

SUCCESS OF VAE – HOW TO MEASURE IT?

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	Performance indicators	Source and means of verifications	Assumptions and risks
1. Overall objectives			
2. Project purpose			
3. Intended results/outcomes I) Functional networking and cooperation II) R&D Activities III) Improved accessibility IV) Concept development, marketing & communication V) Project management			
4. Project activities			
5. Resources			

LOGFRAME MATRIX AS A METHOD

Sources:

Rasmus, J. (2011). Loogisen viitekehyksen lähestymistapa.

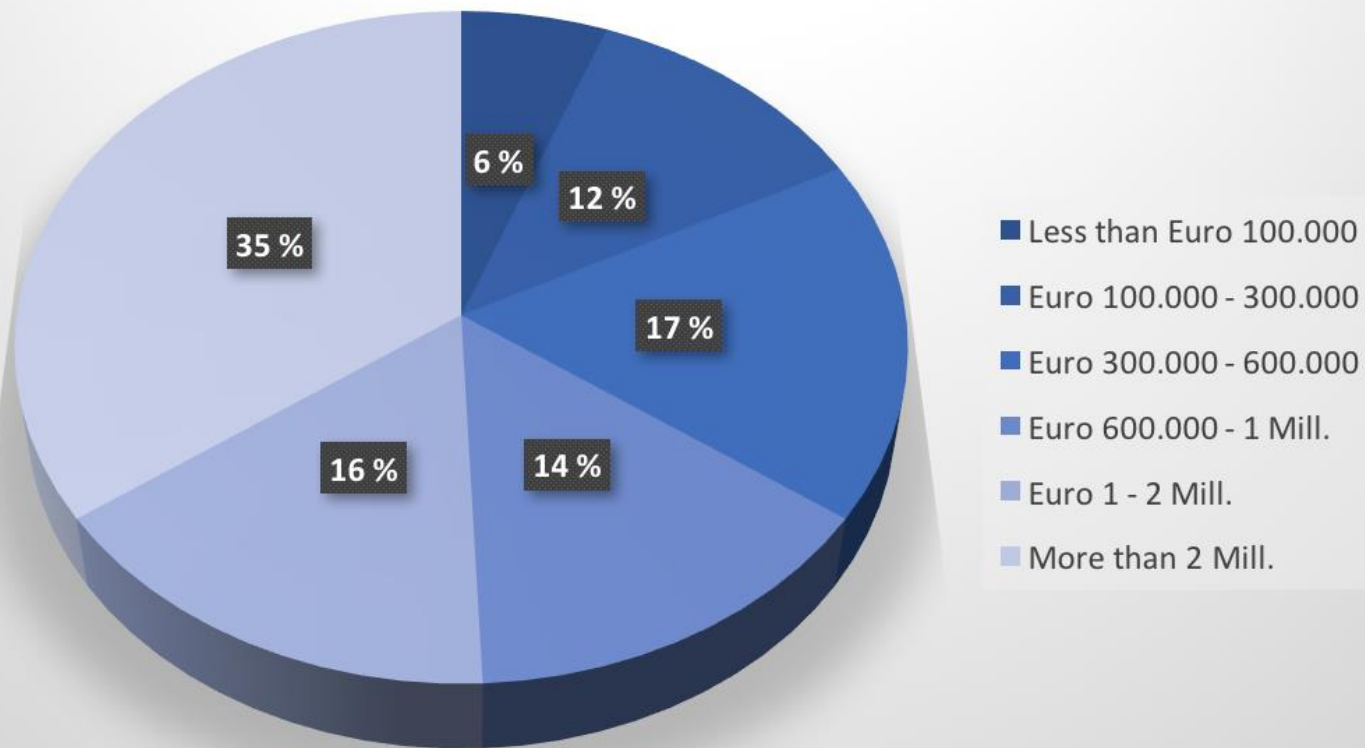
Alila, M., Jokelainen, K., Nurminen, M., Paukkala, J. & Penttinen, I. (2003). Hankeopas kansainvälisiin hankkeisiin.

Loogisen viitekehyksen lähestymistapa. Kehys ry.

