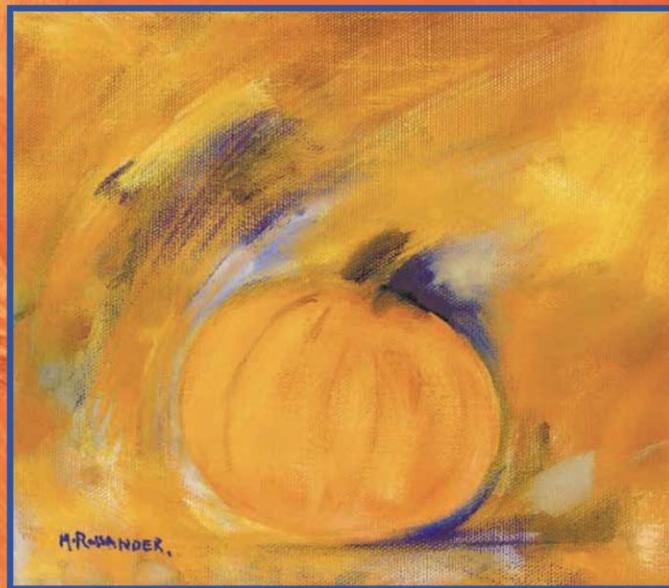




Ölands Skördefest

Öland harvest Festival

ÖLANDS SKÖRDEFEST



24 - 27 SEPTEMBER

2009

FRÅN NORR TILL SÖDER – FRÅN FYR TILL FYR

NJUT ÖVERRASKAS VARVA NER SKÖRDA UPPLEV
ANDAS UT INSPIRERAS SMAKA

WWW.SKORDEFEST.NU

Teen ager in 2009!



