

Meeting for the Joint Working Group in Tourism

Date: March 25, 2014

Time: 08.30 – 15.30 + Evening programme 24th March

Venue: Ministry of Employment and the Economy, Ratakatu 3, room 1.113, Helsinki, Finland

Participants:

Kairi Pääsuke	County Administrative Board of Norbotten
Arne Trengereid	Northern Norway Tourist Board
Max Saltykov	Northern Norway Tourist Board
Satu Luiro	Regional Council of Lapland
Maria Juurikka	Council of Oulu Region
Pihla Väänänen	Ministry of Employment and Economy
Olga Goralova	Agency for Tourism and International Cooperation of the Arkhangelsk region
Anna Popova	Murmansk
Tuuli Ojala	BEAC
Maija Lummepero	Joint Working Group on Culture

1. Opening of the Meeting

Kairi Pääsuke welcomed the participants. The meeting agenda was approved.

2. Minutes from Last Meeting in Tromsö

The minutes of the last meeting in Tromsö was accepted.

3. Current Status for Strategic Development of Tourism in each Country/Region.

Northern Norway: Good development in winter, the marketing has been successful. The northern lights have increased the tourist flows especially from the UK. Bus tourism has



continued to decrease, but the cruise tourism is growing fast. Because of the new government, the money for tourism development and marketing will decrease in following years. Tourism is seen too fragmented field of industry. The negotiations for the Charter fund are ongoing and the confirmation is expected in May.

Lapland, Finland: The development of the registered overnights in total has slowed down, but in Lapland the number of international registered overnights exceeded one million in 2013. According the survey for the TO's made by the Regional Council of Lapland, the huge potential of demand is lost every year because the weak flight connections. 84 % of the TO's informed that they had lost sales to Lapland, because the flights are too expensive, they are fully booked or connectivity from the Helsinki-Vantaa is poor.

Swedish Lapland: The number of overnights have grown, especially in international overnights. The flight connections to Kiiruna and Luleå are relatively good. The Visit Sweden is using northern attractions (northern lights) more in marketing, which is of course beneficial for th Swedish Lapland.

Murmansk: Tourism is not in priority in regional development, because it's hard to show the benefits tourism brings. Development focus is in mining business. Most of the tourists are domestic. There's 72 hours visa free pilot in the small area, which has grown shopping tourism. In future it's planned to develop shopping tourism in co-operation with Norwegians in order to increase the length of stay. Along with the Arctic Harbour infrastructure project that's starting in 2016, more cruise vessels are expected to Murmansk. Last year there were 10 cruise ships to visit the town. There's also co-operation with Hurtigrutten.

Arkhangelsk: The development of Event tourism and MICE sector has led to 15 % increase in tourist flows. The number of international tourists is growing too, they come mostly from UK and Germany. in tourism development the main focus is increase cruise, MICE and rural tourism in resorts of the area (like Solovetsky islands). The tourism income in Arkhangelsk was 90 M€ in 2013. In October 2014 there will be a big conference called Tourist Barents Summit PROArctic. Olga invited the JWGT to the summit and suggested that the next meeting would be held there.

Oulu: Relative good development in tourism last year, growth of 2 %. There are some organizational changes going on in Oulu tourism development. New tourism strategy is prepared. The development emphasis will be in product development, image building and education.

4. Communication Plan of the JWGT

Tourism fact sheets: The JWGT needs to communicate and promote the significance of tourism more effectively in order to better supervise the interests of tourism field. The first



step in this is to collect the key facts of tourism from each region. At this point, the goal is to collect the data together. We will think about the comparability later.

The key facts should be delivered to Max before Eastern.

It was also decided that we will collect Barent's tourism event calendar in order to plan our meetings more effectively. However, it was not decided who should do this.

5. Information Related to the Accessibility

Kairi told news about Oulu-Luleå-Tromsø flight route, which is planned to open next autumn. Some test flights have already been made. There are two flight companies that are interested about the route. The connection will be open for three years and it's flown two times a week by the plane of 40-50 seats. The flight is also linked to Murmansk connection. The connection is supported by the Chamber of Commerce in Sweden and county councils in Norway and Finland.

Olga told that there are some plans to build a new flight hub to Arkhangelsk, mainly for the domestic flights, but maybe also with connections to Helsinki-Vantaa and/or Oulu.

6. ENI and Interreg

a. progress reports

Kairi informed that Interreg funding programme will open in autumn, but there are some delays expected in the ENI programme. However, ENI is expected to open during 2015.

b. Questionnaire for the working groups

The BEAC had sent a questionnaire asking about the funding needs of the WGs: Do WGs need Ad hoc funding and to what kind of purposes? JWGT discussed about the matter and the questionnaire was filled in together. It's essential that WGs have flexible and fast funding mechanism to use for small projects, making initiatives and reports etc. So far the JWGT has made its best results through the BART project.

7. Cooperation with other Working Groups

a. Transport



The co-operation with the WG of Transport will be discussed further in the next meeting.

b. Culture

Maija Lummepero from the Joint Working Group on Culture gave a presentation about their work. The emphasis is to develop cultural and creative industries. This includes music, museums, creative entrepreneurship, cultural politics etc. The WG has long traditions since it was founded already in 1993. At the moment, Finland is acting as a co-chair in the WG. The mandate is valid until the year 2018, a new strategy is under way and a big project called New Horizon is ongoing. Lummepero suggested that the WG's could co-operate for instance in influencing to cultural and tourism issues in Northern Dimension Policy.

8. Any Other Business

Tuuli Ojala works as a Climate, Environment and Hot Spot Adviser in the IBS. She gave a presentation of the adaptation to the climate change. Tuuli's presentation is attached to the memo.

9. Date and Place of the Next Meeting

The next JWGT meeting will be arranged on the 23. -25. of October 2014 in Arkhangelsk at the same time with the Tourist Barents Summit PROArctic.

The memo was written by:

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