



MEMBERSHIP

KIRUNA LAPPLAND EKONOMISK FÖRENING

This is Kiruna Lappland
Member benefits
Sustainability
Become a member

KIRUNA
in Swedish Lapland



This is Kiruna Lappland

Kiruna Lappland is the local destination marketing organization (DMO) that works to develop the hospitality industry in the destination Kiruna in Swedish Lapland. We are a member-owned economic association and function as an umbrella organization for most tourism companies, as well as for many other companies in Kiruna municipality. The purpose of the association is to promote the members' financial interests by actively acting to profile and stimulate the experience industry and hospitality industry in Kiruna municipality.

Our main work

- Create the conditions for a good development of the hospitality industry.
- Create awareness of the destination Kiruna in Swedish Lapland.
- Stimulate and support member companies for collaboration, product development and quality improvement.
- Conduct business activities based on guided tours, booking commissions and sales of products.
- Run and develop the Kiruna Lappland Tourist Center.

Goals

- Increase the number of visitors to Kiruna.
- Strengthen the role of the hospitality industry as a base industry in Kiruna.
- Develop Kiruna into a world destination all year round.
- Develop Kiruna as a sustainable destination.

The guest night statistics for 2022 exceed the previous record year of 2019 by 6.6%, for the destination Kiruna. Innovative work is the basis of its success. We have the conditions to continue the positive trend that we have created for a long time together. The success factor is joint efforts between Kiruna Lappland and our approx. 100 members.

The tourism industry in Kiruna has a turnover of approx. 1 billion/year and employs approx. 700 annual employees. The tourism industry in Kiruna is the new base industry of our time. We are still the largest tourist destination in terms of guest nights in hotels, cottage villages and hostels in Norrbotten. Kiruna is the Arctic capital of Swedish Lapland.

Our vision is that Kiruna will be the most sustainable and welcoming arctic destination in the world



KLEF BOARD

Chairman of the board
Member representation

CEO

Business operations, environmental analysis, strategic work, destination development, press, consultation and collaboration groups

ECONOMY



TOURIST CENTER

Information, booking, website, social media, digitalization, member service and mine tours

MARKET- & DESTINATION DEVELOPMENT

Communication, projects, product- and business development

Member benefits and possibilities

Right now, both the city of Kiruna and the brand Kiruna in Swedish Lapland are undergoing an exciting development. We build and improve to become a more attractive and sustainable destination. As a member of Kiruna Lapland, you are on the journey and also have the opportunity to influence our direction.

“In the hospitality industry there are no competitors, only partners” is a message we are happy to stand behind. When we who work in tourism and business work together in an organization, we can market ourselves to different target groups in a more powerful way and strengthen ourselves against our competitors. We also have a greater opportunity to influence decision-makers regarding important components of the hospitality industry, such as investments in infrastructure and communications.

As a business in the hospitality industry in Kiruna, your experience and knowledge are very valuable to us. We want to include you and your company in our joint work to create an attractive and more sustainable Kiruna, both for us residents and for our visitors.

**JOIN THE JOURNEY TOWARDS
A SUSTAINABLE DESTINATION!**

Membership in Kiruna Lapland includes a partnership with Visit Sweden and membership in Swedish Lapland.

If you answer **YES** on any of these statements then membership is for you!

- You operate in the hospitality industry in the Kiruna area.
- You want to gain increased visibility for your company.
- You think it is important that Kiruna markets itself as a travel destination around the world.
- You want to be able to influence important decisions within the hospitality industry.
- You want to collaborate with others in the same industry.
- You see that there is economic viability in joint marketing and collaborations.



Member benefits

You get the right to use Kiruna Lapland's logo in your own channels to show your membership and your support for the local hospitality industry.

Marketing

Website

Members get the chance to be seen with their products on Kiruna's official destination website which has more than 300,000 unique visitors per year. Kiruna Lapland is also the first in the world with a brand new and unique booking widget where visitors can package their trip to Kiruna with accommodation, activities and transport with a direct connection to the member's own booking system. The booking solution requires a separate agreement.

Social media

Kiruna Lapland is active on Instagram, Facebook and Youtube to create interest in the destination. We also do campaigns linked to different themes during the year which are aimed at current and interesting markets. We make our members visible and highlight exciting products.

Travel trade

We participate in various workshops and travel trade shows in selected markets where we sell Kiruna as a travel destination. Through, among other things, meetings with tour operators, our members are sold exclusively and in many cases the members themselves get a chance to participate in addition to the destination company. You get fantastic opportunities to interact with the travel industry.

Projects

Opportunity to advantageously exchange marketing efforts in structural fund projects via Tillväxtverket and the EU, as well as take part in project benefits.

Tourist Center

Kiruna Lapland operates the only authorized tourist center in the destination. With up to 40,000 visitors per year, the tourist center is a natural gathering point for visitors both before and during the trip. The staff exclusively recommends our members' activities, accommodation, shops, transport and restaurants as far as possible. As a member, you get the opportunity to use the tourist center as a sales channel for a commission via a booking agreement.

Kiruna city map

Kiruna Lapland together with Kartguiden annually produces an updated city map that is widely used by our visitors on site. As a member, you receive an offer to appear on the map with an advertisement and map marker for a cost. Via advertising in the map, you also get maps sent to your facility to hand out to your own visitors.

