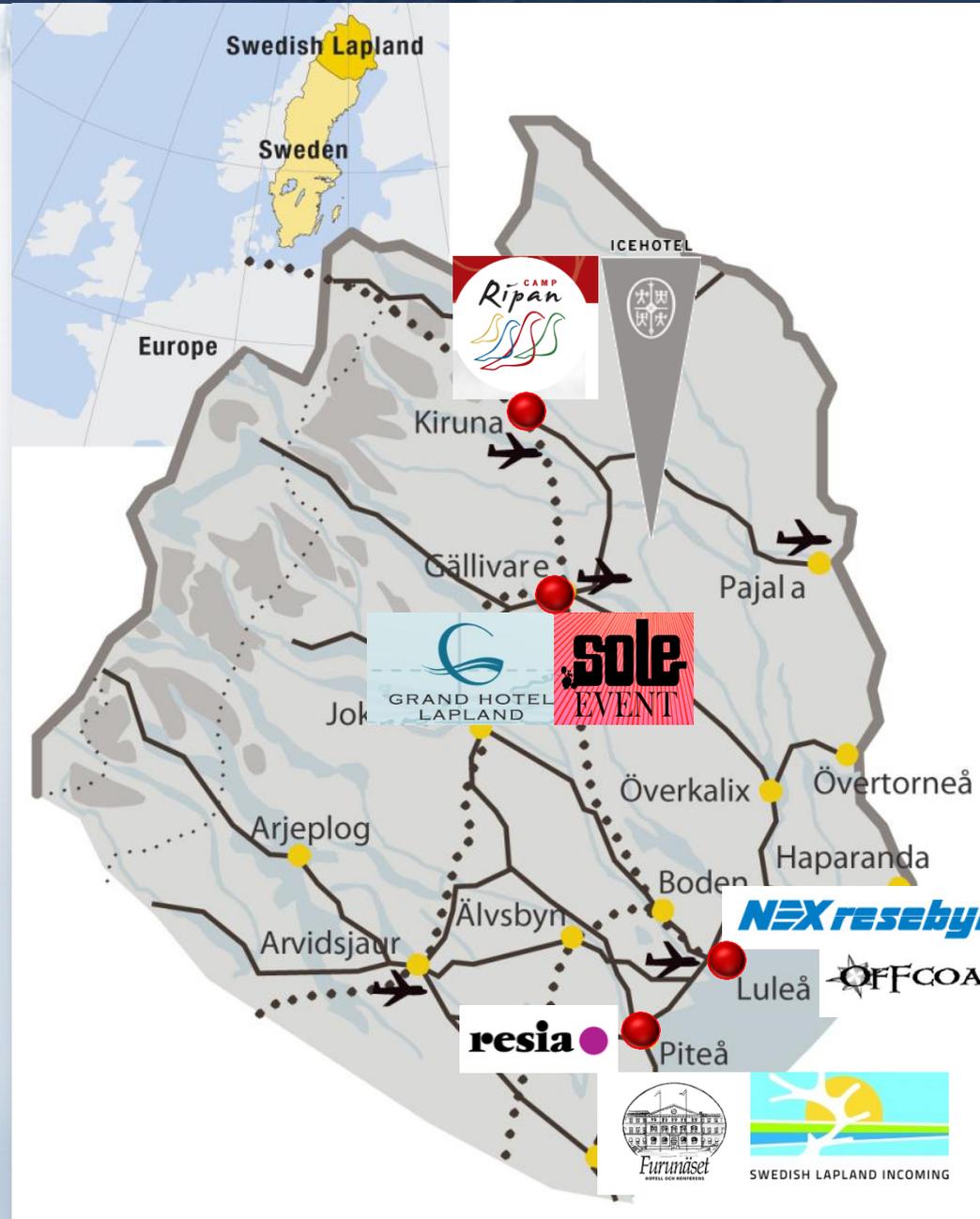


3.2 ASSESSING STAKEHOLDER NEEDS AND EXPECTATIONS FOR TOURISM DEVELOPMENT IN THE BARENTS REGION

SWEDISH LAPLAND



Hans Gelter, Elisabeth Hellmér, My Wats, Josefin Engström
Luleå University of Technology

