

*Henrik Zipsane*

*Staff, volunteers, visitors,  
participants, users.....*

*We are all in the same boat!*

*Foteviken 24th September 2012*



*A World Class Experience*

At Jamtli we have the best histories and they are always on sale! We have an offer you can't refuse!



# What is Jamtli?



- A regional museum with broad competences in history, archaeology, ethnology, exhibition techniques, pedagogy etcetera with a clear aim to be The museum for our region.
- An organism with an agenda about how to change the world by changing people!

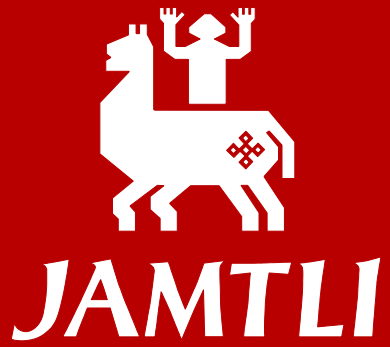
# Do you want to play with us?!

We use collaboration between professionals and learners – and we are all both!



# Museum or Theme Park?

- During 10 month of the year we are a museum “like the rest” just relatively larger than most and with special focus on our educational and pedagogical tasks.
- Two month per year we transform our museum facilities to a theme park which we call *Jamtli History Land* as we contribute to regional development through tourism attraction.
- The theme park would not be possible without the tight collaboration between a lot of people, “some more professional than others” but all capable of delivering a first class experience for our guests – who we also try to turn in to participants!.



Some background

# Jamtli – hard facts

- Jamtli was established 1912 and was based very much on regional perspective as well as arts & crafts
- Today Jamtli is a foundation with about 130 permanent staff, around 200 extra staff during summer and an annual budget of about 8,5 million Euro
- Jamtli Museum in Östersund get around 200 000 visits per year (in our region lives around 125 000 people and only 85 000 people are reached by car within one hour drive from the museum!).





# Jamtli – hard facts

- Founders of Jamtli:
  - Jämtland County Council
  - Östersund Municipality
  - Jämtland Association of Local History
  - Jämtland Art Association
- Jamtli finances:
  - County Council and Municipality ca 30 %
  - National Government ca 10 %
  - European Union & Nordic Council ca 15 %
  - Sale of expertise services ca 15 %
  - Commercial activities ca 30 %



# Jamtli – hard facts

- Jamtli Foundation is majority share holder for the companies:
  - *Optand Technique Land Ltd.*
  - *Härjedalen Mountain Museum Ltd.*
  - *Restaurant Hov Ltd.*
  - *The Nordic Centre of Heritage Learning & Creativity Ltd.*
  - **Two new companies are being established 2015/2016**



# Jamtli believe in Capacity Building and Social Justice through Heritage Learning

- We want to reach many people
- We want to reach new groups
- We want to be a respected resource in formal and informal education
- We want to be a strong independent force in tourism
- We want to act beyond 20th Century paradigms (nation state and positivism)



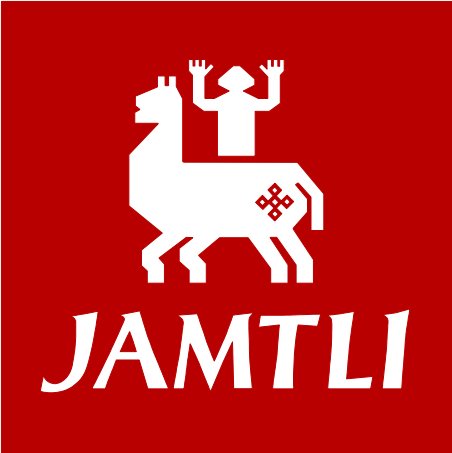
# Heritage Learning during the year



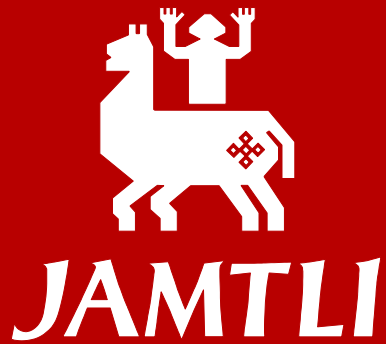
# Heritage Learning in depth

Besides the daily heritage learning practise Jamtli often participates in the work of The Nordic Centre for Heritage Learning & Creativity:

- Research
- Experiments
- International surveillance
- Collecting experiences
- Dissemination
- Raising political awareness and status about Heritage Learning



# *Jamtli History Land*



## *Jamtli History Land*

Our ideal is a mixture of *The Magical Mystery Tour* and *Disney Europe* based on stories we think are important because we can change people with these stories and we can make money at the same time!

# *Jamtli History Land*

## *Background*

- *Summer (8 weeks):*  
60 percent of our visitors are tourists – 40 percent of our visitors are children
- *Rest of the year (with the exception of 3 days Christmas Fair):*  
80 percent of our visitors lives in Östersund, 10 percent in the rest of our region and 10 percent are tourists – 25 percent are children
- *Insight:*  
We run two different museums summer and winter!



# *Jamtli History Land*

- ***Mission:*** To attract many visits, to be the first choice for families with children and to be a strong regional player in tourism
- ***Vision:*** To be talked about outside Sweden as a unique high quality experience and a European role model for museums
- ***Aim:*** To produce and deliver a high quality theme park experience for a theme park audience and to theme park prices
- ***Operational target:*** Children do not want to go home, visitors wants to come back and to recommend for others and for Jamtli History Land to cover its own costs

# *Jamtli History Land*

## *What we offer:*

- Indoor exhibitions of art, cultural history archaeology with special pedagogical programmes
- Outdoor experiences with visits to environments visualizing 1785, 1824, 1895, 1942, 1956 and 1975 with actors and full scale and intensive re-enactment
- 12 different play grounds for children – each based on cultural history
- Programmes for children and for children together with adults
- Restaurant, cafes, museum shop, market activities and hostel

# *Jamtli History Land*

*What we offer:*



# *Jamtli History Land*

*What we offer:*

**FUN**

**&**



**RECOGNITION**

# *Jamtli History Land*

*What we offer:*

**SAFETY**

**&**



**CHALLENGES**

# *Jamtli History Land*

During the *Jamtli History Land* season 2012:

- **We introduced theme park price policy:**
  - 27,5 € for adults (240 sek) – up from 12 € (110 sek) 2011
  - Free admission for children up till 19 year
  - Cheap annual tickets and cheap season tickets
- **We have increased our visitor numbers:**
  - 33,5 percent rise in numbers of adult visitors and 31,7 percent rise for children compared with 2011
  - 0,8 percent of visitors have complained about the new price policy – half of them turned around in the reception
- **We have increased our income:**
  - The income from admission fees has gone up 113 percent from 2011 to 2012
  - The turn out in restaurant, cafes, shops etc. went up 15 percent in average

# *Jamtli History Land*

## *What we achieved:*

- A stronger position in relation to our founders
- A stronger position in relation to the tourist sector in the region
- More jobs at Jamtli
- The resources to invest in television advertisement outside our region
- A very proud and tired staff and friends!

# *Jamtli History Land*

.....and we delivered the most expensive museum based experience in Europe the summer 2012!

..... and still our summer survey shows that 94 percent of our visitors will recommend *Jamtli History Land* for others and wants to come back!





**JAMTLI**

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