



Membership in Heart of Lapland Economic Association

Heart of Lapland is the local destination company that strives to develop and market the visiting industry in Haparanda, Kalix, Pajala, Övertorneå and Övertorneå. Heart of Lapland economic association is owned by its members and is a part of Swedish Lapland Visitors Board, the regional business-led collaboration platform for tourism in the northernmost part of Sweden.

The organisation is financed by the five municipalities, Sparbanken Nord, Längmanska Företagarfonden, Tillväxtverket, Jordbruksverket and by the organisation's members.

As a member of Heart of Lapland, you contribute to the destination's development. Heart of Lapland are working with image marketing of our part of the world, but also with product- and marketing development together with the companies as well as with our long-term built relations to international tour operators and travel agents. We arrange both FAM-trips and press trips to our destination, on our own and together with other destinations within Swedish Lapland.

Members pay an annual membership fee of 500 SEK (no value added tax is put on the member fee) and an annual service fee. There are two service levels: Member or Supporter. Further down you can read what's included in each level and what the service fee connected to the different service levels are. General meeting determines the annual member- and service fee.

Become a member

To become a member in the economical organisation, you apply for membership on our application form. The board of Heart of Lapland economical organisation are the ones that decides on memberships. E-mail your application to jessica@heartoflapland.com.

On entry to the organisation, you pay a membership stake of 500 SEK. *First year as a member you thus pay 500 SEK (membership stake) +500 SEK (membership fee) + 6000 SEK or 2000 SEK exclude value tax (service fee)*

Commitment as member

As a member you commit to when requested share statistic data about your company and its business, for example company revenue, number of staff, capacity, and guest nights.

Destination work often demands fast call and above all accurate and updated information. As a member it is at most important to be proactive with information and communicate to Heart of Lapland about new or updated products.

Termination of membership

The request of exiting membership shall be made in writing to the board of Heart of Lapland. Members that break the by-laws can be excluded by the board unless the member abides after written warning from board.



Service levels

Member

This level suits most companies.

This is included in the service fee and membership fee:

- Information about the company and products at heartoflapland.com
- Participation in thematic marketing campaigns.
- Prioritized for FAM-trips (tour operators, agents and incoming corporations).
- Prioritized for press trips (journalists, writers, and filming).
- Access to Heart of Laplands membership register.
- Access and right of use to parts of Heart of Laplands image- and video bank.
- Register of writers/photographers/filmmakers we recommend.
- Consultation about products-, business-, and marketing development as well as communication.
- Access to purchase additional packages, for example, extra consultation.
- Newsletter from Heart of Lapland.
- Discounts at Heart of Laplands cooperation partners.

Service feet: 6000 SEK per year excluded value tax

Supporter

This level suits associations or, for example, freelance guides, photographers or other actors and companies that want to support the destination's work. Here you pay a lower fee and therefore get less. You can apply for full membership at any time if the need arises.

This is included in service fee and support membership fee:

- Information about your business on heartoflapland.com.
- Newsletter from Heart of Lapland.
- Consultation before upshifting to full membership level.

Service feet: 2000 SEK per year excluded value tax. If membership level is upgraded during the year only the intermediate difference off 4000 SEK (excluded value tax) is to be paid.

Additionally, packages

Heart of Lapland can on a regular basis offer members different "additional packages" with content and services beyond the included activities in the service fee. Additional packages shall be clearly defined and add obvious member value in further steps. The packages are priced by content. Additional package can be offered to support members. Additional packages could be extra consultation, business-, cluster-, or micro destination specific marketing campaigns together with Heart of Lapland, in the long term also digital distribution and bookability of the companies' products via Heart of Lapland's channels (eg web), etc.