

# LAPLAND

Above Ordinary

## Lapland tourism development and strategy

May 2013

Satu Luiro

Senior Advisor

Tourism, Creative industries, Culture

Regional Council of Lapland



## Regional Council of Lapland

Lapland is one of 19 counties in Finland

- Every county in Finland has regional council
- Councils promote the social and economical welfare of the region
- Budget comes from the municipalities (21)
- Staff: 50 + The Regional Emergency Service

Regional Council of Lapland is responsible for:

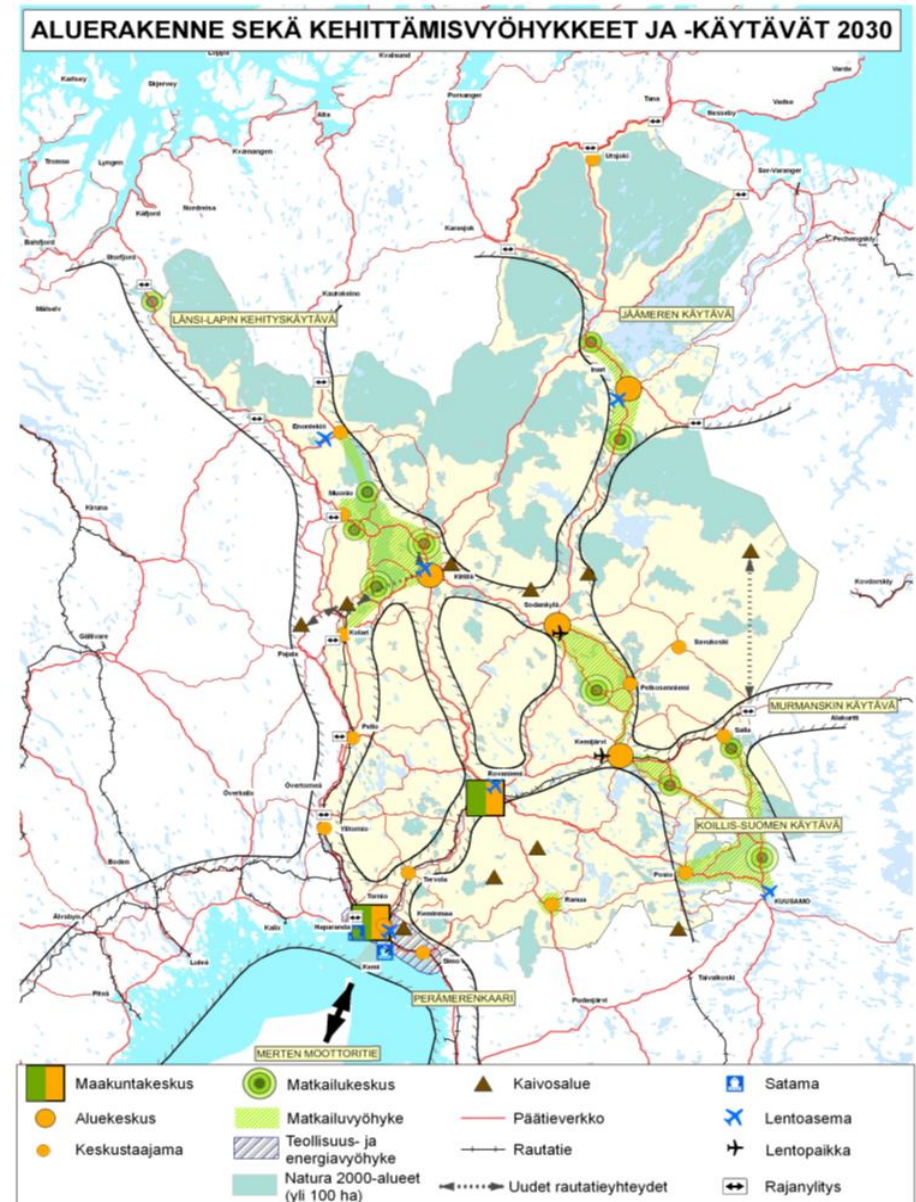
- Coordination of regional development strategy
- Financing development projects (EU, national)
- Spatial planning (land use issues)
- Interest supervision (legislation, EU, etc.)
- International co-operation



## Tourism resorts in Lapland

### Lapland Tourism Strategy

- Business strategy for tourism since 1990's
- Tourism brings welfare to all areas in Lapland
- Direct economic impacts: 595 million € and 5 000 jobs
- Strategy is needed to coordinate the development actions and projects
- Strategy determines vision and goals, and secures sustainable growth
- Development focus on the biggest tourist resorts



