



Window on Northern Tourism Newsletter

-
November 2016

The world's largest gingerbread city

The citizens of Bergen, Norway, have been building the world's largest gingerbread city since 1991. Every year, kindergarteners, schoolchildren, local businesses and thousands of other volunteers help make miniature, gingerbread versions of Bergen's houses, local buildings, trains, cars, ships and even world-renowned landmarks.

This gingerbread city isn't the only one in Norway, as there are also gingerbread towns in Finnsnes, Stavanger, Hammerfest and Hamar.

Inspired by the one in Bergen, the Norwegian-American community of Duluth, Minnesota also started its own annual [gingerbread city](#) tradition in 2011.

This video provides a behind-the-scenes look at the building of the Gingerbread City in 2012:



YouTube link: [Bergen Sentrum](#)

Source: [Visit Norway](#)



New hotel to open in Santa Clause Village

Long considered to be the official hometown of Santa Claus, the city of Rovaniemi in northern Finland offers a host of visitor attractions centred on the “Jolly Old Elf,” including the [Santa Park](#) amusement park.

Located within Santa Park in the heart of Finnish Lapland, the new [Arctic Treehouse Hotel](#) will open its doors on November 19. The hotel is made 37 modern, luxurious suites designed by architectural firm [Studio Puisto](#).

Source: [GrindTV](#)



©Studio Puisto Architects Ltd. / Goodwin, Marc (Archmospheres)

Finland welcomes travel bloggers

As part of the MATKA Nordic Travel Fair, professional travel bloggers have been invited to participate in the fourth edition of the Nordic Blogger Experience (NBE) in Helsinki, Finland, from January 14 to 22, 2017.

The NBE will give bloggers a first-hand experience of the actual destinations, as well as enable them to network with industry stakeholders, gather information at a number of workshops and forge new partnerships. The program aims to benefit bloggers, their readers/followers, and the NBE's regional and business partners.

In return, the event organizers expect participating bloggers to be active on social media before, during and after the campaign, through [#nbeFinland](#). Bloggers will be required to post a minimum of three blogs/videos on accommodation in Helsinki by summer 2017, as well as an article on their experience, if they have visited these accommodations in person.

Source: [Nordic Blogger Experience](#)

Clean air, night skies and the real colours of nature

Selling points

According to [PAR Conseils](#) tourism consultant Jean-Michel Perron, clean air, beautiful night skies and the spectacular colours of preserved environments are the selling points that attract visitors from urban environments, including tourists from China.

During the last Nordic Symposium on Tourism in Turku, Finland, Tiina Takala of the University of Lapland presented the results of her research, which confirm that Chinese visitors are flocking to northern Finland in search of clean air.

In this regard, the World Health Organization has recently published a list of the countries and cities most at risk from air pollution.



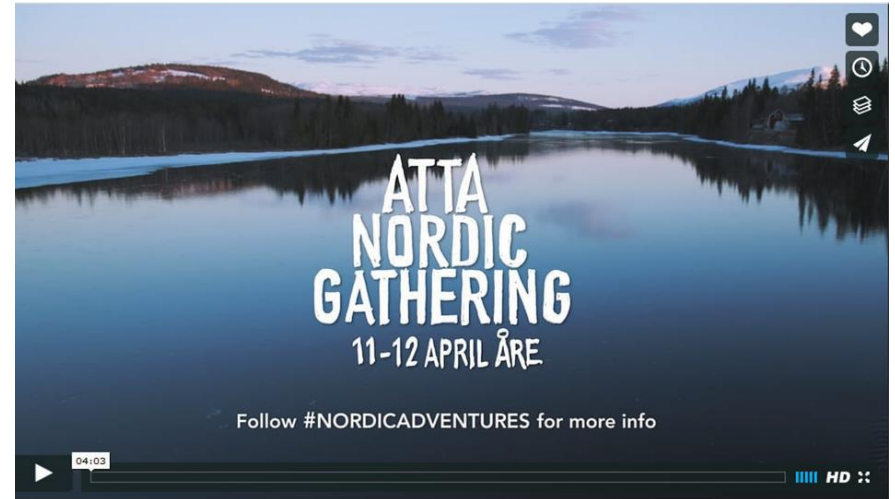
Source: [Tourisme Express](#)

Nordic adventure destinations come together

The first AdventureConnect Nordic Gathering was held in Åre, Sweden on April 11 and 12, 2016. The event was organized by the [Adventure Trade Travel Association](#) in partnership with Jämtland Härjedalen Tourism.

The AdventureConnect Nordic Gathering provided participants with the opportunity to network and share information. Adventure tourism representatives from Sweden, Norway, Denmark, Finland, Iceland, Greenland and the Faroe Islands also had the opportunity to participate in a number of outdoor events.

Click on the link to see a video of the event highlights.



Vimeo link: [Jämtland Härjedalen Turism](#)

Source: [Jämtland Härjedalen Turism](#)



Iceland gets overall satisfaction rate of 85%

Visitors to Iceland in June and July who were asked to evaluate their overall vacation experience gave the destination a rating of 85%.

Length of stay was an influencing factor in visitor satisfaction. Visitors who stayed 5 to 14 overnight stays gave Iceland an average rate of 87%, while those who stayed one or two nights gave it a rate of 81%.

The variations observed were based on the visitor's nationality; Russian visitors were most pleased with their stays overall and Japanese tourists appear to have been the least satisfied, given that they awarded the lowest score.

Source: [Iceland Monitor](#)