1. Overall objectives	Performance indicators	Source and means of verifications
<ul style="list-style-type: none"> - Increased CBC networking and communication among tourism industry - New CBC tourism products sold out - Improved accessibility to and within the region - Increased number of visitors - VAE II 	<ul style="list-style-type: none"> - VAE area is well known unified tourism destination - Growth of the CBC business model among tourism industry - Growth on turnover among participating SME select - 7 % growth on overnights - accessibility - VAE II 	<ul style="list-style-type: none"> - turnover of the tourism field in VAE regions -> statistics and taxation income - incoming tourists from target regions -> overnight statistics - VAE II decision

Annual turnover of VAE companies in Euro

(69 responses for the mapping process questionnaire)



Finnish Lapland (estimates)

2015

2016

Accommodation-
and restaurant
industry

350
million €

387
million €

Travel services
(transport)

280
million €

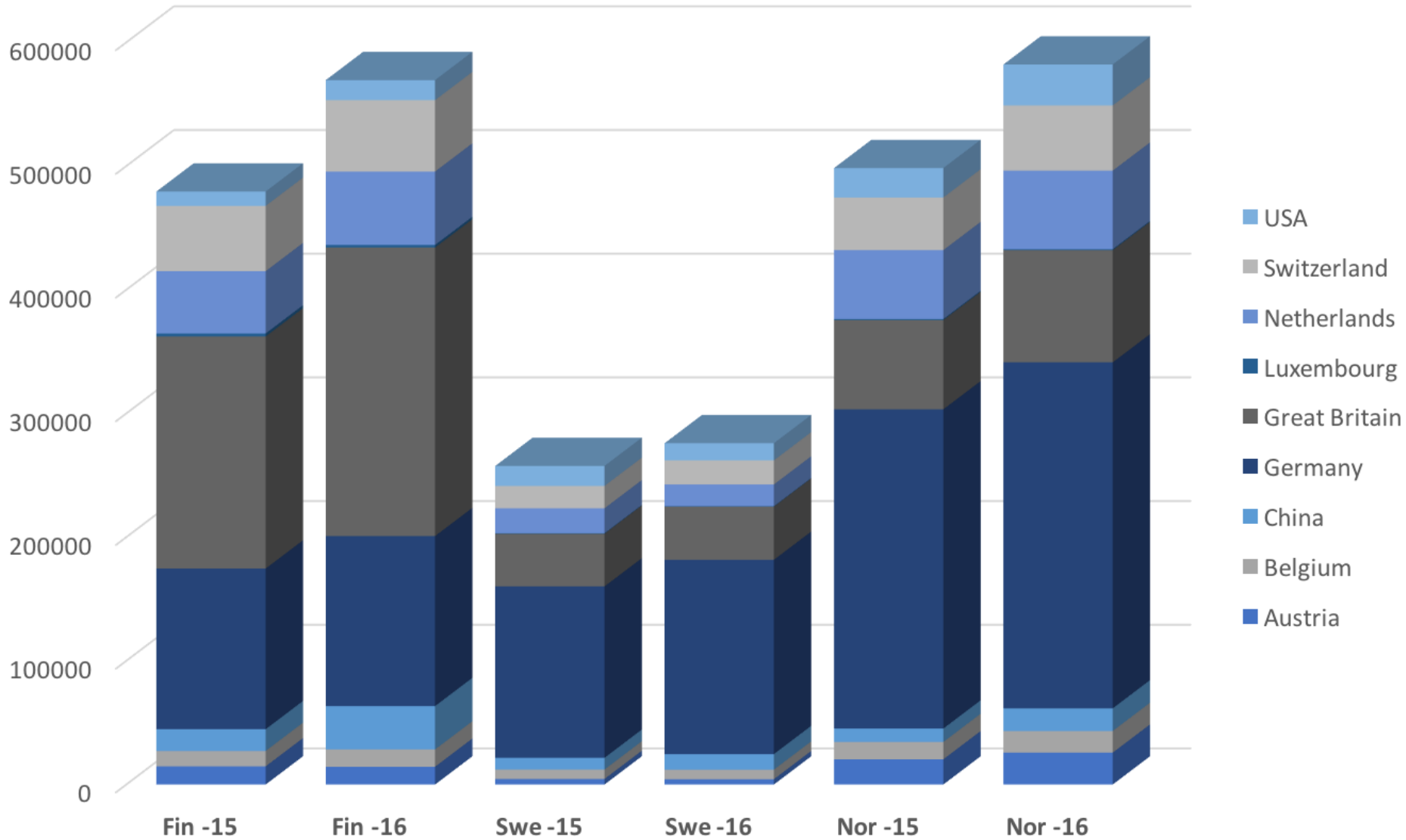
306
million €

Source:

Lapin suhdannekatsaus
2016 and 2017
by Statistics Finland

TURNOVER OF THE TOURISM FIELD IN VAE REGIONS

Registered overnights in VAE- region (by country) by target regions



Sources:

Visiittori.fi
(Statistics Finland)

Statistics Sweden

Statistics Norway

INCOMING TOURISTS: OVERNIGHTS IN VAE REGION

Growth!

