BART - Public-Private Partnership in Barents Tourism

The region-specific report
Finland

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European Union's structural funds
Vipuvoimaa EU:lta 2007–2013

1. CURRENT ANNUAL ECONOMIC FACTS & FIGURES (STATISTICS) OF THE REGION

Tourism industry in numbers

TOURISM INDUSTRY IN LAPLAND 2009			
	Companies	**Personnel (fte)**	**Turnover (1000 euros)**
I Accommodation and restaurant business	762	2979	300 446
79 Travel agencies and DMCs; booking services	263	454	78 079
932 Entertainment and recreation services	52	348	35 311
YHTEENSÄ	1077	3781	413 836

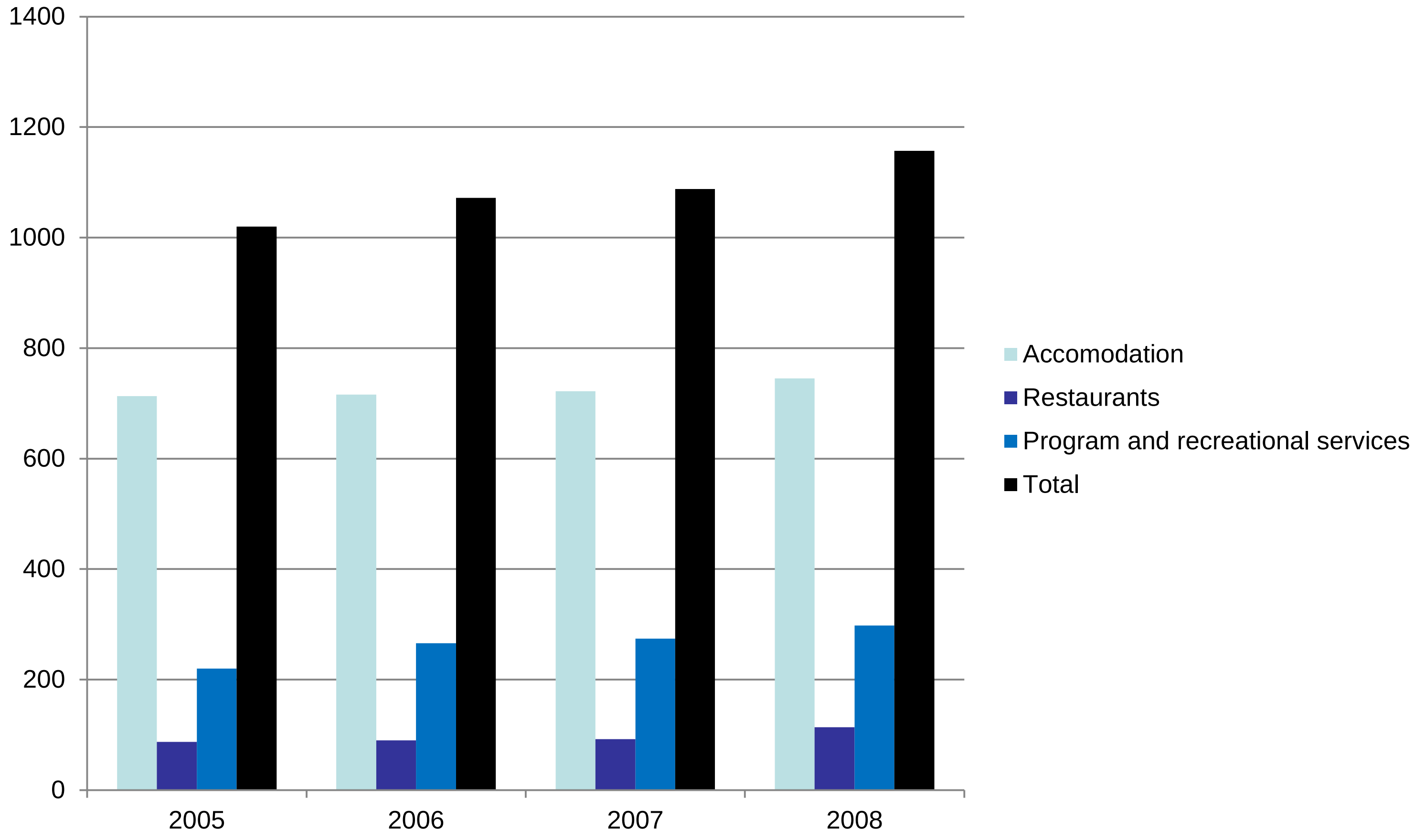
Source: Statistics Finland / Online service

