

LIGHT IN THE DARK – DISSEMINATION & REACH REPORT

Summary of WP3 dissemination activities, stakeholder engagement and reach

Interreg
Baltic Sea Region

Co-funded by
the European Union

RESILIENT ECONOMIES AND COMMUNITIES
Light in the Dark

Introduction

Light in the Dark is an international project helping tourism businesses and destinations across the Baltic Sea Region develop attractive off-season tourism experiences. Through cooperation between tourism SMEs, destination organisations and higher education institutions, the project has developed practical tools, research insights and tested examples to support year-round tourism development.

The project is co-funded by the European Union through the Interreg Baltic Sea Region Programme 2021–2027.

This report provides an overview of the dissemination, stakeholder engagement and knowledge-transfer activities carried out under WP3. It brings together partner events, presentations, networking and communication activities used to share project results with tourism SMEs, DMOs, BSOs and other stakeholders across the Baltic Sea Region and beyond.

The report presents key figures, geographical and digital reach, partner profiles, target groups reached and selected dissemination activities. It serves as a consolidated record of WP3 dissemination efforts and supports the reporting of GOA 3.3 – Interregional communication and transfer to stakeholders in the Baltic Sea Region.



This report presents the results of the deliverable developed under WP3 GoA 3.3 – Interregional communication and transfer to stakeholders in the Baltic Sea Region – within the project Light in the Dark, co-funded by the European Union through the Interreg Baltic Sea Region Programme 2021–2027.

Interreg Baltic Sea Region

Co-funded by the European Union

RESILIENT ECONOMIES AND COMMUNITIES

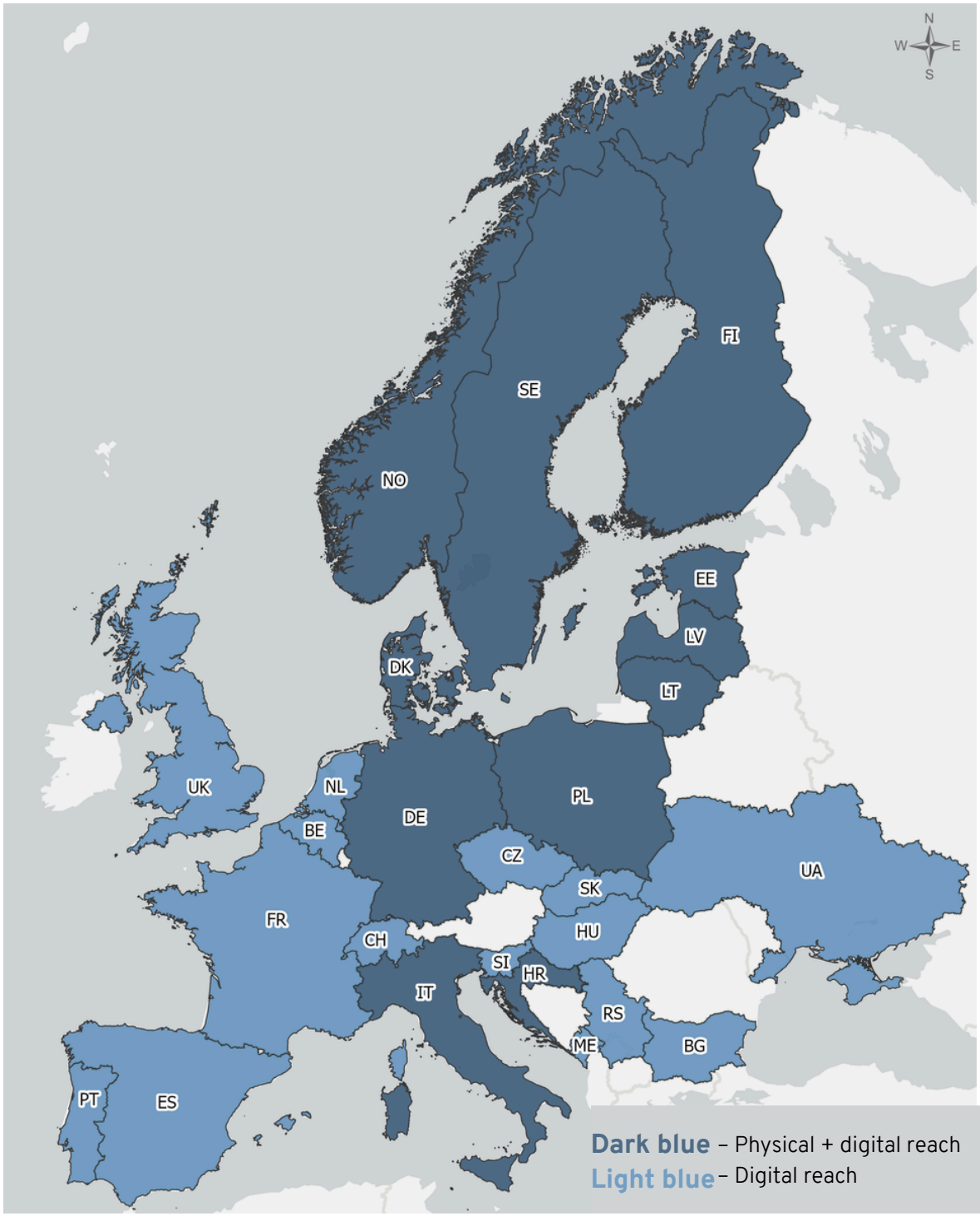
Light in the Dark

The report summarises the interregional communication and dissemination campaign carried out across the Baltic Sea Region. It brings together partner-reported events, stakeholder engagement, communication activities, geographical and digital reach, and examples of how project results, tools and experiences were shared with tourism SMEs, DMOs, BSOs, universities and other relevant stakeholders.

Author: Kurzeme Planning Region

KURZEME PLANNING REGION

Geographical Reach of Light in the Dark



Light in the Dark combined face-to-face dissemination with digital communication to extend its reach across Europe.

Dark blue countries were reached through both physical activities and digital channels, while **light blue countries** represent additional digital reach through campaigns, the project website, YouTube and online webinar participation.

