



**Interreg
North Sea**



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FREIIA



Høgskolen i Østfold

INTER - ISLAND

PRODUCT AND BRAND DEVELOPMENT

A DAY IN THE ISLAND PARADISE

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INTER-ISLANDS PRODUCT AND BRAND DEVELOPMENT

The Inter-Island Product and Brand Proposals presented in this report have been developed within the framework of the FREIIA project (Facilitating Resilience Embracing Islands Innovation Approaches), part of the EU Interreg North Sea Region Programme.

The initiative aims to strengthen the innovation capacity and long-term resilience of small European island communities by connecting research-based understanding with the everyday realities, knowledge, and aspirations of local people.

Each proposal is rooted in fieldwork and dialogue, offering a grounded response to real challenges identified by island residents themselves. The work addresses shared concerns such as seasonal economic dependence, youth outmigration, limited housing opportunities, and the need for sustainable value creation that respects local identity and community life. Guided by design thinking and co-creation principles, the proposals combine analysis, creativity, and collaboration to generate practical, transferable solutions that emerge from, and belong to the communities they serve.

A defining strength of these proposals is their inter-island character. Instead of treating each island as an isolated case, they build on shared experiences, common challenges, and complementary strengths within the FREIIA network. This collaboration enables the exchange of ideas, models, and practices between islands such as Hvaler (Norway), Schiermonnikoog (Netherlands), Bornholm (Denmark), Koster (Sweden), Groix, and Ouessant (France). Together, these islands form a living laboratory for sustainable innovation, a space where local insight and experimentation contribute to regional learning and collective growth.

Taken together, the proposals illustrate how locally grounded innovation can advance broader European goals of resilience, inclusion, and circular transition. Each follows a shared framework outlining the target group, identified challenges and opportunities, proposed solutions, implementation needs, and expected impacts. Collectively, they embody FREIIA's core ambition: to empower islands to learn from one another, to innovate with and for their communities, and to show that genuine sustainability begins with cooperation, creativity, and care for place and people.

Among these inter-island proposals, A Day in the Island Paradise focuses on creating sustainable tourism experiences that benefit both visitors and local communities. The concept introduces a one-day circular tourism package combining traditional fishing or foraging, local spa relaxation, and shared cooking of the day's catch. By connecting well-being, local culture, and environmental awareness, the initiative strengthens the islands' year-round tourism potential while promoting authentic encounters between guests and residents across the FREIIA network.

INTER ISLAND PRODUCT / BRAND: A DAY IN THE ISLAND PARADISE

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 5.0



ISLAND & IDEA TITLE

HVALER, KOSTER, GROIX,
SCHEIRMONNIKOOG, BORNHOLM, OUESSANT
A DAY IN THE ISLAND PARADISE



TARGET GROUP

16 YEARS AND OLDER. THIS IS NOT JUST FOR
THE TOURISTS BUT ALSO FOR THE LOCALS
LIVING ON THE ISLAND.



PROBLEM AND OPPORTUNITY

ISLAND TOURISM IS OFTEN LIMITED TO
SHORT SUMMER SEASONS AND PASSIVE
EXPERIENCES. THIS BRINGS MORE TOURIST IN
THE OFF SEASON, AND TEACHES THEM
MORE ABOUT THE ISLANDS.



SOLUTION

ONE DAY ON THE ISLAND. YOU START THE DAY
WITH HUNTING/FISHING FOR FOOD. THEN YOU
HAVE A SPA RELAXATION, THEN YOU WILL MAKE
THE FOOD YOU CHAUGHT.



WHAT ALREADY EXISTS?

SIMILAR PACKAGE EXISTS. THE ISLAND
HAVE LOCAL RESTURANTS AND BOATS.
KNOWLAGE ABOUT THE ISLAND AND HOWW
TO PRESERVE IT.



WHAT IS NEEDED?

BOATS, SPA AREA, KITCHEN SPACE, AND TRAINED
STAFF. A LOCAL COORDINATOR OR COMPANY TO
MANAGE BOOKINGS AND LOGISTICS.



WHO IMPLEMENTS IT?

KOSTER: KLÄPPHAGEN KOSTER
BORNHOLM: STAMMERSHALLE BADEHOTEL
HVALER: YTRE HVALER NASJONALPARK
GROIX: HOTEL LA MARINE GROIX
OUESSANT: OUESSANT SPA
SCHIERMONNIKOOG: RESORT SCHIERDUIN



WHEN IS IT FEASIBLE?

