



www.snowmagic.nu





Background

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



Background

Dagar vid älven

Days by the River





Concept



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*



*Northern Periphery Programme
Project
May 2004 – Sept 2007*



Northern Periphery Programme

Project

May 2004 – Sept 2007

Budget 706 395 EUR



*Northern Periphery Programme
Project*

May 2004 – Sept 2007

Budget 706 395 EUR

NPP Funding 378 231 EUR

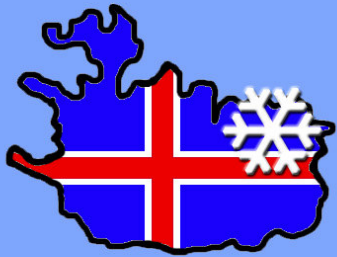


Partners

*The Municipality of Sorsele, Sweden
(lead partner)*

The Municipality of Rovaniemi, Finland

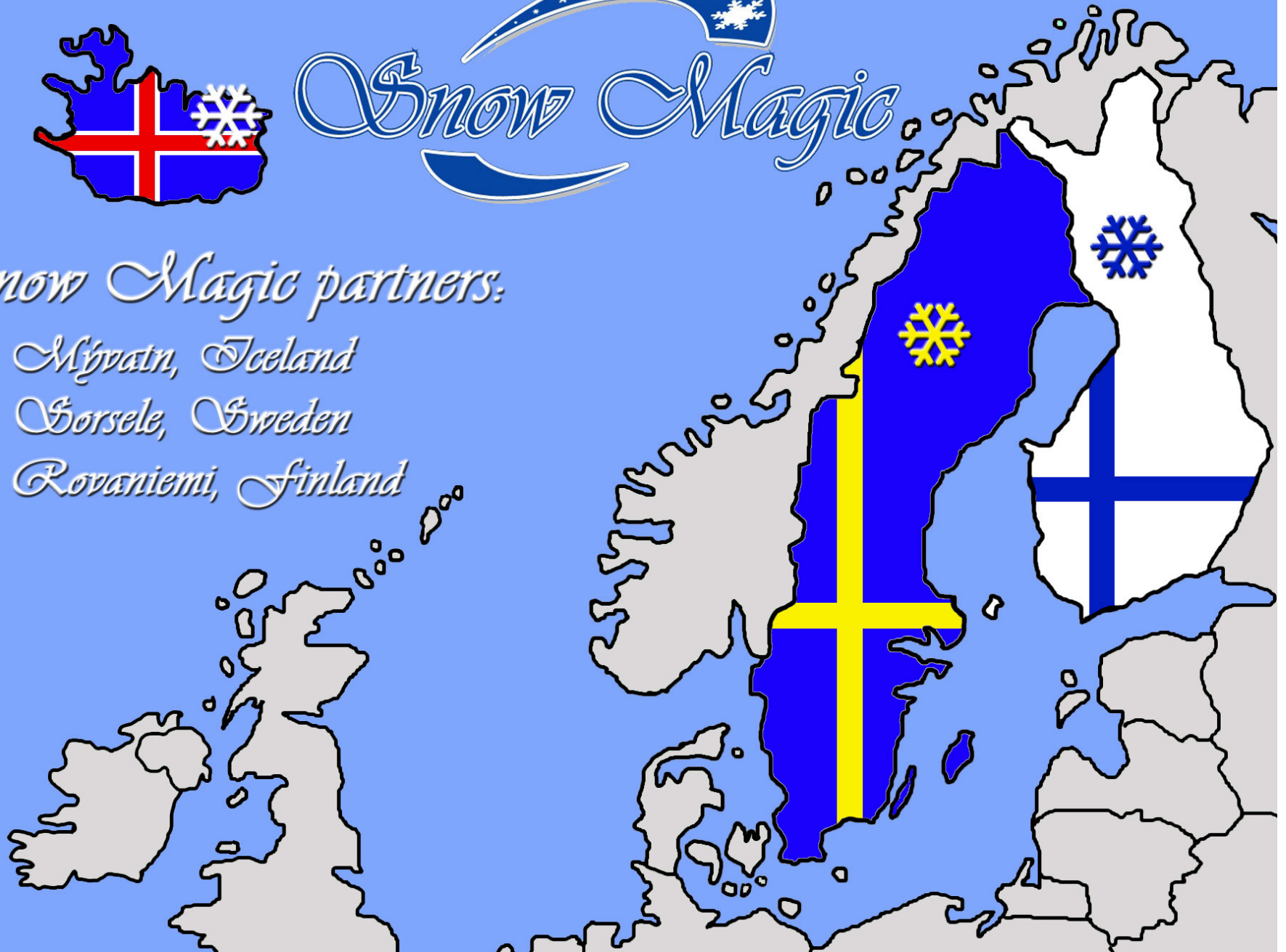
*Development Agency of Thingeyjarsýsla,
Lake Mývatn, Iceland*



