



From guesthouse to guesthouse cooperation

Online Thematic Workshop, 21 September 2021

Tiina Hyvärinen
Project funding specialist
Regional Council of North Karelia
Destination SMEs



**Interreg
Europe**



European Union | European Regional Development Fund

Cooperation of guesthouses



- Four guesthouses in North Karelia, Finland, collaborate in marketing, product design and trail maintenance.
- Product family includes guided nature tours with a local twist
 - E.g. biking, cross-country skiing, canoeing and cuisine tours.
 - Full board, 1 night in each guesthouse
- Collaboration based on **trust and similar values**: sustainability and Karelian culture.



Cooperation of guesthouses



- Results
 - Improved competitiveness and access to bigger customer markets
 - Increase in visitor numbers
 - New innovative products: Sauna tour, tour with huskies, silent moments at guesthouses
 - Several awards & diplomas
- Timing: long-term, since 1998
- Budget: SMEs' own resources
- Responsible organization:
 - Äksyt Ämmät Ltd.
 - Guesthouses: Majatalo Pihlajapuu, Männikkölän pirtti, Puukarin pysäkki & Laitalan lomat.





Thank you!

More information: <https://aksytammat.fi/en>

Tiina Hyvärinen

Project funding specialist

Regional Council of North Karelia

tiina.hyvarinen@pohjois-karjala.fi



**Interreg
Europe**



European Union | European Regional Development Fund