

## PROGRAM

### BALTIC SEA TOURISM FORUM – BSTF2024

4.–5.6.2024

Hotel Lasaretti, Kasarmintie 13b, Oulu

#### 4.6.2024 Day 1

*Themes: Cultural and Culinary Tourism*

*Moderator: Simo Kekäläinen, Pretty Good Hosts*

10.30 – 12.00	Registration, lunch, and networking
12.00 – 12.15	Opening <b>Helena Tuuri</b> , Ambassador / Ministry of Foreign Affairs for Finland
12.15 – 12.30	Welcoming words <b>Jussi Rämetsä</b> , Region Mayor, Council of Oulu region Vice Marshall of Pomorskie Region, TBC
12.30 – 13.00	Keynote on Cultural Tourism Speaker TBC
13.00 – 13.30	Keynote on Culinary Tourism <b>Erik Wolf</b> , Founder & Executive Director, World Food Travel Association
13.30 – 13.50	Insights from the Latest Research on Gastronomy Tourism <b>Dr. Darius Liutikas</b> , Senior Scientific Researcher, Lithuanian Centre for Social Sciences
13.50 – 14.40	Coffee and networking
14.40 – 14.50	Navigating Post-Pandemic Recovery: Data-Driven Support for Nordic-Baltic DMOs <b>Johanna Elvinsson</b> , Vice President, Head of Strategy, Mastercard Nordics & Baltics
14.50 – 15.40	Project presentations <a href="#">Cultural Pearls-project</a> : <b>Felix Schartner Giertta</b> , Project Coordinator, Council of Baltic Sea States Secretariat <a href="#">Light in the Dark-project</a> : <b>James Simpson</b> , Project Manager, Novia University of Applied Sciences <a href="#">Bike Across Baltic-project</a> : <b>Heidi Heikkilä</b> , Project Manager, Turku University of Applied Sciences <a href="#">Bothnian Coastal Route-project</a> : <b>Sari Kasvi</b> , Project Manager, Business Oulu <a href="#">Beach-SOS-project</a> : <b>David Cabana</b> , Project Manager, Climate Service Center Germany (GERICS)

15.40 – 15.50	Development of green tourism in Ukraine <b>Sophia Melnyk, representative of the Basin Department of water resources of Zakhidnyi Buh and Sian Rivers. Member of the NGO Vruna.</b>
15.50 – 16.20	Introducing Oulu the European Capital of Culture 2026 and tourism development <b>Yrjötäpio "Y.t." Kivisaari, President &amp; CEO, Visit Oulu</b> <b>Samu Forsblom, Programme Director, Oulu2026 European Capital of Culture</b>
16.20 – 16.30	Summary of the day
16.30 – 17.00	Free time
17.00 – 18.00	Guided walking tour through Oulu City center
18.00 – 19.00	Free time
19.00	Evening reception hosted by the City of Oulu

## 5.6.2024 Day 2

*Themes: Cycling and Coastal tourism*

*Moderator: Simo Kekäläinen, Pretty Good Hosts*

9.00 – 9.15	Opening <b>Kristiina Hietasaari, Senior Director, Visit Finland</b>
9.15 – 9.45	Keynote on Cycling Tourism <b>Jill Warren, CEO, European Cyclists' Federation</b>
9.45 – 10.35	Presentations on Cycling tourism in the Baltic Sea Region  Speakers: <b>Heli Laukkanen, Special Project Coordinator, Bikeland – The Finnish Center for Cycling Tourism</b> <b>Jesper Poerksen, Director, Danish Cycling Tourism</b> <b>Bożena Małyarczyk, Representative from Poland By Locals</b>
10.35 – 11.10	Coffee break and networking
11.10 – 11.40	Keynote on coastal Tourism <b>Klaus Bondam, Director, Cruise Baltic</b>
11.40 – 12.45	Presentations on Coastal tourism in the Baltic Sea Region  Speakers: <b>Ryan Jenkins, Managing Director, DenEesti Group</b> <b>Janne Anttila, Managing Director, Kalajoen Hiekkasärkät Oy</b>

Information on the 3rd speaker coming soon

12.45– 13.00

Closing words and invitation to the BSTF2025

**Marta Chelkowska**, Director of Tourism Department, Pomorskie Region

13.00 – 14.00

Lunch

**The event schedule is subject to change.**

**The event is conducted in English.**