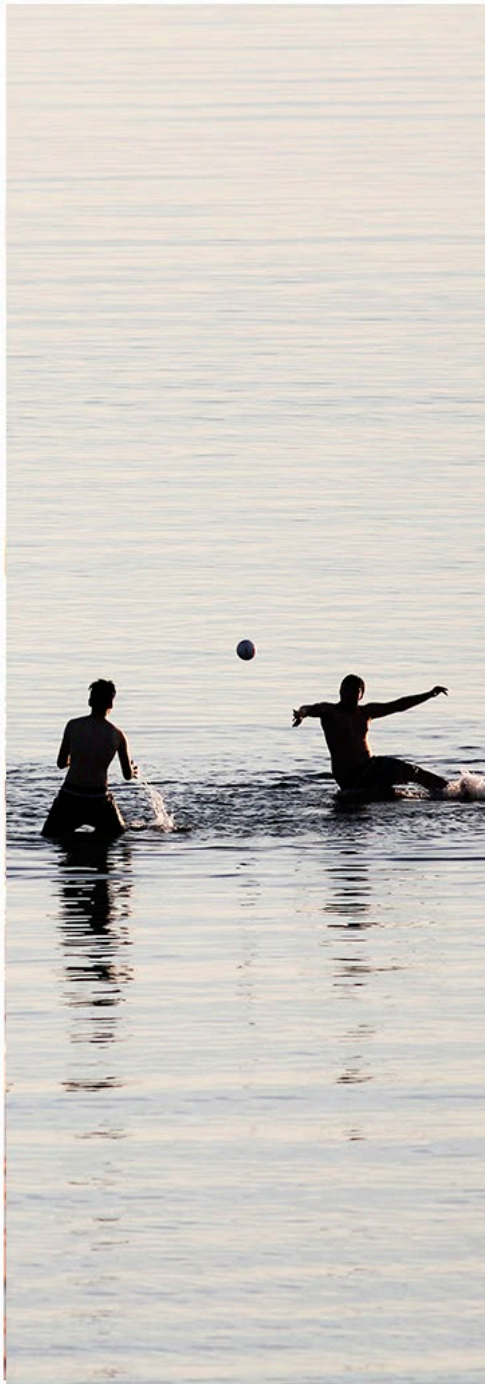
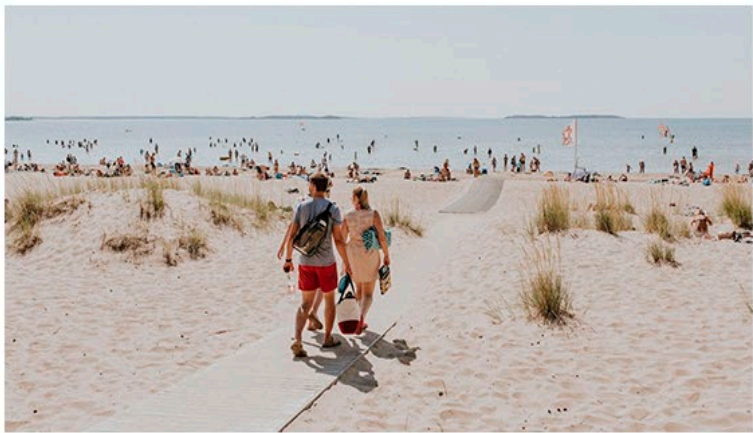


GROWTH PROGRAMME

 **YYTERI**

LÖYDÄ LUONTOSI

DISCOVER YOUR NATURE



CONTENTS

1. BACKGROUND, OBJECTIVES AND DRAWING UP THE GROWTH PROGRAMME
2. THE CURRENT SITUATION AND GROWTH POTENTIAL
3. DEVELOPMENT VISION: OBJECTIVES AND AREA PROFILES
4. CONCEPTS AND MEASURES
5. IMPLEMENTATION AND FOLLOW-UP



YYTERI



1

**BACKGROUND,
OBJECTIVES AND
DRAWING UP THE
GROWTH
PROGRAMME**

THE GROWTH PROGRAMME IS INTENDED TO GROW TOURISM IN YYTERI

TARGET

Yyteri is located on the Yyterinniemi cape in Pori and it has been a popular recreation area since the 19th century. Yyteri's unique feature is the sand dunes and the 6-kilometre-long sandy beach, which is one of the longest in Finland and the Nordic countries.

The Yyteri tourist area is located approximately 18 km northwest of downtown Pori. The tourist is mostly concentrated to the south side of highway 2 to Mäntyluoto. There are both permanent and holiday homes as well as diverse business activities within the Yyteri area.

In the context of the growth programme, Yyteri refers to the areas located in Yyterinniemi, such as the Yyteri beaches, Uniluoto, Kallo, Herranpäivät and Reposaari.

YYTERI

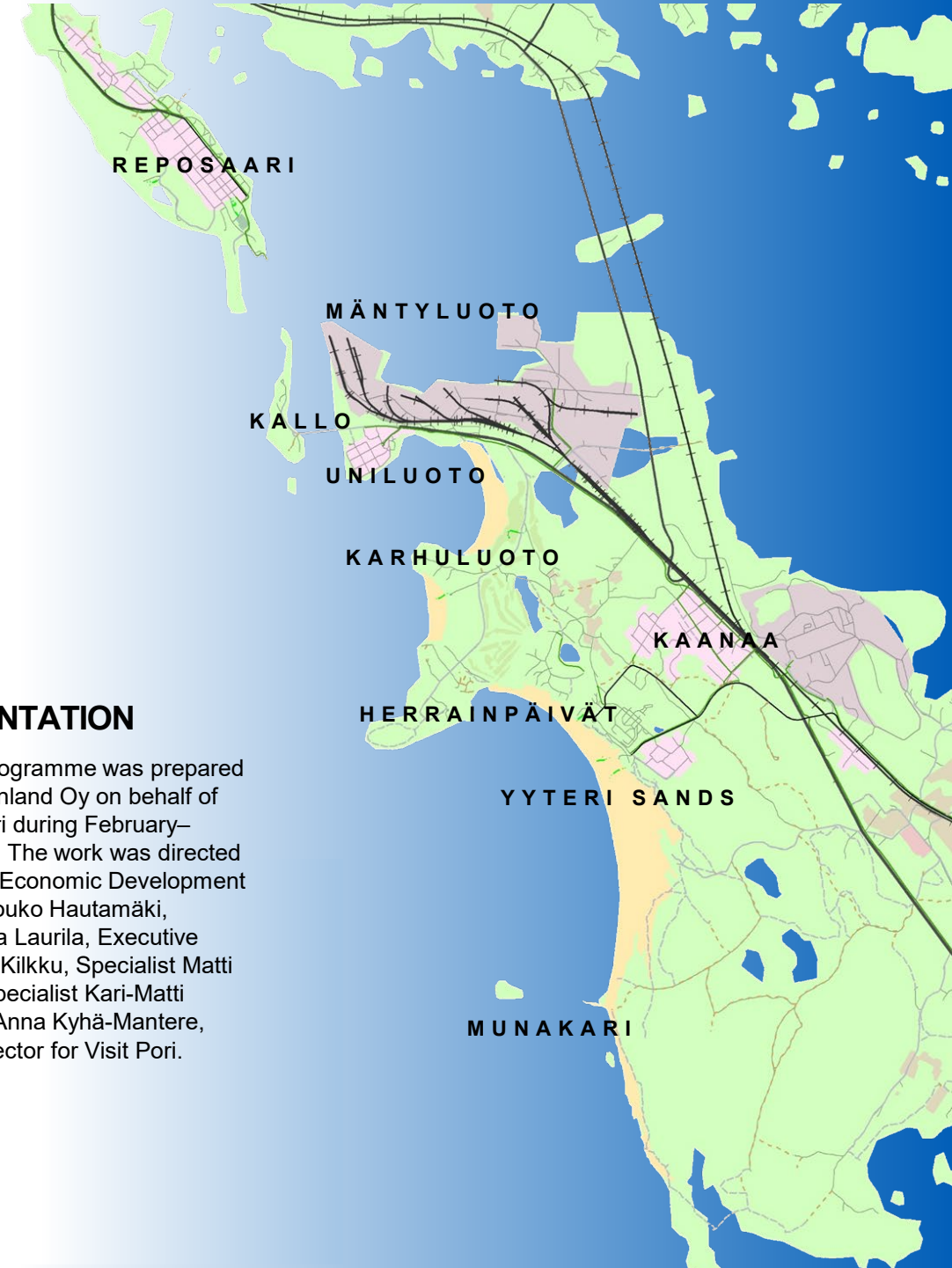
PURPOSE

The purpose of the growth programme is to increase the appeal of the area by clearly describing the operating environment, the current situation and the future development opportunities in the area enabled by zoning. The growth programme justifies investments in the Yyterinniemi area of the City of Pori, supports the long-term strategic development of the area and enables new private investments in the area.

The growth programme promotes the development of this area with unique natural values, taking into account environmental aspects in all activities, and thus promotes achieving environmental objectives. For growth opportunities it is of key importance to coordinate the different activities and identify synergies between them.

IMPLEMENTATION

The growth programme was prepared by Ramboll Finland Oy on behalf of the City of Pori during February–October 2020. The work was directed by Director of Economic Development and Growth Jouko Hautamäki, Specialist Liisa Laurila, Executive Director Lauri Kilku, Specialist Matti Lankiniemi, Specialist Kari-Matti Haapala and Anna Kyhä-Mantere, Managing Director for Visit Pori.



THE GROWTH PROGRAMME WAS DRAWN UP IN COLLABORATION

The Yyteri tourism growth programme was created in collaboration between the current operators and stakeholders in Yyteri, the City of Pori, Visit Pori and Ramboll's multidisciplinary expert group.

The project began by **assessing the current state of Yyteri's tourism operating environment and the potential for sustainable growth**. The work phase comprised surveying the current activities in the area and the framework for development defined by land use and natural values. An online survey was conducted for the various operators, landowners and residents of the area in order to gather their views on development needs. Development potential was identified by studying trends that affect tourism as well as studying success stories of sustainable tourism in both Finland and abroad.

Four scenarios were established as a basis for the development vision, which were discussed in a **vision workshop** held remotely for the operators and stakeholders of the area 20 April 2020. Based on the results of the workshop, a development vision was drawn up in the form of Yyteri **area profiles**. The **objectives** required by the vision were identified and **action cards** detailing the measures for reaching them were drawn up. The objectives and measures were discussed with operators and stakeholders of the region in a **strategy workshop** on 20 August 2020. Drawing up a **roadmap** for the implementation of the measures was begun in the workshop, defining the roles and the first steps of implementation.

The objectives and measures were processed further in light of the results of the workshop and then submitted to operators and other stakeholders for a **comment round** before their finalisation and reporting. **Marketing material** targeted at investors were also produced on the basis of the report.

YYTERI



WHY IS YTERI A FUTURE SUSTAINABLE TOURISM DESTINATION?

TRENDS

The Yyteri tourism area responds to many growing tourism trends: highlighting experiences, tourism related to nature and well-being, environmental consciousness, the rise of smaller destinations and the discovery of "hidden gems".

The new situation experienced in 2020 due to the pandemic has affected tourists' behaviour and reinforced the phenomena that were already growing: near travel and staycations, spending time at many locations as remote work becomes increasingly common, safety (avoiding big cities and transport hubs).

People want to get away, adventure, and have a sense of discovery on their holidays. Recreation and activities are balanced by relaxation, pampering and high-quality restaurant services.

YTERI

LOCATION AND ACCESSIBILITY

Yyteri is easily accessible from the largest cities: Tampere and Turku are less than two hours away and the Helsinki metropolitan area can be reached in three hours. Public transport makes arriving sustainable.

NATURE

Yyteri's strongest attraction is its unique natural environment. The open dune area of the Yyteri sands is the largest intact and still active dune area in Southern Finland. In Yyteri, natural processes have shaped and continue to shape the landscape in a unique way.

LANDSCAPE AND MARINE CHARACTER

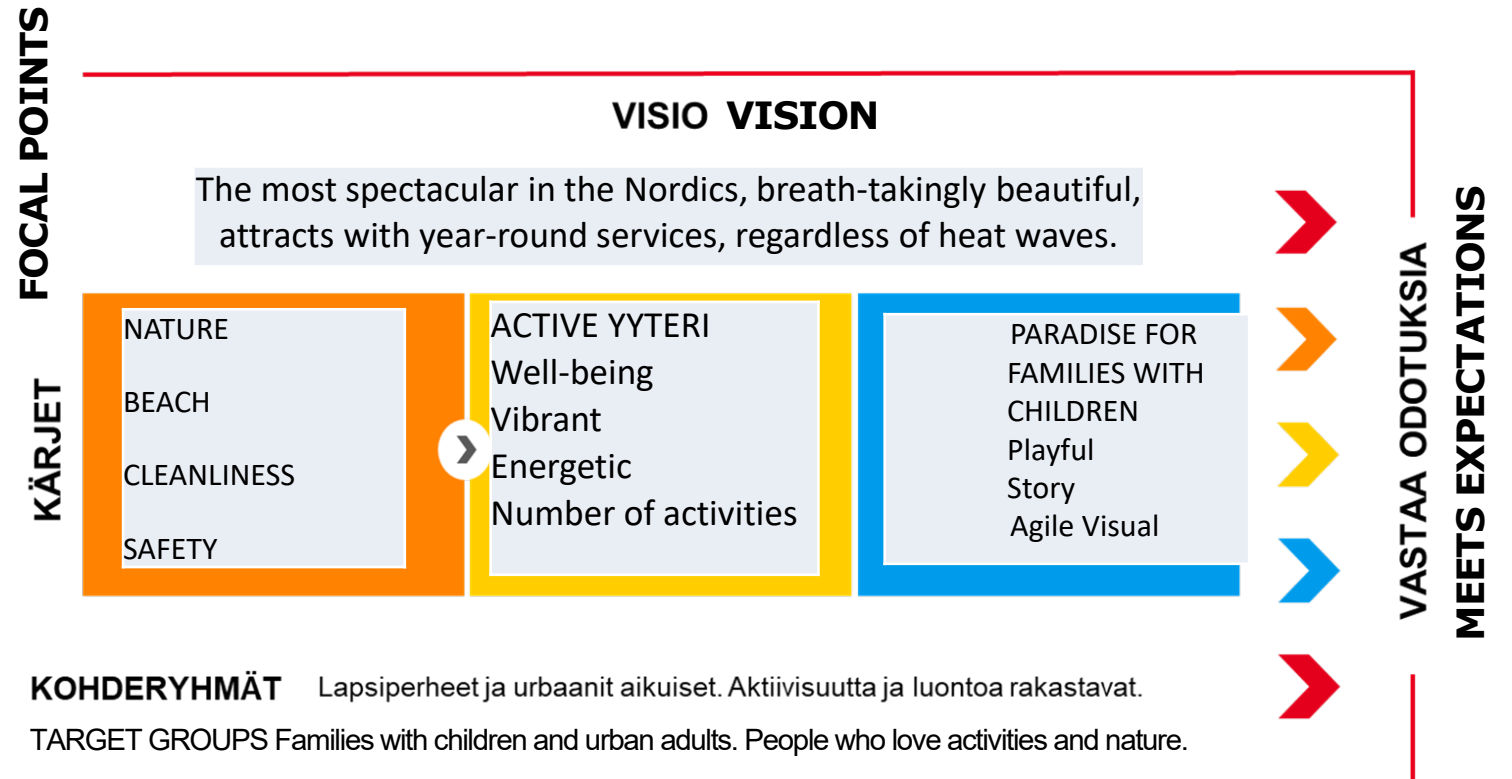
The unique landscape of the Yyteri region consists of the numerous waterfront dunes, beach ridges and combinations thereof, kilometres of smooth silt beach and the pine-covered ridge framing all of them. The extensive sandy beaches of the area are a nationally valuable natural attraction. The protected landscape is an important attraction within the Satakunta coastal landscape and also a nationally significant protected landscape. The area's many valuable natural sites and the characteristics of natural history are unique on a national scale. The region is one of the few places in Finland where all stages of dune development are visible. The region also has a long maritime cultural history.



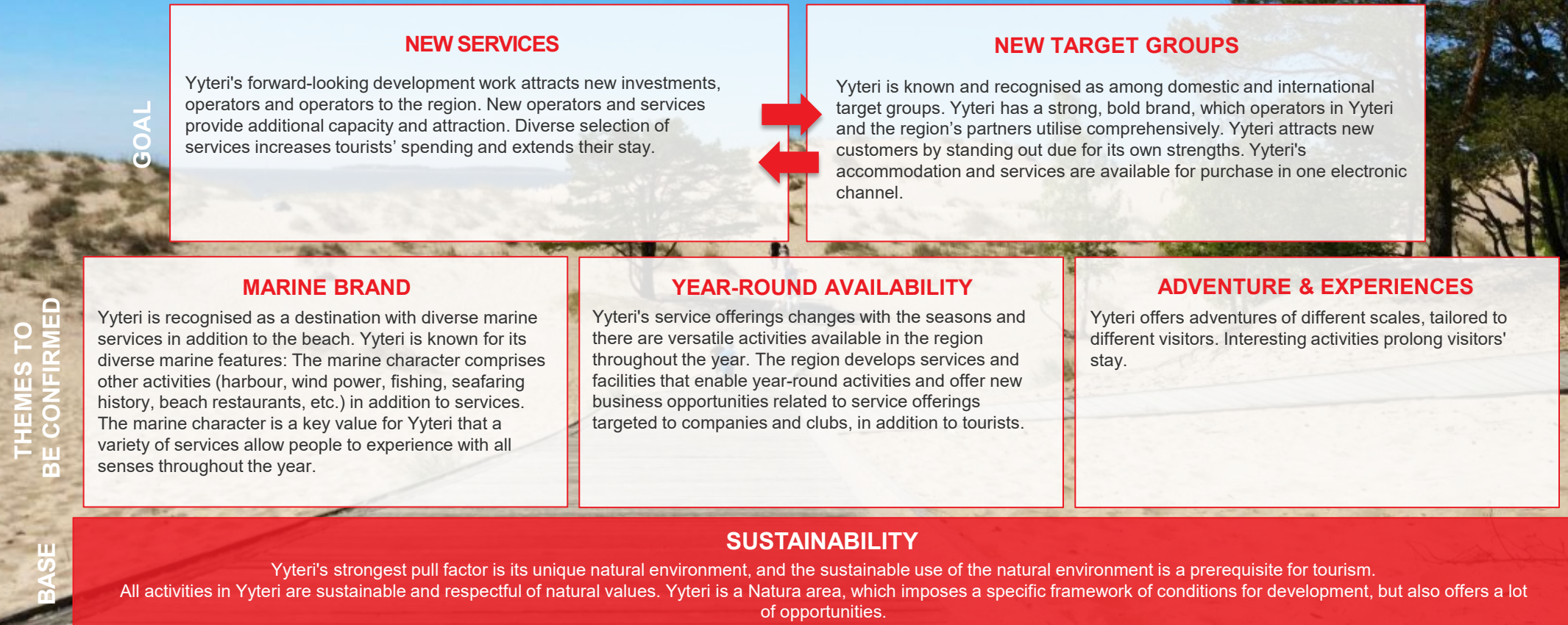
THE GROWTH PROGRAMME AIMS TO TRANSFORM YYTERI'S VISION INTO GROWTH

Yyteri's growth programme, implemented as an interactive process, has the following objectives:

- To define a common vision of how the Yyteri region will grow and develop in the future, giving practical form to the vision (*figure*) and its implementation.
- Attract new operators to the region, provide opportunities for investments, and promote business growth and diversification of the service offerings of companies already operating in the region
- Steer investments in Yyteri by the City of Pori in the near future and support strategic development of the region in the long term



DEVELOPMENT GOALS ARE BASED ON SUSTAINABLE GROWTH



[™]DIMENSIONS OF SUSTAINABILITY THAT STEER GROWTH

The growth programme is guided by the principles of sustainable development, which include ecological, social and economic sustainability. Ambitious goals raise the profile of the Yyteri region and raises interest. Yyteri is developed with the following focal points: nature, beach, cleanliness and safety.



