



*Original
Lapland*

Along the River to the Arctic – Original Lapland

INVITATION TO PROJECT KICK-OFF CONFERENCE

Thursday, 17th May 2018

09:00 – 12:00

Yllästunturi Visitor Centre Kellokas, Tunturintie 54, Äkäslompolo

- 09:00 Welcome to Fell Lapland!
Opening session: Mrs. Nina-Maria Möykkynen, Executive Manager, Leader Fell Lapland.
- 09:10 Introduction to Leader Fell Lapland project: Project Manager Ms. Laura Hokajärvi.
Greetings and comments from Tour Operators.
- 09:40 Introduction to Leader Outokaira tuottamhan ry project: Project Manager Mrs. Iina Askonen.
- 10:00 Introduction to LLU Tornedalen 2020 project: Project Manager Ms. Jessica Wennberg.
- 10:20 Coffee break
- 10:40 Tourism point of view: Cooperation of Ylläs travel centre and Kolari municipality villages. CEO Mr. Janne-Juhani Haarma, Visit Ylläs.
- 11:00 Service point of view: Local traffic and outdoor trails, effects to area accessibility and service supply for travellers. Executive Manager Mrs. Hanna Ylipiessa, Ylläs Travel Association.
- 11:20 Recreation point of view: Nature centres, nature trails and customer service for the help of the traveller and supplier. Senior Advisor Mrs. Ritva Saarensalmi, Metsähallitus, Nature Services Lapland.
- 11:40 Supply point of view: An entrepreneur in a village community near the travel center. Developing a tourism product for an international customer. Company owners and passionate dog mushers Sanna and Riku Setälä, Powerun Adventures.
- 12:00 Thank you!

LEADER

Tunturi-Lappi

LEADER

**Outokaira
tuottamhan**

Lokalt ledd utveckling
LEADER
TORNEDALEN 2020



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin