



Original Lapland

Along the River to the Arctic – Original Lapland

An international cooperation development project for tourism. The project aims to start a long term cooperation in the area of Torne River valley. It will create the international network to increase the knowledge of the area and tourism – and help entrepreneurs and villages to create together new tourism products and services.

IMPLEMENTERS & AREAS OF ACTIVITY

- Outokaira tuottamhan ry (municipalities of Tornio, Ylitornio and Pello)
- Leader Fell Lapland (municipalities of Kolari, Muonio, Kittilä and Enontekiö)
- LLU Tornedalen 2020 (municipalities of Haparanda, Övertorneå, Pajala and Kiruna)
- The digital part of the project is implemented by Lapland University of Applied Sciences

GOALS

- to be profiled as a cross border village, cultural and wildlife travel location
- to activate the travel service providers, villages and communities to work towards the common goal
- to bring out new travel service products for local companies to be further developed in to the international markets.
- to map events in the region, help with event development and marketing

OUR OWN MEASURES IN THE AREA OF OUTOKAIRA

- to create village tourism development guide
- to start development actions according to the needs of each village
- to organize meetings between actors
- to organize a trip to visit and explore the future of tourism in some other part of Europe

LEADER

**Outokaira
tuottamhan**



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JOINT ACTIONS OF OUTOKAIRA AND FELL LAPLAND

- to activate potential villages and communities in the region to develop cooperation among the actors in tourism
- organizing village tourism days and visits, storytelling and cultural evenings
- producing the stories and everyday life of the villages as tourism experiences - some even crossing the border. Testing these new products.
- companies play an important role as experts for the further processing of the products

JOINT ACTIONS OF ALL THREE GROUPS

- the Kick off conference in Fell Lapland
- visiting on these three areas in small groups, 3 times on each area
- developing the stories and products across the border: Workshops together on each other's turn to learn from each other and start the matchmaking between villages and entrepreneurs
- to create a common digital platform; to be able to show the areas and services across the border
- study trip to Northern Norway – to learn from the close market behavior and needs

CONTACT (each Leader area has its own project manager)

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