ECOLOGICAL SUSTAINABILITY

- Preserve and protect the region's important natural values
- Adapt new construction to the environment and favour ecological solutions
- Make use of circular and sharing economy opportunities
- Make use of new solutions and operating models to reduce consumption of energy, resources and water
- Develop the region's sustainable accessibility and sustainable modes of transport both externally and internally



SOCIAL SUSTAINABILITY

- Enable and secure housing, recreation and hobbies in the Yyteri region
- Promote operators and residents of the region to involve in Yyteri's development extensively
- Develop services in the Yyteri region in a user-oriented manner, taking into account the needs of different groups of customers and residents, such as accessibility
- Take into account factors of local identity and culture of the region



ECONOMIC SUSTAINABILITY

- Create conditions for sustainable and profitable growth in the tourism industry and other business operations
- Build growth through collaboration and new digital solutions
- Enable growth of the region, especially based on private investment

THE ROLE OF THE CITY OF PORI IN ENABLING YTERI'S GROWTH

Yteri's growth is based on new private investment. New functional service entities, additional capacity and new operators of both small and larger scale are attracted to the area.

The role of the City of Pori is first and foremost:

- Establish land-use conditions for locating investments in the area (master plan, detailed plan and permits)
- Continue infrastructure investments in the region
- Develop the external and internal accessibility of the region in collaboration with operators of the region
- Implement the Piletti building of the Yteri Square
- Attract new investment to the region by highlighting investment opportunities and carrying out proactive investment measures
- Facilitate cooperation between operators in the region and joint marketing of the region (Visit Pori)

YTERI





2

THE CURRENT SITUATION AND GROWTH POTENTIAL

"I would like to see customers who enjoy their lives in a variety of ways in Yyteri. Groups, clubs, families, couples, individual active and wellness tourists, who engage in their own ways during their stay and gather in the evenings at the beach or nearby cafes and restaurants to dine and enjoy being together."

A reply to the survey carried out for operators in the region

ACCESSIBILITY AND CONNECTIVITY

Enable increasing customer flows

CURRENT SITUATION







More than 230,000 people visit Yyteri every year. Between June 2018 and June 2019, the majority of visitors arrived from nearby areas, such as Ulvila, Rauma and Eurajoki. During the same period, 8% of visitors came from Tampere, 4% from Turku and 3% from Helsinki.

Visitor spikes occur during the summer season, especially in July. In the visitor survey of 2018, approximately 44% of the visitors rated Yyteri 10/10. The NPS recommendation index was 69.

DISTANCES

Stockholm	315 km
Helsinki	242 km
Turku	138 km
Tampere	115 km
Vaasa	193 km
Oulu	511 km
Rauma	51 km

CONNECTIONS

	karhu.aero
	vr.fi
	matkahuolto.fi
	porinlinjat.fi
	porincitycar.fi
	avis.fi

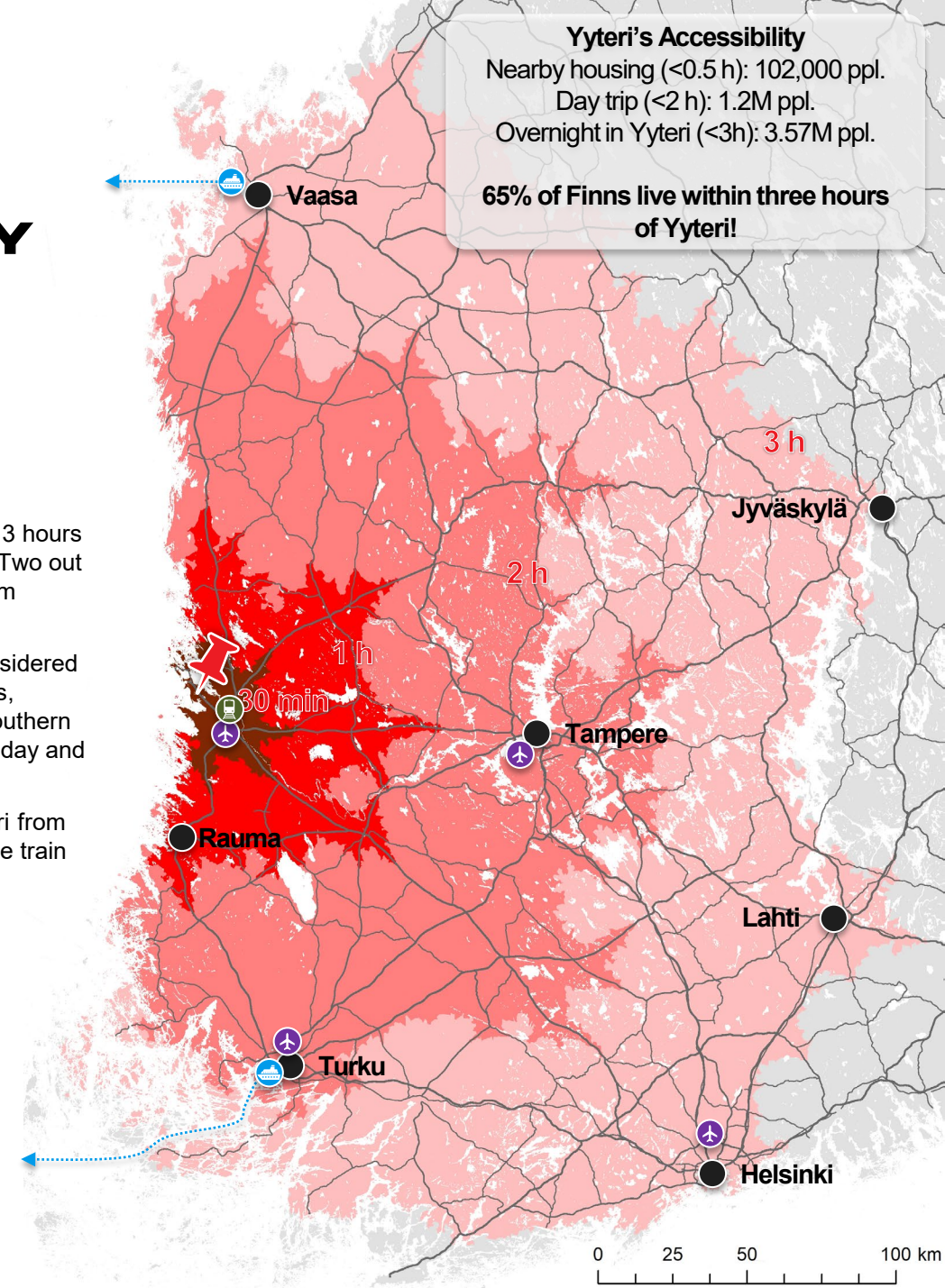
YYTERI

POTENTIAL

Yyteri is located within a day's drive (less than 3 hours of driving) from Finland's largest urban areas. Two out of three Finns live within a three-hour drive from Yyteri.

Increase of short-term vacations nearby is considered a future trend. In addition to longer holiday trips, Yyteri's distance from the growth centres of Southern Finland also makes it potential for shorter one-day and weekend trips.

There are public transport connections to Yyteri from downtown Pori. Pori can be reached via diverse train and bus connections as well as by air.



ČURRENT STATE OF ŸYTERI

Offers also to current businesses and residents

CURRENT SITUATION

In addition to the tourist area, Yyteri is also a residential and business area. This map shows how the **population** and **jobs** area located as 250-metre squares in 2018. The size of the sphere represents the sum total of the square.

Currently, Yyterinniemi (incl. Reposaari) has about 6,100 inhabitants (the area shown on the map) and about 1,700 jobs.

A total of 208 establishments are located in the Yyteri area (postal codes 28800, 28840 and 28880). A total of 77, or 37%, of these are **tourism-related establishments**.



POTENTIAL

Yyteri's role as a diverse residential and workplace area improves the region's identity. A future opportunity is to create services that will also improve the selection of services available to the region's current residents and workplaces.

In the future, the Yyteri region will accommodate a wide range of activities, from tourism services to production operations and possibly even combinations of these.

Trade

Accommodation and food service industry
Arts, entertainment and recreation

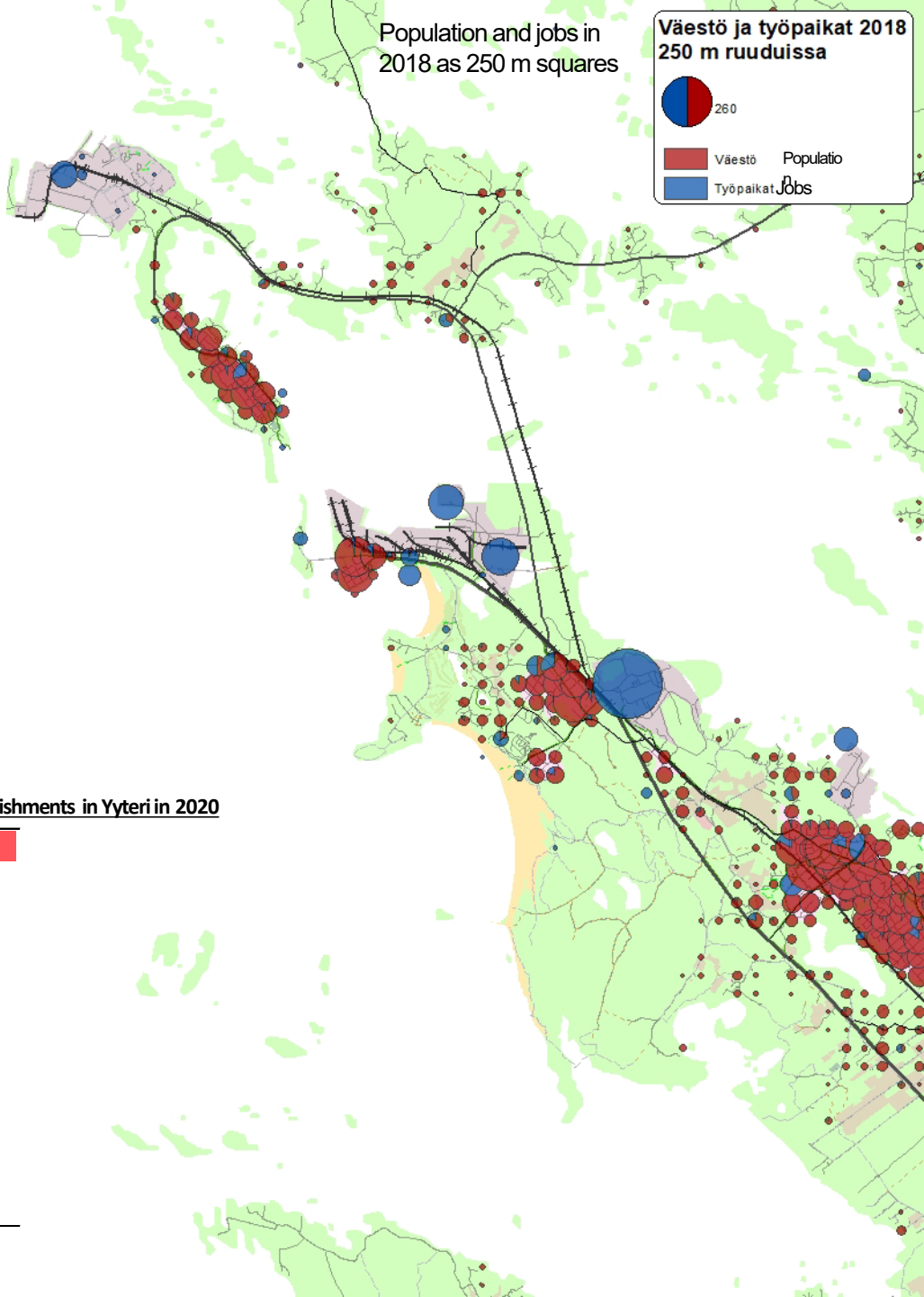
Other service activities
Transport and storage
Professional activities

Administration and support service activities
Health and social services
Manufacturing

Construction

Other industries total

Toimipaikat Yyterissä 2020		Establishments in Yyteri in 2020
Kauppa	35	
Majoitus ja ravitsemistoiminta	19	
Taiteet, viihde ja virkistys	8	
Muu palvelutoiminta	15	
Kuljetus ja varastointi	20	
Ammatillinen toiminta	20	
Hallinto ja tukipalvelutoiminta	7	
Terveys- ja sosiaalipalvelut	6	
Teollisuus	30	
Rakentaminen	31	
Muut toimialat yht	17	
Yhteensä	208	
Total		



Yyteri surprises with a versatile **SERVICE SELECTION**

CURRENT SITUATION

Yyteri is widely known in Finland. Yyteri's image is often focused on the sandy beach.

Yyteri has a great setting for hobbies and opportunities for over 50 different activities. Activities include golf, surfing, nature observation (over 30 km of hiking trails, more than 15 nature observation towers), horse riding and mountain biking.

Accommodation capacity total 115 hotel rooms (730 beds), 100 cottages/villas, caravan and trailer parking (135 spaces) and tent locations (200) on campsites. The current accommodation establishments have invested in renovation and upgrading their facilities to meet today's needs.

YYTERI

POTENTIAL

A future opportunity is to increase customers' understanding of the versatile services – both current and ones being developed – in the region, and thus increase the number of visitors and the duration of their stays. Packaging services, ease of the purchasing process, guidance and development of internal connections allow expanding tourism use of the entire Yyterinniemi (incl. Reposaari).



Photo credits: Visit Yyteri and websites of the following companies: Adventure Park Huikke, Yyteri Camping and Yyteri Hotel & Spa

YYTERI AS A BASE FOR EXPLORING the tourism services of Satakunta and Western Finland

CURRENT SITUATION

Visit Pori has created its own visityyteri.fi website for Yyteri, as well as marketing campaigns focused on Yyteri. Visit Pori markets Yyteri as part of Pori and as part of the marine Pori.

For the purposes of international marketing coordinated by Visit Finland, the country is divided into regions and Pori belongs to the “Coast and Archipelago” region.

POTENTIAL

Tourism focused on activities, exercise and well-being is a growing trend. The tourist of the future wants a variety of activities, things to see and experiences for every day. A prerequisite for extending visitors' stays is to promote strong connections between Yyteri and a wider network of tourism services in Pori, as well as in Satakunta and other neighbouring regions.

Considering Yyteri's marine character, it will be of key importance to engage in cooperation in contexts such as the Intercity Collaboration of South-West Coast of Finland (LOURA) formed by Turku, Pori, Rauma and Uusikaupunki, and Visit Finland's work for the Coast and Archipelago destination.

The Bothnian Sea National Park forms an entity of marine archipelago, extending from Kustavi to Merikarvia. Yyteri can foster a closer connection with the national park by developing new services and connections.

THEMES

THE REGION'S INDUSTRIES AND THE SOURCE OF ITS PROSPERITY
HEARSTROMIRONWORKS (Noormarkku)
PILKKAJÄRVEN MUSEUM (Uvila)
HARBOURS AND FISHING (Reposaari; Merikarvia)

FOR FAMILIES WITH CHILDREN:
MUUMAA (Merikarvia)
PELLE HERMANNI PARK (Pori)
NATURE HOUSE ARKKI (Pori)
ULTRA ACTION PARK (Pori)

YYTERI



DEVELOPMENT PROJECTS

advance the Yyteri region and improve the customer experience

CURRENT SITUATION

Visit Pori has been responsible for coordinating Yyteri's development since 2017. The City of Pori has chosen Yyteri as a leading destination for tourism development alongside Kirjurinluoto.

In recent years, many measures have been taken to develop Yyteri in areas such as marketing, guidance, accessibility, regional infrastructure and parking.

In early 2019, a master plan was drawn up for Yyteri Square, the heart of Yyteri's tourist area, and its surroundings. The plan's objective is to improve Yyteri's attractiveness, recognition, general appearance, practical functionality, and create new opportunities for users and new business opportunities.

POTENTIAL

The growth of tourism requires a new range of experience-based services and attractive anchor operations. One important aspect is to improve the level of Yyteri's services along with the customer and visitor experience by further developing new services and infrastructure in the region.

New planned development projects will create focal points of attraction, which Yyteri can utilise to improve its profiling. Development projects also create a virtuous circle for development in the region.



YYTERI

ZONING

creates the conditions for attracting investments

CURRENT SITUATION

The Yyterinniemi master plan has been in the draft stage for almost a decade. Currently, a number of key surveys are required for the local master plan.

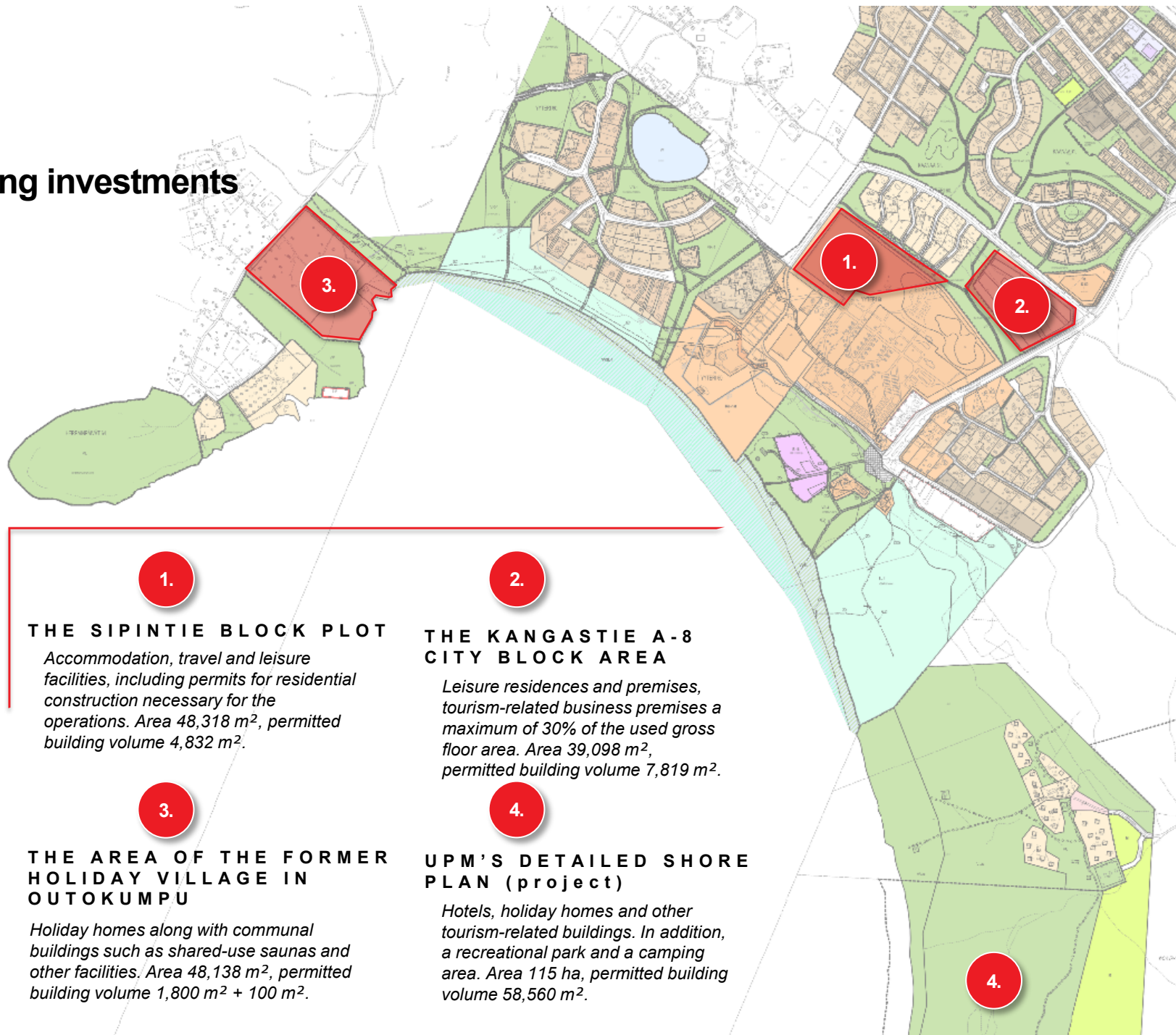
The biggest landowners in the area are UPM Kymmene Oyj and the City of Pori. UPM is preparing a detailed shore plan on their lands near the Yyteri sands, which would enable the development of a hotel project.

