

Interreg



Co-funded by
the European Union

Northern Periphery and Arctic

25 years of cooperation

...CONNECTING THE DOTS

PROJECT SESSION

#InterregNPA25



Tourism in the Making

Building Blocks from 25 Years of NPA Projects

Bodø, 1st October 2025

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Northern Periphery and Arctic

University of Lapland

Ari Laakso



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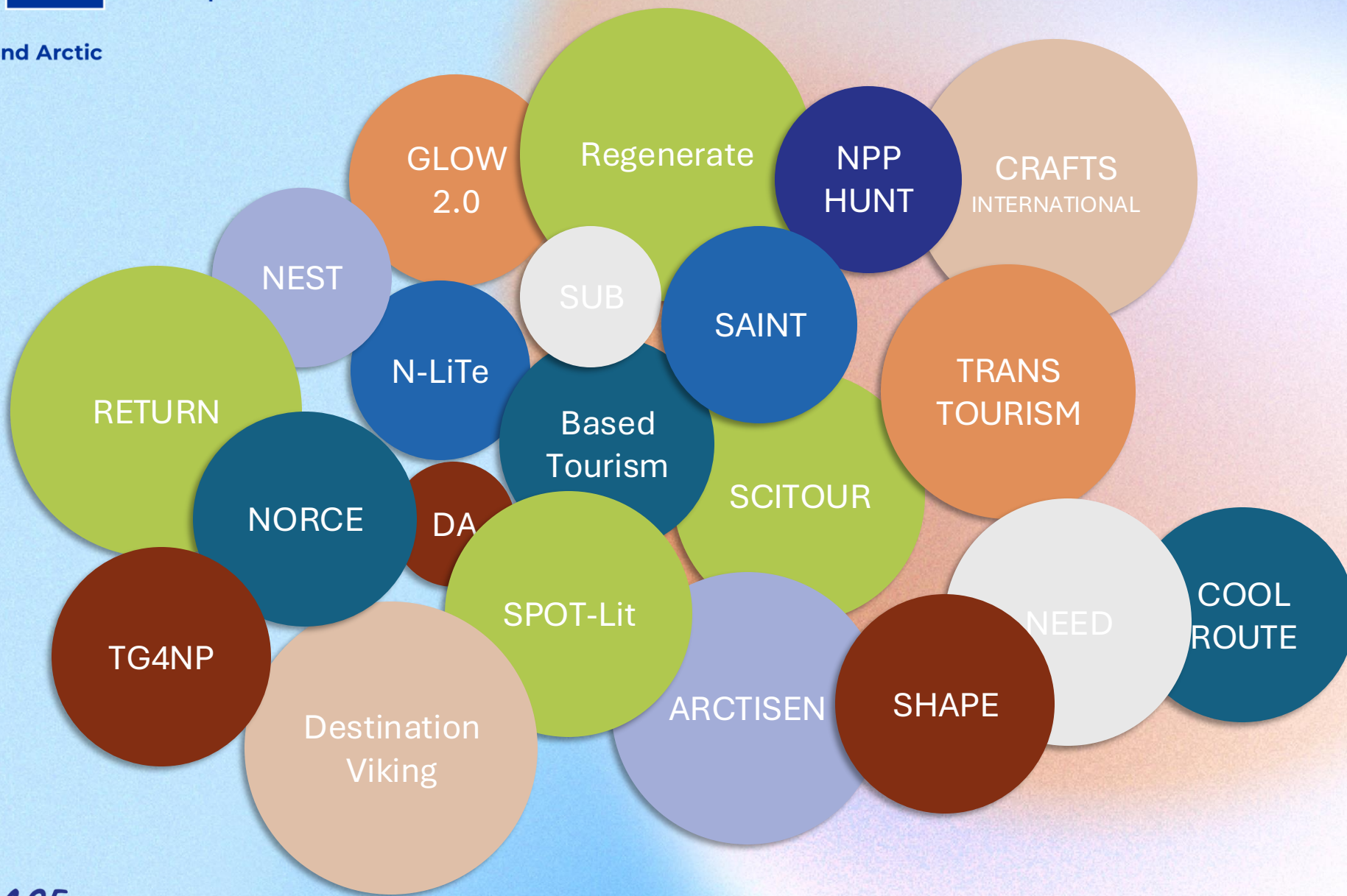
Northern Periphery and Arctic

University of the Highlands and Islands

Steve Taylor

#InterregNPA25





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2000-2006



NEST built networks around protected areas in the Northern Periphery, helping partners share experiences, develop sustainable tourism, identify business opportunities, and use shared natural and cultural heritage for education, management, and marketing.

Based Tourism created a transnational arena for nature-based tourism in the Northern Periphery, supporting small-scale companies by encouraging collaboration, exchanging ideas, developing products, and promoting sustainable growth for conservation and local employment.

BASED TOURISM

Nature-based tourism
2004 - 2006
Budget 1.45 million
10 partners

NEST

Northern Environment for Sustainable Tourism
2004- 2007
Budget 1 million
9 partners



Destination Viking established Saga Trails and revived storytelling traditions in the Northern Periphery, engaging local people as guides and storytellers to promote cultural heritage, community development, and landscape management.

DESTINATION VIKING

Destination Viking – Saga Lands
2003 – 2005
Budget 1 million
18 partners

NORCE

Northern Coastal Experience
2004 – 2007
Budget 1.75 million
18 partners

NORCE established a network of coastal heritage sites in the Northern Periphery, creating a joint information strategy, promoting cultural and physical connections, and supporting local areas in developing and showcasing their heritage.