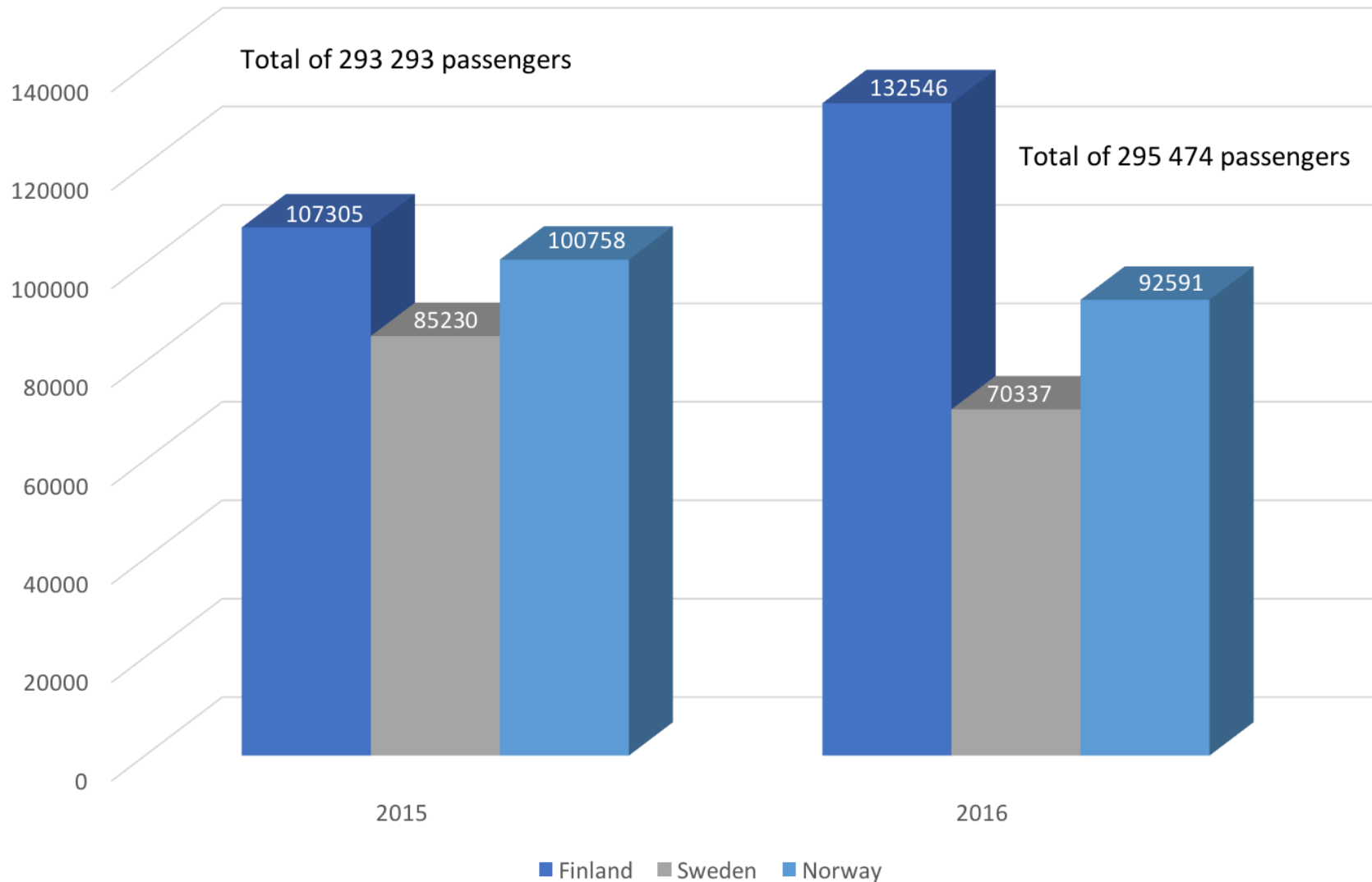
By August 2017 Finnish Lapland has already reached the level of overnights worth the whole year of 2012 with the help of Chinese tourists.

Sweden is back in business! Has in Aug 2017 broken the level of overnights in Aug 2015, so this year we can expect considerable growth.

Overnights in Norway are growing steadily towards the end of 2017. The amount of registered overnights by Chinese tourists is significant in 2017 compared to 2015 and 2016.

OVERNIGHTS IN 2017?

Incoming tourists to VAE- airports



In 2017?

