

# Welcome to “Cross-border cycling routes in the Arctic - Selling points and marketing possibilities” webinar

12<sup>th</sup> of October 2021, 9-14 (SWE and NO time), 10-15 (FI time)

**9-10.45** (SWE, NO) and **10-11.45** (FI)

**Part 1:** Route planning presentations by project actors from Finland, Sweden and Norway

**10.45-11.15** (SWE, NO) and **11.45-12.15** (FI) Break 30 min.

**11.15-14** (SWE, NO) and **12.15-15** (FI)

**Part 2:** How to sell and market the cycling product?

- ✓ Business to customer, Andreas Hermansson Visit Dalarna
- ✓ Cross-border marketing, Nina Forsell, Visit Arctic Europe
- ✓ Business to business, Gøril Ovesen, NordNorsk Reiseliv AS
- ✓ How to make bike tourist happy – the guide’s experiences, Chriss Lindquist-Karppelin, Bivio company
- ✓ The value of cooperation between businesses, Georg Sichelschmidt, Director of Tourism -Lyngenfjord

## Webinar practices:

- Webinar will be recorded and available on the STIL project website for two weeks.
- Please, mute your microphone while you're not speaking.
- You may use chat or raise your hand-function if you would like to ask or comment.



Pajala  
KOMMUN



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UNIVERSITY OF LAPLAND  
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# STIL

Slow travel in  
northern rural  
landscapes routes  
for  
leisure biking

		<b>SWE &amp; NO</b>	<b>FI</b>
<b>Welcome to the webinar</b>	Seija Tuulentie, Natural Resources Institute, Finland	09.00 – 09.15	10.00-10.15
<b>Part 1 – The product – cross border biking in the Arctic - land of midnight sun, twilights and northern lights</b>			
<b>The Finnish routes</b>	Outi Rantala, University of Lapland, Esa Inkilä and Seija Tuulentie, Natural Resources Institute, Finland	09.15-09.35	10.15-10.35
<i>Discussion</i>	Facilitator Kristina Svells, Natural Resources Institute, Finland	09.35-09.45	10.35-10.45
<b>The Swedish routes</b>	Roger Uusitalo and Johanna Collen, Pajala Municipality	09.45-10.05	10.45-11.05
<i>Discussion</i>		10.05-10.15	11.05-11.15
<b>The Norwegian routes</b>	Arild Røkenes and Per Kåre Jakobsen, UiT- Arctic University of Norway	10.15-10.35	11.15-10.35
<i>Discussion</i>		10.35-10.45	11.35-11.45
<b>Lunch break 30 min</b>		10.45-11.15	11.45-12.15
<b>Part 2 – How to sell and market the product (presentation and questions)</b>			
<b>How to make successful biking products and how to market them – the seller's perspective</b>	Andreas Hermansson, Visit Dalarnasittä	11.15-11.40	12.15-12.40
<b>Cross border marketing – experiences from VAE</b>	Nina Forsell, Visit Arctic Europe	11.40-12.05	12.40-13.05
<b>Break 10 min</b>		12.05-12.15	13.05-13.15
<b>Business to business - How do we use FAM tours and other methods to catch interest from tour operators</b>	Gøril Ovesen, NordNorsk Reiseliv AS	12.15-12.40	13.15-13.40
<b>How to make bike tourist happy – the guide's experiences</b>	Chrisse Lindquist-Karppelin, Bivio company	12.40-13.05	13.40-14.05
<b>Break 10 min</b>		13.05-13.15	14.05-14.15
<b>The value of cooperation between businesses</b>	Georg Sichelschmidt, Tourism Lyngenfjord	13.15-13.40	14.15-14.40
<b>Sum up, discussion and closure</b>	Seija Tuulentie, Natural Resources Institute, Finland	13.40-14.00	14.40-15.00

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