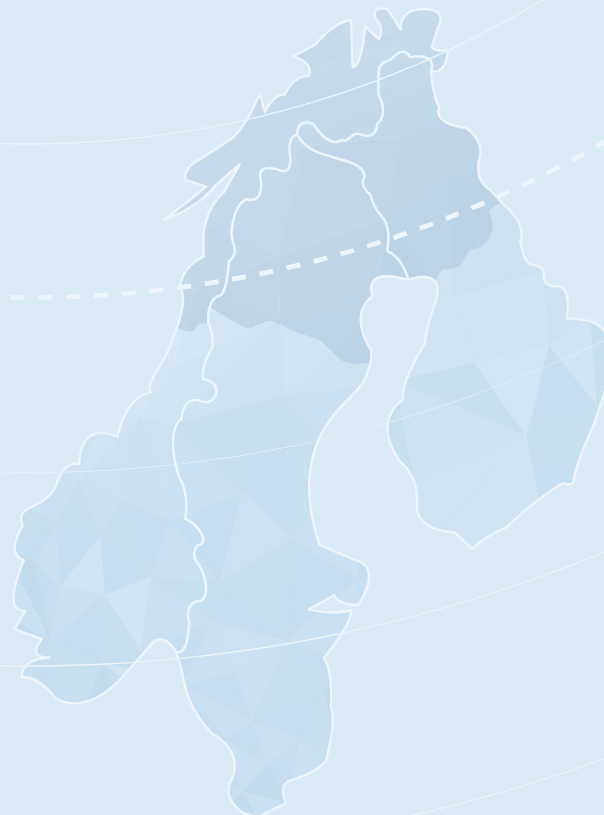


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Visit Arctic Europe project

Partners:

- Finnish Lapland Tourist Board (Lead Partner)
- Northern Norway Tourist Board
- Swedish Lapland Visitor Board

Duration 2,5 years, -> 31.12.2017

Budget 6,4 Meur

- Interreg Nord, public sector, 99 companies



Targets

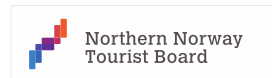
- Internationally renowned high standard single, Arctic travel destination.
- Strengthen cross border cooperation between travel businesses in the VAE area.
- Region's tourism volume will increase, profitability and turnover of SMEs will grow
- Visit Arctic Europe operating area will be in future easily accessible.
- Travelling in the area easy for tourists.

Headlines

- **Functional networking**
 - Develop crossborder co-operation between the areas and companies
 - Create crossborder travelpackages in co-creation process with companies and deliverychain
- **R&D**
 - Indicators for success of project, measurement
 - Future travel trends
 - Digital trends
 - Cross border trade obstacles
- **Accessibility**
 - Accessibility from market areas to VAE area
 - Model for internal traffic in VAE area
- **Marketing**
 - UK, Benelux, German speaking Europe
 - China, US

Next Steps

- Matkanjärjestäjä yhteistyö kumppanuudet
 - > Helmikuun loppu
- Lentoyhtiö neuvottelut
- R&D kumppani
- Palvelumuotoilu kumppani
- 4-5.4. Levi
 - Rajat ylittävät matkailupaketit
- Fam- ja media tripit



- **WELCOME TO ARCTIC
CO-OPERATION !**

