

What is a destination?

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Utö



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?



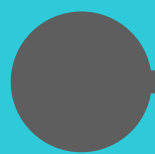
Why do people visit Utö?

A journey through time



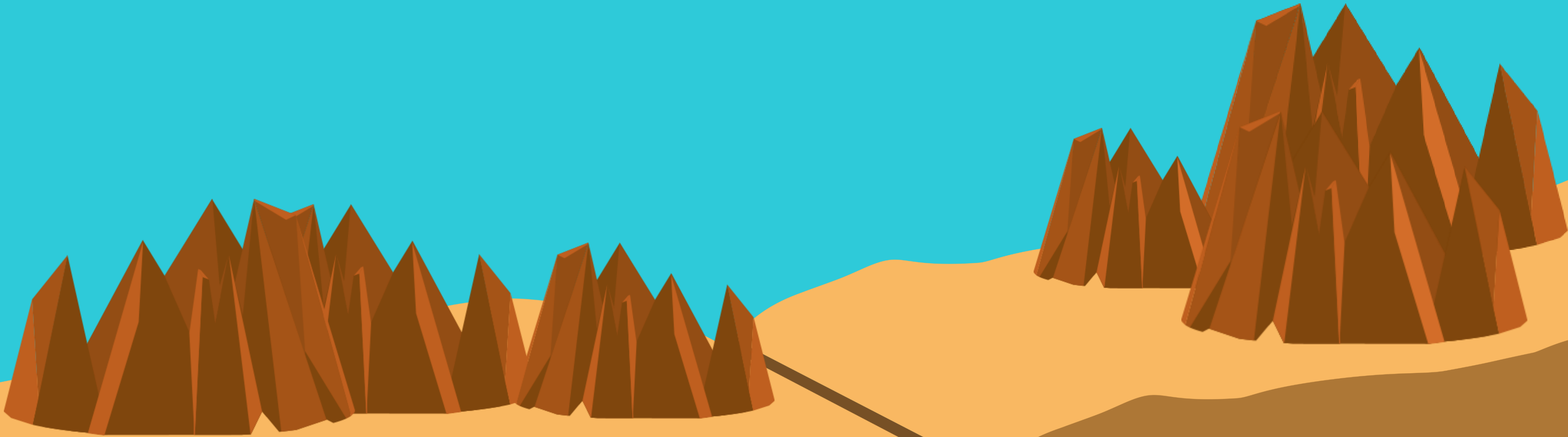
To answer this, we had to go back in time. Way back in time.





300 million years ago

Utö was created as two
gigantic tectonic plates collided.





300 million years ago

There she rested at the sea bed
for millions of years until...The Ice Age.





10,000 years ago

7,000 years ago

As the ice melted and the landmasses started rising,
Utö emerged from the Baltic Sea