PILOT PROSJECT WITHIN 6-9 MONTHS AFTER
ESTABLISHING FACILITIES, LOCAL AGREEMENTS,
AND SAFETY PROCEDURES.



EXPECTED IMPACTS

MORE TOURISTS IN THE OFF SEASON
MORE JOBBOS ON THE ISLANDS
KNOWLAGE ABOUT THE ISLANDS
GETTING BETTER RELATIONS WITH THE ISLANDS AND
LOCALS



RISK FACTORS AND MITIGATION

STRATEGIES

ENVIRONMENTAL RISKS (OVERFISHING, WASTE) →
REGULATED ACTIVITIES AND SUPERVISION.

FINANCIAL RISK → PHASED IMPLEMENTATION AND
DIVERSE FUNDING.

LOW PARTICIPATION → TARGETED MARKETING AND
COLLABORATION WITH ACCOMMODATION PROVIDERS.



POSSIBLE FUNDING OR BUSINESS

MODEL

EU TOURISM AND CIRCULAR ECONOMY FUNDS.
LOCAL MUNICIPALITY GRANTS. PARTNERSHIPS.
INCOME THROUGH PACKAGE SALES.
COLLABORATIONS WITH HOTELS. TRAVELING
AGENCIES



SUGGESTED NEXT

STEPS

IDENTIFY LOCAL PARTNERS. PREPARE PILOT CONCEPT AND
PRICING MODEL. MARKET THROUGH INTER-ISLAND AND REGIONAL
TOURISM PLATFORMS. LAUNCH PILOT EVENT AND COLLECT
FEEDBACK FOR SCALING



1. Target group

This is a packaged deal for everybody over the age of 16 years. At the weekends it will be 20 years and up if you serve alcohol on the trip as well. It will be too different trips with and without alcohol. This will bring in more tourists in the off season. The locals can also use the spa area when there are no trips for the day. It will be at a lower price so they also can use it.

2. Problem and opportunity

Island tourism is often limited to short summer seasons and passive experiences. Many visitors miss opportunities to engage with local culture and resources in meaningful ways. The opportunity lies in creating sustainable, hands-on activities that strengthen local economies and provide year-round attractions. They will also share their knowledge so people know how to treat the environment.

3. Your solution

“A Day in the Island Paradise” is a one-day circular tourism package. Participants start the day by joining local experts for fishing or hunting, continue with a calm spa experience (sauna, sea bathing, and heated pool), and end the day by cooking and enjoying the food they have caught together. The concept connects local knowledge, sustainability, and wellbeing turning everyday island life into an experience of learning, collaboration, and relaxation. They will get knowledge of why the fish like they do and how it saves the climate.

4. What already exists?

Similar activity-and-wellness packages exist on islands such as the Cook Islands and the Scottish Hebrides, where tourists combine fishing or foraging with spa and local dining experiences. These models show strong visitor interest in authentic, guided activities that connect nature, food, and relaxation, while creating income for local communities.

5. What is needed?

Facilities: Boats, spa area, kitchen space, and trained staff.

Organization: A local coordinator or company to manage bookings and logistics.

Marketing: Local and digital campaigns highlighting sustainability and authentic experiences. Some of the island already have or are planing til make Spa areas. We can collaborate with them. That will also grow the circular economy on the island.

6. Who implements it?

Implementation should be led by a local partnership involving municipalities, tourism operators, and island-based businesses.

Local businesses (boat and spa companies, restaurants) manage daily operations and guest experience. Municipalities facilitate permits, safety regulations, and access to public facilities. Regional development organizations coordinate funding, marketing, and inter-island collaboration.

7. When is it feasible?

Feasibility is realistic within 6–9 months after establishing facilities, local agreements, and safety procedures.

A pilot version could be tested during the spring season with limited capacity, allowing time for evaluation and adjustment before expanding to additional islands in the following season.

8. Expected impacts

The concept contributes to sustainable growth by extending the tourism season and diversifying local income. It provides new employment opportunities for residents, supports small businesses (such as boat operators, spa centers, and restaurants), and encourages collaboration across islands.

Visitors gain meaningful, low-impact experiences that promote well-being and understanding of local culture, while the community benefits from stronger social cohesion and renewed pride in island life.

9. Risk factors and mitigation

Environmental risks (overfishing, waste) → regulated activities and supervision.

Financial risk → phased implementation and diverse funding.

Low participation → targeted marketing and collaboration with accommodation providers.

