



## Turku – Urban culture in the heart of archipelago

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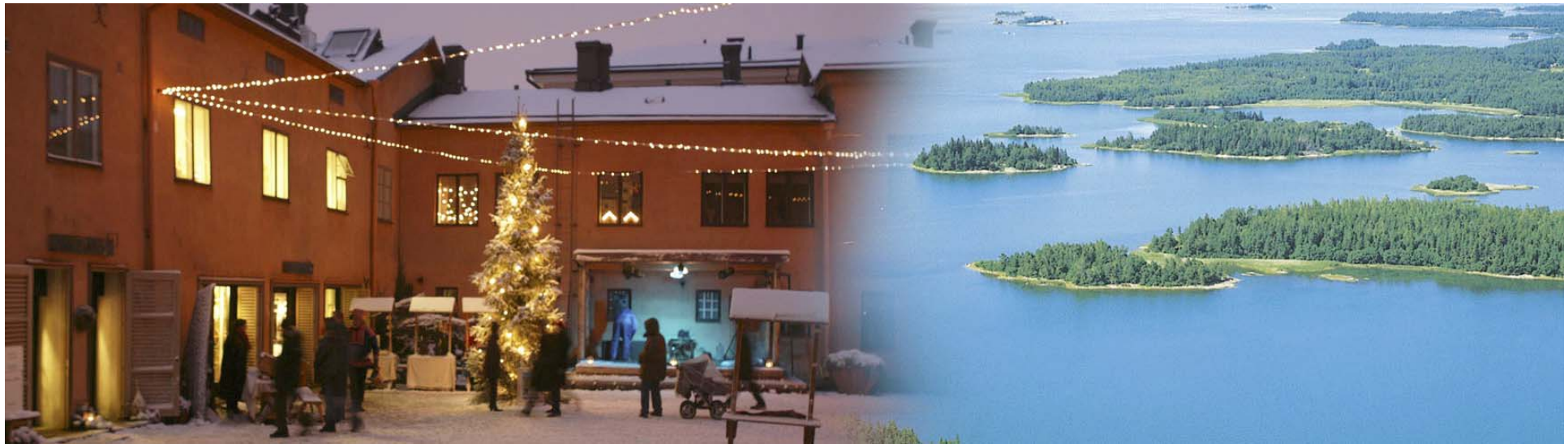
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## Turku and the region in a nutshell:

- The region of Turku as a tourist destination is one of the most popular ones in Finland.
- The number of domestic tourists each year is in excess of 2.5 million.
  - Most of our foreign tourists come from Sweden and nordic countries
  - The number of Russian visitors is increasing heavily every year.
- There is also enormous potential to develop the tourist interest from the west as a result of our co-operation and strong marketing efforts in the Baltic Sea region.



- Over 4 million passengers per year are travelling by boat between Finland and Sweden.
- There are also 15 flight departures per day in our international airport, which is located only 15 km from the city centre.
  - Direct flights to Helsinki, Copenhagen, Stockholm, Riga and Gdansk
- We are part of the Baltic Sea region and part of the Scandinavian Islands – the unique archipelago between Sweden and Finland.
- Being part of the Baltic Sea region we are co-operating with our friendship-town St. Petersburg, particularly in regards to our internationally renowned cruise industry.