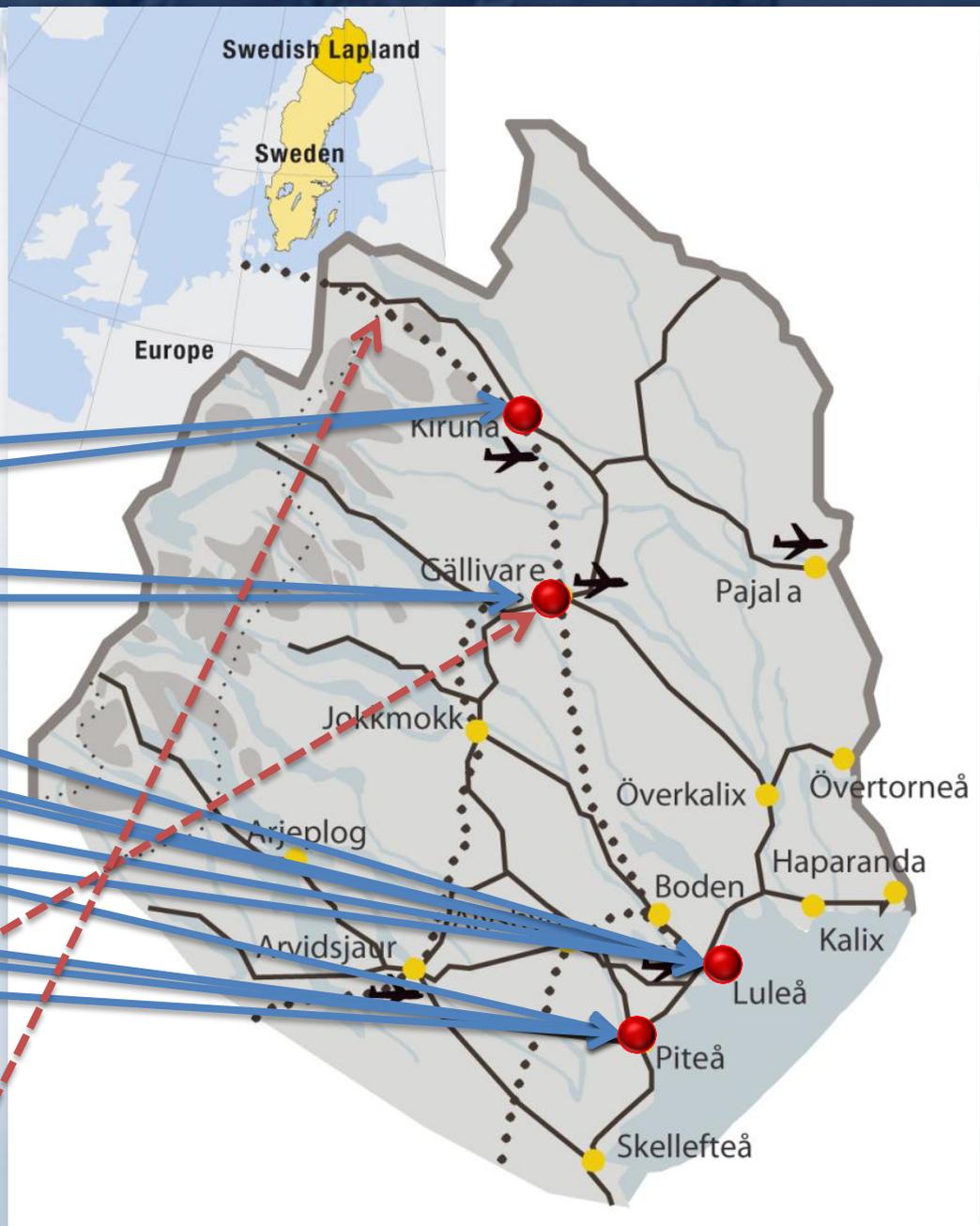


Company:

- 1 Icehotel AB
- 2 Camp Ripan
- 3 Grand Hotel Lapland
- 4 Sole Event
- 5 Brändögruppen
- 6 Lapland Adventure/Off Coast
- 7 NEX Travel Agency
- 7 Kulturens Hus
- 9 Ebbenjerka
- 10 Furunäset Hotell & Conference
- 11 Resia AB
- 12 Piteå Havsbud Group
- 13 Swedish Lapland DMC

Failed to reach:

- Dundret Sweden AB
- Björkliden Fjällby AB/Lapland Resorts AB



Company:

- 1 Icehotel AB
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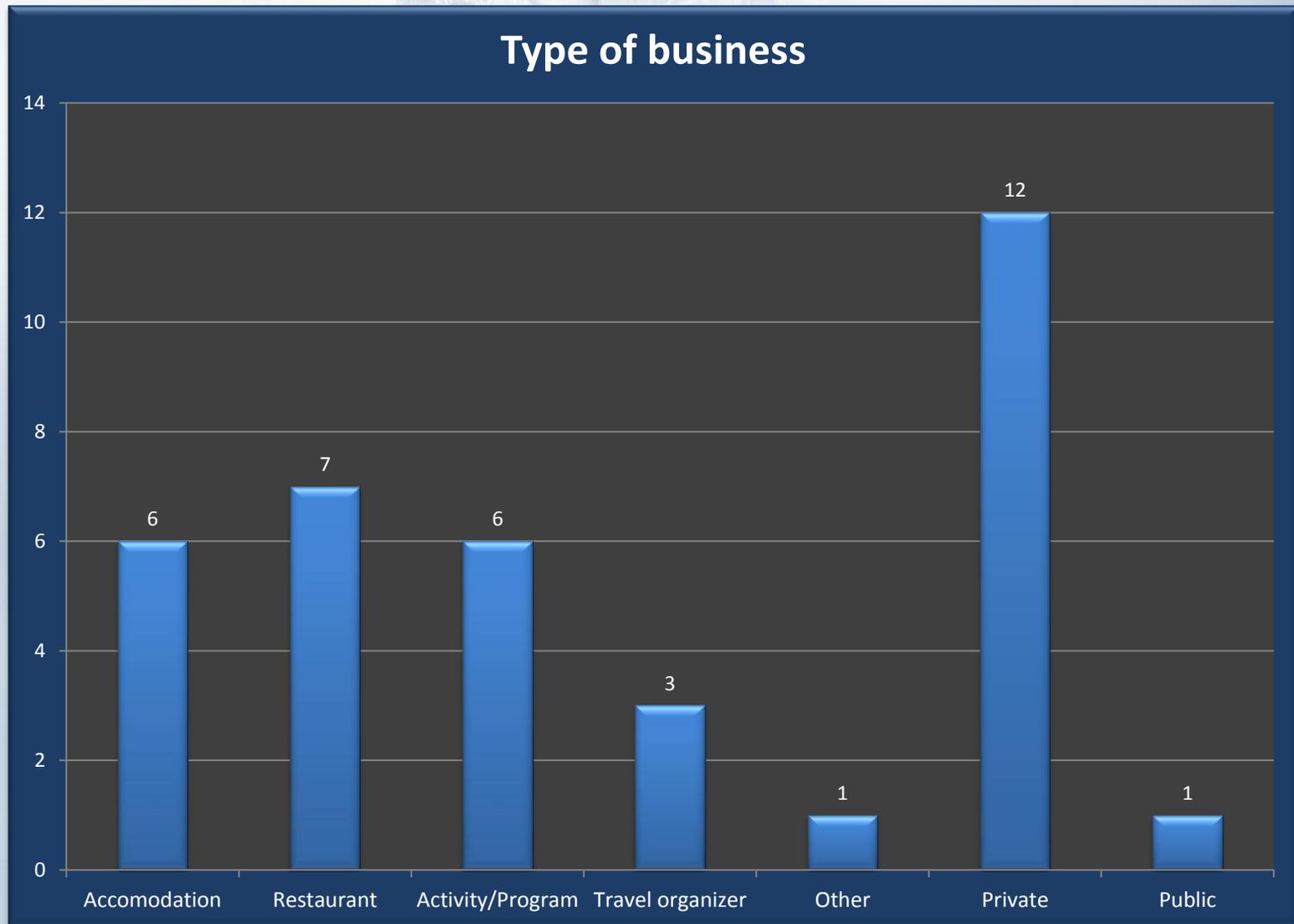