POTENTIAL

The master plan can be used to identify, survey and ensure the development opportunities of Yyteri. A valid master plan is a prerequisite for investors' interest and the realisation of investments. The master plan can also be used to take a position on accessibility and transport arrangements in the Yyteri region.

There are valid local detailed plans in Yyteri that already enable measures such as the development of tourism activities and services as well as increasing the accommodation capacity.

YYTERI



1.

THE SIPINTIE BLOCK PLOT

Accommodation, travel and leisure facilities, including permits for residential construction necessary for the operations. Area 48,318 m², permitted building volume 4,832 m³.

2.

THE KANGASTIE A-8 CITY BLOCK AREA

Leisure residences and premises, tourism-related business premises a maximum of 30% of the used gross floor area. Area 39,098 m², permitted building volume 7,819 m³.

3.

THE AREA OF THE FORMER HOLIDAY VILLAGE IN OUTOKUMPU

Holiday homes along with communal buildings such as shared-use saunas and other facilities. Area 48,138 m², permitted building volume 1,800 m³ + 100 m³.

4.

UPM'S DETAILED SHORE PLAN (project)

Hotels, holiday homes and other tourism-related buildings. In addition, a recreational park and a camping area. Area 115 ha, permitted building volume 58,560 m³.

4.

YSUSTAINABILITY

and respect for the environment as a resource for Yyteri

CURRENT SITUATION

One of strategic focal points for Yyteri's development is responsible and sustainable development. As an recognition of this effort, Yyteri was awarded the internationally renowned Green Key certificate in June 2019 as the first tourist destination in Finland in the category "Attractions".

Yyteri has renewed its infrastructure in accordance with sustainable principles, with measures such as favouring wood as a construction material and testing a solution of a toilet and a shower housed in a solar-powered, self-sufficient container.

Events have been part of Yyteri's history since the 1950s. Today, events are limited to a maximum of 4,000 people in the event area.

Yyteri is the first beach in Finland to apply for the international Blue flag environmental award.

YYTERI

POTENTIAL

Sustainability is the cornerstone of future tourism, driven by broader climate and sustainability goals, but also from the growing demands customers have for tourist destinations in relation to their sustainability and this aspect fitting in with the visitors' own values and lifestyles.

At Yyteri, sustainability creates significant opportunities, which can be realised by making sustainability even more central to the brand and harnessing the pioneer status as a competitive advantage in comparison with other beach destinations.

Being a pioneer requires ambitious goals and determined work, as well as the commitment by the city and other operators. Extending sustainability to all functions in the region, from modes of transport to the provision of accommodation and services, while simultaneously focusing marketing to customer groups that consider sustainability in their consumption decisions.



COOPERATION AND SHARED AMBITION

provide a good base for development

CURRENT SITUATION

The City of Pori has recognised the need develop Yyteri and it is among their key development targets. Visit Pori has led the development work in collaboration with a network of other operators in the region.

Key tourism operators in the region are committed to Yyteri's long-term development, and they invest in their own business and participate in joint marketing.

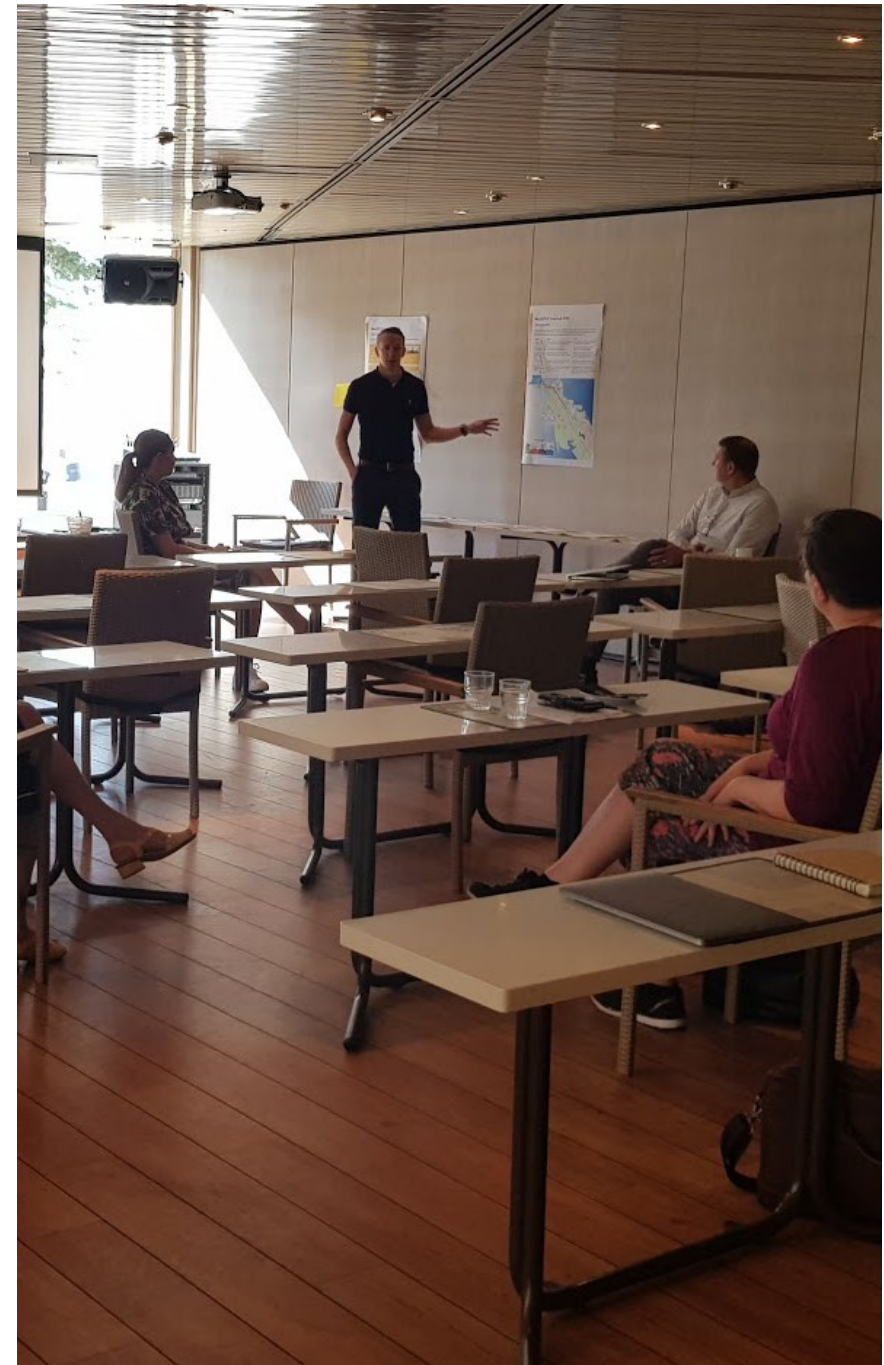
POTENTIAL

Yyteri's growth requires a forward-looking atmosphere that promotes trust in the development and encourages investments both by existing and new parties. Sustainable ways to implement new ideas that respect the natural values of the region can be identified together.

The benefits of closer cooperation between operators is emphasised in co-produced service packages and joint sales. Successful brand work and the profiling of the area also require commitment by the various operators.

Trust between the various operators provides a basis for cooperation. This can be promoted by means such as a joint quality pledge that the operators commit to.

YYTERI





YTERI



3

**GROWTH
OBJECTIVES &
FUTURE
SCENARIOS**

GROWTH OBJECTIVES

by 2030

ACCOMMODATION

Yyteri offers a wide range of experience-focused accommodation options that meet the expectations of different target groups and extend visitors' stay.

ACTIVITIES

Yyteri fulfils the definition of international tourism destination, and its service offering is year-round, highly commercialised and available every day.

MOVING AND ACCESSIBILITY

Yyteri can be reached all year round with sustainable modes of transport. Yyteri's internal connections are smooth and attract to explore the service offering more extensively than at present.

COLLABORATION, BRAND AND AWARENESS

Known for its versatile, sustainable service concepts, Yyteri is recognised in Finland and abroad.

YYTERI'S GROWTH METRICS BY 2030

The implementation, follow-up and evaluation of measures proposed in the growth programme is guided by growth indicators.

ACCOMMODATION

Increase in accommodation capacity

Current situation: 730 beds



Objective: 2,000 beds

Long-term target of 3,000 beds, with prerequisites being prepared by the year 2030

Year-round activity: increase in occupancy rates during off-season

Current situation: approx. 20–30% utilisation rate in the off-season



Target: approx. 40–50% utilisation in the off-season

ACTIVITIES

Yyteri's positive development has attracted new operators and entrepreneurs to the region every year

Objectives:

- approximately 5 new operators per year, including pop-up activities in the region.
- More than 100 events annually, ranging from small meetings to larger public events.
- In addition to the beach, 1–2 new “wow” experiences in the Yyteri region.

MOVING AND ACCESSIBILITY

Streamline travel chains

Indicator: Number of new public transport services and increase in number of users, change towards more sustainable modes of transport

Connections within the region

Indicator: New connection and solutions that promote mobility

COLLABORATION, BRAND AND AWARENESS

Improved awareness among selected target groups

Indicator: Marketing analytics, survey among target groups, direct Google searches

Increase in the number of international tourists

Current status: Approx. 5% (of people staying in Yyteri)



Objective: 10–15%

YÄYTERI ATTRACTS ACTIVE PEOPLE AND HEDONISTS

POTENTIAL TARGET GROUPS



NATURE LOVER
LUONTORETKEILIJÄ

FAMILY ADVENTURER
PERHESEIKKAILIJA

ACTION HERO
TOIMINTASANKARI

HEDONIST
NAUTISKELIJA



Day-trip visitors from nearby

Weekenders from within a few hours driving distance

Holidaymakers (from extended weekend up to a week) from further away in Finland or abroad

Holiday house owners



Event visitors

Active
holidaymakers and
golfers

Nature lovers

Urban adults

International tourists

People from Pori &
nearby region

Sailors

Groups

YÄYTERI

THE YTERI EXPERIENCE

is created within interwoven areas and services that support each other

How does Yyteri look, sound and feel in 2030? Area profiles illustrate the target situation from the point of view of Yyteri's different areas. Each area has its own distinctive features and strengths that can be utilised developing tourism in Yyteri. The goal is for tourists to experience and make use of the Yyteri area in an extensive and diverse way.

Yyterinniemi consists of different **areas**, all of which can be profiled in interesting and distinctive ways and, when put together form the tourist area of Yyterinniemi and Reposaari

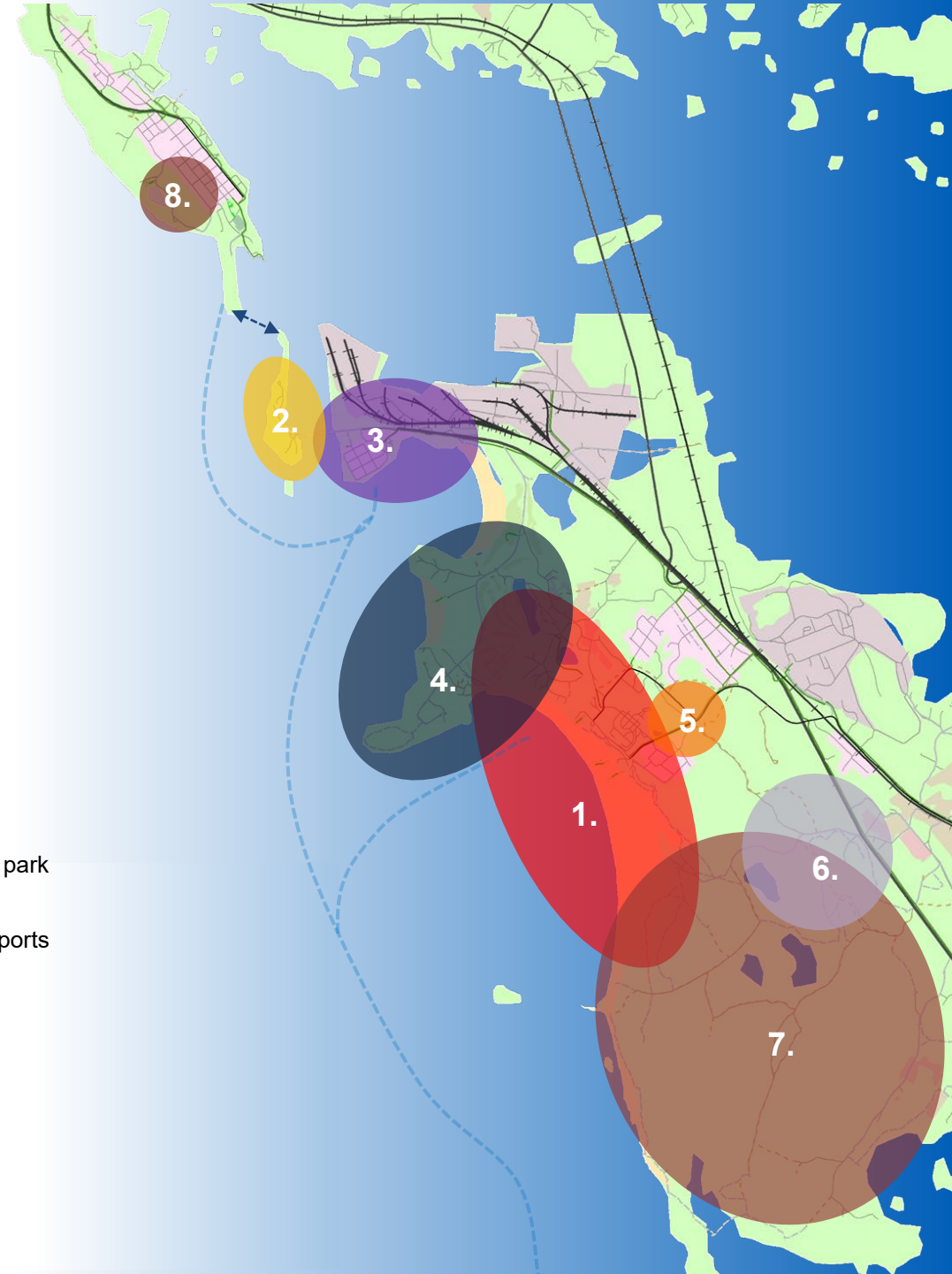
One key objective is also to develop the **connections between the different areas** to make experiencing the entire Yyteri region easy and effortless. Yyteri must develop versatile solutions for internal mobility, external accessibility and waterborne traffic connections.

The following pages describe each area profile from the target groups' perspective.

The profiles illustrate a goal-oriented vision for the future and serve as a background for further planning and development.

YTERI

- 1. Beach experience and services
- 2. Atmospheric stormy islet
- 3. Authentic harbour romance
- 4. Relaxed ecological life
- 5. Adventure and exercise year-round in an indoor park
- 6. "Ride Yyteri" for off-road hobbies and extreme sports
- 7. Adventure above daily life
- 8. Idyllic Räpsöö



BEACH EXPERIENCE AND SERVICES

Yyteri's core area, recognisable to everyone and where the majority of tourists head to. The beach in itself provides experiences and has a wow factor. The need for development is mainly focused on creating value-added services to improve the tourist experience and the mobility along the coast. These themes will be developed in projects that align with the Yyteri local master plan.



FAMILY ADVENTURER
PERHESEIKKAILIJA



HEDONIST
NAUTISKELIJA



ATMOSPHERIC STORMY ISLET

The stunning sea view of the Bothnian Sea National Park and the wind park from the island of Kallo. Kallo is a hidden gem of the Yyteri region, that allows you to experience the changing seasons and the sea in a unique way.

A key element in developing the region is improving services and connections as well as routes. The area is also suitable for temporary projects of sustainable accommodation focused on experiences. The connection between the island of Kallo and Reposaari will be improved and the marine services in the area will be developed.



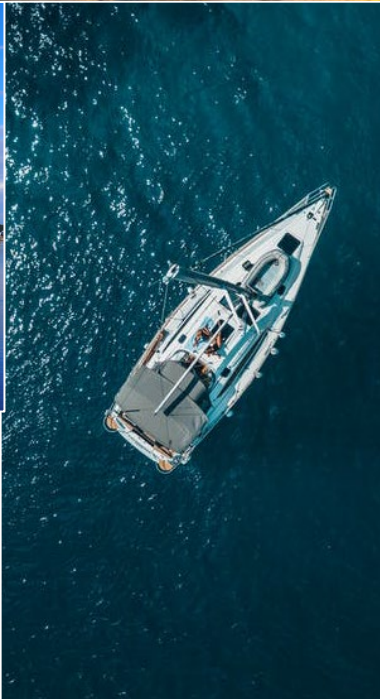
HEDONIST
NAUTISKELIJA



NATURE LOVER
LUONTORETKEILIJÄ



ACTION HERO
TOIMINTASANKARI



AUTHENTIC HARBOUR ROMANCE

In Uniluoto, the history of harbour activity meets the present day. A unique unit that supports Yyteri and sets it apart can be created by developing the activities in the harbour and along the coastline.

Highlights of the operations in the area include a container village that offers guided tours of the history of the harbour, speakeasies, , a beach restaurant, accommodation in apartment buildings, a waterborne transport centre, a beach boulevard, boardwalk, connections to Reposaari, legends and stories.



Image: Orvo Lähtenmäki



Image: Orvo Lähtenmäki



HEDONIST
NAUTISKELIJA



FAMILY ADVENTURER
PERHESEIKKAILIJA

RELAXED ECOLOGICAL LIFE

The highlight of the area of Herrainpäivät are idyllic cottage villages and golf-related recreational activities. The key project for the development of the area is the conversion and profiling of the Luvatta cottage village as a top destination for sustainable tourism and ecological accommodation, especially targeted for the needs of golfers and in the winter season for other sports enthusiasts.



Image: Anneli Salo (CC BY-SA 3.0)



HEDONIST
NAUTISKELIJA



FAMILY ADVENTURER
PERHESEIKKAILIJA



ACTION HERO
TOIMINTASANKARI



ADVENTURE AND EXERCISE YEAR-ROUND
IN AN INDOOR PARK

A versatile experience centre will be built in Yyteri's key area, which will include sports and event facilities, restaurant and café services, and business premises. The destination will allow visitors to enjoy Yyteri's dune world and surfing also in the winter time.