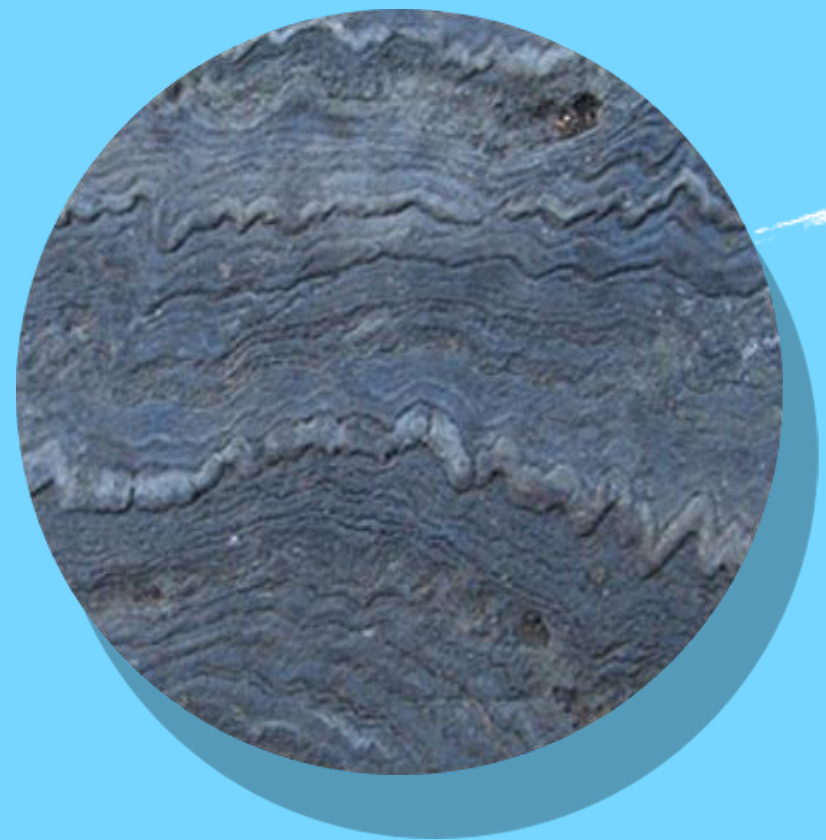




10,000 years ago

7,000 years ago

The crash of the tectonic plates had created a unique geology on the island.



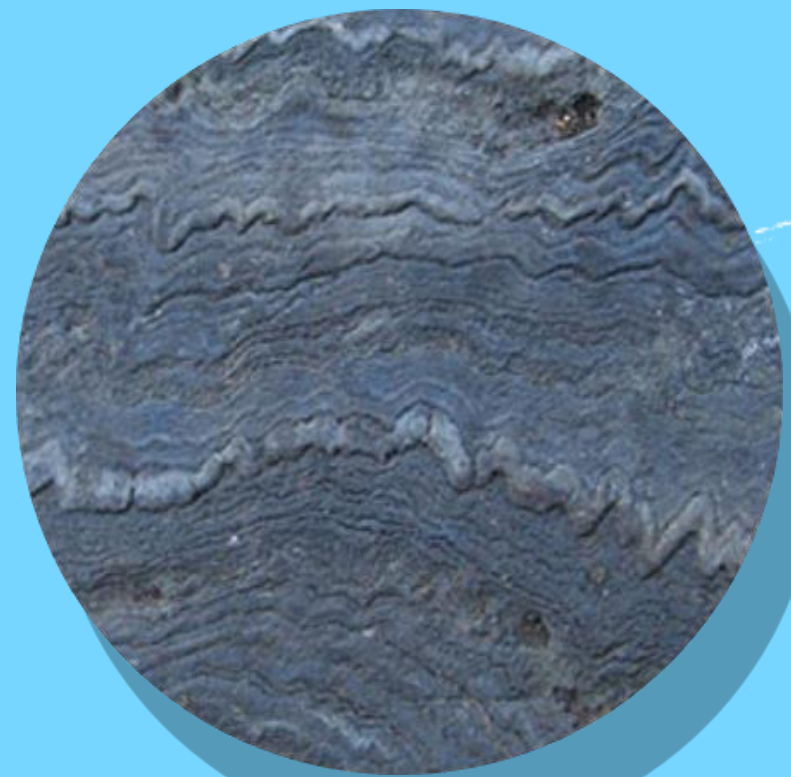


The ice had formed
and shaped the rock bed.



