

Show me where the money is in the countryside!

Rurala Ösel April 2018 "The Vibrant Rural North"



 Landsbygds-
nätverket 2020
– samverkan för utveckling



 Dalagård

<https://www.youtube.com/watch?v=C6671CL5fFg>

<https://visitsweden.com/freedomtoroam/>

I was born in a sauna in Finland...



Leif Öster

- Born 1956 in Helsinki
- Live in the forest two hours north of Stockholm
- Worked 25 years with forestry and tourism
- Member of "Visit Dalarna" and the Swedish Government's project : "A National Forest Program"
- Since 2010 own and manage Dalagård, an eco-tourism retreat for conferences

Our case is typical!

29 years ago we bought
a farm with 600 hectare forest and
100 hectare agriculture land.

We bought it for 200.000 Euro.
Today the price is 6 times higher!

And the cost of living is also much
higher. But the income from the our
farm is the same as 1990!

So we have a problem here!

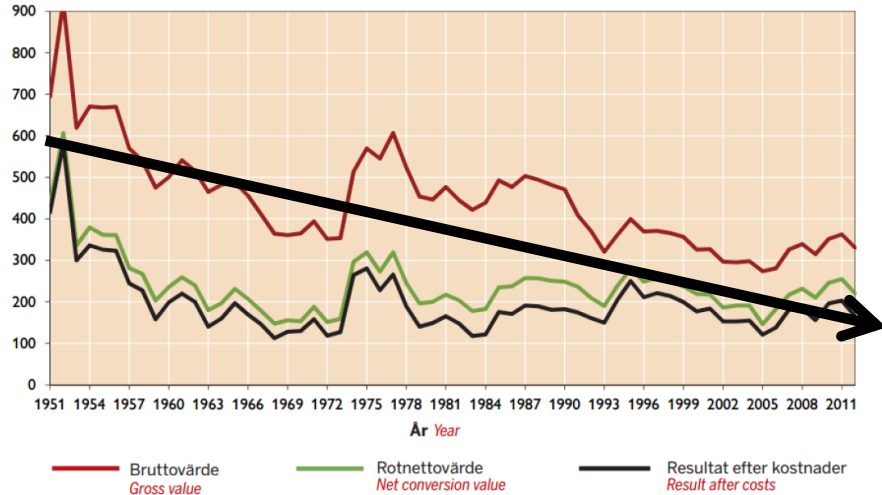
What to do getting an income?



.....and this is not a good combination!

AVVERKNINGARNAS BRUTTO – ROTTNETTO VÄRDEN I 2012 PRISER

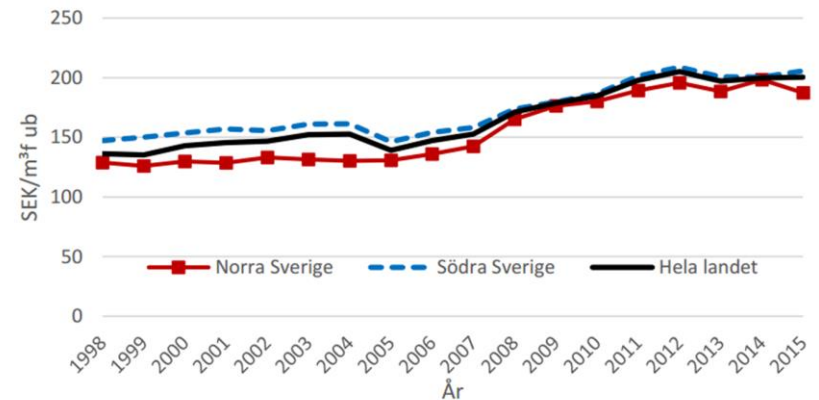
Kr/m³f pb SEK/Cubic metre solid volume including bark



