



Archipelago Business Development 12.3.2019

## **INARI MUNICIPALITY**

Established in 1876

### **MUNICIPAL COAT OF ARMS**

Silver whitefish with golden reindeer antlers on a black background.

The coat of arms symbolizes traditional sources of livelihood in the municipality.

Designer: Ahti Hammar, 1955



# INARI

*Mighty by nature*

## NEIGHBOURS OF INARI MUNICIPALITY

### Finnish municipalities:

Enontekiö

Kittilä

Sodankylä

Utsjoki

Norway

Russia



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## AREA OF INARI MUNICIPALITY

Total area,	17 321 km <sup>2</sup>	2,2 km <sup>2</sup> / inhabitant
whereof water area	2 148 km <sup>2</sup>	0,3 km <sup>2</sup> / inhabitant
Protected area, total	10 948 km <sup>2</sup>	
Urho Kekkonen National Park (a part)	62 km <sup>2</sup>	
Lemmenjoki National Park	2 850 km <sup>2</sup>	
Wilderness area, total	6 030 km <sup>2</sup>	
Other protected areas	2 006 km <sup>2</sup>	

## POPULATION OF INARI

Population 31.12.2018	6 908
Change in 2017	+0,5 %

Sami population	2 200
North Sami	900
Inari Sami	700
East Sami	600

### The population age structure in 2017

0-14	12,5 %
15-64	62,6 %
65-	24,9 %



## LANGUAGES SPOKEN IN INARI MUNICIPALITY

Finnish

North Sami

Inari Sami

East Sami



## **JOBS BY EMPLOYER SECTOR 2015**

Primary production	7,4 %
Manufacturing	7,0 %
Services	83,3 %
- public	
- private	
Other sectors	2,3 %



# INARI The latest investments

*Mighty by nature*

- Ivalo airport/Ivalon lentoaseman laajennus ja peruskorjaus, Finavia Oyj, 13,5 M€ + lisälaajennus 2019 (konepaikkoja 4->7 kpl, matkustajatilat +1000 m<sup>2</sup>)
- Test World Oy:n Indoor II –hanke, Kiinteistökehitys InLike Oy, 5,6 M€ + Test World III – , kustannusarvio 13 M€
- Saariselkä 72 plots / Saariselän kunnallistekniikka Rinnealue, Inarin kunta, 2,5 M€
- Saariselän kunnallistekniikan (energia, vesihuolto ja laajakaista) investoinnit rinnealueen asemakaavaan, Saariselkä Oy, 1,6 M€
- Saariselän kunnallistekniikan investoinnit Laanilaan, Inarin kunta 0,7 M€
- Roads/Maantiet; Ivalo-Nellim, Kaamanen-Neiden, Lotta-Ylä-Tuuloma

Restaurants and accommodation/ Ravintola- ja majoitusinvestoinnit,

- Inari: Hotel Inari, Holiday Village Inari, Hotel Kultahovi (new apartment for staff)
- Ivalo: Hotel Ivalo, Auroa Village Ivalo, Hotel Kultahippu, Hotel Ujevaara
- Saariselä; private lodges. Holiday Club Saariselkä, Star Arctic, Muotkan Maja, Northern Lights Village, Javri Hotel

Nellim: Wilderness Hotel Nellim

- Siida Sami Museum, museon laajennus





# Business Inari

By Inari Municipal Business & Development  
Nordica



# Business & Development Nordica

is in charge of business and economic development services, international services, development and educational projects and training for businesses. It also represents the interests of the Municipality of Inari and local business life.

Budget approx. 1.1 milj euro,  
Personnel 4 in permanent jobs + 3 in projects

## INARI-SAARISELKÄ TOURISM LTD

- Inari-Saariselkä Tourism Ltd owned by local tourism companies and Inari Municipality (24,5%). ISM is in charge for tourism marketing in Inari and Utsjoki.
- Inari municipality has an agreement with ISM about tourism marketing



# The business goals in Inari

1. Arctic Nature Tourism
2. Cold climate technology; especially car, tyre and car component testing
3. Natural Resources and Local Food

Taking advantage of the attraction factors of Inari and of the international location in the core of Barents Region

## Important keywords:

Versatile services and nature  
Arctic and Nordic  
Pure nature  
All year round  
The best service  
Easy to fly

*"Maailman johtava ja monipuolisin kulttuurimatkailun sekä arktisen luontomatkailun ympärivuotinen kohdealue"*

