

VISIT ARCTIC EUROPE



Interreg
Nord

European Regional Development Fund



EUROPEAN UNION



Northern Norway
Tourist Board

Swedish Lapland
Visitors Board
REGIONAL TOURISM ORGANISATION OF
SWEDEN'S NORTHERNMOST DESTINATION



Finnish Lapland
Tourist Board

Visit Arctic Europe Targets (2015-2018)

- Internationally recognized high standard unified **Visit Arctic Europe (VAE) travel destination**.
- **Strengthen crossborder cooperation** between travel businesses in the VAE area.
- Region's tourism volume will increase, **profitability and turnover** of SMEs will grow
- **International expertise** will be further strengthened.
- VAE area will be **easily accessible** in the future .
- **Internal accessibility** is developed, travelling in the area made easy.

Main headlines VAE I

- **Networking**

- Develop crossborder co-operation between the areas and companies
- Create crossborder travelpackages

- **Research & Development**

Consortium of Northern Uni's

- Indicators for success of project, measurement
- Future travel trends
- Digital trends
- Crossborder trade obstacle

- **Accessibility**

- Internal accessibility
- External accessibility

- **Marketing**

- Joint marketing with touroperators
- Familiarization trips
- Sales workshops

VAE II targets (2018-2021)

- VAE II will aim for **10% increase** in overnights from selected market areas, with the intention to **create all-year round business** for the regions participating in the project.
- To **create all year round employment in companies by** enhancing high potential seasons
- **Strengthen accessibility and mobility systems** for the area to further facilitate all year round business development.
- **Increase the overall skills and competences of the companies** in order to strengthen their abilities in a highly competitive market and support **a long term strategy of the tourism business development in Arctic Europe.**

Visit Arctic Europe Showcase:

- <https://www.youtube.com/watch?v=iWYwLkD0mq8>

VISIT ARCTIC EUROPE II

Financiers:

