

Rauma

sea and world culture



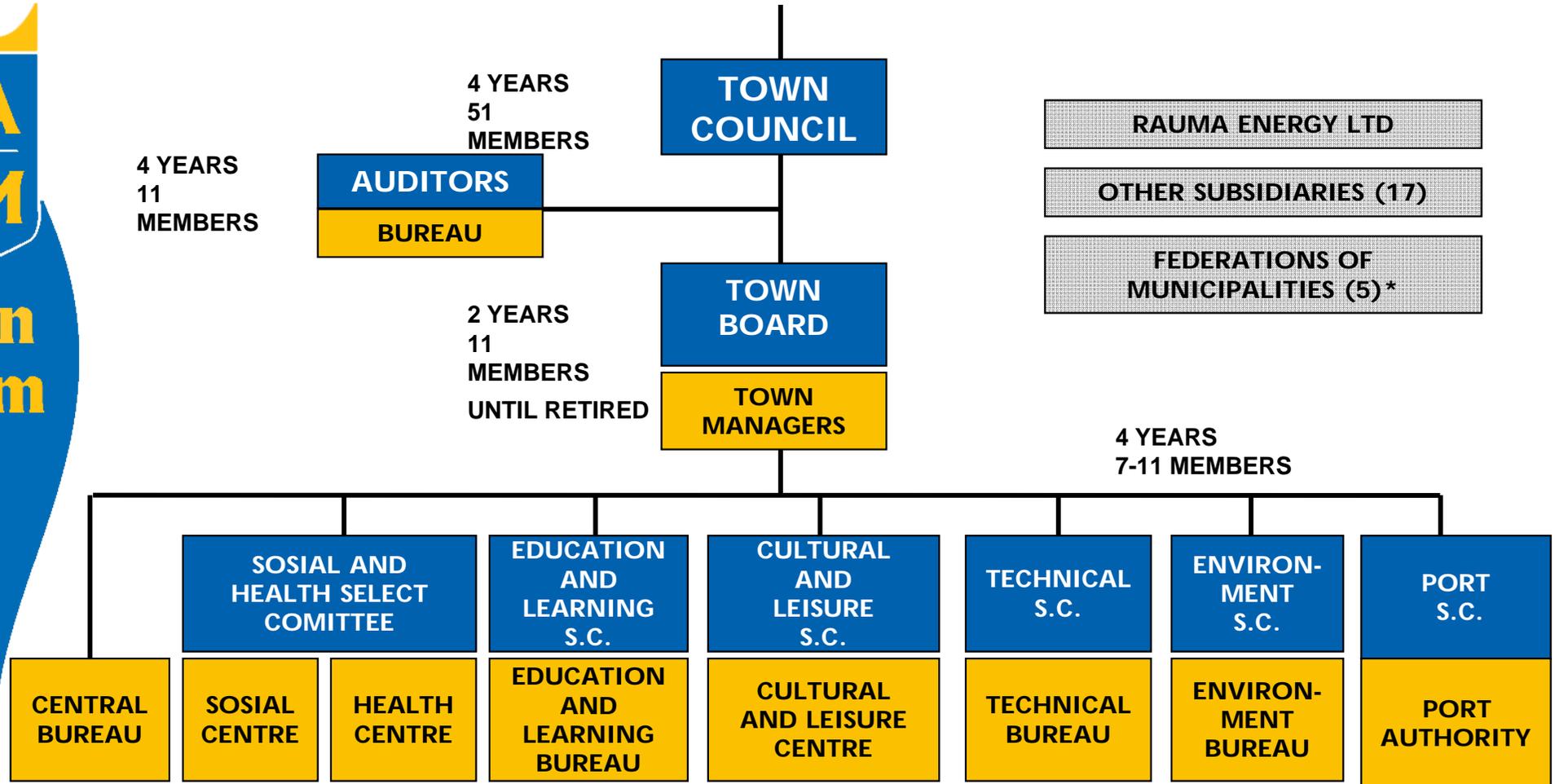
o ain
Raum



TOWN LIFE SINCE 1442

Rauma Town Administrative Organization

MUNICIPAL ELECTIONS



* of which biggest SATAKUNTA REGIONAL HEALTH CARE (17,3 %)