*"Kansainvälistä sijaintiaan ja vetovoimatekijöitään hyödyntävä keskuspaikka kehittyvän Barentsin alueen ytimessä"*

*"Panostaa eri tavoin alueen saavutettavuuden parantamiseen ja siinä etenkin Ivalon lentokentän kautta operoitavan lentoliikenteen kehittämiseen"*



## IMPLEMENTATION PROGRAMME FOR INTERNATIONALISATION

- Arctic Corridor –group of projects
- Extending the air terminal in Ivalo
- Developing the international testing fields for cars, tyres and components
- Training for enterprises in internationalisation



## TOURISM

Inari – the centre for arctic tourism in Europe

- Internationally well-known image in tourism
- Good traffic connections
- Good network of roads, based on Main Road No 4 / E75
- Connections to northern Norway and northeastern Russia
- Good infrastructure for tourism
- Diverse northern nature
- Multicultural population
- Eight seasons, Northern Lights, Midnight Sun, Polarnight...



## TOURISM DESTINATIONS

Saariselkä – holiday centre with services

Ivalo – administration centre and node of traffic flow

Inari – centre of Sami culture in Finland

Lake Inari – with the surrounding villages and tourism destinations in the villages



## INARI - DESTINATIONS

Urho Kekkonen National Park and  
Lemmenjoki National Park  
Lake Inari and the hiking area of Inari  
Wilderness areas in different parts  
of Inari



## **INARI - DESTINATIONS**

Sami Museum and Nature Centre  
Siida

Sami Cultural Centre Sajos

Sami cultural destinations in  
villages







## INARI -DESTINATIONS

Gold traditions at Laanila,  
on River Ivalojoeki, in Inari and  
Lemmenjoki



## **TOURISM/ Number of travellers in 2018**

Approx. 561 000 overnights (+ 9 %)

Domestic travellers

approx. 43,5 %

International travellers

approx. 56,5 %

Saariselkä Resort

approx 388 000 overnights

Inari-Ivalo –area

approx 173 000 overnights

Approx. 242 457 travellers arriving by flight (210 566 travellers in 2017)

Approx. 74 063 travellers arriving by car from Russia to Finland in  
Rajajooseppi (-4 %)

