

~ THE TRUE ~
LAPLAND
NO ADDED SUGAR



THE TRUE LAPLAND - TOSILAPPI



- travel marketing co-operation
- municipality of Enontekiö
- 41 travel and service businesses
- ministry of forestry
- events

FUNDING

- members pay annual fee based on their turnover
- five levels from €275 to €1045
- municipality matches the sum collected from the members
- 50% of municipality's project coordinator's work goes towards running the joint marketing



FAIRS

- Matka travel fair annually
 - Meet Finland workshop
- other sports and travel fairs
(mainly for Finnish market)



DIGITAL



- www.tosilappi.fi
- Finnish, English, German
- Facebook marketing
- AdWords campaigns
- banners on websites



PRINT



- information map
- leaflets
- magazine & newspaper adverts



FAM & MEDIA TRIPS



- 2 – 3 FAM trips/ year
- 1 media trip/ year
- 2019 so far 10 tour operators/
dmc's from 8 different
countries have visited the
area

STATISTICS 2018



- registered overnights 154 692
- international 35,8 %
- registered beds 1195
- utilization 46,1 %

MOST VISITORS IN 2018 from:

1. United Kingdom
2. Norway
3. Netherlands
4. Germany
5. France



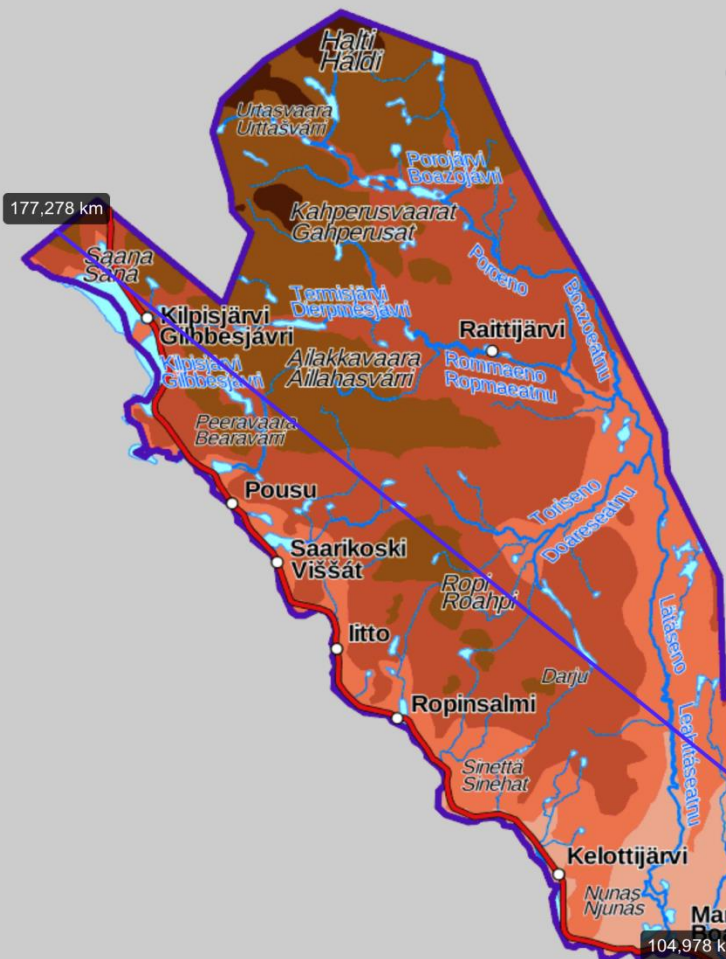
TOSILAPPI MTB



- 1,5 year project
- 15 businesses joined in
- 350km of routes were rechecked and recorded for the Rewindr application
- results were advertised in outdoor websites & magazines

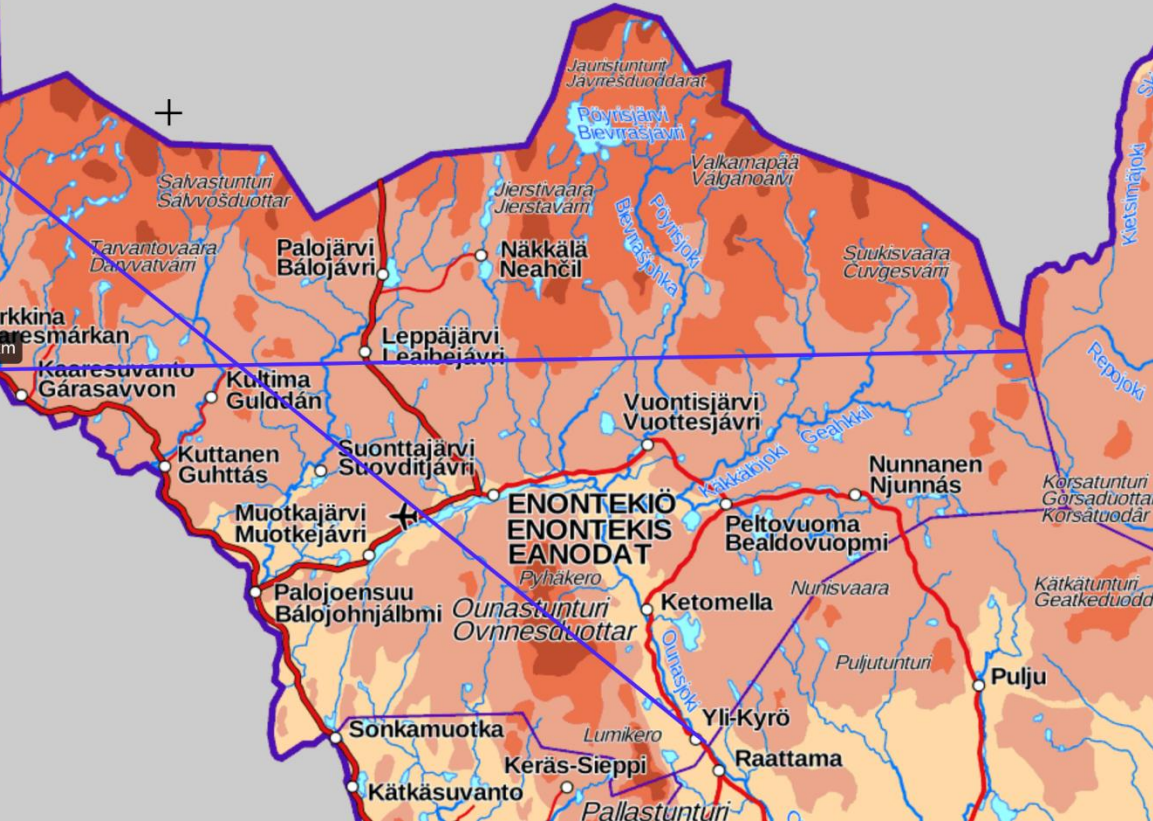
CHESHIRE + DERBYSHIRE + STAFFORDSHIRE:

area 7681 km²
population 3 200 131



ENONTEKIÖ:

area 8391 km²
population 1 851



THANK YOU!

