



press release

**Date:** 9 January, 2014

### **Visit Åland has appointed a new MD**

Lotta Berner Sjölund from Helsinki has been appointed Managing Director for Visit Åland. Lotta has earlier worked five years at Ifolor. She is well familiar with Åland as her husband is a native Ålander and the family has a house in the Åland archipelago.

-Our aim is to strengthen all the characteristics that destination Åland is known for, especially on new marketing areas, but also to create new images on our established market areas such as Finland and Sweden, says Lotta Berner Sjölund.

-Our theme for 2014 is *outdoor*. We will highlight our fantastic nature and outdoor activities, such as cycling, golf, kayaking and sailing, says Lotta Berner Sjölund.

-We have a strong marketing team at Storagatan in Mariehamn. I am positive that we will succeed in our task in co-operation with our members, says Lotta Berner Sjölund.

For more information, please contact Lotta Berner Sjölund.

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Visit Åland is Åland's official tourism and member organization with approximately 320 members. The main aim is to market Åland as a travel destination and work with the local tourist industry to develop tourism.

