

## **European Trail Days 2020, Umeå, Sweden**

**29. - 31. May 2020**

The European Trail Days is a weekend event for outdoor enthusiasts who enjoy hiking, camping, backpacking, packrafting and bikepacking. It is a social event for young & old where you can meet like-minded people, touch and see lightweight outdoor equipment from many brands, listen to music, participate in workshops and attend a keynote by a high-profile Speaker from the lightweight and thru-hiking community.

The event is located at Glassbonden next to the Tavelsjöleden trail in Västerbotten and can easily be reached from Umeå, either by hiking, cycling, car or public transportation. The event is marketed internationally to attract both Swedish and international attendants. As the event is free for visitors we expect that the attendance over the weekend will be high, especially as visitors also can camp for free at the location, which makes it attractive and affordable for people from further away. Furthermore, Glassbonden also will be selling their very popular ice cream throughout the event, which itself is very popular with Swedes and will be very attractive for visitors from Umeå.

We are already in negotiations with high-profile members of the lightweight community as keynote speakers, and are actively searching for a small music band which will hold a concert on Saturday evening. Exhibitors at the small fair will show their products, and as the Trail Days are located next to a river we also can offer visitors to try water-based activities like packrafting during the event.

Also Visit Umeå is starting to market itself in 2020 as a hiking and outdoors destination, which will put the area, which is home to already recognized trails like the Höga Kusten Trail, more on the map for outdoor enthusiasts from across the globe. One of our goals is to suggest to visitors to combine a visit to the European Trail Days with a few extra days of backpacking or hiking around Umeå, and with its many different trails and also rivers for packrafting we believe it will make it a great stop for visitors to kick-off the hiking season.

As a Thru-hiker or Dayhiker Supporter of the event you would get visibility in our communications (digital and print), a booth at the event where you can promote & sell your products and services, and we will promote your business in the run-up to the event.

In detail, these are the benefits of sponsoring and attending the European Trail Days 2020:

- Connect and engage with outdoor enthusiasts from Sweden and Europe
- Sell your lightweight products directly to interested end-consumers
- Visibility at the first of-its-kind event in Europe
- Network with other brands and companies
- Guidance from us to achieve the best output and ROI

This are the included services in the Thru-hiker Package, priced at 1.500,00 €:

- Your own booth at the European Trail Days on our fair grounds
- Visibility at the Event with your Logo on the Stage and all Banners & Roll-ups
- Mentions in all Newsletters
- Introduction on the Facebook Event page
- Introduction on our Instagram profile
- Mentions in the digital marketing of the campaign, including one link to one suitable website you want to promote
- Logo and link from our event website

And this are the included services in the Dayhiker Package, priced at 500,00 €:

- Your own booth at the European Trail Days on our fair grounds
- Mention in one Newsletter
- Introduction on the Facebook Event page
- Mentions in the digital marketing of the campaign
- Logo and link from our event website

If you have questions or comments, please don't hesitate to contact Hendrik:

[hendrik@hikinginfinland.com](mailto:hendrik@hikinginfinland.com)

## **Getting there**

It is very easy to get to Umeå, either by train (for example via Hamburg, Copenhagen and Stockholm), by ferry from Vaasa in Finland, or by flying directly to Umeå. From Umeå we will organize shuttle buses throughout the weekend which makes it easy to get to Glassbonden and back for those who do not want to hike or cycle, and we are also talking with the Swedish Railways SJ if they are able to offer visitors a better price so we can get a high attendance.

## **About the Founders**

Kenneth Shaw is the owner of [backpackinglight.se](http://backpackinglight.se) and lives in Umeå, and has been hiking extensively around Umeå and in Sweden. He has many years of experience of running a profitable outdoor shop, and always has since a long time promoted hiking and backpacking in Sweden.

Hendrik Morkel is a Founder of the Outdoor Blogger Network, which has since 2015 organized the Blogger Base at the OutDoor Friedrichshafen, the largest outdoor trade show in the world. He also is the author of the most-read English-language outdoor blog in Scandinavia, [hikinginfinland.com](http://hikinginfinland.com).