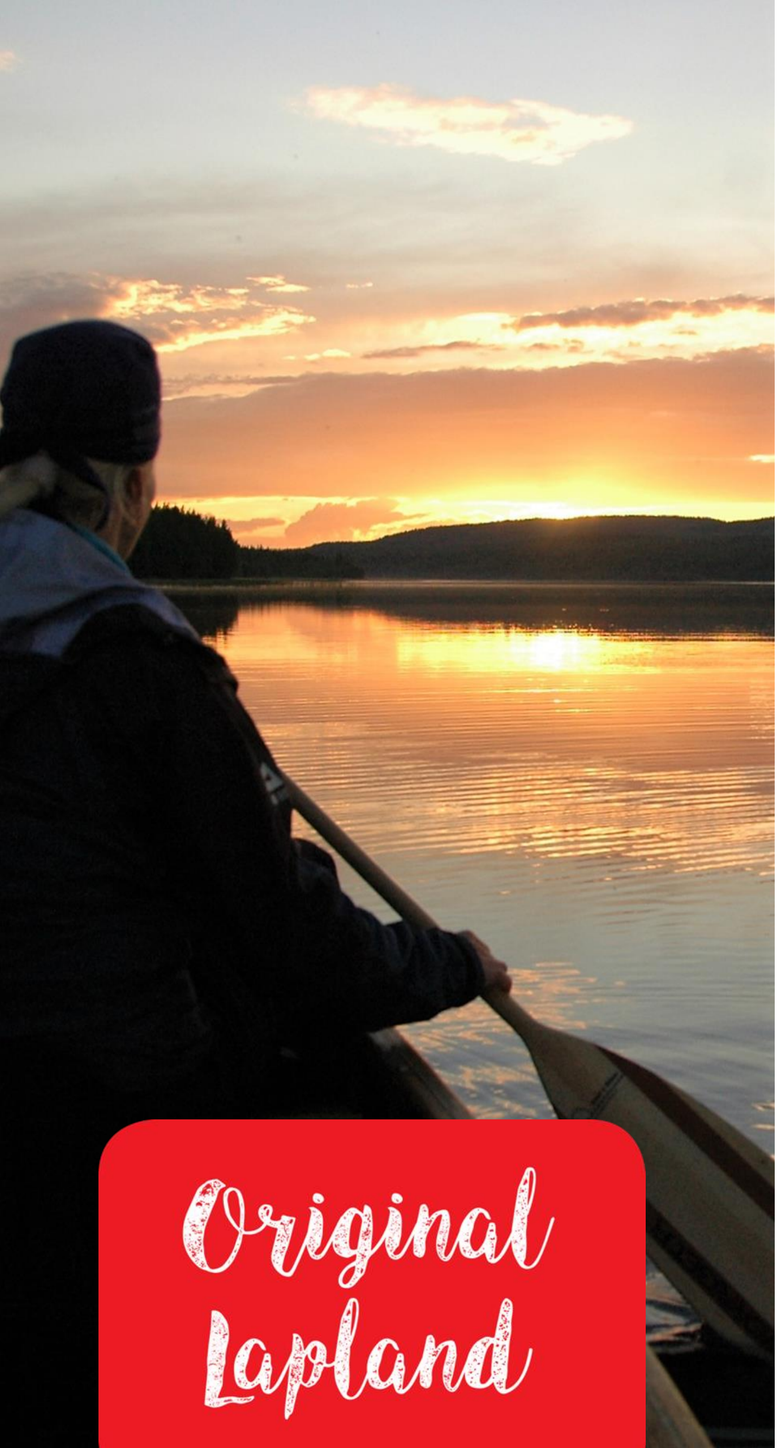


ALONG THE RIVER TO THE ARCTIC - ORIGINAL LAPLAND -

Let's go!

