

# Disoriented travellers or disoriented destinations? Future travel trends study results

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# DISORIENTED TRAVELLERS

Geographical diversification of the markets,  
diversification of generations and gender,  
and increased blurring of work and leisure  
leads to diversification of travelling  
practices.





## THE STORY OF THE DESTINATION

Destinations become unimportant – as long as they provide interesting platform for traveller's self-actualisation.

How to create stories that attract travellers interested both in their own wellbeing and that of destination?





## DESIGNING INVITATION

Invitation to act in responsible ways.

Invitation to stay longer in  
destination.

Invitation to spend time with our  
closest.

Invitation to learn new skills.







# DESIGNING AUTUMN SEASON FOR ARCTIC EUROPE

Who are the travellers?

How do they experience the destination?

What are their values?

What are the strengths of the season?

What are our values?

What are the attitudes of those designing  
and developing the season?



## ARCTIC EUROPE AS AN AUTUMN DESTINATION

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Place where you can connect with people you do not know.

Place where the air is fresh and nature pure.

Place where people from all over the world collect berries and go fishing.

Place where you are safe and secured.

Place where you easily hop into a train, electric car or bus and pay by finger prints.

Place where you see the northern lights and sleep outside.

Place where people live in the rhythm of nature and tell stories about this rhythm.

Place with possibility to escape the hectic urban life.

Place which fits to Chinese holiday seasons and is easiest to explain to European markets.

# POTENTIALITY OF THE AUTUMN SEASON

Natural phenomenon  
Services and activities  
Local culture

Unique approaches based on rich common  
resources

Will to teach everyday-life habits

Time and space for intensive engagement

Fresh colours, fresh thinking





Northern Norway  
Tourist Board

Swedish Lapland  
Visitors Board

REGIONAL TOURISM ORGANISATION OF  
SWEDEN'S NORTHERNMOST DESTINATION



Finnish Lapland  
Tourist Board

Interreg  
Nord

European Regional Development Fund



EUROPEAN UNION

# DESIGNING INVITATION FOR THE AUTUMN SEASON

Who do we want here? Small-scale tourism?

Autumn travelers go deeper into the nature.  
They learn, harvest and get engaged with changes in nature.  
They go hunting without hunting.

How do we engage the travellers into ecological practices?  
How do we increase travellers' awareness and set regulations related to  
use of nature?

How do we work with local knowledge and skills?  
How do we enable year-around employment?

Developing the destination as a whole is important.  
Quality is important.  
Dialogue between small and big companies is important.

We need to have faith in the season – it is not a low season!  
We need to have marketing by experiencing – and invite people to  
experience the autumn.  
To brand values, we need to be aware of our values!

Towards joint communication of  
the new season:

# ARCTIC AUTUMN



CALL OF THE WILD  
OUTDOORS WITH A TWIST  
HIGH SEASON FOR LOCAL FOOD  
CAPE TO CAPE  
HARVESTING WITHOUT EXPLOITATION  
OWN MENTAL SPACE IN THE WILDERNESS  
MULTIPLE LAYERS OF COLOURS  
HUNTING WITHOUT HUNTING  
COSY AUTUMN FEELING  
INTENSIVE RELAXATION  
ACCESS TO ARCTIC  
GATEWAY TO MENTAL WILDERNESS  
RELEASE YOUR MENTAL WILDERNESS  
LEARN HOW TO BE NORDIC

# SLOGANS

FIND YOUR ARCTIC FIRE

COLOUR YOUR NATURE

FIND YOUR ARCTIC FIRE

(PLAY, PARTY, LOVE, WALK, TALK, EAT) ...LIKE THE ARCTIC

COLOURFUL SILENCE

CATCH THE MOMENT

# HASHTAGS

#PUREARCTIC, ARCTICLIGHTS, GOLDENAUTUMN,  
COLOURFULSILENCE, ARCTICURBANISM,  
ARCTICNIGHTS

#ARCTICCOLOURS

#ARCTICFIRE, ARCTICME

#LIKETHEARCTIC

#GODEEPER, NATUREDEEPER,  
THELANDOFTHERINGS

#CATCHIT, CATCHTHEMOMENT, VISITARCTICEUROPE,  
PURELY ARCTIC

VISIT  
ARCTIC  
EUROPE



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# DESIGNING FUTURE TOURISM IN ARCTIC EUROPE

Specific rhythm of the area

Arctic lifestyle

Learning and encountering

Fragile nature and localities

Small steps on level of ideas or  
concrete collaboration practices

# THANK YOU!

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Pictures

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