Standard industrial classification TOL 2008

Total turnover 414 M€

Tourism industry, companies

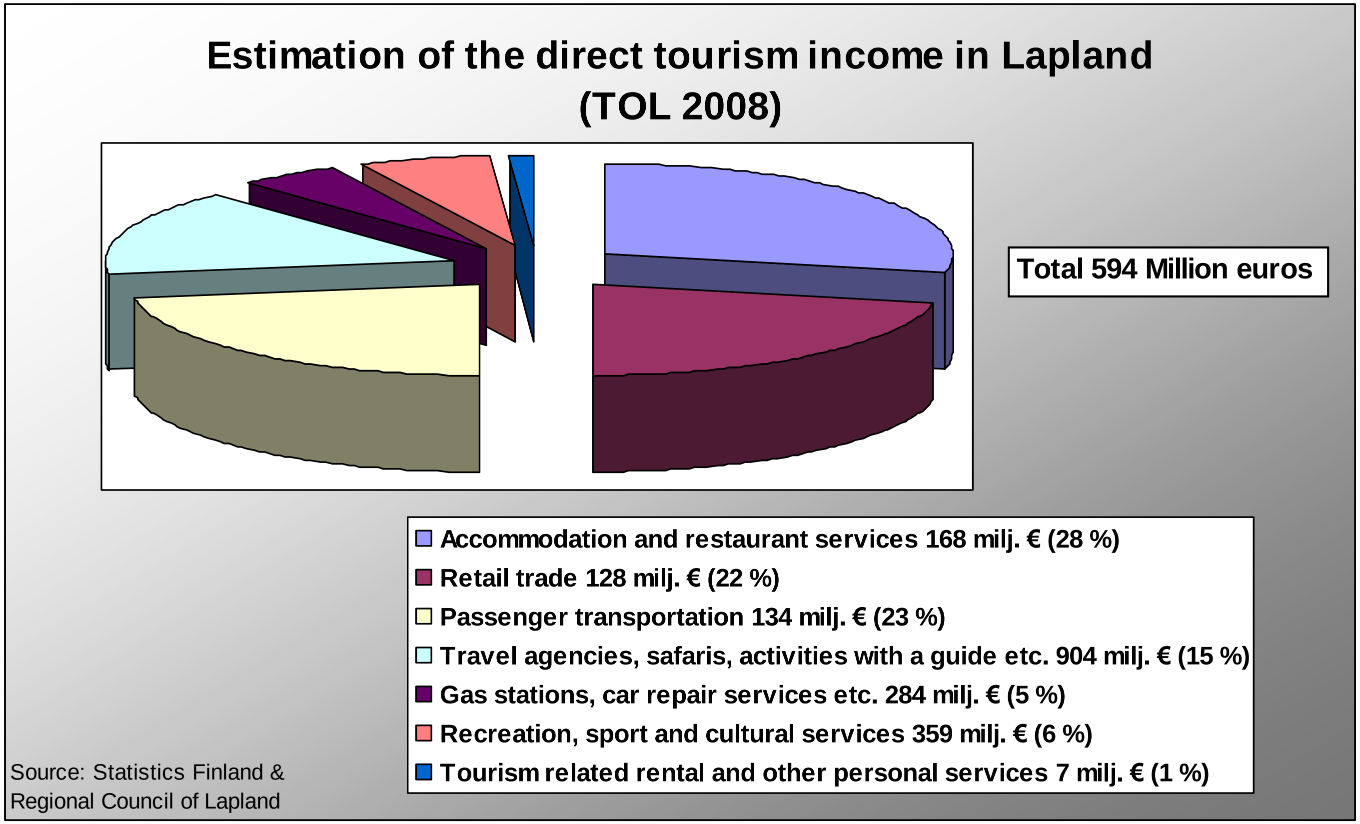
TOL 2008



Source: Statistics Finland / Online Services

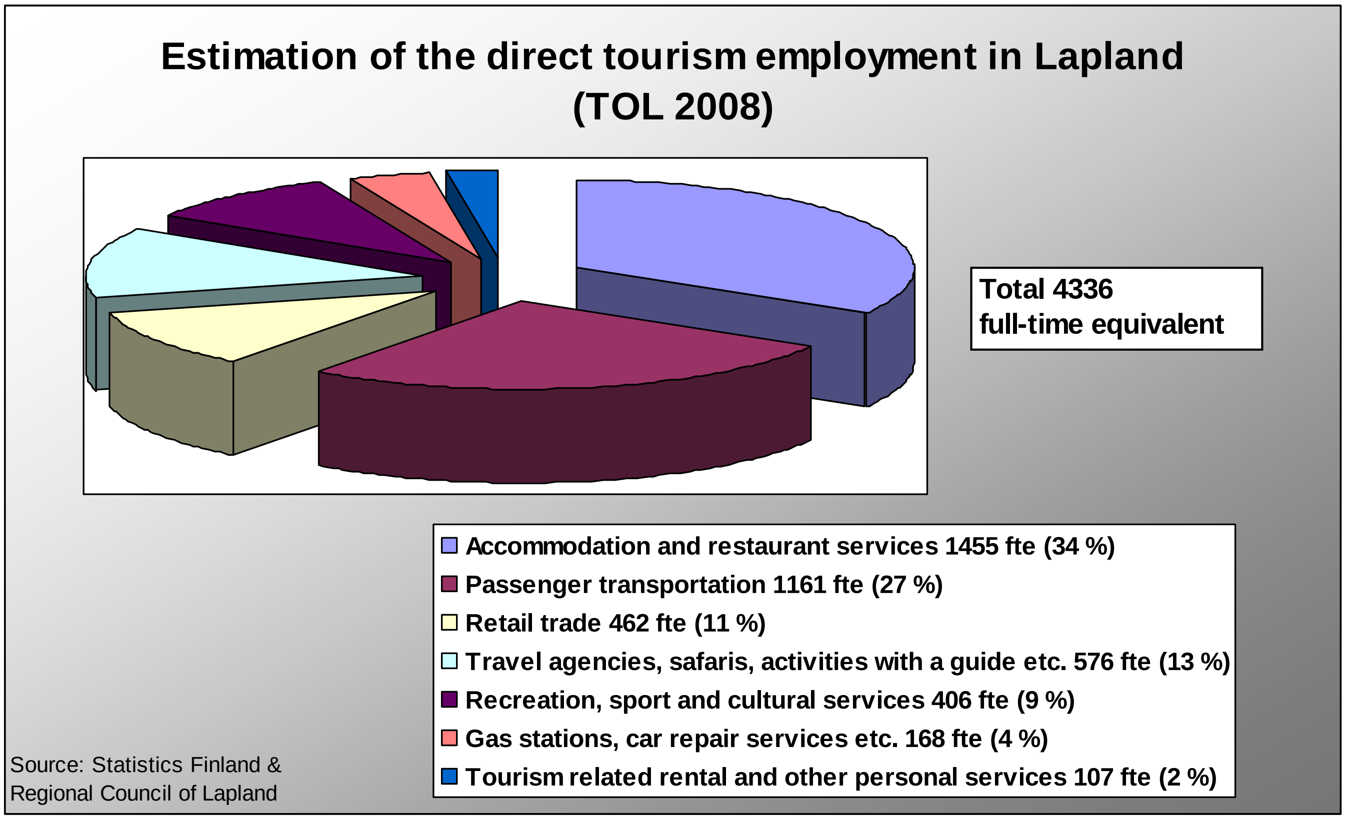
Tourism income in Lapland

(Scandinavian method)

