

# TOURISM CLUSTERING

The Mountain Destination of Are

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Research Institute



CORE INDUSTRY

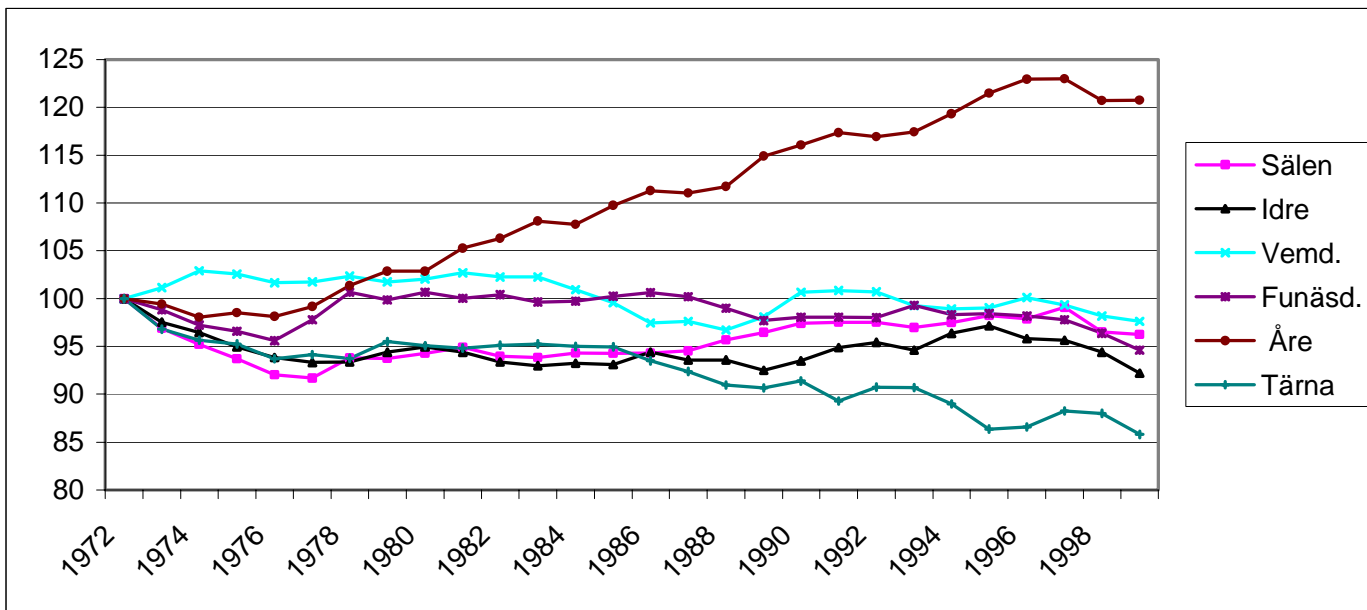
*SKIING & TOURISM*



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[www.etour.se](http://www.etour.se)

# Population Growth

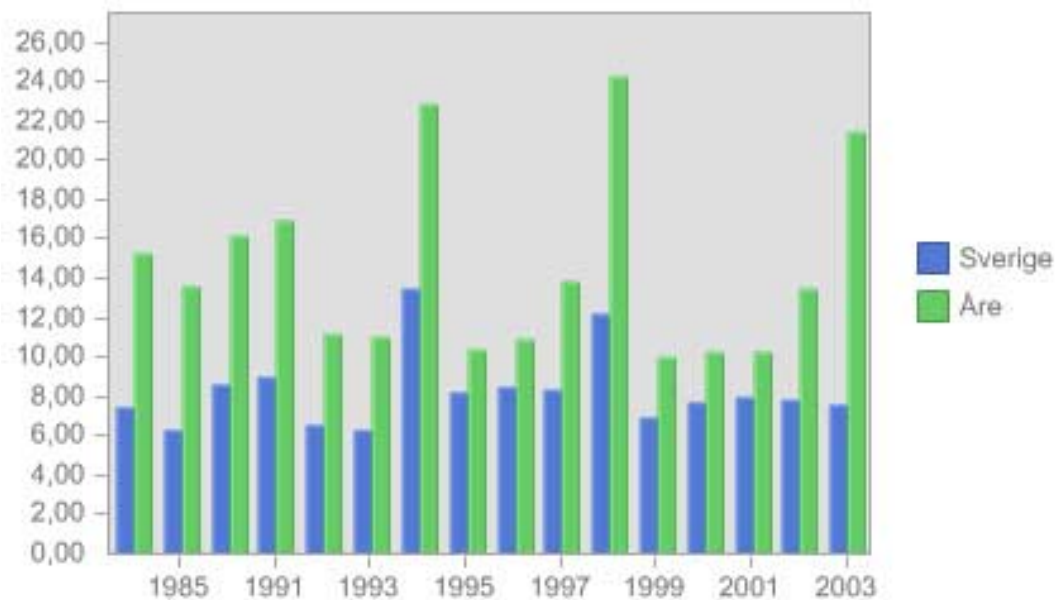
## Six Swedish Major Mountain Destinations



