

The background of the slide features a sunset over a body of water. In the foreground, the silhouettes of two musicians are visible. On the left, a violinist stands holding a violin and bow. On the right, a cellist stands on a stool, holding a cello. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon, which is reflected in the water.

**Cultural Routes & Culture tourism**  
**Stimulating local business and economy**

**Destination Finland**

**Sibiu 3.10.2019**

**Susanna Markkola, Culture Finland Program**  
**Visit Finland/Business Finland Oy**

# Culture Finland

- culture tourism development program

Visit Finland promotes Finland as a tourism destination

## Funding

- Ministry of Education and Culture
- Ministry of Economic Affairs and Employment





# Challenges of culture tourism

The background of the slide features four dancers in black attire performing a contemporary dance in a studio. The studio has a blue floor and several vertical black poles. The dancers are captured in various dynamic poses, with arms and legs extended, creating a sense of movement and energy.

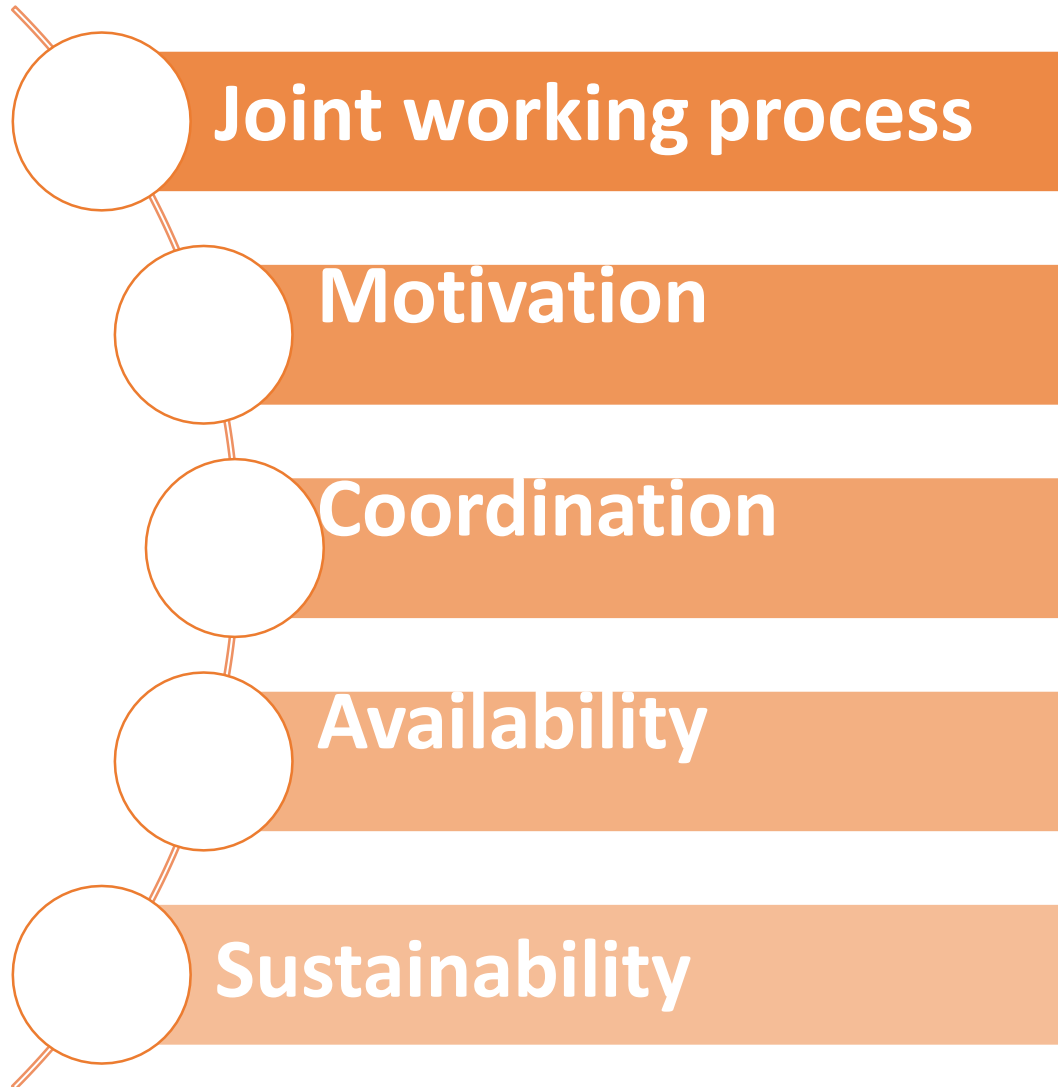
Development is **SLOW!**

**HOW** to do it? – Cooperation

**WHAT** kind of experiences? – Product development

**WHERE** to be found? - Distribution channels

# The answer is... CULTURAL ROUTES?





# Challenges of Cultural Routes in Finland

Regional  
development

Administration

Funding

Long  
distances