Press- & FAM trips

We work purposefully with the press and tour operators to make Kiruna visible in national and international media. Programs are put together according to interests and in-demand topics and we offer our members exposure to relevant trips. This provides a unique chance for good exposure in major media and the opportunity for personal contact with the press and tour operators. If a company wants to be included in the trips, the company is expected to agree to certain conditions (offer free experiences/ or lower price). In addition to this, there is no cost to participate.

Competence development

Business coaching

Kiruna Lapland coaches members in business and product development. We help you brainstorm ideas, put you in touch with relevant tour operators and help you with export maturity. Kiruna Lapland's staff are also available to answer general questions regarding marketing, web, images, social media and much more.

Networking

Through your membership, you get access to networking and collaboration with around 100 member companies, which is an important part of the membership's value. Ideas are born and created within our networks. Network via Kiruna Lapland within the entire Swedish Lapland region. We also hold member meetings with different themes a few times a year.

Courses and lectures

As a member, you get many opportunities to participate in various training courses and seminar days. It can be anything from digital development to market knowledge. Invitations are sent out via email and are usually free of charge or at a reduced price.

Newsletter

Kiruna Lapland sends newsletters with relevant information about our industry. We also publish current industry information on our Facebook page "Kiruna Lapland Economic Association".

Sustainability certification

An opportunity to receive support at no additional cost to undergo the sustainability certification "Sustainable Arctic Destination". After the certification is completed, you get access to the logo that you can display in your digital and printed channels. You also get extra visibility on our website.

Strategic influence work

Kiruna Lapland is involved in several different networks such as Kiruna Växer and SNDMO. Through your membership, you support the strategic influence work with, among other things, air and train connections that aim to maintain and develop communications to and from Kiruna.

Analytics & statistics

Kiruna Lapland collects relevant and accessible statistics connected to our region, which we then share with our members. We conduct surveys and dialogue meetings to gain insight into the status, activities and needs of our members. The insights obtained will form the basis when we make market priorities and plan the next year's activities.



Sustainability

A prerequisite for our future

Strategic sustainability work

Kiruna as an Arctic destination is unique and exclusive in its reasons for visiting. Our strengths are also our vulnerabilities and we need to cooperate on strategically important issues in order to wisely create conditions and intertwine development with conservation. We draw strength from the challenges of the new age to accelerate our sustainability work.

We will strengthen our identity as an attractive sparsely populated Arctic destination with responsible hospitality industry players. This steering document is a step on the way that will guide and drive our daily and strategic work towards set goals. A job we take on with humility and great commitment. We welcome you to share our development journey where and when you can!

Sustainable Arctic Destination certification

The fact that more visitors choose to travel to Kiruna means that we have to set higher demands on sustainability within the hospitality industry. We have a shared responsibility to ensure that our attractive Arctic everyday life is preserved for future generations and that the increased tourism does not lead to the disappearance or destruction of what is the travel reasons for our visitors.

With the aim of giving companies in the hospitality industry the tools needed to grow and develop in a sustainable direction, Kiruna Lapland has developed the Sustainable Arctic Destination certification system. Our long-term ambition is for the majority of companies in the local hospitality industry to be certified and bearers of the quality label and for Kiruna to develop into a leading destination in green and sustainable tourism.



"Kiruna Lapland's work with SAD is very good. I think it is good for small companies that the SAD certification is not so complicated. In addition, it's free, you don't have to invest money, just time, and you also get help from Kiruna Lapland's employees. In addition to this, they offer their own marketing channel for certified products on their website"

"The value lies in going through and researching the business and bringing out what you yourself think is most important to highlight, as well as becoming aware of what you do and don't do. We are becoming clearer in conveying what we do and why. And how we stand out from others"

"You gained insights into your own company and work aspects, both positive and negative, plus ideas on how to improve. We have also received positive feedback from our retailers and travel agencies."

Become a member

Cost

Upon entry, the company pays a membership fee of 1 000 SEK, a one time fee which will be refunded in case of withdrawal from the association. The annual service fee is based on the company's turnover. All prices in SEK.

Tourism companies

0,3% of the turnover, min 4 000 - max 100 000.

Trading company small (turnover <10M) 4 000

Trading company medium (turnover 10-50M) 5 000

Trading company large (turnover >50M) 14 000

Custom fees for other companies: 4 000 - 23 000

Application

Complete your membership application via the link below and email it to us. We will then contact you with more information once the application has been processed. If you wish to book a booking agreement with Kiruna Lapland Tourist Center, please fill in that as well.

Email the application to: jessica@kirunalapland.se

Questions?

Jessica Nildén
jessica@kirunalapland.se
0980-188 82





CONTACT US

Kiruna Lapland Economic Association
Malmvägen 9B, 981 30 Kiruna

+46 980-188 80
info@kirunalapland.se
www.kirunalapland.se

FOLLOW US

Facebook

[Kiruna in Swedish Lapland](#)
[Kiruna Lapland Ekonomisk Förening](#)
[Kiruna Lapland Turistcenter](#)

[LinkedIn](#) | [Instagram](#) | [Youtube](#)

KIRUNA
in Swedish Lapland