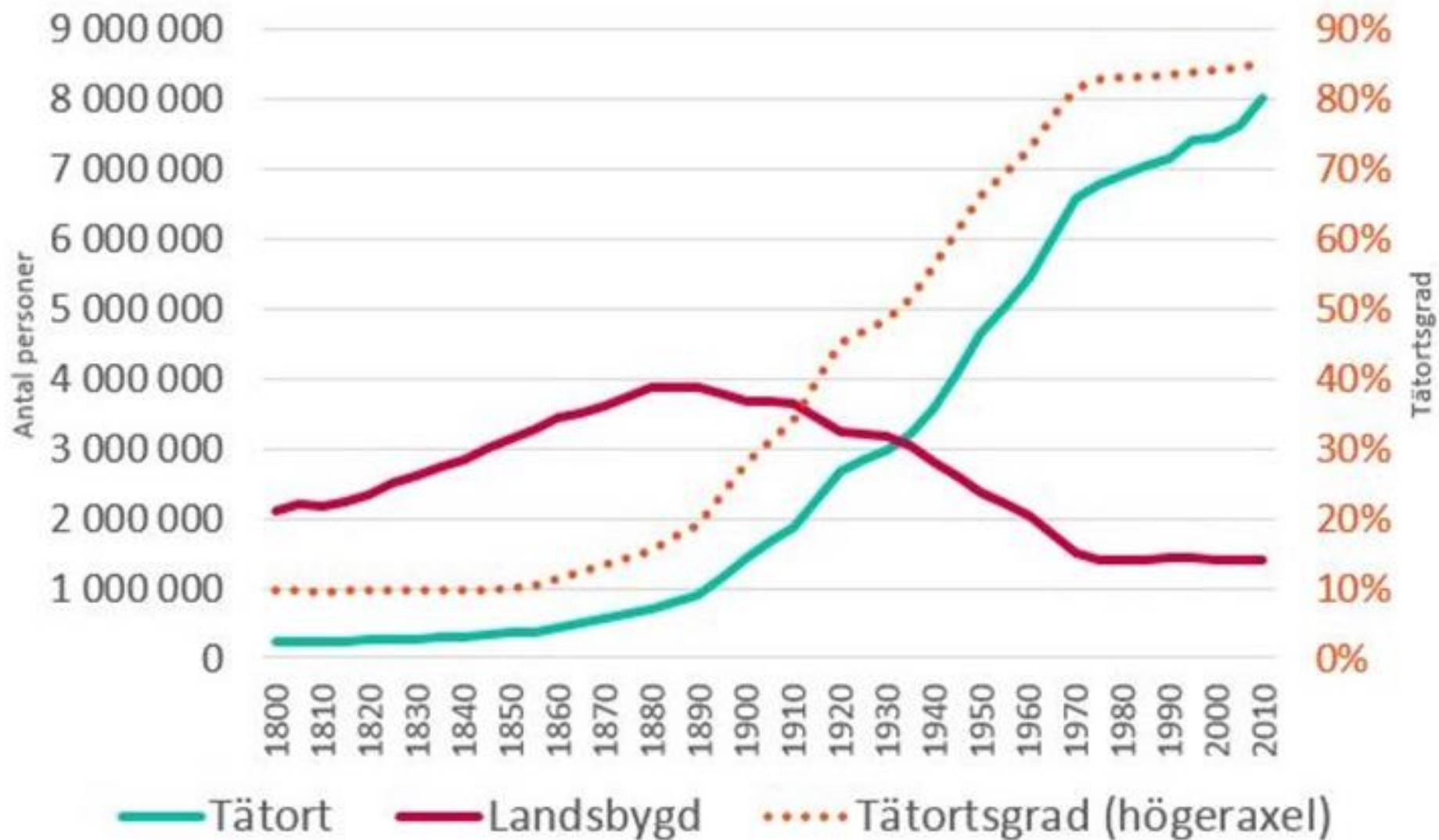
Källa: Skogsstatistisk årsbok, 2014.

Figur B. Kostnader (SEK/m³f ub) för gallring (löpande priser)

Figure B. Costs (SEK/m³f ub) for thinning in current prices

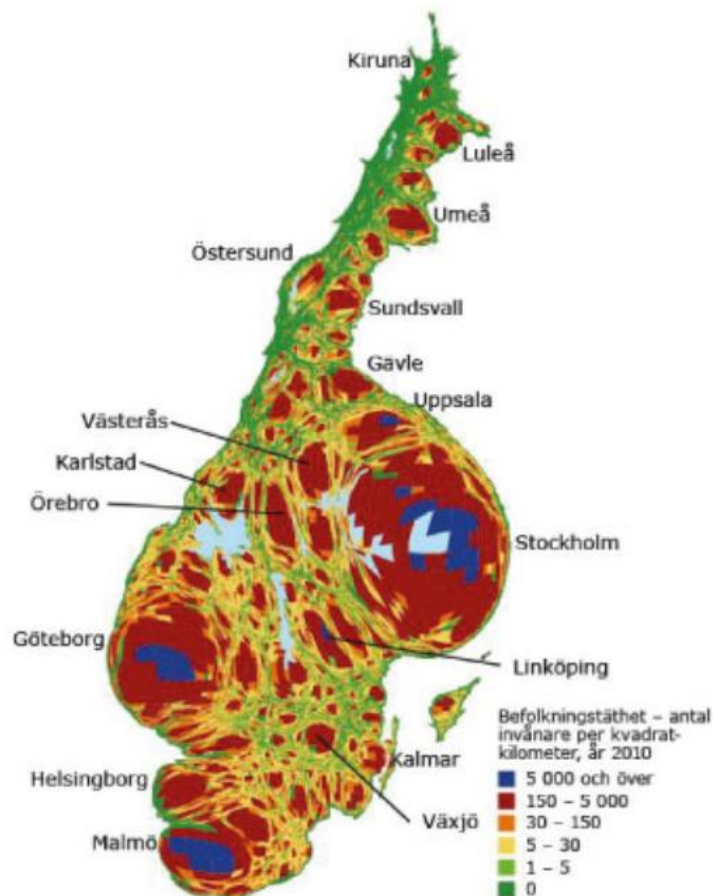
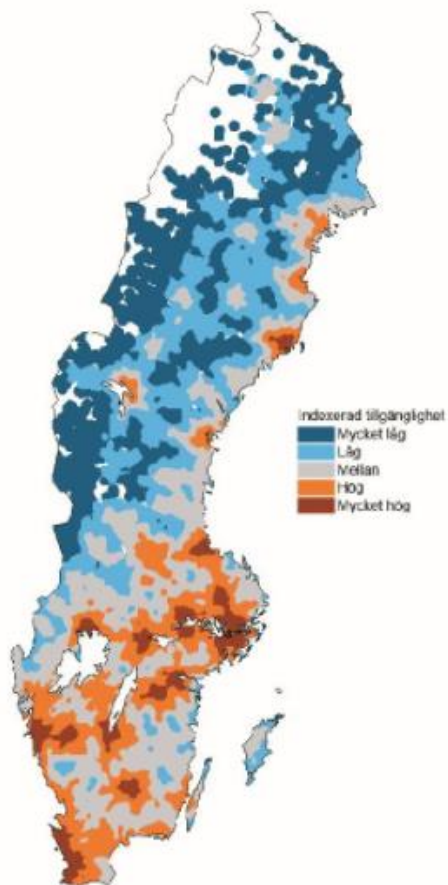