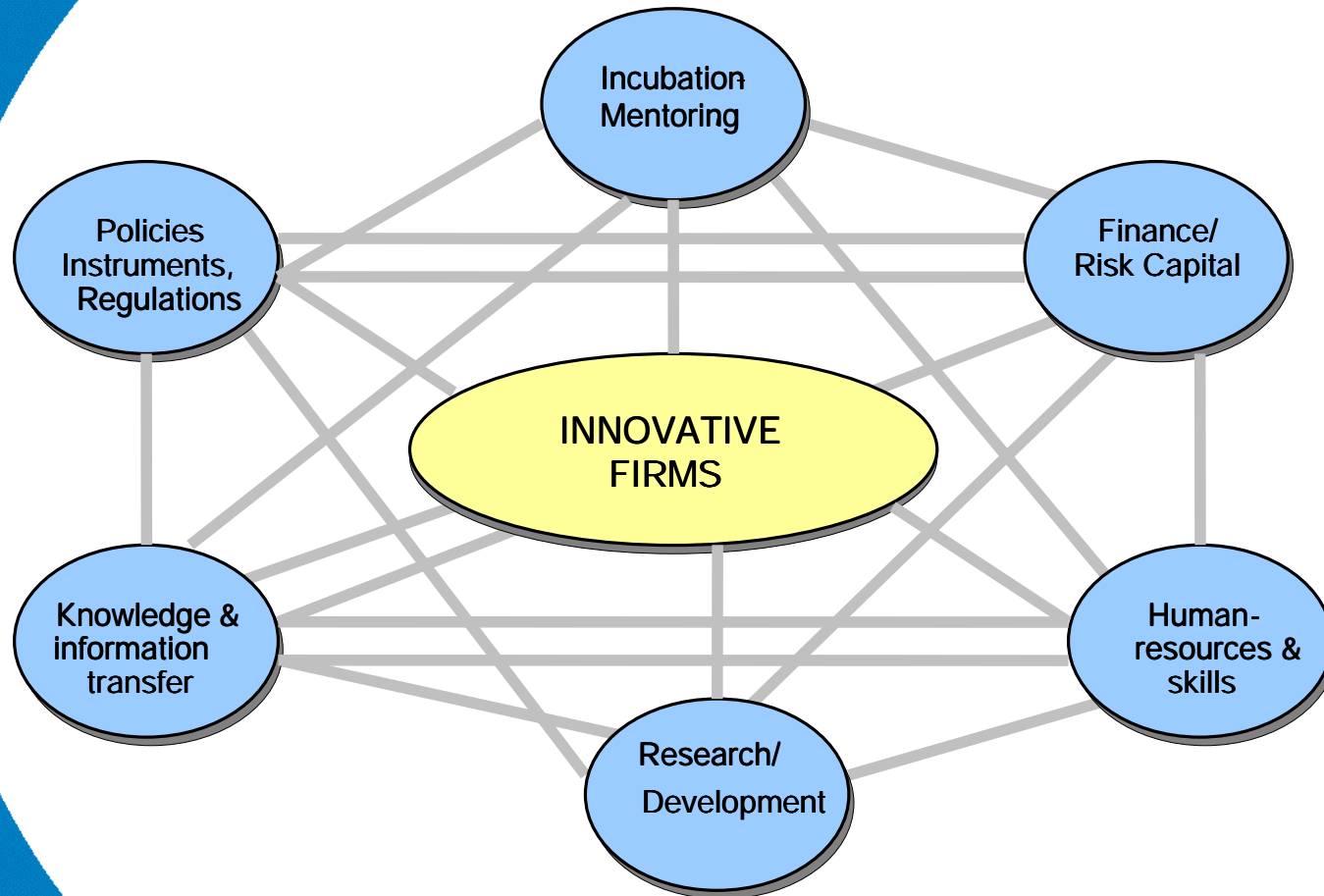
Index 1972=100

# Newly-Established Companies

Are compared to the national average



# Cluster Model



Source: National Research Council, Canada

# Are - Historic Factors

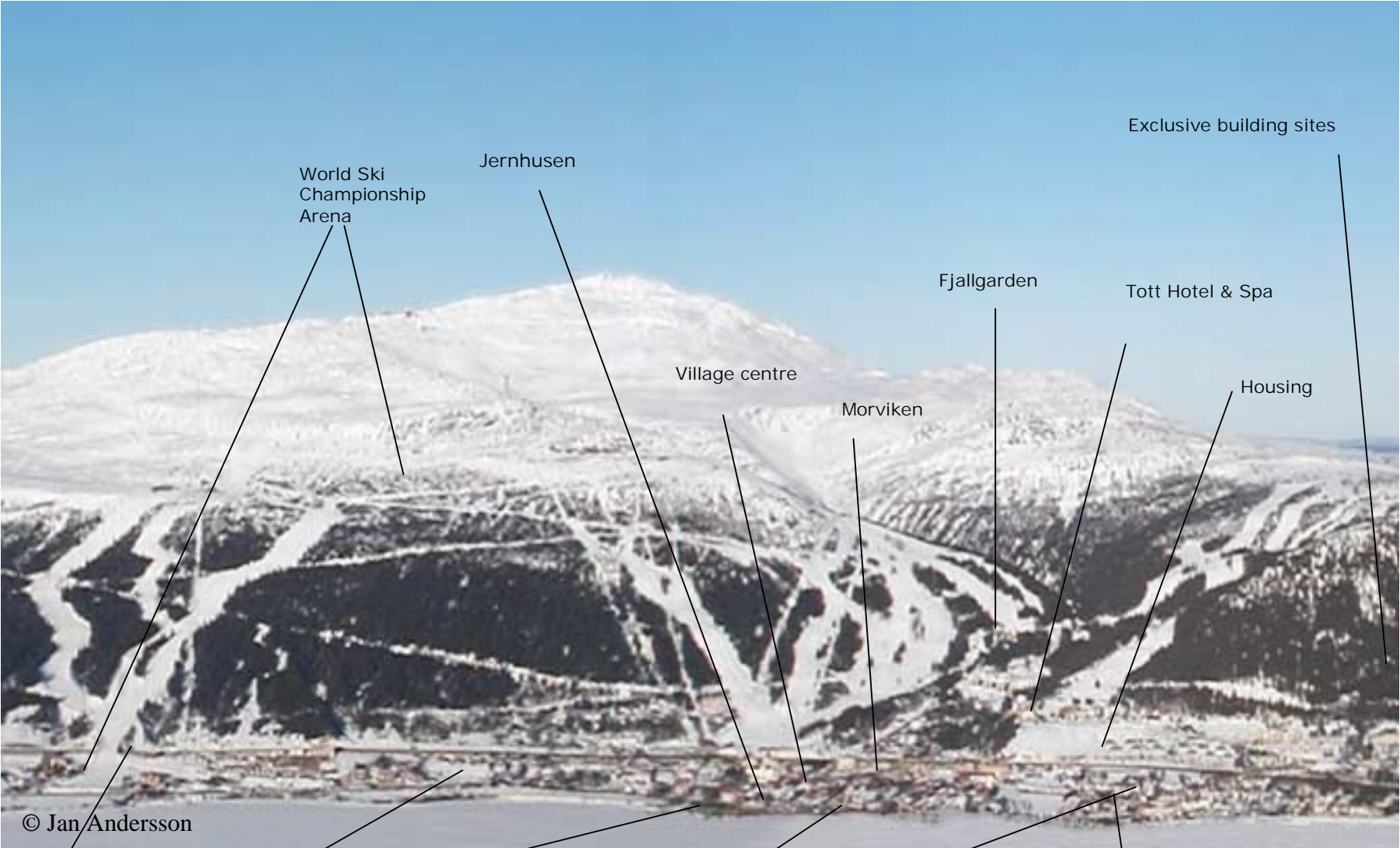
- Accessibility
- Government Support
- Structural Characteristics



## Are - Today's Structure

- Skistar as a Driver/Animator
- Size, Strength, Capital & Investments
- Are Business Organization  
150 companies collaborating

# Current Investments



© Jan Andersson

Road tunnel

Lienlagdan

Holiday Club Multihall  
Bath & Hotel

Holiday Club stage 2 +  
time share

Road construction

Konsum Systembolaget (stores)

Are Continental Inn



- A Shared Trademark/ Brand

A red rectangular box with a white border containing the word "ÅRE" in white, bold, serif capital letters. The background of the slide is a photograph of a snowy mountain landscape with power lines and a crane.