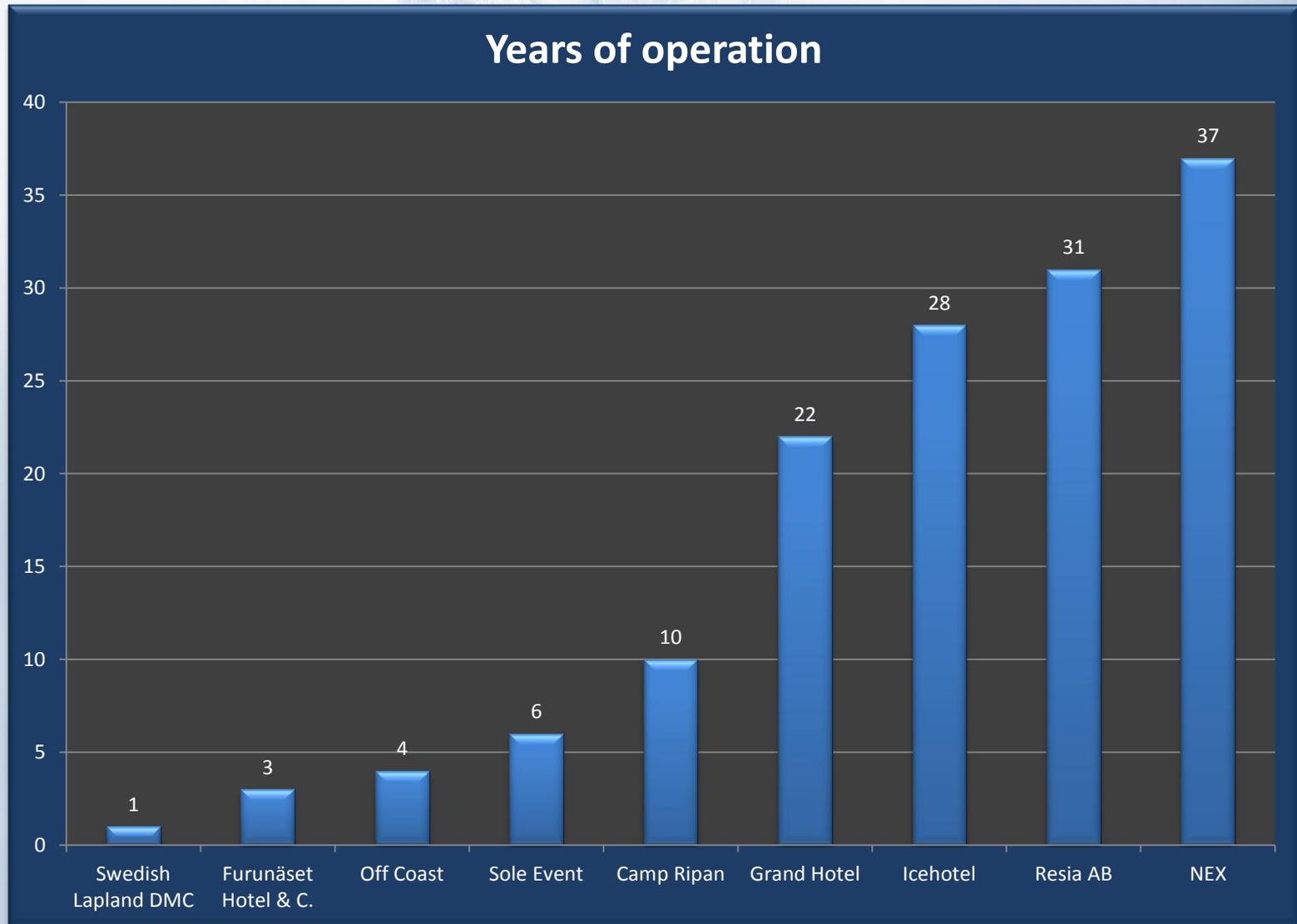
BACKGROUND INFORMATION

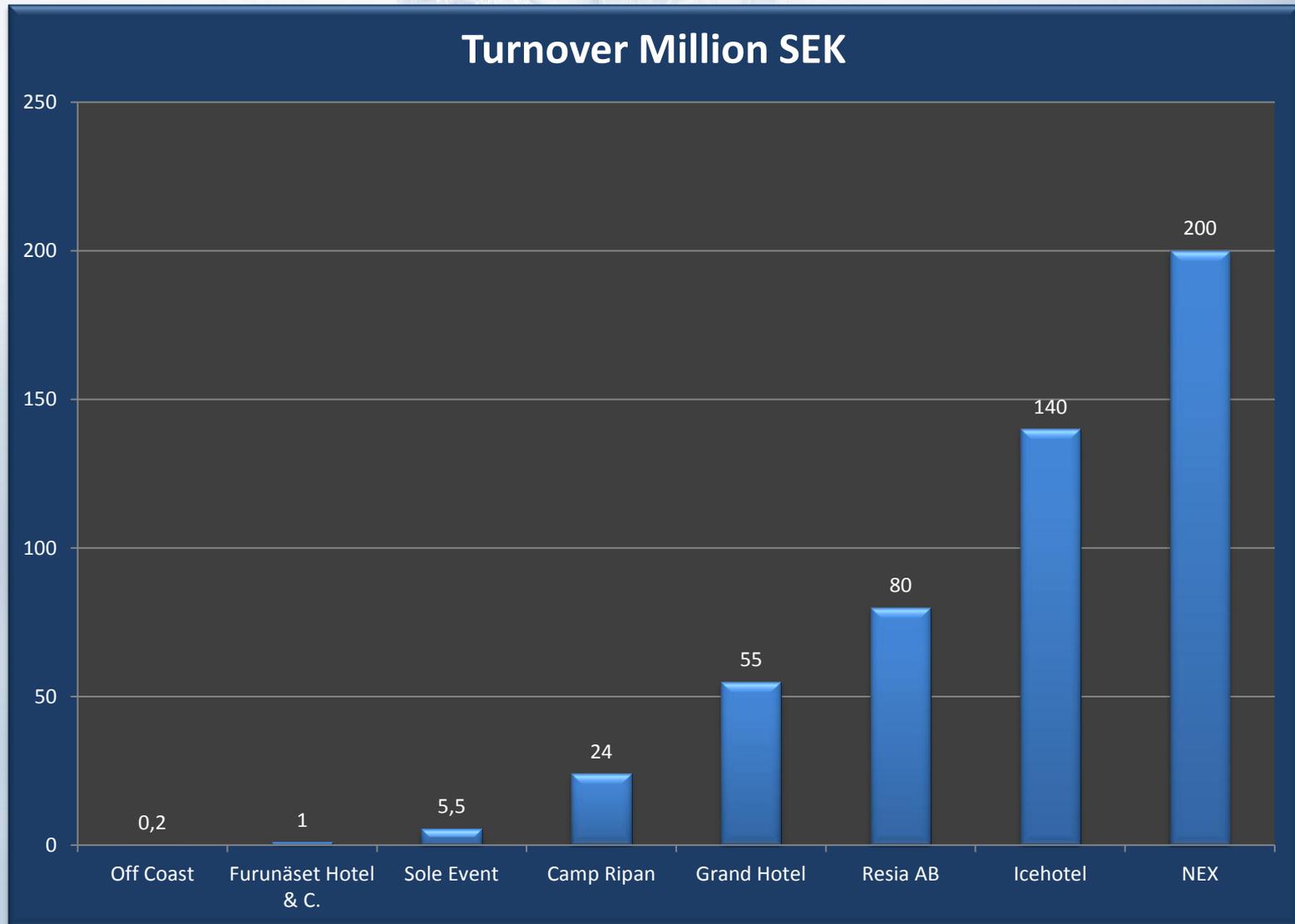
| Company: | Destination: | Type: | Public |
|--|------------------------------------|-------------------------------|---------------|
| 1 Icehotel AB | Kiruna | Experience company | - |
| 2 Camp Ripan | Kiruna | Hotel & Restaurant | - |
| 3 Grand Hotel Lapland | Gällivare | Hotel | - |
| 4 Sole Event | Gällivare | Event company | - |
| 5 Brändögruppen | Luleå | Conference facility, Activity | - |
| 6 Lapland Adventure/Off Coast | Luleå | Activity company | - |
| 7 NEX Travel Agency | Luleå | Tavel Agency MICE | - |
| 7 Kulturens Hus | Luleå | Cultural & Congress | + |
| 9 Ebbenjerka | Luleå | Activity company | - |
| 10 Furunäset Hotell&Conference | Piteå | Hotel & Conference | - |
| 11 Resia AB | Piteå | Travel Agency | - |
| 12 Piteå Havsbad Group | Piteå (Luleå, Arvidsjare, Älvsbyn) | Hotel chain | - |
| 13 Swedish Lapland DMC | Piteå | Incoming DMS for MICE | - |
| Failed to reach: | | | |
| Dundret Sweden AB | Gällivare | Ski resort | + |
| Björkliden Fjällby AB/Lapland Resorts AB | Kiruna | Ski resorts | - |