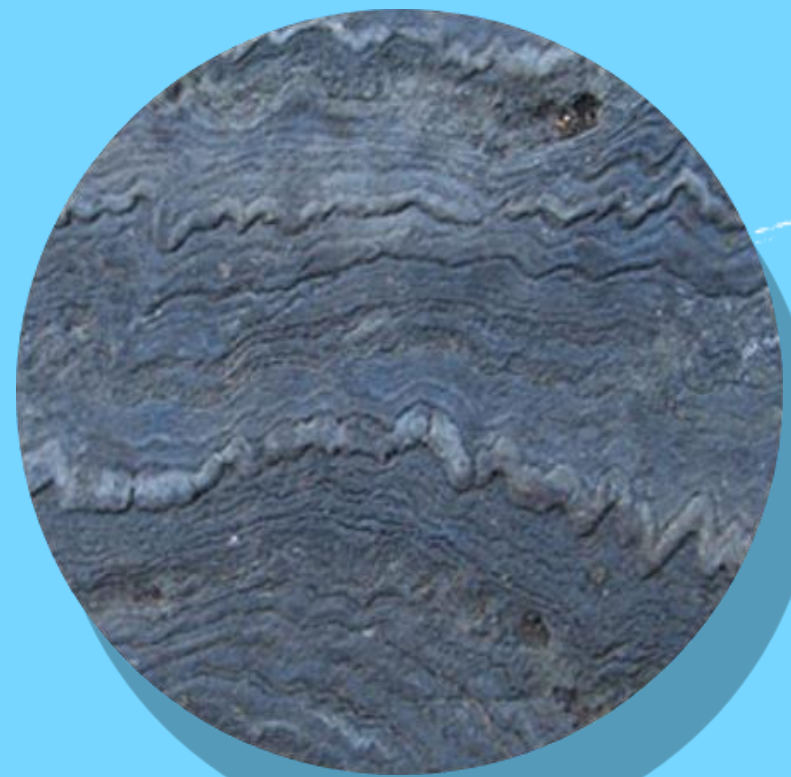


With time, the island was covered by forest.





And then, of course,
there was water.



Nature.



,000 years ago

1,500 years ago

1,000 years ago

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.



20th century

2013

“Plank-Anders”



