



# Friends of Liminka Bay Association Finland

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Entrepreneur

# Where is Liminka Bay?!









**Liminka Bay Visitor Centre**

# Liminka Bay Visitor Centre

- \* WWF built up old building late 80's
- \* New part built in 1998 by municipality
  - \* 950 m<sup>2</sup>
  - \* Small hotel: in 6 rooms, 28 beds
  - \* Sauna and meeting rooms
  - \* Restaurant (100pax)
  - \* About 20 000 visitors / year (open from late April – September)
- \* Enlargement and renovation 2012 together with Metsähallitus
  - \* 1200 m<sup>2</sup>
  - \* Exhibition
  - \* Auditorium and new meeting room
  - \* Office for 4 persons
  - \* About 55 000 visitors (open all year around)



# Visitor centre

Second part 1998

First part, built by WWF

Third part 2012

L 1  
LAAJENNUSOSA LUOKAN LOUNAISPUOLELLE  
VANHAN OSAN MUUTOKSET:  
ASUNNON PORRAS PURETAAN, UUSI PORRAS  
TOISEN KERROKSEN TOIMISTOTILAKSI  
MUUTETTAVAAN ASUNTON RAKENNETAAN  
NYKYISEN TOIMISTOTILAN ULKOSEINÄLLE  
KIERREPORTAANA. KATTO KOROTETAAN  
PORTAAN KOHDALLA.  
ENTISEEN TOIMISTOTILAAN TULEE MYYMÄLÄ,  
WC-TILAA LAAJENNETAAN VANHAN OSAN  
PUHELINTILAAN, JOHON RAKENNETAAN YKSI  
WC-HUONE.  
SAUNAN TERASSI JA KATOS LAAJENNETAAN.

LAAJENNUSOSA:  
LAAJENNUSOSAAN TULEE AUDITORIO,  
NÄYTTIELYTILOJA, WC-TILAT JA VAATESILOIYYTYS  
SEKÄ TARVITTAVA YHDYSKÄYTTÄVÄ JA  
AULATILOJA. LISÄKSI TARVITAAN TEKNINEN  
TILA  
ILMANVAIHTOKONEHUONEEN TILANTARVE ON  
10 M X 4,5 M.

LIMINGANLAHDEN LUONTOKESKUKSEN LAAJENNUS-  
L1 LUONNOKSET HANKESUUNNITELMAA VARTEN  
ASEMPIIRROS T:500  
10.6.2004  
ARKKITEHDIT MAJJA NEMELÄ JA PENTTI MYLLYMÄKI  
MURRONTE 2B 91800 TYRNÄVÄ  
puh. (08)5451077, 050-5593367, 050-4301030  
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# Preliminary Study autumn – winter 2008-2009:

- \* Aim: to commit network to nature centre development project
- \* 35 000 € Funded by council of Oulu Region, Liminka municipality and Metsähallitus
- \* Result: International visitor centre –project
  - \* Nature tourism is one of the high lights in travel business
  - Benchmarking: Hornborga-sjön in Sweden

# International visitor centre –project - 2010-2014

- \* Aim: Build up visitor centre which is connected to Metsähallitus visitor centre concept

	Estimated expenses €	EU €	Government €	Municipality €
<b>New part of the building</b> Responsible: Metsähallitus Funded by: Centre for Economic Development, Transport and the Environment, North Ostrobothnia	2 200 000	1 320 000	880 000	
<b>Exhibition</b> Responsible: Metsähallitus, Funded by: Council of Oulu Region	800 000	480 000	320 000	
<b>Renovation of the old part and yard</b> Responsible: Liminka Municipality Funded by and Responsible: Metsähallitus, Funded by Centre for Economic Development, Transport and the Environment, North Ostrobothnia	500 000	225 000		275 000



# Partners in Liminka bay international visitor centre - development

- \* Birds as a high light in nature tourism in Oulu region 2010-2011
  - \* Responsible Metsähallitus, Friends of Liminka Bay Association
  - \* Aim to create new products on bases of the birds
  - \* Funding: EU Regional Funds / Council of Oulu region
  - \* 400 000 € / 70%
- \* Liminka Bay nature tourism Concept and internationalization
  - \* Liminka Municipality
  - \* Aim: to create a model how region co-operates and open international markets
  - \* Funding: Centre for Economic Development, Transport and the Environment, North Ostrobothnia
  - \* 338 000 € / 70%

# EU-projects

- \* IF you use EU-projects
  - \* Be careful what you promise to entrepreneurs and funders
  - \* Make sure that project manager knows the rules
    - \* Find the organization who knows the rules
  - \* Get entrepreneurs to work together already before the project starts

# Who are working now in Liminka bay?

- \* Friends of Liminka Bay Association
  - \* Members: Municipalities, Metsähallitus, Entrepreneurs and individuals
  - \* Keep up the webpages, organizes events – ”bird photo festival” in April
  - \* 2 board members are working for Metsähallitus, also restaurant entrepreneur is in the board
- \* Entrepreneurs
  - \* In restaurant & hotel we have independent entrepreneur
  - \* Guiding to bird tower (in exhibition Metsähallitus)
  - \* Some local products



# Lessons to learn

- \* Together You can do a lot!
- \* Every successful project needs good network and enthusiastic people
  - \* Municipality and governmental organizations can't do it alone!
- \* Take care the local people, what you can offer for them? They can give huge support if they feel part of the project
- \* To develop the area we need customers, to get customers we need products and sellers!
- \* And don't be too humble! Visitors are looking for experiences not facilities.



# Lessons to learn

- \* Take care of all entrepreneurs and associations, they feel left-out easily
- \* Remember all entrepreneurs have different goals and recourses!

Some of them don't speak English,  
some of them don't want to go  
abroad,  
some of them don't want to relate  
birds,  
some of them have enough  
customers,  
some of them don't want to co-  
operate with someone...  
**and we have to respect all that!**



# Thank You!

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<http://www.nationalparks.fi/en/liminkabayvisitorcentre>

<http://www.liminganlahti.fi/en/home.html>

<https://www.facebook.com/liminganlahti/?ref=nf>