

MARKETING KOSTER AS A WINTER DESTINATION FOR SCANDINAVIAN BUSINESSES

KOSTER



ISLAND & IDEA TITLE

KOSTER

MARKETING KOSTER AS A WINTER DESTINATION FOR SCANDINAVIAN BUSINESSES - SUSTAINABLE ENTREPRENEURSHIP PROPOSAL DESIGNED TO EXTEND THE TOURISM AND BUSINESS SEASON ON KOSTER



TARGET GROUP

SCANDINAVIAN COMPANIES
CREATIVE INDUSTRIES
SUSTAINABILITY STARTUPS
NGOS
UNIVERSITIES
BUSINESS ACCELERATORS



PROBLEM AND OPPORTUNITY

KOSTER HAS A HIGHLY SEASONAL ECONOMY, WITH MOST TOURISM CONCENTRATED IN THE SUMMER MONTHS
KOSTER CAN BE REBRANDED AS A PEACEFUL, INSPIRING WINTER DESTINATION FOR REFLECTION, COLLABORATION AND INNOVATION



SOLUTION

BRANDED PLATFORM: "KOSTER OFF-SEASON – ON PURPOSE"
PACKAGES FOR 2–4 DAY BUSINESS RETREATS (MEETING SPACE, NATURE IMMERSION, LOCAL FOOD, FACILITATION)
LOCAL HOSTS (CULTURAL ACTORS, ARTISANS, SUSTAINABILITY EXPERTS) INVOLVED IN PROGRAMMING



WHAT ALREADY EXISTS?

UNDERUSED INFRASTRUCTURE (HOUSES, LODGES, VENUES) DURING OFF-SEASON
STRONG ENVIRONMENTAL IDENTITY
LOCAL ACTORS WITH HOSPITALITY, CRAFTS AND OUTDOOR KNOWLEDGE
TOURISM STAKEHOLDERS OPEN TO INNOVATION



WHAT IS NEEDED?

BRAND AND VISUAL IDENTITY
PRODUCT DEVELOPMENT (PACKAGES, PRICING, LOGISTICS)
COORDINATION TEAM (STUDENTS, LOCAL PARTNERS)
DIGITAL MARKETING AND BOOKING PLATFORM
PILOT TEST PHASE WITH EARLY ADOPTER COMPANIES



WHO IMPLEMENTS IT?

STUDENTS (FREIA, HIØ)
LOCAL TOURISM BUSINESSES AND VENUE OWNERS
MUNICIPALITY OF STRÖMSTAD
FERRY OPERATORS AND REGIONAL TOURISM ACTORS
EXTERNAL BUSINESS NETWORKS AND INNOVATION HUBS



WHEN IS IT FEASIBLE?

BRAND AND PILOT DESIGN: AUTUMN 2025
PILOT RETREATS WITH 2–3 COMPANIES: WINTER 2026
OFFICIAL LAUNCH: AUTUMN 2026 WITH 2026/2027 WINTER CAMPAIGN



EXPECTED IMPACTS

YEAR-ROUND INCOME FOR LOCAL BUSINESSES
HIGHER WINTER EMPLOYMENT AND SOCIAL ACTIVITY
SUSTAINABLE TOURISM MODEL WITH LOW FOOTPRINT
STUDENTS GAIN REAL-WORLD EXPERIENCE IN DESTINATION AND SERVICE DESIGN



RISK FACTORS AND MITIGATION

STRATEGIES

WEATHER DISRUPTION → FOCUS ON INDOOR-OUTDOOR HYBRID ACTIVITIES, FLEXIBLE LOGISTICS
LOW DEMAND → START WITH NICHE SECTORS (CREATIVE INDUSTRIES, ACADEMIA)
LOCAL CAPACITY → COORDINATE SEASONAL REOPENINGS WITH PILOT CALENDAR



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG (SUSTAINABLE TOURISM, SEASONAL INNOVATION)
SWEDISH BUSINESS DEVELOPMENT PROGRAMS
PACKAGE-BASED PRICING (COMPANIES PAY FOR ALL-IN-ONE EXPERIENCE)
SPONSORSHIPS AND PARTNERSHIPS (OUTDOOR BRANDS, FOOD PRODUCERS)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY OF STRÖMSTAD AND VISIT KOSTER
DEVELOP BRANDING AND RETREAT FORMATS WITH LOCAL BUSINESSES
IDENTIFY 2–3 PILOT COMPANIES FOR WINTER 2026
TRAIN STUDENTS AND LOCAL HOSTS IN FACILITATION
LAUNCH BOOKING WEBSITE AND PROMOTIONAL CAMPAIGN

Island: Koster (Sweden)

Title: **Marketing Koster as a Winter Destination for Scandinavian Businesses - Sustainable entrepreneurship proposal** designed to extend the tourism and business season on Koster by positioning the island as a unique winter destination for work retreats, strategic seminars, and creative business innovation.

1. Target group

Scandinavian companies, creative industries, sustainability startups, NGOs, universities, business accelerators.

2. Problem and opportunity

Koster has a highly seasonal economy, with most tourism concentrated in the summer months. Many venues, restaurants and services shut down in the off-season, resulting in reduced income and underutilized infrastructure. Meanwhile, the demand for off-site work retreats and nature-based strategic getaways is growing in the Nordic business sector. Koster can be rebranded as a peaceful, inspiring winter destination for reflection, collaboration and innovation.

3. Your solution

Develop a winter business destination concept for Koster:

Branded platform: "Koster Off-Season – On Purpose"

Packages for 2–4 day business retreats (meeting space, nature immersion, local food, facilitation)

Local hosts (cultural actors, artisans, sustainability experts) involved in programming

Collaboration with ferry operators, accommodation providers and venues

Targeted marketing to Scandinavian businesses and universities

Students act as experience designers, facilitators and brand ambassadors

4. What already exists?

- Underused infrastructure (houses, lodges, venues) during off-season
- Strong environmental identity (Kosterhavet National Park)
- Local actors with hospitality, crafts and outdoor knowledge
- Tourism stakeholders open to innovation
- Positive outcomes from FREIIA workshops (V1/V2)

5. What is needed?

Brand and visual identity

Product development (packages, pricing, logistics)

Coordination team (students, local partners)

Digital marketing and booking platform

Pilot test phase with early adopter companies

6. Who implements it?

Students (FREIIA, HiØ) – research, branding, pilot design and facilitation
Local tourism businesses and venue owners – hosts and service providers
Municipality of Strömstad – strategic facilitator
Ferry operators and regional tourism actors – partners and promoters
External business networks and innovation hubs – customers and co-developers

7. When is it feasible?

Brand and pilot design: Autumn 2025
Pilot retreats with 2–3 companies: Winter 2026
Official launch: Autumn 2026 with 2026/2027 winter campaign

8. Expected Impacts

Economic: Year-round income for local businesses
Social: Higher winter employment and social activity
Environmental: Sustainable tourism model with low footprint
Educational: Students gain real-world experience in destination and service design

9. Risk Factors and Mitigation Strategies

Weather disruption → Focus on indoor-outdoor hybrid activities, flexible logistics
Low demand → Start with niche sectors (creative industries, academia)
Local capacity → Coordinate seasonal reopenings with pilot calendar

10. Possible Funding or Business Model

EU Interreg (sustainable tourism, seasonal innovation)
Swedish business development programs
Package-based pricing (companies pay for all-in-one experience)
Sponsorships and partnerships (outdoor brands, food producers)

11. Suggested Next Steps

Present concept to Municipality of Strömstad and Visit Koster
Develop branding and retreat formats with local businesses
Identify 2–3 pilot companies for winter 2026
Train students and local hosts in facilitation
Launch booking website and promotional campaign

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Define off-season innovation tourism as strategic goal; assign municipal tourism liaison.

Connector: Bring together students, ferry providers, venue owners, and employers.

Facilitator / Creator: Support product development, permit coordination and scheduling.

Provider: Assist with infrastructure access, marketing channels, and event promotion.

Ambassador: Promote the Koster winter concept in regional, national and EU tourism networks.

Leverage / Capitalize: Use success of pilot program to boost island economy and visibility.

Network Orbiting: Link Koster with other Nordic and EU business retreat destinations.

Procurement Trendsetter: Enable flexible contracts and co-designed service packages.

Stakeholder	Role in project	Interest/Motivation
Students (FREIIA, HiØ, HIV)	Concept design, brand development, facilitation	Learning, innovation, island entrepreneurship
Local business owners	Hosts, service providers, co-creators	Income, visibility, off-season activity
Municipality of Strömstad	Strategic facilitator and promoter	Economic diversification, sustainable tourism
Ferry and transport providers	Package partners and logistics enablers	Year-round usage and revenue
External companies and networks	Customers and co-designers	Nature-based collaboration experiences
Tourism and marketing actors	Campaign partners and amplifiers	Destination development, narrative expansion