



SVENSKA
TURISTFÖRENINGEN

Eurorando 10-17 september 2016 Skåne



The south part of Sweden



Goal: 7 000 walkers from
different parts of Europe

”Energy walks”

- ❑ Theme for Euroorando 2016 is energy
- ❑ The event will have a strong environmental profile



Organisation

ERA Rightholder of Eurorando
STF Official host
Event in Skåne Project Management
Helsingborg Local host

Steering Committee STF, Event in Skåne, Helsingborg, Region Skåne
Project Team STF, Event in Skåne, Helsingborg,



SVENSKA
TURISTFÖRENINGEN

event in skåne
part of business region skåne





SVENSKA
TURISTFÖRENINGEN

Swedish Tourist Association

Non-profit member organisation - 260 000 members

Protecting the Swedish nature and culture and facilitate tourists on their journeys across Sweden

400 youth hostels, hotels, mountain stations and huts

65 Local groups volunteering

- walking
- seminars
- guided tours



SVENSKA
TURISTFÖRENINGEN

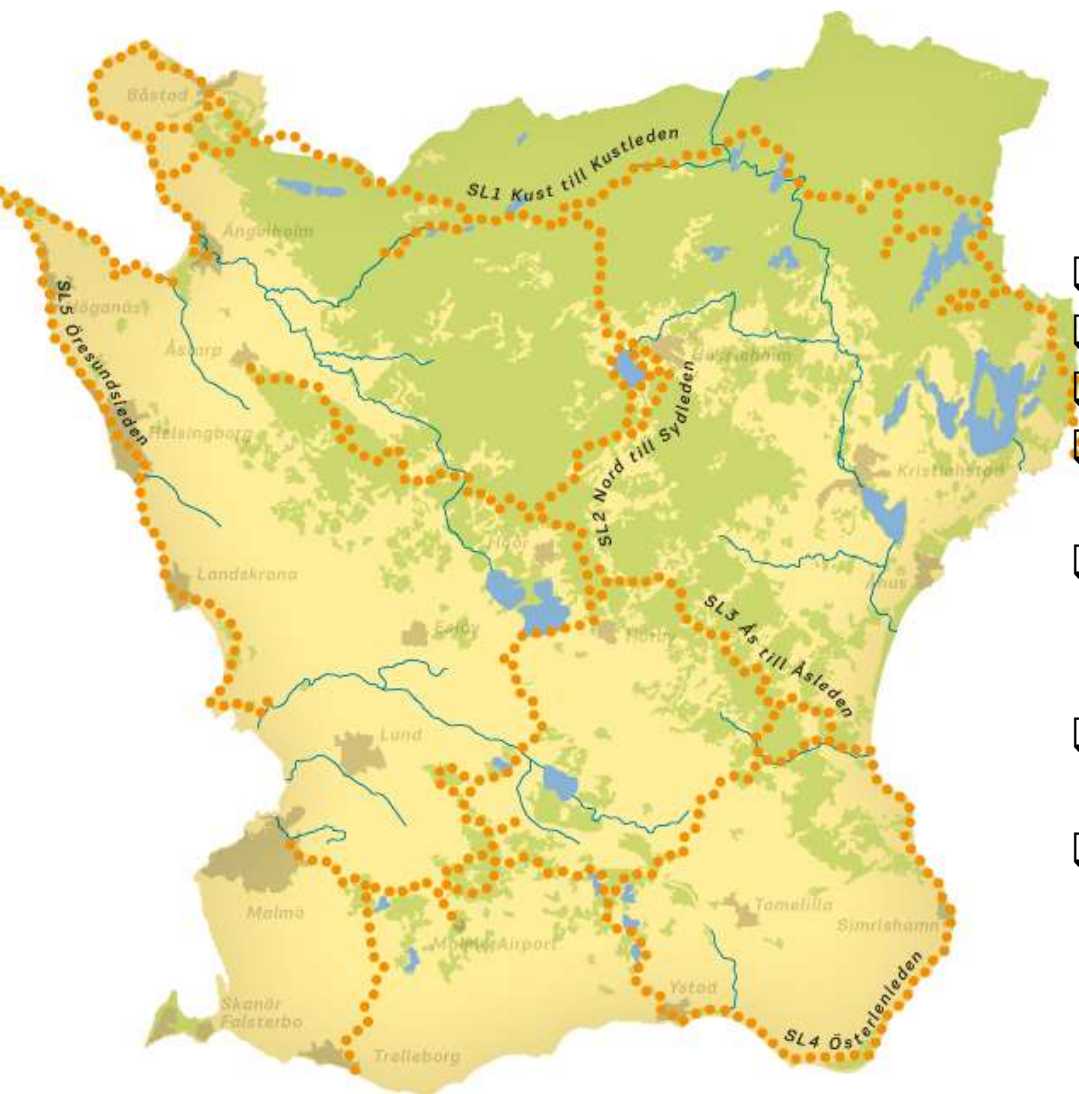
Skåne

- ❑ Diverse natural and cultural settings
- ❑ Show the potential of "low-land" hiking
- ❑ Closeness to Denmark and the continent → easy logistics
- ❑ Kullaleden – A Leading Quality Trail
- ❑ Very well functioning Trail System – Skåneleden