The urbanization of Sweden 1800-2018



Two maps of the same country

Figur 10.1 Genom tillgänglighetsindex kan områden med liknande förutsättningar avseende tillgänglig service identifieras



Sveriges befolkningstäthet, antal invånare per kvadratkilometer, år 2012 Källa: SCB, Statistiska centralbyrån. *Varannan svensk bor nära havet. Välfärd (2/2012 s.10-12).*



The Swedish Government's "National Forest Program":

What shall we do with all our trees?

- Paper?
- Power?
- Diesel?
- Build houses?
- Nature tourism?

From 1 million jobs to less than 150.000 in 50 years

There are only 15.000
full time farmers

But they have big
farms!

The family forestry
change to big
company's type of
forestry

So, new jobs are
necessary and we saw
that **Nature tourism
grew!**



*The industry can leave our country –
but the nature can not move.*

There were a lot of talking in the news about a new business – tourism



EKONOMI » TURISM

Turismen – vår bästa exportvara

Turistbranschen har blivit Sveriges nya basnärning. Över hela landet satsar kommuner och regioner på att marknadsföra sina lokala sevärdheter. År 2020 räknar branschen med en fördubblad omsättning jämfört med i dag. Men utvecklingen hotas av den ekonomiska oron i Europa.

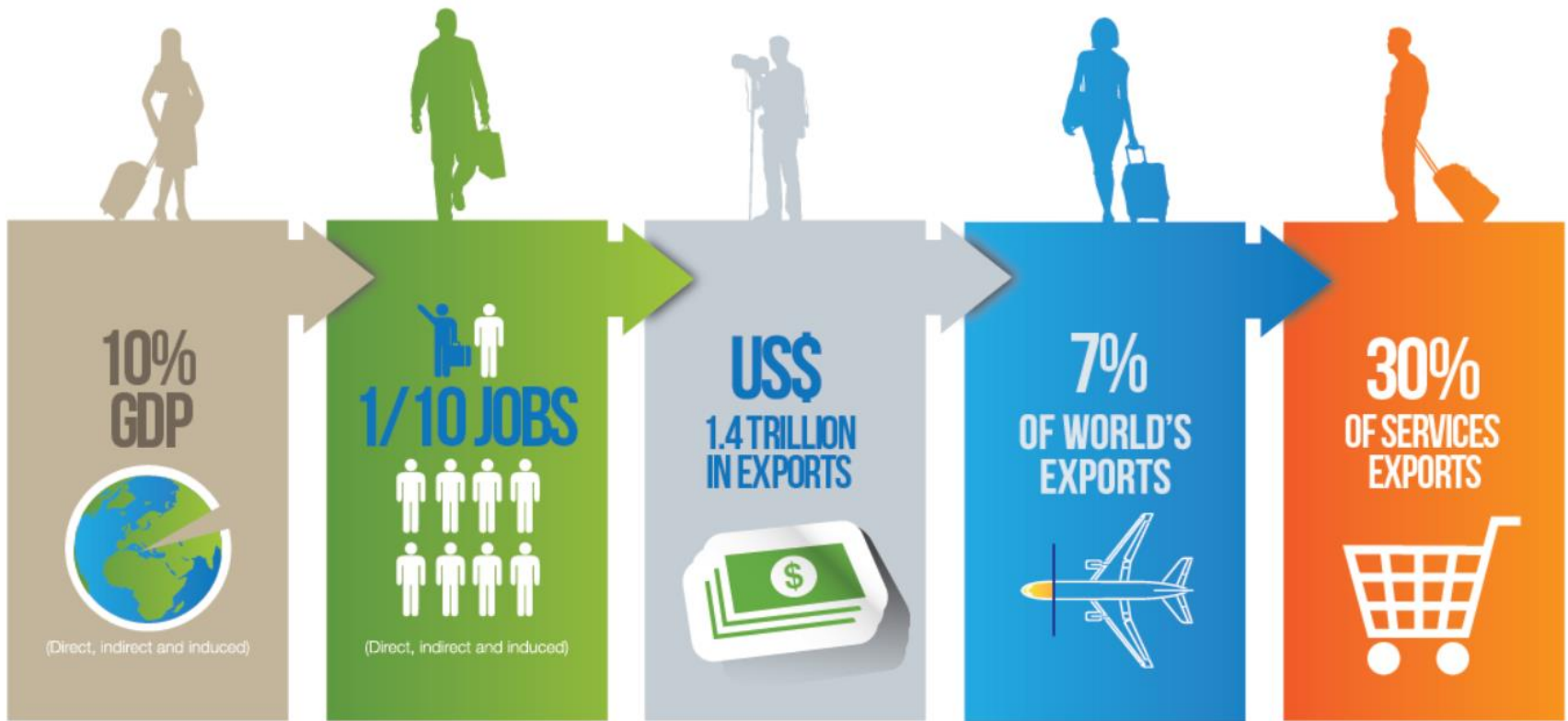
TEXT PETER JOHANSSON

Förra året ökade den totala omsättningen i den svenska turistbranschen med 64 procent – till 26,4 miljarder kronor. Antalet gästnätter – på hotell, vandrarhem och liknande – var 52,6 miljoner. Av dessa var 16,7 miljoner utländska turister och affärsbesökare.

vuxit under det senaste decenniet, men utvecklingen är extra tydlig i Sverige.

– Turismen i Europa i stort har varit väldigt påverkad av lågkonjunktur ända sedan 2009 men det har inte drabbat oss i samma omfattning, säger Peter Topstra, turismanalytiker på Tilivxtvetet.

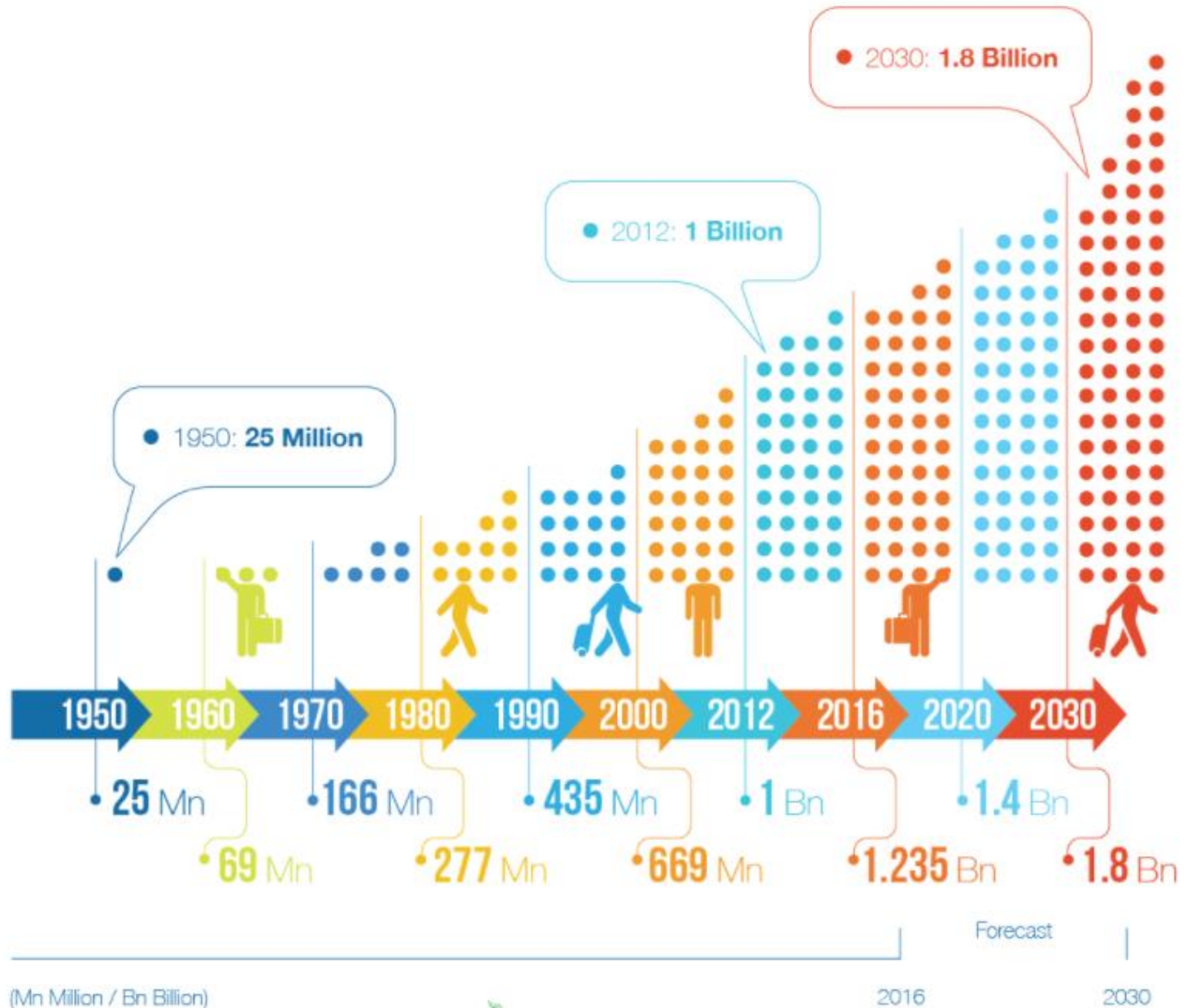
En näring som oftare än andra ger jobb till utrikes födda, kvinnor och unga. En näring som stärker det lokala serviceunderlaget



