

# ARCTIC EUROPE TOURISM CLUSTER

– for companies who want to renew tourism in Arctic Europe

**Arctic Europe Tourism Cluster**-project is the next and stronger step of the cross-border cooperation in Arctic Europe. The project goal is to build a more resilient and regenerative tourism, to meet rapid changes and future expectations for the benefit of tourism industry, local societies, and visitors in Arctic Europe.

**To reach this overall goal the key topics in the project will be:**

- innovative b2c-marketing to increase attraction on new and existing markets
- innovative b2b-marketing to ensure international cooperation with travel trade
- develop and strengthen active year-round business
- develop sustainable forms of tourism (social, economic and ecological)
- strengthening the role of arctic culture in tourism
- raise level of digitalization
- build knowledge and actions based on post-pandemic travelers' behaviors and needs
- improve accessibility to and within the Arctic Europe region
- build and develop smart and trust-based cross-border networks

In earlier Visit Arctic Europe projects (VAE I 2015-2018 and VAE II 2018-2022), the arctic regions of Sweden, Finland and Norway have succeeded in establishing Arctic Europe as one travel destination and have taken the first steps towards a tourism cluster. Now the time has come for the next and improved phase, an active brand and an active cross-border tourism cluster that will ensure cooperation, renewal and a more sustainable tourism industry in Arctic Europe long after the project ending.

#### PROJECT INFORMATION:

**BUDGET:** 4,1 M Euro / 3 countries

**TIME PERIOD:** August 2023 to July 2026

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



Photo: Eeva Mäkinen

## Arctic Europe Tourism Cluster project structure

Work package	Examples of activities
<p><b>Arctic Culture and Year-round development</b></p> <p>The work package will focus on renewing arctic tourism to meet new customer needs by strengthening the role of arctic culture in tourism and focusing on year-round business development. Both product development and presenting the results to touroperators will be included.</p>	<p>Product development with touroperators and cultural actors. Sharing best practices within project and globally. Connecting with touroperators in sales workshops and visits to area.</p>
<p><b>Arctic Sustainability</b></p> <p>In this work package we together build and develop smart and trust-based networks that, in addition to creating new business opportunities, also help solve societal and sustainability challenges.</p>	<p>Company upskilling and networking through seminars, webinars and cluster meetings. Create models to communicate the importance of tourism in communities. "Care for the arctic"- code of conduct.</p>
<p><b>Arctic Digital Innovation</b></p> <p>The work package will help companies raise their level of digitalization by both upskilling and testing new digital marketing possibilities. Innovative always on marketing will be done both directly to consumers and together with both touroperators and other co-branding partners to position Arctic Europe as a year-round sustainable destination.</p>	<p>Testing new innovative digital marketing. Digital upskilling. Future customer model. Arctic Europe branding.</p>

### CONTACT

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

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### Criteria for participating companies

- Turnover minimum 200.000 Euro / year
- International business experience
- Commitment to develop sustainable year-round tourism
- Commitment to the project goal

*The project will be implemented if Interreg Aurora financing is granted and according to the scope of the financing decision.*