

The latest update from our Slow Adventures in Northern Territories project - SAINT.

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slow adventure

IN NORTHERN TERRITORIES

Happy New Year to you all and welcome to the fourth SAINT Project newsletter with news on activities in Scotland, Iceland, Ireland, Northern Ireland, Sweden, Norway and Finland over the last few months. Your comments and views are welcome so please do get in touch via the [contact page](#) on our website.

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The Transnational Marketing Campaign and the SAINT Project's Collaboration with Let's Go Slow



The focus over the last few months has been on marketing slow adventures and on developing a transnational marketing campaign. The snail logo has been trademarked in EU countries, Norway and Iceland and this will help to promote the slow adventure brand and products. Digital marketing guidelines have been produced for SMEs to use when promoting new slow adventure experiences in all countries.

You can follow our @slowadventuring pages to learn more about the various slow adventures developed in all seven countries.

The SAINT project has also teamed up with slow adventure ambassadors [Let's Go Slow](#). Thea and Mark (Let's Go Slow) have been taking part in slow adventures developed in each country and creating content in the

form of photos, videos and blog pieces and have also been involved in Instagram takeovers and the creation of a [Christmas Advent Calendar](#).



Iceland - Icelandic Tourism Research Centre and Hornafjordur Regional Research Centre

Slow Adventure Products Promoted in South East Iceland



Icelandic partners continue to develop the slow adventure cluster and establish new contacts with national and regional marketing bodies in order to promote slow adventure products in South East Iceland. Connections have been made with the national DMO Promote Iceland and regional DMO Visit South Iceland which further strengthens the marketing for the Icelandic slow adventure products. Furthermore, a slow adventure promotional video has been developed in collaboration with partner SMEs.

Image left: Ice cave with Icelandic SME ÖRÆFAFERÐIR - From Coast To Mountains

Norway - Nord University and Wild Norway



Slow Adventure in the Winter Wonderland of Mid-Norway, Trøndelag, in December

The day started with a seminar at Nord University together with collaborative partners and SMEs. In the afternoon, there was a round trip at Inderøy, first visiting Berg Farm, and ending up at Husfrua Country Farm Hotel for dinner and overnight stay. Both are part of the cluster [Golden road](#).

Rural relaxation in authentic surroundings, relaxed atmosphere, local food and handcraft, storytelling, walking in the snow...A wonderful Slow Christmas atmosphere!



Sweden - European Tourism Research Institute



Digital Slow Adventure Workshop in Myhrbodarna, Valsjöbyn

Swedish SMEs and partners met for an overnight workshop in a beautiful location to discuss how to strengthen our brand by using digital platforms and various sales channels. There was also a practical discussion on how to collaborate on marketing activities to promote slow adventures and the Slow Adventure brand.

Fäbodvallen (Farmhouse) Myhrbodarna is located just 5 km northeast of Valsjöbyn at 655 m above sea level on Nordrun's southern slope and has magnificent views of the Norwegian mountains. This felling range has been classified as a national interest and has gained a Grade 1 standard for its richness in cultural heritage, architecture, fodder and variety of natural species.



Finland - Naturpolis and Metsähallitus



Ruka Adventures, Oulanka National Park

Slow Adventure Tour Operator Visits

Finland hosted representatives from a small selection of tour operators from Germany, the Netherlands, and the Czech Republic who specialise in slow adventure style tours. The purpose of these visits was to test the slow adventure tour examples. By doing so they have evaluated the region and the proposals, and we gained valuable expertise and feedback as well as ideas for future case study work. All visits were arranged during the summer months as the emphasis in Finland for this project has been in enhancing summer tourism to the region. The selected visitors were recommended by members of the travel trade.

The visitor programs highlighted 4 national parks, which are the core of slow adventures in Finland and for our summer tourism. They also incorporated the SMEs from all regions: Ruka-Kuusamo, Syöte and Taivalkoski, projecting the area in a larger tour production scale than before. The concept of Slow Adventure in the Land of National Parks was

very well received. The activities were coordinated by Naturpolis together with the Land of National Parks project of Metsähallitus.

Scotland - The University of the Highlands and Islands



Peer to Peer Workshops

After launching the Scottish case study's slow adventures at VisitScotland's EXPO in April, the Scottish partner, UHI, has been working with the SMEs to help them develop their digital marketing skills through 1-1 sessions. This has helped promote the slow adventures further as the businesses take part in this collaborative marketing campaign. Two slow adventure viral videos were produced in the summer as part of the local DMO, the Outdoor Capital of the UK's VisitScotland Growth Fund and the slow adventures are now being marketed on Ardnamurchan Tourism Association, The Road to the Isles and OCUK's websites. The SMEs also hosted blog trips for the Let's Go Slow team which resulted in beautiful blog posts (these can be viewed [here](#)) and Hand Luggage Only bloggers which were organised by Visit Scotland.

