

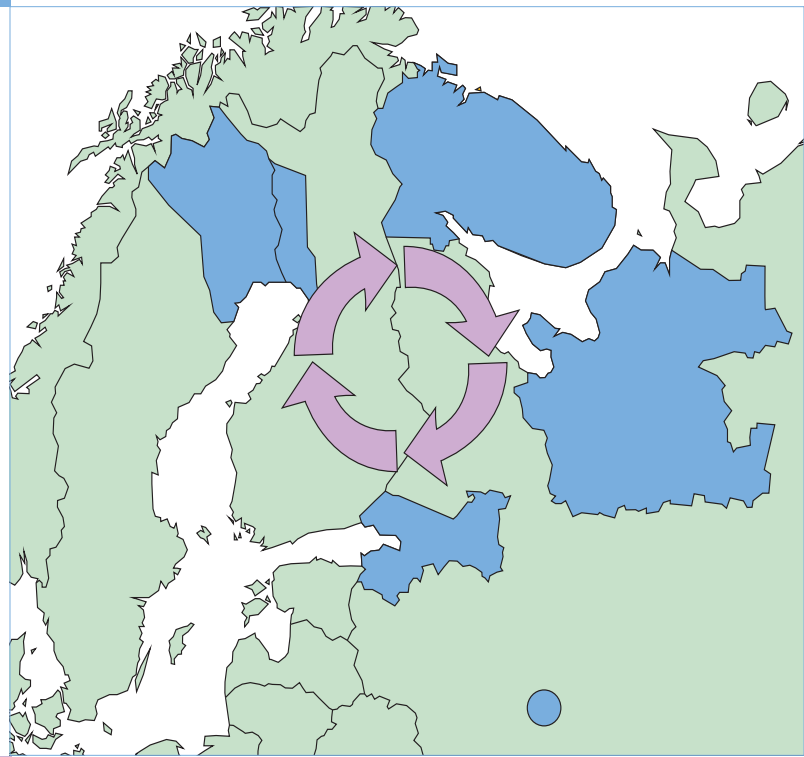
# Co-TOUR

Cooperation and Development of Tourism Business  
between SMEs in Barents • ENPI Kolarctic project 2012-2014

## TOURIST COMPANY AND INTERESTED IN REACHING OUT IN BARENTS?

- Welcome, this is a project for you!

Co-TOUR is an EU project between northern Sweden, northern Finland and northwestern Russia and aims to develop and strengthen the tourism industry in and between the different project areas by helping small and medium-sized destinations, tourist attractions and hotels to become more visible, competitive and internationally attractive to each other's markets.



## PROJECT REGIONS

- Sweden: Norrbotten
- Finland: Lapland
- Russia: Archangelsk, Murmansk,  
St Petersburg, Moskova

This is accomplished through cooperation where the target groups can take advantage of knowledge, improve, develop and adapt their products after each other's markets, create and package common products over destination borders, build contacts with key persons, participating in marketing and sales trips, as well as in joint marketing materials across the whole region.

## PROJECT ACTIVITIES

AS A DESTINATION, TOURIST ATTRACTION OR HOTEL WITHIN THE PROJECT AREAS, YOU ARE OFFERED THE OPPORTUNITY FREE OF CHARGE...

- to participate in educational workshops to learn about the travel market in Barents and to be able to develop and adapt your products due to that.
- to be part of package offers together with other tourist destinations in the region which are marketed through web, printed material and sale agents in Barents.
- to receive travel packagers on marketing and knowledge exchange trips .
- to exchange tourist staff between destinations in Barents to learn from each other and develop products.

## PARTNERS AND ASSOCIATED PARTNERS:

### ● SWEDEN

Sverigefinska folkhögskolan/ Svefi (projekt-koordinator), Heart of Lapland, Kiruna Lapland, Visit Gällivare, Haparanda Stad, Upplev Boden, Piteå Presenterar

### ● FINLAND

Kemi-Tornion University of Applied Sciences, Luoteis-Lapin Matkailu Ry, Torniolaakson Yrityspalvelu OY, Team Botnina OY, Ylitornion kunta

### ● RUSSIA

MIPKI Inter-Industrial Institute for Staff Development and Information, Municipality of Ustainskiy District of Archangelsk Region, Municipality of Gatchina District, Association The Hotels Club and Hotel School, State Historic and Architectural Museum Solovky, Tourism Association of Murmansk Gulfstream, Federal State Institution of Culture and Tourist Destination "Malye Korely", Nordmorsevice Travel, Intourist-Murmansk (Mintour)

Would you like to take part in this project? Please, contact your local organization above.

## FOR MORE INFORMATION, PLEASE CONTACT:

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