

The final update from our Slow Adventures in Northern Territories project - SAINT.

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slow adventure

IN NORTHERN TERRITORIES

Welcome to the final SAINT project newsletter with news on activities in Scotland, Iceland, Ireland, Northern Ireland, Sweden, Norway and Finland over the last few months and the future of slow adventure now that this 2015-2018 NPA project has come to an end. Your comments and views are welcome so please do get in touch via the [contact page](#) on our website.

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Transnational Slow Adventure Campaign
[Visit the landing page: www.slowadventure.org](http://www.slowadventure.org)



Slow adventuring video, edited by Let's Go Slow, representing all seven partner countries.

A transnational landing page has been developed which has information on the slow adventures developed in Sweden, Finland, Norway, Iceland, Northern Ireland, Ireland and Scotland, throughout the project case studies. You can click through from this landing page to each country's individual slow adventure webpages. The landing page also features the transnational videos that have been developed by

Let's Go Slow bloggers as well as a social media juicer for the transnational #slowadventuring campaign.

Please share the website www.slowadventure.org and continue to follow us on social media with #slowadventuring.



Iceland - Icelandic Tourism Research Centre and Hornafjordur Regional Research Centre

Final SAINT project meeting and conference in Hofn, Iceland with an opening address from the Icelandic First Lady.

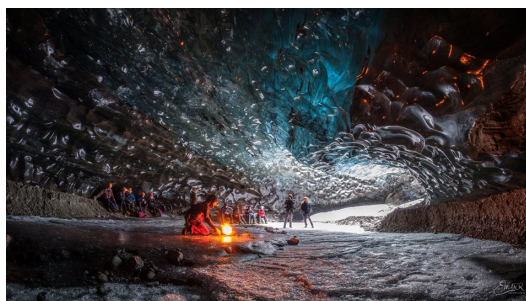
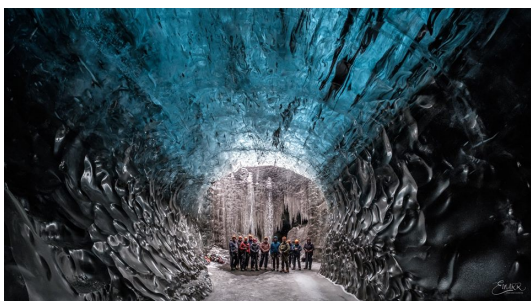




The final SAINT project partner meeting was held on the 12th and 13th of March in Hofn, South-East Iceland. Businesses involved in the case study attended from each country, along with partners, and participated in meetings (with discussions on the case study report, indigenous communities as part of Two-Eyed Seeing, and the project legacy) as well as slow adventure activities including ice cave tours and glacier walking. Providers included From Coast To Mountains; Ice Guide; Hofn Local Guide; and South East ehf.

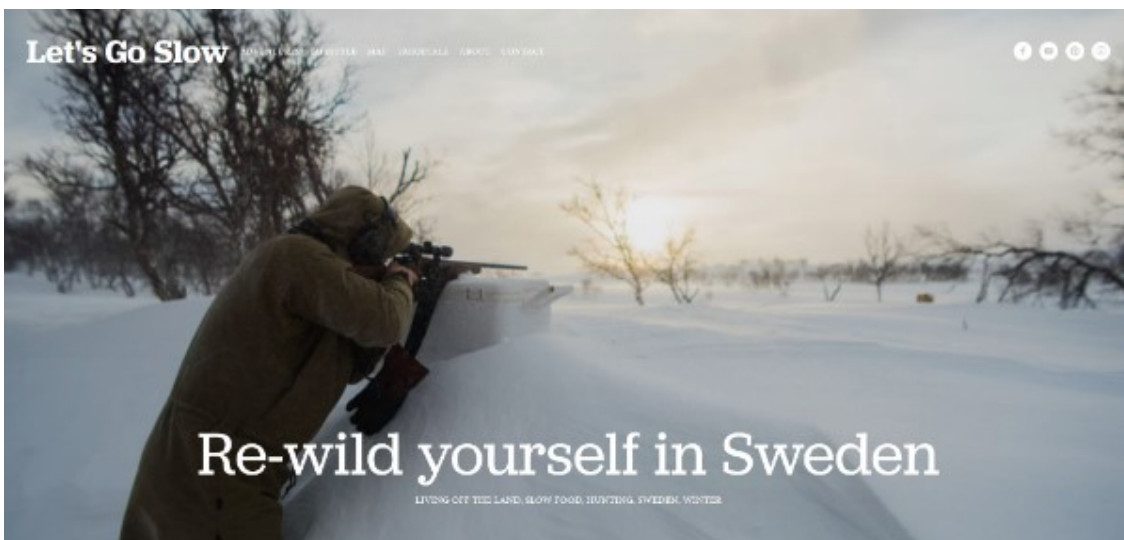
Some spectacular local produce was enjoyed, including lamb stew cooked outside on an open fire and a visit to the family run restaurant and brewery in Holmur: Jon Riki. There was a celebration dinner involving an outstanding nine course meal with each course prepared by a different local chef (and one chef all the way from Sweden)! The food went down nicely with local ale and music from the Hofn choir.

