What is a destination?

Thomas Hjelm, Destination Utö
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In 2013 we asked some questions…
What are we?
What are we?

Why do people visit Utö?
How do we make the visit unforgettable?

What are we?

Why do people visit Utö?
Why do people visit Utö?

A journey through time
To answer this, we had to go back in time. Way back in time.
Utö was created as two gigantic tectonic plates collided.
There she rested at the sea bed for millions of years until... The Ice Age.
As the ice melted and the landmasses started rising, Utö emerged from the Baltic Sea.
The crash of the tectonic plates had created a unique geology on the island.
The ice had formed and shaped the rock bed.
With time, the island was covered by forest.
And then, of course, there was water.
Theme 1:

A chain of events had given the island a beautiful and unique nature.
Nature.
The first settlers arrived more than 1500 years ago.
Iron ore was discovered on the island 1000 years ago. The first mines were soon set up.
The many wars with Russia left their marks on the island.
But the island rose from the ashes (literally).
Theme 2:

By the 20th century, the island’s **culture** was blooming.
Culture.
At this time, two men came to play important parts in Utö's history.
“Nature. Culture… I can work with that!”
For 100 years, Utö kept developing as a destination in E.W. Lewin’s spirit. Focusing on **nature** and **culture**.
Then something happened.
THE JOURNEY CONTINUES
Theme 3:

Suddenly, Utö was associated with exercise.
Exercise.
This is why people visit Utö!
Making the visit unforgettable
Building for the future with Turistkronan
How can we support our themes?
Let’s look at some examples
Transportation

- Getting to and from the island was easy
- Possible to see the vicinity
- Ground transport close to non-existent
Culture and Services
- Payment systems didn’t work
- Roaming costs for international visitors
- Streaming media overloaded systems
Sweden’s largest Wi-Fi area

Culture and Services
- Payment systems didn’t work
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Summary
14 businesses working together

Projects to date
A clear marketing strategy
Outdoor gym
Hiking trails
Bus line
WiFi area
Building a destination takes time
Utilize your natural themes, don’t try to “shoehorn”
Your themes are not enough. Make the visit unforgettable.
Collaboration is everything.
Thank you!

Questions?