



## Inland Waterways & Business Development: Canal Link in Sweden


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Värmland that's here!



## The Canal Link waterways in Sweden

 The Göta Channel, which is the main tourist waterway through the Lake Vänern

 The Canal Link waterways in Sweden.



## The Bergslags Canal



- The Bergslags Canal
  - Participates to benefit from the international and local networks
  - Workshop with entrepreneurs 6th February 2006 in Lungsund bordering the canal
  - Yearly marathon skating competition on the canal



## Karlstad Region's Support to local entrepreneurs

- 22 entrepreneurs
  - New business plans
  - Tourism package training course
  - Quality Tour training course for sustainable tourism
  - Networking
  - Common marketing, new brochure, ‚Buy It‘ Portal
  - Course in good hosting



## Karlstad Region's tourism managers network

- Improved co-operation for tourism managers
- Websites in English and German
- Common long-term tourism development plan



## Inner Lane inaugurated 18th June 2005



## Säffle waterway development plan

- Investments in in landing stages, boat ramps, sanitation equipment, wind shields etc
- Development plan for Säffle waterway
- Common marketing with the Värma Route
- Tall Ships Race in Fredrikstad



# The Säfte Waterway is also called The Viking Route



# Photos from Säfte waterway



## The Värma Route

- Boat trailing offered
- Marketing efforts to promote local businesses
- Photo archive



## The Värma Route: promoting local businesses



## Boat trailing at Borgvik



## Fishing could be part of a tourism package along the Värma Route



- Making it easy foreign entrepreneurs to establish business in Värmland
- New brochures in Dutch and Norwegian
- Improving the website
- Participating in international and local meetings and fairs
- Success with entrepreneurs from the Netherlands



## After Canal Link

- Co-operation among businesses along and connected to the Värma Route.
- A new Objective 2 development project for the Bergslags Canal
- Activities proceed along the Säffle Waterway in line with the new development plan
- INVA:s project extended for 3 more years
- Strong commitment from municipalities to continue developing boat tourism along Northern Lake Vänern (the Inner Lane etc.)
- Interreg IIIC West project VNE (Voies Navigables d'Europe)



Thank You