

12 joint marketing agreements with four operators

**Author of the initiative** in signed agreements considering new routes/connections

## Accessibility Toolkit & VAE map

**Great external evaluation** by Oxford research

### VAE II

Tourism statistics showing **2017** is going to be a great year for all VAE countries

**10 % more** registered overnights in VAE area in one year

**20 % more** passengers in one year to Finnish Lapland

Partnership agreements

### Meetings & events

according to the schedule and feedback collected

Tour operator sales **targets reached**

R&D activities carried out and the results dealt

**267** new travel packages and **78** cross-border packages

### 10 Arctic themes

**15-60 VAE companies** used in new travel packages per TO

**14 % more** registered overnights by target markets in one year

**Arctic Award winner 2017**



**JOIQU**

**Interreg Nord**



European Regional Development Fund

EUROPEAN UNION

# THE SUCCESS OF VAE

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