WHY TOURISM MATTERS

© World Tourism Organization (UNWTO) July, 2017

INTERNATIONAL TOURIST ARRIVALS 1950 - 2030





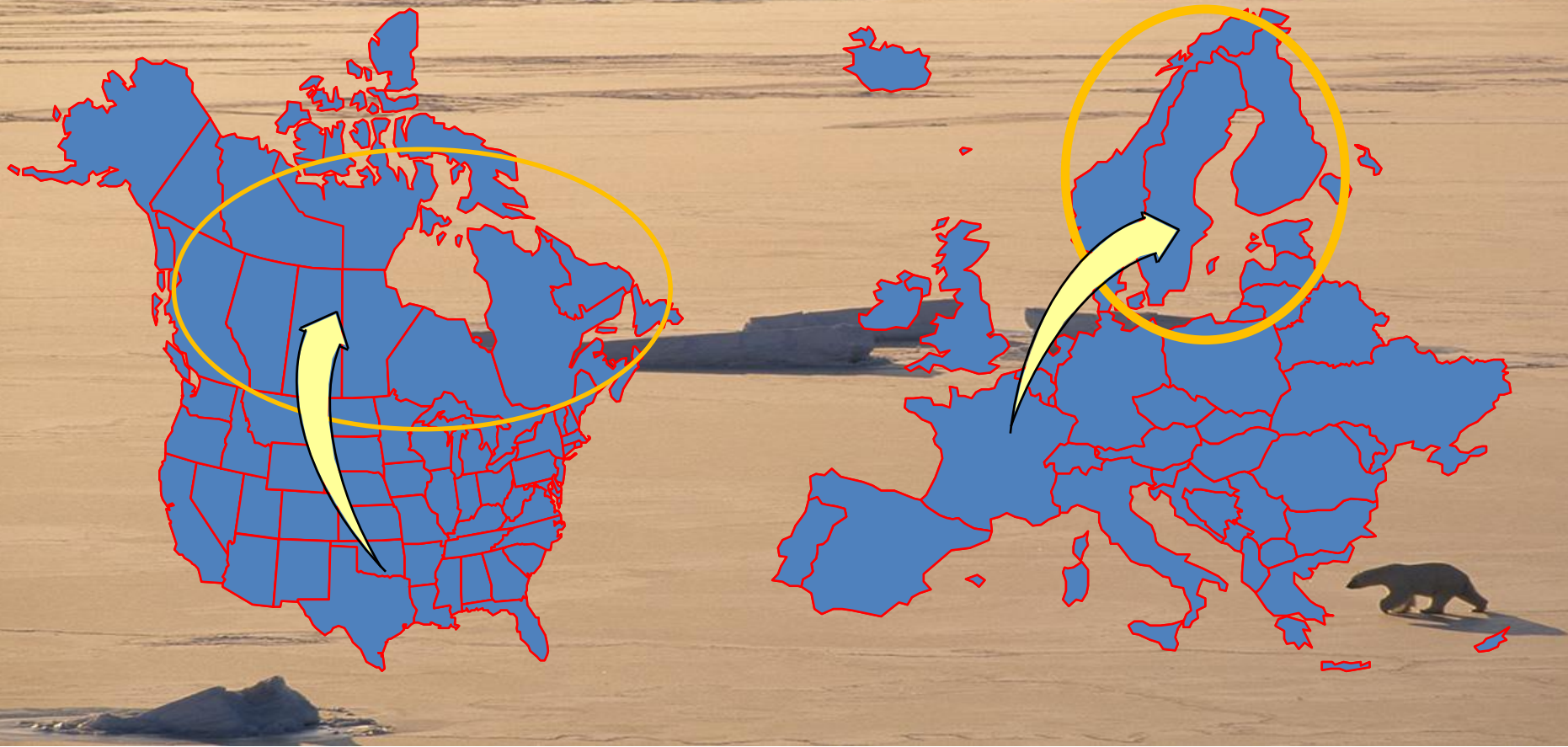
INTERNATIONAL TOURISM 2017

International tourist arrivals (ITA): 1,322 million
International tourism receipts (ITR): US\$ 1,220 billion



WORLD: 1,322 MILLION

Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017



Canada 36 million inhabitants – Nordic + Baltic Sea Area 33 million
USA 325 million - Europe 741 million

Approximately **594,500 jobs** in Canada are directly generated by tourism.

98 percent of Canada's tourism sector consists of small and medium-sized businesses, such as nature tourism, lodges, wineries and spas. <http://www.tourism.gc.ca>

INTERNATIONAL TOURISM IN EUROPE 2016

International tourist arrivals: 616 million
International tourism receipts: 447 US\$ billion

NORTHERN EUROPE:

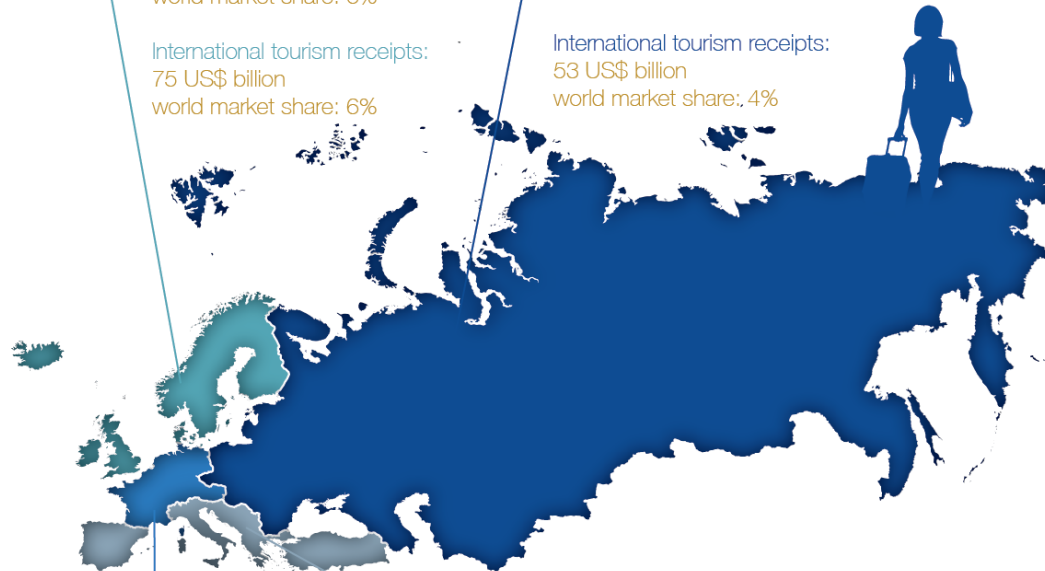
International tourist arrivals:
80 million
world market share: 6%

International tourism receipts:
75 US\$ billion
world market share: 6%

CENTRAL AND EASTERN EUROPE:

International tourist arrivals:
126 million
world market share: 10%

International tourism receipts:
53 US\$ billion
world market share: 4%



WESTERN EUROPE:

International tourist arrivals:
181 million
world market share: 15%

International tourism receipts:
145 US\$ billion
world market share: 12%

SOUTHERN MEDITERRANEAN EUROPE:

International tourist arrivals:
228 million
world market share: 18%

International tourism receipts:
175 US\$ billion
world market share: 14%

Purpose of Visit

Not specified 7%

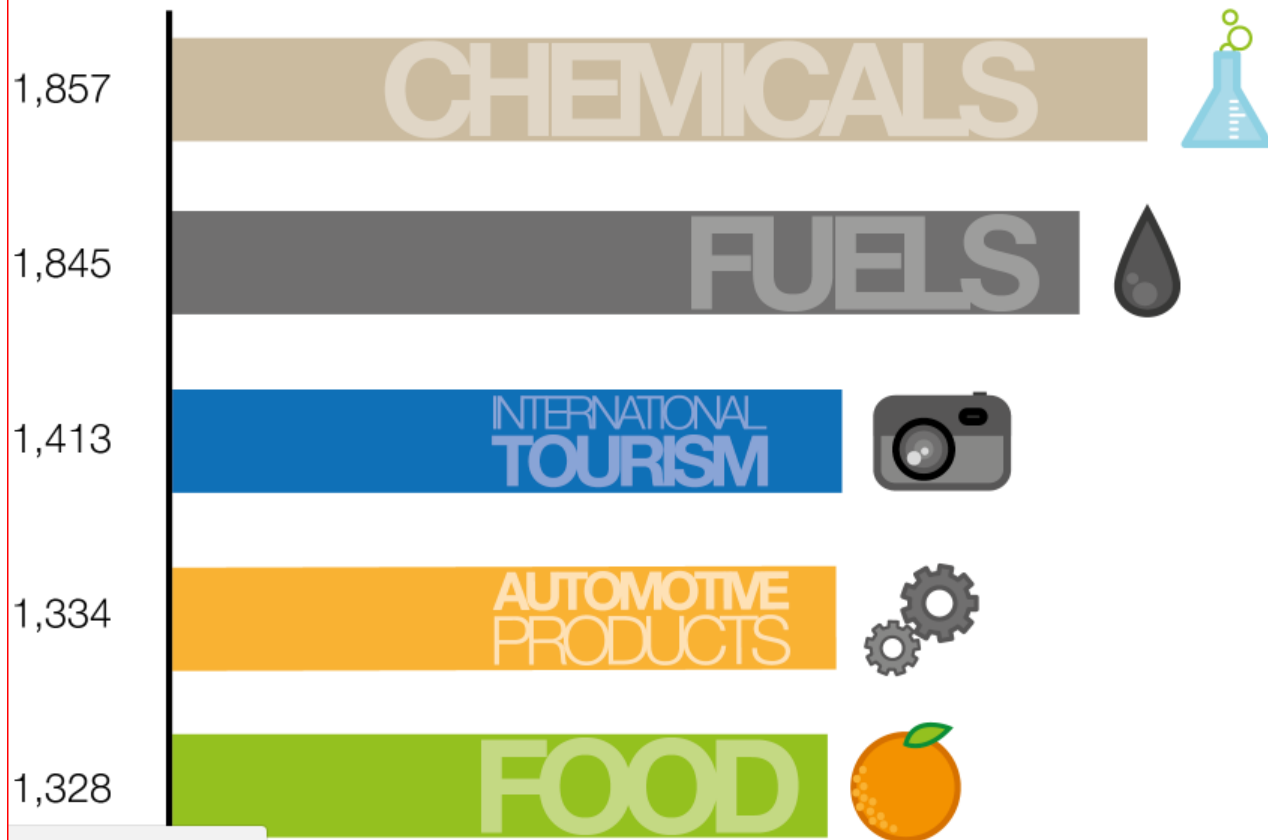
13% *Business and professional*



53%
*Leisure, recreation
and holidays*

27%
*Visiting friends
and relations (VFR),
health, religion, other*

2015
**EXPORT
EARNINGS**
BY CATEGORY
US\$ billion



”Nature tourism is tourism when the nature is the reason for traveling”

