



Gold of Lapland®

# MEMBERSHIP

***You're coming  
along, right?***

- \*This is Gold of Lapland
- \*The sustainability work
- \*Benefits
- \*Become a member



# THIS IS GOLD OF LAPLAND



Gold of Lapland

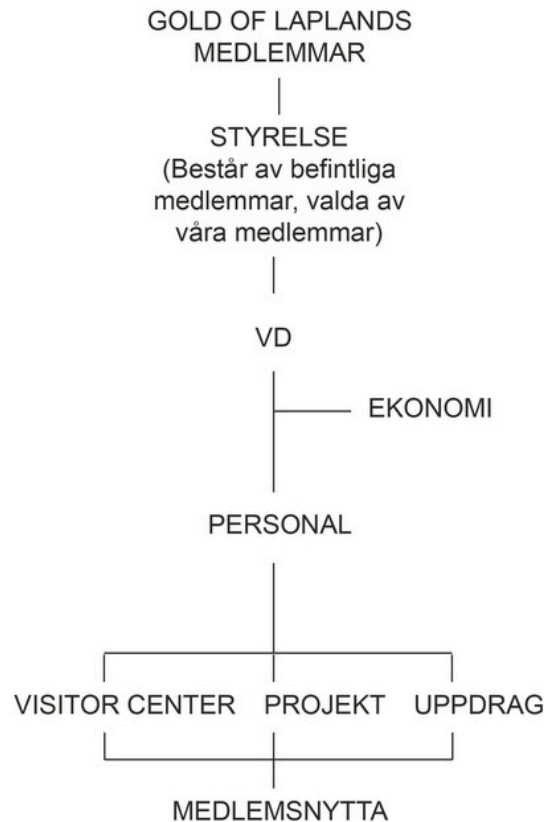
## GOLD OF LAPLAND...

- Works toward a destination that is economically, socially, and ecologically sustainable—a clear choice for global travelers.
- Promotes positive development in the region.
- Aims to be the preferred partner for public, private, and non-profit organizations in the tourism sector.
- Supports member in increasing collaboration, product development, and quality improvement.
- Remains a member-owned, non-profit economic association.



Gold of Lapland is funded through projects, membership fees, and other assignments.

## THE STRUCTURE



***“We are working  
together as a team!”***

Chairperson: Paula Perriens

## FUN FACTS

**1987**

A study on tourism development linked to the mining industry and its history was conducted in collaboration between the municipalities of Lycksele, Skellefteå, Norsjö, and Malå.

**1993**

The destination "Guldriket – Västerbotten's Treasure Chest" was inaugurated (June). The initiative included several tourism facilities connected to the mining industry.

**2001**

The non-profit association Guldriket was founded with seven member companies. It was run as an EU project and became Västerbotten's first destination organization. The goal was to showcase the cultural and historical values of the region.

The vision for Guldriket was to be a transformative and wondrous kingdom, filled with golden-hued experiences and so much more!

Traces of Guldriket can still be seen today



in the form of cultural signs along the roads.

**2006**

Guldriket changed its name to Gold of Lapland and became an economic association, owned and operated by its members (tourism businesses). By this time, the association had grown to 19 member companies.



## Responsible Tourism Program

The Responsible Tourism Program is designed to provide concrete, systematic support and training for tourism businesses, municipalities, and destinations, making it easier for everyone to take responsibility for tourism development in Västerbotten.

The program is based on the Global Sustainable Tourism Council (GSTC) guidelines and criteria for sustainable tourism and covers four focus areas:

1. Sustainable Management
2. Social and Economic sustainability
3. Cultural Heritage
4. Environment

The Responsible Tourism Program is owned and operated by Region Västerbotten Turism.

Participation in the program is free of charge for businesses, and includes a sustainability analysis.

The program was previously known as Västerbotten Experience (name changed in 2025).



RESPONSIBLE  
TOURISM PROGRAM



## SUSTAINABILITY



### Sustainability work

- Gold of Lapland is a member and thus part of the Vindelälven Juhttááhkka Biosphere Reserve.
- Several of our employees are certified advisors for the "Responsible Tourism Program."
- In 2018, the Gold of Lapland destination was analyzed by Dan Jonasson. Since then, we have been continuously working on our sustainability efforts.
- Please read our [Sustainability Policy](#).

***Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.***



Gold of Lapland®

## ➔ Member benefits



### NETWORK

Our members create a **local business climate**. Close to business deals, support, questions, and collaborations. "Together" is the association's motto. We meet every year at **the annual general meeting** for community, networking, and joint decisions.

### KNOWLEDGE AND ADVICE

Gold of Lapland offers **knowledge-enhancing initiatives**, workshops, training, and access to expertise in the tourism industry. We provide **advice on export**, hospitality, quality assurance, product development, partly marketing and more. *(Lectures, seminars, and knowledge-enhancing initiatives are partly guided by the projects Gold of Lapland leads or participates in. Follow our newsletter to stay updated on what's happening. Information about ongoing projects at our website: [www.weare.goldoflapland.com](http://www.weare.goldoflapland.com))*

### NEWSLETTER AND HOSPITALITY ANALYSIS

Gold of Lapland provides members with continuous updates on **news within the tourism industry** that affects our region. Our member newsletter includes news, information, upcoming activities, and other useful content for tourism businesses.

### OPPORTUNITY TO INFLUENCE

Through your membership, you get the opportunity to **influence** important political issues, directions, and decisions within Gold of Lapland, as well as how and what we as an association should focus on regarding lobbying efforts towards decision-makers.



## How you become a member

### Contact us!



070-228 88 80



[info@goldoflapland.com](mailto:info@goldoflapland.com)



[www.wearegoldoflapland.com](http://www.wearegoldoflapland.com)



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***Alone, we are not strong.  
Together, we build Gold  
of Lapland.***

Karin Fällman Stenlund

## ➔ Gold of Laplands Membership Tiers

1

BAS Associations – SEK 3000\* per year  
BAS Companies - SEK 5000\* per year

For non-profit organizations and businesses with low support needs and/or those primarily targeting a local market. Standard membership benefits.

2

PRO - SEK 10000\* per year

For businesses with moderate support needs and/or an interest in the international market. Standard membership benefits. Additionally, when possible, members are offered participation in trade shows and exhibitions at a discounted rate. Assistance with press releases and similar services.

3

PREMIUM SEK 25000\* per year

For businesses with high support needs and/or primarily focused on the international market. Standard membership benefits. Plus: Highest priority for trade missions, events organized by Gold of Lapland, and more. Assistance with press releases, packaging, etc.

\*Plus a one-time fee of SEK 2000

\*Payment can be split into 4 invoices per year