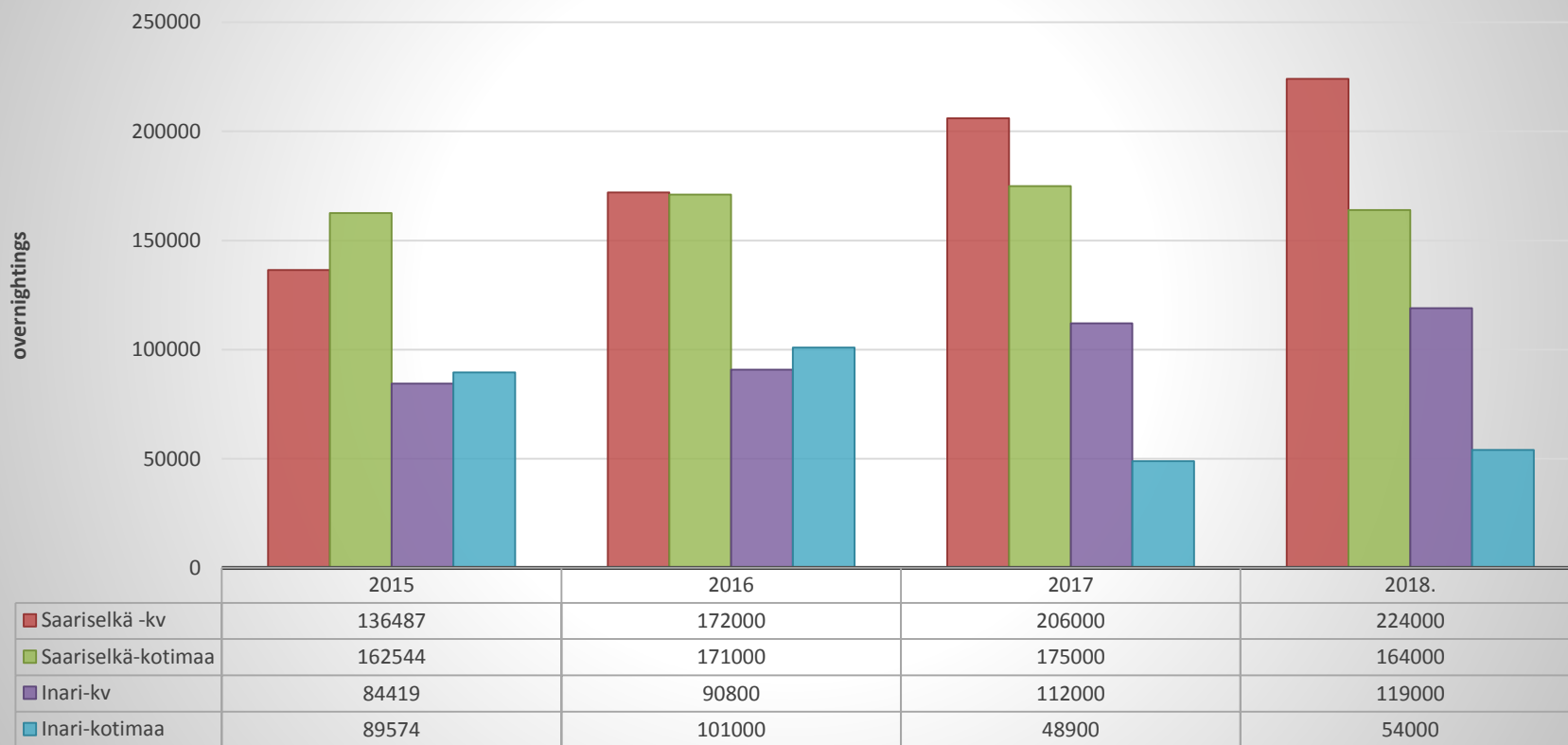
Accommodation capacity

approx. 13 500 bed-places

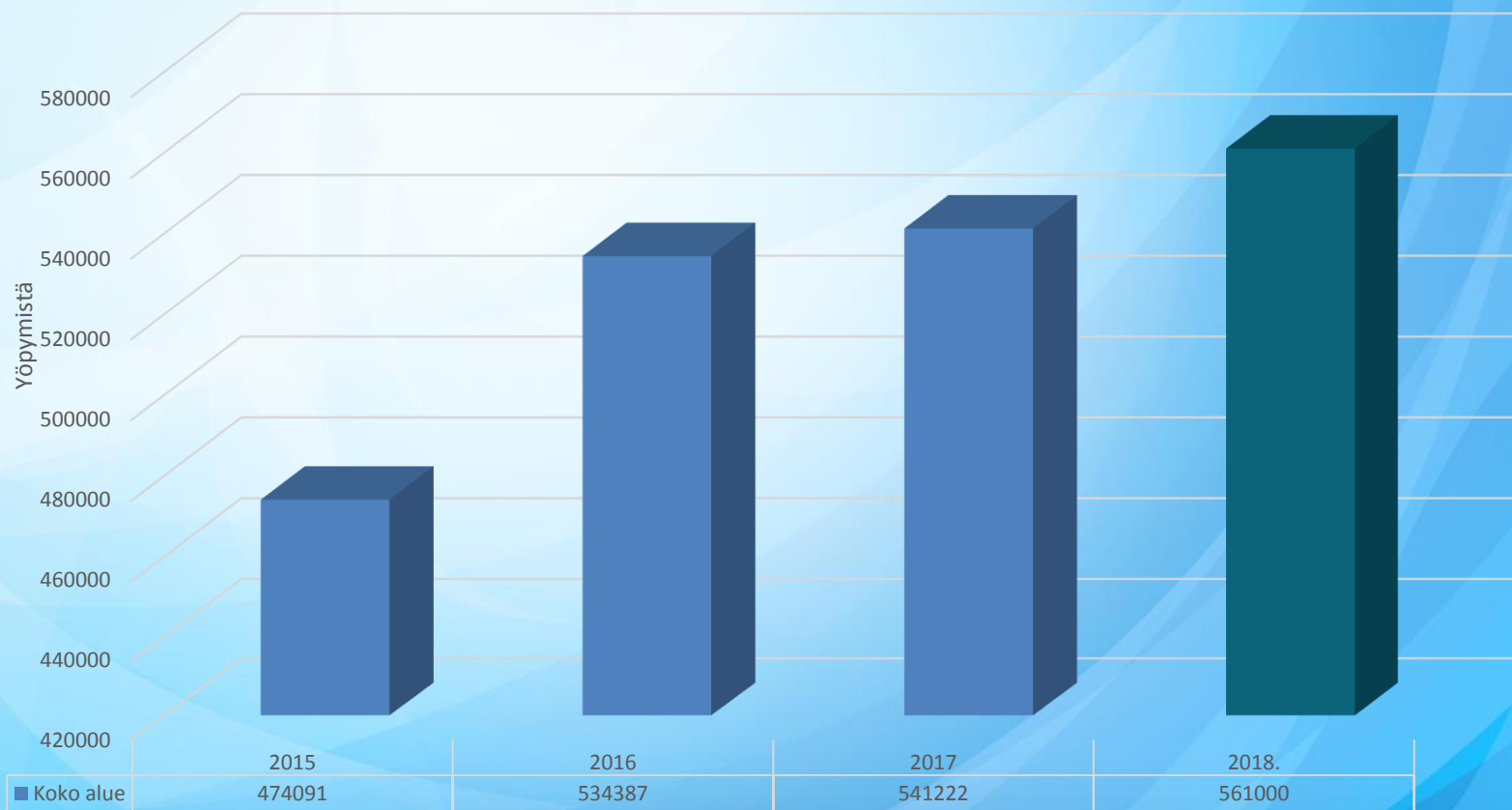
Occupancy rate

approx. 50 %

## OVERNIGHTINGS IN INARI AND SAARISELKÄ 2015-2018 International (kv) and Finnish overnights



## Overnighting in Inari-Saariselkä tourism area 2015-2018



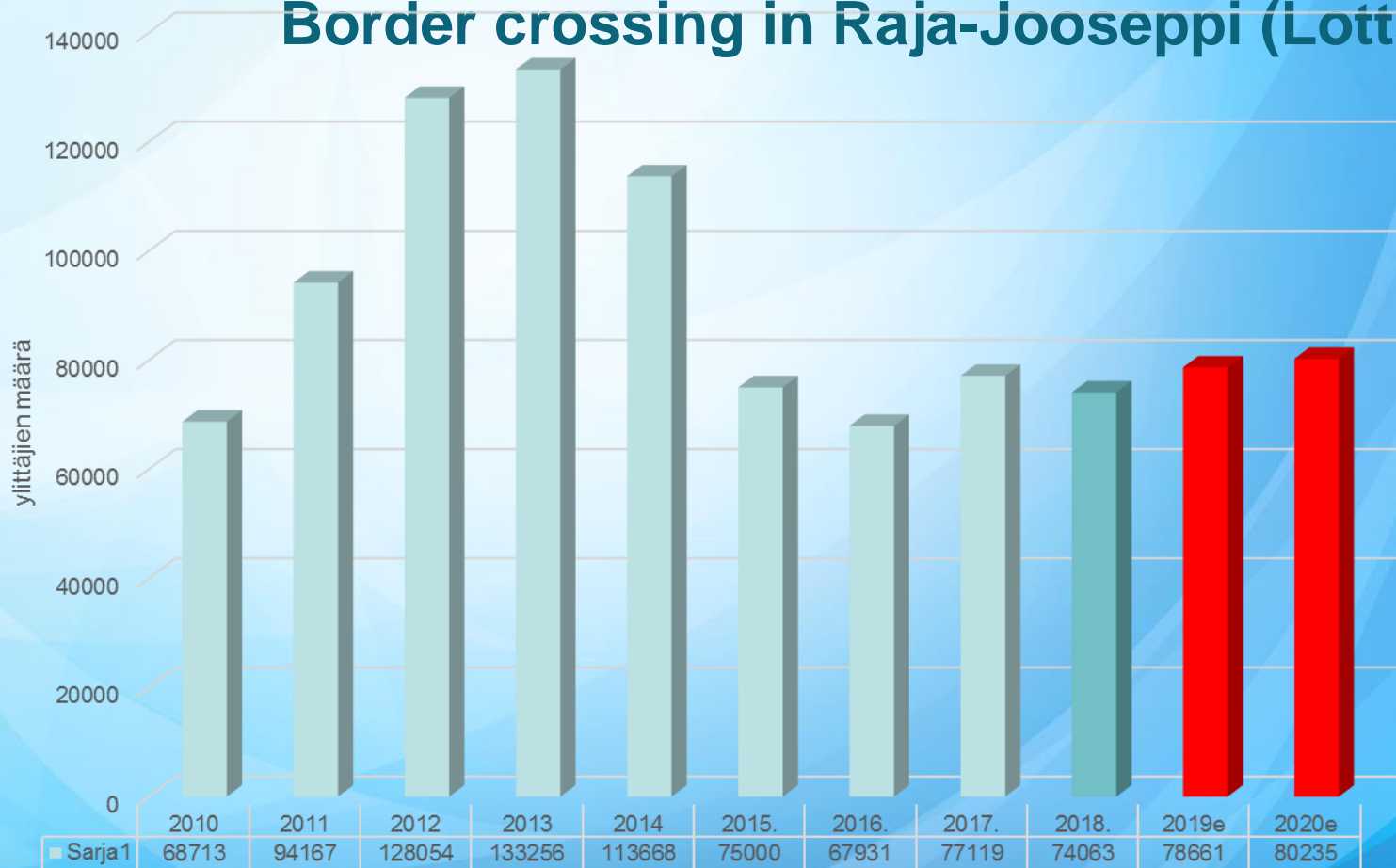
## TOURISM TO INARI-SAARISELKÄ REGION

### The biggest visitor groups in 2017

	stays overnight
United Kingdom	53 210
France	27 119
Germany	25 102
China and Hong Kong	24 286
The Netherlands	18 370
Japan	15 608
Italy	12 351
Switzerland	9 848



## Border crossing in Raja-Jooseppi (Lotta)



## Passengers by flight at Ivalo airport 2010-2020





## Internet sites

- [www.inari.fi](http://www.inari.fi)
- [www.nordicainari.fi](http://www.nordicainari.fi)
- [www.inarisaariselka.fi](http://www.inarisaariselka.fi)