Sweden:

1824 first time the word ”Tourist”

1900 (Bicycle-) tourism

2015 ”Moved consumption”



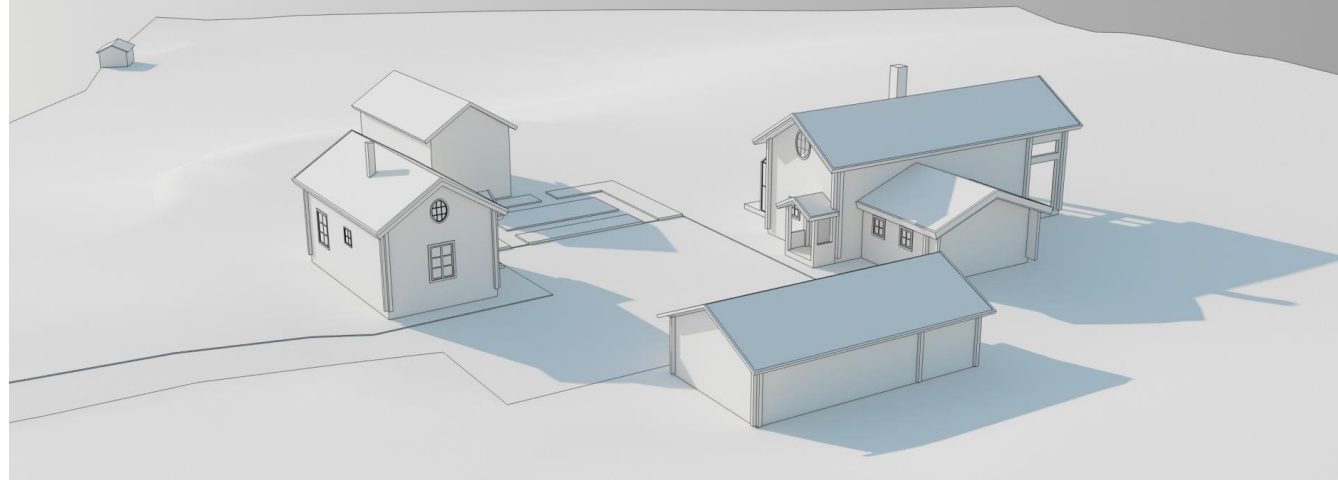
"En Turist - Fahlugruppa 1824" - en teckning av Johan Willhelm Carl Wey, vilken utgör det äldsta belägget från ordet "turist" i svenska språket. Tillhör Gruvmuseum, Falun

Small businesses & natur tourism

- Fishing
- Hunting
- Horses
- Adventure & culture
- Same-tourism
- Cross- country & alpine skiing
- Lodging, food & drinks
- Bicycling
- Motorised natur tourism?
- Etc.



It started as a dream ...





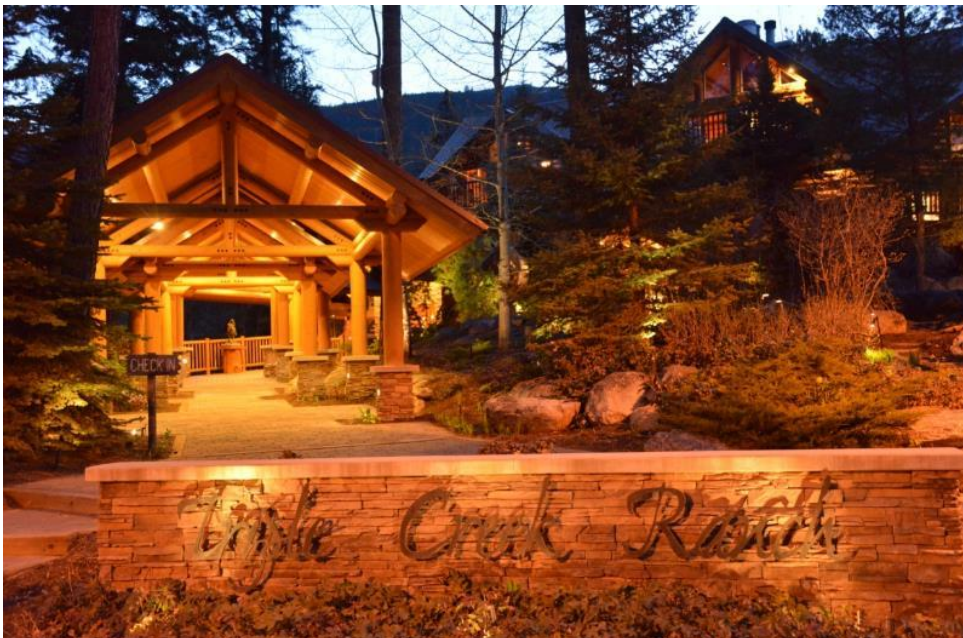
So we started building a brand, with local people, local money and our wood



