



Sales & Marketing Strategy for Utsjoki

Unlocking the Northern Potential – a hidden gem
in the northernmost part of Finland

STELLA
CAELUM
UTSJOKI 07102025

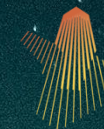
GLOW2.0

Interreg



Co-funded by
the European Union

Northern Periphery and Arctic



Põhjois-Lapin
alueyhteistyön
kuntayhtymä
Federation of Northern Lapland
municipalities



Utsjoki – The Northernmost Gem of Lapland, Finland

A Year-Round Destination for Arctic Landscapes and Sámi Culture

- To develop Arctic experiences in every season.
- Products Inspired by Pristine Landscapes and the Northern Lights
- Exploring the richness of Sámi culture and traditions
- Offering Comfortable stays in chalets, hotels, and design resorts
- Creating products focused on sustainable and responsible tourism





Designing and Creating Experiences for Every Visitor

- **Seamless Sámi Culture & Storytelling:** Curated cultural experiences with immersive narratives
- **Year-Round Seasonal Activities:** Snow activities, hiking, wildlife, Midnight Sun
- **Nature & Landscapes:** Pristine Arctic scenery, Northern Lights
- **Comfortable Stays:** Rustic cabins, boutique hotels, design resorts
- **Engaging Visitor Journeys:** Culture, nature, and storytelling combined





Crafting Exclusive Culinary Experiences Inspired by Sámi and Finnish Culture

- **Authentic Flavors:** Seasonal Sámi and Finnish ingredients
- **Immersive Experiences:** Culinary activities with storytelling
- **Exclusive Touch:** Personalized dining and interactive workshops





Travel Connectivity Challenges to This Unique Destination

- Limited Flights to Ivalo Airport
- Inadequate Public Transport
- High Private Transfer Costs
- Limited Car Rental Options
- Need for Year-Round Airport Bus Service
- Better Connectivity to Norway



Defining the Target Market for Utsjoki

- **Nature & Adventure:** Hiking, wildlife, Northern Lights, Snow Activities
- **Culture & Experiences:** Sámi traditions, storytelling, handicrafts, local cuisine
- **Luxury & Niche Travelers:** Design resorts, private guides, curated experiences
- **Local Market:** Finnish travellers seeking nature and culture
- **International Tourists:** Germany, UK, Scandinavia, USA, Japan and others.

Digital Marketing Strategies for Utsjoki



- **Social Media:** Stunning visuals & stories
- **Content Marketing:** Blogs & travel articles
- **Influencer Partnerships:** Collaborate with travel creators
- **Email Campaigns:** Targeted newsletters & updates
- **SEO & Listings:** Optimize website & online platforms
- **Virtual Experiences:** 360° videos & webinars
- **Targeted Ads:** Reach niche travel audiences