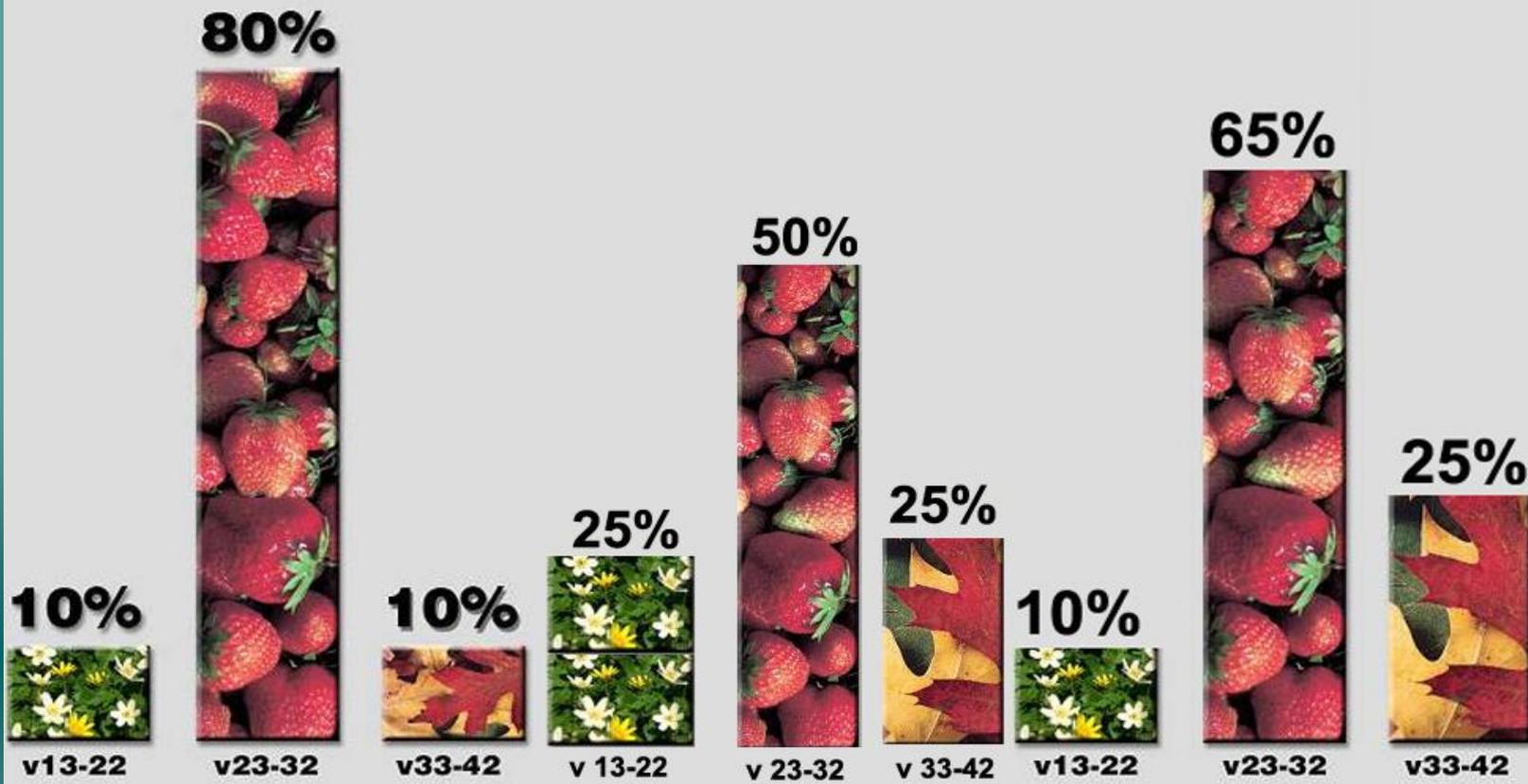
Our founding fathers



Rolf Attoff



Sven Ekberg



Anne, (Ida) and Jörgen



The Harvest Festival office



Our symbol: the Pumpkin







Harvest Festival figures

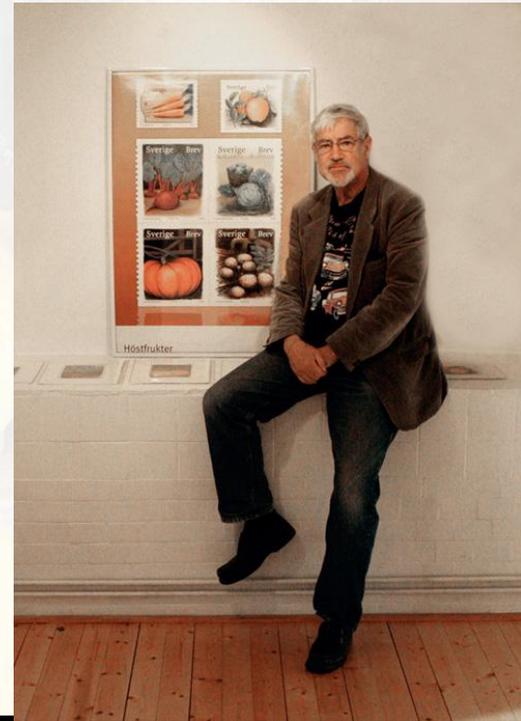


Pumpkin on a hay bale = an activity



Europes largest pumpkin





**FÖR SPECIALSTÄMPLAD POST
ÖLANDS SKÖRDEFEST