Northern Periphery and Arctic

The NEED project developed an operational model to use geo-scientific knowledge in tourism, enhancing environmental education in parks and World Heritage sites, raising awareness on climate change, and strengthening links between schools, park managers, and rural tourism SMEs.

NEED

Northern Environmental Education
Development 1.3
2008-2010
Budget 1.2 million
4 partners

TransTourism

Sustainable Transport in Rural
Tourism Areas
2010 – 2013
Budget 1.35 million
9 partners

The Trans Tourism project developed sustainable transport services for rural tourism areas in the Northern Periphery, including seasonal bus routes, combined delivery services, and digital travel information, to boost tourism while reducing car use and emissions.

2008

2007



2010



2011



2013

NPPHUNT promoted sustainable hunting tourism in Northern Europe by supporting SMEs, exchanging transnational experiences, and developing models, tools, and training materials for sustainable tourism in peripheral regions.

NPPHUNT

Sustainable Hunting Tourism – Business
Opportunities in Northern Europe 1.2
2008 – 2010
Budget 1.1 million
10 partners

TG4NP enhanced visitor experiences in cultural and natural heritage sites by developing multimodal mobile services, creating guided tours, service concepts, and intelligent routing to support sustainable tourism in the Northern Periphery.

TG4NP

Tourist Guide for Northern Periphery
2010 – 2013
Budget 2.45 million
11 partners

Craft International built on earlier experience to expand a European artisan network, linking cultural heritage crafts with tourism, innovative online sales, improved on-site facilities, and a sustainable business model—focusing on jobs for youth and women.

Craft International

2011 – 2013
Budget 1.7 million
8 partners



2014-2020

Northern Periphery and Arctic

Drifting Apart strengthened understanding and enjoyment of the Northern Periphery's geological heritage, supported new and aspiring Global Geoparks, promoted innovative products and services, and built a strong regional Geopark network.

DA

Drifting Apart: Reuniting Our Geological Heritage
2015 – 2018
Budget 1.65 million
7 partners

SHAPE focused on the development of ecotourism experiences in sustainable heritage areas (SHAs), as drivers for employment and income generation in rural and sparsely populated areas.

SHAPE

Sustainable Heritage Areas - Partnerships for Ecotourism
2017 – 2020
Budget 1.5 million
8 partners

2014

2015



SAINT helped SMEs develop and market 'slow adventure' experiences—immersive, nature-based journeys in Northern Europe's wild spaces—to attract new international customer markets.

SAINT

Slow Adventure Tourism in Northern Territories
2015 – 2018
Budget 1.7 million
11 partners

2015



Cool Route explored the practical logistics and business potential to establish a bi-directional yacht cruising route along the offshore areas of the Northern Periphery Area, sustainably exploiting the natural resources of the area.

Cool Route

Cruising Oceans on Latitudes above 51° North
2015 – 2018
Budget 1.3 million
8 partners

2014-2020



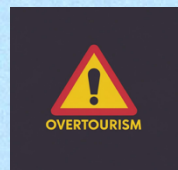
ARKTISEN

Culturally Sensitive Tourism in the Arctic

2018 – 2021

Budget 1.45 million

8 partners



2018



2020



2021

2018

SCITOUR created the concept and brand of scientific tourism, developing guidelines, model products, and digital tools to help SMEs in remote Arctic areas market new experiences that combine learning with exceptional travel.

SCITOUR

Scientific Tourism

2020 – 2022

Budget 1.1 million

4 partners



ARCTISEN supported tourism SMEs in the Arctic by promoting culturally sensitive product development, creating toolkits and online courses, building a transnational cluster of enterprises, and co-creating new services through collaboration across the region.

SPOT-Lit aimed to grow entrepreneurship and SME reach beyond local markets by developing and marketing literary tourism products as economic drivers.

SPOT-LIT (BLITZ)

Business of Literature Zones

2018 – 2022

Budget 1.95 million

7 partners

Northern Periphery and Arctic

N-LiTe aims to deliver new innovative digital solutions/immersive digital experiences that support links into larger markets and further promote place-based literary tourism.

N-LiTe

Literary Tourism Immersive Technology Acceleration
2023 – 2026
Budget 1.5 million
6 partners

2023

2022

SUB aims to transfer and develop entrepreneurial skills and sustainable business models in biking tourism in collaboration with SMEs, as an emerging sector with the potential to contribute to economic diversification and resilience in remote areas.

SUB

Sustainable Arctic and Peripheral Biking Tourism
2023 – 2026
Budget 1.9 million
6 partners



2023



GLOW2.0

Green energy technology tourism growth
2022 – 2025
Budget 1.8 million
6 partners

GLOW2.0 applies a green business model to pilot and learn how to develop sustainability methodologies in SMEs and social enterprises in the dark nights tourism sector.

2025

REGENERATE

Regenerative Tourism in the Northern Periphery and Arctic for building resilient communities and preserving the unique heritage of the region
2025 – 2028
Budget 1.2 million
6 partners

2025



RETURN explores tourism revenue transfer models (TRTs) to help decision-makers plan and implement financial solutions that support regenerative tourism.

RETURN

Regenerative Economic Transfers for Universal Resilience in the North
2025 – 2028
Budget 1.6 million
7 partners

REGENERATE promotes regenerative tourism in the NPA by training public and private actors, developing strategies and marketing tools, and creating a model to protect natural, economic, and cultural resources for a more resilient future.