



FROM IDEA TO IMPACT

Light in the Dark

Interreg
Baltic Sea Region



Co-funded by
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RESILIENT ECONOMIES AND COMMUNITIES

Light in the Dark



The challenge

Seasonality

Untapped off-season potential

Traveller demand shifting



Our approach

Research

Development model

Pilots

Key findings (Challenge inventory)

- The current brand of the destination is focusing on the traditional summer season
- Low profitability, customer demand and finding and retaining staff
- Accessibility for tourists
- Difficulties in entering international tourism markets
- The majority is willing to prolong the season and invest time and effort

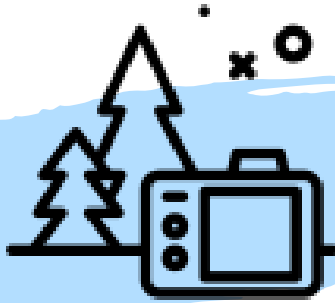


Key findings (Visitor survey)

MOST POPULAR ACTIVITIES



Hiking / Nature walks
(80.6%)



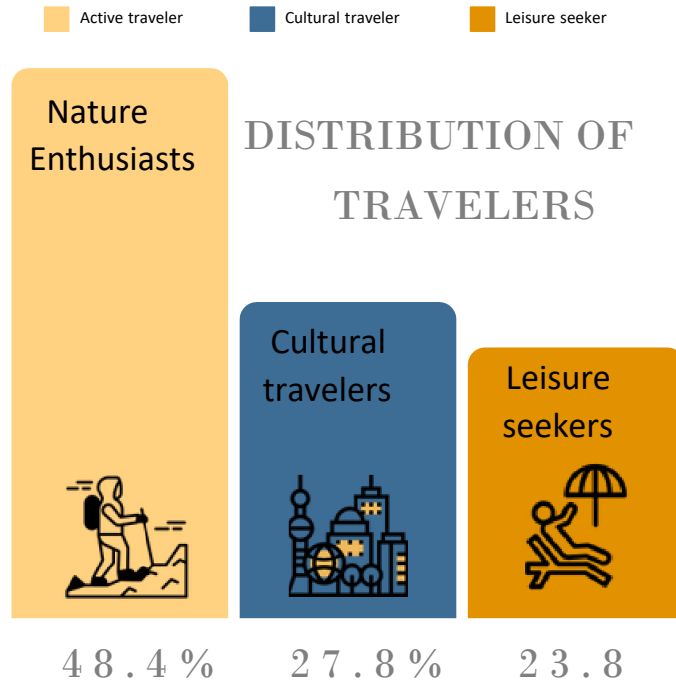
Nature photography
(77.3 %)



Sauna bathing (76.8%)



Key findings (Visitor survey)



Key findings (Visitor survey)

- **Leisure seekers:** Predominantly middle-aged, seeking relaxation and a feel-good experience in nature. They prefer shorter trips and are more likely to engage in activities like hiking and nature walks.
- **Cultural Travelers:** Generally older, with a strong interest in engaging with local lifestyles and cultural experiences. They value social and cultural engagement highly and prefer urban settings, reflecting a higher demand for accessibility.
- **Nature Enthusiasts:** Tend to be younger and are more inclined towards adventurous activities in nature. They are more likely to travel during the holiday season, spend more each day, and be more willing to pay for their experiences.





Pilot learnings

Weather is not the barrier

Preparation and atmosphere matter

Storytelling transforms darkness



Project outputs

Handbook

Toolkits

Media bank

AI tool (coming)



Why DMOs matter

Coordination

Capacity Building

Communication



What's Next

Workshops

Training

Implementation support

Light in the Dark DMO/BSO/SME Training & Dissemination

HOST REGION

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The
Baltic Sea
Region





Thank You

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