10. Possible funding or business model

EU tourism and circular economy funds, local municipality grants, and partnerships with sustainable tourism networks.

Income through package sales and collaborations with hotels or travel agencies.

11. Suggested next steps

Identify local partners (fishermen, spa owners, chefs). Prepare pilot concept and pricing model. Market through inter-island and regional tourism platforms. Launch pilot event and collect feedback for scaling. Eventually you can make different packagedeals.

STAKEHOLDER MAP

KOSTER

Local Government	Strömstad Kommun
Local Restaurant	Tavernan på Syd
Local Restaurant	Koster Rökeri
Local Restaurant	Pacos
Local Restaurant/Wellness/Accommodation	Kläpphagen Koster
Local Accommodation	Kosterbo
Local Accommodation	Kostergården
Local Entrepreneurs	AB Kosters Framtid
Local Society	Kosters Samhällsförening
Local Fishermen	Naturum Kosterhavet

BORNHOLM

Local Government	Bornholms Regionskommune
Local Restaurant	Nordbornholms Røgeri
Local Restaurant	Fiskeriværksted
Local Hotels	Stammershalle Badehotel
Local Hotels	Strandhotellet
Local Hotel/Wellness	Griffen Spa Hotel
Local Fishers	Fiskekuttere
Local Tourism Operators	Destination Bornholm ApS

HVALER

Local Government	Hvaler kommune
Local Restaurant	Café Oline
Local Restaurant	Big Fish Café
Local Accommodation	Hvaler Guesthouse AS
Local Accommodation	Sandbrekke Guesthouse AS
Local Accommodation	Villa Solbakke
Local Accommodation	Hvaler Camping AS
Local Wellness	Hvaler Badstue
Local Wellness	Indigo Velvære
Local Businesses	Hvaler Vingård
Local Businesses	Storm Østers
Local Fishers	Hvaler JFF
Nature Management	Ytre Hvaler Nasjonalpark
Tourism Operators	Visit Fredrikstad & Hvaler

GROIX

Local Government	Mairie de Groix
Local Restaurant	Port Tudy
Local Restaurant	Les Garçon du Port
Local Restaurant	Le Cinquante
Local Hotel/Wellness	Hotel La Marine Groix
Local Fishers	Escal'Ouest
Local Tourism Operators	Groix.Online
Tourism Operators	Lorient Bretagne Sud Tourism

OUESSANT

Local Government	Mairie d'Ouessant
Local Restaurant	Ty Korn Ouessant
Local Restaurant	Restaurant Duchesse Anne
Local Hotels/Wellness/Restaurant	Ouessant Spa
Local Fishers	Association Pleine Mer
Local Fishers	Armt. Finis Terrae
Local Tourism Operators	Ile d'Ouessant - Office de Tourisme

SCHIERMONNIKOOG

Local Government	Gemeente Schiermonnikoog
Local Restaurant	Strandpaviljoen de Marlijn
Local Restaurant	De4dames
Local Hotel/Wellness	Landal Vitamaris
Local Hotel/Wellness	Resort Schierduin
Local Tourism Operators	VVV Schiermonnikoog
Nature Management	Nationaal Park Chiermonnikoog

ROLE DEFINITIONS

- **Local Government** - Grant permits for the activities, provide funding for the pilot program, and integrate the package into official tourism marketing to ensure sustainability.
- **Restaurants** - Provide the necessary kitchen space and qualified local chef for the cooking. The participants use this space to cook and enjoy the food they have caught during the day's fishing/hunting trip.
- **Hotels** - Serve as Sole point of sale, handling all reservations and payment processing for the package, and actively promoting it to tourists and mainland markets.
- **Wellness** - They dedicate their facilities to host the Spa Relaxation segment, utilizing their off-peak hours to generate stable income.
- **Businesses** - Ensure the "local" and "authentic experience and increase sales for small producers.
- **Entrepreneurs** - Expected to lead the implementation of the pilot by forming the core local partnership. They leverage their knowledge of local operations to organize logistics and secure necessary agreements for the project's launch.
- **Local Society** - Act as a spokesperson for permanent residents.
- **Local Fishers** - They provide the boat, licensed skipper, and equipment for the initial hunting/fishing segment, offering expert, guided instruction on local sustainable practices.
- **Local Tourism Operators** - Serve as Sole point of sale, handling all reservations and payment processing for the package, and actively promoting it to tourists and mainland markets.
- **Nature Management** - Resource Control: Approve hunting and fishing activities to ensure sustainability.



INTER ISLANDS