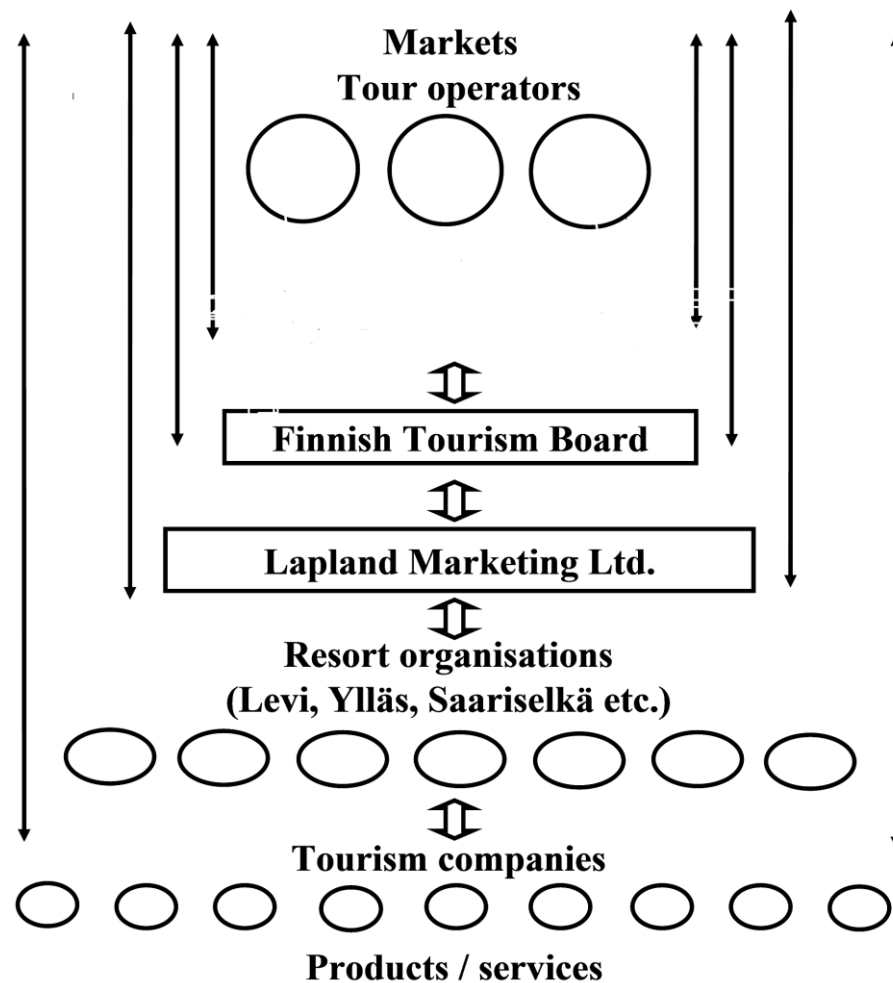
# Tourism resort organisations in Lapland

- Organisation in every big resort (9) and few smaller ones
- Tourism companies, other companies, municipality etc. are all involved in an organisation
- Tasks:
  - Joint marketing
  - Co-operation between companies
  - Development of the resort (quality, safety & security, master plans etc.)
  - The organisation CEOs co-operate in tourism development with the regional level (tourism co-ordination in the Regional Council)  
Eg. The updating of Lapland tourism strategy is a year long process that involves all the resort organisations and their members to the work.