Our Icelandic partners arranged an innovation and education conference on Wednesday 14th March, with an engaging opening address from the Icelandic First Lady, Eliza Reid. There were many speakers, including Professor Peter Varley, who spoke about adventure tourism, Let's Go Slow bloggers and slow adventure ambassadors, as well as SME presentations from each partner region. The conference concluded with entertainment at the Svava Guðnason Art Gallery and dinner at the Pakkhúsið restaurant.



Sweden - European Tourism Research Institute

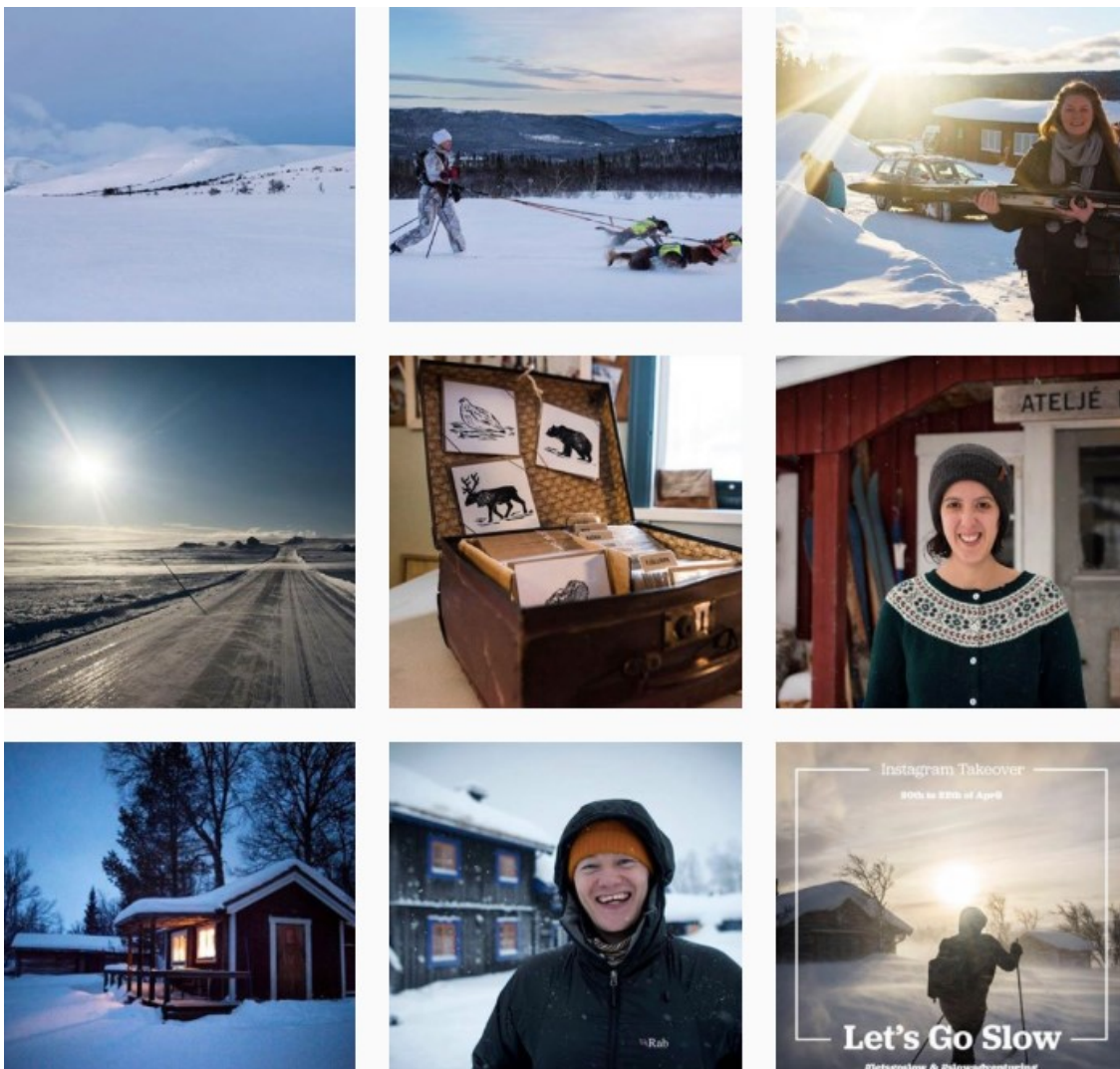
Delve deeper into the Swedish landscape with Let's Go Slow bloggers.