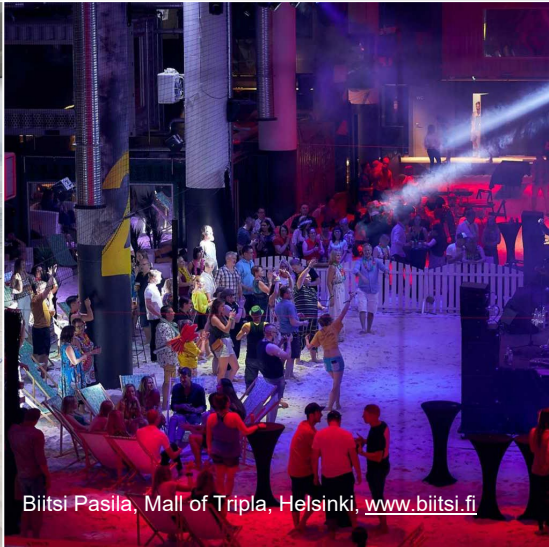
FAMILY ADVENTURER
PERHESEIKKAILIJA



ACTION HERO
TOIMINTASANKARI



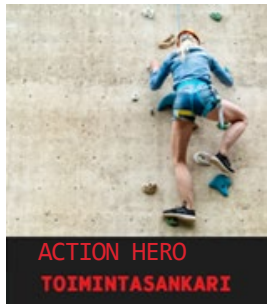
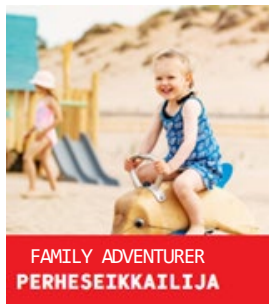
Biitsi Salmisaari, Helsinki, www.biitsi.fi



Biitsi Pasila, Mall of Tripla, Helsinki, www.biitsi.fi

"RIDE YYTERI" FOR OFF-ROAD HOBBIES AND EXTREME SPORTS

The former motor track area will be developed into a concentration of off-road activities, with a wide range of both summer and winter activities. Due to its somewhat remote location, the area can also be used as a venue for other major outdoor events.



FAMILY ADVENTURER
PERHESEIKKAILIJA

ACTION HERO
TOIMINTASANKARI



ADVENTURE ABOVE DAILY LIFE

The connection between the Yyteri silt area and the Yyteri tourist area will be improved and an observation concept of “above daily life” will be developed and serve as the gateway to the alluvial area. The concept includes services such as treehouse accommodation, suspended scenic routes between the trees, and an observation tower. The Huikkee Adventure Park will also be connected to the complex.



FAMILY ADVENTURER
PERHESEIKKAILIJA



ACTION HERO
TOIMINTASANKARI



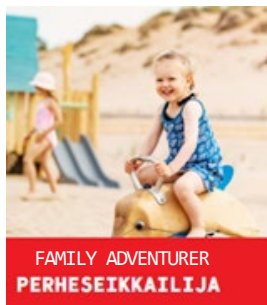
NATURE LOVER
LUONTORETKEILIJÄ

IDYLLIC RÄPSÖÖ

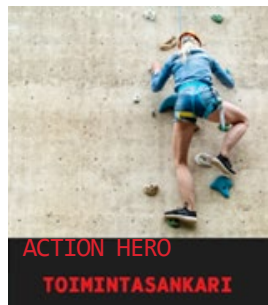
Reposaari together with Uniluoto form a pair of harbour romance. The island, with its characteristic old wooden houses, fishing harbour, breakwater, floating villas and seafood restaurants, is charmingly idyllic, complemented by the rustic Uniluoto. Reposaari will be connected more closely to Yyteri with measures such as improved waterborne traffic connections, a cycling ring route and improved accommodation capacity and new service packages.



HEDONIST
NAUTISKELIJA



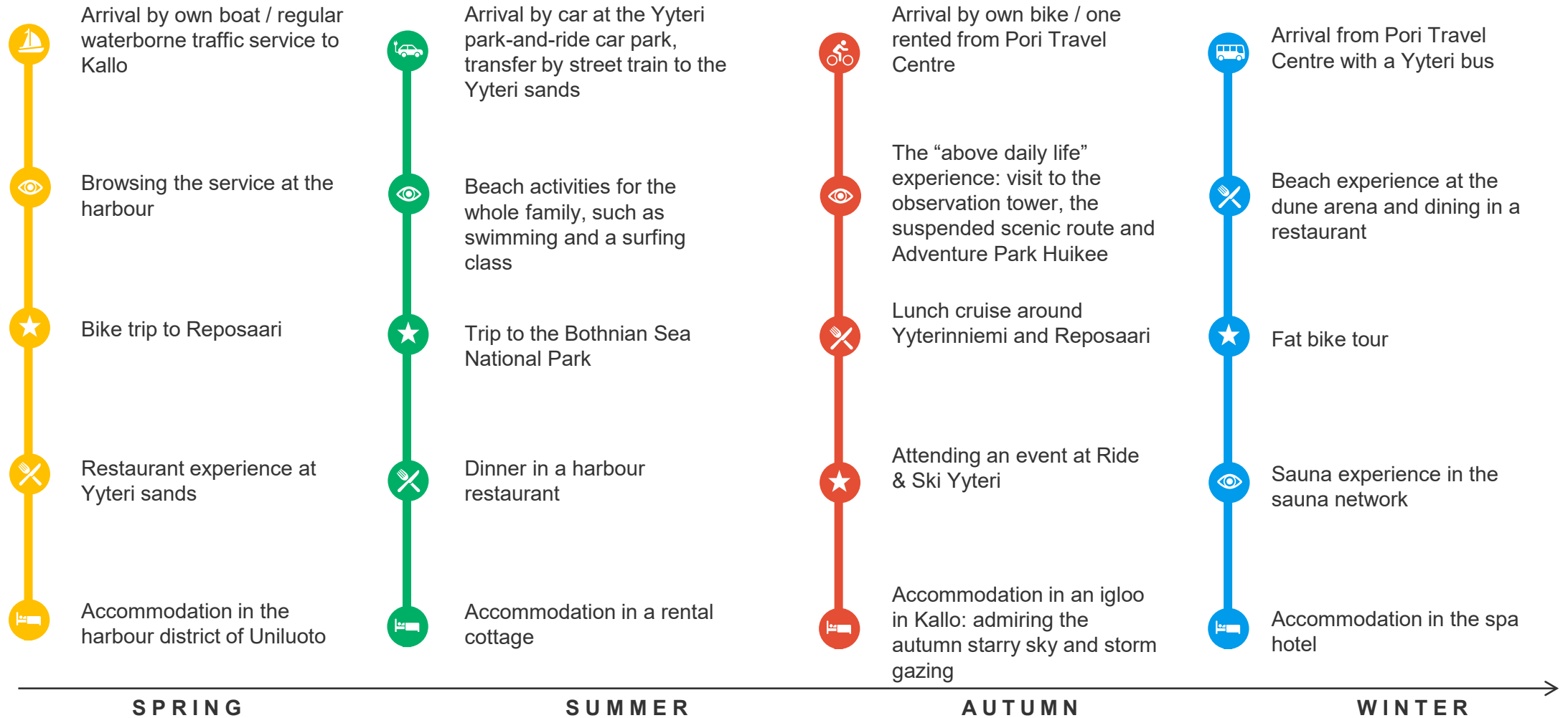
FAMILY ADVENTURER
PERHESEIKKAILIJA



ACTION HERO
TOIMINTASANKARI

EXPERIENCE PATHS IN THE YYTERI OF THE FUTURE

DIFFERENT SEASONS, FROM DIFFERENT CUSTOMER PERSPECTIVES





4

**DEVELOPMENT
MEASURES
BY THEME**

YYTERI SUSTAINABLE GROWTH

WHAT IS NEEDED TO ACHIEVE THE OBJECTIVES?

Sustainable increase of both
services and activities

Improving the region's external accessibility and
internal connections



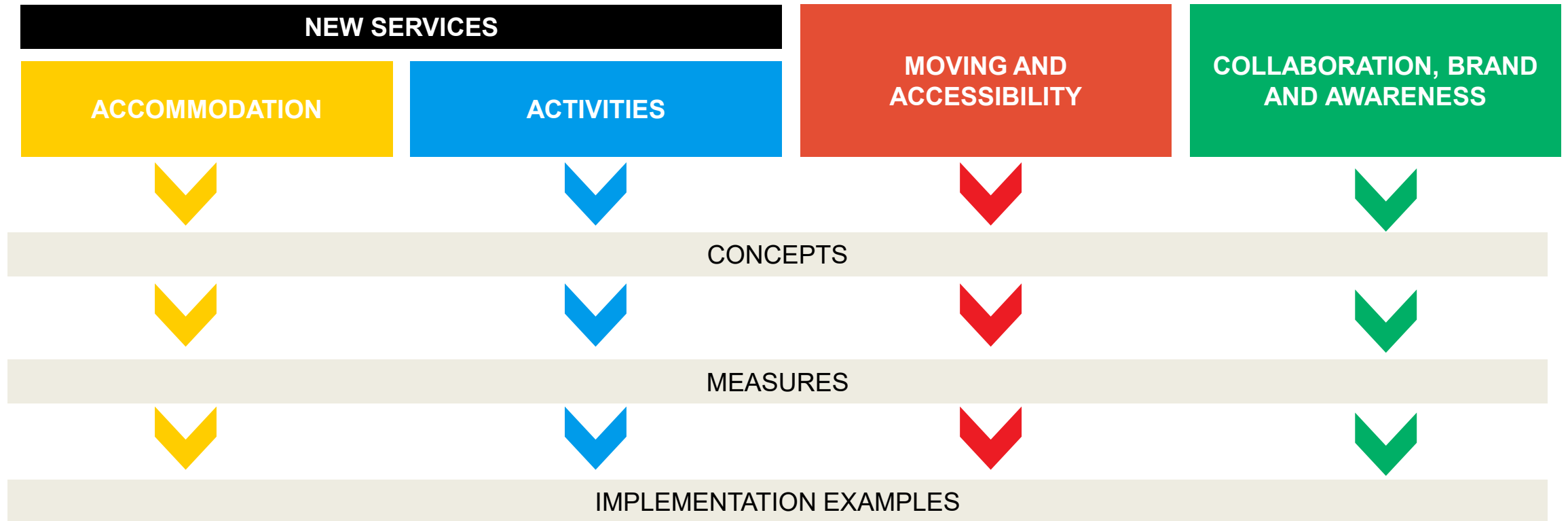
Collaboration, brand and
awareness development



LAND USE AND ZONING
INVESTMENT
NEW OPERATORS

DEVELOPMENT MEASURES

The development measures are presented by theme on the following pages. Broader concepts are presented for each theme, which are then further specified with more detailed measures. Finally, ideas for more detailed ways of implementing the measures are presented, meaning possible implementation methods. The measures and concepts form a range of opportunities based on which Yyteri's growth can be built. The concepts presented here require private investment, which the City of Pori can help enable.



LAND USE AND ZONING AS DRIVERS OF GROWTH

The development measures and concepts presented on the following pages require a solid local master plan and the key themes also require continuing onto local detailed plans. A solid local master plan is a prerequisite for attracting private investment. The local master plan should establish the framework for developing land use in Yyteri in the long term: what are the core tourism service areas, how internal connections within the region are structured, and where Yyteri's service selection can be developed in more depth. **Drawing up the master plan and carrying out the key surveys required is a key step and a prerequisite for Yyteri's growth.**

MASTER PLAN

SEARCH FOR INVESTORS AND OPERATORS

CONCEPT AND PROJECT DEVELOPMENT - PLANNING

DETAILED PLAN

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES
Completion of the Yyterinniemi component master plan	The Yyterinniemi component master plan was initiated in 2013. However, the work was not completed. The master plan should take a position on the land-use framework and opportunities of the projects and concepts presented in the growth programme, and should provide an overview of the development and connections of the Yyteri region. The master plan also provides the basis for ongoing and future detailed plan projects. As part of the master plan process, continuous cooperation between the authorities of the ELY Centre and the Regional Council of Satakunta.	Continuous / under development	Planning and programming the continuation of the master plan work (City of Pori/urban planning)	City of Pori, ELY Centre, Regional Council, residents and operators	High	Budgeting for the continuation of the master plan.



ÄCCOMMODATION IN YYTERI

Yyteri has diverse and year-round accommodation businesses that stand out especially with experience-focused accommodation concepts. The new attractive hospitality concepts themselves act as a pull factor and create “wow” experiences. The increased accommodation capacity responds to seasonal demand peaks and diversifies accommodation options in the off-season. Part of the increase in accommodation capacity can also be realised outside Yyteri, making the development of accessibility between Yyteri and the centre of Pori of key importance. Accommodation and related services are easy to buy.

ÄKKOMMODATION IN YTERI

ESTABLISHMENTS ON THE MAP

- 1 Experience-focused accommodation
“Discover your nocturnal nature” concept
- 2 Uniluoto sailor accommodation
Part of the “Discover your sailor nature” concept
- 3 The Luvatta eco lodge complex
Part of the “Ecological luxury accommodation” concept
- 4 Spa hotel and resort complex (UPM)
- 5 Refurbishment of existing accommodation establishments
- 6 Accommodation in Reposaari

YTERI





CONCEPT 1: "ECOLOGICAL LUXURY ACCOMMODATION"

REFURBISHMENT OF THE LUVATTA COTTAGE VILLAGE INTO HIGH-END ECOLOGICAL ACCOMMODATION

The cottage village is located near the golf course and could serve its customers. However, the accommodation targeted to golfers should be of a high standard and meet today's quality needs. A golf resort type of solution would presumably require the demolition of existing cottages and the construction of new ones. There is also a beach nearby, which is popular with surfers and they can complement the year-round demand of the location.

Target groups



International tourists



Active holidaymakers, golfers, surfers



Families with children



Nature lovers



Hedonist



Groups

Services and functions include

- Golf resort
- Sauna
- Emphasising sustainable solutions and measuring sustainability
- A community-oriented concept for accommodation and part-time living
- Café/restaurant and conference services

Prerequisites for implementation

- Developing a sustainable accommodation concept
- Private operator/investor with potential to develop the area, investor search
- Planning and zoning of the coastal and fitting this together with environmental protection

Operating model

- Planning the resort option together with the current key operators: the area can be utilised either through one of the current operators in the Yyteri area or as a separate complex, if volume can be grown sufficiently.



CONCEPT 2: "DISCOVER YOUR NOCTURNAL NATURE EXPERIENCE ACCOMMODATION PROJECT

Increasing number of people select their travel destinations based on experience-focused accommodation. Yyteri can attract interest and increase its visibility on social media with experience-focused accommodation services.

For example, treehouses built between pines respect the delicate natural environment of the area and open up new views of the sea over the dunes and the coastal meadows. Experience-focused accommodation does not keep you separated from the area's magnificent nature by four walls, but rather makes nature a continues part of the Yyteri experience.

Target groups



International
tourists



Urban adults



Nature lovers



Hedonist

Services and functions include

- Sea igloos on the cliffs (Kallo)
- Floating villas
- Various glamping concepts
- Treehouses (part of the "above daily life" concept) in and around the forest provide views of the sea and the silt area, fields and forest
- motorhomes – nostalgic caravans

Prerequisites for implementation

- Finding suitable construction sites, blending in with the landscape
- Possible refurbishment of existing establishments of any participating operators before new construction

Operating model

- Existing entrepreneurs expand their accommodation business with new concepts
- New operators – creating business potential from mutually supportive experience services



KONSEPTI 3: "LÖYDÄ SEILORILUONTOSI"

UNILUODON SATAMAKAUPUNGINOSA

CONCEPT 3: 'DISCOVER YOUR SAILOR NATURE'

THE HARBOUR DISTRICT OF UNILUOTO

Services and functions include

- Guest harbour with its services and pedestrian street (cf. Nauvo, "boardwalk")
- A hub of accommodation and services that make use of sea containers
- Waterborne traffic centre
- Beach restaurants
- Services related to water sports and sailing (equipment, maintenance, etc.)
- Guided tours related to the history of the harbour and sailors
- The harbour's "speakeasies" (e.g. resurrecting Unskila)
- A sailor-themed hostel
- Functional connection with the surf beach

History meets present-day harbour operations in the harbour district of Uniluoto. On the one hand, marine atmosphere emanate from the rugged cranes of the present-day harbour, the active guest harbour with its services and from the service concepts and speakeasies that draw their inspiration from old sailor stories. Linking the guest harbour with Reposaari via waterborne transport is part of the marine experience. The dormant apartment buildings in Uniluoto will host hostel operations that unite backpackers and surfers with the theme of travelling sailors.

Target groups



Sailors



Urban adults



Surfers



Groups



International
tourists

Prerequisites for implementation

- Making use of the synergies between tourism development and urban development
- Zoning, local master plan
- Identifying interested and committed operators

Operating model

- The aim is to attract new private operators and investments as well as to combine living in the area with tourism activities in an interesting way
- The operations and services of the harbour emerge as the heart of the area.

ÄCCOMMODATION IN YETERI

IMPLEMENTATION EXAMPLES



EXPERIENCE-FOCUSED ACCOMMODATION IN KALLO

Marine-themed igloos and other experience-focused accommodation solutions, for example, as sustainable temporary accommodation solutions. The igloo concept has been successfully utilised in several tourism locations in Lapland, for example.



THE LUVATTA ECO LODGE COMPLEX

Refurbishing the former Luvatta cabin village into a high-quality ecologically sustainable “lodge” complex. One example of a movable, solar-powered self-sustained cottage is the Finnish Nolla cabin. <https://nollacabins.com/>



TREEHOUSE ACCOMMODATION

High-quality treehouse accommodations as part of the “above daily life” and Huikee package, making use of Yyteri's rugged pine forest in developing experience-focused accommodation concepts.










THE REPOSAARI B&B

High-quality accommodation, such as a B&B and thematic concepts implemented in old wooden houses to complement the existing accommodation capacity (floating villas, camping).

ÄCCOMMODATION IN YYTERI

EFFECTS AND INTENDED BENEFITS OF THE MEASURES

 YYTERI'S GROWTH	 CURRENT OPERATORS	 YEAR-ROUND AVAILABILITY	 RESIDENTS OF THE AREA	 SUSTAINABILITY	 ADVENTURES AND EXPERIENCES	 MARINE BRAND
<ul style="list-style-type: none"> • New accommodation concepts promote new interest in Yyteri and attract international tourists • Some of the solutions can be implemented quickly and lightly without major construction investments • The expansion and diversification of the Yyteri tourism area with a thematical connection to Reposaari and its services 	<ul style="list-style-type: none"> • Increased demand for services in case of extended stays • Linking the implementation to existing activities, creating growth and new product packages for existing operators • Spreading experience-focused accommodation solutions more extensively within the Yyteri region • Accommodation operations that compete for aware consumers with purchasing power 	<ul style="list-style-type: none"> • Increase all-season accommodation capacity • Experience-focused accommodation concepts offer a variety of experiences in different seasons: experiencing the midnight sun, storm watching, exploring the starry sky and northern lights 	<ul style="list-style-type: none"> • Increased traffic in the Herrainpäivät area, among others while the accommodation operations remain on such a small scale that it does not essentially change the functionality of the area • Impact on the landscape (e.g. igloos, treehouses) • Improving the service level and urban landscape • Changing neighbours in a hostel in an apartment building 	<ul style="list-style-type: none"> • Wood construction on environmental terms, solutions adapted to the landscape, circular economy solutions, landscape and caused wear and tear • Renewable energy solutions, such as geothermal heat and wind power, energy efficiency, smart lighting • Measuring and displaying consumption 	<ul style="list-style-type: none"> • Non-standard accommodation solutions • Observing to the natural environment • Sailor stories inspire interesting service concepts with a strong and even mysterious theme 	<ul style="list-style-type: none"> • Accommodation located by the sea, making use of the marine characteristics in creating concepts • Access to sea views even from behind the dunes, observing the roar of the sea from a beach igloo • Concepts inspired by sailor culture and sailing create vivid stories.

