

# Winter Tourism in Norrbotten and Implications of a Changing Climate

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# The Ice Track, an Event Arena and an Outdoor Livingroom

- Attracts local residents, 0-100 years old and visitors from all over the world.
- Arena for competitions on skates, marathon running, ice-hockey, kicksleigh and organized "snowball war" (Yukigassen).
- A major contributor to Luleå's winter image







# Ice Roads in the Archipelago

- Approx. 30 kilometers of roads
- Serving 5 inhabited islands
- Open up for recreational activities in the outer parts of the archipelago

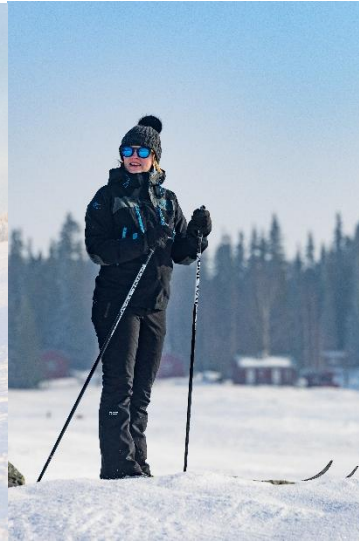






# Winter in the Archipelago — A Hidden World of Adventure

- A frozen ocean of space
- 11 rental cabins on 3 islands
- 6 Saunas on 4 islands
- Jopikgården at Hindersön
- Trails for snow mobiles and skiers





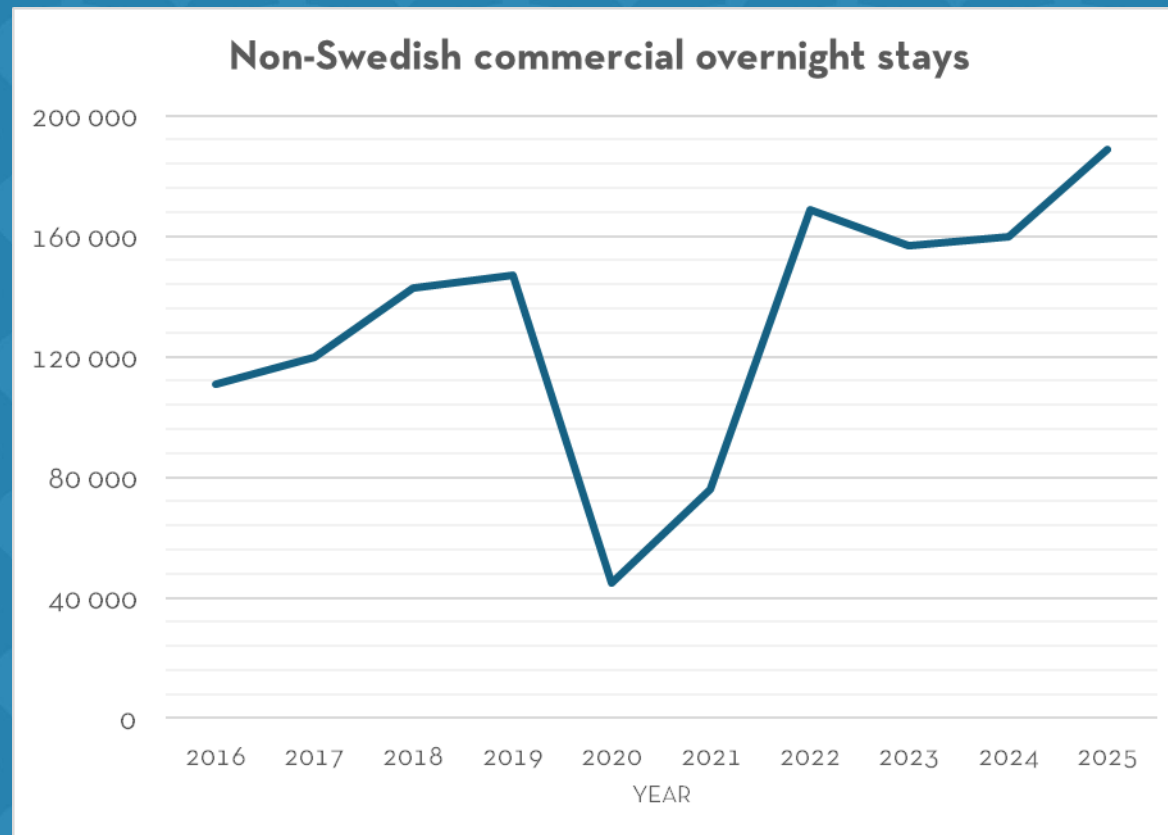
## Winter = The New High Season:

- 2019 – Notable shift towards more winter tourism in Luleå
- 2020-2021 – Covid stops everything!
- 2026 – five direct flights per week December to March



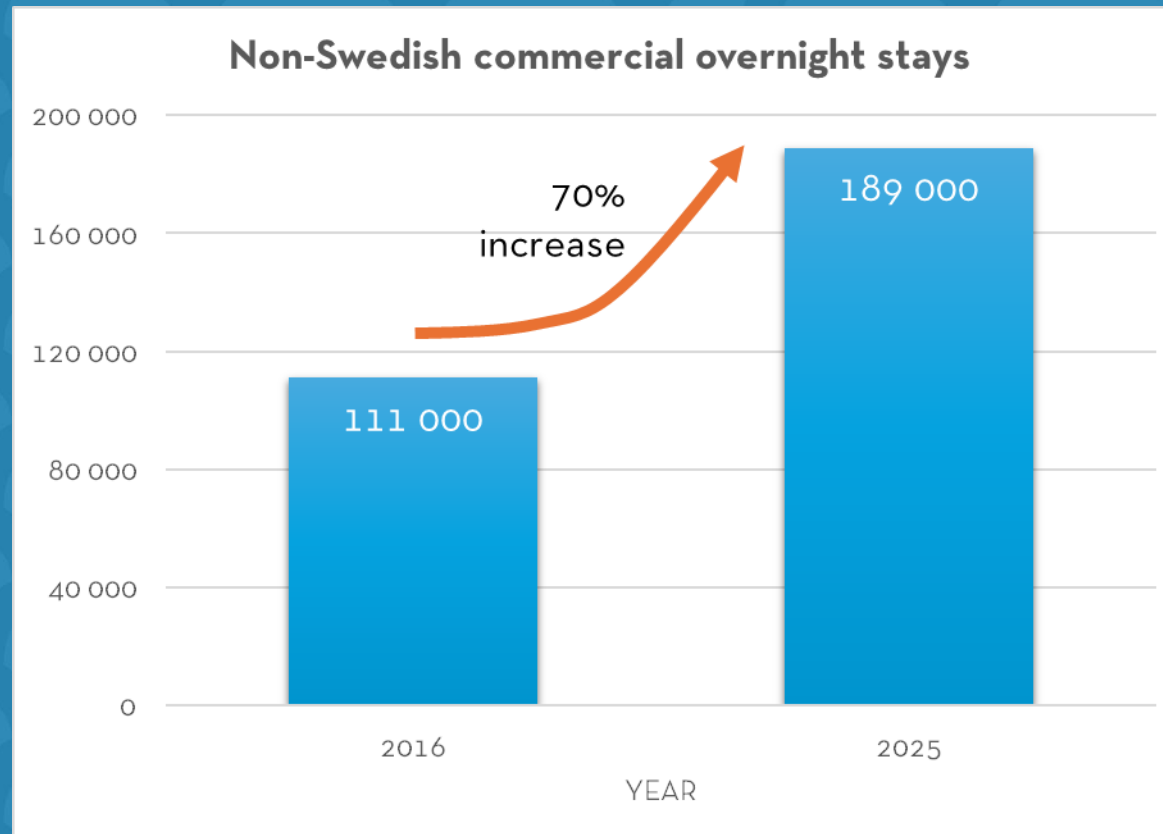


# Development International Tourism in Luleå





# 2016 vs. 2025

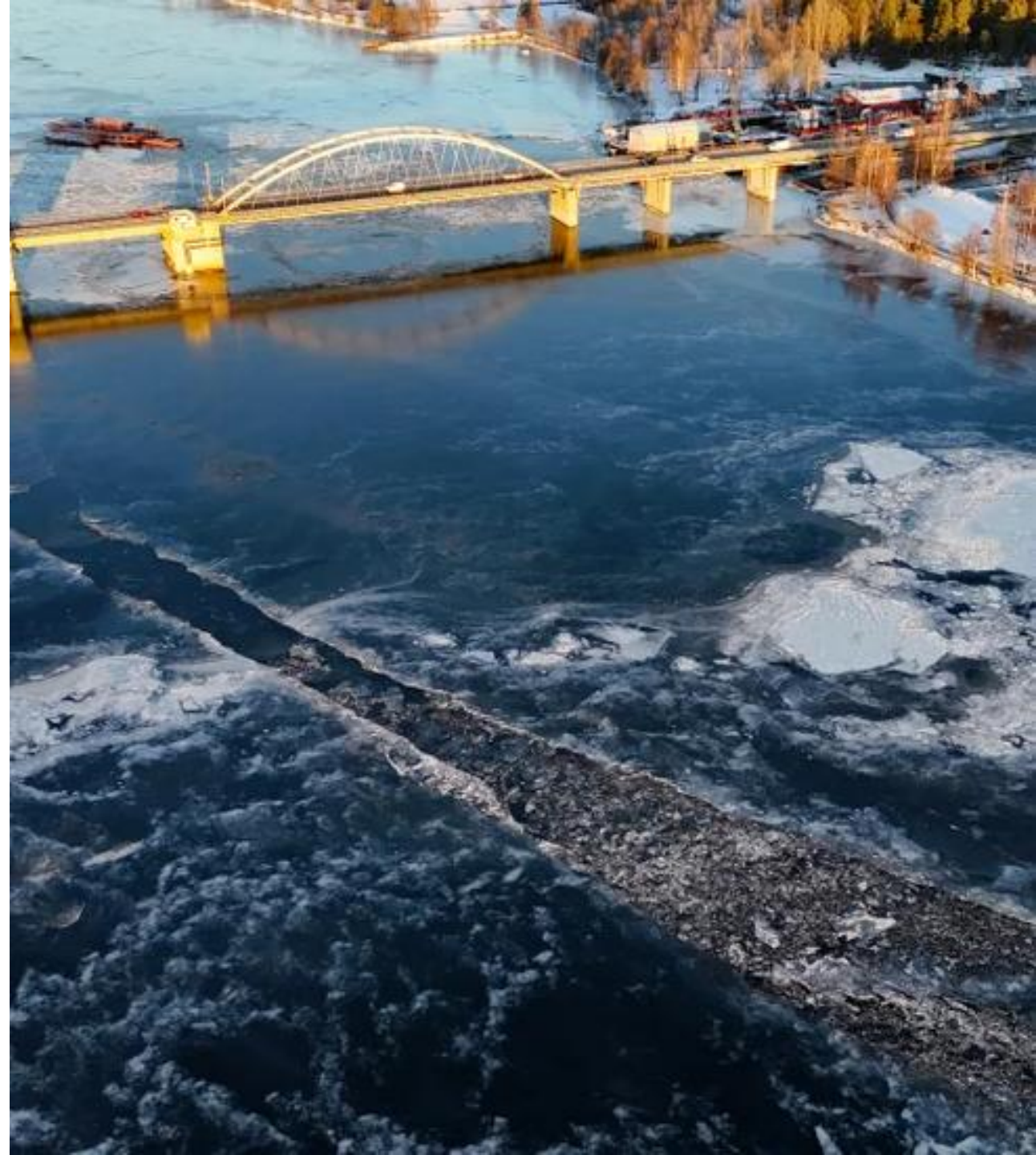


Italy +33% Netherlands +182% Switzerland +186% France +360%



## Consequences of a Changing Climate:

- Warmer autumn/early winter
- Frequent strong winds
- Shorter and more unpredictable season
- Difficult to plan for tour operators
- Potential damage to Luleå's image