LÄDAN TÖMMES MÅNDAG 3 OKT.**

Our own Poststamp

Awards We've received



Foto: Jorma Valkonen



Foto: Sune Kar

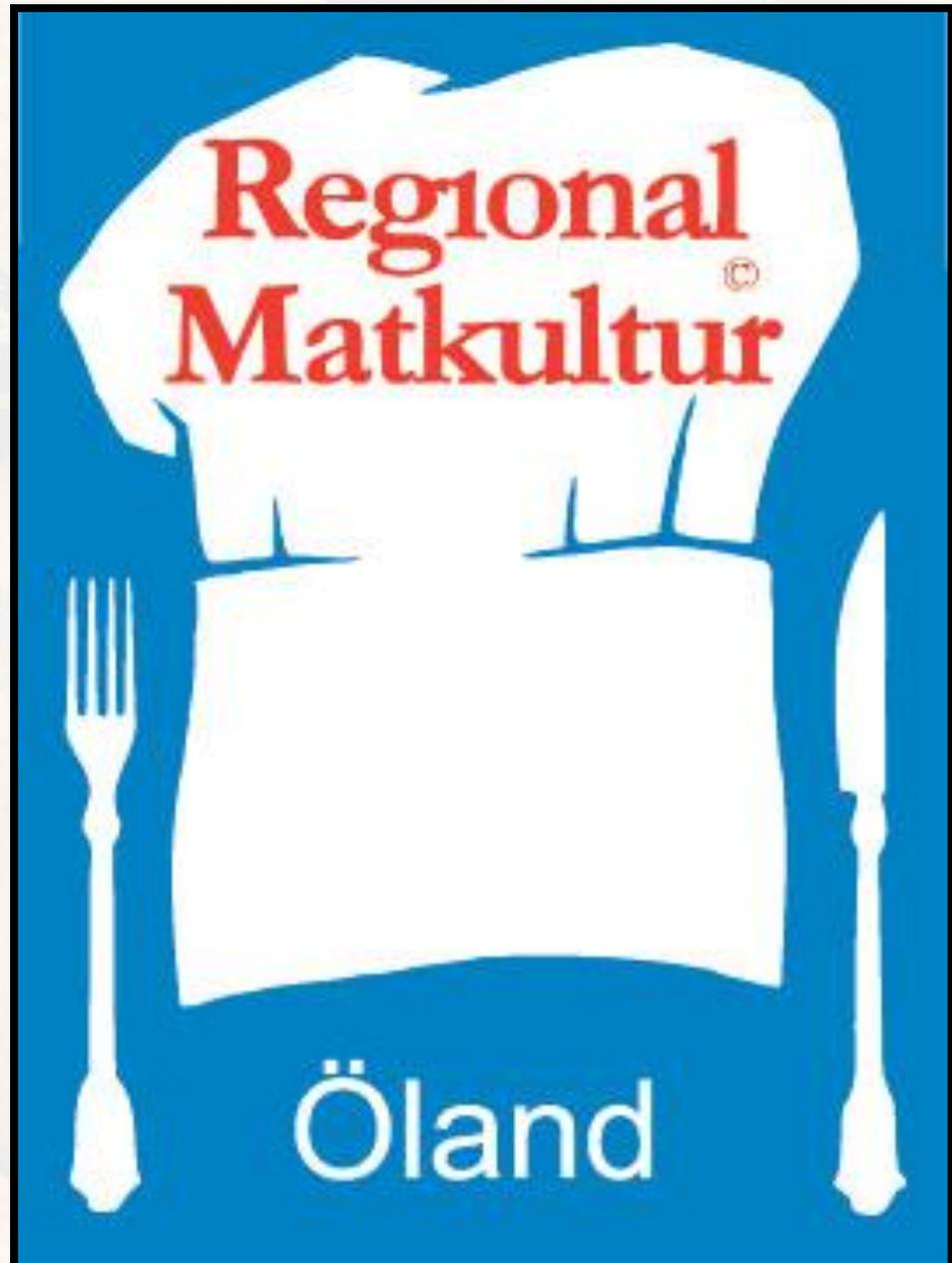


The Golden Pumpkin





Culinary Heritage
Öland



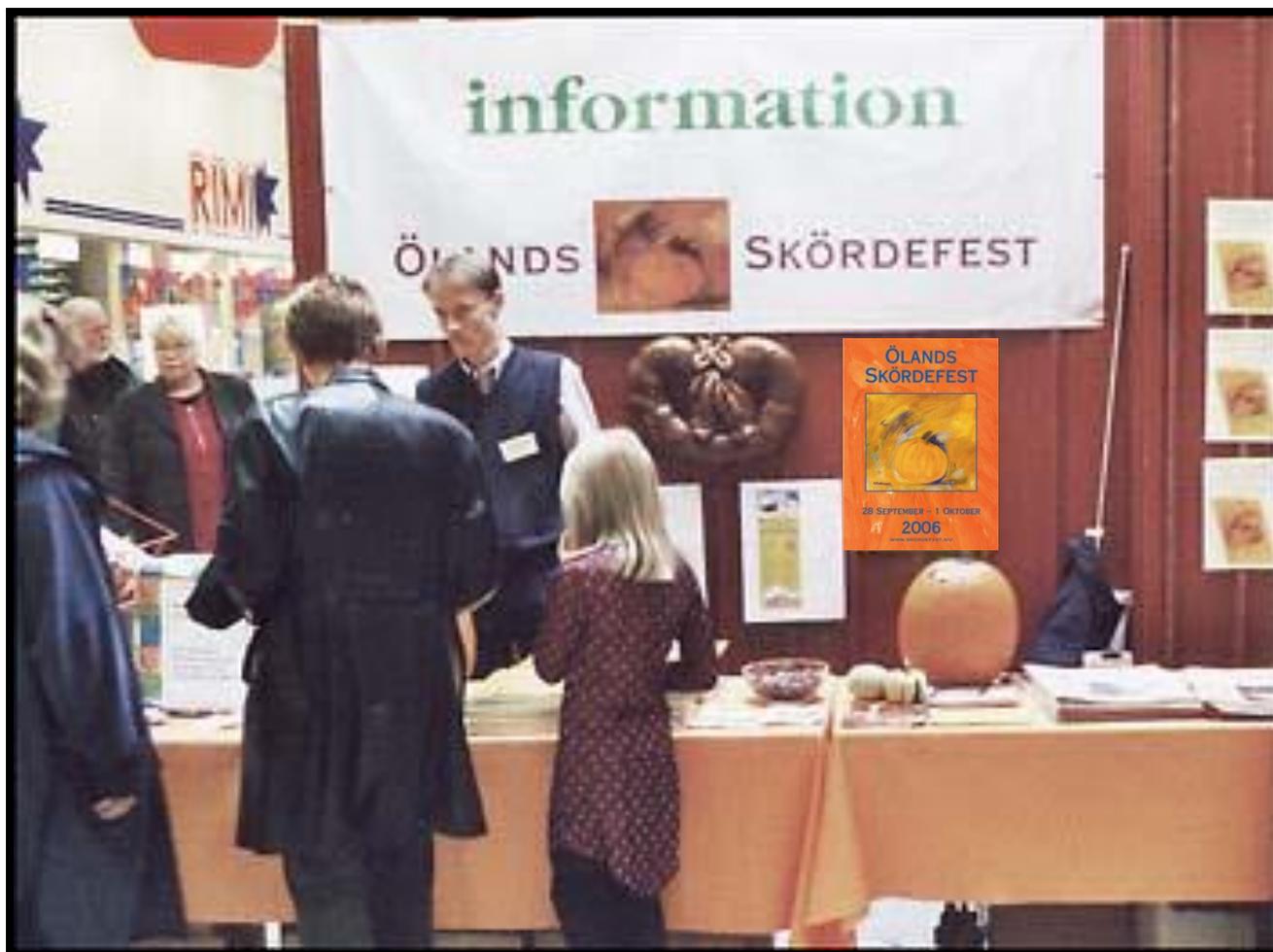


Regional
Matkultur
Öland

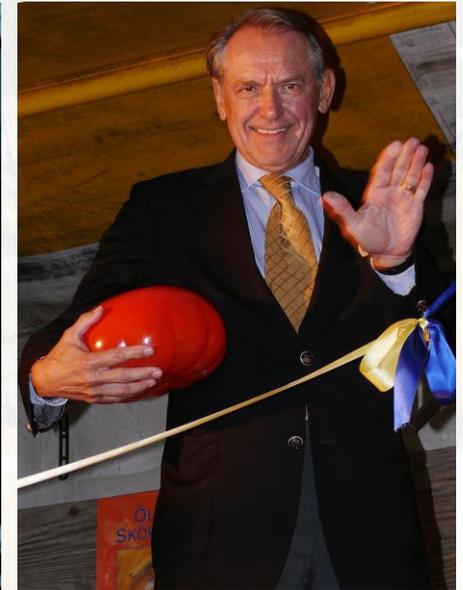
Regional
Matkultur
Öland

Regional