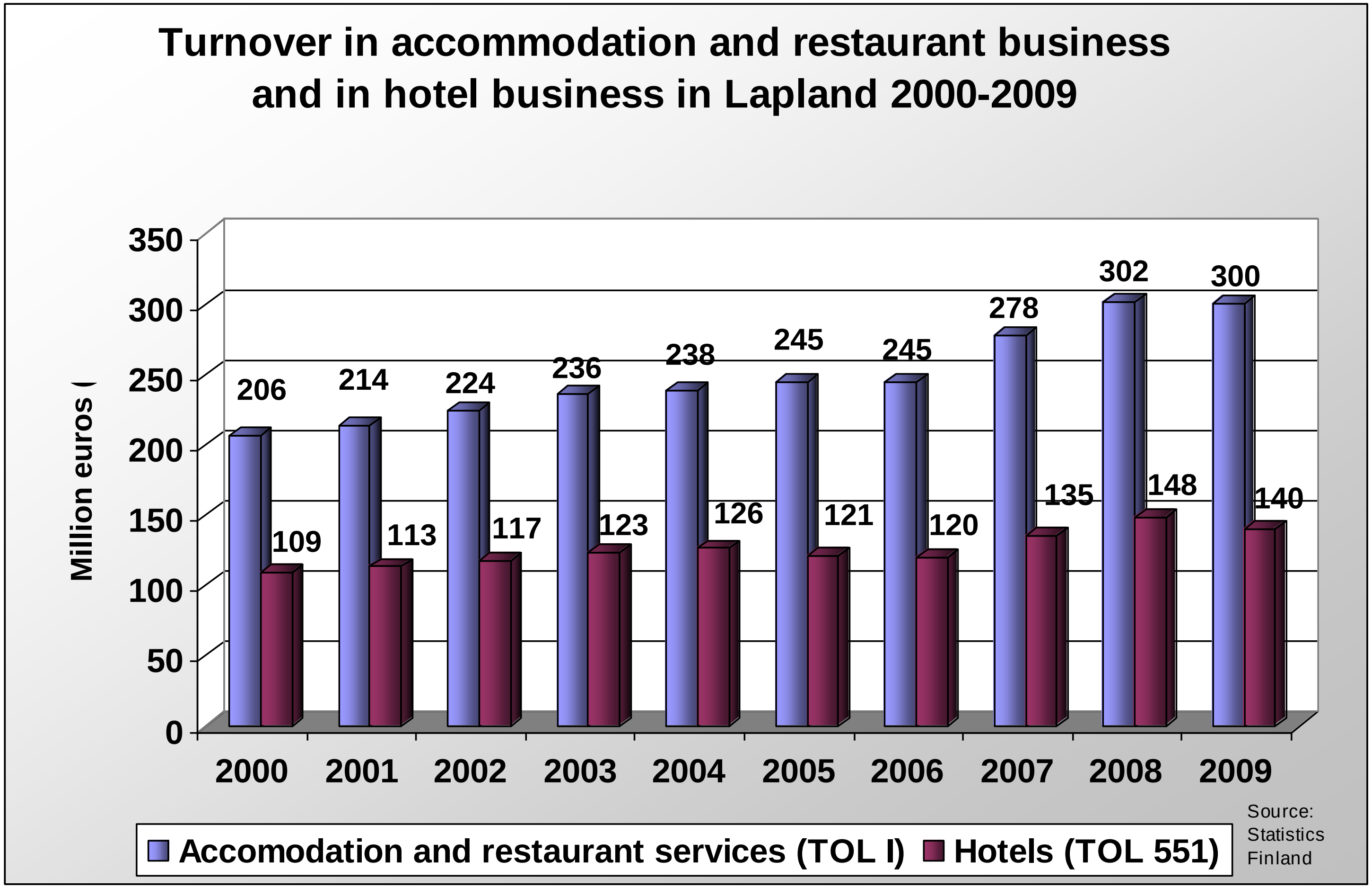


Tourism employment in Lapland

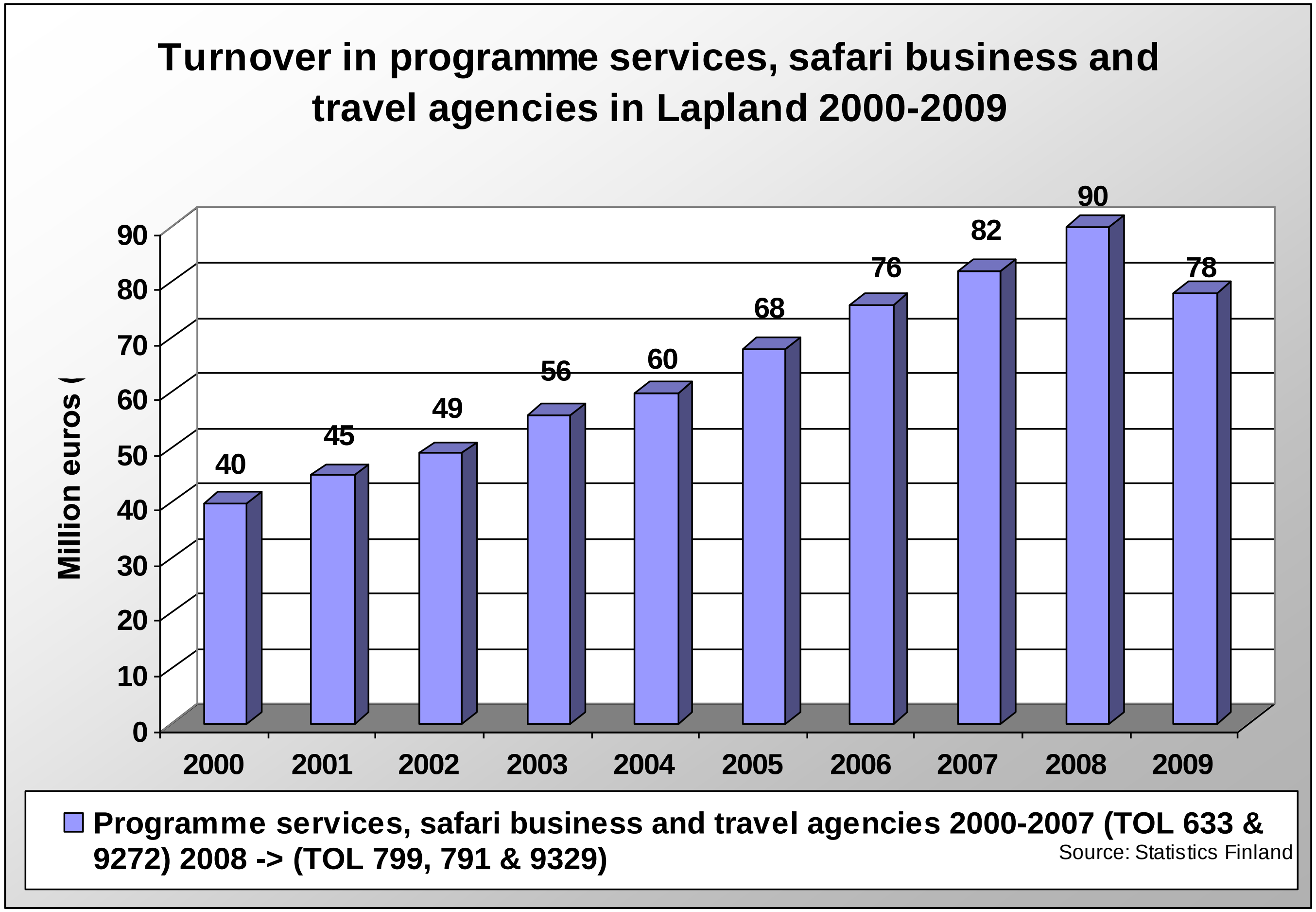
(Scandinavian method)



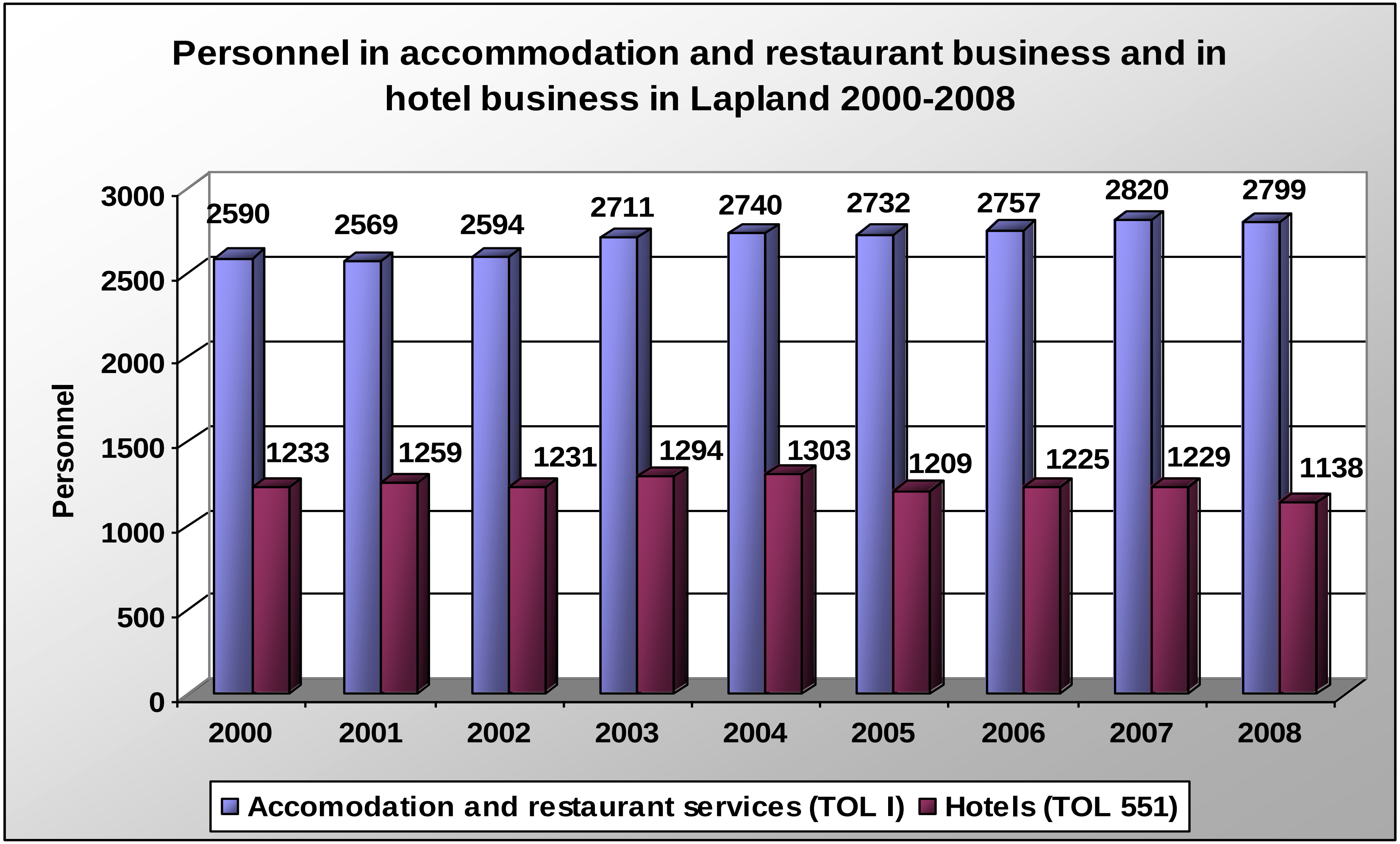
Tourism industry turnover: accommodation, restaurant and hotel business