o ain
Raum

TOWN LIFE SINCE 1442

Tourism

Rauma town tourist office

annual budget 160 000 €

2 employees +

4-5 extras in summer

- Marketing: brochures, maps, www, fairs, work-shops etc.
- Tourist information: face to face, by phone, by email, www
- Delivery of town guides, programs for tourist groups
- Co-operation with restaurants, hotels, museums and other attractions in Rauma
- Official tourism statistics & figures
- Co-operation with other towns and municipalities, regional council of Satakunta, Finnish Tourist Board etc



o ain
Raum

TOWN LIFE SINCE 1442

Tourism

Rauma town communication services
annual budget 255 000 €
3 employees + 1 extra in summer
100 000 euros in 2009 in sponsoring

- Communication
- Media relations
- Marketing
- Web pages and intranet
- Rauma town information magazine



o ain
Raum

TOWN LIFE SINCE 1442

Main themes of tourism in Rauma

- World Heritage
 - Old Rauma (wooden town)
 - Sammallahdenmäki (Bronze age burial site)
- Sea and archipelago
- Culture and history
- Events



o ain
Raum



TOWN LIFE SINCE 1442



o ain
Raum

Main visitor groups in Rauma (and their mainly visiting time)

- Individuals
 - Families (summer)
 - Couples (summer)
 - Business and professionals (winter)
- Groups
 - School children (spring)
 - Seniors (summer)
 - Meetings and conferences (spring and autumn)

Tourism



o ain
Raum

Some figures

7 hotels, average occupancy rate 60,1% in 2007

119 000 total nights in accommodation establishments in 2007

400 groups visiting annual Rauma town

(guide by Rauma town tourist office)

70 000 annual visitors in attractions in Rauma town area

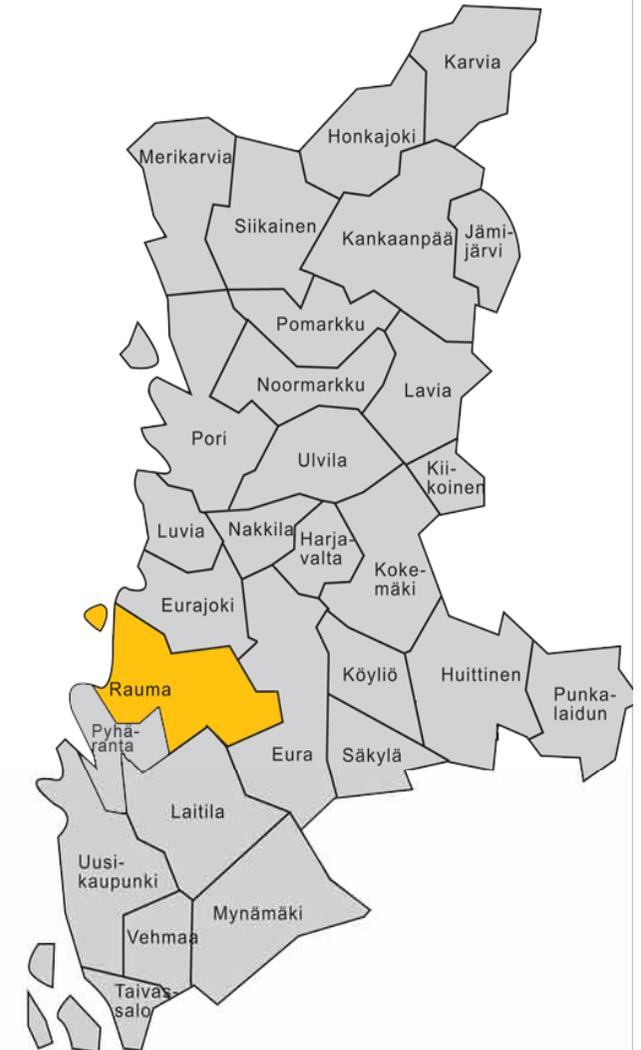
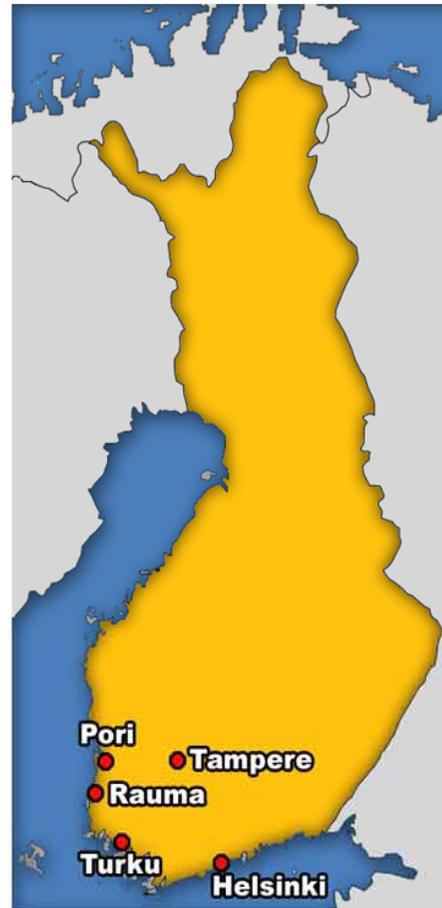
12 000 annual visitors in Rauma town tourist office

