**Short report on Skärgårdsmässan, Stockholm 27-29/6 2022**

**Planning/booking**

We brought a car full of equipment for the stand. The organizer had equipped the stand with the material we requested. (Tent, broschure stand, table, chairs and electricity)

**Implementation**

On the first morning we prepared the stand with our own equipment and CBSmallPorts backdrop, sailing guides and beach flags brought by our partners from Latvia.

The whole weekend was rainy and cold! Yet, the flow of tourists was steady. The event took part nearby major amusement parks and museums.

**Result**

The organizer estimates that about 20-25 000 people passed the area.

Among them we had good quality filled conversations with about 200 visitors.

We also connected well with Swedish Cruising Association and the organizer about future cooperation.

Handed out broschures:

Sailing route – 125

Est/Lat guide – 35

Jungfrukusten – 150

Upplev Söderhamn – 150





En bild som visar träd, transport

Automatiskt genererad beskrivning



En bild som visar utomhus, himmel, person, grupp

Automatiskt genererad beskrivning





En bild som visar utomhus

Automatiskt genererad beskrivning



En bild som visar text, himmel, utomhus, flera

Automatiskt genererad beskrivning