- [www.mapinari.fi](http://www.mapinari.fi)
- [www.saariselkaoy.fi](http://www.saariselkaoy.fi)
- [www.luovakka.fi](http://www.luovakka.fi)



## Social media

- Inari Municipality: Facebook, Instagram, Twitter
- Nordica; Facebook
- ISM; Facebook, Instagram, Twitter, WeChat, Vkontakte, Tripadvisor, YouTube



# Municipality marketing / Target groups

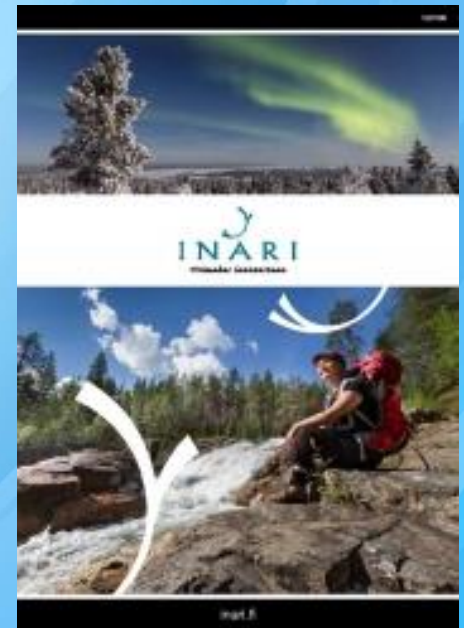
- Local people
- Potential residents (due to the jobs etc.)
- Investors
- Business and enterprises
- Tourists (Inari-Saariselkä Tourism Ltd)

2  
6  
2  
0  
1  
9



# Brochures

- Inari Municipality, 11 languages
- Saariselkä Land plots for buiding; 3 languages
- Inari-Saariselkä Tourism



# 30 videos

<http://www.inari.fi/fi/inari-info/viestintamateriaalia/markkinointivideo-ja-esitteet/mapinari-videot.html>  
Saariselkä in Summer: <https://vimeo.com/107216956>



# Promoting tourism

- EU-projects (digital marketing, outdoor services, food tourism, business advising, perhehoitoyrittäjyys)
- Travel fairs and workshops
- Financing ski bus routes Inari-Saariselkä,
- Making possible airport bus connections
- Co-operating and networking
- Developing services and products
- Business advising
- Organising education and courses for entrepreneurs
- Supporting for tourism (Inari-Saariselkä Tourism Ltd, events, projects, flight connections,



Ivalo at  
Metsähallitus

In Inari at Siida



In Saariselkä  
at Siula-  
House



# Events

- Inari Weeks in July
- Sami events; Ijahis Idja Sami Music Festival, Skabmagovat Film Festival...
- Photographing events (Camera Borealis, Midnight Photography Events)
- Outdoor and sports
- For residents; films, music, other cultures...



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