

# ARCTIC EUROPE TOURISM CLUSTER

– for companies who want to recover and renew tourism in Arctic Europe

**Arctic Europe Tourism Cluster**-project is the next step of the cross-border cooperation in Arctic Europe. The project goal is to recover and renew a more resilient and regenerative tourism, to meet 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 marketing to rebuild and increase attraction on markets
- develop year-round business
- sustainability (social, economic and ecological)
- match tourism with local culture
- raise level of digitalization
- build knowledge of post-pandemic travelers behaviors and needs
- improve accessibility

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. The cross-border co-operation between both project partners and the companies and destinations in the area have developed towards an Arctic Europe tourism cluster. Both the brand and the co-operation cluster will be the base for recovering and renewing tourism in Arctic Europe.

## PROJECT INFORMATION:

**BUDGET:** 4,5 M Euro / 3 countries

**TIME PERIOD:** December 2022–November 2025

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

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



Photo: Ted Logart

## Arctic Europe Tourism Cluster project structure

Work package	Examples of activities	Overall project goal
<p><b>CONNECT &amp; ATTRACT</b></p> <p>The work package will increase attraction, interest and understanding of Arctic Europe as a sustainable travel destination all year around. This will be done by connecting companies in the region to each other, to relevant knowledge and tools and the delivery chain. The attraction of the area is enhanced through communication to the market.</p>	<p>Networking events, target-group model, marketing to consumers, reconnecting to delivery chain through sales workshops and fam-trips</p>	<p>Recover and renew a more resilient and regenerative tourism, to meet future expectations for the benefits of local societies and tourism industry and visitors in the Arctic part of Europe.</p>
<p><b>DIGITALISE &amp; PERFORM</b></p> <p>For companies, digital transformation in travel and tourism industry nowadays is no longer an optional strategy, but gradually becoming an indispensable practice. The work package will help the companies raise their level of digitalization, and re- and upskill them on travelers' post-pandemic behaviors, needs and demands.</p>	<p>Explore innovative digital marketing, digital arctic tourism platform, upskilling through seminars, webinars and cluster meetings</p>	
<p><b>INVOLVE &amp; ENGAGE</b></p> <p>The work package will involve and engage the companies, local societies and other stakeholders in social innovations that contribute to attractive and accessible Arctic Europe cultural experiences and livelihoods. This will increase the number of visitors and enhance the role of culture and sustainable tourism in the Arctic Europe region.</p>	<p>"Care for the arctic"- code of conduct, year-round product &amp; business development, communicate the importance of tourism in Arctic Europe, match tourism with local culture</p>	

### 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

### CONTACT

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

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