TOWN LIFE SINCE 1442

Rauma

- Founded in 1442 (Finland's third oldest town)
- Population 39 700
- Land area 495 km²
- Water area 626 km²

- Distances by road:
Helsinki 240 km
Tampere 140 km
Turku 90 km
Pori 50 km



TOWN LIFE SINCE 1442

Rauma is a cosy maritime town

RA
UM

o ain
Raum

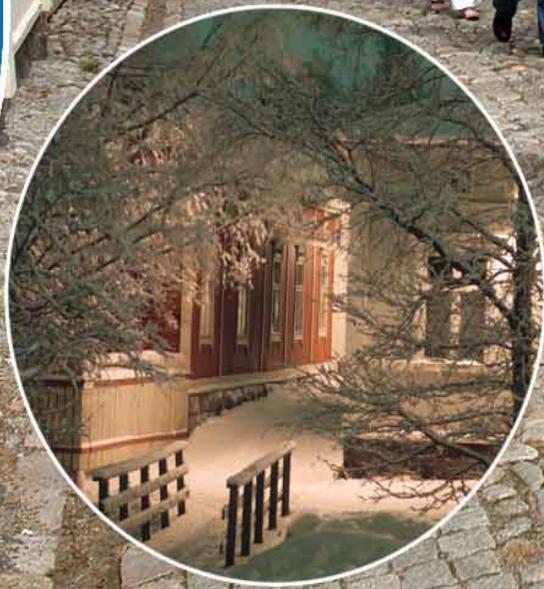
3rd oldest town in Finland,
39 700 inhabitants