# LAPLAND

Above Ordinary

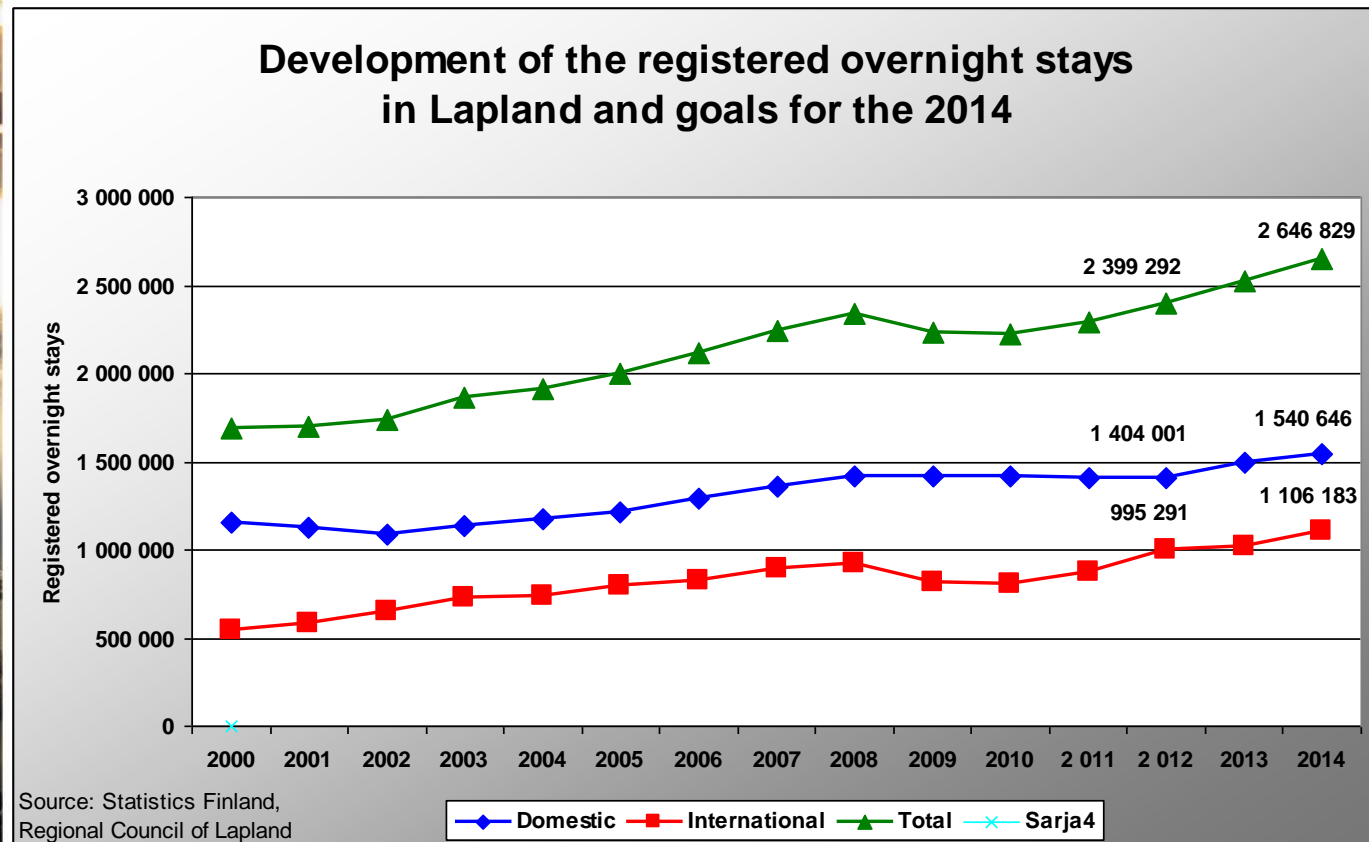
## Tourism actors in Lapland



## Tourism actors and their role in development

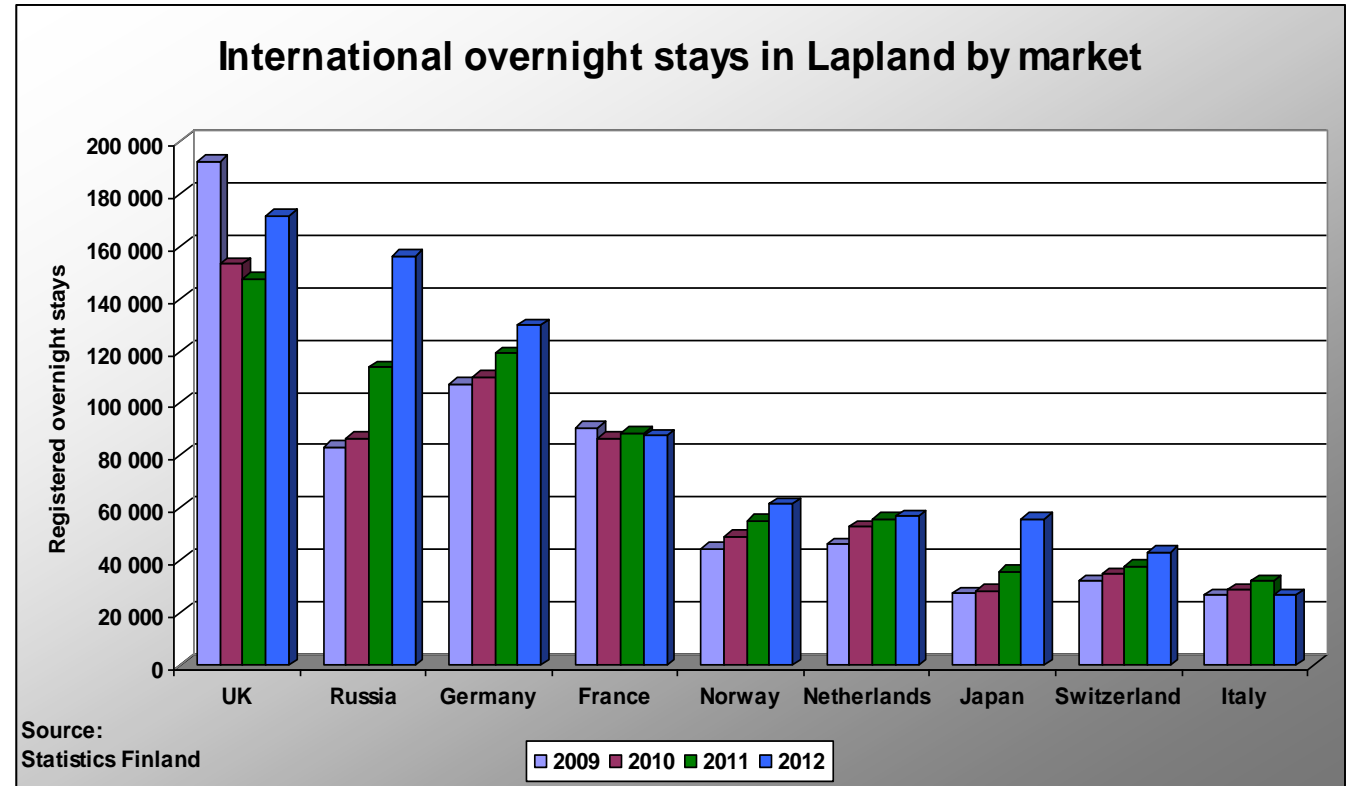
TOURISM ACTORS AND THEIR ROLES IN THE LAPLAND TOURISM DEVELOPMENT	
OPERATOR	DUTY /ACTIVITIES/ DESCRIPTION OF ROLES
Tourism entrepreneurs	Business, branding and product development
Lapland's municipalities	Securing the prerequisites for the development of the tourism industry, regional planning, tourist information
Regional tourism organizations	Tourism development and marketing
Regional Industry development organisationsa (Tunturi-Lapin kehitys, Inlike, Rovaniemen kehitys, Team Botnia, Kemi-Tornion kehittämiskeskus, Torniolaakson	Development of tourism in the region
Association of Tourism Companies in Lapland (Lapin matkailuelinkeinon liitto)	Interest supervision, co-operation between tourism actors, promoting the prerequisites of the industry development etc.
Lapland Chamber of Commerce, Tourism board	Following the development of the tourism industry, Interest supervision
<b>Funding organisations, authorities</b>	
The Regional Council of Lapland	Financing, strategy work, coordination, developing and promoting the development of tourism (image marketing)
Centre for Economic Development, Transport and the Environment for Lapland	Financing, following the development of the tourism
Regional State Administrative Agency for Lapland	Tourism industry safety and security.
Finnvera	Financing
Tourism working group (representatives of the funding organisations)	Coordination of the EU-funded projects, following the results and impacts, reporting, information sharing
<b>Education and development organisations</b>	
Multidimensional Tourism Institute (MTI)	Production of information, education, research and development
Institute for Northern Culture	Production of information, education, research and development
Other organisations of the Lapland university consortium	Information production and sharing, education, research