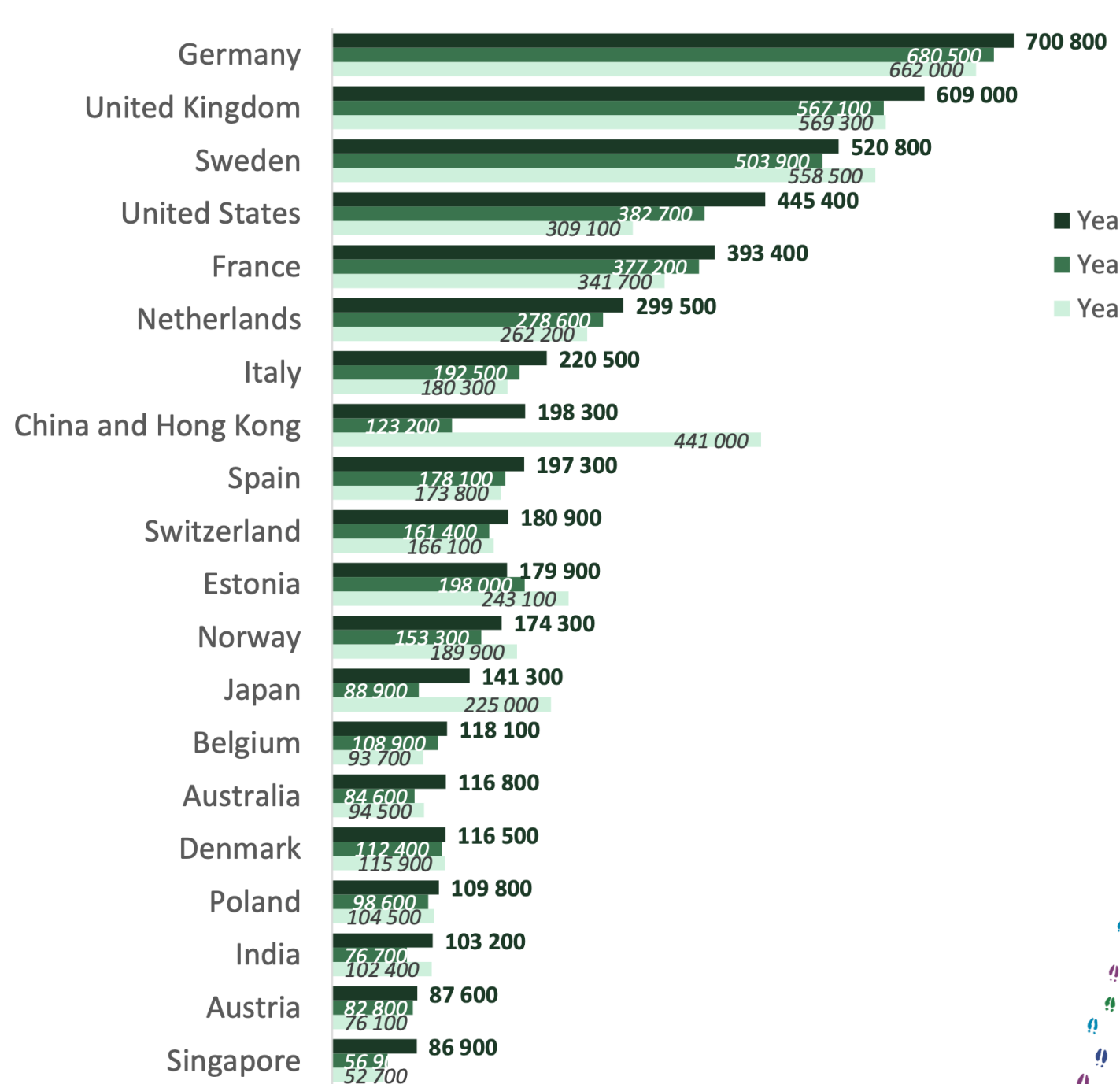
Main source markets

Year 2024 vs. year 2023 & year 2019

Engaging Travel Partners: Promoting Utsjoki in Finland Itineraries

- **Top 20 partner countries** with registered overnights are already designing Finland itineraries, making it easier to include Utsjoki
- **Visit these countries** to meet partners, showcase Utsjoki, and invite them on familiarization trips
- **Collaborate with partners** to create itineraries highlighting Utsjoki's unique experiences

Source: Visit Finland Statistics Service Rudolf, Statistics Finland



■ Year 2024
■ Year 2023
■ Year 2019




By uniting as a community, implementing effective strategies, and creating a unique, exclusive product, we can put Utsjoki on the global map as a must-visit travel destination.

Kiitos Paljon!

Joti Nalluri

Director of Sales & Marketing

 +358 400 270070

 joti.nalluri@kakslauttanen.fi

 **Kakslauttanen Arctic Resort** | Kiilopääntie 9, 99830
Saariselkä, Lapland, Finland

Utsjoki Arctic Resort | Nuorgamintie 91, 99980
Utsjoki, Lapland, Finland

 www.kakslauttanen.fi / www.utsjokiresort.fi

