

Window on Northern Tourism Newsletter  
February 2017

**PRODUCTS AND SERVICES**

**New Seaside Glass Villas in Northern Finland**

Located on the Bay of Bothnia in the Baltic Sea, the Nordic tourist destination of Kemi offers a number of outdoor activities such as ice-breaker cruises, snowmobiling and dog-sledding.

The destination has recently added to its accommodation offer with small villas built with glass roofs and walls to enable visitors to enjoy nature at its best, including amazing views of the Midnight Sun in summer and the Northern Lights in winter. Each Seaside Glass Villa is a 21-m<sup>2</sup>, one-bedroom unit with a small kitchen and bathroom. The villas are designed to be comfortable and attractive.



Photo: ©Timo Laapoti, Kemi Tourism Ltd

Source: <http://www.visitkemi.fi/en/seaside-glass-villas>

**Partnership between Parks Canada and Adventure Canada offers opportunities to explore the North**

For the very first time, Parks Canada and Arctic expedition company Adventure Canada will welcome visitors to the site of the HMS *Erebus*, one of the famed ships of the ill-fated Franklin Expedition that sank in the cold Arctic waters in 1845. The HMS *Erebus* experience will be part of one of two expedition cruises offered in collaboration with Adventure Canada to celebrate the 150th birthday of Confederation. Parks Canada experts, including local Inuit guides when available, will be on board to interpret some of Canada's most remote national parks and historic sites, including the wreck site of HMS *Erebus*. A second cruise, *Greenland and Wild Labrador*, will visit national parks and historic sites in Newfoundland and Labrador including Torngat Mountains National Park.

Source: <http://nouvelles.gc.ca/web/article-fr.do?nid=1180889&tp=1>

**MANAGEMENT AND STRATEGIES**

**Branding of the Nordic Region**

The Nordic Council of Ministers has designated a creative consortium of design firms to promote the Nordic brand at the international level. The consortium's proposal was declared to be the winning bid in the Nordic Council of Ministers' EU call for tenders, "Branding and positioning of the Nordic Region."

There is great interest in the Nordic region right now and there is currently plenty to indicate that it will grow even more. The aim of this new initiative is to put Nordic solutions to global societal challenges on the world map. The winning concept, “Traces of North,” builds on the idea of using new technology to gather ‘Nordic narratives’ from around the world and share them at special events and projects.

Source: <http://www.norden.org/en/news-and-events/news/creative-dream-team-to-brand-the-nordic-region>

## MARKETING

### New Web site for Eeyou Istchee Baie-James

In December 2016, Tourisme Baie-James and Eeyou Istchee Tourism launched their new Web site: [www.escapelikeneverbefore.com](http://www.escapelikeneverbefore.com). The site now has a more ergonomic, interactive interface that adapts to different screen types and includes links to social media sites, an animated map of the region and an online chat room.

The site has a clean look, with plenty of images and a series of short video clips on the Home page. It also has many new features, including one that allows members to update their profiles and their photos and information for the regional tourism guide, as well as renew their membership.

Les incontournables !



Image: <http://www.escapelikeneverbefore.com/>

Source: <http://tourismebaiejames.com/wp-content/uploads/2017/02/Refonte-du-site-internet-de-la-destination.pdf>

## RESULTS AND PERFORMANCE

### **Tour operators amazed with success of Yukon winter season**

In early January 2017, tourism companies in Yukon were pleasantly surprised by the increase in visitors to the destination in winter. According to a representative from A Taste of Yukon Adventures, the Northern Lights and the wilderness are big attractions. He also believes that the market for this type of destination is growing. Along with Americans and Europeans, more visitors are coming from Asian countries and from Latin America.

Source: <http://www.cbc.ca/news/canada/north/tourism-yukon-winter-1.3928414>

### **Tourism booming in Rovaniemi**

Last year, 490,000 passengers travelled through Rovaniemi Airport in Finnish Lapland. Chinese travel giant Alitrip declared their intention to bring 50,000 Chinese visitors to Rovaniemi in the near future. In the past few months, Rovaniemi has received high praise from the President of Finland and has been prominently featured in Lonely Planet and National Geographic.

To meet the growing demand, Rovaniemi has enhanced its tourism offer with a number of activities and accommodation establishments with a unique, original design that contributes to the visitor experience. This is particularly the case at the [Arctic TreeHouse Hotel](#), with its small, detached units that all have a large wall of windows, and [Santa's Igloos Arctic Circle](#), where guests can view the Northern Lights while staying in glass igloos.

Source: [https://www.traveldailynews.com/post/record-number-of-travellers-spawns-growth-in-the-official-hometown-of-santa-claus?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+Traveldailynews+LatestNews+\(TravelDailyNews.com+Latest+News\)&utm\\_content=Netvibes#sthash.gYFJUPQa.dpuf](https://www.traveldailynews.com/post/record-number-of-travellers-spawns-growth-in-the-official-hometown-of-santa-claus?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Traveldailynews+LatestNews+(TravelDailyNews.com+Latest+News)&utm_content=Netvibes#sthash.gYFJUPQa.dpuf)