




# WONDER SEEKERS EXPANDING MINDS



## For more information contact

Ari Laakso  
Science Communicator & SciTour Project Manager  
**+(358) 404 844 293**  
[info@wonderseekers.com](mailto:info@wonderseekers.com)  
[wonderseekers.com](http://wonderseekers.com)

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**SCITOUR AIMS TO HELP SMALL TOURISM BUSINESSES EXTEND THEIR MARKET REACH BY DEVELOPING A NEW TOURISM CONCEPT WITH SCIENCE AND SCIENTIFIC KNOWLEDGE AT ITS HEART.**



Project partners will work with businesses to develop and market scientific tourism products that offer visitors a transformative and hands-on learning experience. This will benefit tourists who will get the opportunity to enhance their knowledge and appreciation of the study of science and of the phenomena that shape our world.

The goal is to create an umbrella organisation that gives participating businesses a package of benefits that they can continue to use beyond the end of the project to develop and market their product range.

This will include access to an established scientific tourism identity under the brand name 'Wonder Seekers', a website where they can market their products, access to transnational promotional campaigns, a supportive network of businesses offering similar products, and access to case studies, templates and guidelines reflecting the expertise gained throughout the course of the project.

[wonderseekers.com](http://wonderseekers.com)