Lapland Centre of Expertise for the Experience Industry	New innovations and tools for experience management and internet marketing, reinforcing the co-operation between tourism and creative industries. Coordination of the national cluster programme for tourism and experience industry (OSKE)
Natural Heritage Services	Developing the National parks, marketing, product development, supporting the infrastructure for nature tourism
Finnish Forest Research Institute	Research of the nature tourism, co-operation with the MTI
<b>The most important tourism projects in Lapland</b>	
Roadmap for Lapland - The strategic development of tourism and travel in Lapland, 2010-2012	The strategy planning, development, coordination
Lapland - North of Finland, image marketing project	International image marketing Lapland and Koillismaa
The Lapland brand development project	The aim of creating a target vision and brand image which would reflect the diversity of the region.
Tourism Safety and Security in Lapland	To create and support safe business environment
The Finnish Lapland Film Commission	Marketing Lapland for film and audiovisual productions
<b>Tourism actors on the national level</b>	
Ministry of Employment and the Economy	Finland tourism policy
Finnish Tourist Board	Finland's tourism marketing, developing the Finnish brand
Finnish Hospitality Association (MaRa)	The Finnish Hospitality Association (MaRa) is the leading national trade and labour market association in the hospitality industry in Finland
Association of the tourism organisations in Finland (SUOMA)	Interest supervision, promoting the prerequisites for development of tourism organisations
The Centre of Expertise Programme	Main themes in the cluster programme: Anticipation, experience management, service design and internet business
Finnish tourist association SMY	To promote domestic tourism
The Finnish Travel Association	To promote the members of the leisure tourism and sports tourism
The theme group of tourism	Co-operation in agricultural tourism, development and coordination, information sharing
Statistics Finland	Accommodation statistics, traffic statistics

# Lapland tourism development and goals for the 2014



Note: Only about 1/3 of all the overnight stays are registered.

# Russian market grows fast, UK recovering



**2012:**

**Russia 37 %, UK 16 %**

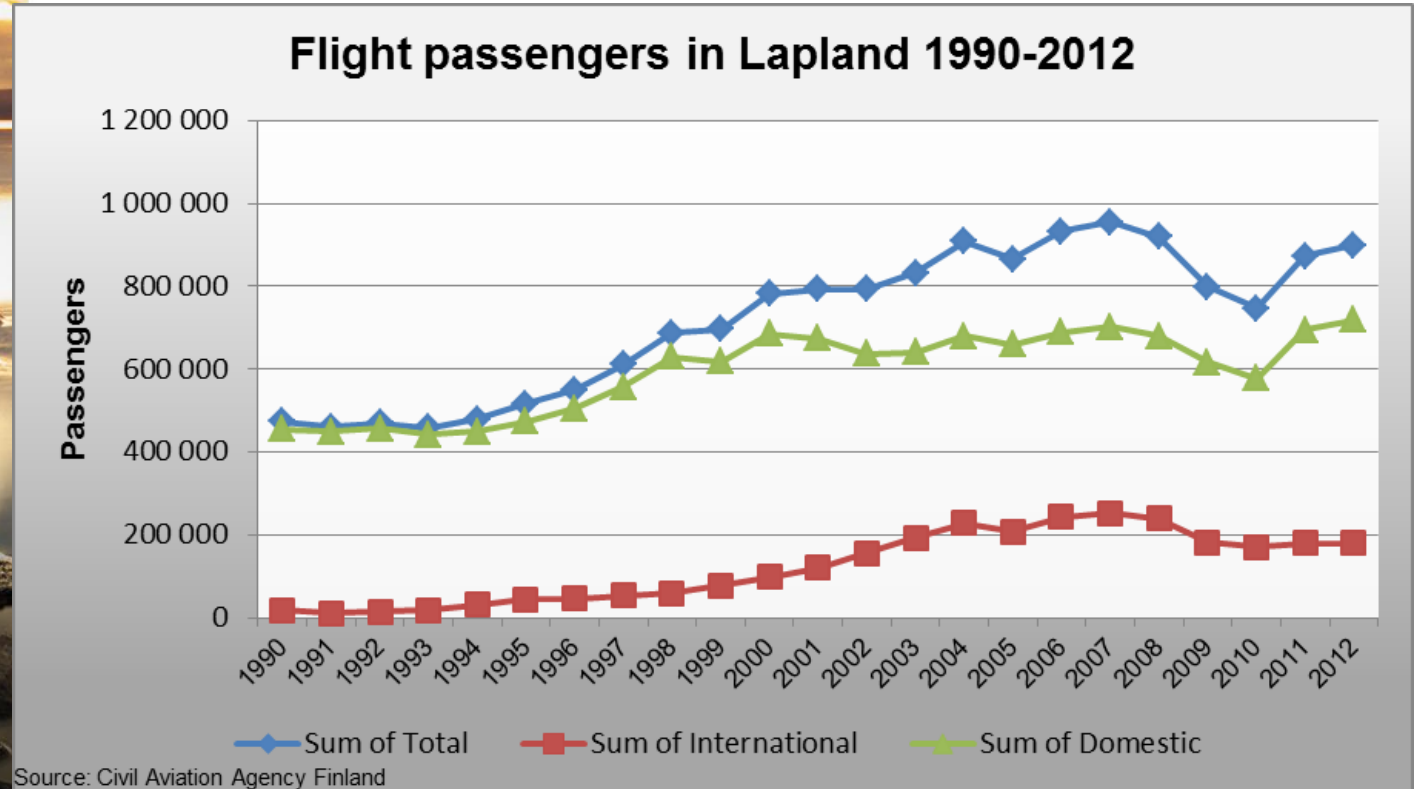
**Interesting new market: Japan 56 %**



# LAPLAND

Above Ordinary

## Flight passengers in Lapland



**2012: +2 %**

**Asian tourists via Helsinki to Lapland**

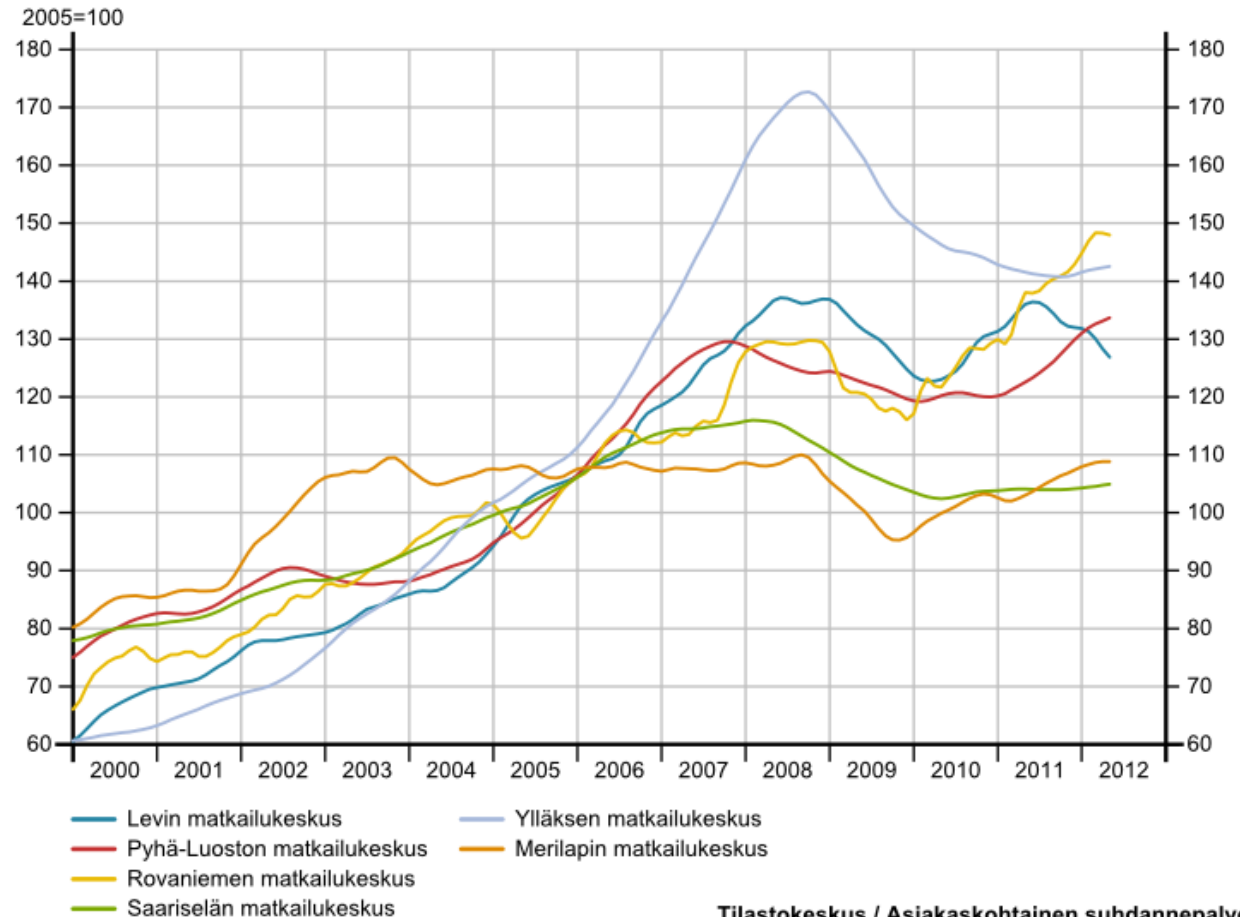
# LAPLAND

Above Ordinary

## Trend of turnover in tourism resorts

### Lapin matkailukeskusten trendivertailu

#### Liikevaihto



# Lapland tourism vision 2020

- **Lapland – PURE LIFE FORCE near you. Lapland is the leading destination for sustainable nature and experience tourism in Europe by 2020.**
  - Lapland: Genuineness, safety, exoticness
  - Purity: Nature, space, gifts of nature, quality
  - Life force: Personality, experiences, activities, special type of luxury
  - Near your: Accessibility at all levels (traffic, Internet, trade, presence)

# Lapland Tourism Strategy 2011 - 2014: Main themes (1)

- Growth from the international markets
- Region-oriented development
  - Tourism resorts as "engines" for the development
  - Surrounding (rural) areas benefit from the resort's development
  - Reaching "critical mass" will launch further development, investments, services
- Developing traffic (especially flight traffic)
- Product development: boosting demand all-year-round
- Tourism marketing on the regional level:
  - Lapland - The North of Finland project
  - Reinforcing the Lapland brand
- Developing online business, social media, mobile apps...



# Lapland Tourism Strategy 2011 - 2014: Main themes (2)

- **Developing safety & security in tourism**
  - **Goals:**
    - **Lapland will be developed into an example area for safe tourism**
    - **Fluent operation in the tourism industry will be secured by implementing a **tourism safety and security system****
    - **A national set of standards will be planned and implemented for the safety of tourism**
  - **Unique way of co-operating, large network of operators**
  - **Several national recognitions and rewards**

# Funding from ERDF and ESF programmes for tourism 2007 - 2013

## Tourism projects in the programming period 2007-2013 (including business and investment aids)

	Number	Received / tied total costs	EU + State
<b>ERDF</b>			
Priority 1: Business	207	Est. 40 M euros	22 241 135
Priority 2: Innovations and competence	34	11 327 262	8 791 758
Priority 3: Accessibility and operating environments	53	21 802 644	15 688 477
<b>Total</b>	<b>294</b>	<b>73 129 906</b>	<b>46 721 370</b>
<b>ESF</b>			
Priority 1: Developing labour and companies, entrepreneurship	8	3 091 313	1 844 269
Priority 2: Employment	1	278 550	236 767
Priority 3: Competence and service systems	9	2 754 907	2 331 152
Priority 4: Cooperation	1	140 000	119 000
<b>Total</b>	<b>19</b>	<b>6 264 770</b>	<b>4 531 188</b>
<b>ERDF+ ESF TOTAL</b>	<b>313</b>	<b>79 394 676</b>	<b>51 252 558</b>

# Role of EU-funding in tourism development

## Construction and development projects in Levi, Ylläs and East-Lapland resorts (Pyhä, Salla, Suomu) in 2000-2009

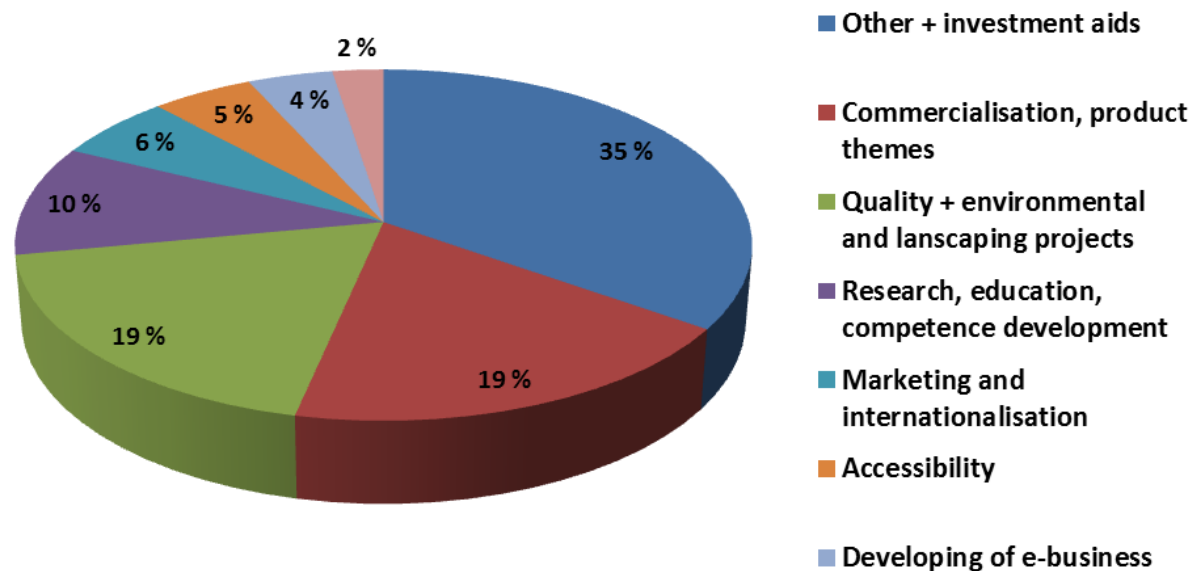
	LEVI	YLLÄS	EAST-LAPLAND
Volume, m2	275 000 m2	220 000 m2	50 000 m2
Budgets, total	550 M€	440 M€	118 M€
State + EU funding	9,2 M€	14 M€	15 M€
Additional state funding	3 M€	3 M€	?
State + EU funding, share	2,2 %	3,7 %	12,7 %
Private funding, share	97,8 %	96,3 %	87,3 %

### Role of EU funding is small, but essential

- Enables projects that would not actualize by private money
- Removes "bottle necks", i.e. obstacles for tourism development

# Tourism projects in Lapland by theme, 2007 - 2013

Tourism projects in Lapland by theme, 2007 - 2013



Source: Regional Council of Lapland



# LAPLAND

Above Ordinary

## Future investments in Lapland tourism

- Tourism investment plans are reappearing, although the economic situation is still uncertain
- Big investment plans in Ylläs, Levi, Saariselkä, Pyhä etc.



# LAPLAND

Above Ordinary

## Future of Lapland tourism



**The official EU trademark:  
"Rovaniemi - The Official Hometown of Santa Claus"**

**2012 huge media visibility:**

**CNN: The Most Christmassy Destination**

**CNN: Top 5 World Wonders**

**Lonely Planet: Rovaniemi – Best Winter Destination in Europe**

**Lonely Planet: Best Family Destination, 2. ranking**

  
**Rovaniemi**  
THE OFFICIAL HOMETOWN  
OF SANTA CLAUS®

# LAPLAND

Above Ordinary

## Future of Lapland tourism

Arctic experiences  
all-year round



Innovative marketing  
> Lapplication

An advertisement for the Lapland app. The background is a scenic view of a sunset over a lake and mountains. In the foreground, a smartphone displays the app's interface. The text on the phone screen reads: "Follow No ordinary Sun", "OnlyInLapland.com", "MAKE THE MIDNIGHT SUN SHINE", "Wherever you are", and "Available on the App Store". The Lapland logo is visible in the bottom right corner of the advertisement.

Follow  
No ordinary Sun

OnlyInLapland.com

MAKE THE  
MIDNIGHT  
SUN SHINE

Wherever you are

Available on the  
App Store

Lapland —  
The North of  
Finland

Take a first bite of the Nightless Night here and now.  
Download our free, augmented reality Lapplication.



# LAPLAND

Above Ordinary

## Links

- Lapland Tourism Strategy  
<http://www.lapinliitto.fi/matkailu>
- Lapland - The North of Finland, No Ordinary Destination video  
[http://www.youtube.com/watch?v=Ezb\\_Svrt-30](http://www.youtube.com/watch?v=Ezb_Svrt-30)
- L-NoF summer video  
<http://www.youtube.com/watch?v=oP1LG8Yc-zs>
- Lapland Film Commission showreel  
<http://vimeo.com/58704891>

# Tourism co-operation in Barents Euro-Arctic region

- **Joint Working Group on Tourism**
- **Updated mandate, priorities:**
  - **to influence preconditions for tourism development in the BEAR when improving traffic connection**
  - **to identify and define authentic common values in order to build common identity in tourism development**
  - **to co-operate in the fields of tourism education and research in order to achieve common criteria in quality, safety and sustainability**
  - **to promote proactive development and realization of high quality joint products and thematic product families**
  - **to promote synergies between parallel industries to ensure competitiveness of tourism industry**
- **BART project has produced the Action Plan**

# Thank you!

Lapland tourism strategy in the internet:  
[www.lapinliitto.fi/matkailu](http://www.lapinliitto.fi/matkailu)

