

LEADER SILMU

Euroopan unionin osarahoittama

BRASLA VIDZEMES LAUKU PARTNERĪBA

The story of Nordic Manors - Time to continue

Heli Tommiska SILMU ry

Implementation area and time

WWW.SILMU.INFO

SILMU operates in nine municipalities in eastern Uusimaa
Leader Brasla, Latvia
21.1.2024 - 31.12.2027





Objectives & activities

1. Identifying the need to develop tourism services
2. Productization of tourism services
3. Developing the marketing and accessibility of services
4. Developing international cooperation and creating new network
5. Increasing responsibility and sustainable development

- Needs assessment
- Manor-specific meetings
- Workshops
- New service packages
- Manor tours in the region and surrounding areas

- Introductory visits to Latvia
- Latvian visits to Finland
- Presentation trailer
- Marketing materials
- Networking between Manor operators

Tales from the Past – Future Tourism Services

Workshops

The target was for participants to gain as much benefit as possible for their own development work on their own Manors.

Themes selected based on a survey in 2024-2026

Themes

- Service and productisation 1
- Storytelling
- Trends in tourism marketing and an international perspective
- Marketing channels and social media
- Sustainable tourism trends
- Services and productisation 2
- Pricing and sales



Study tour to Latvia and Estonia 11.-14.9.2025

[Travel report in SILMU's website]





International Seminar 5.11.2025 in Porvoo and webinar in Zoom

- Hybridi with Latvian friends
- Cooperation with a university of applied sciences Haaga-Helia
- 29 participants (Zoom)
- Materials in SILMU's web page





KARTANOKULTTUURIA
KREIVIN AIKAAN





LEADER SILMU

Haaga-Helia

BRASLA

Co-funded by the European Union

Manor trailer

Trailer in Finnish **You Tubesta**
Trailer in English **You Tubesta**
10 manor houses included



Post cards

9 different post card, each features pictures of 2 manor houses



Coming in 2026

Manor tours “Koffee time in manors” (networking between manor houses)
Manor News (Newspaper)

Project results

- Number of participating Manor operators 18 (target 20)
- Number of participants in project events 325
- Networking between Manor operators
- Peer support for Manor operators
- New service products
- New product-related collaboration between manor operators
- Best practices from Latvian visits to Finland in 2025 and 2026
- The growing popularity of manor houses

Benchmarking carried out during the Latvians' visit in April 2026 of the manor houses in the area:

- A strong historical identity
- Beautiful surroundings and a lovely atmosphere
- Clear potential for the development of tourism, accommodation, events and cultural activities





THANK YOU!

For your attention!

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