



The European Maritime Day in Lysekil

May 20th Havets Hus

European maritime day in Lysekil will be a thematic day about making attractive packages in the field of maritime tourism and where and how to sell them. The day is built up as an example of how actors in the tourism sector can involve maritime research results and ongoing research projects together with local maritime companies to build interesting tourism packages.

Target groups for the event will be hotels, restaurants, and boat charter companies, other maritime activity companies (canoeing, fishing, and nature).

The day will begin at Havets Hus - the saltwater aquarium in Lysekil, where we will get a good look at the world beneath the water surface (short look at the aquarium, and picture slides), followed by a boat trip to one of the blue mussels farms along the coastline of Lysekil. There we will get a presentation of the company and the process of growing and harvesting the blue mussels and also information about the company's oyster farm.

On the way to the company, we will get a lecture about Blue mussels from Odd Lindberg, researcher at The Sven Lovén Centre for Marine Sciences at one of their stations for research and education, Kristineberg by the Gullmarsfjord.

On the way back from the blue mussels and oyster farms, we will serve lunch onboard the boat with maritime theme.

The program continues at Hotel Lysekil, with a seminar about the Norwegian and Danish tourism market, and how to make attractive tourism packages for these markets. The seminar is held by Niels Mouritzen, Director, Northern Europe (Denmark, Norway) from Visit Sweden (Visit Sweden is a communications company that works to promote the brand of Sweden and the Swedish destinations and experiences internationally).

The day will continue with workshops with the goal to create new maritime tourism packages for the international market (with focus on Norway and Denmark). This section of the day will also include a “speed dating” session for the participating companies.

Time schedule

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| 9.00 | Welcome speech, experience the life beneath the water surface, coffee. |
| 10.00 | Boat trip to blue mussels and oyster farm. Presentation of the company and the process of growing and harvesting the blue mussels and also information about the company’s oyster farm. |
| 12.00 | Lunch with maritime theme |
| 13.00 | Seminar about the Norwegian and Danish tourism market and how to make attractive tourism packages for these markets. |
| 14.00 | Workshops and speed-dating session |
| 14.30 | Coffee |

Website links for more information about Havets Hus, The Sven Lovén Center for Marine Sciences, Visit Sweden and the municipality of Lysekil:

www.lysekil.se

www.havetshus.lysekil.se

www.loven.gu.se

www.visitsweden.com

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