

# 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.

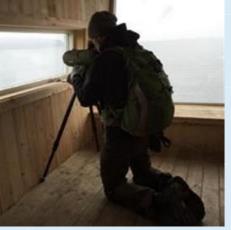
















#### THE STORY OF THE DESTINATION

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.

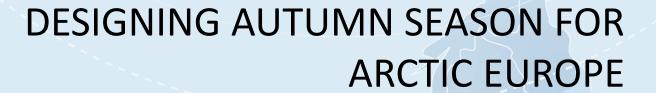














Who are the travellers?
How do they experience the destination?
What are their values?

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

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





















#### 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













## 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 Outi Rantala Miia Mäkinen