Snow Magic

Snow Magic partners:

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





Objectives



Objectives

*Cultural, social and economic
development*



Objectives

*Cultural, social and economic
development*

Business development



Objectives

*Cultural, social and economic
development*

Business development

Marketing



Organisation

Developing and testing good practices under three sub-projects

Exchanges, joint databank, products and marketing



Winter Land

Sorsele,

Swedish Lapland



**Snow Magic Park
Ammarnäs Ski Centre**

Snow Magic Igloo

Sorsele





*Mountain
Guiding
Students*

Snow Magic Castle Nalovardo

*Nalovardo
Ski Centre*





Vindelälva

Jörgen Westin

Snow Lanterns

Sorsele´s kindergarten



Snow Sculptures in Sorsele



Local pupils and young people

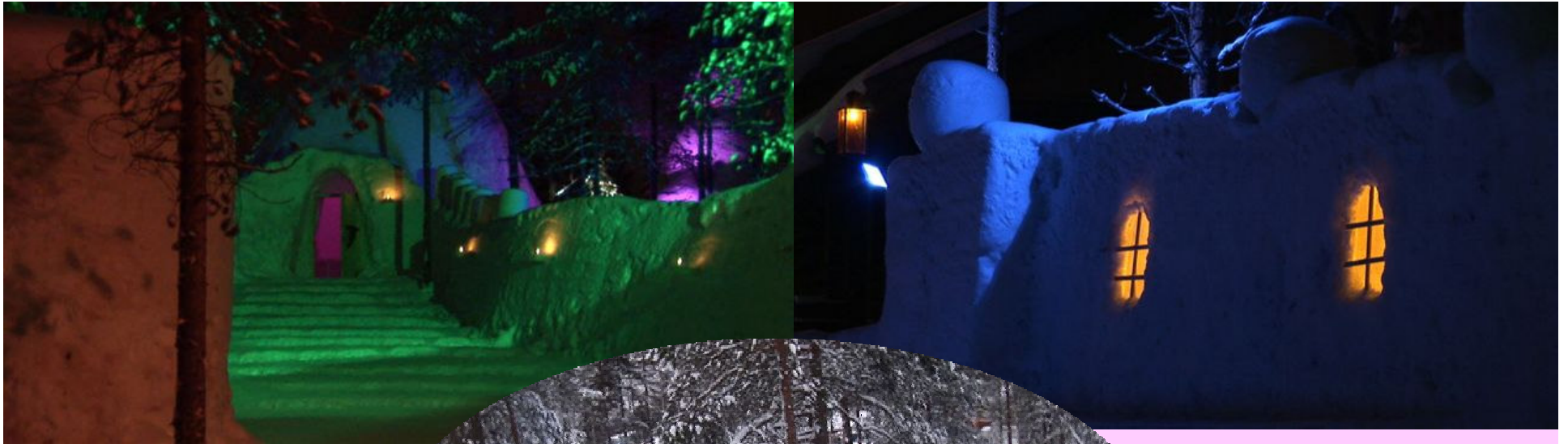




Christmas Triangle

Rovaniemi

Finnish Lapland

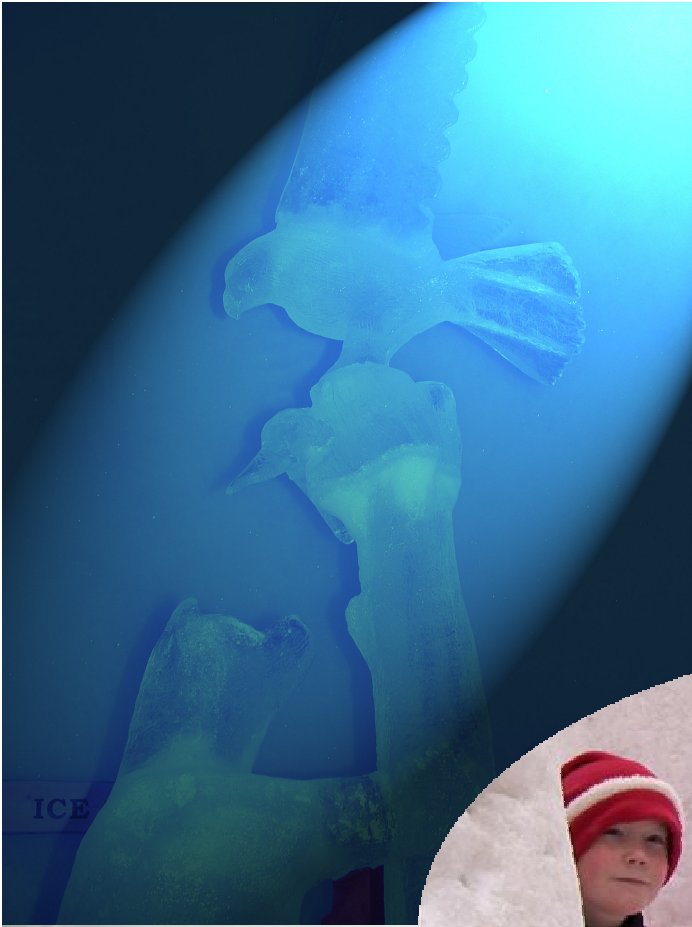


**Snow
Village**



**Santa Claus
Village
Artic Circle**





Snow Village





Snow Course Meltaus 21-22.01.2005



*Meltaus
village
community*



Meltaus Event 04.03.2005



Snow Magic Mývatn

Lake Mývatn

Iceland

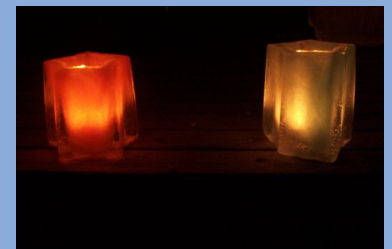


Snow Magic Team, Mývatn





Snow Magic Achievements





www.snowmagic.eu



Achievements



Achievements

*Highlight natural and
cultural values of the partner
areas*



Achievements

”Snow is Business”



Features



Features

Snow and Ice



Features

Snow and Ice

Land and Water



Features

Snow and Ice

Land and Water

Natural and Cultural Heritage



Features

Snow and Ice

Land and Water

Natural and Cultural Heritage

Tourism Innovations



Tourism Challenges



Tourism Challenges

Access to investment capital



Tourism Challenges

Access to investment capital

Transport infrastructure



Tourism Challenges

Access to investment capital

Transport infrastructure

Business co-operation



Tourism Challenges

Access to investment capital

Transport infrastructure

Business co-operation

Market knowledge



Tourism Challenges

Access to investment capital

Transport infrastructure

Business co-operation

Market knowledge

Product quality



Tourism Challenges

Access to investment capital

Transport infrastructure

Business co-operation

Market knowledge

Product quality

Marketing and Selling



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