

MEMO

9.12.2013

Topic: Joint Working Group on Tourism

Time: 19.11.2013

Place: Quality Hotel Saga, Tromsö

Present:

Kairi Pääsuke	County Administrative Board of Norrbotten
Arne Trengereid	Northern Norway Tourist Board
John-Steve Linlökken	Northern Norway Tourist Board
Max Saltykov	Northern Norway Tourist Board
Annika Fredriksson	Swedish Lapland Tourism
Graeme Richardson	Swedish Lapland Tourism
Satu Luiro	Regional Council of Lapland

1. Opening of the meeting

Kairi Pääsuke welcomed the participants to the meeting.

2. Minutes from last meeting in Arkhangelsk

The following corrections were made to the minutes of the last meeting in Arkhangelsk:

Section 3: JWGT Chairmanship >"... Sweden will be co-chair until February 2015"

Section 6: The following sentence was removed "... which are planned to be operated in 2014 by Avinor".

With these corrections the minutes was accepted.

3. National Level Chairmanship

It was stated that the national level chairman in the JWGT will now be Finland and Nina Vesterinen from the Ministry of Economy and Employment. The regional co-chair will be Sweden and Kairi Pääsuke for now.

4. Current status for Strategic Development of Tourism in each Country/Region.

In general, tourism is developing quite well. In Norway winter tourism is developing fine, but summer tourism is facing challenges since the buss tourism is decreasing. The biggest challenge in tourism development in Norway - as well as other countries - is flight traffic. To improve the situation Norwegians have established a Charter Fund. It is nationally and regionally financed fund, which aims to increase charter business from Europe during next three years.

There's also an organizational change taking place in tourism development in Norway. Over 400 regional tourist destinations are concentrated under six regional brands: Northern, Mid, Fjord, Southern, Eastern and Mountain Norway.

The similar organizational change is taking place also in Sweden. Visit Sweden has noticed the value of the brand Swedish Lapland. They want to utilize more the northern part of the country in national marketing, but this can mean also an increased control from the national level.

The number of registered overnight stays increased 12 % in Swedish Lapland last year.

In Lapland the number of registered overnight stays increased 5 %, but this year the development has been slower. The growth comes entirely from the international markets, especially from UK, Russia and Japan.

The accessibility has been a difficult problem for Lapland tourism this year. Finnair has cut down the number of route flights and connectivity from/to Helsinki-Vantaa has been poor. The tourism industry is trying to improve the situation by increasing the co-operation with Finnair. In addition, the national flight traffic strategy is under preparation in Finland. There is a threat that some of the Lapland airports will be privatized or shut down. This would have a very negative effect for the development of the whole region. Lapland is doing very strong interest supervision in the matter.

All the participants agreed that there would be great potential for joint marketing to Asian markets. Co-operation between Northern Norway, Swedish Lapland and Lapland will be developed in this respect.

5. Information Related to the Accessibility

The JWGT has committed to work for the improvement of accessibility and especially East-West flight traffic connections in the region. The flight connection was included to the Joint Barents Transport Plan that was signed in Narvik in September. The plan was made by



BEATA (Steering committee for the Barents Euro-Arctic Pan-European Transport Area) and it will guide the work of RWGTL (Regional working group on Transport and Logistics).

As a part of the Barents Freeway project, a taxi flight connection between Kemi-Tornio and Murmansk will be piloted.

6. Short Report from Chairman

Since most of the participants in this meeting were not familiar with the Barents co-operation, Kairi Pääsuke gave a short presentation of the organization structure, work of the WG's and JWG's as well as the funding instruments of ENPI (future ENI) and INTERREG. The organization chart is attached to the memo. More information can be found from the website: www.beac.st

INTERREG programme is almost ready, ENI programme will take more time. The JWGT has had good opportunities to influence to the both programmes in preparation phase and goals from the Action Plan have been taken into account.

The meeting participants discussed the hierarchy of objectives for the ENI CBC program. The JWGT agreed upon the following hierarchy:

1. Business and SME development
2. Support to education, research, technological development and innovation
7. Improvement of accessibility to the regions, development of transport and communication networks and systems
10. Promotion of border management, and border security

Kairi will take the JWGT view to the next meeting where ENI programme will be discussed.

Kairi told news from the CSO meeting that was arranged in Oslo on the 4th of September. The meeting is a good opportunity to lobby tourism issues for Senior Officials, but so far we haven't utilized this enough. In the future we need more information of the significance of tourism in each country/region. Information should be presented in a compact form like Finland has done in its infographic (attachment).

7. Future plans, what we can do together, which projects we will initiate to the next ENI

Developing the East – West flight connection will proceed best if we join forces with the RWGTL. The following steps are described in section 8.



New ENI projects will be discussed after the programmes are approved. However, Kairi will bring the JWGT's view of the hierarchy of objectives in ENI programme to the next preparation meeting.

In order to raise the status and communicate the significance of tourism industry, all participants will collect the similar infograph than Finland/Lapland. The source information will be send to Max by the end of January. Every country / region can use the figures that they have available or easy to collect. More resources are needed if we want to make the information comparable, since the statistical systems in different country vary. For that purpose a small project might be needed.

8. Cooperation with other working groups

The most important co-operation partners for the JWGT are the WG's of Transport and logistics, Environment and Investments & Economic co-operation. Kairi will invite the representative of the RWGTL to plan the joint meeting between WG's.

The JWG of Culture has notified that they would like to co-operate with the JWGT. It was decided that the contact person Maija Lummepero from the Finnish Ministry of Education and Culture will be invited to the next meeting.

9. Date and place of the next meeting

The next JWGT meeting will be arranged on the week 13 in March. The specific date will be informed later. The location will be Helsinki.

The memo was written by:

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