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Nordic Council of Ministers



**SEMINAR ON PUBLIC RELATIONS AND INFORMATION STRATEGY
IN CROSS-BORDER COOPERATION
(Kärdla Culture House, Hiiumaa, 27 April 2006)**



**Lappeenranta –how to develop and market a
border city as a centre for tourism and
international expertise**

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Thesis of the speech

Occupation:

Development Manager, City of
Lappeenranta

Project co-ordinator and chairman
of the secretary of Lappeenranta-
Imatra Regional Development
Programme

Presentation on session 2:

1. The Finnish border regions have chosen a strategy to promote business and tourism with and to Russian neighbours.
2. Lappeenranta has 60 000 inhabitants, but inspite of that is the most popular tourist center in Finland after Helsinki measured by the Tax Free statistics and amount of foreign tourists.
3. Your region needs to have:
 - a good public-private-partnership
 - invest in it's own strengthsbefore getting a tourist friendly imago. Marketing alone is not enough to rise the amount of tourism income.

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