Overall, the project achieved physical dissemination in 11 countries and confirmed digital reach in at least 25 European countries.

Light in the Dark online

Websites



Light in the Dark

Light in the Dark helps SMEs in the tourism sector create a nature-based offer to attract tourists to rural and coastal areas all year long.

Interreg Baltic Sea Region /



Home - Light In The Dark - Project in the Baltic Sea region

Increasing resilience in rural and coastal tourism in the northern Baltic Sea region by developing off-season experience.

Light In The Dark / Oct 29

Social media

https://www.facebook.com/LITDproject

https://www.instagram.com/projectlightinthedark/

https://www.linkedin.com/company/lightinthedark/

Digital reach

8.3K

website visitors

3.4M+

people reached

2.1M

video views

Webinars & videos on YouTube

The Baltic Sea Region

Light in the Dark

Share your videos with friends, family, and the world

YouTube



Light in the Dark Multilingual Resource Centre



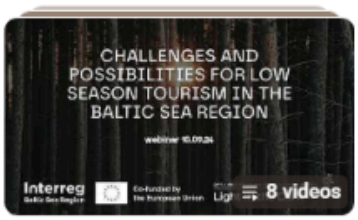
Marketing material

Playlist



Reports

Playlist



Light in the Dark Webinars

Playlist

Key project results disseminated

Product development

Handbook for SMEs, Product Development Form and Product card template

Media & Marketing

Free image bank and a ready-made marketing concept with graphic manual, videos and guidelines

For DMOs

Workshop manual for facilitating experience design workshops

Insights & Research

Visitor Analysis, Challenge Inventory, Piloting Results and campaign report

Digital tool

AI-powered Tourism Business Idea Generator

Webinars & articles

Webinar recordings on YouTube and project news articles

All results are available in the Off-season Toolkit:
lightinthedarkbsr.eu/off-season-toolkit

These results were disseminated through regional, national, interregional and international events, tourism fairs, webinars and partner communication channels.

Events at a Glance



110+

partner-reported events and activities

3,200+

participant attendances, registrations and direct contacts

Activities included

SME engagement (GOA 3.1)

International webinars for SMEs
Local SME seminars & workshops
Digital SME seminars & workshops
Coffee & Connect sessions
SME mentoring, co-packaging & product development
Digital tool testing

DMO / BSO engagement (GOA 3.2)

International webinar for DMOs / BSOs
Local follow-up seminars for DMOs / BSOs

Stakeholder dissemination & transfer (GOA 3.3)

Regional events
National events
International events
Interregional events
International tourism fairs & side events
Baltic Sea Region Tourism Forum
Final international project webinar

Figures are based on partner Event Reporting and Communication records. Participant figures represent reported attendances/direct contacts and may not always represent unique individuals. "+" indicates a confirmed minimum where complete reach data were not available.

Tourism Business Idea Generator

The Tourism Business Idea Generator is an **AI-powered inspiration tool developed** within the Light in the Dark project to help tourism SMEs explore new off-season product ideas. By answering a few simple questions, users receive a tailored starting point for a tourism experience or service concept.

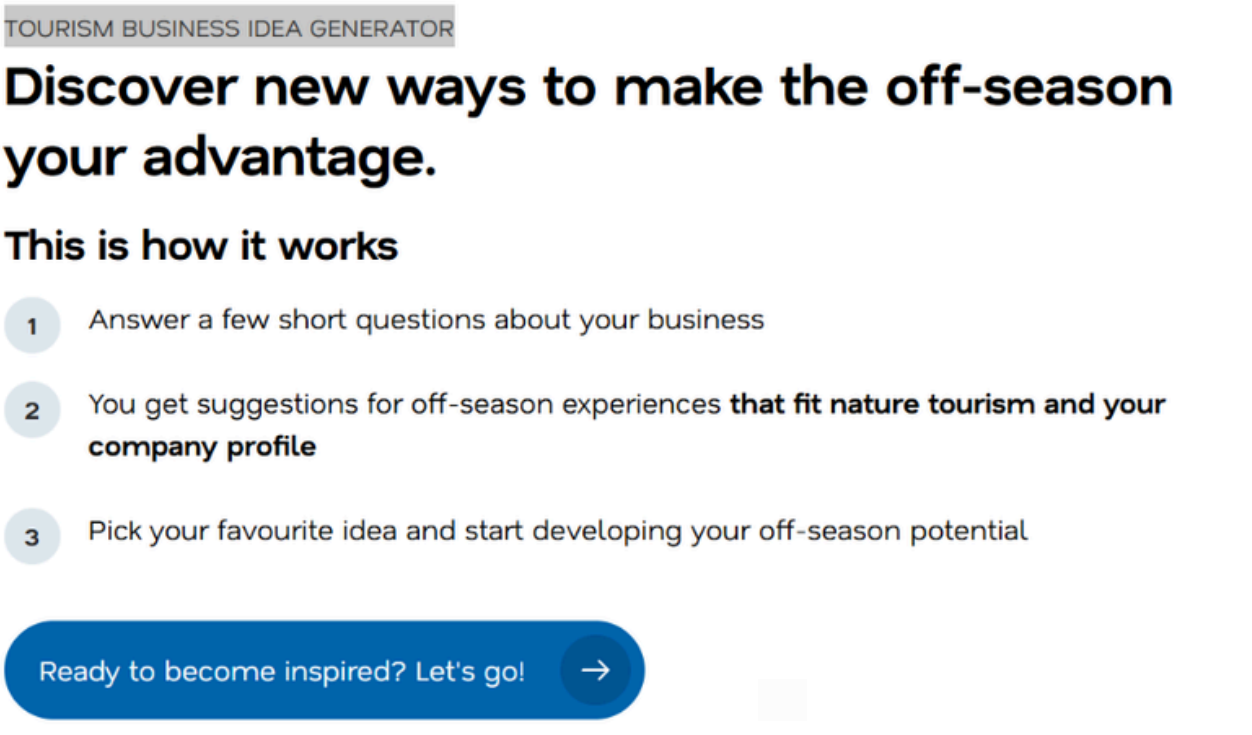
435
completed AI generations

386
initial activity proposals

59
average generations per month

What does it generate?

- Experience idea
- Key highlights
- Product description
- Social media content
- Press release draft



Novia University of Applied Sciences

19
events

700+
participants

12+
publication

Activity overview

GOA 3.1 – Anchoring solutions to SMEs
International SME webinar
2 local SME workshops in Southwest Finland
3 Coffee & Connect networking sessions
SME mentoring and product development workshops
Digital tool testing and promotion

GOA 3.2 – Dissemination to DMOs/BSOs
International DMO/BSO webinar
Regional follow-up seminar in Ostrobothnia

GOA 3.3 – Dissemination & transfer
National and international presentations
Interregional university cooperation
Baltic Sea Region Tourism Forum
International conferences and BSR-level networking

Implemented activities

Embrace Off-Season and Grow Your Sales
5 Feb 2026 | Online | 220 registrations

Turning the Off-Season into New Opportunities
27 Jan 2026 | Online | 233 registrations

Coffee & Connect – 3 sessions
Feb–Apr 2026 | Online | 118 registrations

Local SME Workshops
Spring 2026 | Kemiönsaari & Nagu | ~56 participants

FORTHEM Connect
12 Jun 2026 | International / online | ~50 participants

Pimeän ajan matkailun koulutus
8 Oct 2026 | Uusikaupunki | ~20 participants

Geographical reach

Southwest Finland · Ostrobothnia · Uusikaupunki · Finland · Lithuania · Baltic Sea Region · European / international online audience

Audiences reached

Tourism SMEs
DMOs & BSOs
Destination development organisations
Universities & students
Municipalities
Researchers & policy stakeholders
Tourism professionals

What was presented

Baltic Sea Region concept
Off-season tourism experiences
Product cards and development methods
Marketing materials
Pilot results & lessons learned
AI / digital tool
Nature-based tourism insights
SME product development & distribution

Communication footprint

53 Instagram posts + adapted Facebook content
38 LinkedIn project posts
769,000+ Meta content views in the final 90 days
Project newsletters reaching ~170 subscribers
3 Novialia publications / learning materials
Contributions to 81 Interreg BSR project-profile entries
Direct email outreach to SMEs, DMOs, BSOs and stakeholder networks

Novia University of Applied Sciences





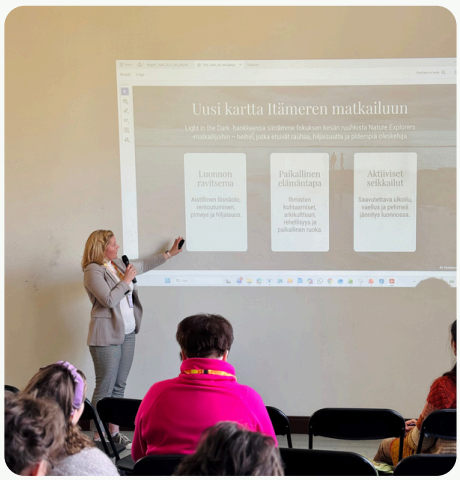
Turismaktörer samlades kring bubbel och aktuella nyheter

Matkailuelinkeinon toimijat kuohuvan ja kuulumisten äärellä



Matkailla voi muulloinkin kuin kesällä







Åland University of Applied Sciences

17 events

350 participants

57+ publication

Activity overview

GOA 3.1 – Anchoring solutions to SMEs

International SME webinar
Local SME workshops and product packaging activities
Dark Sky Tourism webinar
SME networking and cooperation
Testing and promotion of the Tourism Business Idea Generator

GOA 3.3 – Dissemination & transfer

4 regional events
2 national events
1 international event
2 interregional activities

Implemented activities

Waterway Meet & Greet 2.0
4 Dec 2025 | Åland / hybrid | 42 participants

SME workshop cruise
30 Sep–1 Oct 2026 | Åland | 27 participants

SME Workshops – Skapa säljande helhetsupplevelser
11 & 25 Mar 2026 | Åland | 20–25 participants

Nordplus Intensive Programme
12–17 Apr 2026 | Oslo, Norway | 40 participants

Coffee & Connect – 3 sessions
Feb–Apr 2026 | Online | 118 registrations

Dark Sky Tourism Webinar
3 Sep 2026 | Online | 38 participants

Light in the Dark Closing Event
21 Oct 2026 | Åland | ~40 participants

Geographical reach

Åland · Finland · Norway · Sweden · Estonia · Latvia · Nordic & Baltic networks · European online audience

Audiences reached

Tourism SMEs and entrepreneurs
Tour operators
Tourism stakeholders
Universities and vocational schools
Entrepreneurship networks
Nordic and Baltic project networks
European university networks

What was presented

Light in the Dark concept
Project results
Campaign results
Off-season & nature tourism
SME experiences
Digital tools

Communication channels

40+ social media posts – Facebook & LinkedIn
7 web posts – workshops, webinars, networking activities, AI tool & closing event
5+ newsletter features
5 media / external publications
Direct email outreach to project SMEs and wider SME networks
Project webpage and Meta campaign promoting the Tourism Business Idea Generator

Åland University of Applied Sciences





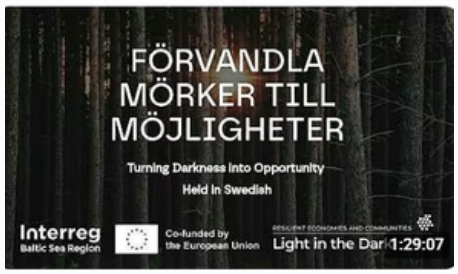








Info session about Light in the Darks digital tool "Tourism Business Idea Generator"



Webinar: Förvandla mörker till möjligheter



Embrace Off Season and Grow Your Sales – Baltic Sea Region Tourism Webinar

Three webinars and information sessions organised by Åland University of Applied Sciences remain available on the project's YouTube channel, covering the Tourism Business Idea Generator, off-season tourism opportunities and practical tools for tourism SMEs.

Visit Kotka-Hamina

9
events

229+
participants

6+
publication

GOA 3.1 – Anchoring solutions to SMEs
1 local SME workshop
1 digital product development session
2 productisation training sessions
Digital tool testing with SMEs
GOA 3.2 – Dissemination to DMOs/BSOs
1 follow-up session with Finnish DMOs
GOA 3.3 – Dissemination & transfer
Regional and national dissemination
International and interregional events
International tourism fair / B2B outreach

Implemented activities

Local SME Workshop
22 participants | SMEs & DMO representatives
Digital Product Development Session
9 participants | 7 entrepreneurs + 2 DMO representatives
Productisation Training – 2 sessions
18 entrepreneurs | 11 + 7 participants
DMO Follow-up Session
3 Finnish DMOs
National Project Product Presentation
~10 participants
International Poster Session
~90 participants | European audience
Interregional B2B/B2C Presentation
~50 people reached
Tour Operator Presentation
27 international tour operators

Geographical reach
Finland · European audience · International tourism markets · B2B & B2C networks

Audiences reached
Tourism SMEs
Entrepreneurs
DMOs
Tour operators
B2B & B2C customers
European tourism stakeholders

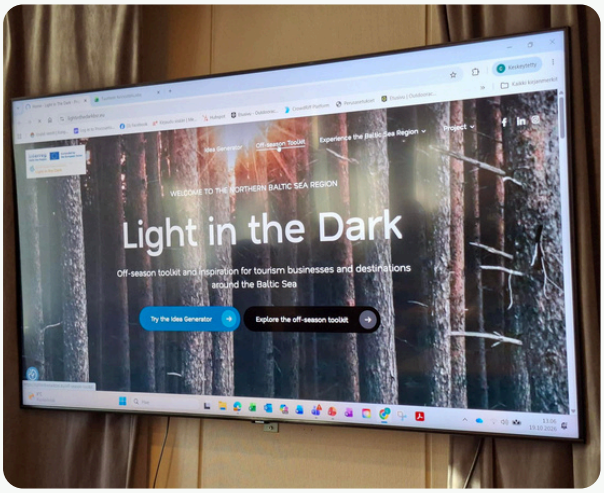
What was presented
Light in the Dark concept
Off-season & season extension
Target groups
Productisation handbook
Pilot results
Digital / AI tool
Marketing campaign results

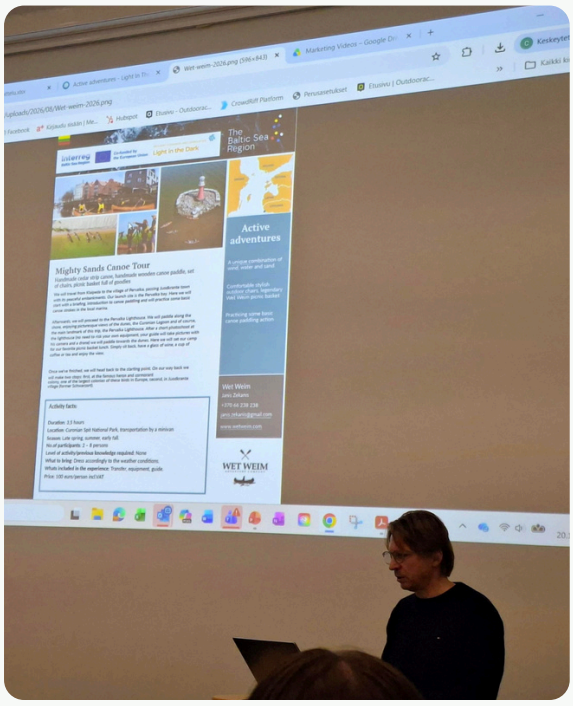
Communication footprint
Project information on the Cursor website
2 LinkedIn posts promoting the AI generator
2 newsletter features – project information and AI generator launch
1 media article via Cruise Finland
Webinar promotion through the Visit Kotka-Hamina event calendar
Direct email outreach to 253 regional SME representatives

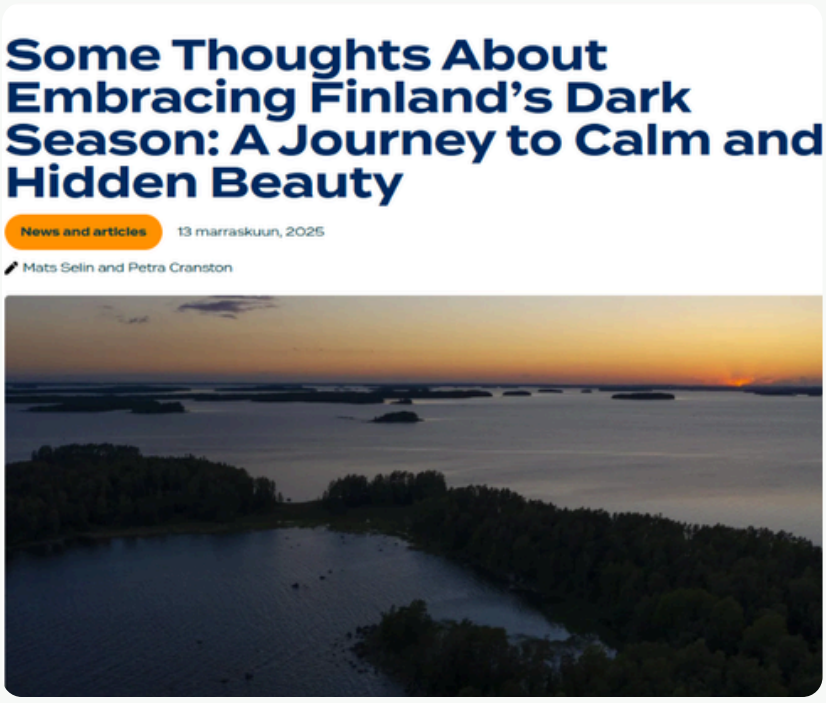
Visit Kotka-Hamina











Klaipeda University

8 events

264 participants

3+ publication

GOA 3.1 – Anchoring solutions to SMEs
1 local SME seminar
1 digital seminar
1 tourism networking event
1 SME mentoring meeting
Digital tool promoted through social media
GOA 3.3 – Dissemination & transfer
1 regional event
1 national event
2 international events

Implemented activities

Tourism Business Breakfast
6 Feb 2025 | Lithuania | 57 participants
33rd Nordic Symposium on Tourism and Hospitality
17–19 Sep 2025 | Bornholm, Denmark | International audience
International Tourism Forum "Designing Travel – What's Next in 2026?"
29 Jan 2026 | Vilnius | Participants from 20 countries
ADVENTUR Tourism Fair
30–31 Jan 2026 | Vilnius | National tourism fair
Tourism 365: Nature-Based Tourism and Wellness
16 Apr 2026 | Klaipėda | 143 participants
Outbound Seminar / Meeting with SMEs
18 May 2026 | Mingė–Dreverna | 40 participants
Social Innovation & Digital Education Webinar
10 Jun 2026 | Online | 14 participants
SME Cooperation Meeting
22 Aug 2025 | Dreverna | 10 participants

Geographical reach
Klaipėda Region · Lithuania · Denmark · European / international audience

Audiences reached
Tourism SMEs
DMOs
Regional Park Administrations
Tourism professionals
Universities
Policymakers

What was presented
Light in the Dark concept
Project activities & results
Off-season tourism solutions
Nature-based tourism
Survey findings
Cross-border cooperation

Communication footprint
2 media publications
Project page / web information on Interreg BSR website
Further communication data not reported

Šaparnienė, D., Bočkus, D., Baltranaitė, E., Holmberg, E., Simpson, J. (2026). **Exploring the Motivational Typology of Nature Tourists. Baltica**, 39(2). ISSN 1648-858X. Web of Science, IF 1.1 (Q2).

Klaipeda University











Kurzeme Planning Region

9
events

243
participants

59+
publication

Activity overview

GOA 3.1 – Anchoring solutions to SMEs
1 local SME seminar, workshop in Kuldīga, 30 tourism SMEs from Kurzeme
GOA 3.2 – Dissemination to DMOs/BSOs
1 local follow-up seminar
18 representatives of Kurzeme tourism information centres / DMOs
GOA 3.3 – Dissemination & transfer
2 regional events
1 national event
1 interregional event
1 international project webinar organised by KPR

Implemented activities

Breakfast for Entrepreneurs
13 Feb 2026 | Liepāja, Latvia | ~30 participants
Mērsrags Residents' Council Meeting
21 Feb 2026 | Mērsrags, Latvia | ~20 participants
Conference for Entrepreneurs – Liepāja 2027
24 Mar 2026 | Liepāja, Latvia | ~80 participants
From Rivers to Lakes: Water Tourism Opportunities & Experiences in Latvia and Lithuania
26 May 2026 | Dreverna, Lithuania | 65 participants
Local SME Seminar
14 Oct 2026 | Kuldīga, Latvia | 30 SMEs
DMO/BSO Follow-up Seminar
30 Oct 2026 | Tukums, Latvia | 18 participants
International Project Webinar
28 Oct 2026 | Online | 200+ views
Building Resilient and Regenerative Destinations for the Future

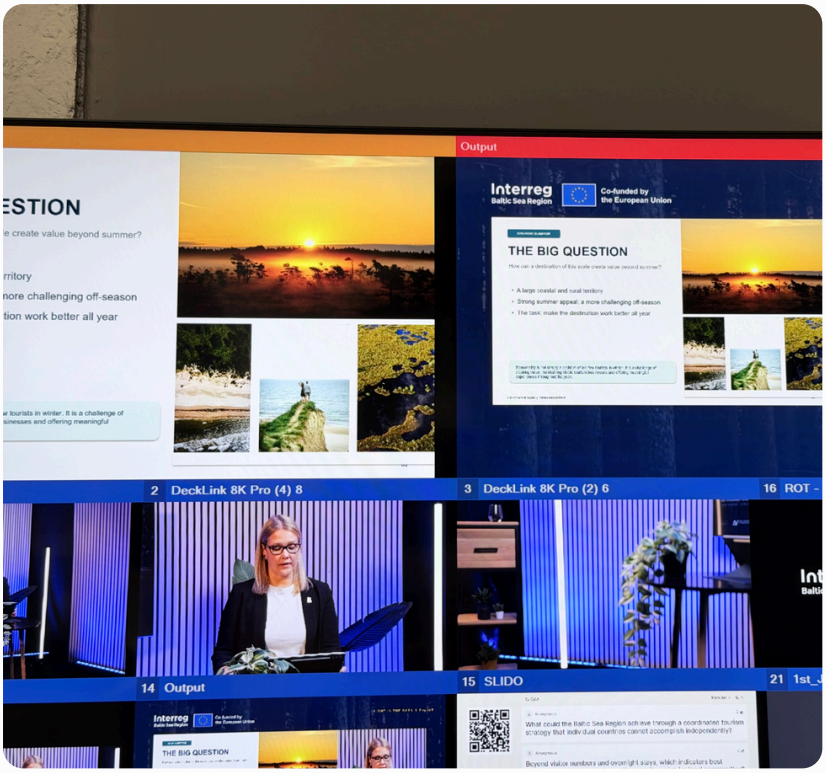
Geographical reach
Kurzeme · Latvia · Lithuania · Baltic Sea Region / international online audience

Audiences reached
Tourism SMEs & entrepreneurs
DMOs / Tourism Information Centres
Municipalities
Local community representatives
Tourism professionals
Cross-border tourism stakeholders

What was presented
Light in the Dark concept
Project results and pilot experience
Off-season tourism development
Practical tools for tourism businesses
Marketing and product development resources
Lessons learned and future tourism approaches

Communication footprint
58 website articles
34 Latvian · 24 English
Regional newsletter
Light in the Dark featured since Issue 3/2023
Printed media - Talsu Vēstis, 13 Mar 2026
Website · Newsletter · Printed media · Social media