Matkultur
Öland

Regional
Matkultur
Öland



Inaugurators



The Öland village of the year

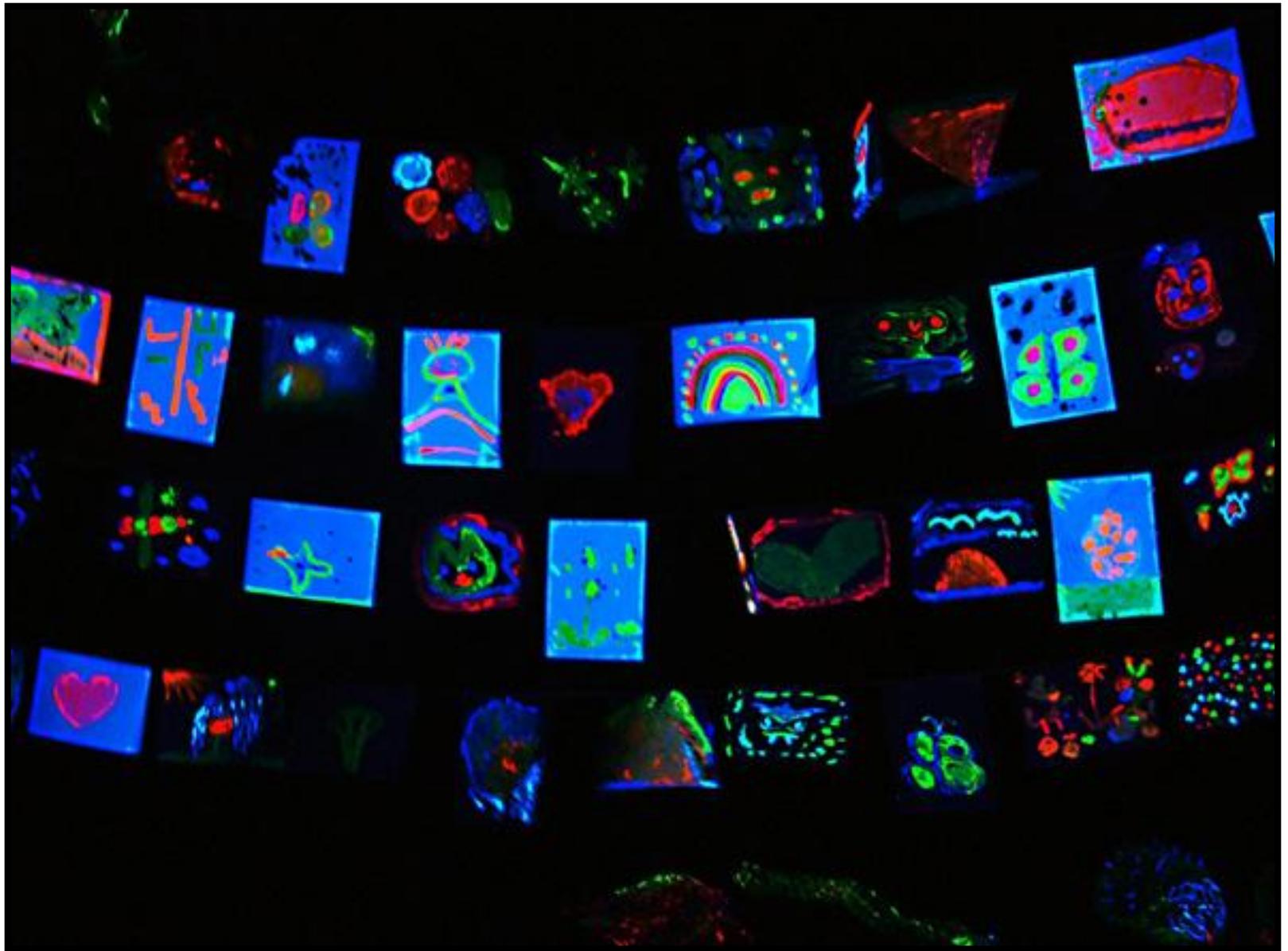




The Art night









Burning of hay figures





The renaissance society

Sheep days at Borgholm Castle





Baloons,
day and night



NIGHT GLOW



ÖLANDS SKÖRDEFEST

BORGHOLM



The Harvest Festival Parade

