

MatchMaking Table Hosts & Notes

Hosted tables

- 8Seasons Lappland Tours AB / MI.EKO BASECAMP
- Rajamaa in Lapland
- HaparandaTornio Tourist Office
- Swedish Lapland / Heart of Lapland
- Svanstein Resort / Lauka Hotel & Nature Suites
- True Lapland
- Kautokeino Region
- Visit Alta
- Lapland Hotels & Safaris
- Visit Lyngenfjord

1:1 meetings

- Finnair
- BookVisit

8Seasons Lappland Tours AB

MI.EKO BASECAMP



- 8Seasons Lappland Tours Ab is an incoming travel agency and tour operator since 2009.
 - Main market is the German speaking market.
 - A new part of 8Seasons Lappland Tours Ab is MI.EKO BASECAMP. The basecamp offers soft adventures all year round in Heart of Lapland.
 - All activities are led by professional wilderness guides and take place in small groups.
 - The philosophy is to give the guests a genuine insight in the culture and daily life at the Arctic Circle combined with sustainable activities in nature.
- Located near by Övertorneå at Miekojärvi
 - Special: trips only for women
 - Tailored programs, all year around
 - Wilderness camp, activity center, hiking, beaver safaris, snowshoeing, huskies, northern lights, kayak, photo shooting workshops
 - Finnmark race (husky), 1200 km/week
 - 1-3 overnight visit in tent-teepee
 - Future project: hiking trails
 - Accommodation is outsourced; possibility to focus on your core business: Överkalix, Aavasaksa, Icehotel, [Tjers Gästgiveri](#)
 - Friendship village with Finnish Miekojärvi

Rajamaa in Lapland



- Located close to Muonio on the Swedish side
- 35 years old family company mainly focused on winter
- Winter activities
 - 1 week tours thru operators
 - Mainly soft activities
 - Skitours in the forest
 - Dog sledging
 - Snowshoeing
 - Sami program
 - Visitors are mainly from France
- Summer activities
 - Bear watching and eagles
 - In the future: beavers
- Nature Best Sweden certified

Bear-watching 2019

- The program goes from end of June to end of September.
- The guests arrive to Rajamaa in the late after-noon.
- We drive out in the evening for 30 mins, and it's about 1 km walk through the forest.
- In the hide there is a bed for everyone with a pillow, sleeping-bag and mummy. There is a caravan-toilet so no one leaves the hide during the night.
- Everyone takes turns in watching for the bears, and there is possibility for the other ones to sleep.
- We have put out food on different distances, 100 m, 60 m and 40 m. There is a canvas opening for the cameras by every window. Today we have a hide with 8 places, and we plan to double the size.
- In the morning, around 07-08, we walk back to the road, and drive back to Rajamaa.
- 190 euros / person

HaparandaTornio Tourist Office

www.visithaparandatornio.com

- Tourist office is a cross-border cooperation between two towns: Tornio in Finland and Haparanda in Sweden.
- We promote incoming tourism, have a close cooperation w/local entrepreneurs and provide advice and expertise in touristic development projects.
- We have cooperation with Visit Sea Lapland, Heart of Lapland, both municipals and the University of Applied Sciences in Lapland.
- We provide customer service at Tourist Information in HaparandaTornio travel centre.
- Gateway to North – Port to Lapland:
 - Needs support in identifying good recommendations for visitors
 - More cooperation with Western Lapland, specially in summer
 - Example: Hunting trips with Svanstein – but where to buy the licence?
 - 14 million people crossing the border yearly
 - Difficult to find partners in Sweden to develop Sea Lapland archipelago
 - Development ideas: cooperation packages
 - Travel Masterplan: 350 beds coming ([Cape East](#)): hotel, spa and camping
- Local attractions:
 - Horseback riding in the future
 - Nationalparks: Perämeri and Haaparanta Archipelago
 - Harbour
 - Sandskär beaches
 - Fritidsparken: free rental gear
 - Duudson Activity Park, Mustaparta Grand Hotel