Kurzeme Planning Region















Visit Åland

6
events

162+
participants

32+
publication

Activity overview

GOA 3.1 – Anchoring solutions to SMEs
1 recorded digital SME webinar
Local stakeholder networking
Digital tool information shared through member communication
GOA 3.3 – Dissemination & transfer
3 regional dissemination activities
National tourism fair participation
Destination outreach in Finland
International tourism network outreach

Implemented activities

Visit Åland Autumn Meeting
6 Nov 2025 | Åland | ~80 participants
MATKA Travel Fair
15–16 Jan 2026 | Helsinki | Project products presented
Dark Sky Tourism Webinar
3 Sep 2026 | Åland / online | 38 participants
Light in the Dark Closing Event
21 Oct 2026 | Åland | ~40 participants
Food Tourism Study Trip
Eastern Finland | 2 destination developers reached
Cruise Baltic Meeting
International network | 2 destinations reached

Geographical reach
Åland · Helsinki · Eastern Finland · Finland · Baltic Sea / international cruise network

Audiences reached
Tourism SMEs
Visit Åland members
Municipalities
Destination developers
Tourism stakeholders
International destination networks

What was presented
Light in the Dark project results
Product cards & pilot results
Marketing campaign & materials
Off-season tourism opportunities
Dark Sky tourism
Project tools for SMEs

Communication channels
Approx. 30 Facebook posts since 2025
Regular member newsletters · approx. 240 recipients
Project information on Visit Åland website
Media coverage in Ålands Radio / printed media

Visit Åland


Webinar:
Förvandla mörker till möjligheter
3 september
kl.10-11.30






Välkommen!

Stockholm Business Region

9+ events

140+ participants

20+ publication

Activity overview

GOA 3.1 – Anchoring solutions to SMEs
SME co-packaging activities
Coffee & Connect – Active Adventures
SME mentoring through Växtkraft
Digital tool dissemination through tourism networks

GOA 3.2 – Dissemination to DMOs/BSOs
International webinar participation
Local follow-up and stakeholder networking activities

GOA 3.3 – Dissemination & transfer
Regional and national dissemination
International tourism fairs & B2B events
Interregional networking and knowledge exchange

Implemented activities

Stockholm Archipelago Day / Co-packaging Day
19 Feb 2026 | Stockholm | ~90 participants
65 SMEs involved in the co-packaging activity

ETOA
16–17 Feb 2026 | Denmark | International B2B event

ITB Berlin
3–5 Mar 2026 | Berlin, Germany | International tourism fair

Coffee & Connect – Active Adventures
14 Apr 2026 | Online | Hosted by Stockholm Archipelago

Swedish Welcome / Swedish Workshop
21–22 Apr 2026 | Kiruna, Sweden | ~20 DMOs + up to 30 tour operators

Italy Gateway South
11–13 May 2026 | Italy | International B2B event

Geographical reach

Stockholm · Kiruna · Sweden · Denmark · Germany · Italy · online / European audience

Audiences reached

SMEs
DMOs & visit organisations
Municipalities & regional stakeholders
Tour operators
Tourism associations
International travel trade

What was presented

Light in the Dark project results
Off-season tourism products
Co-packaging approach
Digital / AI tool
SME development opportunities
Project solutions for tourism stakeholders

Communication reach

Digital tool shared with approx. 300 SMEs
Newsletter distribution to approx. 350 association members
Information distributed through 8 Stockholm Archipelago municipalities
Stakeholder outreach to approx. 100 SMEs / DMOs / BSOs

Stockholm Business Region









Hiiumaa Development Center

7
events

113+
participants

13+
publication

GOA 3.3 – Dissemination & transfer
2 regional stakeholder meetings
2 national tourism fair participations
1 international event
1 interregional tourism fair
Participation in an international tourism fair in Germany

Implemented activities

Hiiumaa Tourism Cluster Meeting
15 Jul 2026 | Hiiumaa | 53 participants

Hiiumaa Tourism Cluster Meeting
11 Nov 2026 | Hiiumaa | Project overview and activities presented

Estonian Tourism Fair – 2 editions
Feb 2025 & Feb 2026 | Tallinn | Light in the Dark pilot products presented and sold by SMEs

Hiiumaa International Tourism Fair 2026
10 Jun 2026 | Hiiumaa | ~60 participants
Project presentation together with partners from Åland

MATKA Travel Fair
15–16 Jan 2026 | Helsinki, Finland

ITB Berlin
3–5 Mar 2026 | Berlin, Germany

Geographical reach
Hiiumaa · Tallinn · Estonia · Helsinki · Finland · Berlin · Germany

Audiences reached
Tourism SMEs
Hiiumaa Tourism Cluster members
DMOs & tourism organisations
Local tourism stakeholders
Tourism fair visitors
International tourism partners

What was presented
Light in the Dark concept & project results
Marketing materials
Digital tools
Piloted tourism products
Off-season tourism opportunities
Project activities & experience

Communication footprint
Approx. 10 Facebook posts across Hiiumaa Tourism Cluster, Hiiumaa Development Center and Visit Hiiumaa channels
3 web posts on Hiiumaa Development Center / Visit Hiiumaa websites
Regular project features in a weekly entrepreneur newsletter reaching approx. 180 members
Direct email outreach to 139 contacts – 89 tourism cluster members, 25 local stakeholders and 25 Visit Estonia / DMO contacts

Estonian University of Life Sciences

5 events

406+ participants

3+ publication

GOA 3.1 – Anchoring solutions to SMEs
SME mentoring during Nature Tourism Conference
Digital tool introduction and stakeholder outreach
Project materials shared with students and entrepreneurship trainees
GOA 3.3 – Dissemination & transfer
1 regional activity
2 national events
1 major interregional conference
International university and project cooperation

Implemented activities
EMÜ Nature Tourism Conference – Low-season Tourism Product Design
11 Mar 2025 | Estonia | 304 participants
124 tourism SMEs, incl. Estonia and Germany
LitD product cards presented and evaluated
SME Mentoring Session
11 Mar 2026 | Estonia | 16 participants / 15 companies
Feedback on SMEs' low-season tourism ideas
Nature Tourism Student Session
Estonia | 63 students
35 bachelor + 28 master students
Estonian Tourism Education Network Seminar
Mar 2026 | Estonia | 12 participants
RegenT Cooperation Event
6 Apr 2026 | Estonia | 8 participants
Enhanced ERA Intensive Training
Åland | 19 trainees + 7 partner organisations