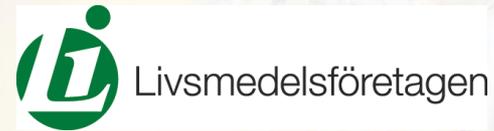


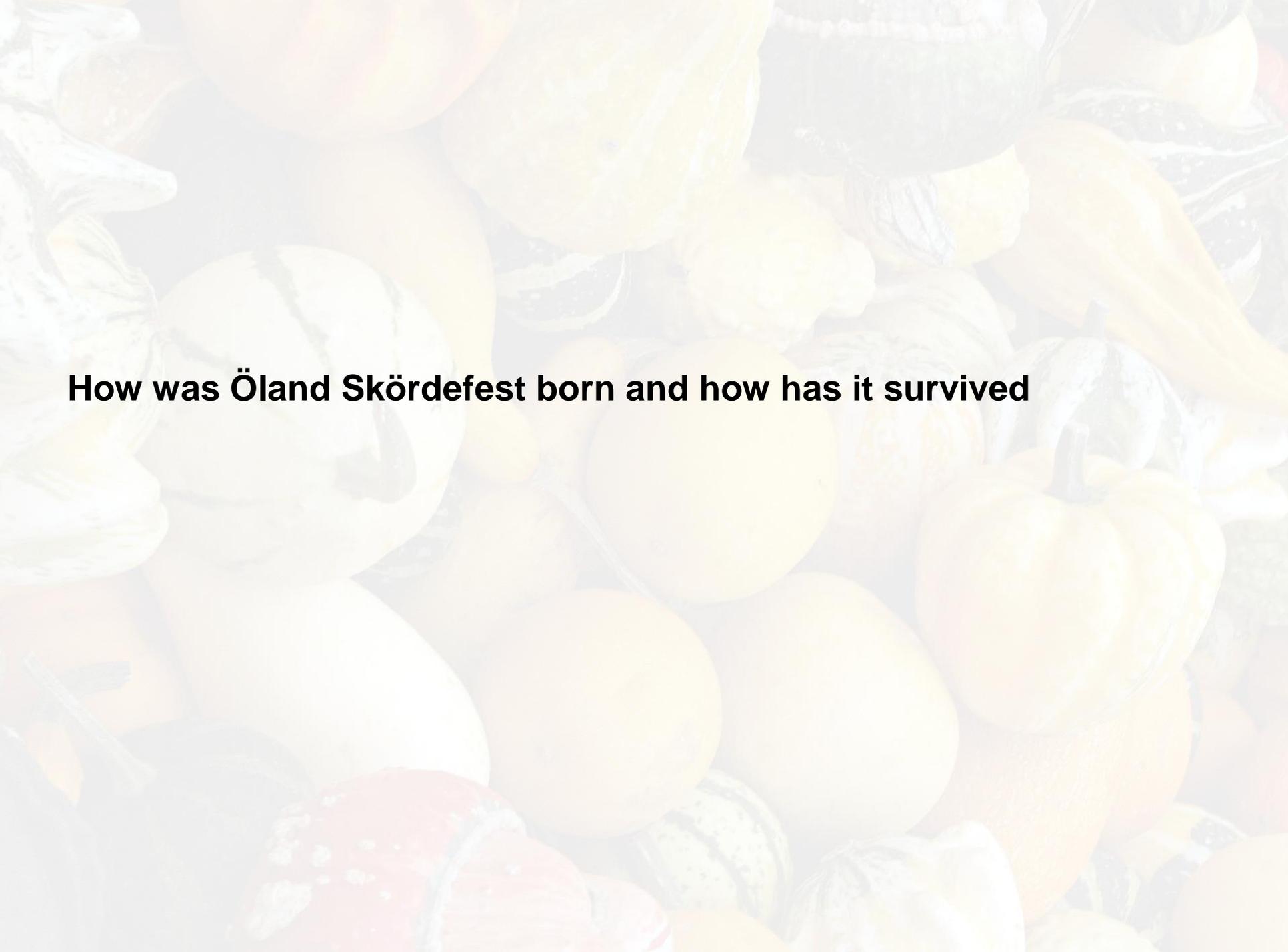
COUNTY GOVERNOR SVEN LINDGREN



ÖLAND FORUM

- Environment
- Nature
- Tourism
- Food





How was Öland Skördefest born and how has it survived



- necessary combination in competence

- 
- Steady development
 - Participants benefits greatly from the event
 - Timing
 - Genuine
 - Öland

