



# BOOSTING CROSS-BORDER REGIONS THROUGH BETTER TRANSPORT

14 NOVEMBER 2019 | BRUSSELS, BELGIUM



#EUBorderRegions

Regional and  
Urban Policy

# WORKSHOP 3

## *Planning and governance*



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# TIMO NOUSIAINEN

Mayor of Tornio

## TornioHaparanda Travel Center



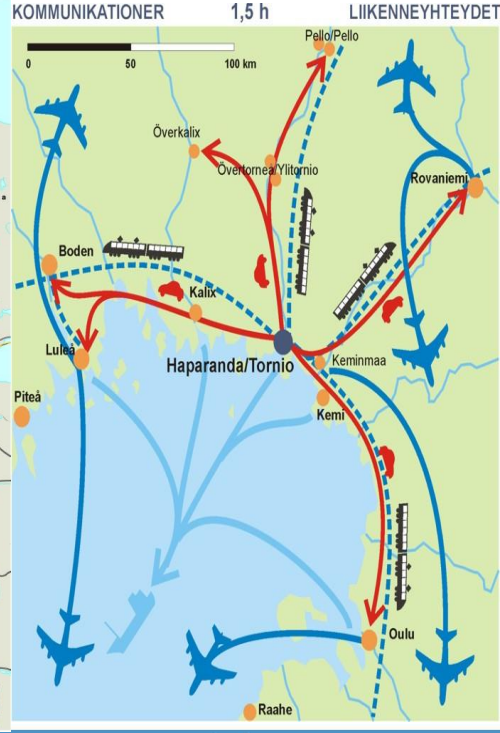
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# TORNIOHAPARANDA TRANSPORT

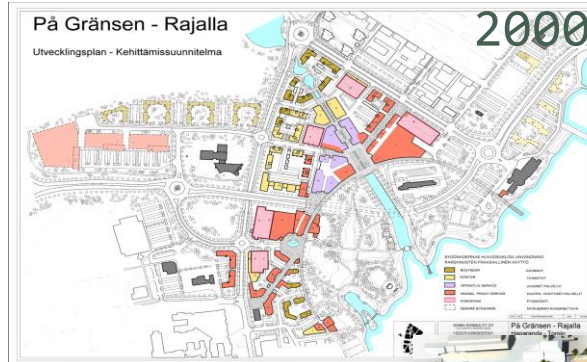


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# 22 STEPS OF TWIN CITY

1995



1995 EU

1996-7 Architect competition

2000 Development plan

2002 Referendum (Hpa)

2003 Execution plan

2005 IKEA-decision, Krannikatu

2006 IKEA opening, Ideacompetition + installation plan

2007 RPG-investment decision

2008 RPG-shopping centre

2010 Pedestrian street To+Hpa

2012-13 Travel centre

2016 Brandmapping E14-area

2017 EUROPAN 14 & Block 19

2019 Tourism MasterPlan

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New Travel Center

Tornio old Bus Station

Haparanda old Bus Station



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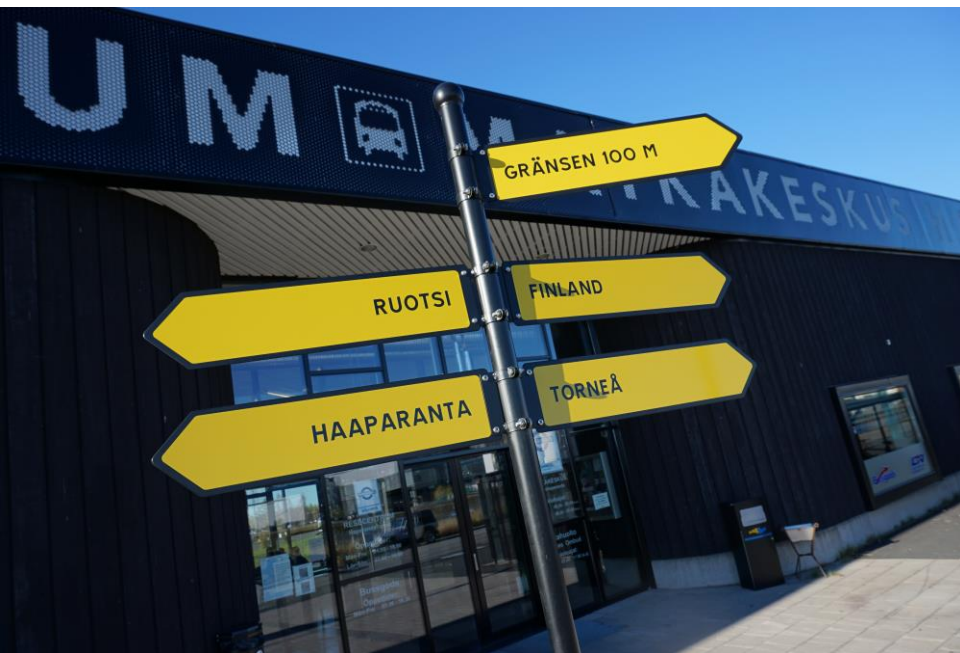




- **Travel Center opened 2013, opening ceremony 15.1.2014**
- **Services:** Matkahuolto, Bussgods, Grännsresor, Tourist Information
- **Future transport award 2013 in Sweden, top 3 finalist**
- **Rödfärgspriset 2014 in Sweden, top 9 finalist**



# ASYLUM SEEKERS 2015



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# ELECTRIFIED RAIL LINK CROSS-BORDER

The rail line will be electrified

It open connection via northern Sweden for freight and passenger transport to Europe and the Arctic Ocean.

The rail line provide a new transport route, serve the needs of industries and open up yhe potential for passenger transporst across borders



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# Tourism Masterplan

- Tourism is growing substantially in Finland and especially in Lapland
  - Until now, Tornio has not been part of this growth
- Almost every city and municipality in Lapland has already done it's own tourism master plan
  - A good point to start!
- Master plan = a holistic strategy document that guides the development work of tourism in the long term
- The concrete goals and actions to develop tourism in Tornio (and Haparanda!) are defined in the master plan
- Business oriented approach
- Duration 4/2018 – 12/2019





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