Geographical reach

Estonia · Åland · Baltic Sea Region · International university networks

Audiences reached

Bachelor & master students
Tourism educators
Universities
Public authorities
Project organisations
Tourism SMEs
DMOs & BSOs

What was presented

Light in the Dark materials
Low-season tourism products
Product cards
Tourism Business Idea Generator
SME product ideas
Project solutions & lessons learned

Communication footprint

Project information available on the EMÜ Chair of Biodiversity and Nature Tourism webpage
1+ web news / event publications on the EMÜ website
Direct email outreach to approx. 127 recipients across the Chair of Biodiversity and Nature Tourism and Nature-Based Tourism student and staff lists

Estonian University of Life Sciences











Estonian Rural Tourism Organization

10 events

484 participants

38+ publication

GOA 3.1 – Anchoring solutions to SMEs
Local SME seminar in Hiiumaa
Recorded digital SME seminar
Coffee & Connect – Nourished by Nature
SME mentoring and digital tool testing
GOA 3.2 – Dissemination to DMOs/BSOs
International DMO/BSO webinar
Local seminar during Tourest tourism fair
GOA 3.3 – Dissemination & transfer
Regional and national dissemination
International conference participation
Cross-project cooperation and knowledge transfer

Implemented activities

Turning the Off-Season into New Opportunities
27 Jan 2026 | Online | 233 registrations
DMO/BSO Seminar at Tourest
13 Feb 2026 | Tallinn | 43 participants
Coffee & Connect – Nourished by Nature
17 Mar 2026 | Online | Hosted by ERTO
Digital Seminar for SMEs
23 Mar 2026 | Online | 33 participants
Marketing Training
16 Apr 2026 | Estonia | 14 SMEs
ERTO Annual Meeting
19 Nov 2025 | Estonia | 113 participants
Local SME Seminar
10–11 Sep 2025 | Hiiumaa | ~40 SMEs
European Rural Tourism Congress
6–9 May 2026 | Rab, Croatia | International audience

Geographical reach
Estonia · Hiiumaa · Tallinn · Croatia · Baltic Sea Region / international online audience

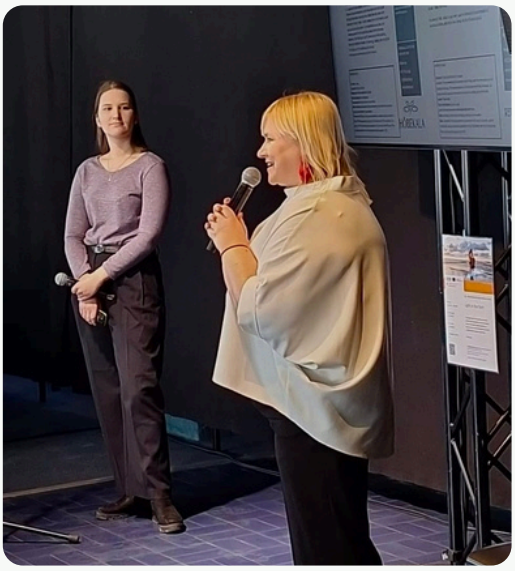
Audiences reached
Tourism SMEs
DMOs & BSOs
Travel agencies
Rural tourism organisations
Project partners
International tourism stakeholders

What was presented
Light in the Dark concept
Project outcomes and materials
Marketing concept and materials
Tourism Business Idea Generator
Off-season tourism solutions
SME experiences and cooperation

Communication footprint
36 social media posts – 15 Facebook · 7 Instagram · 14 LinkedIn
2 web articles – AI tool launch and final international webinar
Direct email outreach – 316 SMEs + 99 DMO/BSO contacts
Light in the Dark project page on ERTO website

Estonian Rural Tourism Organization













Nida Culture and Tourism Information Centre "Agila"

15 events

400+ participants

6+ publication

Activity overview

GOA 3.1 – Anchoring solutions to SMEs
1 local SME workshop
3 local community / networking activities
Digital tool promoted through local social media

GOA 3.2 – Dissemination to DMOs/BSOs
1 local follow-up seminar for Klaipėda Region DMOs

GOA 3.3 – Dissemination & transfer
1 regional event
1 national event
2 international events
1 interregional B2B event
3 international tourism fairs

Implemented activities

Mayor Breakfast with tourism businesses
12 Sep 2025 | Neringa | 33 participants

Mayor Breakfast with tourism businesses
17 Sep 2026 | Neringa | 50+ participants

Community Lunch
12 Dec 2025 | Neringa | 22 participants

International Tourism Forum "Designing Travel – What's Next in 2026?"
29 Jan 2026 | Vilnius | International audience

ADVENTUR Tourism Fair
30–31 Jan 2026 | Vilnius

B2B Event for Travel Agencies and Organisers
6 Feb 2026 | Riga | 12 participants

Tourism Forum "365 Nature-Based Tourism"
16 Apr 2026 | Klaipėda | 143 participants

Klaipėda Region Protected Areas Event
25 Oct 2026 | Klaipėda Region | 12 participants

International tourism fairs
MATKA, Helsinki · Balttours, Riga · Reisen & Caravaning

Geographical reach

Neringa · Klaipėda · Vilnius · Riga · Helsinki · Hamburg · Lithuania · Latvia · Finland · Germany

Audiences reached

Tourism SMEs
DMOs / Tourism Information Centres
Travel agencies & tour organisers
Local community
Regional tourism stakeholders
Protected area / visitor centre representatives

What was presented

Light in the Dark project results
Off-season tourism products
Project tools
Tourism offers for travel trade
Nature-based tourism
Digital tool

Communication reach

2 Facebook campaigns – Lithuania and wider Baltic/Nordic markets
90,000+ impressions – Jan–Feb 2026 campaign
3.3M+ impressions · 1,494,150 people reached – Oct 2026 campaign
3 articles on the Visit Neringa website
1 media article in Delfi
Direct email outreach with event invitations and project updates

Nida Culture and Tourism Information Centre "Agila"













Baltic Sea Region Tourism Forum 2025 – Regeneration and Data at the Core of Change



Light in the Dark at BSTF 2025
The project was presented at the Baltic Sea Tourism Forum 2025 in Gdańsk, bringing Light in the Dark into a wider Baltic Sea Region discussion on the future of tourism.

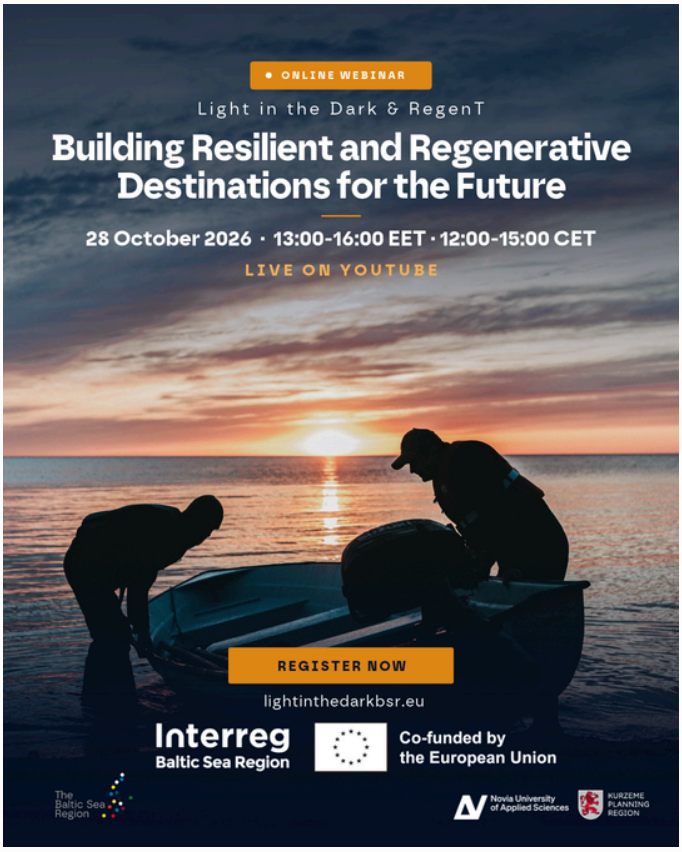
Sharing project experience
James Simpson from Novia University of Applied Sciences contributed to the session “Tourism for Thriving Places”, sharing perspectives on regeneration, resilient destinations and the development of tourism beyond the high season.





Connecting across the Baltic Sea Region
The Forum gathered almost 200 participants from 16 countries, including DMOs, tourism authorities, universities, tourism organisations and businesses. It provided valuable opportunities to increase the visibility of Light in the Dark, exchange experience and build new international contacts.

Final webinar: *Building Resilient and Regenerative Destinations for the Future*



Closing Light in the Dark with a wider European discussion

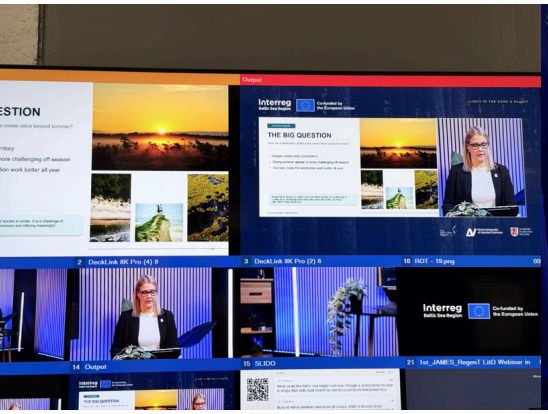
On 28 October 2026, the international webinar Building Resilient and Regenerative Destinations for the Future brought together tourism professionals, researchers and destination developers from across Europe. Organised jointly by Light in the Dark and RegenT, the event also marked the conclusion of the Light in the Dark project.

From regeneration to practical season extension

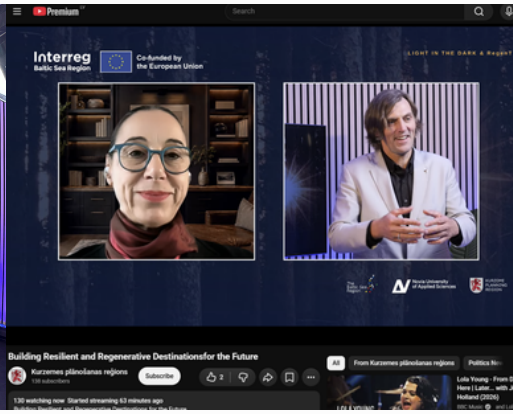
Speakers explored regenerative tourism, climate change, accessibility, destination resilience and practical approaches to extending the tourism season. The programme combined international perspectives with concrete examples from Kurzeme and presented how local resources, cooperation and accessible tourism experiences can create new reasons to travel outside the peak season.

Sharing project results with a wider audience

The webinar reached a peak of 142 concurrent viewers, while the recording received 526 views on YouTube shortly after the event. The seminar also presented Light in the Dark tools and lessons learned, including product development materials, pilot results, the image library and the Tourism Business Idea Generator.







From dissemination to continued use

Reaching beyond the partnership

Light in the Dark results were shared with tourism SMEs, DMOs, BSOs, universities, public authorities and other tourism stakeholders across and beyond the Baltic Sea Region through events, webinars, tourism fairs, media and partner communication channels.

Making project results accessible

The project leaves behind practical resources that can continue to support off-season tourism development, including experience models, pilot lessons, marketing materials, training resources and the Tourism Business Idea Generator.

Continuing beyond the project

The knowledge, tools and networks created through Light in the Dark provide a basis for continued cooperation, knowledge exchange and development of year-round tourism offers after the project ends.



Interreg Baltic Sea Region
Co-funded by the European Union
RESILIENT ECONOMIES AND COMMUNITIES
Light in the Dark



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Dissemination & Reach Report
lightinthedarkbsr.eu

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