



# OPPORTUNITIES FOR FOOD TOURISM IN THE BALTIC SEA REGION

From Local Flavours to Global Visibility

# MAPPING EUROPE AS A FOOD DESTINATION

- Classic cuisines and Mediterranean Region dominates
- Baltic Sea Region still under the radar



In cooperation



# WHY THE BALTIC SEA REGION?

- Climate change shifts travel patterns, responsible offering needed
- Demand for meaningful experiences
- The power of storytelling



In cooperation



# STRONG SENSE OF PLACE

- Baltic Sea as a regional identity
- Common customs, artisanal skills
- Mix of culinary influences and modern cuisine



In cooperation



# FROM COUNTRY-SPECIFIC ACTIONS TO JOINT MARKETING

- Harnessing the potential of shared visibility
- Communicating the diversity
- More attractive also to domestic and nearby markets



In cooperation



# OPPORTUNITIES FOR COLLABORATION AND GROWTH

- A common identity effectively draws attention to the region
- Need for storytelling and strong visuals
- Cross-border possibilities, culinary routes



In cooperation



# BUILDING ON PROJECTS

- Regional, national and cross-border actions
- Baltic Sea Culinary Routes
- BASCIL
- Bothnian Coastal Route
- Long-term collaboration needed



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## Baltic Sea Region's Food Tourism Developers

- Private LinkedIn group
- For professionals
- Neutral, non-profit community
- Network, share, collaborate

<https://www.linkedin.com/groups/14620603/>

# ARE YOU OUR NEXT SPEAKER?

## NEED MORE INFORMATION?

Anna Rinteinen

+358 43 827 3703

[anna.rinteinen@mkn.fi](mailto:anna.rinteinen@mkn.fi)

<https://www.linkedin.com/in/annarinteinen/>



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