

Spirit of Inari 2024: The Future of Regenerative Tourism

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- 10:30-12:00 Registration
- 12:00-12:05 Yoik song by **Ante Aikio**
- 12:05-12:10 Opening
Author, journalist, media entrepreneur
Kimmo Ohtonen
- 12:10-12:25 Welcome to Inari
Mayor **Tommi Kasurinen**, Inari municipality
- 12:25-13:10 Keynote speech
The Transition from The Numbers Paradigm to The Place Paradigm – a new approach to Tourism Development
CEO **Tina O'Dwyer**, The Tourism Space Ireland
- 13:10- 13:40 For Whom Do the Sleigh Bells Toll? Social Media's Role in Shaping Expectations of Arctic Tourism Destinations
Researcher **Ria-Maria Adams**, University of Vienna/Arctic Centre, Rovaniemi
- 13:40-14:10 From Principles to Practice: Canadian Perspectives on Sustainable Nature-Based Tourism Development, Wellbeing, and Value
Postdoctoral Researcher **Kelsey Johansen**, University of Eastern Finland
- 14:10-14:30 Tourism prospects in Lapland North Destinations
CEO **Hanna Kouri**, Lapland North Destinations Oy

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- 14:30-14:50 The spirit of Norway and Finland
*Mayor **Magnus Mæland**, Sør-Varanger municipality, Norway*
- 14:50-15:20 Coffee/Tea
- 15:20-15:45 Hawkhill Resort – a pioneer in sustainable tourism, Nuuksio Finland
*CEO, **Annu Huotari***
- 15:45-16:45 **Panel discussion:** How to promote regenerative tourism in the area
*Moderator **Hanna Kouri**, Lapland North Destinations Oy, Moderator, CEO*
Participants:
***Elias Pikkujämsä**, Evergreen Capital Oy, Nanguniemi Exclusive Eco Hotel, Partner*
***Jouko Lappalainen**, Wilderness Hotels & Safaris Oy, CEO*
***Pirita Näkkäljärvi**, Sámi Parliament, President of Sámi Parliament*
***Venla Karkola**, Tourism Specialist at Metsähallitus Parks & Wildlife Finland*
***Henna Kontsas**, Director of Development, Municipality of Inari, Business and Development Services*
***Virpi Jääskö**, Project Coordinator at Sámi Education Institute / Artisan at TAVEÄMMI Arctic Craft School TAVEÄMMI Arctic Craft School*
- 16:45-17:00 Summary and conclusions
*Chair of Board for Vitality **Petri Saastamoinen**, Inari municipality interviewed by **Kimmo Ohtonen***