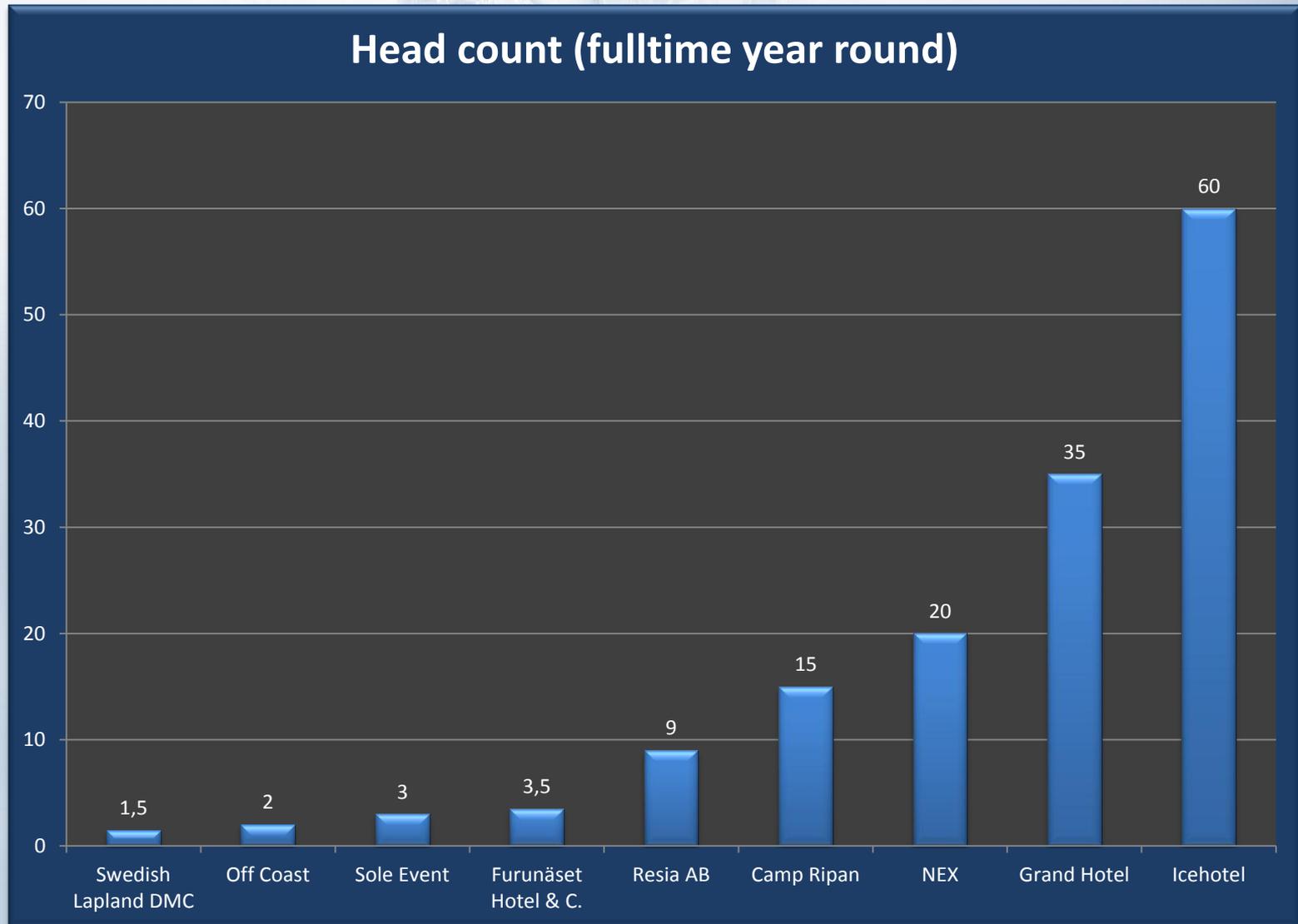


N=13





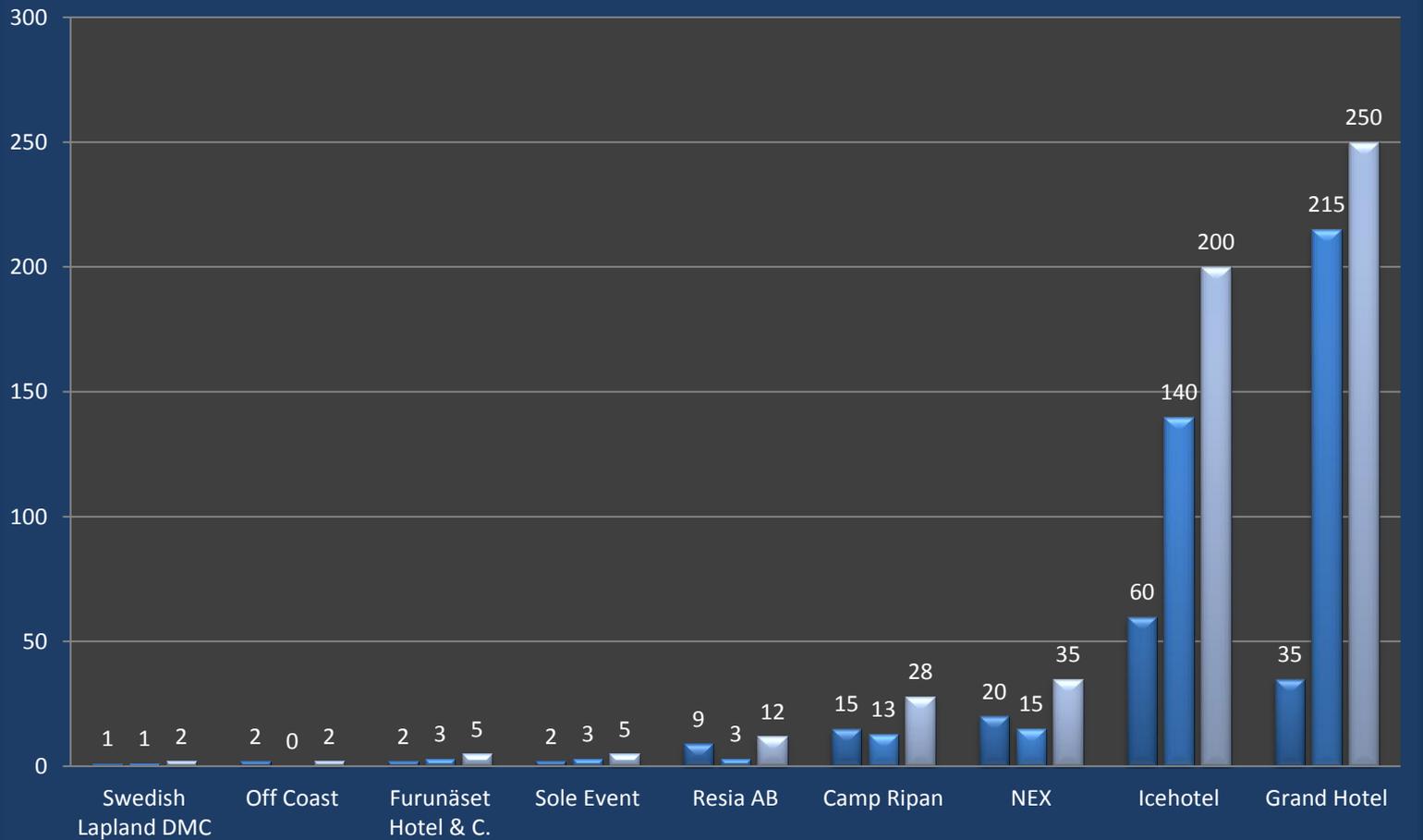






