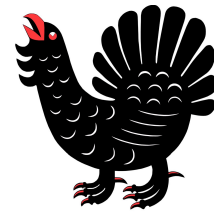


Region of Keski Suomi



REGIONAL COUNCIL OF
CENTRAL FINLAND

Tourism Strategy

Does your region have a strategic plan for tourism? Yes

Date of the latest version: ...10/2006.....

Main topics, most important objectives in this plan:

1. Development of the existing tourist centres and the company networks inside the centres suitable for international markets (quality of their products, services, marketing, co-operation, land use). Development measures pay attention to sustainability.
2. Development of some theme products typical of our region (rural tourism, water tourism)