ÄCCOMMODATION IN YTERI

DEVELOPMENT MEASURES

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES	COSTS
Spa hotel and resort complex (UPM's detailed shore plan)	A tourist concept of approximately 60,000 m2, which would increase the number of beds in the Yyteri region by approximately 800–1,000. Advancing the project through land-use planning (master plan process and the detailed shore plan)	Continuous / under developmen t	Progress of the zoning process, City of Pori, UPM	ELY Centre and Regional Council, other authorities	High	UPM's development resources, potential external investor	€€€
Refurbishment of existing accommodation establishments and investments in existing services	Investing in the renovation of existing accommodation before carrying out expansions (e.g. Camping and treehouses). The development of existing establishments improves Yyteri's overall look and customer experience, which in turn improves the brand. Investments can take into account the possibility of introducing uniform brand elements to the Yyteri area as a visual part of existing establishments (see the design and operation manual)	Continuous / under developmen t	Renovation and investment plans, property owners and operators in the area	Current operators	High	Investments by property owners	€€
Experience-focused accommodation pilot	A pilot of experience-focused accommodation will be implemented using temporary accommodation solutions (modelled after the Zero cabins in Helsinki, for example). The aim is to market the pilot both in Finland and abroad, and identify a suitable partner and location for the project. Possible partners include companies that already operate in Yyteri whose service infrastructure could be utilised.	New	Pilot funding and searching for the partner	Visit Pori, operators in the region, possible external accommodation provider	Medium	Project budget, investments in accommodation operations	€

The measures proposed in the growth programme detail a wide range of opportunities and do not in themselves constitute implementation or investment decisions.

ÄCCOMMODATION IN YTERI

DEVELOPMENT MEASURES

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES	COSTS
Experience-focused accommodation projects	Experience-focused accommodation projects promote Yyteri's visibility and brand while also attracting new customer groups to the area. These projects include: - Marine glass igloos on Kallo - Sailor-themed accommodation in Uniluoto - Treehouses	New	Operator search, pilot implementation and lessons learned, concept design	Visit Pori, operators in the region, possible external accommodation provider or connection to current operators (e.g. Camping)	Medium	Investments by the accommodation operators, marketing assistance from Visit Pori	€€
The Luvatta eco lodge complex	Refurbishing the former Luvatta cabin village into a high-quality ecologically sustainable "lodge" complex.	New	Concept design, City of Pori and private investor	City of Pori, accommodation operator	High	Investments by the accommodation operators, marketing assistance from Visit Pori	€€€
Accommodation in Reposaari	High-quality accommodation, such as a B&B and thematic concepts implemented in old wooden houses to complement the existing accommodation capacity (floating villas, camping)	Continuous / under development	Surveying locations and concept design, property owners and operators in the area	The Finnish Heritage Agency	Medium	Investments by the accommodation operation	€€

The measures proposed in the growth programme detail a wide range of opportunities and do not in themselves constitute implementation or investment decisions.



ACTIVITIES IN Y^YTERI

Yyteri is a versatile active holiday destination with services built around the offered activities. There are permanent service providers in Yyteri, as well as external programme and experience service providers. Yyteri's services are easy to find, easy to compare, and easy to purchase digitally or on-site.

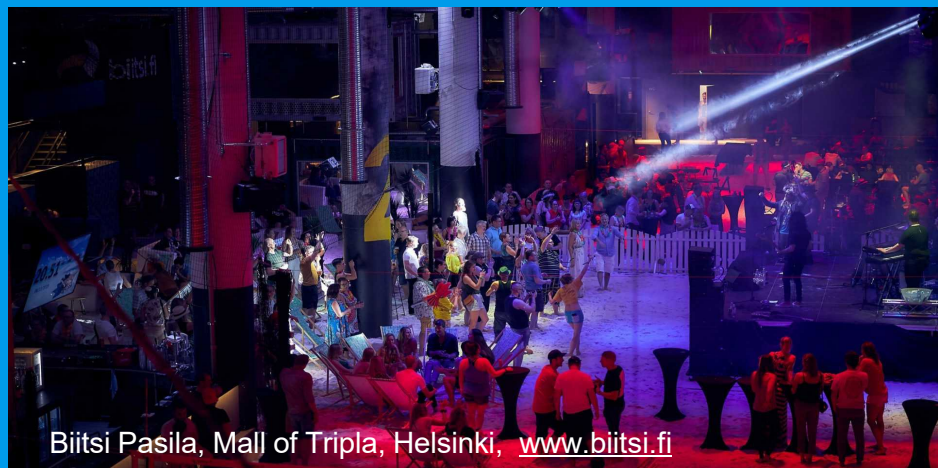
ACTIVITIES IN YTERI

ESTABLISHMENTS ON THE MAP

- 1 Yyteri Square services
- 2 Dune arena
- 3 Ride & Ski Yyteri
- 4 Developing the service selection in Uniluoto
- 5 "Above daily life" network of suspended scenic routes and observation tower
- 6 "Yyteri 80 °C" sauna network
- 7 Reposaari guest harbour
- 8 Signed nature trails

YTERI transport services area along highway 2





CONCEPT 1: "ALL-SEASON SPORTS CENTRE"

INDOOR SPORTS AND WELLNESS CENTRE

The possibility of building a multi-purpose hall is being studied for promoting all-season sports and organising events. A special feature could be a sand section, which would also bring a beach atmosphere to indoor sports and events.

The centre would also act as a gateway to the Yyteri area, where you can shop daily goods and which optimally would also provide connections to the Adventure Park Huikee and the Yyteri Beach accommodation complex.

Target groups



Services and functions include

- Exercise premises, fields, gym, spinning bikes
- Water sports services, saunas
- A sand field (beach volley, events, "beach party")
- Indoor surfing
- Climbing walls
- Trade fairs, museums and exhibitions
- Golf simulator, Exergaming (gamified exercise)
- Bowling alley
- Premises for courses, meetings and training, saunas
- Indoor activity park, indoor playground
- Commercial operations, such as restaurants, sale and rent of sports equipment, sale of local products, design products, souvenirs, kiosk
- Parking garage, electric vehicle charging

Prerequisites for implementation

- Central and accessible location
- Zoning
- Financing
- Investor and operator search

Operating model

- One option is to establish a real estate/project company with private investors and operators in the Yyteri region as shareholders
- Finding one or more operators
- Income from entrance fees, rents, events, etc.



CONCEPT 2: "YTERI 80 °C"

THE YTERINNIEMI SAUNA NETWORK

A sauna world in the form of a network offering sauna experiences in various parts in the Yyteri region. A network of different sauna experiences can be developed in the area. One of the key sauna destinations could be located on the shore of lake Ruutu, linking it to the current sauna, the possible new multi-functional sports centre and camping. Praasu as detailed in the master plan, including sauna services completes the network as its flagship. The sauna network is focused on considering international tourists and providing luxurious sauna activities, such as bath barrels and a variety of treatments.

Target groups



Urban adults



International tourists



Families with children



Groups



People from Pori & nearby region



Hedonist

Services and functions include

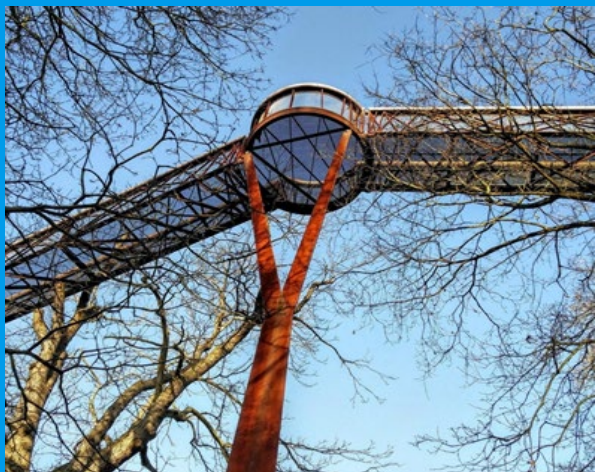
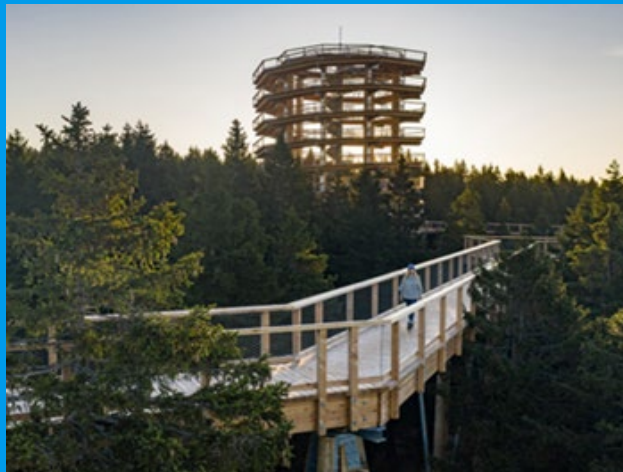
- Bath barrels, jacuzzies, infinity pool (spas, indoor sport centre)
- Sauna rafts, terraces
- Spa culture, Japanese spa
- Treatments and wellbeing, yoga
- Finnish traditions
- Sauna restaurant, sauna products

Prerequisites for implementation

- Various operators' interest in developing their own sauna concepts and services while building them into an attractive product package for tourists

Operating model

- Each operator develops their own concept, joint marketing
- Shared reservation system
- Seasonal tickets and/or joint tickets
- Events and campaigns, media visibility



CONCEPT 3: "ABOVE DAILY LIFE"

SUSPENDED SCENIC ROUTES AND THE "YYTERI FROM ABOVE" CONCEPT

Create an "above daily life" concept in Yyteri. Its most visible elements could be an observation tower and wooden routes suspended high in the air. However, walkways, bird watching towers and the Adventure Park Huikee would still connect it with the rest of the area. A treehouse experience would also be included in the package.

Target groups



Urban adults



International tourists



Families with children



Nature lovers



Groups



People from Pori & nearby region

Services and functions include

- Guided tours, bird watching and nature observation tours
- Thematic events, lighting
- Experience-focused accommodation
- Light art
- Treehouse dining (for example, breakfast served in a basket that you pull up with a rope)
- Showcasing the landscape of the Yyteri silt area, connection to the network of bird watching towers

Prerequisites for implementation

- Construction methods that are respectful of nature and the landscape
- Zoning
- Financing

Operating model

- Conceptualisation and productisation of the service
- Investments by the region's operators along with potential external investors
- Route-related infrastructure investments by the City of Pori
- Project funding



CONCEPT 4: "RIDE & SKI YTERI"

AN ACTIVITY AND SPORTS PARK ON THE FORMER MOTOCROSS TRACK

The area that used to host a motocross track provides opportunities for a wide range of activities and events. There is already a parking lot and other infrastructure in the area, which is conveniently located along highway 2. There already exists a 9 km cycling route near the track.

Services and functions include

- Organising events
- Horseback riding
- Cycling (would require alteration work, the current track is too soft)
- Skatepark
- Different sports and new concepts: colour obstacle rush, trail running, paint ball
- Activities for children: hobby horses and pedal cars

Target groups



Active holidaymakers and golfers



Event visitors



Families with children



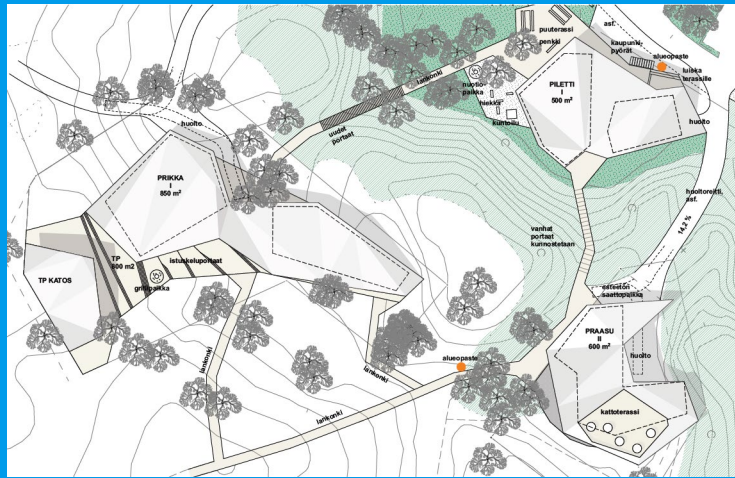
People from Pori & nearby region

Prerequisites for implementation

- Coordination with other activities in the region
- Finding an interested and committed operator
- Environmental permits for alterations to the area

Operating model

- The operator / company responsible for the activity and the development of the area will also provide a platform for external service providers
- External project funding for alteration work



CONCEPT 5: "YTERI SQUARE SERVICES"

SERVICE HUB IN ACCORDNCE WITH THE LOCAL MASTER PLAN

The aim of the local master plan, drawn up by Nomaji maisema-arkkitehdit Oy on commission from the City of Pori in 2019, is to improve the attractiveness, recognisability, general appearance and practical functionality of the Yyteri region, as well as to create new opportunities for users of the region and new business opportunities. Three wooden buildings in the Yyteri area form a coherent whole: Piletti, Prikka and Praasu.

Target groups



Urban adults



Active holidaymakers and golfers



Event visitors



International tourists



Hedonist



Families with children



Groups



People from Pori & nearby region



Sailors



Nature lovers

Services and functions include

- Piletti welcomes the visitor to Yyteri: a tourist information kiosk, Yyteri's own grocery store, souvenir shop, an exhibition space and storage and social facilities.

events organised at Yyteri Square, including an inexpensive beach restaurant and bar, exhibition space and a rentable multi-functional space.

seafood restaurant, a sauna and bath barrel world.

Prerequisites for implementation

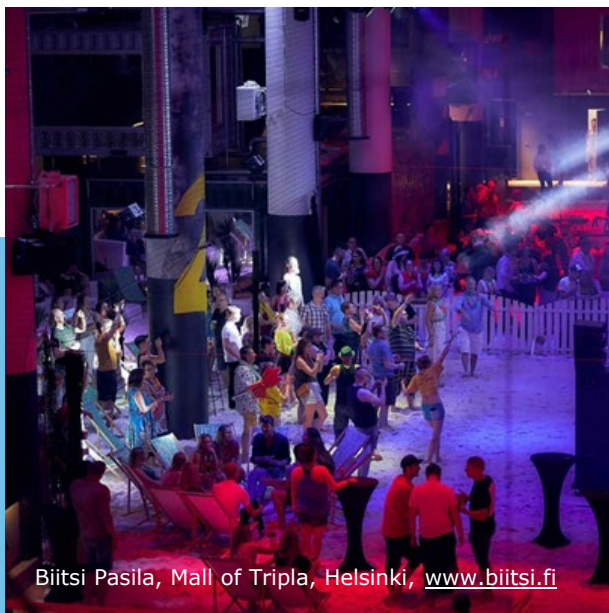
- Advancing the implementation of the Piletti building and investor search (City of Pori, Visit Pori)
- Investor search for Prikka and Praasu once Piletti is completed

Operating model

- Income from entrance fees, restaurant and sauna services, and space rental fees

ACTIVITIES IN YTERI

IMPLEMENTATION EXAMPLES



Biitsi Pasila, Mall of Tripla, Helsinki, www.biitsi.fi

INDOOR BEACH

Use of Yyteri's best-known feature, the dunes, can also be implemented for all-season beach sports and events indoors. Suomen Beach Volley Oy has established several "beach volley halls" for year-round beach volleyball games, where sand and a temperature of +26C create an authentic beach atmosphere. There are also saunas and conference rooms, and the establishments are used for organising tournaments, music events among other activities. <https://www.biitsi.fi/>










Forest Tower, Camp Adventure (EFFEKT Architects)

FUNCTIONAL OBSERVATION TOWER

Admiring Yyteri's scenery from behind the dunes could be made possible with a high observation tower, which would serve as a destination on an active holiday. One example of a similar project is the 45-metre "Forest Tower" in Denmark, implemented in connection with the climbing park Camp Adventure and its glamping accommodation. The tower, completed in 2019, is located in a nature reserve, and its location in a sensitive natural environment was a key starting point for the implementation. The tower is funded by Camp Adventure. There is a 150 DK entrance fee to the tower. <https://www.campadventure.dk/en/>

ACTIVITIES IN YTERI

EFFECTS AND INTENDED BENEFITS OF THE MEASURES

 YTERI'S GROWTH	 CURRENT OPERATORS	 YEAR-ROUND AVAILABILITY	 RESIDENTS OF THE AREA	 SUSTAINABILITY	 ADVENTURES AND EXPERIENCES	 MARINE BRAND
<ul style="list-style-type: none"> New activities bring benefits (new customers, new services) to several companies operating in the Yyteri region The indoor sports and experience centre is a key promoter of the all-season Yyteri The sauna network supports the concept of the Praasu building designed for Yyteri Square "Above daily life" offers a wow factor and highlights Yyteri unique characteristics from a new perspective 	<ul style="list-style-type: none"> Linking to existing services, via themes and premises used for services, increasing all-season use with new indoor concepts Such an attraction can also bring more customers in the off-season and extend customers' stay Organising outdoor events 	<ul style="list-style-type: none"> The indoor sports and experience centre hosts activities and events throughout the year. Sauna is an all-season product that can make use of special features of different seasons The observation tower and suspended walking routes are all-season activities (taking into account winter maintenance) and allow observing the changing seasons. 	<ul style="list-style-type: none"> Improvements to basic services (grocery shops, sports services, hobbies) Participation in the sauna network in the form of events (cf. restaurant day) A new culture of public saunas (cf. Tampere) Tourists visiting the Yyteri region more broadly New recreational and outdoor activities 	<ul style="list-style-type: none"> Energy solution for indoor sports centre: renewable energy solutions, such as geothermal heat and wind power, solar energy, smart lighting Circular economy solutions in construction and during use Wooden routes structures reduce wear and tear on the landscape. The construction of new walking routes can also reduce car traffic within the region and increase walking between the various locations in the Yyteri region. 	<ul style="list-style-type: none"> The indoor sports centre offers experiences for the whole family in the sand fields and in the form events, for example. A variety of sauna experiences, from traditional smoke saunas to luxury experiences Experience-focused routes inspire to adventure and explore Ride & Ski Yyteri offers activities for hobbyists and holidaymakers 	<ul style="list-style-type: none"> The indoor sports and experience centre brings the sand and waves of marine Yyteri also to an indoor setting. The sauna supports the marine brand. Making use of the marine environment using landscapes, ferries, and interior design. New perspectives and ways to sense the marine landscape

ACTIVITIES IN YYTERI

DEVELOPMENT MEASURES

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES	COSTS
All-season sports centre	Multifunctional arena for sports, experience activities and events. The centre can become one of Yyteri's operational hubs, combining sports and experience services, event facilities and commercial operations. The complex meets the needs of all-season operations and enables a wider range of courses and events to be offered, as well as the organisation of trade fairs and business operations in the region. At the right location, the arena could further clarify arriving to Yyteri and provide services such as centralised parking for users of the beach and other services. At best, the arena's functions can also make Yyteri's summer available in the winter.	New	Assembling the project team and development of the concept (City of Pori and operators in the Yyteri region), finding a private investor	Operators of the Yyteri region, residents of the Yyteri region, City of Pori, authorities	Medium	Funding for drawing up the project and concept plans	€€€
Ride & Ski Yyteri	An activity and sports park on the former motocross track would increase Yyteri's variety of adventure activities and sports. It is possible to develop the area into a diverse sports destination where both amateurs and professionals can challenge themselves. Different sports can be set apart within the area and interesting sport-specific environments developed. Due to its somewhat remote location, the area can also be used to host larger individual events.	Continuous / under development	Drawing up a development plan for the area, permit and zoning matters (City of Pori), finding a private investor	City of Pori, Huikee, other operators	Medium	Funding a development plan for the area	€€€
"Above daily life" network of suspended scenic routes and observation tower	An observation tower and suspended wooden routes as part of the "above daily life" concept. The concept will include both hard-wearing functional routes and a wow factor in the form of an observation tower and interesting lighting, among other factors. In addition to new locations, the concept can also be spread to existing observation sites in the Yyteri region.	New	Concept planning and finding a private investor (City of Pori/operators in the region)	Region's operators and landowners	High	Concepting, planning, implementation, service model and connection to Yyteri's other functions, marketing	€€€

The measures proposed in the growth programme detail a wide range of opportunities and do not in themselves constitute implementation or investment decisions.