SVENSKA
TURISTFÖRENINGEN



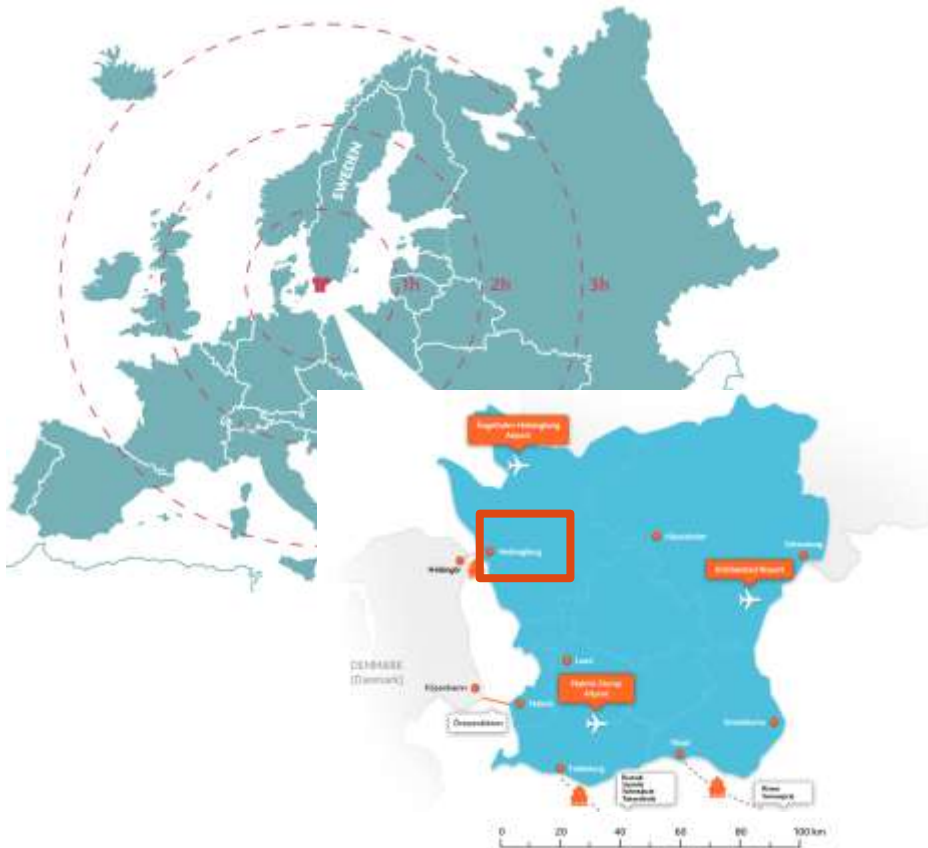
Skåneleden

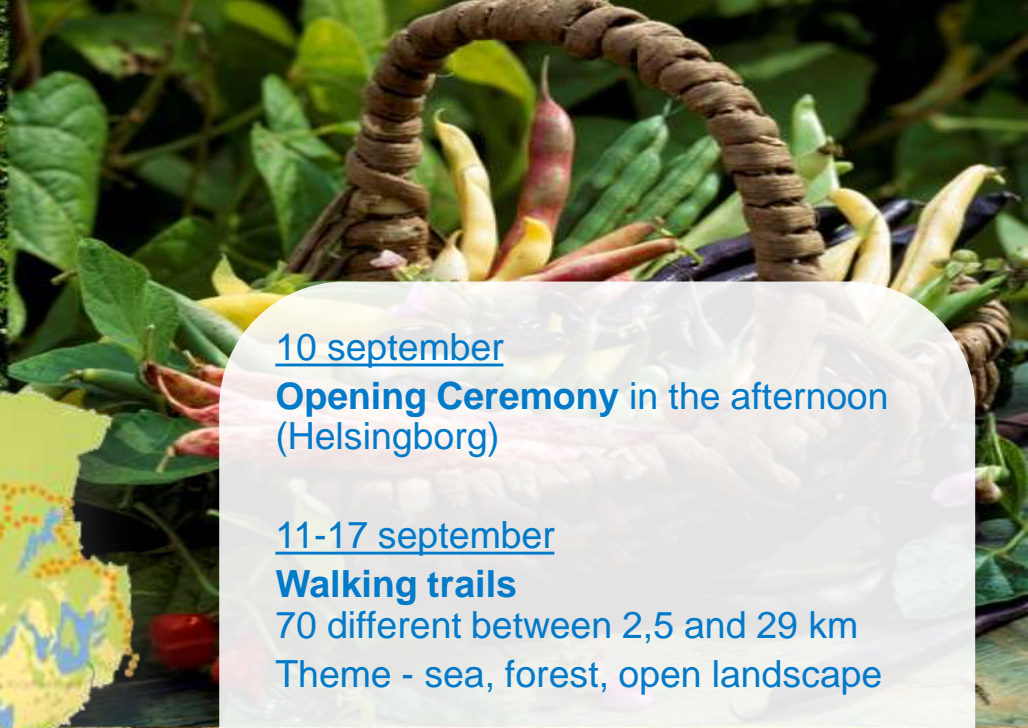
- ❑ Skåneleden is over 1,000 km long
- ❑ Kullaleden – a leading Quality Trail
- ❑ Divided into five separate trails
- ❑ Total of 85 sections. Length between 8-15 km
- ❑ Circular walks are between 10-50 km long
- ❑ Hiking areas stretch over 10,000 hectares of land
- ❑ 20% is protected as natural reserve



SVENSKA
TURISTFÖRENINGEN

Skåne is easy to reach





10 september

Opening Ceremony in the afternoon
(Helsingborg)

11-17 september

Walking trails

70 different between 2,5 and 29 km
Theme - sea, forest, open landscape

Evening events

Viking dinner, seminars, swedish folkdance, canoeing

Base camp – meeting point with activities and food court

17 september

Closing ceremony
(Helsingborg)

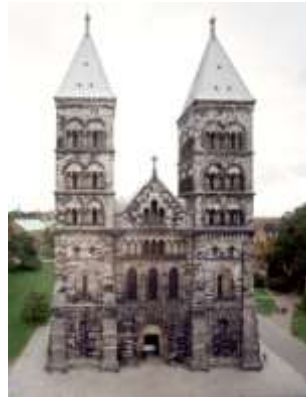




SVENSKA
TURISTFÖRENINGEN



Diverse settings for art
Wanås Castle



Romanesque architecture
Lund's Cathedral



With a taste of paradise



A day on Ven



Apple paradise
In Kivik



In the footsteps of
Wallander



Hotels
- from 30 euro/night



Cottage
- from 20 euro/night



Hostels
-from 18 euro/night



Booking



May 2015 - Open for groups
Sept 2015 - Open for individuals

Version one: www.euroorando2016.com



SVENSKA
TURISTFÖRENINGEN



Marketing of the event

Information available in several languages at ERA's website to download

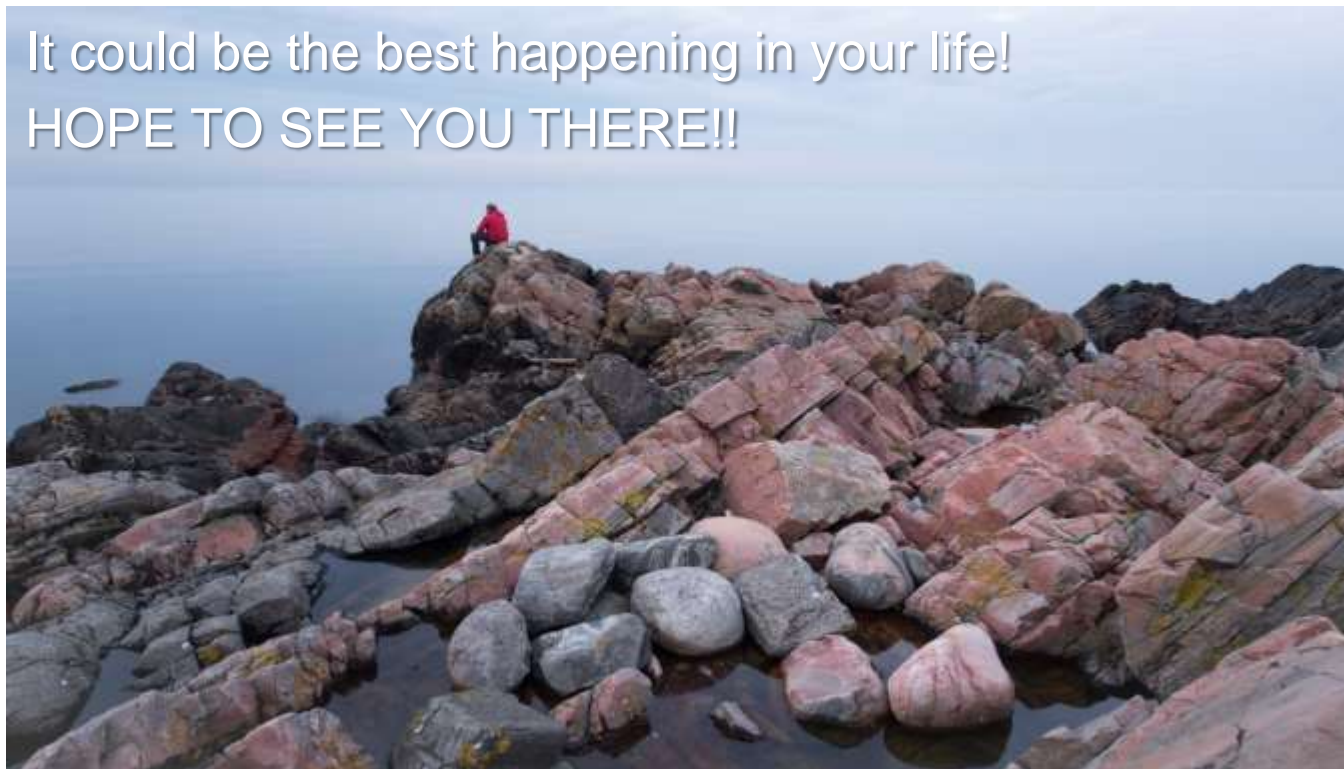




SVENSKA
TURISTFÖRENINGEN

It's going to be awesome!

It could be the best happening in your life!
HOPE TO SEE YOU THERE!!



www.eurorando2016.com