

TRIP DOWN MEMORY LANE!

## TAKE-AWAYS FROM THE 2021 ARCTISEN

# ONLINE BENCHMARK TRIP TO FINLAND

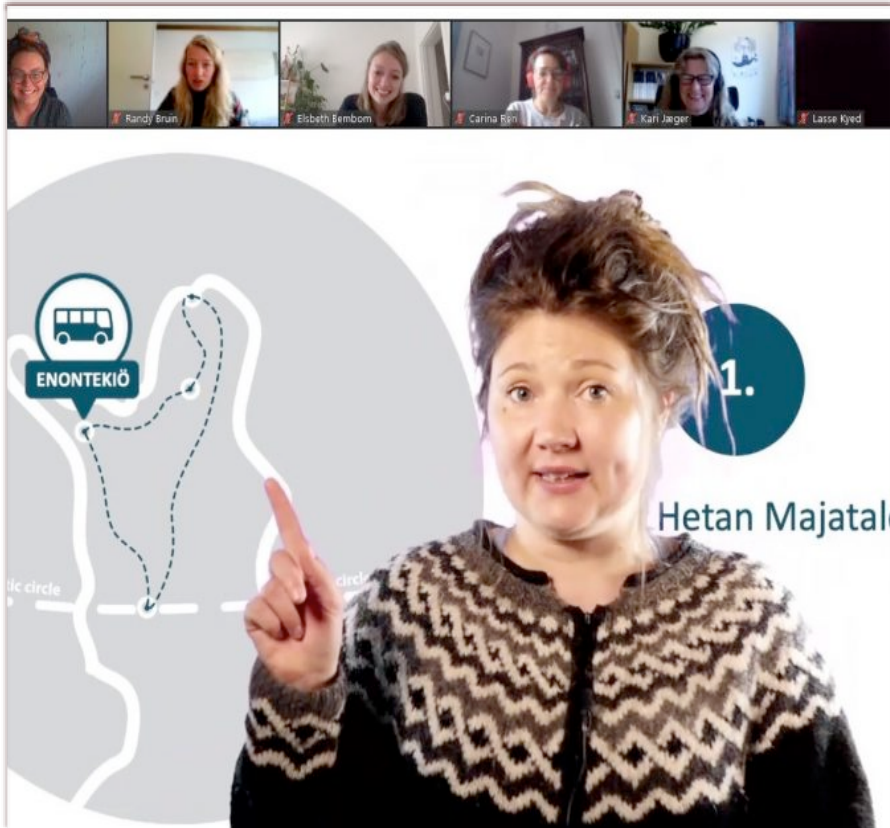
On 18th of May we continued our online  
benchmarking trip to Finnish Lapland.

We welcome you to enjoy the atmosphere  
and new ideas from our online bus-trip!



TRIP DOWN MEMORY LANE!

WELCOME!



### Tour guide: Suvi Autio

"Hello everyone and welcome to our Arctisen Finnish online benchmark trip. Glad to see so many of you here! As many of you know, originally we were supposed to have physical benchmarking trips, but then corona complicate the plans and instead we have created these online benchmarking events.

During this online bus-trip we will visit in five different companies in Enontekiö, Inari and Utsjoki. We will also have three inspiring discussion sessions under theme the "*Sharing local ways of life with guests*".

## Tour guide: Suvi Autio

"Let's go quickly through the travel itinerary of our trip. Here you can see the timetable. We will start by gathering in groups so you can get to know some of your travelling companions. We will then head towards Hetta, where we are welcomed by Tiina at Hotel Hetan Majatalo."

TRIP DOWN MEMORY LANE!

# WELCOME!

18th of May 2021  
15-18 UTC +3

## ONLINE BENCHMARK FINLAND:

*Sharing local ways of life with guests*

This online bus adventure takes us to Hetta, Inari and Utsjoki. We will visit 5 different tourism companies through videos to learn about their stories, products and services.

We have planned few stops along the way that allow us to reflect our thoughts, discuss and get to know the other travellers.

We recommend you to bring along a thermos bottle of fresh brewed coffee and perhaps even a towel as there are many saunas in the Finnish Arctic.

