



press release

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The Åland Tourism Award 2009 to Mikael Kraft

At Visit Åland's autumn assembly the Åland Tourism Award 2009 was granted to Mikael Kraft, MD at Hotel Havsvidden.

The award motivation is the following: Mikael Kraft has with a fresh innovation presented a financing model in order to develop Havsvidden into one of the best tourism investments for all kinds of guests; holiday-makers, conferences and for local people. Who could have believed that the hotel facilities in the middle of archipelago wilderness, 40 km from Mariehamn, would attract visitors to Åland? Today Havsvidden offers a marina, restaurant, a four-star hotel and resort houses with excellent conference facilities and activities – everything without any major impact to nature.

Mikael Kraft has, among other things, taken a new initiative; he has improved the quality of the facilities, developed tourism outside the traditional peak season, increased the number of hotel guests, developed the idea of packaged trips and co-operation, decreased the costs due to determinate environmental work etc. He has also succeeded in making the Ålanders travel to Geta for recreation and delicious food. The unique with Mikael's actions is that he prefers to share his ideas with others, and therefore we consider him an excellent example on tourism in Åland. It is time to give a warm welcome to the entrepreneur from Växjö, Sweden, to Åland!

For more information about Havsvidden: www.havsvidden.com

Annica Grönlund
PR-ansvarig/PR Manager
Visit Åland
Tel. +358 18 24257
E-mail: annica.gronlund@visitaland.com
www.visitaland.com

