Tourism in Swedish Lapland
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Swedish Lapland
YOUR ARCTIC DESTINATION
Global driving forces

How we live
A global world
Urbanization & environment
The digital revolution

Established consumer trends

INDIVIDUAL
More adjustment to individual needs

EXPERIENCES
New demands on what the trip offers

EFFECTIVITY
Best price, quality and time for delivery

ADVICE
New sources for information

MINDFULNESS
Balance for mind and soul

SUSTAINABILITY
Environment & social responsibility

Growing trends and innovation in tourism
Assignment and strategy

SWEDISH LAPLAND VISITORS BOARD

ÄGARE
Destinationer Företag

UPPDRAG:
Främja medlemmarnas ekonomiska intressen.
Tjänster inom samhälls- och turismplanering,
näringslivsutveckling inom turismnäring,
marknadsföring, Arbetsinsatser och kompetens i ovanstående frågor.

STRATEGI - RBS 2020

VERKSAMHETSOMRÅDEN

DESTINATIONSUTVECKLING

AFFÄRSUTVECKLING

MARKNADSUTVECKLING

MÅL
Fördubblad omsättning till 2020.

VISION
Världens mest tillgängliga och hållbara arktiska natur och kultur.

FINANSIERING

BAS
NATURTURISM
BCD
VAE II

Swedish Lapland Visitors Board
REGIONAL TOURISM ORGANISATION OF SWEDEN’S ARCTIC DESTINATION

Swedish Lapland®
YOUR ARCTIC DESTINATION
Swedish Lapland in numbers

63% increase in turnover 2010-2017  
Source: TEM

EMPLOYED 2017:  
4168 ANNUAL WORK UNITS  
Source: TEM

EXPORT VALUE OF TOURISM 2017

- Tourism*: 134 Billions SEK
- Food: 77
- Iron/steel: 71
- Forest products: 60

*) International visitor statistics for Sweden.  
Source: Tillväxtverket

3.678.000 GUEST NIGHTS 2017

+2% COMPARED TO 2017.  
+37% COMPARED TO 2010.  
Source: TEM

TOTAL TAX REVENUES

638.000.000 SEK DURING 2017  
Source: TEM

29% international guest nights 2017  
Source: SCB
Målsättning 2020

Omsättning 2016: 6,5 miljarder

Mål: 8,2 miljarder

Omsättning 2020:
Nature tourism in Swedish Lapland

A 5 minute walk in the forest is enough to lower a person's blood pressure.
Sweden’s advantages in tourism
Transformative travel

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An industry whose prerequisites are found in the services provided by nature is strongly dependent on the quality and durability of these services.

At the same time, quality and accessibility control the ability to create a valuable product.”

Swedish Environmental Protection Agency on eco system services
Regional strategy for tourism 2030

SCENARIO ANALYSIS TOGETHER WITH KAIROS FUTURE – A TOOL THAT IS FLEXIBLE AND ADJUSTABLE

- Developing 4 possible scenarios to apply to climate changes, in order to analyze consequences.
- The prerequisites changes from season to season – we need to find a way to orient ourselves in the surrounding world to be able to guide our companies into the future.
- What if-scenarios in order to adjust to what we still do not know.
- Difficult to tell what’s sustainable today and what will be sustainable in 3 years.
- Agenda 2030 – where does tourism in Swedish Lapland fit in?
Mindful tourism supports localhood

RIGHTLY DONE, TOURISM WILL CONTRIBUTE TO PROTECT AND DEVELOP LOCAL ECO SYSTEMS AND CULTURES.

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE, JUSTICE AND STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS
Natures Best Sweden

FREE ONLINE COURSE FOR SUSTAINABLE BUSINESS DEVELOPMENT
INCLUDING ENVIRONMENTAL PLAN AND DESTINATION ANALYSIS

Tillsammans med Naturturismforetagen bjuder vi nu in dig till en kostnadsfri onlinekurs för hållbar affärsutveckling. Onlinekursen är anpassad till företag som vill påbörja sin hållbarhetsresa där innehåll, metod och upplägg bygger på mångårig erfarenhet och beprövade verktyg hämtat från Naturturismforetagens hållbarhetsmärkning av ekoturismföretag – Natures Best Sweden

Här kan du läsa mer om onlinekursen

PROMOTING ECO TOURISM

Swedish Lapland Visitors Board
REGIONAL TOURISM ORGANISATION
OF SWEDEN'S ARCTIC DESTINATION
Sustainable travel

ARCTIC CIRCLE TRAIN - THIS YEAR’S BEST SUSTAINABLE TOUR IN SWEDEN. MOST REQUESTED BY TOUR OPERATORS. PART OF ARCTIC EUROPÉ’S FIRST HOP-ON-HOP-OFF ROUTE.
Visit Arctic Europe

VISIT ARCTIC EUROPE
20150701–20180430

VAEII 2018–2021

visitarcticeurope.com
VISION 2030

Arctic Europe – The most well communicated, functioning and connected transport system in the world

Well communicated
- Connected
- Well-working
- Integrated
- Seamless travel

Memorable
- Integrated ticketing & sales platform
- Common knowledge & information on offers
- EMV-payment possible everywhere

Easily accessible
- All modes in best use
- High service level hubs
- Well communicated
- Sustainable

Tourism targeted
- Attractive for investors
- Coherent & strong brand
- Leader in development
- Best cross-border tourism destination
- Strong cooperation & tourism community

Value generating
- Attractive for investors
- Coherent & strong brand
- Leader in development
- Best cross-border tourism destination
- Strong cooperation & tourism community
RECOGNIZED STEPS FOR DEVELOPMENT

• Creating high demand tourism corridors to be served with high quality services

→ Towards profitable public transport services by tourism passengers

→ Saving resources used for subsidies & possibly freeing up resources for public transport route development
Creating strong tourism corridors
Transport network should form loops of different lengths to serve visiting the area.

Ideas of different circle routes visitors could take
Dotted line means public transport connections do not exist yet
Different colours distinguish route suggestions from each other
Cooperation is key

Cooperation between the tourism industry, researchers and authorities in order to reach the environmental goals.

• Which processes, terms and indicators do we need to carry out gathering of data and analysis – Eco system services in arable industries (County Administrative Board)
• Cooperation & collective action – Own projects + Regional Strategical Cooperation (County Administrative Board, County Council)
• E-services in rural areas Smart sustainable villages, (Luleå Technological University)
Swedish Tourist Association

- Lobbying – resources for trail maintenance
- Signature trails – making it easier for tourists to choose climate friendly nature experiences

UPPTÄCK NORRA KUNGSLEDE

Redan första dagen börjar storslaget då vandringen startar i Abisko nationalpark. Tät fjällbjörkskog omger leden till en början. Det grönmärkte och forsade vattnet i Abisko sjö syns och höglas, och snett till vänster skyms en av fjällverldens mest kända siluett, Lapporten. Ju längre du kommer in på leden desto kargare blir...
Sápmi Nature Camp best eco-tourism company 2019, Grand Travel Awards
The Team at Wildnisdorf Solberget presented a complete concept of sustainable tourism experience with a high level of loyalty & fairness to their partners and guests. The jury recognizes their outstanding engagement within the region and the profound understanding of communication.
The tourist’s responsibility

- Do not drive terrain vehicles outside the trails
- Do not litter
- Do not consciously bother wildlife and plants
- Follow laws, regulations and trails
Thank you!
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