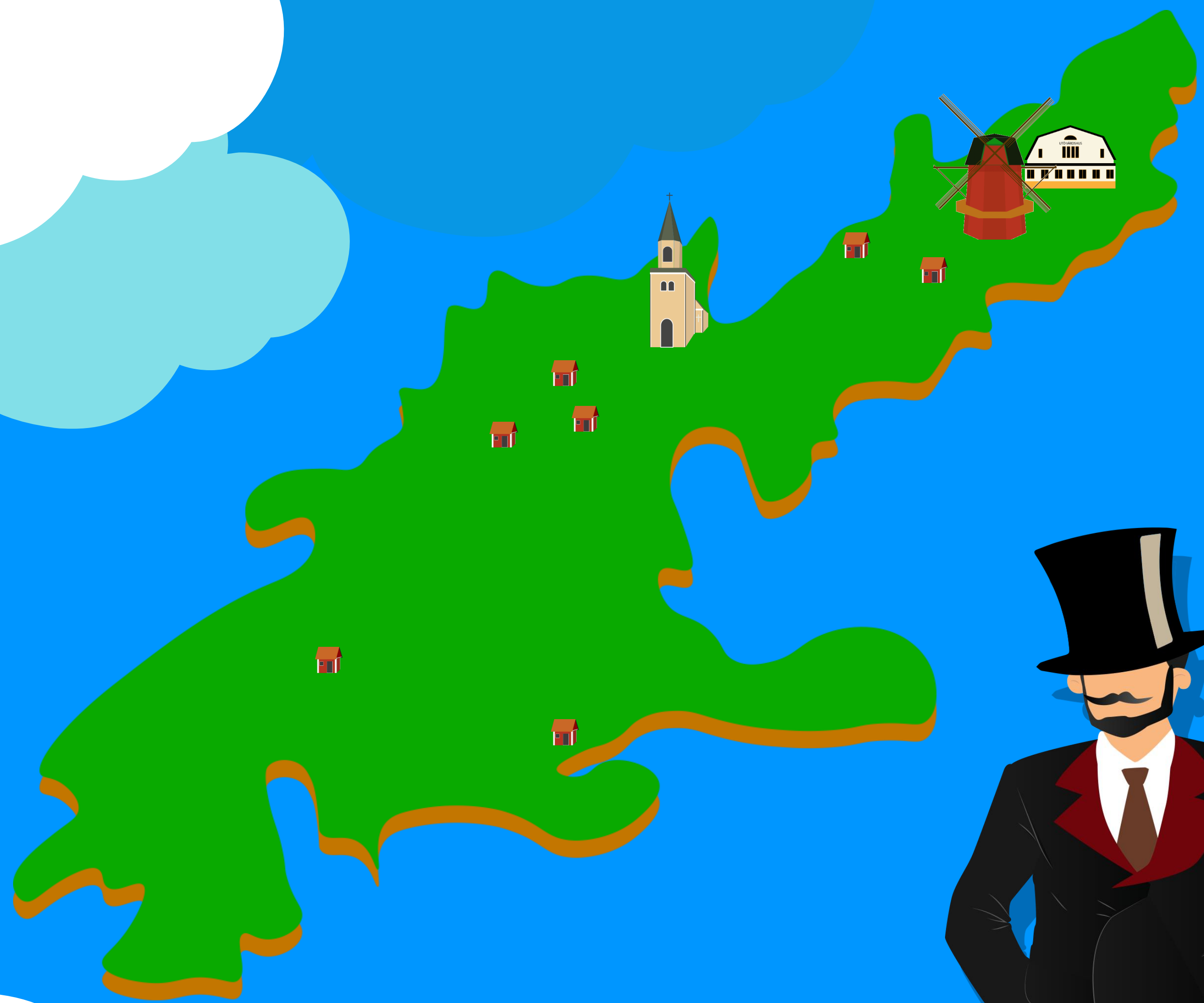


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2013

VÅR



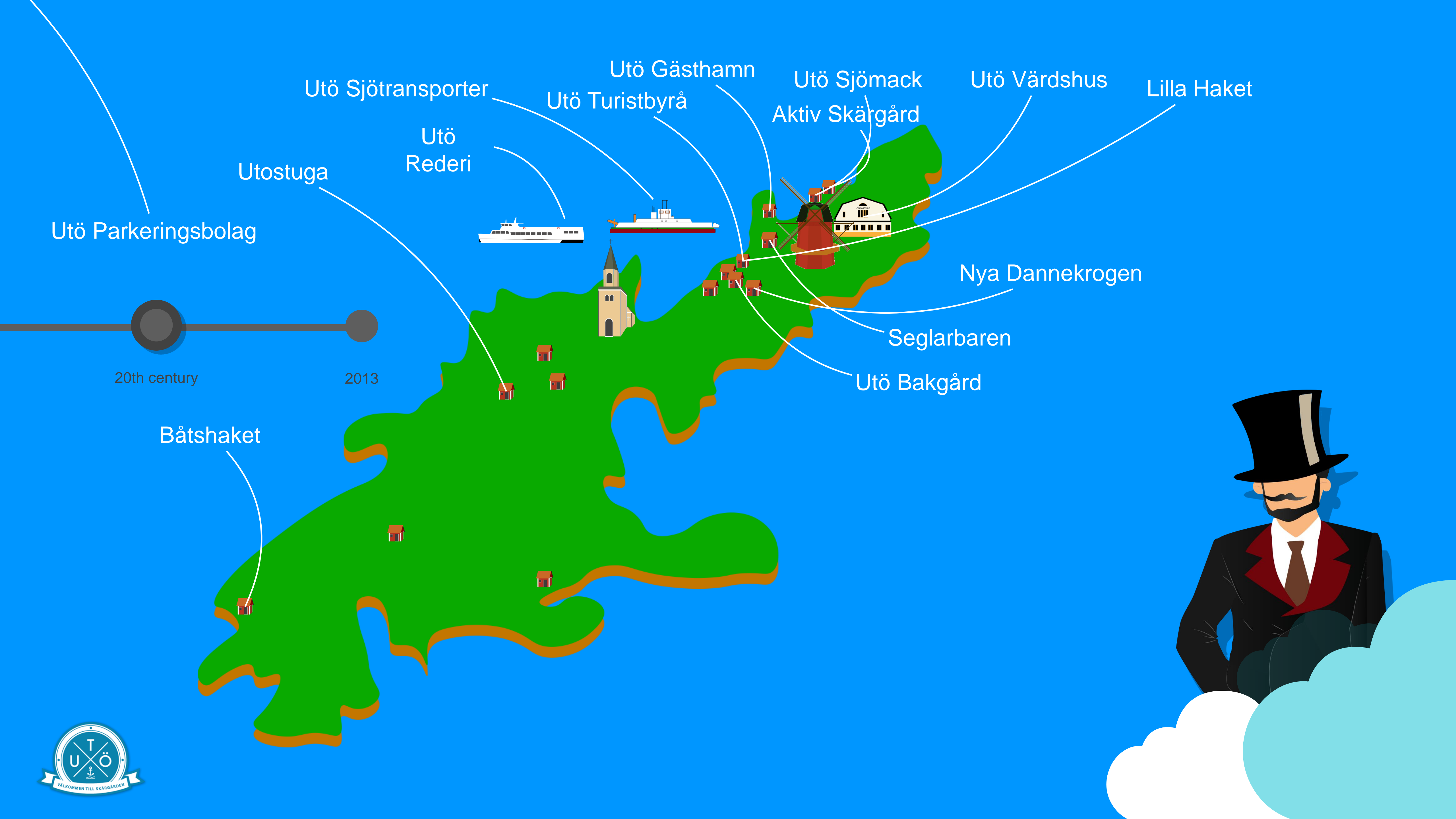


*“Nature.
Culture... I can work
with that!”*



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**.



This is why people visit Utö!



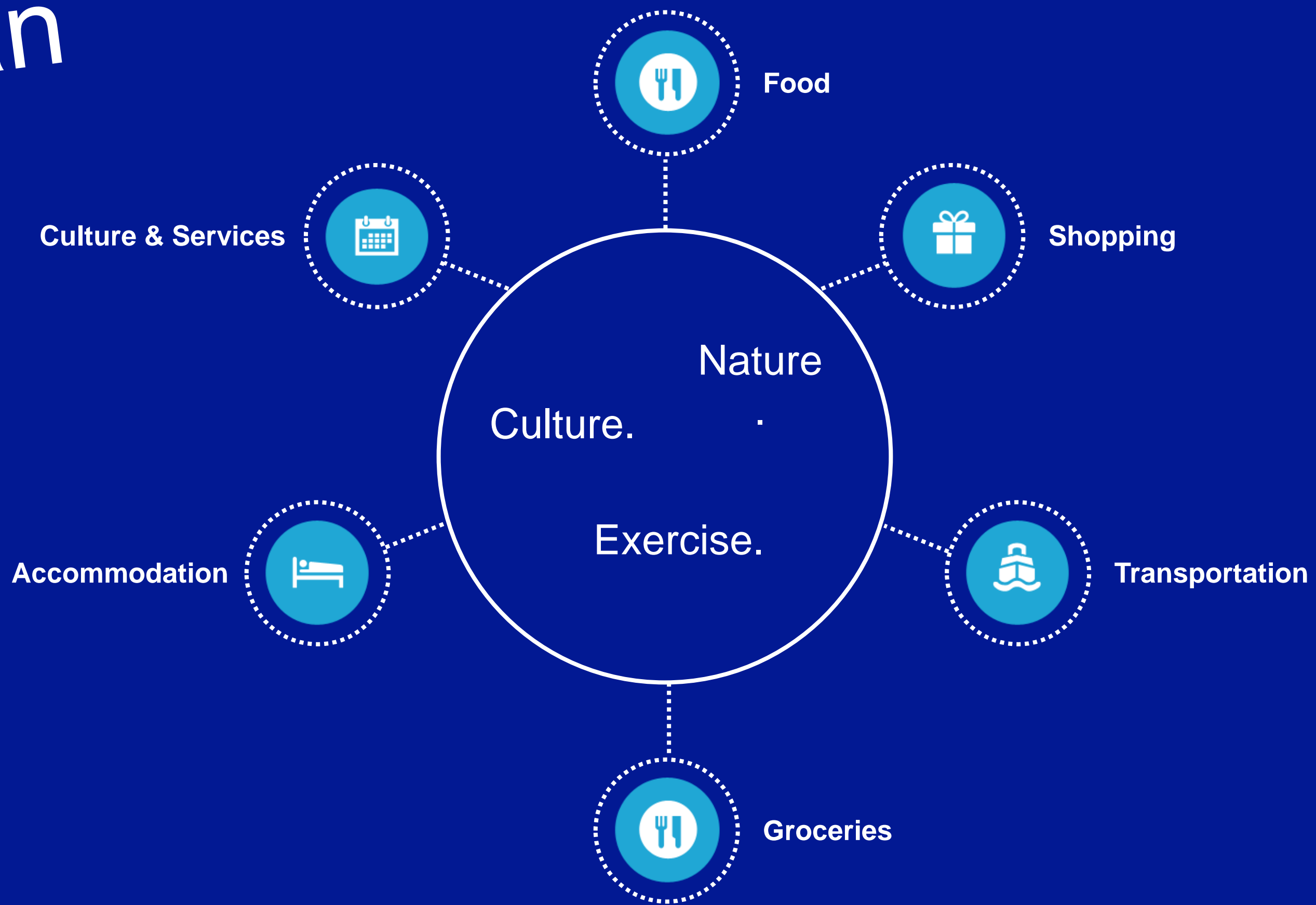
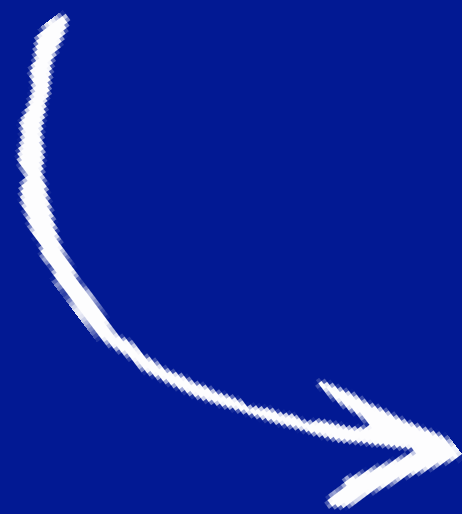
Making the visit unforgettable

Building for the future with **Turistkronan**

How can we support our themes?

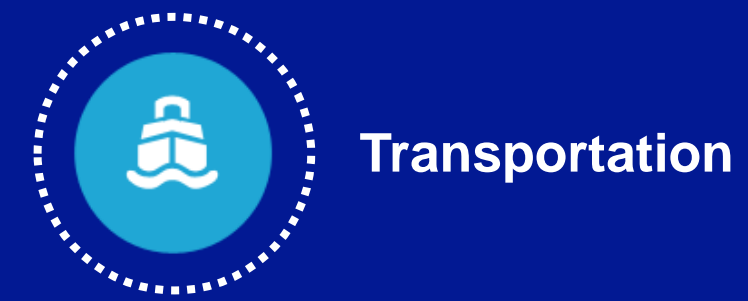


Turistkronan



Let's look at some examples

n





Utö Gästhamn

Aktiv skärgård

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

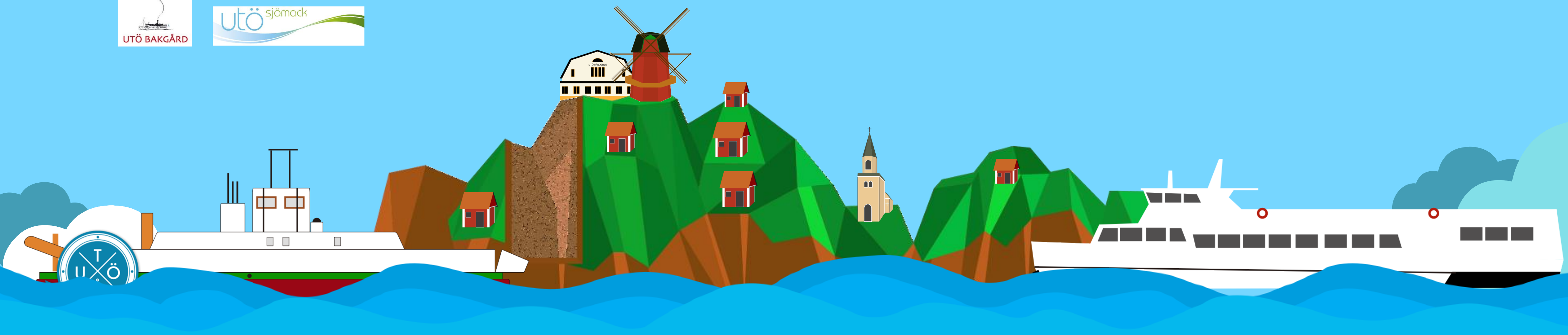
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14 businesses working together



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?