ACTIVITIES IN YTERI

DEVELOPMENT MEASURES

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES	COSTS
“Yyteri 80 °C” sauna network	A network that offers sauna experiences in various parts in the Yyteri region. The sauna network allows profiling Yyteri as a marine destination to both domestic and international customers. The network can have specific top destinations (the sauna and bath barrel world of Praasu) and even the saunas of individual people.	New	Concept planning (City of Pori, operators of the region)	Operators in the region	Medium	Concept design, marketing (such as joint branding), possible renovation of existing saunas	€€
Developing the service selection in Uniluoto	The Uniluoto area can be developed into a versatile and interesting harbour district that can also meet the needs of tourism. The most important development measures include harbour operations (guest harbour, services, pop up) and a beach promenade that make the area an interesting part of Yyteri overall and also raise the profile of the area as a residential area. The objective of the development plan is to develop a concept with regard to the functions and land-use in the area. Explore opportunities for the development of waterborne traffic and harbour operations (guest harbour) in Uniluoto and Kallo. Profile the harbours functionally and specify the service levels. Possible needs, such as dredging.	New	Development plan and investment programme for the Uniluoto area (City of Pori). Measures for developing waterborne traffic (own measure).	Residents of the Uniluoto area, City of Pori, yacht clubs, potential external investor	Low	Costs of planning and implementation, potential external investor and City of Pori	€€€

The measures proposed in the growth programme detail a wide range of opportunities and do not in themselves constitute implementation or investment decisions.

ACTIVITIES IN YTERI

DEVELOPMENT MEASURES

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES	COSTS
Yyteri Square services	Service packages according to the master plan, development of pop-up activities in connection with Prikka and the square (including food trucks, exhibitors, etc. during the season)	Continuous / under development	Advancing the implementation of the Piletti building and investor search (City of Pori)	Operators in the area, investor	High	Planning, implementation, service model and connection to other operations in Yyteri, marketing	€€€
Transport services area along highway 2	Development of a transport services area along the new intersection of highway 2. It is possible to implement visible commercial activities and services, such as a larger transport service complex with supporting commercial services.	New	Contacting transport service operators, identification of investment potential (City of Pori)	Other operators in the region	Low	Contacting	€€€
Pop-up area	Enabling, supporting and attracting operators of pop-up activities in the Yyteri region, especially in the high season. Implementation of a specific pop-up area. An annual campaign, such as "make your idea a reality in Yyteri" as part of the implementation.	New	Defining the operating model and assigning pop-up areas, City of Pori	Operators in the region	Medium	Creating an operating model, defining and marking the area reserved for pop-up activities	€

The measures proposed in the growth programme detail a wide range of opportunities and do not in themselves constitute implementation or investment decisions.

ACTIVITIES IN YTERI

OTHER DEVELOPMENT MEASURES AND IDEAS

The surveys and workshops conducted while drawing up the growth programme other development ideas and templates regarding the area's infrastructure and services also emerged. The table below presents these measures, but they are not described in more detail here.

MEASURE	CONTENTS AND OBJECTIVE
Developing basic infrastructure and service experience in Yyteri and along the route network	Improving the service level of the beach and routes with sustainable sites (e.g. barbecue and rest areas, benches, rubbish bins, toilets and dressing rooms) that fit in the environment and align with the Yyteri brand
Developing the surfing business and related infrastructure	Developing the surfing brand and related activities
Development and productisation of hiking concepts	Making use of routes in the Yyteri region and increasing service offerings (productised nature experiences)
Diversifying the horseback riding centre's activities and services	Developing the horseback riding centre concept into a more versatile tourist service (accommodation, restaurant, petting zoo etc.)
Moving the naturist area from the route between the beach and the Yyteri Beach accommodation complex	Moving the naturist area away from access routes

CONNECTIONS TO AND FROM YYTERI



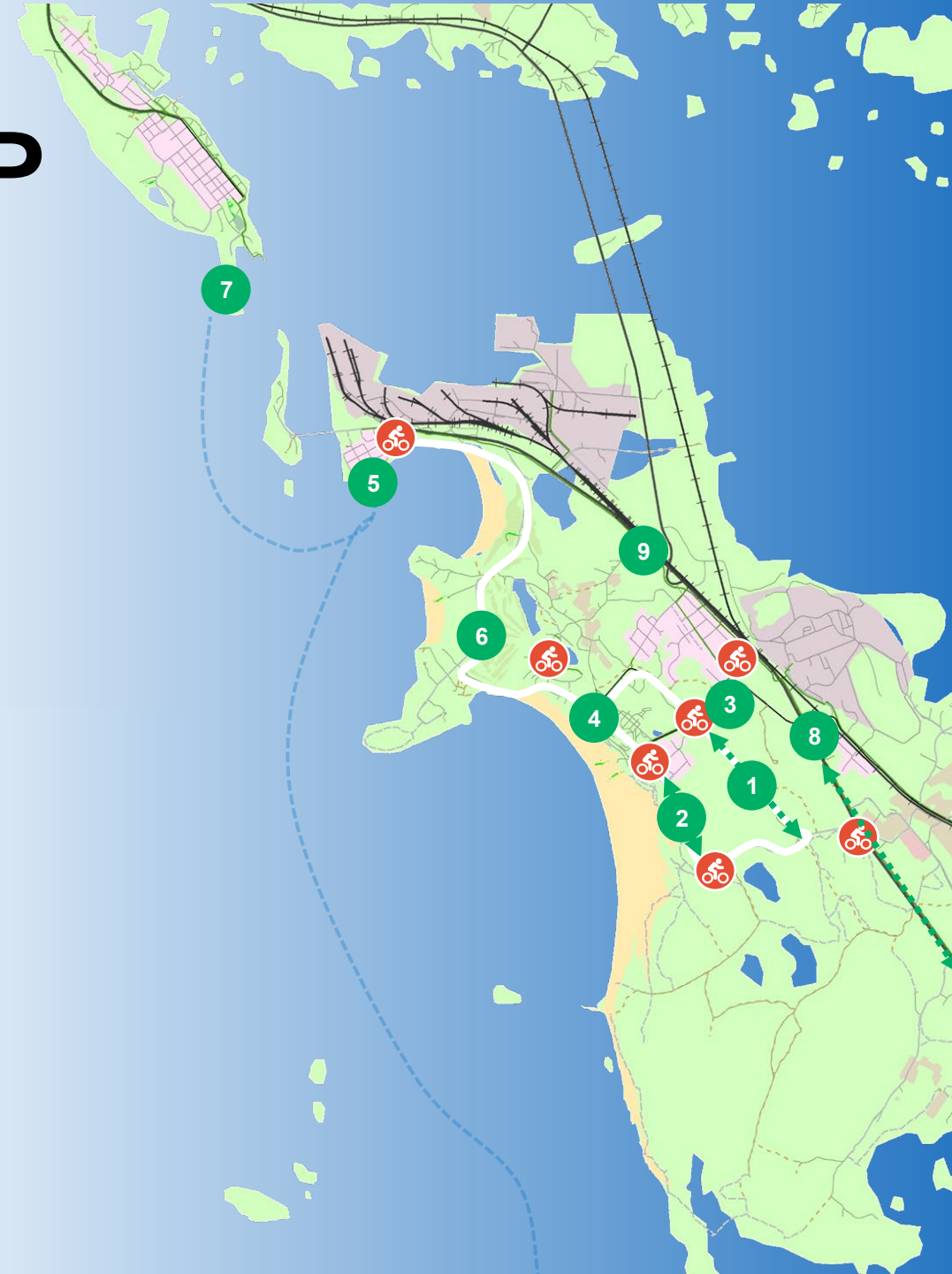
Yyteri can be reached all year round by very sustainable means of transport, such as public transport from elsewhere in Finland and from the Pori Travel Centre. There are also highly optimised travel chains to Yyteri from airports and harbours (e.g. Turku, Helsinki, Vaasa). You can be accessed Yyteri by boat and there are cruises available. There are clear signs to Yyteri and to the various functions are easy to find when moving around in the region. In the future, moving around the Yyteri region will be an experiences in itself, and it will be possible to develop new business around transport.

CONNECTIONS TO AND FROM YYTERI

ESTABLISHMENTS AND ROUTES ON THE MAP

- 1 Developing transport connections along the coast
- 2 Transport connections along the Huikee route behind the dunes
- 3 Developing parking
- 4 New, sustainable mobility solutions
- 5 Developing waterborne traffic
- 6 "Bear train"
- 7 Yyteri bicycle travel ring route
- 8 Direct connections to Yyteri from the Pori Travel Centre
- 9 To Yyteri by train

YYTERI





CONCEPT 1: TRANSPORT AND MOBILITY CONNECTION WITHIN YYTERI

DEVELOPMENT OF THE STREET AND ROUTE NETWORK

The traffic and mobility connections within Yyteri are limited, which poses challenges to experiencing Yyteri more comprehensively and getting to know various areas. The main challenge is that moving between different hubs happens mainly via the highway. During the high season, there are also challenges with parking in the area. These challenges could be helped by improving a few individual connections and parking facilities.

Target groups



Urban adults



Active holidaymakers
and golfers



Event visitors



International
tourists



Families with
children



Groups



People from Pori &
nearby region

Services and functions include

- New routes / connections for car traffic and internal public transport within Yyteri
- Increased parking capacity and developing parking solutions
- Mobility management and guidance: spreading information about different areas (information boards, signposts) and investing in arrival (gates)

Prerequisites for implementation

- City funding for infrastructure investments
- Zoning (master plan, detailed plan)
- An overall parking plant, which takes into account the opportunities presented by new projects
- Adapting new policies to the surrounding environment and nature reserves, utilisation of existing corridors.
- Signposting only requires possible permits and planning (cf. more intensive road projects)

Operating model

- Infrastructure investments from the City of Pori
- Developing parking in connection with private projects in the region (the UPM project, possible new multi-purpose arena).



Image: Anneli Salo (CC BY-SA 3.0)



CONCEPT 2: "YYTERI MAAS – SOLUTIONS FOR INTERNAL MOBILITY" MOBILITY SERVICES

The Yyteri region is quite large and is divided into several destinations. However, visitors to the area typically only head to the most central beach area. Developing sustainable mobility solutions, MaaS services and travel chains can allow visitors to the area to more easily benefit from the service offering of the entire Yyterinniemi. This also avoids crosswise car traffic.

Target groups



Urban adults



Active holidaymakers and golfers



Event visitors



International tourists



Hedonist



Families with children



Groups



People from Pori & nearby region



Sailors



Nature lovers

Services and functions include

- A street train ("The Yyteri bear train") that transports tourists in the high season between the main destinations from Uniluoto to Yyteri Beach. Implementation as an electric or robotic bus, for example.
- Development of Yyteri bikes and a network of bicycle stations
- On-call transport and other mobility services (e.g. between Uniluoto and the sands)
- New and developed connections between hubs in the region

Prerequisites for implementation

- Operators' willingness to contribute to the costs
- Finding and tendering transport operators, developing the business and financing models

Operating model

- Operated by a third party, enabled by the City of Pori
- Advertising revenue to finance procurement / operation



CONCEPT 3: "YYTERI LIKEL - ACCESSIBILITY SOLUTIONS"

DEVELOPING ACCESSIBILITY IN YYTERI

Yyteri's location approximately 20 kilometres from the centre of Pori and away from the main thoroughfares poses special requirements for the smooth accessibility of the area, both from Pori and further away. Getting to Yyteri can also be part of the adventure, the visitor's first contact with the Yyteri experience and its brand. This is what makes sustainable mobility solutions, such as e-bikes, an important consideration.

Target groups



Urban adults



Active holidaymakers
and golfers



Event visitors



International
tourists



Hedonist



Families with
children



Groups



People from Pori &
nearby region



Sailors



Nature lovers

Services and functions include

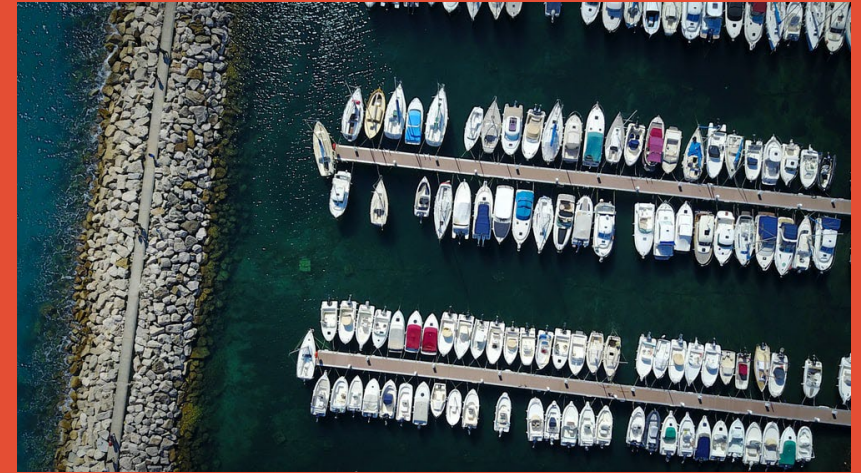
- A bicycle tourism development project that takes into account all types of cycling (mountain, road). Development of the Meri-Pori cycling network and connecting it with tourist services package (Yyteri ring route).
- Rental of electric bicycles for reaching Yyteri from downtown Pori. Demand potential also for cargo bikes, for example.
- Development of public transport between Pori Travel Centre and Yyteri
- connection and a stop between Pori and Yyteri.
- More emphasis on marketing and branding the scenic route via Reposaari island
- Providing visibility to the "Kyyti likel" service and integration with Yyteri's travel chain

Prerequisites for implementation

- The City of Pori's commitment to the development of travel chains
- Development of cycling tourism in cooperation with the City of Pori, the ELY Centre, operators in Yyteri and Visit Pori
- Commitment to the railbus project by the Finnish Transport Infrastructure Agency

Operating model

- Development of cooperation models between the City of Pori, operators in the region, local and national transport operators and MaaS service providers.



CONCEPT 4: "YTERI FROM THE SEA - WATERBORNE TRANSPORT HUB AND PIER" DEVELOPING YTERI ACCESSIBILITY FROM THE SEA

Currently, arriving to Yyteri from the sea is challenging. For example, sailors departing from Southern Finland, Yyteri makes a good place to stop before the more demanding waters beyond or before returning home. The development of waterborne transport promotes Yyteri's marine character and creates new business opportunities.

The development of waterborne transport requires both new entrepreneurs as well as development of infrastructure. By developing waterborne transport and related services allows creating experience-based tourism products and also a new way of arriving to Yyteri from the centre of Pori.

Target groups



Families with children



Groups



People from Pori & nearby region



Sailors



Active holidaymakers and golfers

Services and functions include

- Scheduled water bus service between downtown Pori – Reposaari – Yyteri/Uniluoto
- Development of guest harbours in Reposaari and Kallo
- Mäntyluoto-Reposaari / Kallo-Reposaari water connections to integrate Reposaari more closely as part of the Yyteri tourist destination

operations, guest harbour, pier for waterborne traffic

the Bothnian Sea National Park and the wind farm, as well as standard departures from Mäntyluoto and Säpi to the recreational islands

Prerequisites for implementation

- Development of waterborne transport infrastructure (piers, harbour facilities and services)
- Waterborne transport services
- Commitment of the City of Pori and the operators of the region to the development of waterborne traffic and operations
- Development of the guest harbour in the centre of Pori (development of the water travel chain)

Operating model

- Private waterborne transport operators to operate, possibility in the summer months for regular traffic tendered by the City (cf. Föli water bus in Turku)
- Guest harbour operation and service production (private)

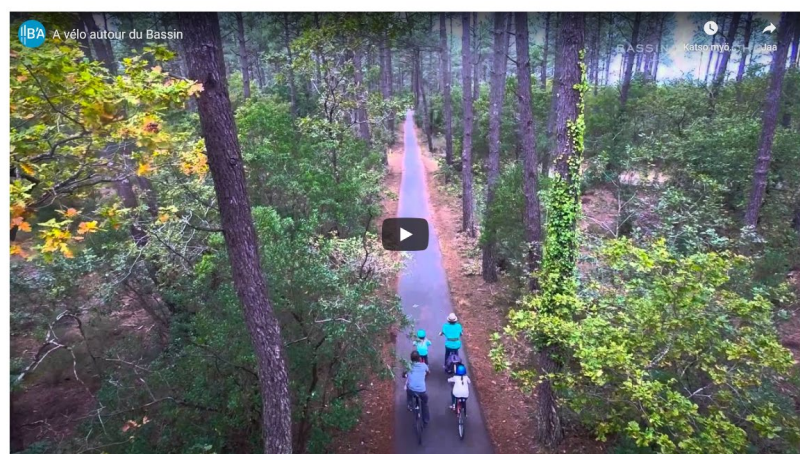
CONNECTIONS TO AND FROM YTERI

IMPLEMENTATION EXAMPLES



BEAR TRAIN

Yyteri's own street train to connect the tourist hubs



GETTING AROUND AS PART OF SERVICE PACKAGES:

BENCHMARK: ARCHACHON BAY, FRANCE

A dune destination with an emphasis on cycling:

-220 km of cycle routes, bike + boat trips, village travel, oyster tasting and "spend the day at the oyster farm" theme packages.










BENCHMARK: ISLE OF WIGHT, ENGLAND

Slow Travel Guide 2019-: eight car-free routes to travel by bus, rail, bike or walk.
<https://slowwighttravelguide.co.uk/>

CONNECTIONS TO AND FROM YTERI

EFFECTS AND INTENDED BENEFITS OF THE MEASURES

 YTERI'S GROWTH	 CURRENT OPERATORS	 YEAR-ROUND AVAILABILITY	 RESIDENTS OF THE AREA	 SUSTAINABILITY	 ADVENTURES AND EXPERIENCES	 MARINE BRAND
<ul style="list-style-type: none"> • A visitor to Yteri moves around more within the region and consumes more services during their visit • Lowering the threshold for visits by bringing Yteri closer and making it more easily accessible • New harbour infrastructure enables new business, there are operators that are already interested • Reaching new target groups such as sailors 	<ul style="list-style-type: none"> • New customer groups, improving customers' service path with solutions that make arrival smoother • Better access to services in a wider area within Yteri • New service packages. Mobility as part of an overall service, extending activities to the recreational islands, cruises and scheduled transport services, cycling products and support services, harbour operations 	<ul style="list-style-type: none"> • Managing routes all year round, connecting various areas year-round • New mobility solutions address especially the challenges of the busy summer season, but they can also be utilised in other times • The aim is to use waterborne traffic also outside the season, and consider the possibilities for moving on ice in winter. 	<ul style="list-style-type: none"> • Improved mobility services in the region • Reducing car traffic and making parking clearer • Improved accessibility of the region, such as rail access, will also benefit residents in their daily travel (e.g. ease of daily life, sustainability) • Improved accessibility of recreational islands • Making use of harbours' service hubs for daily life 	<ul style="list-style-type: none"> • Emphasising sustainable modes of transport and making them more attractive • Considering sustainable solutions in the design and implementation of infrastructure (circular economy, masses) • Traffic management and reducing unnecessary vehicle traffic • Sustainable waterborne traffic solutions 	<ul style="list-style-type: none"> • Enabling making use of several different areas within a single visit • Providing a more holistic Yteri experience, transport as an experience • Make marine experiences and adventures easier for everyone to buy in Yteri 	<ul style="list-style-type: none"> • Facilitating access to islands and new waterborne transport services will make maritime transport more closely integrated in Yteri • Sustainable mobility solutions develop the region's brand and free up space used by cars

CONNECTIONS TO AND FROM YTERI

DEVELOPMENT MEASURES

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES	COSTS
Developing sustainable accessibility of Yyteri from downtown Pori	Yyteri experimented a direct public transport connection from the Pori Travel Centre in the summer of 2019. The development of smooth public transport connections and travel chains will increase the share of sustainable modes of transport for arriving in Yyteri. Regular buses to Yyteri, from the Travel Centre that brings together various transport modes, including "getting to Yyteri with normal local transport ticket" In addition to buses, other sustainable mobility services can also be developed, such as e-bikes and on-call services.	Continuous / under development	Improving the previous summers' operating model used, Pori public transport	Transport operators, and all operators of the Yyteri region	High	Personnel and transport costs (City of Pori), marketing (Visit Pori)	€€€
To Yyteri by train	Railbus and a stop at Yyteri, incl. Connections to other parts of Yyteri from the stop. Explore the possibilities for organising seasonal passenger train services.	New	Preliminary study of the possibility of seasonal passenger train services (amount of investment, possibilities for implementation, location of stop).	VR, Finnish Transport Infrastructure Agency, City, ELY Centre, harbour	Low	Initially survey needs, implementation later	€€€
Overall transport and mobility plan for the Yyteri region	The aim is to draw up a comprehensive transport and mobility plan for the Yyteri region, taking into account all modes of transport and parking. The work can be carried out as part of the master plan process.	New	Launch or tendering of the planning process by a third-party consultant, City of Pori	City of Pori/transport, landowners, ELY	High	Planning costs, City of Pori	€
Transport connections along the Huikkee route behind the dunes	Developing the route's infrastructure in a way that also allows access by bike and light public transport (street train)	New	Zoning (City of Pori)	City of Pori/transport, landowners, ELY	High	Costs of survey, planning and implementation, City of Pori	€€

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CONNECTIONS TO AND FROM YTERI

DEVELOPMENT MEASURES

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES	COSTS
Developing transport connections along the coast	Road connection between Yterinsantojentie and Hiekkarannantie for needs of vehicle traffic. The aim is to clarify internal mobility and reduce the need for traffic via the highway. The need for a connection and policy must be taken into account in the master plan and later in the detailed plans.	New	Discussion and zoning review regarding the policy with the landowner, City of Pori and UPM	ELY	High	Costs of survey, planning and implementation, City of Pori	€€€
Developing theme and nature routes and related signposting	A concept of various thematic routes in Yteri aimed at creating a versatile network of routes that can enable the use of educational and virtual (AR/VR) content in order to provide user a variety of different experiences. Concept and content for guidance related to the entire network of routes, including digital guidance.	Continuous / under development	Carrying out or tendering the conceptualisation work by the City, possible application for project funding	City of Pori, operators in the area	Medium	Conceptualisation and more detailed project planning, implementation costs, project funding	€€
Yteri bikes	Rentable, electric Yteri bikes and a network of bike stations along with other muscle-powered and electrical equipment for rent	New	Survey on the implementation of Yteri e-bikes (incl. Service model, stop solutions, bicycle models), City of Pori	operators in Yteri	High	Investments in electric bikes, bike stations and the service model.	€€
Yteri bicycle travel ring route	Improving the accessibility of Yteri and Reposaaari by enabling a cycling ring route by means of conceptualisation and infrastructure	New	Defining the route and the concept, City of Pori	City of Pori, operators in Yteri, tourism operators in Pori and nearby municipalities	Medium	Concepting, planning, implementation, service model and connection to Yteri's other functions, marketing	€€€

The measures proposed in the growth programme detail a wide range of opportunities and do not in themselves constitute implementation or investment decisions.

