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Background

In January 1999,
Sorsele,
Swedish Lapland....

Dagar vid älven

Days by the river





Concept

Network between organisers of attractive winter products, services and events in northern Europe



General context

The natural and cultural environment, local resources, tales and legends, water courses and lakes, long winters, snow, ice, cold, darkness, light...



Northern Periphery Programme Project

May 2004 – Sept 2007

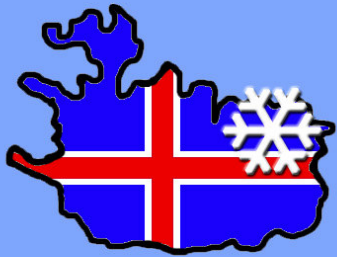
Budget: 686 183 EUR

NPP Funding: 366 104 EUR



Partners

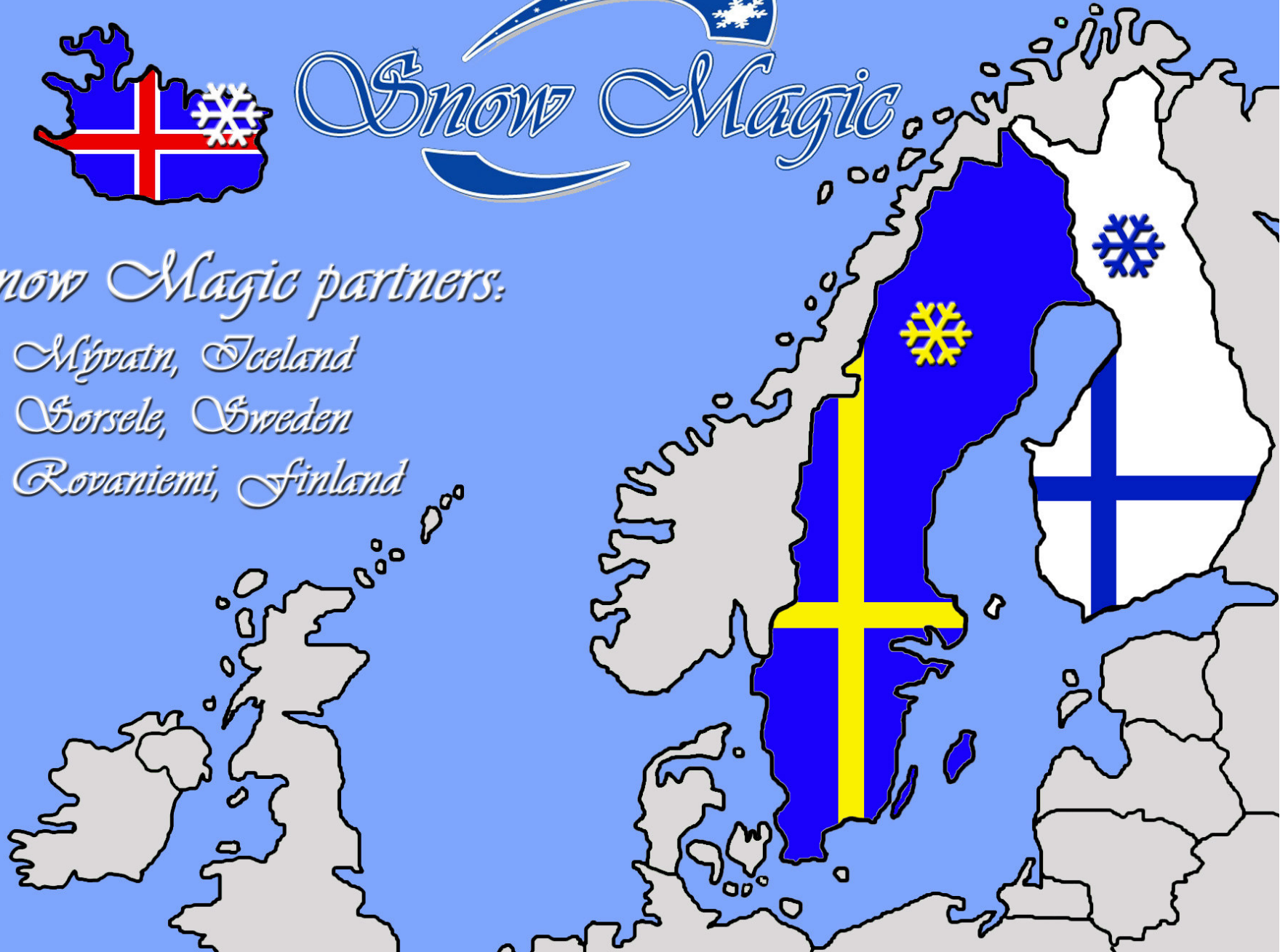
- The Municipality of Sorsele, Sweden
(Lead partner)
- The Municipality of Rovaniemi,
Finland
- Development Agency of
Thingeyjarsýsla, Lake Mývatn, Iceland



Snow Magic

Snow Magic partners:

-  = *Mývatn, Iceland*
-  = *Gorsele, Sweden*
-  = *Rovaniemi, Finland*





Objectives

- Cultural, social and economic development
- Business development
- Marketing



Activities

- Developing and testing good practices
- Transnational workshops
- Website, joint databank
- Products and marketing