Timing

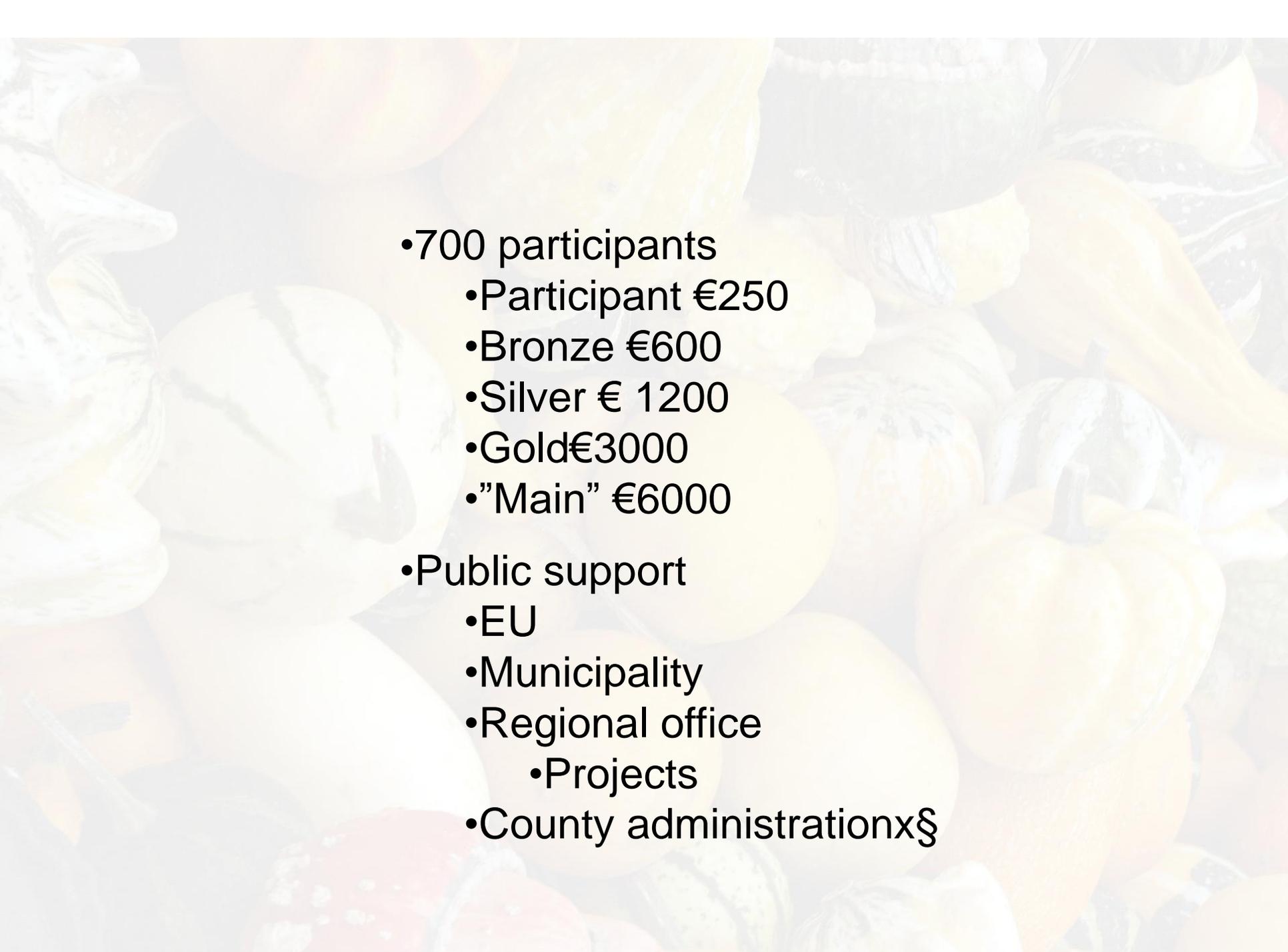
- First
- EU
- TV4
- Barometern – Regional paper