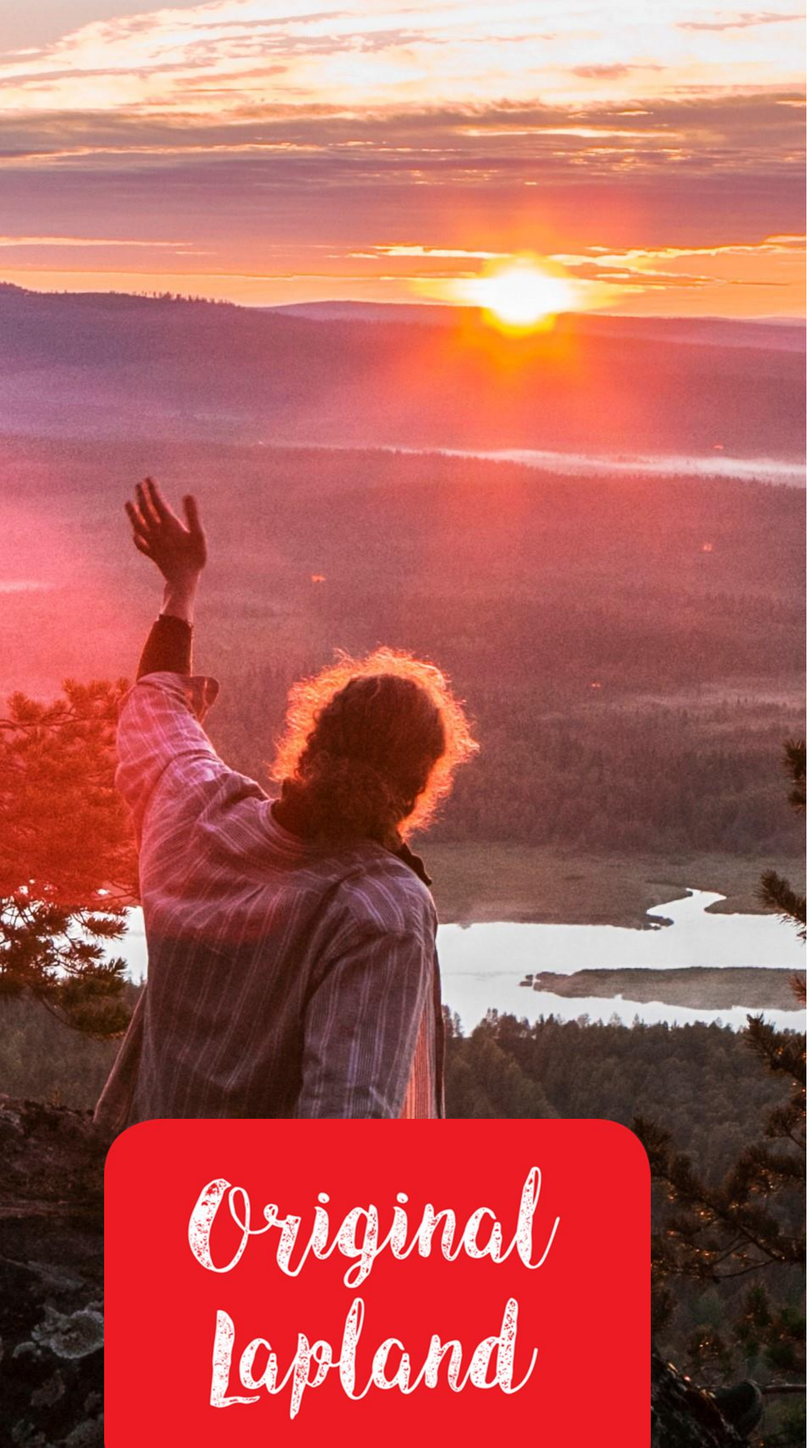
Iina Askonen, Outokaira tuottamhan ry

LEADER

Outokaira tuottamhan

PELLO, YLITORNIO & TORNIO

- About 29 600 residents (~22 000 in Tornio)
- About 52 village associations
- About 70 tourism companies
- About 1600 beds
- Main season summer
- Main activities fishing, hunting, trekking, rafting, canoeing, reindeer, huskies, snowmobiles, snowshoes, shopping (in Tornio/ Haparanda)…
- Events play an important role



IT ALL STARTED FROM HERE

- The development of tourism in Lapland has started from our area - since the 16th century when European expeditions headed for our River Valley.
- Our Valley was Finland's best known area in the 18th and 19th century in Western Europe.
- Aavasaksa, the Lapland's oldest tourist destination
- Tornio, the oldest city in Lapland and the most important border crossing point between Finland and Sweden

LEADER
Outokaira tuottamhan

Euroopan maaseudun kehittämisen maatalousrahasto: Eurooppa investoi maaseutualueisiin

OUR OWN ACTIONS AND GOALS

- To create a village tourism development guide
- To activate and start development efforts in villages who are interested in tourism
- To arrange meetings between actors
- To bring out new travel products
- To map and develop the events in the area
- To organize a trip to explore the future of tourism in some other part of Europe (that have similar target groups)

LEADER
Outokaira tuottamhan

Euroopan maaseudun kehittämisen maatalousrahasto: Eurooppa investoi maaseutualueisiin

WE HAVE SO MUCH TO OFFER!

- Open border and a genuine common culture and history
- Arctic nature with all the eight seasons, northern lights….
- Wild and free river - with salmon and other fish…
- Clean water & air, security, space, silence and peace…
- Berries, mushrooms, reindeer, huskies, wild herbs,…
- The Arctic Circle, The Northern Lights Route, …
- Routes to go by snowmobiles, fat bikes, snowshoes, skies, etc…
- All the other activities and events

HOW CAN WE MAKE IT HAPPEN?

