

Travel & Dine

Summary

The Travel & Dine project aims at develop tourism and the guests' experience of their meal in the Kvarken region. The project started in June 2008 and ended in November 2011. All in all, 48 meal producers participated in the project.

Service and Hosting

To boost the quality, the participating businesses have received the help of experts in the fields of wines, design, hosting and food.

The World Around

The businesses have participated in inspirational days, courses and theme days. They have also made excursions to food producers.

Food

The focus has been on developing the skill of food handicraft.

The participants have been trained in modern smorgasbord, desserts, baking, lunches, breakfasts, fine dining, cutting up meat and in the making of bratwurst.

Market

The website www.gastrobotnia.com has served as a guide to the businesses.

The project participated in several fairs and exhibitions. Tour operators and the media were invited to the businesses, which attracted great media attention.

Short video clips have been filmed in all of the businesses. The films have been put up on YouTube with English subtitles.

Conclusion

The project has been able to create contacts and convey new skills and information to the businesses. This was mentioned as the most important benefit that the businesses have received from the project.