

Barents Industrial Partnership Meeting

Achieving More Together Growth for Barents Tourism -panel

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Kainuu and Kainuu tourism



- Area 24 451,41 km², lakes 2 950,63 km²
- Population 79.000 inhabitants
 - 3.3 persons / km²
- 9 municipalities, capital Kajaani
- Kajaani airport

- Around 1,0 million registered overnights / year
 - 90 % domestic
 - 10 % foreign; Russia, Germany, Sweden, Netherlands
- Nature, culture, leisure, sports
- Year round tourism



Structure of the session

- 1. Short introduction: who are you, where do you come from and from what point of view you are looking at Barents tourism and its co-operation. As well importance of tourism in your own region.**
 - Håkan Landström, Sweden
 - Johan Edelheim, Finland
 - John-Steve Linløkken, Norway

- 1. Introduction to the Visit Arctic Europe –project: aims, preparation process, who are involved in it?**
 - John-Steve Linløkken

 - first reactions to the VAE project by all panelists
 - possible questions from the audience

Questions to all panellists

1. What is the

- ***economic***
- ***social***
- ***political***

significance of tourism in the Barents region?

- employment, taxes, tourism consumption etc.
- wellbeing, better services for locals, culture enhanced
- how is tourism seen in the media, in everyday discussions
- in political discussions, in an administrative decision-making

Questions to all panellists

- 2. Are there any side-effects/threats to be seen regarding the growth of tourism in the region?**
 - economic, ecological, social, cultural

Questions to all panellists

3. *Barents tourism has growth potential. From where does it come from?*

- markets, tourist segments, why tourists come to the area (motives)

Questions to all panellists

4. *What should we do together to better utilize the growth potential?*

Questions to all panellists

5. How do you see the current situation of the Barents region tourism co-operation?

- Good points, challenges?
- N.B. Bring with you a photo (in digital form) that describes best the current co-operation situation.

CONCLUSIONS

- A. What are the ingredients for successful Barents region tourism co-operation?**

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- A. Who is responsible for it?**

CONCLUSIONS

- A. What are the ingredients for successful Barents region tourism co-operation?
- A. Who is responsible for it?
- A. What are you/your organization prepared to do to strengthen the co-operation and pull to the same direction?**

Thank you all for your
contribution!

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