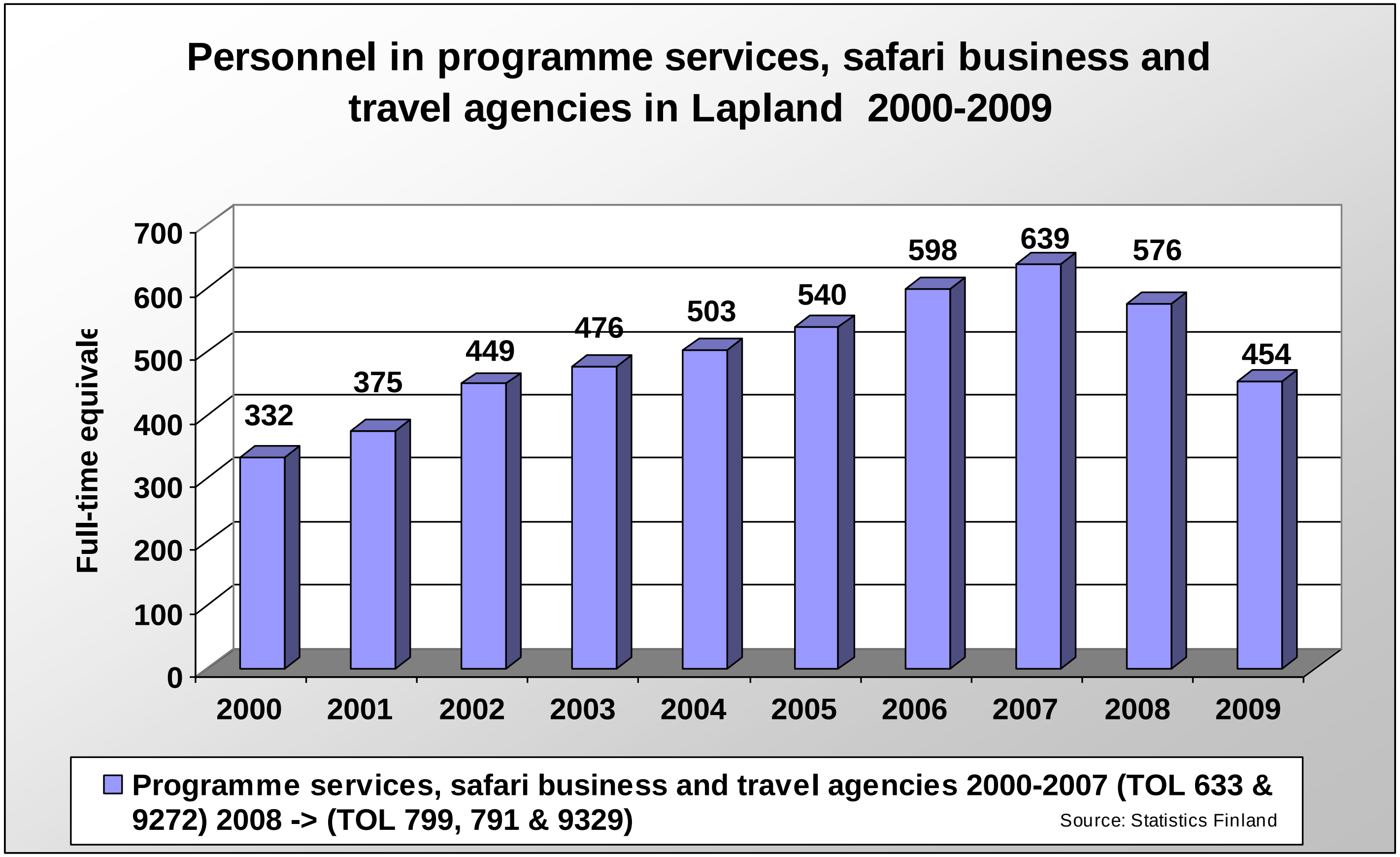
Tourism industry turnover: program and recreational services