Let's Go Slow bloggers and slow adventure ambassadors have been travelling to all seven partner countries, experiencing a sample of the slow adventures that have been developed during the project and blogging about these, as well as posting on social media.

Let's Go Slow traveled to Sweden in January 2018 and experienced the culture of Scandinavian hunting with Evelina from JOY Event (Hunt and Health). Evelina is a Swedish hunting guide who focuses on mindfulness and wellbeing while hunting in nature, and has been actively involved in the SAINT project. They also experienced local food (which has been an important theme throughout the slow adventures in every country) and cozy cabin time, including the famous sauna.

Please visit www.letsgoslow.com to see all the blog pieces.



Norway - Nord University and Wild Norway

Two-Eyed Seeing guide gives SMEs an insight into indigenous communities and how local culture can be included into experiences.

Wild Norway and NORD have been leading the Two Eyed Seeing work package in the project, which combines the strengths of both Western and Indigenous ways of packaging and marketing 'slow adventure' activities and understanding the cultural, health, linguistic, environmental and psychological benefits of such experiences.

They have been working with an indigenous Sami SME in Røros on the World Nomads Extraordinary Experience Campaign that was spread worldwide across social media. This successful business operates close to what is described and recommended in the Two-Eyed Seeing guide.

The report or guide that has been produced considers how these elements can be relevant to SMEs across the NPA area, drawing upon lessons from Indigenous traditions of storytelling for example. A short film has been produced which can be seen below.



Finland - Naturpolis and Metsahallitus

Travel expert LifeX sets up slow adventure company in Finland after realising potential in the North.

After being involved in the testing of slow adventure products in Finland as part of the case study, one travel expert has decided to set up a local company in Finland. The Dutch company, LifeX, has bought an old village school in the vicinity of two national parks and plans to go ahead with full slow adventure production, bringing their already existing clientele to Finland for slow adventures. They are partnering up with existing SMEs, incorporating their products into their own, and a couple of new SMEs are also in the process of setting up so that they can offer different services to this

new Dutch based company.

This is an exciting end to the project for Finland, resulting in foreign investment to their periphery! The company sees great potential and the summer visit that was arranged by SAINT was life changing as summer in the North had never been on their agenda before; during the trip they realized that North is a year round destination.

**Northern Ireland - Derry City and Strabane District Council
and
Ireland - Leitrim County Council, Northern and Western
Regional Assembly**

Adventure Travel Conference, January 2018.



Northern Ireland, Ireland and Scotland took a stand at the Adventure Travel Conference in London on the 18th January 2018 to see what consumer markets are out there and if there was real interest for slow adventure experiences, promoting the Slow Adventure brand and all transnational countries involved.