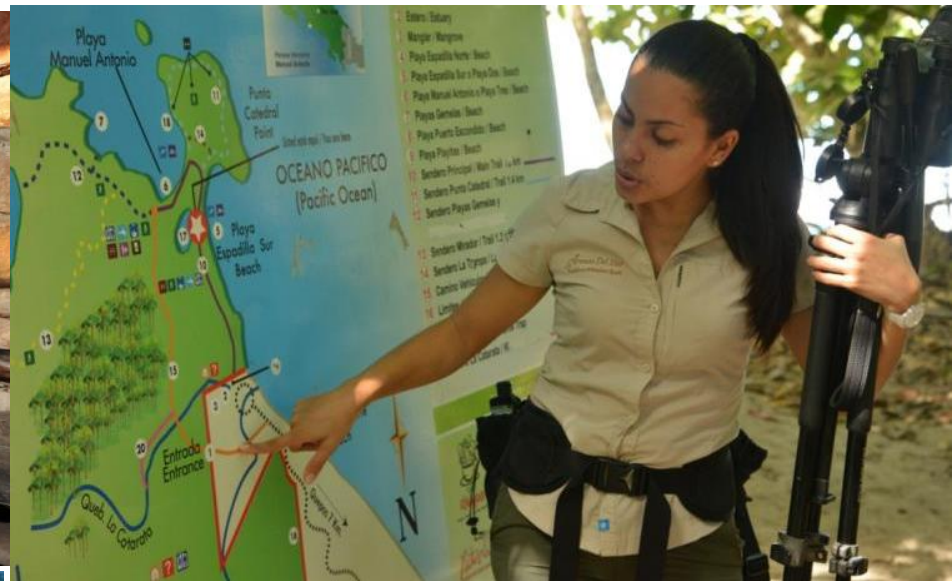
The best advise is "Watch the best"



Many of the best resorts in the world have their roots in farming!



International travelers want to have a guide



The most important thing is “Building Strong Network”

- At “village” level
- At local level – Leader
- At national level



The Baltic sea is one – or many different destinations



Baltic Cruises

One million new consumers...





Our USP! We are one of the worlds safest areas

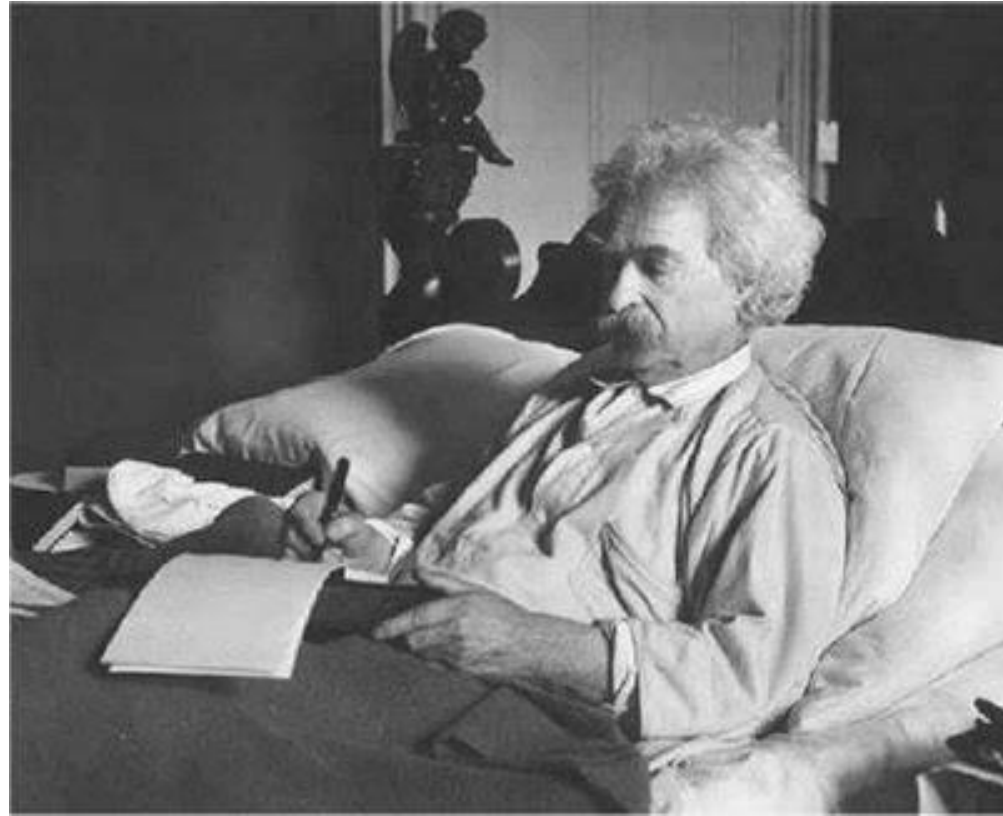


So were is the money?



***“Twenty years from now
you will be more
disappointed in the
things that you didn't do,
than by the ones you did
do”***

Mark Twain





Thank you for listening
and welcome to Dalagård!