

VISIT ARCTIC EUROPE II

– possibility for companies who want to develop all year round business

Now you have the opportunity to be part in the next “phase” of crossborder collaboration and marketing for the Arctic part of Europe.

Visit Arctic Europe II is the next step of the crossborder cooperation project Visit Arctic Europe (2015–March 2018). The main intention of VAE II is to strengthen crossborder networking and commercial cooperation in order to further develop the Visit Arctic Europe area as an **all year round sustainable high quality travel destination**.

Within the framework of networking and sustainability the project will concentrate on three main activities:

- Marketing
- Accessibility
- Competence Development

Activities are divided into two different working packages.

Expected outcome

- 10% increase in bednights from selected market areas, with the intention to create all-year round business for the companies and regions participating in the project.
- The region of Visit Arctic Europe will be well known for its high quality travel services in selected market areas.
- Year round accessibility and mobility in the VAE region will be developed for the benefit of travellers to and within the region.
- Sustainable tourism is recognized as a competitive advantage.

PROJECT INFORMATION:

BUDGET: 6,4 M Euro / 3 countries

TIME PERIOD: April 2018–March 2021

PARTNERS: Finnish Lapland Tourist Board
Northern Norway Tourist Board
Swedish Lapland Visitors Board



Photo: Andy Anderson

Working packages

Participants join one of the two working packages as specified below. All participants will join competence development.

	Working Package 1	Working Package 2
Participants	<ul style="list-style-type: none"> NTO's DMO's Airports 	<ul style="list-style-type: none"> Tourism companies such as hotels, activity companies and transportation companies.
Content	<p>Image marketing</p> <ul style="list-style-type: none"> To increase the awareness of the Arctic Europe area all year round towards different market segments. <p>External accessibility</p> <ul style="list-style-type: none"> Development of new traffic connections to VAE area 	<p>Tactical marketing</p> <ul style="list-style-type: none"> The project will follow-up on established relations and further develop that and aim for new business opportunities. <p>Internal accessibility</p> <ul style="list-style-type: none"> Development of new internal traffic connections within the VAE area to improve co-operation and cross-border flow of customers.
	<p>Competence development</p> <ul style="list-style-type: none"> Digitalization Sustainable development Market knowledge and product development 	

Investment by participants

Company turnover Euro	Investment / month (36 month) Euro	Total investment Euro
< 0,5 M	98	3.500
0,5–2,49	139	5.000
2,5–4,99 M	278	10.000
5–9,99 M	500	18.000
10–19,99 M	834	30.000
>20 M	1.111	40.000

DMO and airport investments are set based on their size and international business.

Criteria for participating companies

- Turnover minimum 200.000 Euro / year
- International business experience
- Commitment to develop year-round tourism

CONTACT

If you are interested in joining the project or want more information, please contact:

FOR FINLAND: Finnish Lapland Tourist Board

Rauno Posio, rauno.posio@lme.fi +358 40 653 9900
Nina Forsell, nina.forsell@lme.fi +358 40 1262 996

FOR NORWAY: Northern Norway Tourist Board

Katja Pettersen, katja@nordnorge.com +47 916 25 408

FOR SWEDEN: Swedish Lapland Visitors Board

Erika Mattsson, erika.mattsson@swedishlapland.com
+46 70-388 60 25