Head count

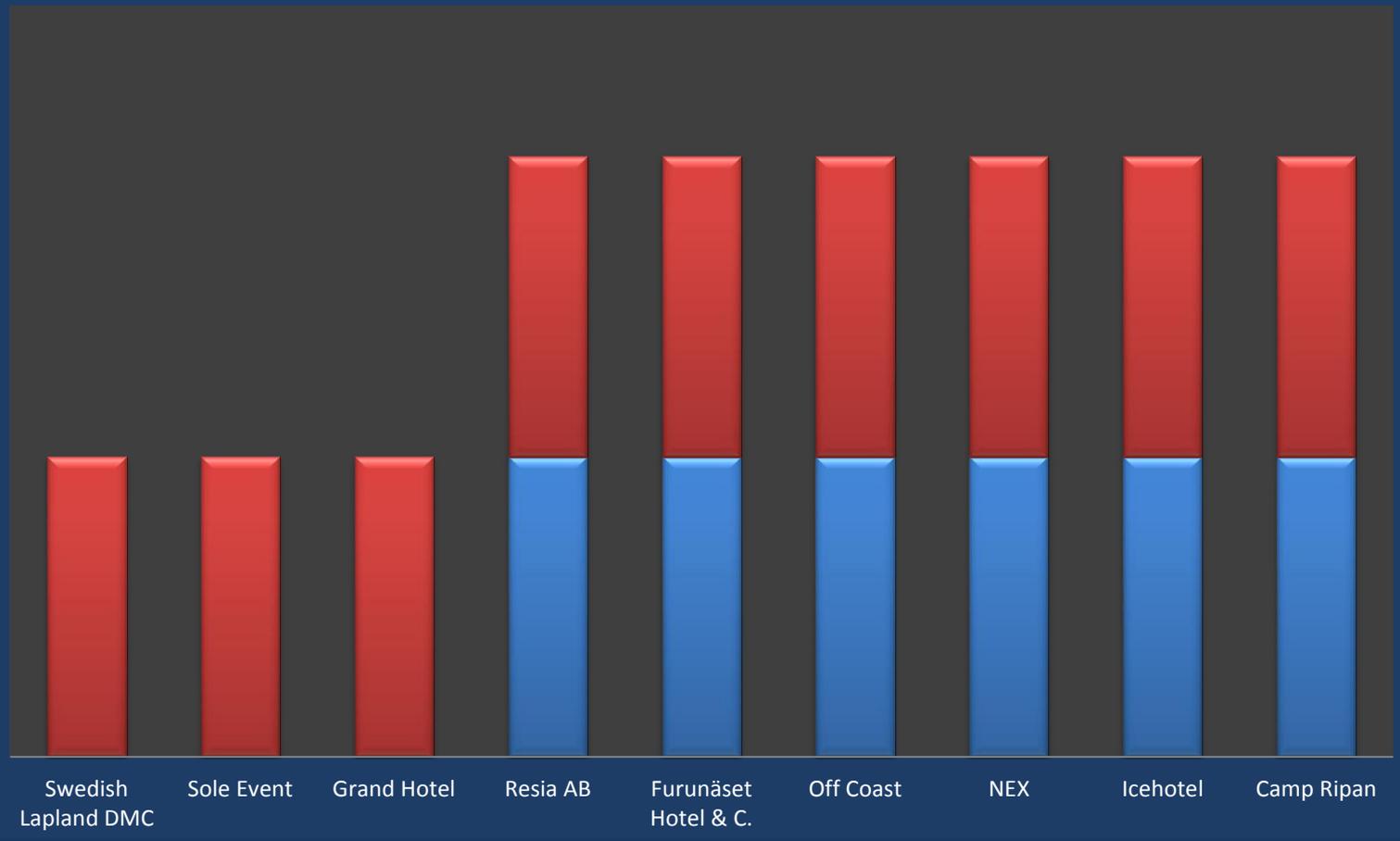
■ Full time ■ Part time/seasonal ■ Total persons