CONNECTIONS TO AND FROM YTERI 2030

DEVELOPMENT MEASURES

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES	COSTS
"Bear train"	Yyteri's own street train to connect the tourist hubs. The street train would operate during the high season, connecting the Yyterinniemi area from Uniluoto to the silt area.	New	Survey as part of the overall Yyteri mobility plan, progress as presented in the plan (City of Pori)	Visit Pori, operators in Yyteri	Low	Investments in equipment, personnel costs, possible stops	€€
Development of waterborne transport services and infrastructure	Development of waterborne traffic connections in the Yyteri region, connecting Yyterinniemi, Reposaari and possibly also downtown Pori. Waterborne transport promotes experience-focused mobility in the region and emphasises its marine character. New waterborne transport services can be either scheduled regular services, water taxis, lunch and charter cruises and informative excursions to the wind farm. The development of waterborne transport services is also related to the development of Uniluoto, Kallo and Reposaari.	Continuous / under development	To be defined in the development plan for waterborne transport	The City of Pori, yacht club	High	Investments in infrastructure and service models	€€€

The measures proposed in the growth programme detail a wide range of opportunities and do not in themselves constitute implementation or investment decisions.



ČOLLABORATION, BRAND AND AWARENESS

The image of Yyteri has expanded and diversified as a result of active and organised development work, which has lead to increased visibility. There is a seamless purchase path for services in Yyteri: Discovering, comparing and buying services in Yyteri is smooth, and the region's strong and bold brand is visible to the customer throughout the service path. Yyteri's positive development has attracted new operators and entrepreneurs to the region every year.



CONCEPT 1: HARMONISED PURCHASE PATH

EASE OF CREATING AND BUYING A YTERI EXPERIENCE

Yyteri offers a wide selection of services, which will continue to expand in the coming years. Currently, Yyteri's service selection is compiled on the Visit Yyteri website, but getting an overview it is still challenging as well as buying services from a one-stop-shop. In the future, there will be a seamless purchase path for services in Yyteri: There is a one-stop-shop for smoothly discovering, comparing and buying services offered in Yyteri.

Target groups



Urban adults



Active holidaymakers
and golfers



Event visitors



International
tourists



Hedonist



Families with
children



Groups



People from Pori &
nearby region



Sailors



Nature lovers

Services and functions include

- Common sales platform / online store
- Service packages including mobility, accommodation, activities and other services such as per theme / customer group
- Cross-selling of services and products
- Opportunities for buying services in advance online / by phone and on-site / ad hoc

Yyteri region in advance, such as a rental bike to the bus stop, a kayak in front of the cottage, etc.

Prerequisites for implementation

- Entrepreneurs see the benefits of developing a common purchase path and key companies get involved

Operating model

- Visit Pori coordinates the development of the purchase path with project funding raised collaboratively by the network
- Companies commit to making their own services available in the shared sales channel

CONCEPT 2: YYTERI ANNUAL SCHEDULE

The development of year-round operations highlights the use of seasonal variations. Yyteri is made interesting in different seasons using thematic weeks, stunts and events. Yyteri's annual schedule promotes the long-term success of campaigns carried out in cooperation with all operators. It also includes an annual schedule of marketing.

Target groups



Urban adults



Active holidaymakers
and golfers



Event visitors



International
tourists



Hedonist



Families with
children



Groups



People from Pori &
nearby region



Sailors



Nature lovers



Services and functions include

- Lighting and fire are examples of factors that can promote year-round activities and highlight destinations
- Considering the needs of key target groups, such as school holidays, national holidays, hobby seasons
- Annual schedule of seasonal food
- A marketing action plan that defines the channels, target groups, themes and goals for campaigns and provides ideas for social media content

Prerequisites for implementation

- An inspiring atmosphere that encourages trying out even wild new ideas in a way that fits with each operator's own concept
- Resources for developing themes and carrying out campaigns

Operating model

- The annual schedule is drawn up in collaboration and is based on the strengths of the Yyteri region and the operators' own best practices, scaling up usable ideas to make use of the entire region

COLLABORATION, BRAND AND AWARENESS

IMPLEMENTATION EXAMPLES



DESIGN AND OPERATIONAL MANUAL

Designing the region's customer promise, making the brand visible in the built environment with overarching themes: ensuring the quality of the environment and operations while fulfilling the customer promise in a multifaceted way.



BENCHMARK: ISLE OF WIGHT, ENGLAND

On the island that is dependent on tourism, nature conservation and sustainability measures are carried out collaboratively, and events are used to highlight the unique nature:

The "Wildlife Super Highways" project for protecting natural flowers and bees, started 2013, UNESCO Biosphere Reserve








- Communities living in harmony with a natural environment that includes several rare species
- In Sandown, the "Lost Duver" project brings the council and community together to restore dunes by planting coastal vegetation
- Cooperation with environmental organisations, charities, councils and volunteers, such as "The Common Space", working to restore the Bay Area in the east of the island

British Science Week in March, where pop-up laboratories showcase natural wonders ranging from pond life to fossils, and the sustainability consideration of the Isle of Wight music festival

Image: <https://onthewight.com/vote-for-the-common-space-at-your-local-tescos/>

COLLABORATION, BRAND AND AWARENESS

EFFECTS AND INTENDED BENEFITS OF THE MEASURES

 YYTERI'S GROWTH	 CURRENT OPERATORS	 YEAR-ROUND AVAILABILITY	 RESIDENTS OF THE AREA	 SUSTAINABILITY	 ADVENTURES AND EXPERIENCES	 MARINE BRAND
<ul style="list-style-type: none"> Facilitating purchasing decisions by making the collaboratively developed digital purchase path visible to the customer Yyteri's well-known brand and forward-looking and ambitious development work will attract new operators to the region and also make Yyteri a potential source of new investments 	<ul style="list-style-type: none"> Existing operators achieve resource savings through cooperation Existing operators service selection to their customers improves, extending their stays 	<ul style="list-style-type: none"> The annual schedule allows planning interesting offers, themes and events that suit various seasons 	<ul style="list-style-type: none"> Yyteri's well-known tourism and marine brand will also improve the region's attractiveness as a place to live or have a holiday home in. The collaboratively produced new services, thematic events and other new activities serve the residents as well Investing in year-round operations is visible in actions such as year-round maintenance of routes 	<ul style="list-style-type: none"> Sustainable use of the region requires a shared vision and ground rules that the operators must commit to A collaboratively defined quality pledge implemented by the operators also puts sustainable thinking and measures in practice in all operations Collaboration allows achieving even ambitious objectives. 	<ul style="list-style-type: none"> Interesting service packages attract interest from new target groups and new visitors to Yyteri Networked cooperation allows building packages that are larger than individual destinations while also making use of nearby service offerings 	<ul style="list-style-type: none"> Yyteri's profile as a marine destination can be promoted by working together as a brand and increasing awareness

COLLABORATION, BRAND AND AWARENESS

DEVELOPMENT MEASURES

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES
Cooperation between operators in the Yyteri region	A channel for cooperation and exchange of information between operators. Regular meetings. In addition to the tight-knit core group, the aim of the cooperation forum is to bring together a wider group of stakeholders, maybe annually to discuss and exchange views on the development of the Yyteri region.	Continuous / under development	Operators organising better and drawing up an operating model. (Visit Pori)	Visit Pori	High	Operators' investments aided by Visit Pori
Developing a purchase path	Developing a smooth purchase path for customers. A larger entity, including sales platforms and channels, packaged services, etc. The aim is to provide customers with tailored, easy-to-purchase services, that enable longer stays and more versatile utilisation of the services of the Yyteri region during the visit.	Continuous / under development	Funding for the TravelPlanner and identifying parties to be included (Visit Pori)	Visit Pori, all involved operators, possibly with the support of an external consultant or educational institutions in the region	High	Project funding, work input of Visit Pori and operators, third party aid for designing the customer path
Packaging and productisation of services	Solidifying the packages built around Yyteri's hobby profiles (surfing/water sports, fishing, golf, horseback riding, cycling, nature observation and nature experiences), that attract to engage with year-round activities in Yyteri. Easy access to services through a centralised reservation system. Producing 2–3 packages using project funding to get started (e.g. All-season cycling in Yyteri - Birds, nature watching and experience-focused accommodation - Wellness and exercise in Yyteri). Later, other packages, such as "Discover your nocturnal nature" and "Discover your sailor nature".	Continuous / under development	Financing and responsibility of the productisation project (Visit Pori)	Visit Pori, service providers and accommodation operators in the region	High	Project funding, work input of Visit Pori and operators, third party aid for productisation

The measures proposed in the growth programme detail a wide range of opportunities and do not in themselves constitute implementation or investment decisions.

COLLABORATION, BRAND AND AWARENESS

DEVELOPMENT MEASURES

MEASURE	CONTENTS AND OBJECTIVE	STATUS	1. STEP (RESPONSIBILITY)	STAKEHOLDERS	PRIORITY	RESOURCES
Continuation and development of joint marketing	One aspect of a more organised model of cooperation and the joint sales platform is creating a model of joint marketing for which companies can set aside funding in their budgets.	Continuous / under development	Continuing joint marketing (Visit Pori)	Visit Pori, operators of the region	High	Visit Pori's human resources
Acquisition of investors and operators- invest in Yyteri project	A model of continuous acquisition of investors and operators that presents Yyteri's potential as an investment and investment target. Updating and digitalising the investment prospectus drawn up in 2020. Identifying and contacting potential operators and participating in key industry events (e.g. Mipim, Mapic).	Continuous / under development	Developing investment material and participating in a real estate development event (City of Pori)	The vitality and environmental unit of the City of Pori	High	Project budget, human resources
Yyteri design and operational manual	Designing the region's customer promise, making the brand visible in the built environment with overarching themes: ensuring the quality of the environment and operations while fulfilling the customer promise in a multifaceted way. An important part of the manual are the principles of sustainable development and construction, which must be taken into account in procurement and the development of the built environment, for example.	New	Project funding, competitive tendering of external consultants (Visit Pori)	Visit Pori, City of Pori, operators of the region	Medium	Project budget, human resources

The measures proposed in the growth programme detail a wide range of opportunities and do not in themselves constitute implementation or investment decisions.



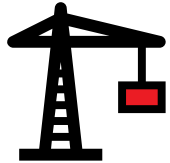
YYTERI



5

**IMPLEMENTATION
AND FOLLOW-UP
OF THE GROWTH
PROGRAMME**

THE GROWTH OF YYTERI CREATES OPPORTUNITIES AND BENEFITS FOR MANY PARTIES



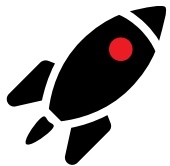
INVESTORS AND NEW OPERATORS

Creating improved land-use and operational circumstances for new investments in the region, both larger and smaller. Yyteri offers the possibility of creating new accommodation and service packages, ranging from large hotels to small-scale tourist services.



EXISTING OPERATORS IN THE YYTERI REGION

New services and increased capacity will bring new visitor groups to the region, which will create more business for existing operators. Yyteri's growth will also strengthen existing operators' willingness to invest.



START-UP AND POP-UP ENTREPRENEURS

Even small-scale business operations are encouraged as well as ad hoc business experiments. For example, a concept focused on pop-up functions is being developed in the region, allowing seasonal experiments of business ideas.



RESIDENTS OF PORI AND YYTERI

Yyteri's growth improves Pori's image and attraction. Growth also generates new services that benefit local residents and brings in new business, jobs and tax revenues to the city.

RECOMMENDATIONS FOR FURTHER DEVELOPMENT

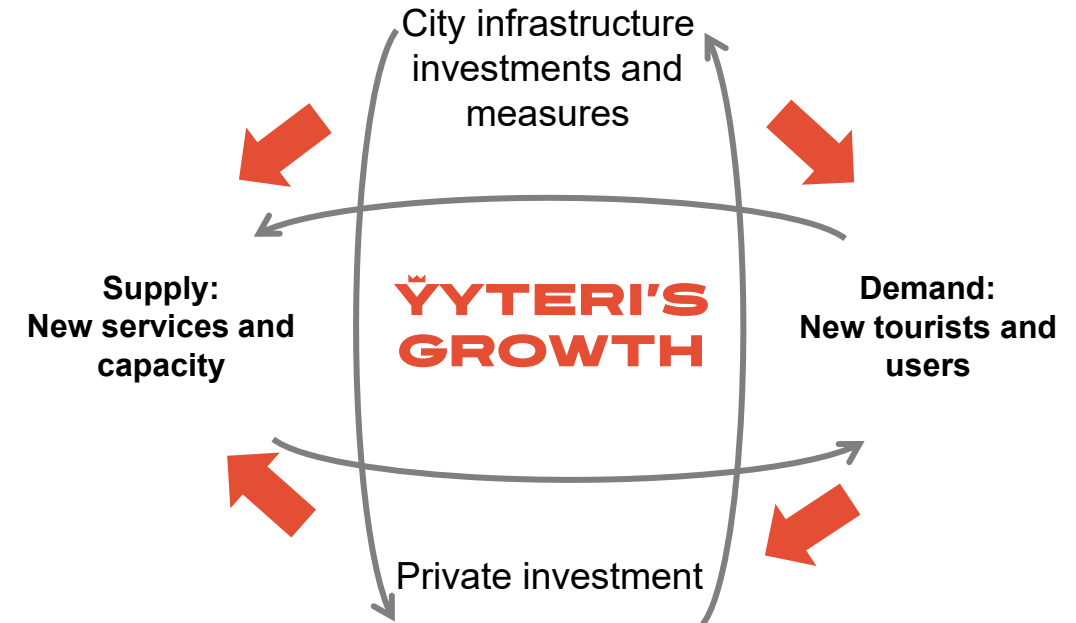
There are many reasons for the development and growth of Yyteri, which can be attributed to the region's good accessibility (on large scale), trends in tourism and the region's potential as a leading destination for sustainable tourism. Yyteri is worth investing in!

Developing Yyteri requires both larger and smaller investments and measures. Growth entails two interconnected circles:

1. Attracting private investment requires the City to invest and carry out development measures (e.g. zoning, infrastructure). On the other hand, investments by the City should be based on a strong vision of attracting private investment to the region.
2. Attracting new groups of tourists and users to the region requires new services and additional capacity. Developing the supply and investing in it requires new customers and the demand they generate.

From the development perspective it is essential to create so-called focal destination in the region because they will promote interest by other investors in Yyteri. The City plays an important role in enabling and attracting investment, but this requires long-term investment in the development of the region. In addition, in certain high-profile projects it must be assessed whether they could also provide services to residents of the region in order to justify closer involvement by the City in certain project companies and investments.

From the growth perspective a model of continuous joint development and creation is key: development cannot be left to a few key operators and people, but rather it is important to engage all operators in the region in building Yyteri together.



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PRELIMINARY SCHEDULE OF MEASURES

SHORT TERM	MEDIUM TERM	LONG TERM
<p>Create a solid foundation and operating model for Yyteri's growth by developing cooperation between operators, the brand and the customer experience. Ensure the possibility of private investment by completing the local master plan. Carry out small infrastructure improvement projects and actively seek investors and operators for existing and planned sites (e.g. Yyteri Square and zoned accommodation establishments)</p> <p>Main measures and projects:</p> <ul style="list-style-type: none"> • Closer cooperation and improved organisation of operators in the Yyteri region • The Yyterinniemi component master plan • Development of the purchase path and the productisation of service packages • Implementation of Yyteri Square projects • Development of accommodation establishments, the Luvatta Ekolodge and pilots in experience-focused accommodation • Thematic routes and guidance • Yyteri bikes for moving within the region 	<p>Ensure larger investments with an investor search (new destinations) and a flexible local detailed plan. Implement projects aimed at increasing accommodation capacity and start a few major infrastructure projects (road connections).</p> <p>Main measures and projects:</p> <ul style="list-style-type: none"> • Development and implementation of a coherent brand in the region (Yyteri manual) • Development and decision to implement the indoor sports and experience park project, start construction • Development and implementation of the "Above daily life" concept • Development of the area of the old motor track (ride & ski) • Implementation of solutions for mobility within the region • Development of waterborne transport services and infrastructure 	<p>Carry out increased investment in services. Create the basis for a decisive increase in accommodation capacity in the 2030s.</p> <p>Main measures and projects:</p> <ul style="list-style-type: none"> • Investment plan to increase accommodation capacity in the 2030s – zoning basis • Development of the Uniluoto area into an attractive harbour district and tourist destination

INDICATORS OF GROWTH AND DEVELOPMENT

Yyteri's growth targets and their indicators have previously been described in the target section of the growth programme. However, Yyteri's growth can be measured with many other indicators, examples of which are shown in the following table.