Cooperation.

LEADER
Outokaira
tuottamhan

Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin

Original Lapland

2018

2019

MAY JUNE JULY AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY AUG

STARTING CONFERENCE TUNTURI-LAPPI

Mapping and getting to know the events Development actions.

FIELD TRIP no 1,2,3 OUTOKAIRA, TUNTURI-LAPPI, TORNEDALEN 2020

Create Village tourism guide

WORKSHOP 1 TORNEDALEN 2020

FIELD TRIP no 4,5,6 OUTOKAIRA, TUNTURI-LAPPI, TORNEDALEN 2020

Meetings and planning between actors

WORKSHOP 2 TUNTURI-LAPPI

Meetings and planning between actors

STUDY TRIP to NORWAY TORNEDALEN 2020

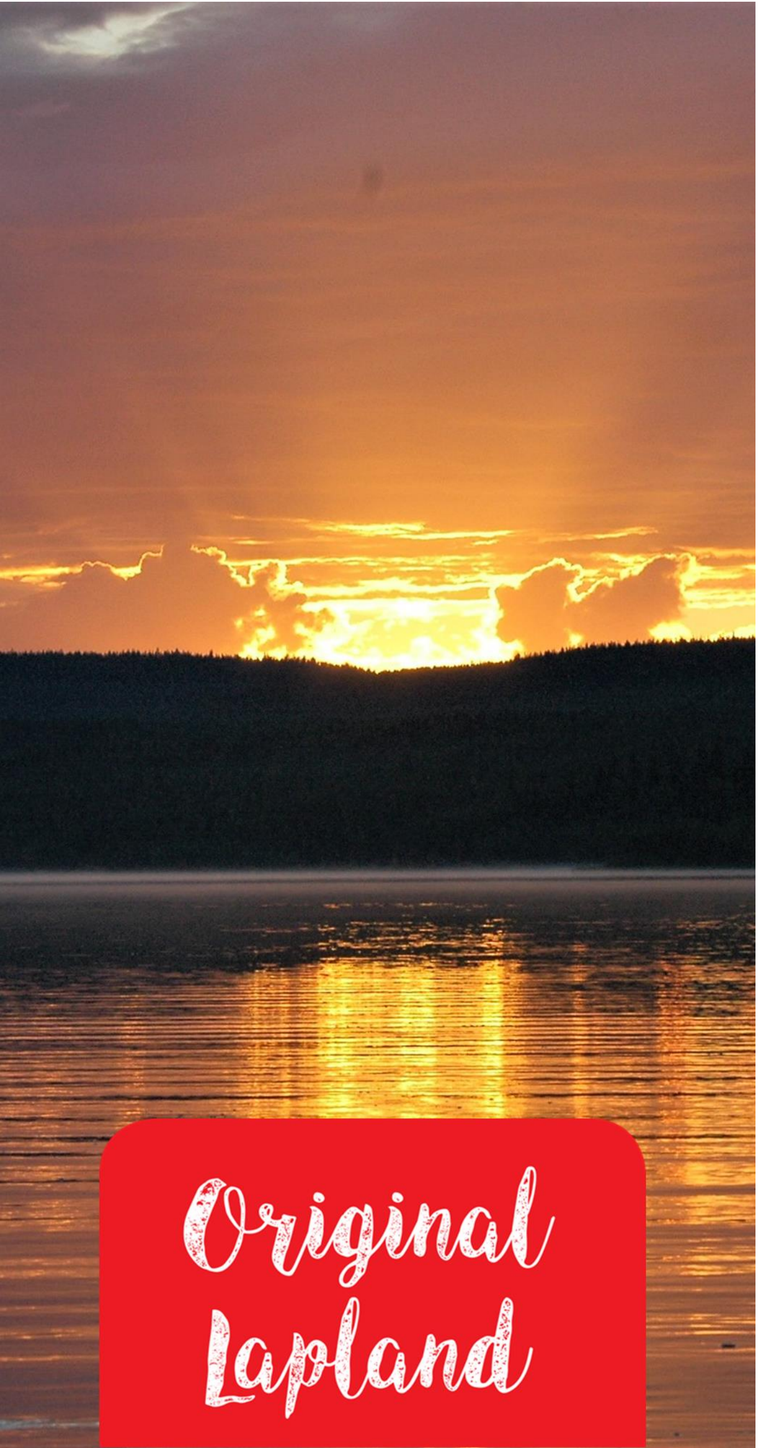
Bring out the new products

FIELD TRIP no 7,8,9 OUTOKAIRA, TUNTURI-LAPPI, TORNEDALEN 2020

Trip to explore the future of tourism

WORKSHOP 3 OUTOKAIRA

DIGITAL PLATFORM



LET’S DO IT!

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