### TIMETABLE

 **ROVANIEMI** Departure at 15.00

**Welcome** - Online benchmark tour guide Suvi Autio

**15.05** - Break out session 1: Meet your co-travellers

 **ENONTEKIÖ**

**15.15** - 1. Visit: Hotel Hetan Majatalo

**15.35** - 2. Visit: Näkkälä Adventures

**15.55** - 3. Visit: SoundByNature

**16.10** - Break out session 2: How you share local ways of life with guests?

 **INARI**

**16.30** - COFFEE BREAK 15 min

**16.45** - 4. Visit: Sami Duodji

**16.55** - 5. Visit: Short video compilation from other activities during benchmark

 **UTSJOKI**

**17.00** - 6. Visit: Holiday Village Valle

**17.25** - Break out session 3: New ideas of sharing local ways of life with guests

 **ROVANIEMI** Arriving at 17.45

**Closing words** - Online benchmark tour guide Suvi Autio

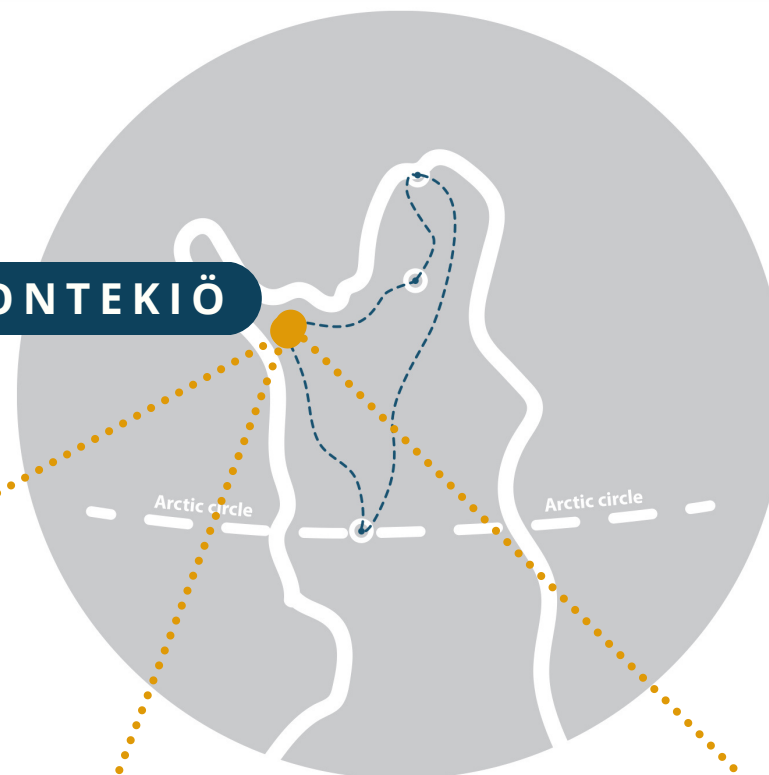


## WELCOME TO JOIN US!



TRIP DOWN MEMORY LANE!  
**COMPANY VISITS**  
ENONTEKIÖ

**ENONTEKIÖ**



**HOTEL HETAN MAJATALO**

More info:

<https://hetan-majatalo.fi/en/>



**NÄKKÄLÄ ADVENTURES**

More info:

<https://en.nakkala.com/>



**SOUND BY NATURE**

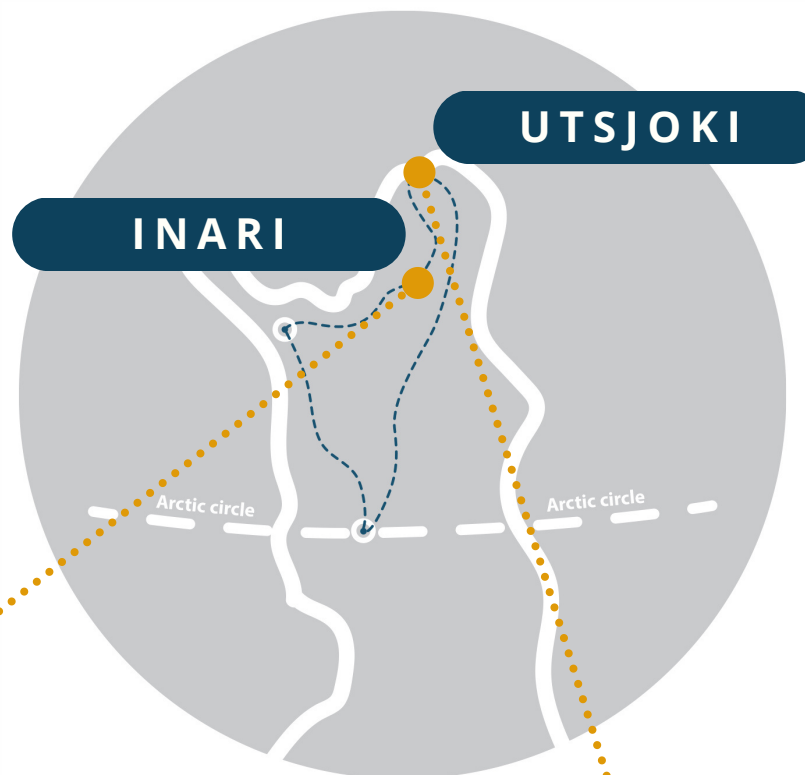
More info:

<https://www.soundbynature.com/>

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## COMPANY VISITS

INARI & UTSJOKI



**SÁMI DUODJI**

More info:  
<https://www.samiduodji.com/>



**HOLIDAY VILLAGE VALLE**

More info:  
<https://www.holidayvillagevalle.fi>

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# TAKE-AWAYS AND SOUVENIRS

*Sharing local ways of life with guests*

## THOUGHTS:

Nature is not a setting; we interact with it.  
Nature and culture are intertwined.

Slow down and do not rush.

Normal life and local stories are enough.  
No need for tricks of special effects.

It is often enough to be in a place and sense it;  
look at the landscape, smell the forest,  
taste pancakes, feel the snow, enjoy one's company.

Local guides who know, love and  
feel proud of their home place and way of life.

Instead of following strict scripts, it is important to  
interact with one's guests and surroundings.

Enhance hosts' and guests' openness for surprises,

Spontaneity and improvisation require that  
the guests feel safe, wonder and enchantment.

Local communities have often different understanding  
what is seen as 'local' and what can be shared with guests.



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# TAKE-AWAYS AND SOUVENIRS

*Sharing local ways of life with guests*

## SOME IDEAS:

Local food and old recipes are great ways to share local lifestyles.

Hunting and fishing and preparing your own meal.

Hiking, riding a snow mobile or a sleigh, making handicrafts, learning how to make a bonfire, visiting saunas and ice-holes.

Handicraft bus that travels and spreads joy and new skills.

Home visits and village tours enable guests to experience local ways of life.

Offer virtual experiences.  
Meet the guests online before the visit.  
Example of 'Living Landscape' website and app, developed by museum Ájtte in Sweden.

