

# Arctic Outdoor

## Safety and health from the arctic hills –project 2017-2019

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Kestävää kasvua ja työtä -ohjelma

Vipuvoimaa  
EU:lta  
2014–2020



# Arctic Outdoor -project

Defining  
Nature

— OUTDOOR —

## ABOUT:

This project aims at making Saariselkä region into an internationally known and attractive arctic outdoor sports center. It highlights the marketing profile of the winter and especially of the summer activities and creates outdoor travel packages. Also safety aspects have an important role in this project.

## Materials:

- [www.polarlifeoutdoor.com](http://www.polarlifeoutdoor.com)
- Safety Instructions for tourists
- Polarlife HandBook for professionals
- Polarlife HandBook & Concept Book for producers
- Four ready-made travel packages for summer 2019 → buy online

## What else?

- Co-operation with Business Finland & travel agencies (UK & Germany)
- Matka Nordic Travel Fair 2019
- Tour Natur 2019
- Product testing
- Workshops
- Photos & videos

# A new travel concept - Polarlife



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POLARLIFE

<https://vimeo.com/kuulu/review/299608414/d100191784>

# The Nature of the PolarLife Outdoors

“The Lappish Outdoors means PolarLife Tours with the taste of Arctic nature, unique local culture and wild wellness.”

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PolarLife is:

1. Experimentalism – Lapland **outdoor** throughout the year
2. Educational – PolarLife immerses you in **local culture** and tales
3. Healthiness – Nowhere else can you enjoy pure **wild wellness** and offline life in nature. Safely and silently.

# Unique PolarLife to be experienced



Wide choice of northernmost activities. An enormous collection of safe nature activities and plenty of nature routes, throughout the year.

In the heart of the original Sámi land. The living environment of Europe's last remaining indigenous peoples, the Sámi, is ready to be explored.

Impressive natural contrasts. Spectacular natural phenomena, such as Northern Lights and Midnight Sun, must be experienced.

What is special and unique in your area? Remember that something obvious to you might be extraordinary for someone else.

# Lessons learnt from the project

## **Facts:**

- **8 workshops**
  - 47 participants
  - 23 companies or partners
- **4 different travel packages for summer**
  - From 10 producers

## **Why participate to project?**

- **New ideas and useful information**
- **New contacts and co-operation**
- **Area development**

## **Why development of the whole area is also good for companies?**

- **More visibility, more travelers, more likely to visit/find your company**
- **Long-term development is the basis of innovations and sustainable development**

## **Choose your goals**

- **What is your target group and country/countries?**
- **What do these people want and need?**
- **Values and interests?**
- **Pre-booking or walk-in?**
- **Know your competitors (for example from Nordic Countries)**

# Questions, thoughts, ideas?

"What is special and unique in your area?  
Remember that something obvious to you  
might be extraordinary for someone else."





# POLARLIFE

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