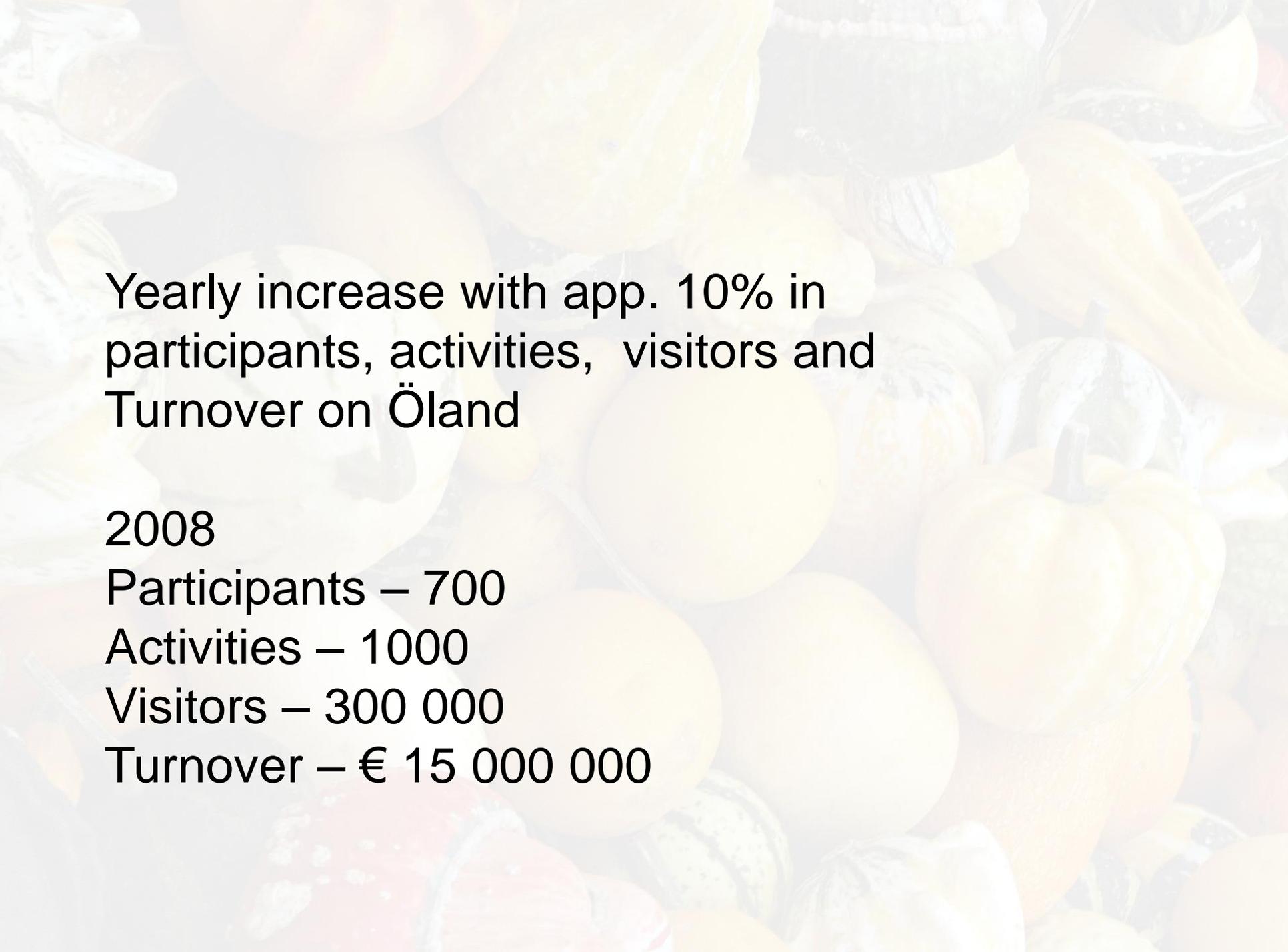
Öland –

- Well defined borders – its an island.
 - There are other festivals but then the borders are unclear
- Everyone in Sweden knows where Öland is geographically.
- Many people have positive memories from their summer vacations from Öland.
- Big enough island, so the spectators can't drive around in just one day.
- Öland is a summer paradise and has a quite large tourist industry during the summer, with almost € 100 million in turnover.
- Therefore there is already a lot of:
 - Rooms
 - Restaurants
 - Shops
 - Tourism infrastructure
- But it is also a genuine farm country
- In comparison with Gotland,
- So there are no long distances between different activities.
- There are too many activities going on, making the tourist want to come back



The economy

- 
- 700 participants
 - Participant €250
 - Bronze €600
 - Silver € 1200
 - Gold€3000
 - "Main" €6000
 - Public support
 - EU
 - Municipality
 - Regional office
 - Projects
 - County administrationx§



Yearly increase with app. 10% in
participants, activities, visitors and
Turnover on Öland

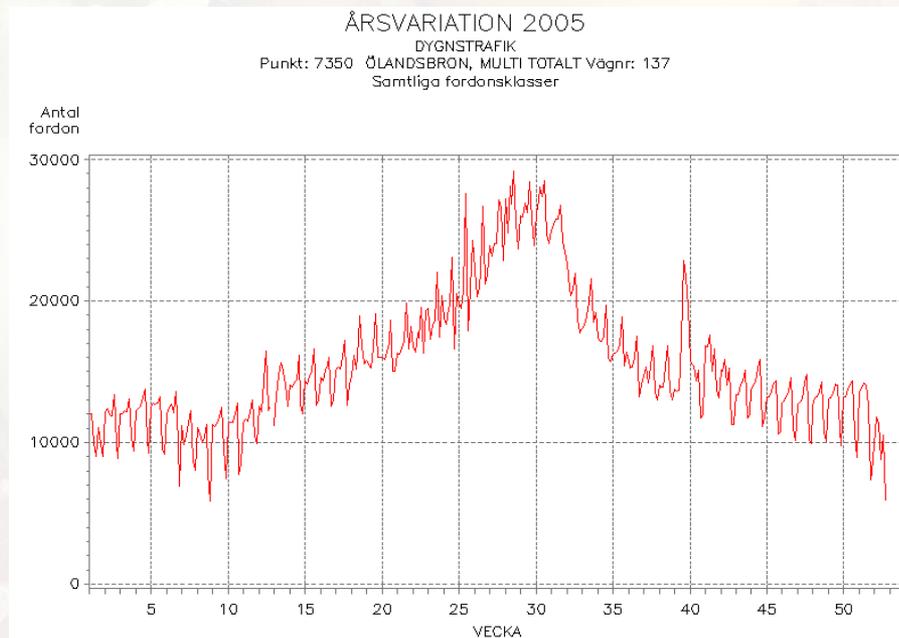
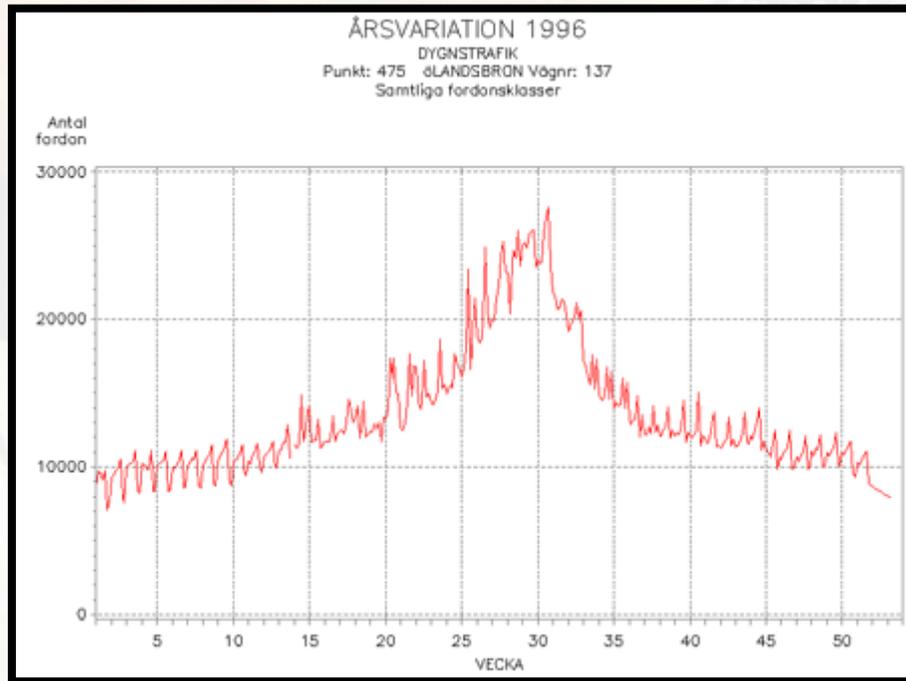
2008

Participants – 700

Activities – 1000

Visitors – 300 000

Turnover – € 15 000 000





Ups & downs

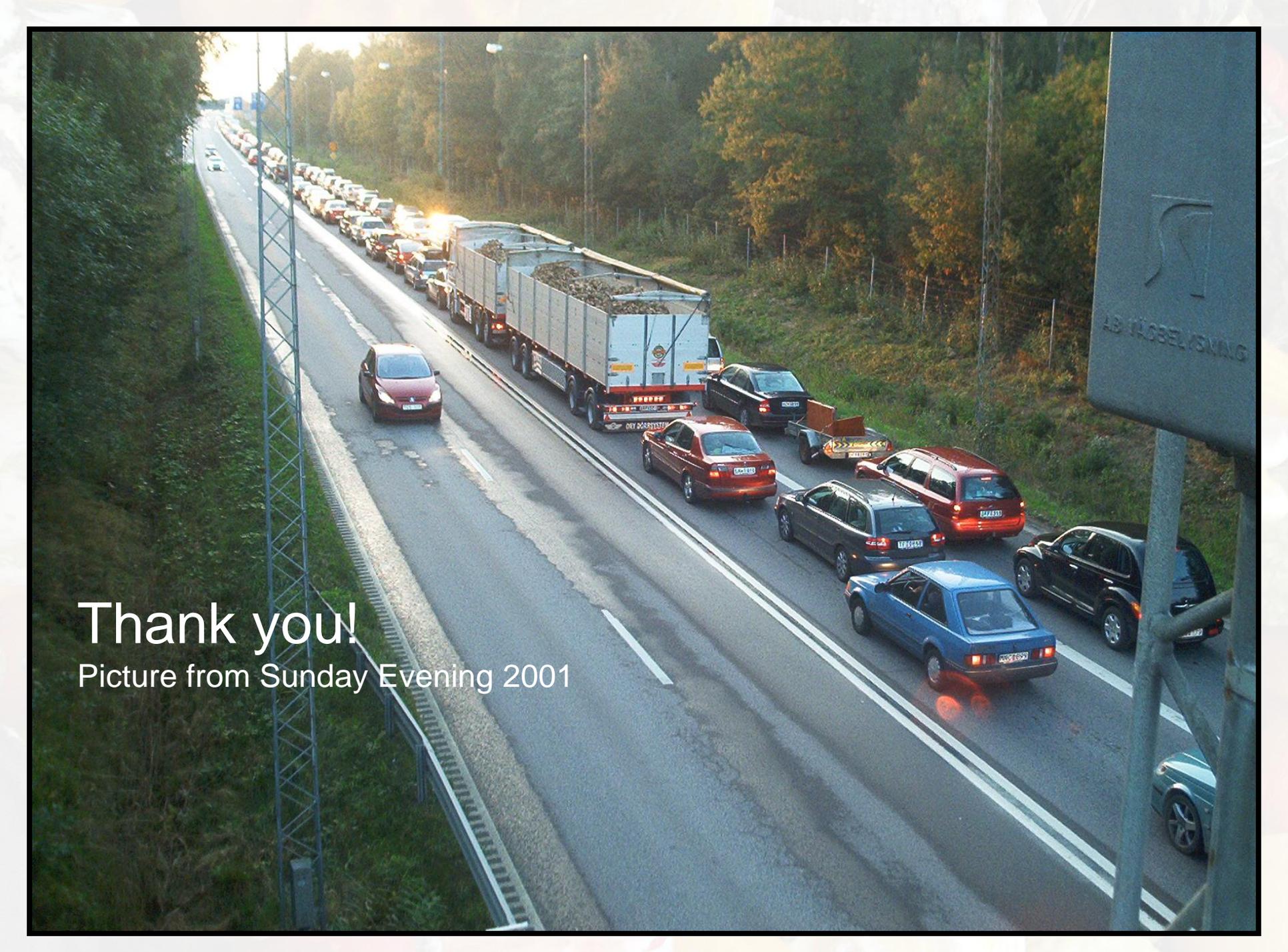
1997-2003 privately owned

2004-2009 municipality owned

2009- member owned



Any Questions?



Thank you!

Picture from Sunday Evening 2001