



Photo: Pite Havsbad

Stronger together VISIT ARCTIC EUROPE II KICK OFF PITEÅ 13-14.11.2018



Individual arrivals and check in at hotel Pite Havsbad

TUESDAY 13.11

- 8.30-9.00 Registration and coffee
- 9.00-9.45 Welcome
Introduction of VAE II by Rauno Posio
- 9.45-10.15 Designing Arctic Europe's (smart) future in tourism
by Chris Doyle, Adventure Travel Trade Association (ATTA)
- 10.15-10.45 Arctic fika – coffee break
- 10.45-11.15 How do we save the world?!
Panel discussion about sustainability with Camp Ripan, Tromsø Safari, Visit Finland and ATTA
- 11.15-11.45 Destination Nordics
a preview by Kristiina Kukkohovi
- 11.45-12.15 Five recipes that can help boost your digital communication
by Evgenia Egorova, Northern Norway Tourist Board
- 12.15-13.30 Eat your greens – lunch
- 13.30-14.00 A walk on the beach
Yes, an actual walk on the beach
- 14.00-15.15 Are you talking to me?
Trond Øverås, Northern Norway Tourist Board
Johanna Ögren, Swedish Lapland Visitors Board
Katariina Imporanta, House of Lapland

- 15.15-15.45 Arctic fika – coffee break
- 15.45-16.45 Workshop: Inside out – outside in
- 16.45-17.00 Wrap up of day 1

- 18.15 Sky Bar Mingle
- 19.00-22.00 VAE II Opening dinner
(dresscode: casual)

WEDNESDAY 14.11

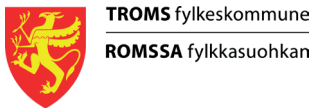
- Breakfast and check out
- 9.00-9.30 Where are we going?
Mapping results
- 9.30-11.00 Workshop: markets, low seasons, work process and digitalisation – from mapping to action
- 11.00-11.45 Let's go!
dished up by Björn Ylipää
- 11.45-12.00 Next steps in VAE II
by Rauno Posio
- 12.00-13.00 Lunch
- 13.30-14.00 Sitevisit at KUST Hotel & Spa
Registration for sitevisit to be done during the Kick-off, more info available in Piteå.

ABOUT THE VENUE:

Pite Havsbad,
Hotellvägen 50, Piteå
www.pitehavsbad.se



VISIT ARCTIC EUROPE II is financed by:



+ all the VAE II companies