Winter Land

Sorsele

Swedish Lapland



Snow Magic Park and activities, Ammarnäs Ski Centre



Snow Magic Igloo

Sorsele





*Mountain Guiding
Students*

Snow Magic Castle and Ice Wall Nalovardo

*Nalovardo Ski
Centre*





Vindelälvan
Snow Lanterns

Jörgen Westin
Sorsele 's Kindergarten



Snow Sculptures in Sorsele



Local pupils and young people





Winter Festival
Blattnicksele

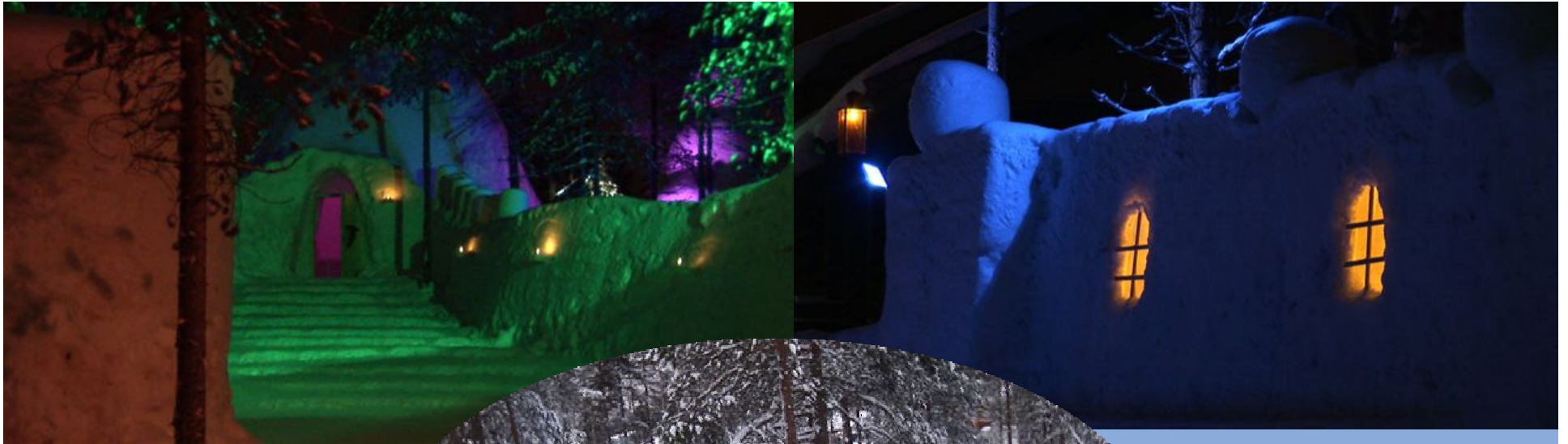




Christmas Triangle

Rovaniemi

Finnish Lapland

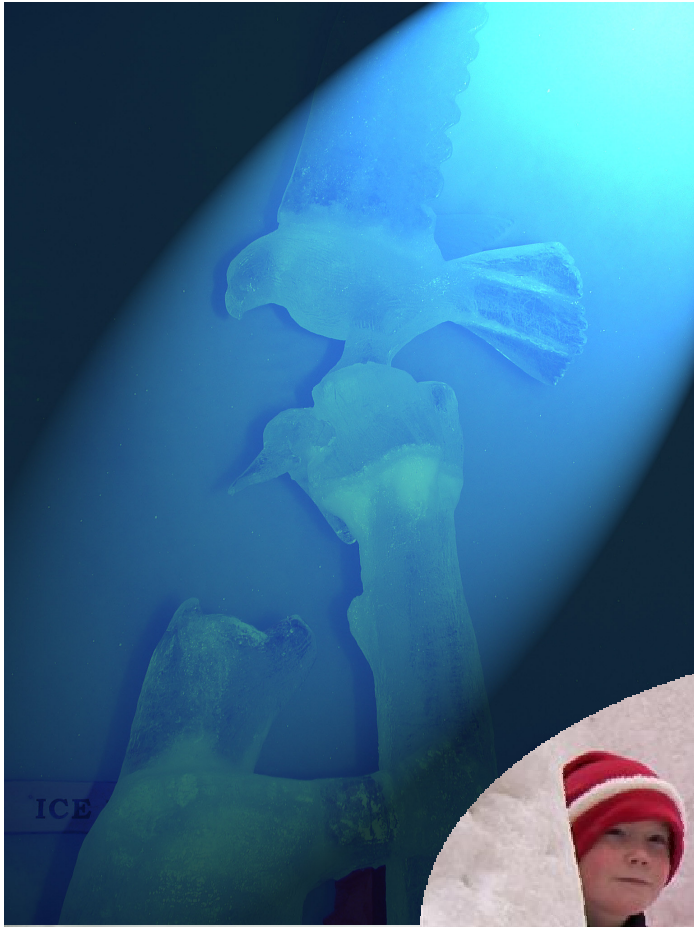


Snow Village



Santa Claus
Village
Artic Circle





Snow Village





Snow Course and Events



*Hirvas,
Meltaus
Narkaus
and
Vanttauskoski
village
communities*





Snow Magic Mývatn

Lake Mývatn

Iceland

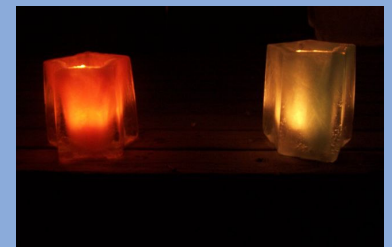


Snow Magic Team, Mývatn





Snow and Ice Achievements





Yule Lads





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Achievements

Highlight natural and cultural values of the partner areas



Achievements

"Snow is Business"



Features

- Snow and Ice
- Land and Water
- Natural and Cultural Heritage
- Tourism Innovations



Tourism Challenges

- Access to investment capital
- Transport infrastructure
- Business co-operation
- Market knowledge
- Product quality
- Marketing and Selling