasa
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