TOWN LIFE SINCE 1442

Old Rauma is the heart of the town



o ain
Raum



Word Heritage Site of Unesco

TOWN LIFE SINCE 1442

Vigorous center



**o ain
Raum**



**The development
program of the center**

TOWN LIFE SINCE 1442

**Rauma spirit is crowned by
the own language**



**o ain
Raum**



**Rauma Lace - from the european courts
to the symbol of the town by the sea**



TOWN LIFE SINCE 1442

Rauma is a town of festivals



o ain
Raum



**Rauma Lace Week
Festivo Music Festival
Blue Sea Film Festival
Wine Culture Days of Rauma
Rauma Blues**

TOWN LIFE SINCE 1442

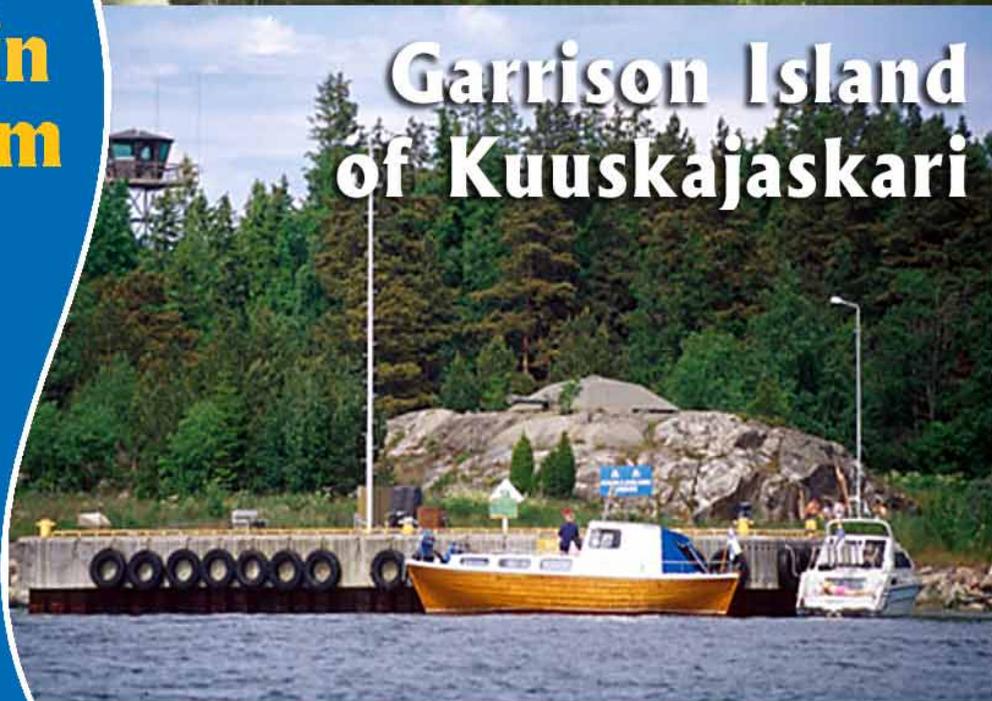
Tourist islands of Rauma



o ain
Raum



Karttu in Reksaari



**Garrison Island
of Kuuskajaskari**



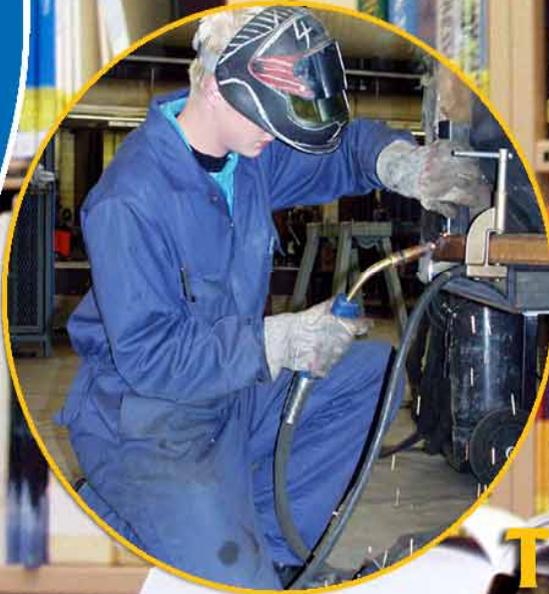
**Lighthouse Island
of Kylmäpihlaja**

TOWN LIFE SINCE 1442

Traditional school town



o ain
Raum



Turku University
Satakunta Polytechnic
Rauma Vocational Institute
Tampere University of Technology

TOWN LIFE SINCE 1442

Modern industrial town



o ain
Raum



The most important fields:
Armature industry
Shipbuilding industry
Chemical wood processing industry

TOWN LIFE SINCE 1442

Port of Rauma



o ain
Raum



**Has about 1000 employees,
the most important export product is paper**

TOWN LIFE SINCE 1442

Welcome to Rauma!



o ain
Raum

Feel
yourself
at home!



TOWN LIFE SINCE 1442