VISIT ARCTIC EUROPE

Interreg Nord
European Regional Development Fund

Northern Norway Tourist Board
Swedish Lapland Visitors Board
Lappland Travel (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=iWYwLkDOmq8