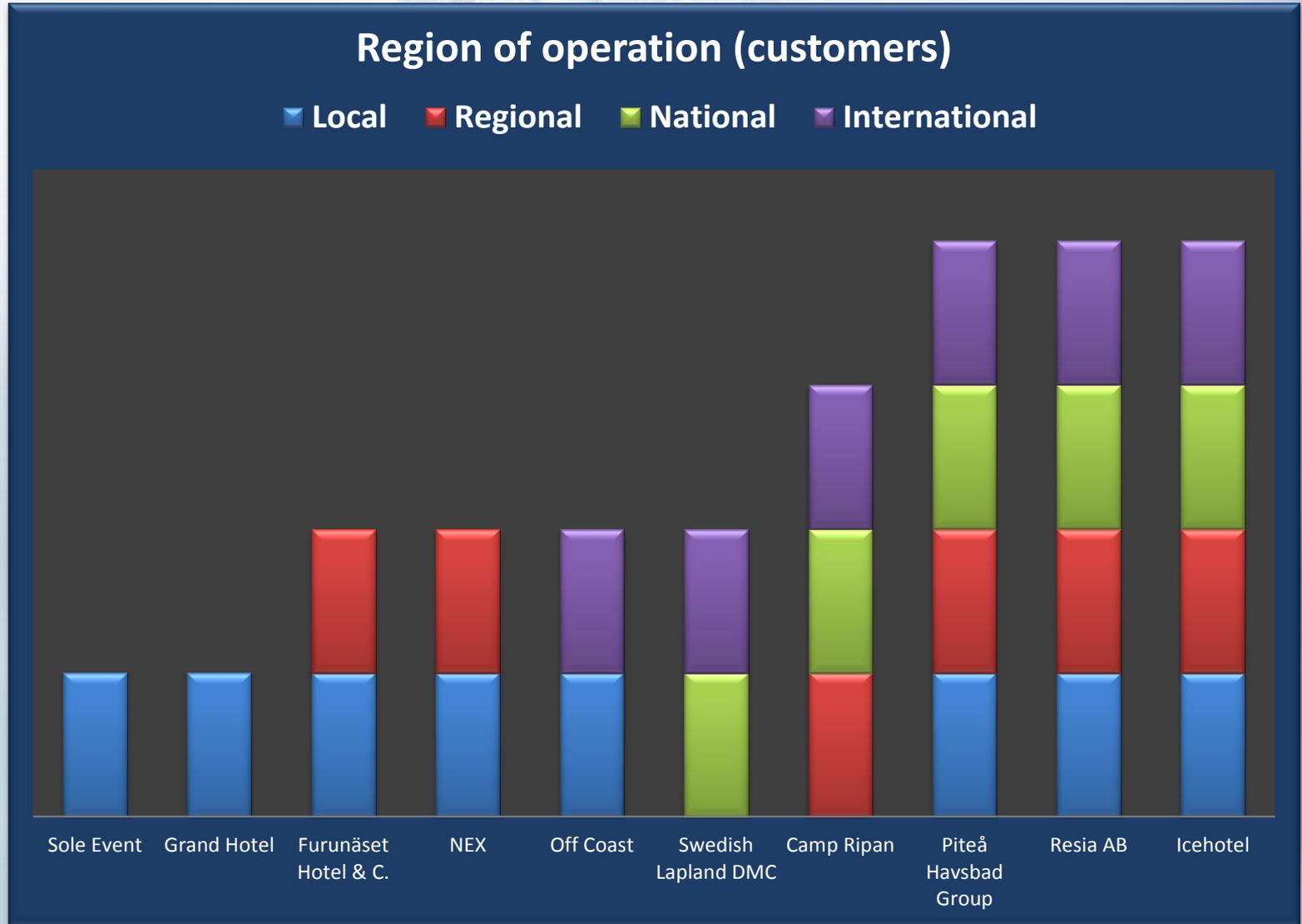




Leisure or Work related tourism

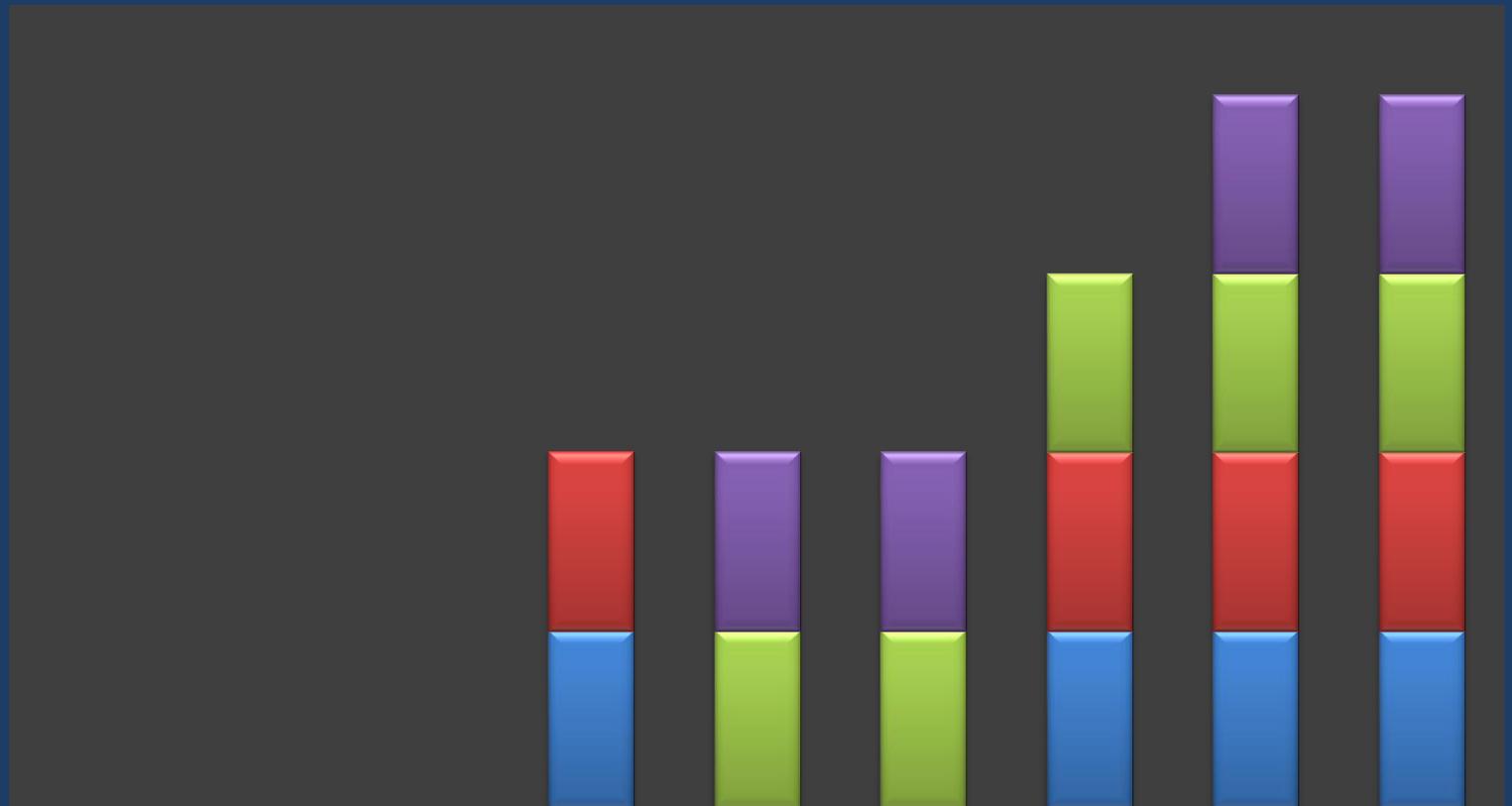
■ Leisure ■ Work





MICE Involvement

▣ Meetings ▣ Incentive ▣ Conference ▣ Events



Grand Hotel

Camp Ripan

Off Coast

Swedish
Lapland DMC

Furunäset
Hotel & C.

Sole Event

Resia AB

NEX

Icehotel

BARENTS REGION RELATED QUESTIONS

HOW IS THE BARENTS REGION UNDERSTOOD?

| Company: | No/little knowledge | Undeveloped | Distances | Different culture/regulations | Previous activity |
|--------------------------|----------------------------|--------------------|------------------|--------------------------------------|--------------------------|
| 1 Icehotel AB | | X | | X | |
| 2 Camp Ripan | X | | | | X |
| 3 Grand Hotel Lapland | X | | | | |
| 4 Sole Event | X | | X | X | X |
| 5 Brändögruppen | | | | | |
| 6 Off Coast | X | | | | |
| 7 NEX Travel Agency | X | | | | X |
| 7 Kulturens Hus | | | | | |
| 9 Ebbenjerka | | | | | |
| 10 Furunäset Hotell&Conf | X | | | | |
| 11 Resia AB | X | | | | X |
| 12 Piteå Havsbad Group | | | | | |
| 13 Swedish Lapland DMC | X | | | | |

