



 **NORTH HUNT**  
SUSTAINABLE HUNTING TOURISM IN NORTHERN EUROPE

**BUSINESS OPPORTUNITY IN NORTHERN EUROPE**  
SOCIAL ° ECONOMIC ° ECOLOGICAL



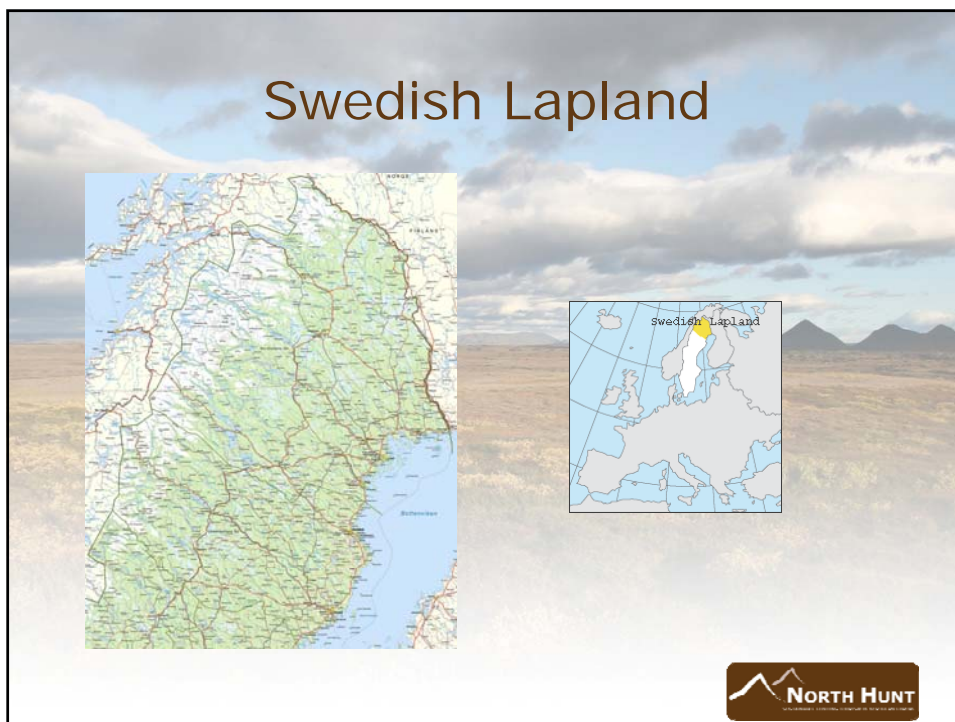
# Business Networking in Swedish Lapland

Håkan Gyllbring  
Rural Business Development Ltd



 Northern Periphery Programme  
2007-2013  
Cooperatively investing in Europe's Northern Periphery for economic and programmatic future


 European Union  
European Regional Development Fund

 **NORTH HUNT**  
SUSTAINABLE HUNTING TOURISM IN NORTHERN EUROPE



# Swedish Lapland



 **NORTH HUNT**  
SUSTAINABLE HUNTING TOURISM IN NORTHERN EUROPE

## Facts about Swedish Lapland

- Warmest temperature +35°
- Coldest temperature -49,4°
- 10 000 moose is killed per/year
- 1 000 bears
- 200 lynx
- 200 Wolverines
- 130 000 reindeers (private owned)
- Capercaillie, black grouse, hazel-hen and ptarmigans.....



## Once upon a time in Swedish Lapland (not too long ago!)

- There is no point!
- Where are the guests?
- Nobody cares!
- There is no cooperation!
- I run my own race!
- It is poor quality!



We wanted to make a difference

Swedish  
Lapland  
Hunting  
Network



One umbrella



## One

- The aims of the association are to promote the economic interests of the members and raise the profile of Swedish Lapland as a destination for hunting tourism, on both the domestic and international markets.



## Two

- The association shall assist members in marketing efforts, business intelligence and in press and media coverage, as well as providing other tourist organisations with expertise.



## Three

- The members will actively take part in all activities which the association initiates, through participation and engagement in theme groupings within the association. 'Theme groupings' refers to international contacts, marketing, hunting tourism issues, the domestic market, etc.



## Ethical rules and criteria

The members of the Swedish Lapland Hunting Network work to maintain a high professional standard of guiding and ethics.

Our approach is as follows:

- An active member shall be well acquainted with conditions within the tourism industry and shall have at least three (3) years' experience in hunt guiding or in selling hunting tourism products.
- As a member, you are required to offer the best possible conditions for the customer as regards equipment, food and overnight facilities.
- A member who gives misleading information about the hunting area, equipment, fees and costs is in breach of the network regulations.
- A member shall not infringe the rights of any other member.
- A member shall be fully familiar with the conditions in the hunting area as regards nature, wildlife and culture. In addition to this, each member shall be familiar with the current regulations governing hunting and hunting tourism and shall inform guests and others involved all the rights and obligations.
- As a member, you are required to be capable of resolving problems on the spot as well as conflicts which are beyond the responsibility of the customer.
- A member shall not encourage or cause any disturbance or disruption to nature, wildlife or culture in the hunting area. Public safety shall always take highest priority.
- A member who is guiding must never shoot and kill wildlife except in accordance with the agreement in the hunt memorandum, unless it concerns public safety or injured animals.
- A member shall maintain a respectful attitude to the preservation of protected environments and shall pass this on to others.
- As a member, you shall always offer good overnight facilities without sanitary inconveniences, and shall maintain the very highest standards in connection with cooking.
- A member shall show a high level of skill, responsibility and professionalism, and shall make known the intentions of the network's ethical rules.



## Jost Doerenkamp PIRSCH



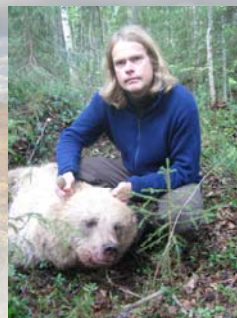
## Georg Versch



## Jagd und Hund



## New Products!



# Packaging!



**Exklusive Elch- und Rentierjagd**  
- IN LAPLAND SWEDEN

**Swedish Lapland**  
HUNTING NETWORK

**Linafallet**  
Jakt & Turism

**NORTH HUNT**  
NATUR & WILDTIERERBE

# Swedish Lapland Hunting Network



**Swedish  
Lapland  
Hunting  
Network**








Good Hunting!

