

Schedule - Spirit of Inari

8:30–9:10 Registration and Coffee

9:10–9:15 Musical Performance: Anna Lumikivi

9:15–9:30 Opening Speech: Tommi Kasurinen, Municipal Manager, Municipality of Inari

9:30–9:55 Overview of Tourism in the Region: Towards Regenerative Tourism. Speaker: Hanna Kouri, CEO, Lapland North Destinations Ltd.

9:55–11:00 Regenerative Tourism – From Theory to Practice: Anna Pollock, Founder, Conscious Travel

11:00–12:20 Lunch Break and Artisan Market

12:20–12:45 Future Trends and Strategic Directions in Tourism
Liisa Kokkarinen, Head of Sustainable Development, Business Finland

12:45–13:05 Company Story: Regenerative Tourism in the Sámi Homeland – From Entertaining Tourists to Authentic Experiences, Petra Suontausta, Travel Utsjoki

13:05–13:25 Wellbeing from Nature: Minna Kataja, Arctic Sky

13:25–13:35 Break

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13:35–13:55 Building and Architecture in Sápmi: Eveliina Sarapää, SAFA

13:55–14:40 Planning and Building for Regenerative Tourism – Interview by Kimmo Ohtonen with:

- Reetta-Mari Tammela, Technical Director, Municipality of Inari
- Nina Aarras, Senior Specialist, Sweco
- Olli Lipponen, Liaison Manager, Metsähallitus
- Jouko Lappalainen, Wilderness Hotels & Safaris

14:40–15:20 Coffee and Artisan Market

15:20–15:50 Social Impacts of Tourism – Results from Inari Resident Survey, Miikka Raulo, Partner, Flowhouse. Commentary: Tourism's Social License Requires Continuous Reflection – Salla Jutila, Doctoral Researcher, University of Lapland

15:50–16:45 Panel Discussion: The Ecosystem of Regenerative Tourism. Moderator: Hanna Kouri, Lapland North Destinations.

Panelists:

- Jaana Seipiharju, Chair of Vitality Committee, Municipality of Inari My Manner, Hotel Manager, Santa's Hotel Tunturi
- Aleksi Taipale, Founder, Arctic Stargazing Tours
- Aki Karvonen Entrepreneur, iKi-food
- Tuomas Aslak Juuso, Vice-Chair of the Sámi Parliament

16:45–17:00 Closing Summary