

# TOGETHER WE BOOST RURAL GROWTH AND INNOVATIVENESS OF SME'S

## RURAL GROWTH SAVONLINNA

### Renaissance Week *Renaissance Week, Medina del Campo, Spain*

The event portrays a good model for joining all local actors- businesses, officials and people – together to create content for an event. The Savonlinna medieval society is exploring the model in order to create a medieval event with other local actors.

### Video mapping

#### *Mapping Me! –event, Medina del Campo, Spain*

An event utilizing darkness, historical walls and modern light technology is fully transferrable to Savonlinna. A video mapping –project is launched and the first video mapping event is planned to be held in 2019.

### Cycling

#### *Guided cycling, Po Delta, Italy*

Bicycle rent and routes are complemented with guided trips on easy routes. This makes nature experiences accessible to people needing encouragement to explore. Urbanization changes peoples' relationship with nature, and new ways to gain exposure and experiences are needed. In Finland this means appreciating "mundane" nature experiences such as watching common wild animals or picking berries.

### Crater lake

#### *Lake Santa Ana – Crater lake, Harghita, Romania*

A unique geological feature with a nature reserve around it is being developed into an ecological travel destination for the needs of Central- and East European nature tourism. Recognizing the needs of modern European nature tourist will increase tourism in Finland, too, and a European tourism network of crater lakes is being established.

Lake Saimaa  
Purest Finland  
- Quality of life  
in hospitable,  
creative region.

### Wine Route

#### *Rueda Wine Route, Medina del Campo, Spain*

Wineries join their forces to attract more visitors. The wine producers do not compete each other, but support each other in getting more tourists to a region other vice not very attractive to visitors. Cooperation between small businesses is being developed in order to make the product volumes large enough to make the region interesting.

### Slow tourism

#### *Slow Spring 2018 –slow tourism weeks, Po Delta, Italia*

Services and events designed for slow tourism, with the intention of making the tourists stop in a region without famous landmarks. Slow tourism as a growing trend is taken note of in Finland, too, and products to meet its requirements are being designed.