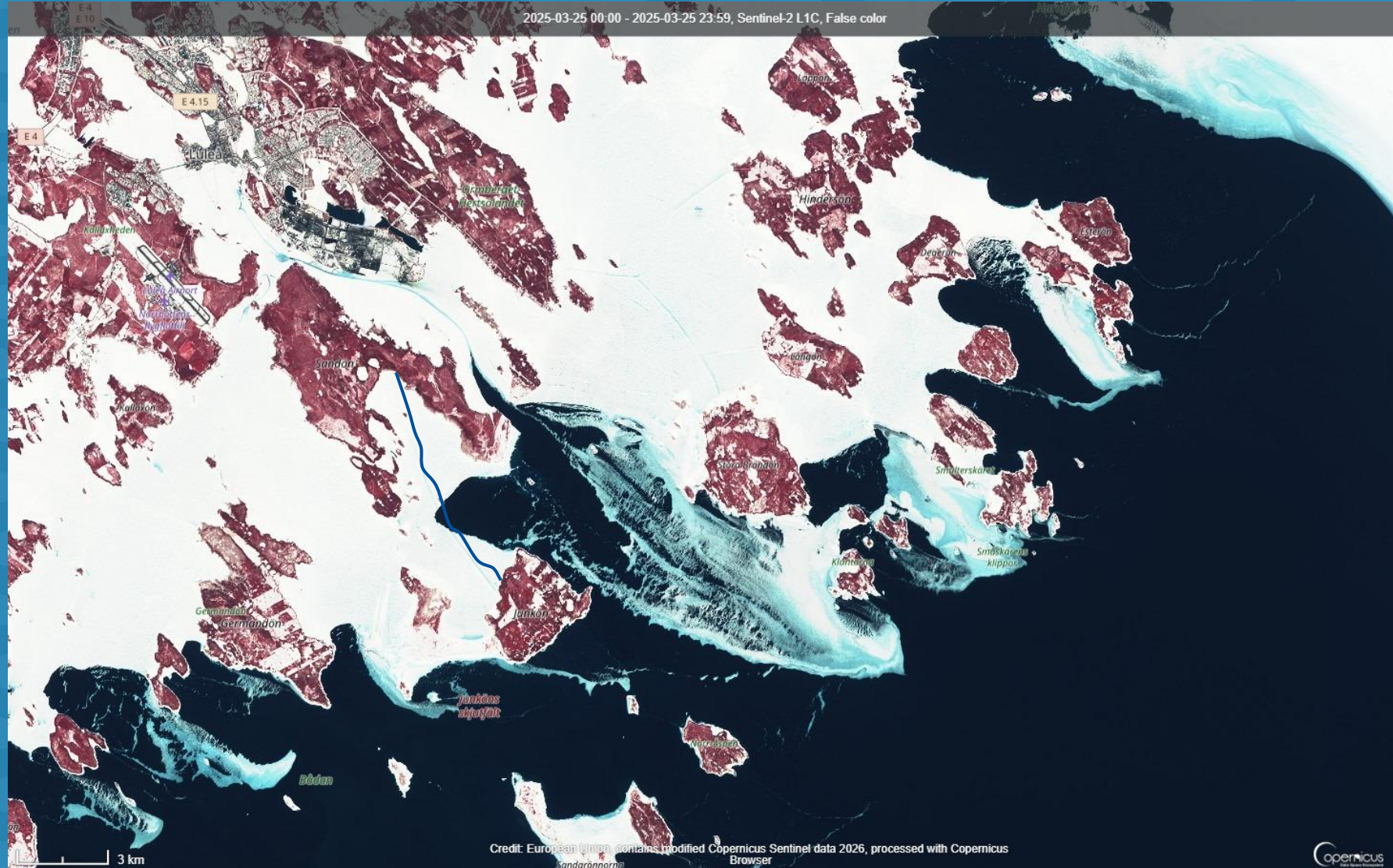








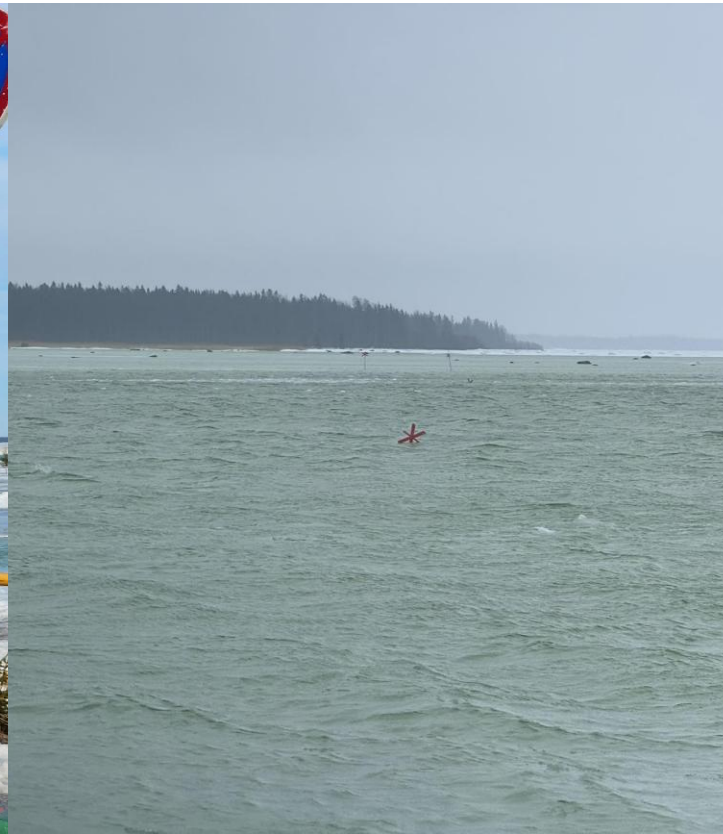
# March 25, 2025

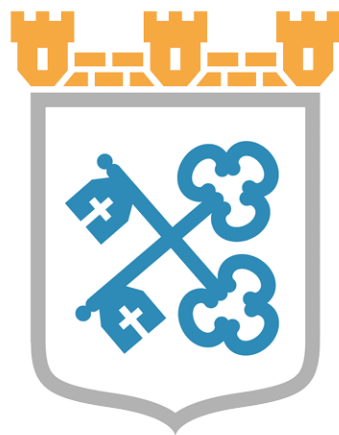




# March 14, 2026

- Southern winds, gusting 22-25 m/s
- +75 cm sea level
- Massive overflow





**LULEÅ KOMMUN**

Thank you!

