

Spirit of Inari 2024: The Future of regenerative tourism

- 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*
- 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*
Participants:
***Henna Kontsas**, Business and development services Inari municipality*
***Elias Pikkujämsä**, Evergreen Capital Oy, Nanguniemi Exclusive Eco Hotel*
***Jouko Lappalainen**, Wilderness Hotels & Safaris Oy*
***Virpi Jääskö**, TAVEÄMMI Arctic Craft School*
***Pirita Näkkäläjärvi**, Sámi Parliament*
***Venla Karkola**, Metsähallitus*
- 16:45-17:00 Summary and conclusions
*Chair of Board for Vitality **Petri Saastamoinen**, Inari municipality interviewed by **Kimmo Ohtonen***