VAE-airports in Finland
Jan-Oct 2017: 67 774
Jan-Oct 2016: 43 556

VAE-airports in Sweden
Jan-Sep 2017: 65 019
Jan-Sep 2016: 57 157

VAE-airports in Norway
Jan-Sep 2017: 91 153
Jan-Sep 2016: 72 798

INCOMING TOURISTS: PASSENGERS TO VAE AIRPORTS

2. Project purpose	Performance indicators	Source and means of verifications
<ul style="list-style-type: none"> - Northern-Scandinavia is attractive integrated tourism destination with common vision 	<ul style="list-style-type: none"> - Internationally recognised Arctic destination, from tour operators point of view - Increased number of overnights also on shoulder and low-seasons, in selected market areas - Documented Increase of turnover among VAE participating SMEs 	<ul style="list-style-type: none"> - VAE project final report - Project statistic, agreements with tour operators - Practise to report impact to SME turnovers

3. Intended results/outcomes	Performance indicators	Source and means of verifications
I) Functional networking and cooperation	<ul style="list-style-type: none"> - CBC interactions between VAE actors - CBC benchmarking - Scheme for the VAE CBC workshops and meetings - Common understanding of VAE competitiveness advantages - Tour operators reference group participation 	VAE result reporting: <ul style="list-style-type: none"> - Documentation on VAE peer-learning visits - Ideas for VAE CBC products families and themes - Reference group feedback

- VAE peer-learning visits, reference group meetings and networking events:

- Kick Off Days 18.-19.11.2015 Tromsø
- Company meeting 4.-5.4.2016 in Levi
- Cluster 1 meeting in 15.-16.8. 2016 Saariselkä
- Cluster 2 meeting 17.-18.8. 2016 Kukkolaforsen
- Cluster 3 meeting 24.-25.8. 2016 Ylläs
- Cluster 5 meeting 5.-6.9. 2016 Luleå
- Cluster Accessibility meeting 13.-14.9. 2016 Kiruna
- Company meeting 21-23.9. 2016 Kiruna
- Cluster meetings 2.-5.10. 2016 Tromsø
- Sales Workshop 6.-8.6. 2017 Luleå
- Final Seminar 21.-23.11. 2017 Rovaniemi

- 10 Arctic themes by VAE:

- Arctic Feelgood
- Arctic Hop on Hop off
- Arctic Light
- Arctic Lifestyle
- Arctic Adventure
- Arctic Nature
- Arctic Culture
- Arctic Silence
- Arctic Food
- Arctic Active

VAE RESULT REPORTING

3. Intended results/outcomes	Performance indicators	Source and means of verifications
II) R&D Activities	<ul style="list-style-type: none"> - R&D activities outsourced - Monitoring and Evaluation guidance - Tourism trend study - Mapping the CBC obstacles - Customer Mobile behaviour 	<p>Tender documentation, project reporting delivered products by the R&D provider:</p> <ul style="list-style-type: none"> - VAE LFA and M&E guideline for self-monitoring - Trend study - Report on mapped obstacles - Mobile behaviour study report

3. Intended results/outcomes	Performance indicators	Source and means of verifications
III) Improved accessibility	<ul style="list-style-type: none"> - Accessibility Toolkit demonstrating destination potential for transport carriers and other actors in the VAE region - VAE Internal travel-chain model in the VAE regions introduced - Meetings and negotiations with flight companies, tour-operators and transport carriers in selected market areas - Agreements or negotiations on new routes 	<ul style="list-style-type: none"> - Published toolkit delivered to stakeholders, free access, electronic version - VAE map of inter destination transport connections and schedules corresponding to travellers needs - Meeting and travel reports - Signed agreements on new connections and/or routes

3. Intended results/outcomes	Performance indicators	Source and means of verifications
IV) Concept development, marketing & communication	<ul style="list-style-type: none"> - Travel packages in 10 Arctic themes - VAE companies provides services for the CBC travel packages - Step by step approach to use digital marketing - Promotion campaign planned and is taking into account the different targets and concepts 	<ul style="list-style-type: none"> - VAE travel package published: available for tour operators - Reported SME partnerships on VAE - Digital marketing solutions based on tour operators marketing plans - Agreements with tour operators

3. Intended results/outcomes	Performance indicators	Source and means of verifications
V) Project management	<ul style="list-style-type: none"> - Organisation and management structure - Practises for the regular communication among VAE partners, SMEs and other involved parties - Management and steering group meetings - Clear documentation and reporting system 	<ul style="list-style-type: none"> - VAE partnership agreements - VAE communication guidance and instructions - Internal intranet at place (JOIQU) - VAE management and regular reports in JOIQU: VAE personnel, VAE companies, working group, steering group

THANK YOU FOR YOUR
ATTENTION

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A series of several parallel white lines of varying lengths, slanted diagonally from the bottom-left towards the top-right, located in the right half of the image.