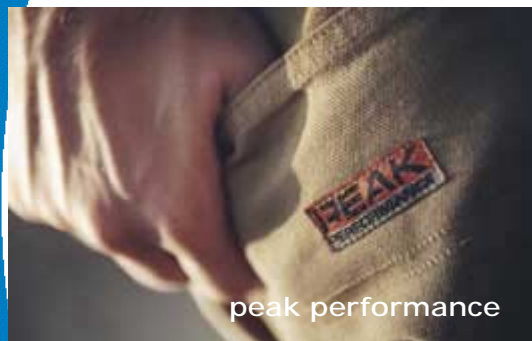
ÅRE

"The Wind of Success"

# • Complementary Industries

Åre Bageri magasin **åre**

PLAYGROUND  
EVENT



SAFETY OUTDOOR CLOTHING & EQUIPMENT FROM SWEDEN



 **KLÄTTERMUSEN**

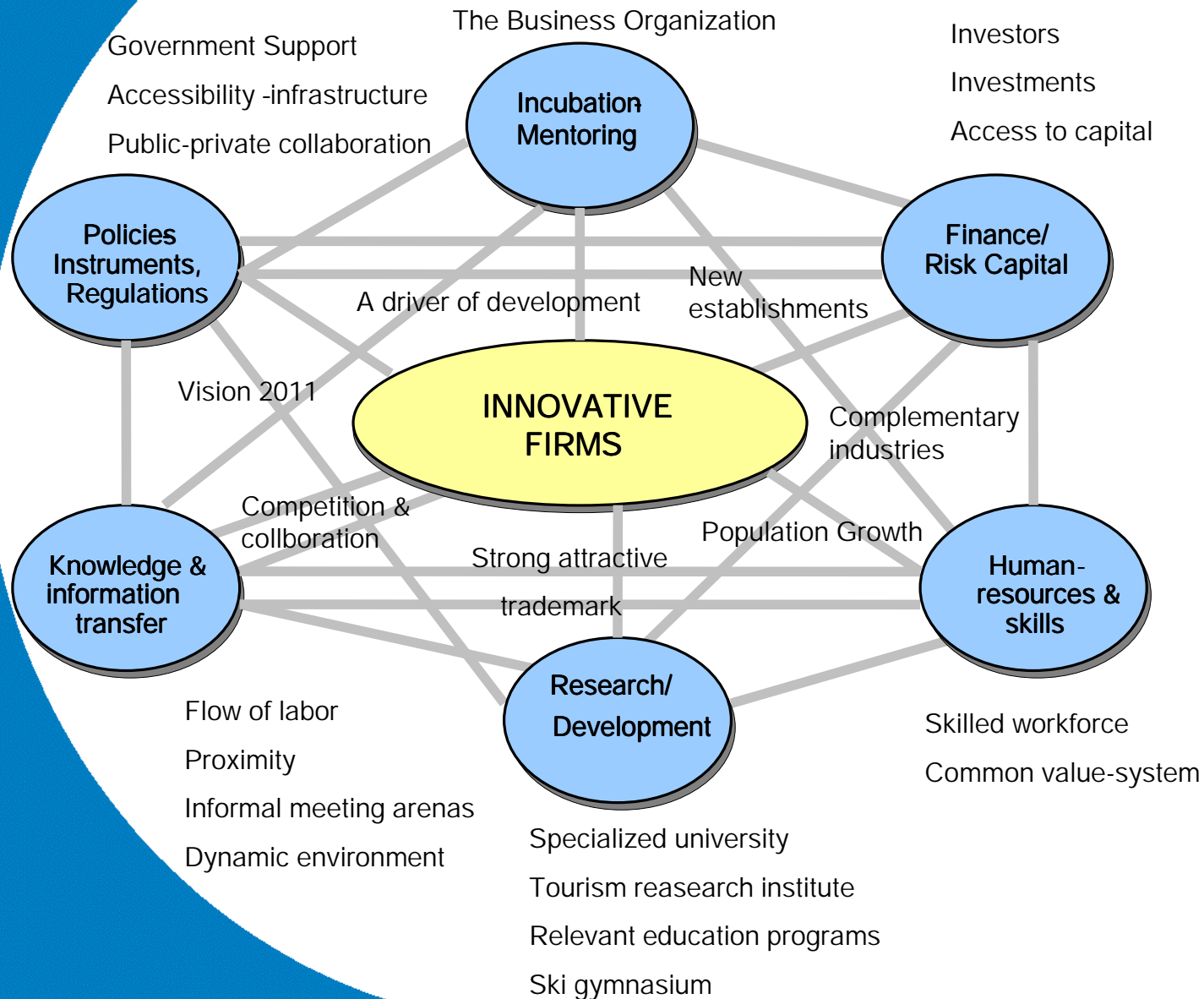




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- Population Growth/ Workforce
- Research & Education
- Transfer of Knowledge
- Proximity
- Dynamics - Competition & Collaboration
- Vision 2011

# Cluster Model



# Thank you!

If you would like to know more  
please contact:

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The report "Tourism Clustering &  
Innovation" can be downloaded from:  
[www.etour.se](http://www.etour.se)