



Photo: Anna Rieblöva

SHARING IS CARING – PRODUCT DEVELOPMENT AND SUSTAINABILITY Visit Arctic Europe II Networking meeting in Narvik 4-5.6.2019

VISIT
ARCTIC
EUROPE



Individual arrivals and check in at
Quality Hotel Grand Royal Narvik or Scandic Hotel Narvik

TUESDAY 4.6

- 8.30–9.00 Registration and coffee
- 09:00–09:30 Welcome to Narvik
Project Status, Warm up is done – game is on
- 09:30–10:15 Today's travel trends - consumer
behaviour – *Milena Nikolova, Adventure
Travel Trade Association (ATTA)*
- 10:15–10:45 Arctic fika – Coffee break
- 10:45–11:15 Developing new seasons from Tour Operator's
perspective – *Cees Van Den Bosch, Voigt Travel*
- 11:15–11:45 DACH and Benelux markets travellers
needs on product development
– *Jan Badur, Nordic Marketing*
- 11:45–12:00 Q&A – session
- 12:00–13:00 Arctic Lunch

PRODUCT DEVELOPMENT SESSION

- 13:00–13:45 How to transform your resources to experiences
– *Pål Knutsson Medhus, Høve Støtt*
- 13:45–14:15 Best practises
Norway: Glød Explorer – *Trygve Nygard*
Sweden: Explore the North – *Johan Väisänen*
Finland: Lapland Hotels and Safaris – *Maria Astrén*
- 14:15–15:15 Product development Workshop 1.
How to stage the experience
– *Pål Knutsson Medhus*
- 15:15–15:45 Arctic fika – Coffee break

SUSTAINABILITY SESSION

- 15:45–16:45 Best practices: Sustainable destinations
ATTA – *Milena Nikolova*
Visit Lyngenfjord – *Georg Sichelschmidt*
Sápmi Nature – *Lennart Pittja*
- 16:45–17:05 Together for a sustainable future of
VAE region – *Bård Jervan, Mimir As*
- 17:05–17:25 Q&A – session
- 17:25–17:30 Sum up of the day
- 18.45–22.00 Culinary experience of Narvik
(Dresscode: casual)

WEDNESDAY 5.6

- Breakfast and check out
- 09:00–10:00 How to find the right customer
– *Pål Knutsen Medhus*
- 10:00–10:30 Arctic fika – Coffee break
- 10:30–11:30 Product Development Workshop 2.
Creating the right experiences for the right
customers
- 11:30–12:00 Sum up of Sharing is caring, VAE II Next steps
- 12:00–13:30 Arctic Lunch, Narvikfjellet
Farewell Narvik

ABOUT THE VENUES:

Quality Hotel Grand Royal Narvik, Kongensgate 64, 8500 Narvik, Norway
Narvikfjellet, Skistuveien 7, www.narvikfjellet.no

VISIT ARCTIC EUROPE II is financed by:



+ all the VAE II companies