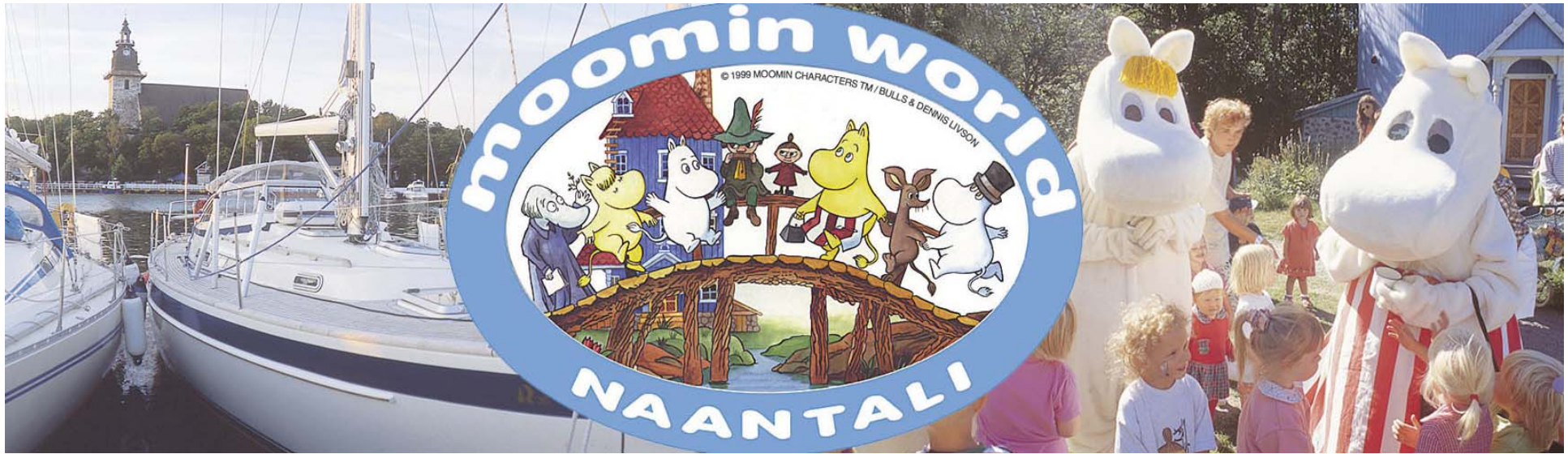
- Turku itself is the oldest town in Finland as well as being the former capital, a status which will be superseded in 2011 when Turku becomes the **European Capital of Culture**.



- Turku is a city of education and research
  - three universities: University of Turku, Turku School of Economics and Åbo Akademi (Swedish University in Finland)
  - several universities of applied sciences.
  - Special expertise and remarkable innovations for example in biotechnology and ICT
  - as a result of this strong academic sector and the wonderful facilities they can provide, many conferences, both academic and business, are held in our town.
- Turku is the second most popular destination in Finland for international conferences.
- We are also planning to build a new Music- and Conference Centre in the heart of the City, located along the idyllic river Aura.



- The reason for Turku's growing popularity is largely due to the excellent facilities and an impressive historical setting, but also to the unique coastal environment and untouched beauty of the surrounding landscape
- The city of Turku is located in the heart of the archipelago which is packed with unfulfilled potential
- The Archipelago is a truly unforgettable experience and one which undoubtedly would encourage all our guests, international and domestic, to return to the region again and again
- Due to the city's strong maritime connections Turku can boast the Tall Ship's Race as well as other big events to be held in the city



- The opportunities for development of the region as a truly international Tourist destination have yet to be fully realised.
- There are a number of financial instruments open to the tourist industry through Finnish and European legislation that have not been realised or taken advantage of!
  - One example of this is concerning the vessel traffic through the archipelago as well as between different countries: Finland-Sweden, Finland-Estonia.



- There are also the more unusual aspects of attraction for tourists visiting the region, such as science, that should be given much more promotion.
- TUORLA, the leading institute in many areas of astronomical research, also represents the best expertise in space-technology.
  - The mirror of the biggest space-telescope in the world was polished in Tuorla and will be launched into space in May this year.



- If marketed in the right way and presented in more accessible means to the general public, these elements of Turku's scientific prowess not only provide an educational resource but help to emphasise the diversity and unique character of this fascinating city
- Turku Touring is in partnership with the efforts of the City of Turku and local businesses. We access and are supported through a number of financial sources and funding streams.

Turku Touring is a partner – also for you!