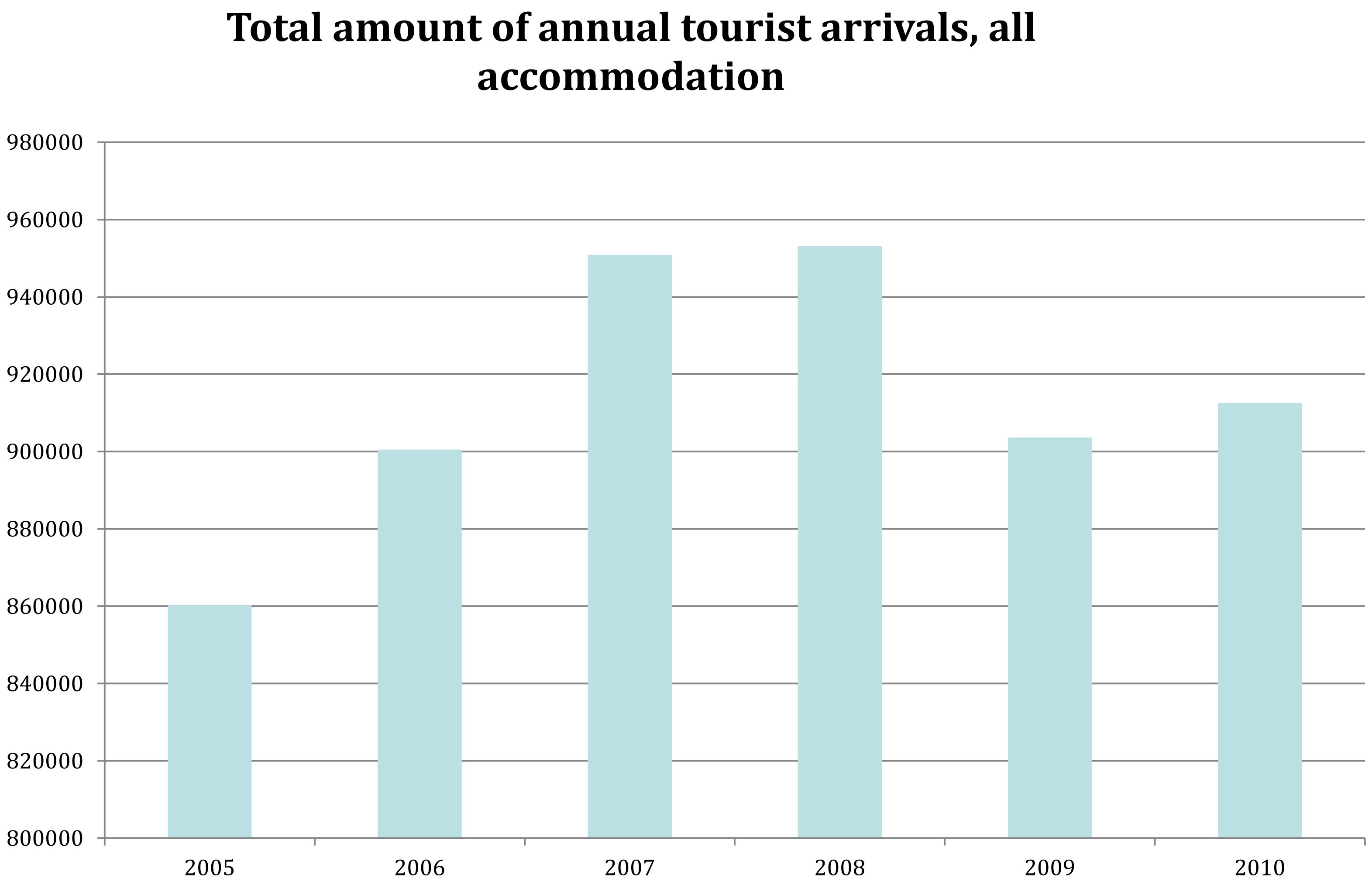
Tourism industry: personnel



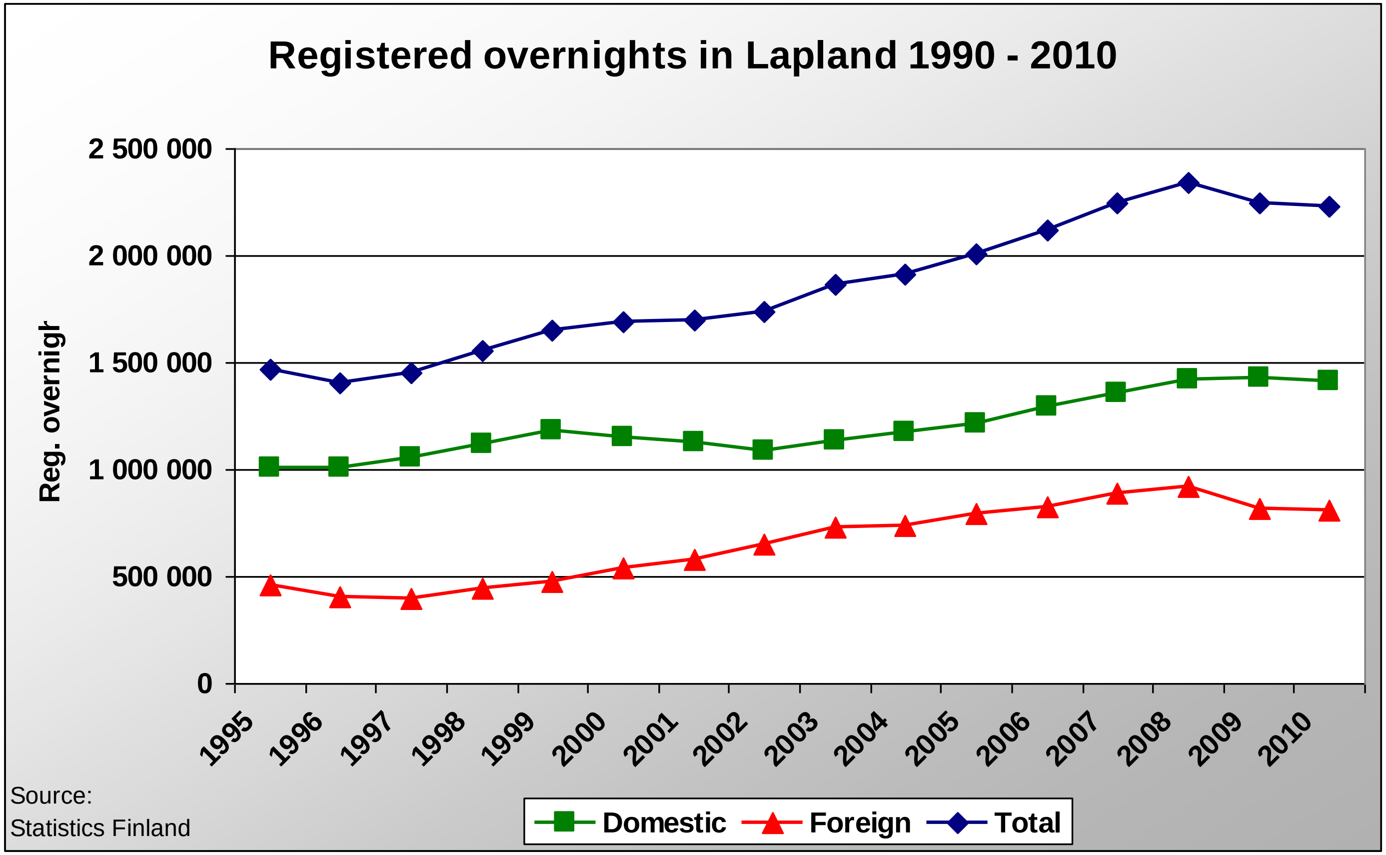
Tourism industry: Personnel



Total number of tourist arrivals

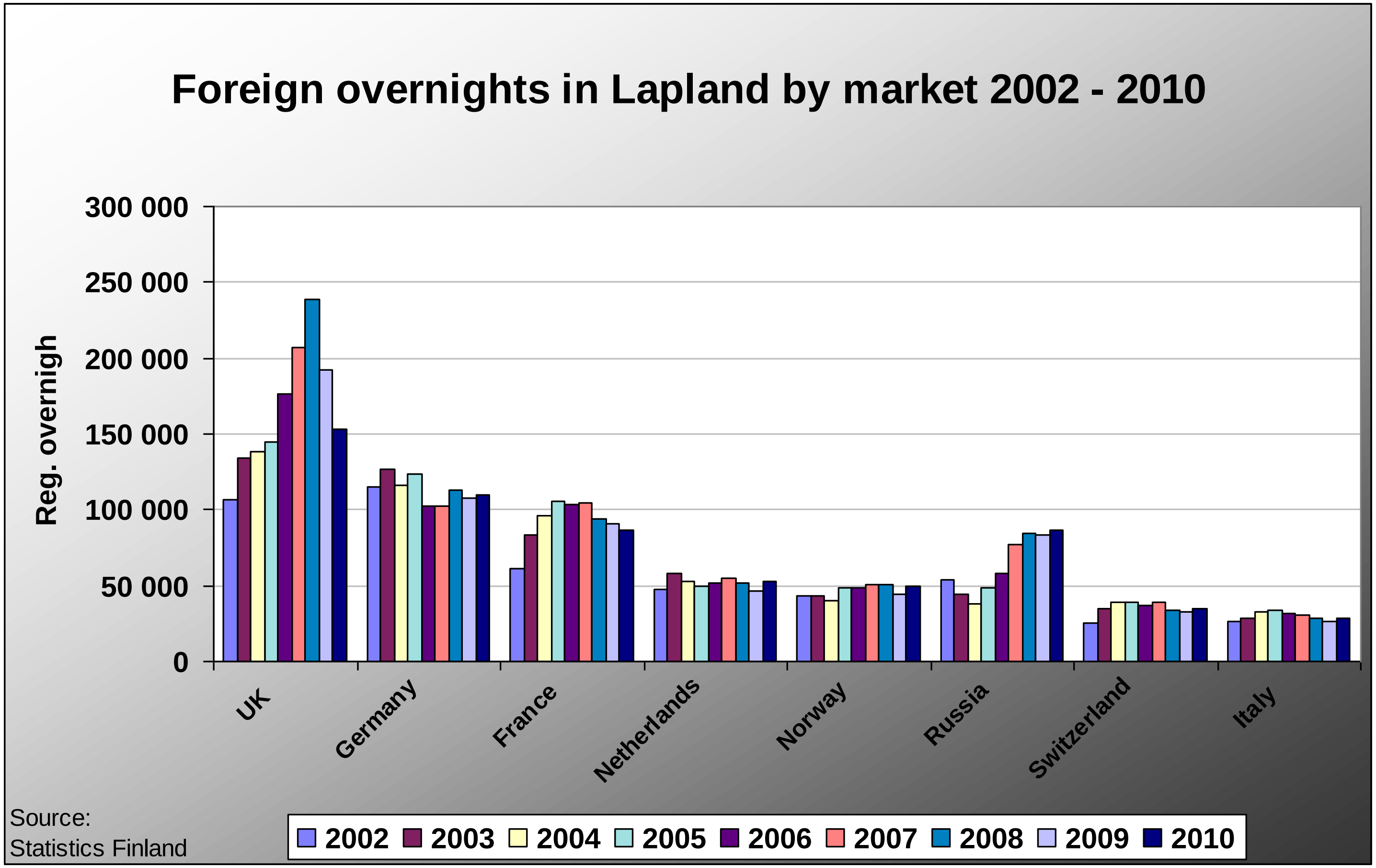


Registered tourist overnights



- Change in registered overnights from 2008 to 2009 total - 4.5 %
- Only 1/3 of all overnights are registered

International overnights in Lapland by market



2. CONCLUDING REMARKS ON THE REGIONAL (AND OTHER RELATED) TOURISM STRATEGIES AND DEVELOPMENT GUIDELINES

2. 1 The current state of strategic tourism development

- Lapland is advanced in strategic tourism development

- Public-Private Partnership is in good shape
  - Universities, public sector and tourism companies are working in close co-operation
  - The next step is to involve customers and industries beyond tourism

- Development work is mainly based on EU-funded projects, apart from facility investments
  - Strategic projects have triggered development and attracted private funding (e.g. Ylläs)

2.2. Three most important strategic guidelines where to focus in the development work

(e.g. from a regional tourism strategy / development plan)

1. **Toward sustainability**
2. **From services to meaningful experiences**
3. **Volume versus high quality**

    Not exclusive:

    - **Increase in tourist expenditure (winter)**
    - **More volume (summer)**

2.3 Key organisations and actors in tourism development

- **Regional Council of Lapland is the main responsible organisation in strategic tourism development, operationally regional DMOs and companies are most active.**

- **The role of universities is vital in terms of students, R&D activities and innovation**

Funding from ERDF and ESF programmes for tourism 2007 - 2013

Tourism projects in the programming period 2007-2013
(including business and investment aids)

	Number	Received / tied total costs	EU + State
ERDF			
Priority 1: Business	32	Est. 47 397 000	18 103 484
Priority 2: Innovations and competence	23	7 527 865	5 955 160
Priority 3: Accessibility and operating environments	38	12 520 722	8 543 488
Total	**93**	**67 445 587**	**32 602 132**
ESF			
Priority 1: Developing labour and companies, entrepreneurship	7	2 632 653	1 622 719
Priority 3: Competence and service systems	6	1 709 719	1 399 866
Priority 4: Cooperation	1	164 400	82 200
Total	**14**	**4 506 772**	**3 104 785**
ERDF+ ESF TOTAL	**107**	**71 952 359**	**35 706 917**

Total funding 35,7 M€

2.4 List of 3-5 most important ongoing tourism projects

Project name:
Integrated Tourism Product Development; a research and development project

Main objective:
To create new approach to tourism product development together with tourism SMEs

Expected key result:
A practical handbook with new approach

Duration:
3 years, 5/2008 – 4/2011

Responsible organizations:
Rovaniemi University of Applied Sciences, University of Lapland and Lapland Centre for Experience Economy

2.4 List of 3-5 most important ongoing tourism projects

Project name:
Tourism safety system in Lapland; a development project

Main objective:
To create and agree on a tourism safety system in Lapland supported by tourism companies, municipalities, authorities, associations and educational institutions

Expected key result**:**
Tourism safety system is created and implemented in all tourism regions in Lapland

Duration:
2009 – 2013, multiple projects funded by EU-regional funding

Responsible organizations:
Lapland Institute for Tourism Research and Education, Rovaniemi University of Applied Sciences

2.4 List of 3-5 most important ongoing tourism projects

Project name:
Tourism Foresight – Strenghtening Competitiveness of Lapland's Tourism Industry

Main objective:
To improve the accessibility and usability of tourism foresight information as well as to strengthen the know-how of foresight

Expected key result:
Project will provide: Foresight Data Bank for tourism companies and regional developers. (Practical methods for using foresight information in developing products, marketing, sales and business actions in tourism.) Strengthened regional know-how on foresight process and the use of foresight information in developing tourism.

Duration:
1st of August 2010 – 31st of June 2013

Responsible organizations:
Lapland Institute for Tourism Research and Education / University of Lapland

2.4 List of 3-5 most important ongoing tourism projects

Project name:
“Lapland – North of Finland” image marketing project

Main objective:
International marketing on Lapland level; reinforcing Lapland brand

Expected key result:
Increase in international overnights +8 % / year

Duration:
Three years, 2011 - 2013

Responsible organizations:
Regional Council of Lapland

3. OVERALL DESCRIPTION OF THE TOURISM INDUSTRY

3.1 What is the current state of the field in our region (relating to business, and research & development work)?

- Strong destination image
- Attractive resorts
- Big investments, high-quality products
- Well-known winter destination
- Land of Santa Claus – Christmas product
- Versatile programme services: snowmobile, husky and reindeer safaris; summer activities

Challenges:

- Seasonality
- Accessibility

3.2. What are the three distinctive characteristics that describe the companies of our region?

1. Small or micro-sized companies with rather low resources (time, money, …)

2. Innovative entrepreneurs driven by both profit-maximisation and life-style
   - Lifestyle vs. Entrepreneurship vs. Growth orientation
   - International ownership is still small, but growing.

1. Tourism industry focused in resorts, which are in different phase in their life cycle.

3.3. What are three absolute strengths of our region (nationally, globally and/or Barents-wise)?

- Regional/destination focus in tourism development
- Regionally organised destinations (and activities)
- Well-developed and organised infrastucture and main destinations ←→ Vast wilderness areas and pure nature in urban environment
- Public-private partnership
- …international image of Lapland, Lapland is internationally known

3.4. What are the strengths of the partner regions (one tourism related strength / each region)?

- Russia: unexplored nature in terms of tourism, development potential, “no mistakes yet”, Russian culture
- Norway: diversity of the destinations, strong identity, resources, outstanding natural scenery, economic resources
- Sweden: strong development mentality of the business, marketing expertise, strong identity

3.5. What are the three major future challenges for the tourism industry in our region?

- Overall status of the tourism industry among industries/clusters
  - should be recognized better on the national level > more resources to development and marketing
- Products, services and around-the-year availability
- From services to experiences
- New operational model for international tourism marketing
- Accessibility (flight traffic, Internet)

3.6. What definite expertise and/or elements our region (or institution) brings to the joint pool of BART?

- **Active innovation development, co-creative innovation processes**
- **Recent expertise and experience in the field of Public-Private Partnership in tourism**
- **Knowledge on the logic of international tourism business**
- **Destination networking (particularly internal cohesion)**


Thank you!