### **Arctic Outdoor**

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

Anni Kyösti, anni.kyosti@inari.fi / 040-8212362

15.4.2019







Kestävää kasva Vipuvoimaa





# Arctic Outdoor -project

#### **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
- 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







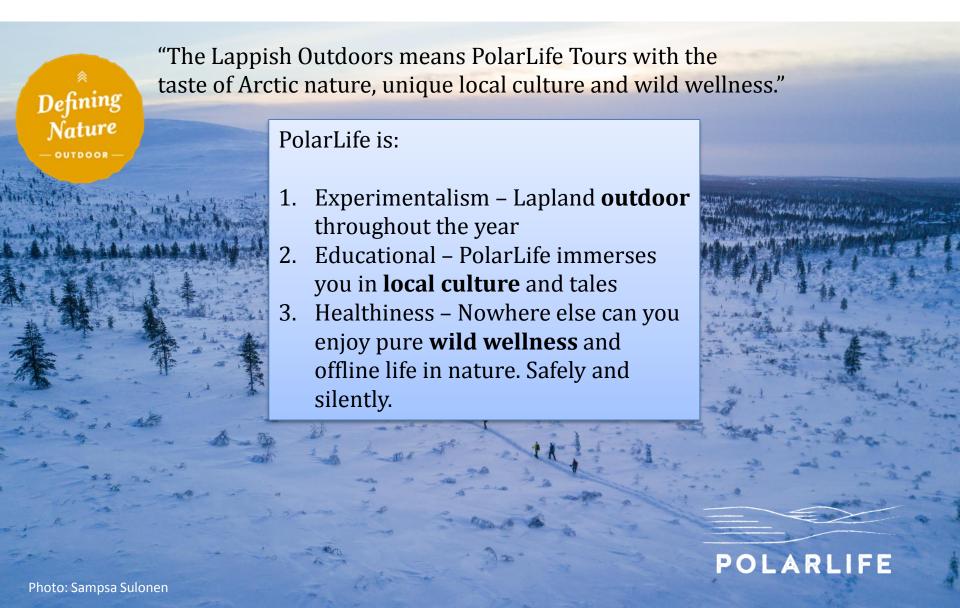




## A new travel concept - Polarlife



### The Nature of the PolarLife Outdoors



## Unique PolarLife to be experienced



# 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 cooperation
- 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?

