

Welcome to “Cross-border cycling routes in the Arctic - Selling points and marketing possibilities” webinar

12th of October 2021, 9-14 (SWE and NO time), 10-15 (FI time)

9-10.45 (SWE, NO) and **10-11.45** (FI)

Part 1: Route planning presentations by project actors from Finland, Sweden and Norway

10.45-11.15 (SWE, NO) and **11.45-12.15** (FI) Break 30 min.

11.15-14 (SWE, NO) and **12.15-15** (FI)

Part 2: How to sell and market the cycling product?

- ✓ Business to customer, Andreas Hermansson Visit Dalarna
- ✓ Cross-border marketing, Nina Forsell, Visit Arctic Europe
- ✓ Business to business, Gøril Ovesen, NordNorsk Reiseliv AS
- ✓ How to make bike tourist happy – the guide’s experiences, Chrissi Lindquist-Karppelin, Bivio company
- ✓ The value of cooperation between businesses, Georg Sichelschmidt, Director of Tourism -Lyngenfjord

WELCOME via link: [Click here to join the meeting](#)



Pajala
KOMMUN



LAPIN LIITTO



UNIVERSITY OF LAPLAND
LAPIN YLIOPISTO

LAPIN AMK
Lapland University of Applied Sciences



Troms og Finnmark fylkeskommune
Romssa ja Finnmarkku fylkkagielda
Tromssan ja Finmarkun fylkinkomuuni



Interreg
Nord
European Regional Development Fund



STIL

Slow travel in
northern rural
landscapes routes
for
leisure biking

		SWE & NO	FI
Welcome to the webinar	Seija Tuulentie, Natural Resources Institute	09.00 – 09.15	10.00-10.15
Part 1 – The product – cross border biking in the Arctic - land of midnight sun, twilights and northern lights			
The Finnish routes	Outi Rantala, University of Lapland, Esa Inkilä and Seija Tuulentie, Natural Resources Institute	09.15-09.35	10.15-10.35
	<i>Discussion</i> Facilitator Kristina Sveld, Natural Resources Institute	09.35-09.45	10.35-10.45
The Swedish (Tornio) routes	Roger Uusitalo and Johanna Collen, Pajala Municipality	09.45-10.05	10.45-11.05
	<i>Discussion</i> Facilitator Kristina Sveld, Natural Resources Institute	10.05-10.15	11.05-11.15
The Norwegian routes Hætta, Kautokeino Alta	Arild Røkenes and Per Kåre Jakobsen, UiT- Arctic University of Norway	10.15-10.35	11.15-10.35
	<i>Discussion</i> Facilitator Kristina Sveld, Natural Resources Institute	10.35-10.45	11.35-11.45
Lunch break 30 min		10.45-11.15	11.45-12.15
Part 2 – How to sell and market the product (presentation and questions)			
Business to customer, what are the biker demands – experiences from a seller (tour operator)	Andreas Hermansson, Visit Dalarna	11.15-11.40	12.15-12.40
Cross border marketing – experiences from VAE	Nina Forsell, Visit Arctic Europe	11.40-12.05	12.40-13.05
Break 10 min		12.05-12.15	13.05-13.15
Business to business - How do we use FAM tours and other methods to catch interest from tour operators	Gøril Ovesen, NordNorsk Reiseliv AS	12.15-12.40	13.15-13.40
How to make bike tourist happy – the guide's experiences	Chrisse Lindquist-Karppelin, Bivio company	12.40-13.05	13.40-14.05
Break 10 min		13.05-13.15	14.05-14.15
The value of cooperation between businesses	Georg Sichelschmidt, Director of Tourism Lyngenfjord	13.15-13.40	14.15-14.40
Sum up and closure	Seija Tuulentie, Natural Resources Institute	13.40-14.00	14.40-15.00

[Click here to join the meeting](#)



LAPIN LIITTO



UNIVERSITY OF LAPLAND
LAPIN YLIOPISTO

LAPIN AMK
Lapland University of Applied Sciences



Troms og Finnmark fylkeskommune
Romssa ja Finnmárkku fylkkagielda
Tromssan ja Finmarkun fylkinkomuuni



Interreg
Nord
European Regional Development Fund

