



The Kalajoki Hiekkasärkät is a nationally renowned beach and family destination that is diverse and has a positive basic image as a tourist resort. Its features include the sea, sun, sand, snow and natural ice as well as the local characteristics of Kalajoki. The aim is to strive for year-round activity and the development of activities not only as a family destination, but also as a destination for companies, well-being enthusiasts and theme holidays. The objective of the tourist resort is to become a significant marine family well-being and theme holiday centre in the Nordic region by 2013.



Family services will be expanded in respect to children and youth activities, seaside activities will be developed and family wintertime activities. Currently the most significant theme is golf, alongside which nature services, horse racing, boating, water sports, fishing and winter sports will develop. Hiekkasärkät is a junction point for theme routes of a number of activities suited to the district.



The Kalajoki Hiekkasärkät (Hiekkasärkät=Sand banks) has obtained its name from the sandbanks occurring along the shoreline that are the result of shore currents in shallow water that have produced underwater dykes. Their shape and location changes continuously with the fluctuations in swell strength and direction and the change or the water level. The central dune ridge that rises over 20 metres above sea level is the outcome of drifting sand that probably has its origin dating back to a forest fire in the 1830s.

Kalajoki NORCE project's actions are planned as following:

To create a business plan for the Keskuskari harbor

- > home base to existing activity service entrepreneurs as well and the new entrepreneurs
- To clarify services and infrastructure co-operation with the entrepreneurs, Town of Kalajoki and other partners
- To clarify the areas/things which need protection and special attention
- To create a link between Kalla's islands the Rahja archipelago and combine with Keskuskari harbor
- To collect a historical heritage: Islands, fishing culture and seal hunting
- To develop activity services, produce material in the net->improve marketing
- To produce material and exhibitions of the wild animals around the area
- Education, events

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