

Spirit of Inari 2024: Speakers

Kimmo Ohtonen,
Journalist, author,
documentarian



Journalist, author, documentarian Kimmo Ohtonen started his TV career in Great Britain with BBC and ITV. In Finland, he is best known for numerous nature programs on Yle, such as Ulos luontoon and Katoava Pohjola.

Tommi Kasurinen,
Mayor of Inari
Municipality

Tommi Kasurinen is the Mayor of Inari municipality.

Tina O'Dwyer,
The Tourism Space
Ireland, MD, CEO



Tina O'Dwyer is a founder and CEO of the Tourism Space in Ireland, which is a leading international consultancy that specialises in enabling sustainable, regenerative and collaborative tourism approaches. They provide training, facilitation, speaking and consultancy services to governmental and public sector agencies, not-for-profit organisations, European Institutions and EU-funded projects.

Magnus Mæland,
Mayor of Sør-Varanger
municipality

Magnus Mæland is the Mayor of Sør-Varanger municipality in Norway.

Hanna Kouri, Lapland
North Destinations Oy,
CEO



Hanna Kouri has been the CEO of Lapland North Destinations since 2021, which is a destination management organization, working in close collaboration with around a hundred tourism companies and the municipalities of Inari and Utsjoki. Their operations encompass marketing, accessibility, year-round tourism and sustainability.

Ria-Maria Adams,
Postdoctoral
Researcher,
University of Vienna



Ria-Maria Adams is a Postdoctoral Researcher at the Department of Social and Cultural Anthropology at the University of Vienna and a visiting researcher at the Arctic Centre in Rovaniemi. Her research interests focus on Arctic youth wellbeing, transport and tourism infrastructures, shrinking northern towns and sustainable communities.

Kelsey Johansen
Dr., Postdoctoral
Researcher,
University of
Eastern Finland,
Business School



Dr. Kelsey Johansen is a Postdoctoral Researcher at the UEF Business School, University of Eastern Finland, specializing in the value of bluespaces and trails in terms of recreation, well-being, and tourism for individuals, businesses, and communities. Her work centers on activating community assets to develop sustainable recreation and tourism products, and she focuses on knowledge mobilization and translation across sectors with a community-centered, service-focused, and solution-oriented approach. Johansen is also an Adjunct Professor at Lakehead University and serves as Chair of the Trail Research Hub, both in Canada.

Annu Huotari,
Hawkhill
Resort, CEO



Annu Huotari is a CEO of Hawkhill, a family owned business in Nuuksio, southern Finland. She was crowned Visit Finland's first ever sustainability ambassador at the end of 2023.

Petri Saastamoinen,
Chair of Board for
Vitality

Petri Saastamoinen is the Chair of Board for Vitality, Inari municipality

Panelists

Hanna Kouri,

Lapland North Destinations Oy, Moderator, CEO

Elias Pikkujämsä,

Evegreen 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

Music performances

Ante Aikio,

Yoik singer



A reindeer herder, yoik singer, author and entrepreneur living between two worlds, splitting his time between his companies and his reindeer herd. Ante Aikio has been yoiksinging since childhood and done collaborations with various artists. He published his debut album in 2020.

Ailu Valle,

Rap artist



Ailu Valle is a rap artist from Anár, Finnish side of Sápmi, who raps in Northern Sámi, Finnish and English. He has released three solo albums in Northern Sámi. Valle won the Finnish State Culture Prize in 2019, granted by Taike and the Best Songwriter/ Composer prize of the year, granted by Sámi Music Awards and TONO Norway in 2020.