



INTERNATIONAL CULTURE SEMINAR WED 5.11.2025 2:00-4:00 PM (UTC+2)





Heli Tommiska

LAG SILMU, The story of Nordic Manors - Time to continue

Implementation area and time

WWW.SILMU.INFO

SILMU operates in nine municipalities in eastern Uusimaa
Leader Brasla, Latvia
21.1.2024 - 31.12.2026



Objectives & activities

1. Identifying the need to develop tourism services
2. Productization of tourism services
3. Developing the marketing and accessibility of services
4. Developing international cooperation and creating new network
5. Increasing responsibility and sustainable development

- Needs assessment
- Manor-specific meetings
- Workshops
- New service packages
- Manor tours in the region and surrounding areas

- Introductory visits to Latvia
- Latvian visits to Finland
- Presentation trailer
- Electronic guide to the manors



Tales from the Past – Future Tourism Services

Workshops



- Presentation of the Manor with coffee
- 15-20 min introduction to the theme of the workshop
- Participatory workshop

The target was for participants to gain as much benefit as possible for their own development work on their own Manors.

After the workshops, the organizer compiled a summary of the results, which was delivered to SILMU.

Themes selected based on a survey in Autumn 2024

- Service and productization 27.11.2024 (Ideal Digi Oy, Taneli Katila)
- Storytelling 23.1.2025 (Tarinakone/NiceGroup)
- Trends in tourism marketing and an international perspective 10.2.2025 (Tarinakone/NiceGroup)
- Marketing channels and social media 6.3.2025 (Ideal Digi Oy, Taneli Katila)
- Sustainable tourism trends 24.3.2025 (Ideal Digi Oy, Taneli Katila)



Study tour to Latvia and Estonia 11.-14.9.



- Linda Vizuma, Manager of Cesvaine Castle, Latvian Castles and Manors Association
- Toms Treimanis, Valmiera Manor Network's Experience
- Jaanus Kiili, head of the Estonia Manors Association
- Visits to several manors in Latvia and Estonia



KARTANOKULTTUURIA
KREIVIN AIKAAN

MATKA KARTANOIDEN
MAAILMAAN
VIROON JA LATVIAAN

11.-14.9.2025

MATKAN AIKANA TUTUSTUMME LATVIAN JA VIRON
LINNA- JA KARTANOKOhteisiin SEKÄ KUULEMME
MOLEMPIEN MAIDEN KARTANOYHDISTYSTEN
HYVIÄ KÄYTÄNTÖJÄ

YÖPYMINEN LATVIASSA: BIRINI CASTLE HOTEL
YÖPYMINEN VIROSSA: PARK INN RADISSON CENTRAL

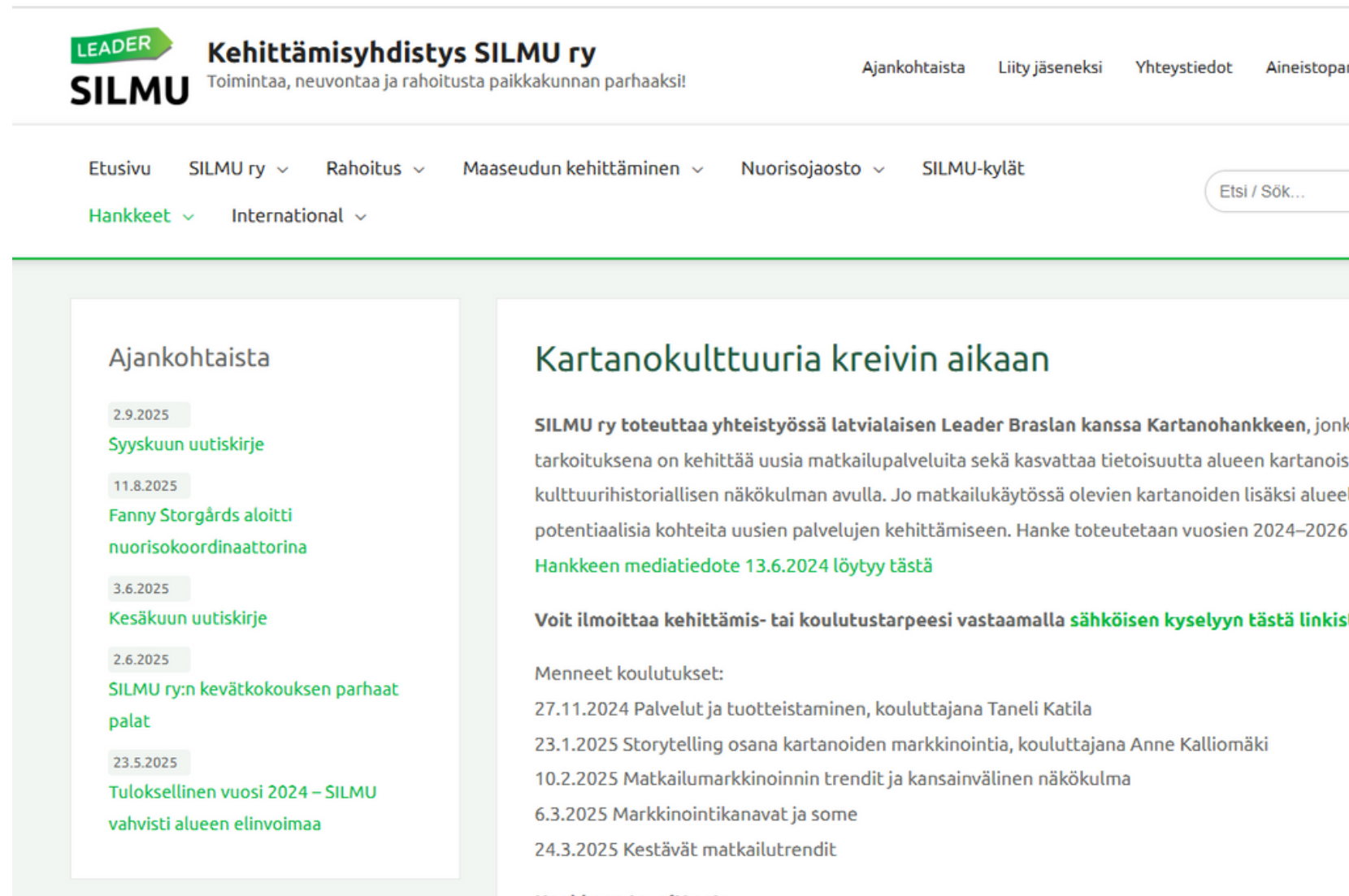
HINTA 200 €

HINTA SISÄLTÄÄ:
MAJOITUS, KULJETUS, HOTELLIAAMIAISET, BRUNSSI LAIVALLA.
MAJOITUS 2 HENGEN HUONEISSA
(IHH LISÄMAKSUSTA + 145 EUR)

ILMOITTAUTUMISET **15.6.** MENNESSÄ TÄMÄN LINKIN KAUTTA
RETKI JÄRJESTETÄÄN, JOS OSALLISTUJAMÄÄRÄ
ON VÄHINTÄÄN 12 HENKEÄ. RETKELLE MAHTUU 20 HENKEÄ.
LISÄTIETOJA: HELI TOMMISKA PUH. 040 569 0068

Communication

- Website
- Brochyr
- Events
- Facebook

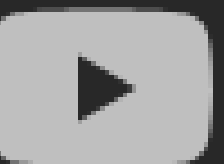




[Watch video on YouTube](#)

Error 153

Video player configuration error





THANK YOU!

For your attention!