BARENTS REGION RELATED QUESTIONS

OBSTACLES FOR THE BARENTS REGION

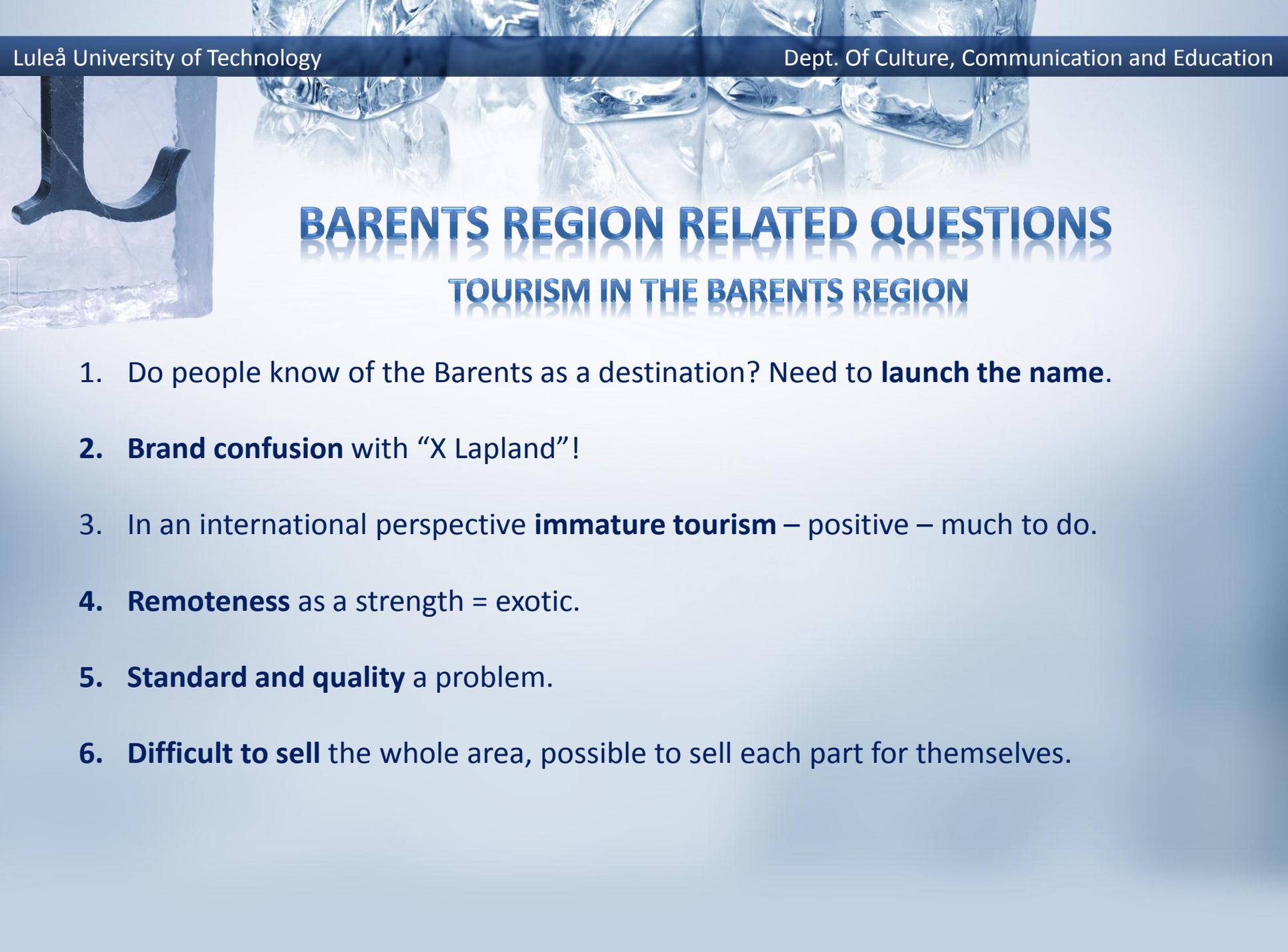
| Company: | Focus own market | Language | Distance | Culture/regulations | Bureacracy | Unknown partners |
|--------------------------|-------------------------|-----------------|-----------------|----------------------------|-------------------|-------------------------|
| 1 Icehotel AB | | | | | | |
| 2 Camp Ripan | | | | | | X |
| 3 Grand Hotel Lapland | | | X | | | |
| 4 Sole Event | | | X | | | |
| 5 Brändögruppen | | | | | | |
| 6 Off Coast | | | X | | X | |
| 7 NEX Travel Agency | | X | | X | | X |
| 7 Kulturens Hus | | | | | | |
| 9 Ebbenjerka | | | | | | |
| 10 Furunäset Hotell&Conf | | X | | X | | |
| 11 Resia AB | | X | X | | | |
| 12 Piteå Havsbad Group | | | | | | |
| 13 Swedish Lapland DMC | X | | | | | |



BARENTS REGION RELATED QUESTIONS

POTENTIAL OF BARENTS REGION AS A DESTINATION

1. **Name unknown** on the international destination market
2. Competition to national destination names – brand confusion
3. **Immature tourism** region – potential due to tourism resources (nature, culture, unpopulated, quietness etc.)
4. **Remoteness** can be a experience, not problem, need good service and standard
5. Not too great – strong **international competition** (MICE) – price & time a problem.
6. Name feels extremely Arctic, we don't feel part of that concept – we are not there yet.
7. Important that not just one country claim the name – all four have to brand it.
8. Will be **difficult to sell** the whole area – as MICE go to one place – not round tours.
9. It's a long way to go – we need **knowledge, trust** and belief, and learn about each other.
10. It should be **valuated high**, unique climate, safety, eco-thinking etc.



BARENTS REGION RELATED QUESTIONS

TOURISM IN THE BARENTS REGION

1. Do people know of the Barents as a destination? Need to **launch the name**.
2. **Brand confusion** with “X Lapland”!
3. In an international perspective **immature tourism** – positive – much to do.
4. **Remoteness** as a strength = exotic.
5. **Standard and quality** a problem.
6. **Difficult to sell** the whole area, possible to sell each part for themselves.



BARENTS REGION RELATED QUESTIONS

PROSPECTS OF MICE TOURISM IN THE BARENTS REGION

1. **Good potential** due to same natural resources, we can learn from each other
2. If we can get **transportations** to work and easy travel there is a potential
3. Potential, but we need to **learn** more about each other
4. >10 years ago there was a lot of travel in the Barents, but now?
5. Usually MICE customers choose one “city” (destination) - **how then to cooperate?**
6. As groups are seeking new experience, Barents has a **good potential**
7. Some are **pessimistic**, in the global perspective



BARENTS REGION RELATED QUESTIONS

TRAINING NEEDS

1. **Learning trips** to see what the area has to offer and what to sell – Area knowledge.
2. **Information** about everything – hotel standards, activities, USP, etc.
3. **Export preparation** – to be able to host international guests.
4. Language – **communication**.



BARENTS REGION RELATED QUESTIONS

MOST IMPORTANT TOPICS

1. **Lack of knowledge** of other areas (USP, companies/partners, infrastructure)
2. **Distances** and communication infrastructure as obstacle for common products
3. Language, **regulation/bureaucracy** and different business cultures as obstacles
4. **Great potential** of Barents as a future destination
5. Sweden - Finland most common business, least with Russia
6. Barents area by many perceptive as business area (market), not common destination
7. Initiative for cooperation and learning of each other must come from higher organisations, not from companies due to lack of time & resources
8. **Low trust in (EU) “projects”** for practical business improvements
9. Difficulties for a common MICE destination marketing due to distances
10. **Optimistic** about future tourism development – **realistic** about the MICE potential in respect to global competition due to costs (time) and distances (travel).



INTERVIEW PROCESS

1. Problems with **access** – lack of time or interest in the issues
2. Problems with the **survey objective** - only thinking Barents as a potential new market
3. **Technical** problems – lost 2 ½ interviews by malfunction of tape recorders
4. Challenge **long distances** in Swedish Lapland – to get interviews on the road-tour
5. Challenge with **time** to transcribe interviews – as students have their studies
6. Impossible to **translate** raw transcriptions into English - due to “talk-language”, incomplete sentences, slang etc.
7. Students well received and appreciated!
8. Interviews **open the minds** of the Barents region as a destination concept



THANKS!

MORE TO COME IN THE FINAL REPORT