The Adventure Travel Conference is the UK's only travel trade event for the adventure travel industry and it consisted of two days; a B2B exhibitor Marketplace on Thursday 18th and a full business conference on Friday 19th. Over the course of the two days the partners had the opportunity to meet and network with tour operators, tourist boards, marketing & PR agencies, travel agents, gear companies, suppliers, service providers and relevant media.

Slow adventure had eight appointments including a 20-minute interview with Wanderlust magazine. There was real interest in the slow adventure products and brand from a number of tour operators, and this has been followed up with a number of email enquiries.

Scotland - The University of the Highlands and Islands

Slow Adventure at the Visit Scotland EXPO, April 2018.





The University of the Highlands and Islands, together with the Slow Adventure Co-operative, took slow adventure to the Visit Scotland EXPO at the SECC in Glasgow on the 11th and 12th of April 2018, for the second year running.

Following the success and interest from international buyers at last year's event, a spin off not-profit company - The Slow Adventure Cooperative - was set up in Scotland in August 2017 to market and sell the slow adventure experiences of small businesses clustering together, acting as a small, ethical tour operator.

Four new products were developed through the SAINT project ahead of EXPO, so together with the seven already developed in Scotland, this meant that we had a total of eleven slow adventure experiences in our case study area to show to international tour operators (these can be seen at www.slowadventure.scot). A second edition of the slow adventure brochure was printed with these new products, which can be seen in the picture above. It was clear that there was continued interest at this year's EXPO in slow adventure, with many appointments taken, and therefore hope for the movement to grow.

Reports to date:

- [Data Gathering and Consumer Research.](#)
- [Review of New Technology in Promoting Slow Adventure.](#)
- [Slow adventure campaign guidelines](#) and [digital marketing guidelines](#).
- [Case study report.](#)
- [Two-Eyed Seeing guide.](#)
- [Business strategy: a guide for businesses on how to use and market slow adventure experiences.](#)

Please click on the links above for a copy of the reports or they are available on the website www.saintproject.eu.

For more information on any of the above please contact the lead partner in Scotland at sara.bellshaw.whc@uhi.ac.uk.

What's next for slow adventure?

- The University of the Highlands and Islands were asked to present slow adventure at the Arctic Circle Forum in the Faroes in May 2018.
- The University of the Highlands and Islands will be attending the Adventure Travel World Summit in Tuscany, October 2018.
- Partners will continue to work with SMEs to develop slow adventure products.
- Slow adventure will hopefully be developed in the Atlantic Area - UHI has applied for funding for a further three-year transnational project.
- The #slowadventuring campaign will continue and www.slowadventure.org can be visited for information on slow adventure in all seven countries.
- [Let's Go Slow](#) blog posts will continue to be released throughout the coming months.

Epilogue

This SAINT project started with an academic paper, which led to two small-scale projects: an NPA preparatory project and a parallel project funded by the North Atlantic Co-operation. SAINT has been the latest chapter marking this journey, but it will be by no means the last.

On behalf of Sara and Zoe – and remembering Pete, Jane and Jelena – I want to thank the SAINT partners for all their hard work over the past three years. It's been a privilege to work with you all. From my own perspective, it's fair to say that slow adventure has developed in ways that were never imagined when we applied for funding.

We also want to show our appreciation to all of the SMEs who got involved in the project and who have become slow adventure ambassadors – please spread the word and keep up the good work.

It is clear, from ongoing discussions with tour operators, SMEs, marketing bodies and destination management organisations, that slow adventure is a marketing brand that captures the consumer's imagination and is a product of our time.

The BBC agrees. As I write this, Sara is appearing on Countryfile (primetime Sunday evening programme) to talk about slow adventure as a means of alleviating pressures on tourism hotspots. The European Travel Commission also concurs. The body that promotes European tourism to the rest of the world stated that slow adventure "could be of great value to the new [€5 million] strategy of destination Europe for 2019-2024."

Slow Adventure® has therefore become much bigger than a project, with too much inherent potential to do anything other than explore ways and means to develop and expand it.

On a personal note, I want to say thank you to the Northern Periphery and Arctic programme, for giving us this opportunity, and to both Zoe and, in particular I think, to Sara as the project's movers and shakers and the driving force behind our accomplishments.

We all feel here that we are onto something with this. Let's keep it going.

Steve
Project Director

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