Swedish Lapland Visitors Board Heart of Lapland

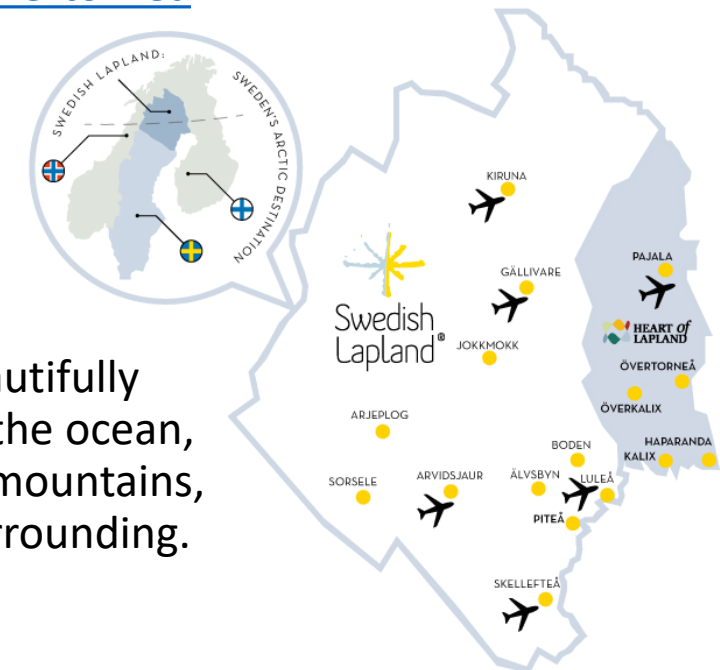
- <https://www.swedishlapland.com/>

- <http://heartoflapland.com/>

Heart of Lapland is the Eastern part of [Swedish Lapland](#) and consists of the five municipalities [Haparanda](#), [Kalix](#), [Pajala](#), [Övertorneå](#) and [Överkalix](#).



This is a region so beautifully unspoiled, alongside the ocean, rivers and lakes with mountains, woods and valleys surrounding.



Svanstein Ski Resort Lauka Hotel & Nature Suites



- <http://www.svansteinski.com/en/svanstein-ski>
 - Lapland Fishing and Hunting Club launched:
<http://www.laplandfishingandhunting.com/>
 - 16 slopes
 - Lannavaara Aurora Mountain Lodge:
<https://www.facebook.com/AuroraMountainLodge/>
 - 25 chalets
 - Twitter: <https://twitter.com/Svanstein>
 - Facebook:
<https://www.facebook.com/svansteinskise/>
<https://www.facebook.com/svansteinresort/>
 - Instagram:
<https://www.instagram.com/svansteinresort/>
- Lauka Hotel and Nature Suites
 - Big plans to build 5 star accommodation, high-level standard, aiming for international operator (global) but local employees
 - 120 rooms

The True Lapland - Tosilappi

- Co-marketing brand for travel association
 - 41 companies participating, Kilpisjärvi with 20 companies
 - Summer is big
 - 220 km operating radar
 - Fishing area: Pöyrisjärvi wilderness area
 - NMKY Jerstitupa in Näkkälä
 - 2 silversmiths and other handicrafts, like knives
 - 340.000 followers in Facebook
 - Mostly customers flying to Kittilä
 - UK is the main market for day trips (charter flights to Enontekiö)
 - Norwegians visit Kilpisjärvi
 - March is normally full
 - [Infomap](#)
- New Contacts needed
- More funding and budget required: how to commercialize
- Video production, specially on handicrafts
 - www.laplandproducts.com
 - www.bookinglapland.com
- Kayaks?
- Husky tours at Kilpisjärvi?
- Several businesses on sale
- Cooperation with Idivuoma on the Swedish side
- Media trips, not only FAM trips
- Rewinder app – maps and routes

Kautokeino Region



GUOVDAGEAINNU SUOHKAN
Kautokeino kommune

- Further details on Kautokeino travel business can be found in Antje's seminar presentation: <https://originallapland.files.wordpress.com/2019/04/5-kautokeino-region-antje-schlecht.pdf>
- Kautokeino Tourist Information <https://www.visitnorway.com/listings/kautokeino-tourist-information/130853/>
- Cooperation with Hetta: Saami Ski Race: <http://www.saamiskirace.no/en/home/>
- Focused on Sami culture and art&crafts, reindeer herding, ice fishing and winter season
- Easter season