INDICATOR	OBSERVED THEMES	SOURCE / MEASUREMENT METHOD
Number of overnight stays	Number of domestic and foreign visitors, seasonal variation, length of stay	Operators in the region / Statistics Finland – create a shared statistics portal for Yyteri
Number of visitors	Number of visitors, domicile, length of stay, seasonal variation	Gate counters, teleoperator data
Customer satisfaction	Customer satisfaction, customer experience, quality of services and customer service, ease of use and purchase	Customer satisfaction surveys and samples
Operator satisfaction	Satisfaction of operators with the development and operation of the region, development needs	Questionnaires
The number and trend of businesses and jobs	Number of companies and jobs in the tourism sector in the region	Statistics Finland, postal code and square data
Accommodation capacity	Number of rooms and beds, other accommodation establishments	Monitoring by the City of Pori, operators in the region
The impact of tourism on income and employment	Income and employment effect generated by tourism, average spending, the importance of Yyteri as part of tourism in Pori	Separate study and follow-up studies
Business experiments in the area	New business ideas and experiments implemented in the Yyteri region	Monitoring (City of Pori / Visit Pori)
Investments in the region	Amount of investment by type, private and public investment	City of Pori, operators in the area
Transport mode percentages	Number of tourists arriving in Yyteri by mode	Customer surveys, monitoring in transport

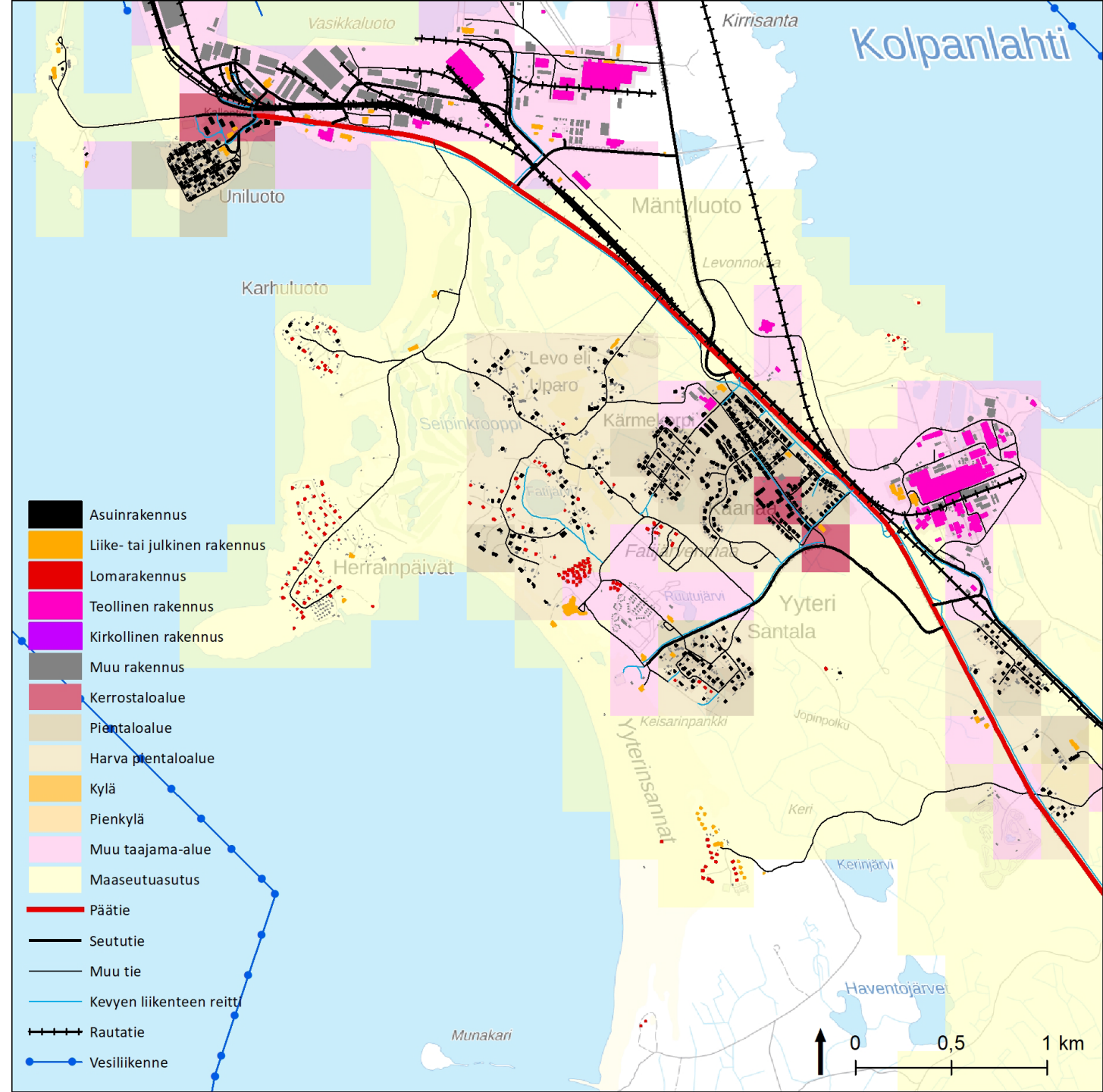


ÄPPENDICES

YYTER TOURISM GROWTH PROGRAMME

COMMUNITY STRUCTURE

- There are two more densely populated areas in the region: Kaanaa and Uniluoto. Kaanaa is the centre of the region. Uniluoto is a smaller residential area with few services.
- Holiday homes and tourism, accommodation and recreation services are focused in the proximity of the beach. The services of the beach area are connected to the area of Kaanaa.
- North of highway 2 and the railway that goes to the harbour there are mainly industrial and harbour operations (Port of Pori)
- The Yyteri golf course also divides the urban structure
- The area south of Santala is more rural in nature.

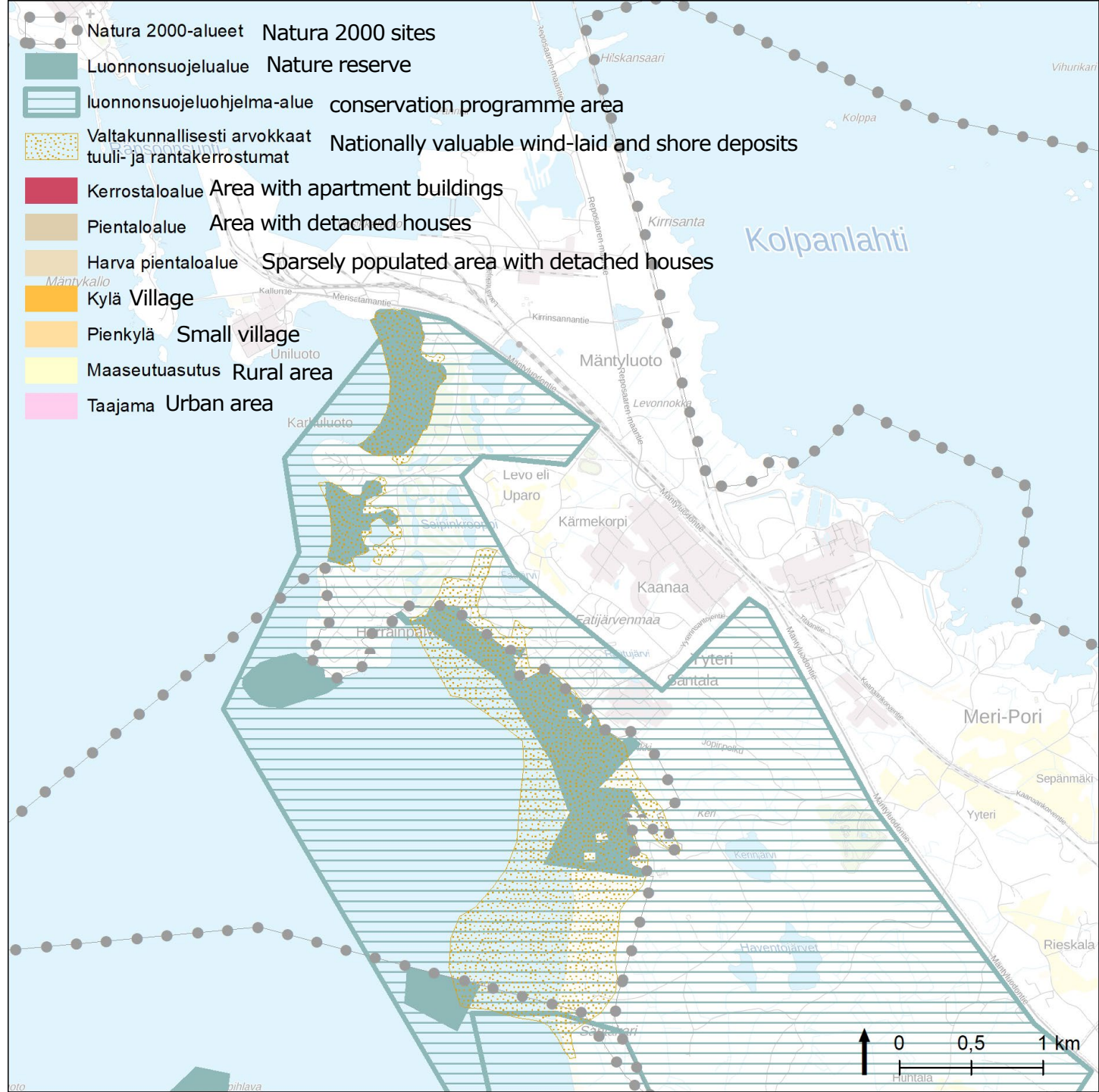


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PROTECTED AREAS

- A large part of the planned area constitutes protected areas
- The Yyteri sands are located in the Natura area of Preiviikinlahti. Preiviikinlahti is a large, shallow bay that belongs entirely to Natura as a site in accordance with both the Habitats and Birds Directives. Preiviikinlahti is part of a significant ridge area.
- A large part of the area belongs to Yyteri's nationally valuable protected landscape (conservation programme area).
- There are several nature reserves and other protected areas in the region.

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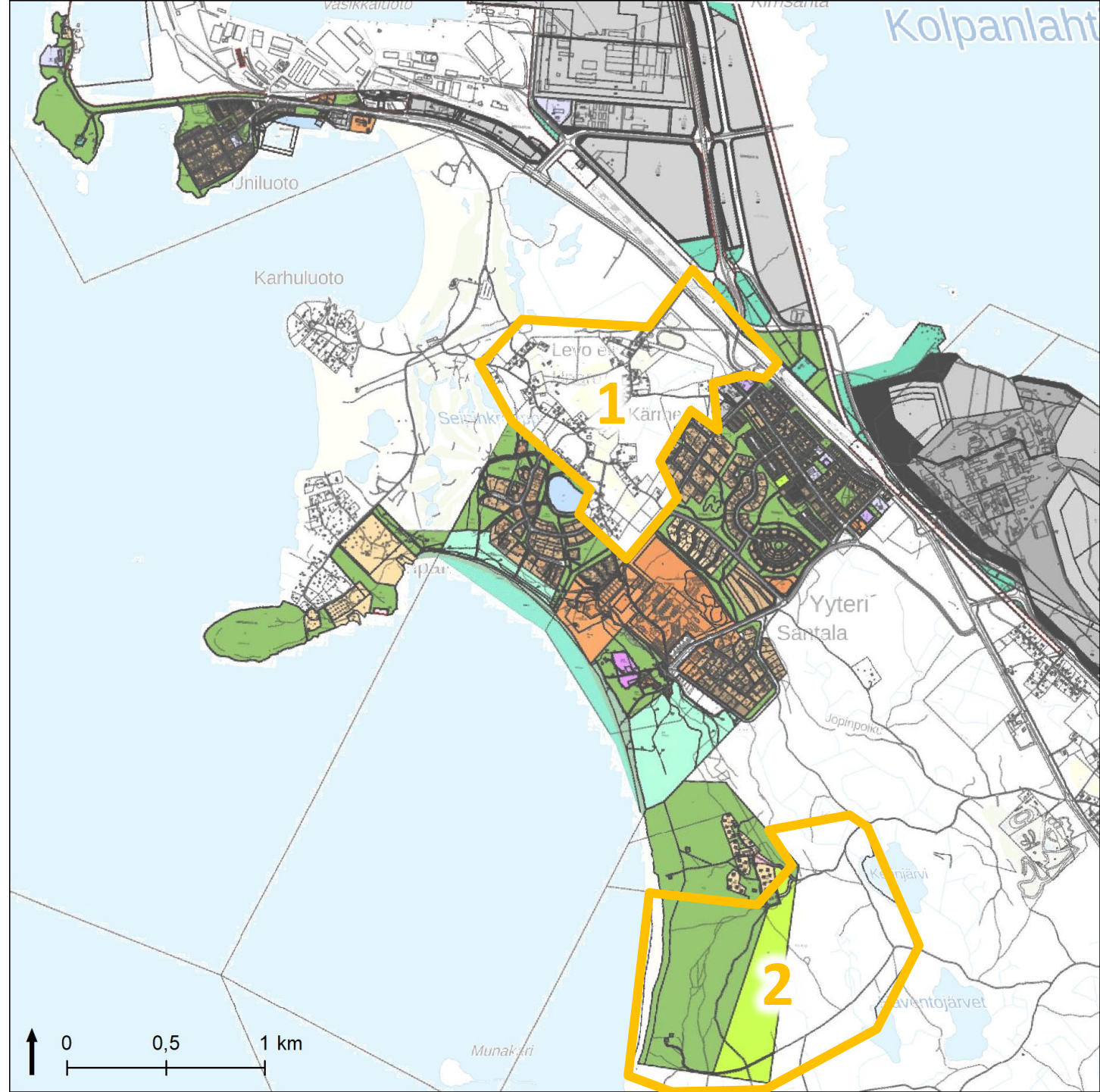


STATE OF ZONING

Local detailed plan

- There exists a local detailed plan for the main urban areas and the sand beach. There is variety in how new the plans area. The detailed plans of the beach area were mostly approved in the 2000s.
- Two detailed plans are pending in the planned area:
 - 1. The LEVON detailed plan in the area between the Kaanaa local detailed plan and the Yyteri golf course. Using the area permanent housing, holiday housing, recreational use and business operations as complementary buildings is being explored.
 - 2. UPM's waterfront resort detailed shore plan. The aim of the detailed shore plan is to create a new tourism area and to expand the existing holiday village. The plan will include a maximum of 175 construction sites for holiday and tourist service buildings and one construction site for a hotel building. The total area of the city block area is 28.10 hectares and they have a permitted building volume of 48,980 m².

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STATE OF ZONING

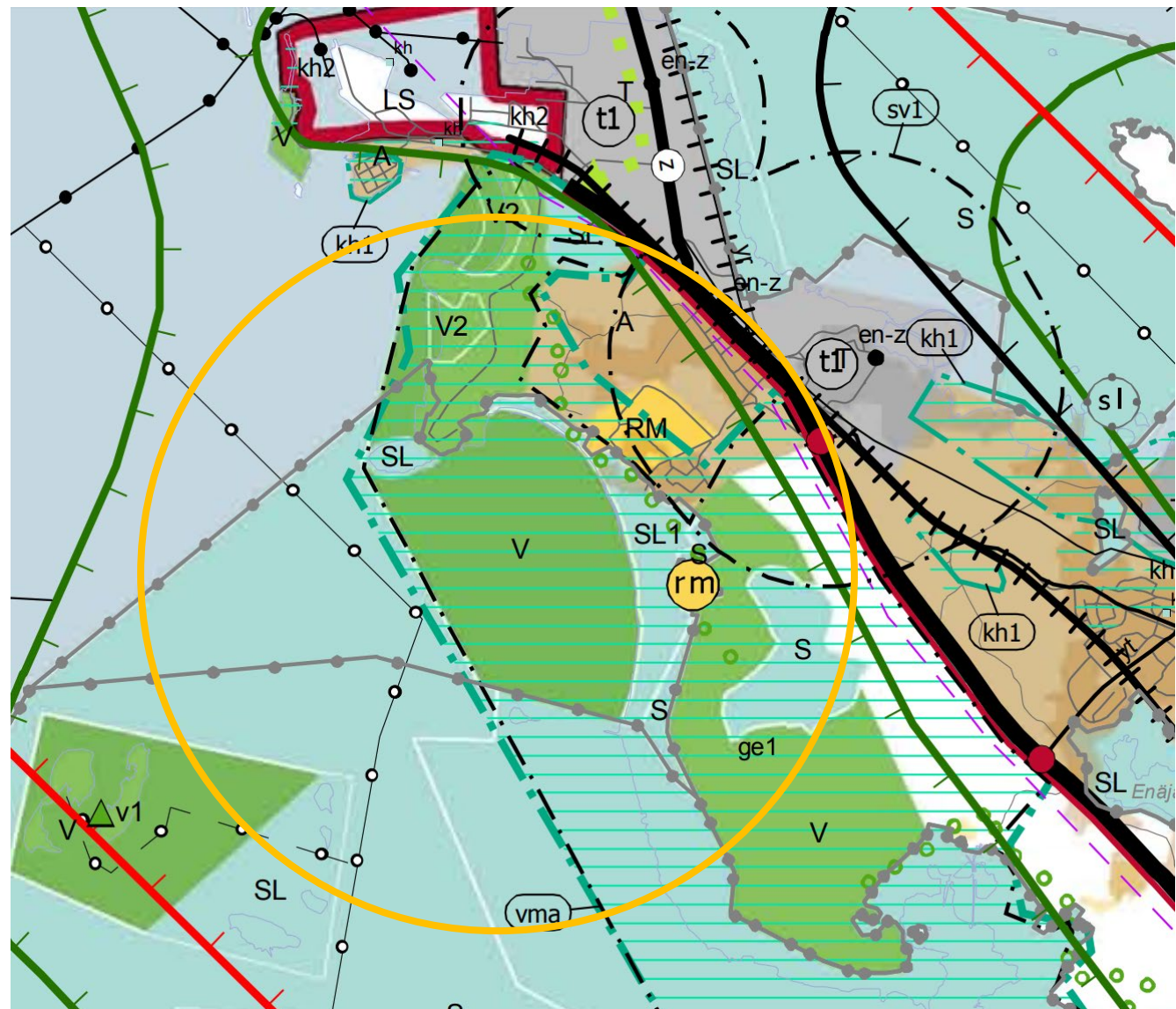
Regional land use plan

- The Satakunta regional land use plan (2011) is in force in the region. Housing, recreational areas and tourist services have been assigned to the planning area. A significant part of the area belongs to a nationally significant Natura area. There are also other protected areas in the area.

Local master plan

- The Meri-Pori component master plan (1999) is in force in the region.
- The Yyterinniemi component master plan is pending. The planning area includes the Yyterinniemi land area to the west of the city centre. The plan was initiated in 2013, but the zoning has not progressed.

YYTERI



RESULTS OF THE SURVEY

DEVELOPMENT

An electronic survey was carried out in March 2020 as part of the baseline survey of the growth programme. Thirty people responded to the map-based survey, representing 11 companies, residents' associations, other clubs operating in the area and the City of Pori.

The results were used to formulate the different scenarios of the growth programme.

PROPOSALS

Particularly appreciated destinations were the beach and dunes, the Herrainpäivät peninsula, the surf centre and the Adventure Park Huikkee.

Development proposals emerged in particular from the following themes: restaurant services and pop-up restaurants, beach infrastructure, the former Luvatta cottage village, the role of zoning, the centre of Kaanaa and basic services, and construction of a pier.

In addition, suggestions for new services include: sauna world, indoor sports venue, events and activities for families all year round.

OPERATIONS OF COMPANIES

Companies and other operators in Yyteri who responded to the survey described their own goals as follows:

- increasing cycling,
- increasing accommodation capacity,
- productisation of services,
- extension of active season until September,
- development of service concepts and increasing the attractiveness of the site, in order to increase sales
- a new village plan for 2021–26.

Proposals emerged for increasing cooperation between companies, such as an Yyteri portal, cross-selling and create service packaging together, productisation and marketing, regular meetings and collaboration, getting to know each other's activities.

In addition, the operators themselves were prepared to invest in developing Yyteri and cooperation, to inform their own customers about Yyteri's services and innovations, engage in civic activity, community cleaning work, research targeted at the area.