Two workshops were held in the Autumn for the businesses involved in the Scottish case study, including a Guiding the Extra Mile course (provided by Stef Lauer, Hands on Consulting and Eilid Ormiston, UHI) and a Leave No Trace day (provided by Leon Durbin, Wildwood Bushcraft). These encouraged peer to peer learning and the opportunity for businesses to take tips that could be applied to the slow adventure experiences that they offer.

A digital workshop was also held in a creative location before Christmas. This was led by our Let's Go Slow bloggers who provided an interactive session on how to create, edit and publish video content.

Northern Ireland - Derry City and Strabane District Council

Slow Adventure Launches in Northern Ireland



New slow adventure experiences were launched at an event in the Walled City Brewery in Derry in August, which also saw the beginning of a PR campaign by Northern Ireland. Ten new visitor slow adventure experiences have been put together by thirteen local tourism businesses from the Derry and Strabane area. You can now walk through the Glenga Valley in the heart of the Sperrins foraging for food along the way, bake your own bread the traditional way in the farmhouse kitchen of Bradkeel Social Farm, see how artisan cheese is produced or have a go at traditional fishing on the River Foyle and cook your catch on a wild camp fire. Other experiences include interactive cooking demonstrations with local hand-picked ingredients, Irish walking tours, horse riding in the Faughan Valley as well as deer stalking, bird shooting and salmon fishing in Strabane.

The Mayor of Derry City and Strabane District Council, Councillor Maolfosa McHugh, said, "The council are delighted to bring this new adventure concept to Northern Ireland and more specifically to Derry, Strabane and the surrounding rural areas. We are the first and only area in Northern Ireland to offer slow adventure experiences and believe it is an amazing way to journey through the breath-taking landscapes and engage with the wilderness and nature rich places".

At the launch, James Huey from the Walled City Brewery, one of the local tourism businesses offering a slow adventure package commented, "There is something very special about participating in a slow adventure. It's not just about taking part in an activity, the crux of a slow adventure is to give people the chance to really get away from it all and create really memorable experiences".

Ireland - Leitrim County Council, Northern and Western Regional Assembly



Transnational SAINT Project Experience Slow Adventure in Leitrim in the West of Ireland

A transnational gathering took place in October to try out new slow adventures currently developing in Leitrim, Ireland. Leitrim County Council welcomed project partners from Finland, Iceland, Northern Ireland, Norway, Scotland and Sweden and Leitrim business clusters involved in the project case study, to Lough Rynn Castle in County Leitrim as part of the Slow Adventure in Northern Territories (SAINT) project.

The aim of the visit was to give businesses from partner countries a taste of some of the Slow Adventures currently developing in Leitrim. The Leitrim businesses collaborating on this project were Leitrim Cycles, Adventure Gently, The Edergole Kitchen, The Organic Centre and the Leitrim Surf Company.

On a lovely warm and sunny Leitrim morning Adventure Gently, who provide Canadian canoeing experiences from their base in north Leitrim met with the group at the new Boardwalk on Acres Lake in Drumshanbo and provided a guided tour by canoe of the Shannon Blueway. The group then travelled to The Organic Centre in Rossinver where local food business Edergole Kitchen provided lunch with locally sourced ingredients. Following lunch the group took

part in a willow sculpture workshop where participants tried their hand at making willow brushes. That evening the group dined at The Cottage Restaurant in Jamestown where they experienced a subtle blend of Irish and European food with an Asian twist all using locally produced food.

On day two, following a project workshop, Leitrim Cycles, who provide both guided and self guided cycle tours from their Leitrim village base, met some of the group at Lock 7 on the Shannon Erne Waterway close to Ballinamore where they headed off to experience the sights and delights of the Shannon Blueway. The other members of the group opted for Stand Up Paddling and met with Leitrim Surf to explore the peace and tranquility of the Shannon Blueway from the water. All the members of the group met again at Glenview House and Museum where host Brian Kennedy gave our visitors an insight into life in Ireland long ago. The two days of Slow Adventure experiences ended with traditional Irish fare at Glenview Restaurant where following dinner the international guests were treated to some entertainment with Edwina Guckian and *Sean N6s ar an tSionann*, the local traditional music and dance group. They learnt some Sean Nos dancing steps and some even tried the 'Brush' dance.

Reports to date:

Data Gathering and Consumer Research - this report is now ready. Please [contact us](#) if you would like a copy or visit the website www.saintproject.eu.

Review of New Technology in Promoting Slow Adventure - this report is now ready. Please [contact us](#) if you would like a copy or visit the website www.saintproject.eu.

The slow adventure campaign guidelines and the digital marketing guidelines can be downloaded from the website (www.saintproject.eu).

What's next?

Our next and final trans-national meeting will be held in Iceland in March 2018 ahead of the project's end date in April 2018.

The case study report will be written over the next couple of months by

Sweden as well as the Two-Eyed Seeing report from Norway.

For more information on any of the above please contact the lead partner in Scotland at sara.bellshaw.whc@uhi.ac.uk.



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