Visit Alta – Flatmoen Natur



- We are a family owned and operated tourism company offering tours by horse-drawn sleigh along the beautiful Alta River.
- Our farm sits just outside of Alta in idyllic surroundings – arctic nature at its best in all directions!
- Our tours are designed to give you a peek inside rural life here in arctic Norway: sleigh rides through fabulous scenery, the hearty flavors of northern Norwegian food, and time spent with farmers who have built a life here in the far north.
- VIP tours, small groups
- Horse sledge and riding tours
 - 3 hours
 - Max 8 pax
 - 2 sleighs and 2 hours
 - Evening ride 4 hours
- Cruise ship visitors mostly
 - Pick up and drop off service
- TripAdvisor is important
- Drive thru destination
- Cooperation with fishing companies

Lapland Hotels & Safaris



LAPLAND HOTELS

- Privately owned hotel chain in Lapland
- 11 unique hotels in 9 destinations
- 3 ski centres

[Lapland Hotels Sirkantähti](#)

[Lapland Hotels Ylläskaltio](#)

[Lapland Hotels Äkäshotelli](#)

[Lapland Hotels Saaga](#)

[Lapland Hotels SnowVillage](#)

[Lapland Hotels Olos](#)

[Lapland Hotels Sky Ounasvaara](#)

[Lapland Hotels Bear's Lodge](#)

[Lapland Hotels Ounasvaara Chalets](#)

[Lapland Hotels Pallas](#)

[Lapland Hotels Riekonlinna](#)

[Lapland Hotels Kilpis](#)

[Lapland Hotels Hetta](#)

[Lapland Hotels Luostotunturi](#)

LAPLAND SAFARIS

- Great adventures since 1982
- Most experienced DMC in the area
- Wide range of services, equipment, and venues in 8 destinations.
- Since 1982 Lapland Safaris have been working closely with tour operators and travel agencies around the World to bring winter and summer unique experiences in Lapland for their clients.
- Lapland Safaris offers a wide selection of quality hiking and outdoor equipment for rent.
- Forget the hassle about packing. Just come as you are and our staff will help you to choose the most suitable gear for your needs.
- We always offer well-maintained and functioning equipment.
- Renting the outdoor gear is an ecological and wallet-friendly option instead of having to make expensive investments.
- Thanks to the quality rental equipment you can focus on enjoying the stunning Lappish landscape.

River experiences

Arctic Animals

Northern Lights

Snowmobiling

Ice Fishing

Igloos

Skiing & Snowshoes

Midnight sun

Santa Claus

Visit Lyngenfjord

www.visitlyngenfjord.com



- Visit Lyngenfjord is a DMO and incoming agency for the Lyngenfjord region in Northern Norway that covers the region between Tromsø in the southwest, Finland in the east and Alta in the north.
- Since 2013, we are working to develop the region in a sustainable manner and to give our guests a once-in-a-lifetime experience.
- We work actively as an **incoming agency** for the Lyngenfjord region with the aim of being a reliable partner for our partners from around the world. We offer activities, accommodation, transport and food as well as readymade or tailor-made packages from the Lyngenfjord region all year round for FIT and groups.

Sustainability

- Visit Lyngenfjord was awarded the prestigious quality label “**Sustainable Destination**” by Innovation Norway in 2017. This quality labelling scheme is based on international standards for how destinations safeguard the interaction between the local stakeholders:
- local governance, tourism enterprises and local communities. Sustainability is important for tourism
- in the Lyngenfjord region. We offer experiences based on the region’s culture, history, resources and cultural heritage. We also limit the negative effect tourism can have on the nature and environment. We safeguard the future by considering the impacts on nature and the environment. Our goal is to facilitate that our guests can experience the Lyngenfjord region with a good conscience.

- Mountain biking, hiking, aurora hunting and ski touring
 - MTB season can start already in April
 - Lyngen Alps: trails to be carefully marked
- Bus route will offer new cooperation possibilities
- Hiking maps
- Local food tours