

VISIT ARCTIC EUROPE



Interreg
Nord
European Regional Development Fund



Northern Norway
Tourist Board

Swedish Lapland
Visitors Board
REGIONAL TOURISM ORGANISATION OF
SWEDEN'S NORTHERNMOST DESTINATION



Finnish Lapland
Tourist Board

TARGETS

- Internationally renowned high standard unified **Visit Arctic Europe** travel destination.
- **Strength crossborder cooperation** between travel businesses in the VAE area.
- Region's tourism volume will increase, **profitability and turnover** of SMEs will grow
- **International expertise** will be further strengthened.
- Visit Arctic Europe area will be in future **easily accessible**.
- **Internal accessibility** is developed, travelling in the area easy for travelers.

Main 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 in co-operation with Touroperators
 - China, US in co-operation with National Visit Organisations

Functional networking and cooperation

- Sales Workshop in Luleå **6.-8.6.2017**
 - 72 buyers
- Cluster meetings round 2, **October 2017**
 - Autumn season – product development, joint concept for communication
- Final seminar in Rovaniemi **21.-22.11.2017**

R&D Activities

- Indicators of project success
- Analyses of future travel trends
- Digital trends in tourism and customer digital and mobile behaviours
- Crossborder obstacles

Accessibility

- Toolkits to motivate flightcompanies and touroperators open new routes.
- Model to optimal internal travelchain system noticing international travelers need.

Marketing

- Fam trips winter – spring, 14 trips
- Pre and posttours, begin of June 8 tours
- Fam trips summer- autumn, 16 trips
 - 252 participants from 100 separate TOs
- Touroperators Coop Europe
- China and US – NTO coop

Market areas:

- UK
- Benelux
- German speaking Europe
- China
- USA

Coop in European markets with Touroperators

Common campaigns

- Criteria, with 10 demanding points
- Negotiation where team **verify and evaluate the production**
- **Marketing plan with budget**
 - Approval first from team and then from project working group
 - Purchasement decision made by project steering group
 - 3 year co-operation agreement
- **Follow up** by project managers
 - Content and material before publishing
 - Invoices – with original supplier invoices attached
 - Commercial result follow-up

Contracted Touroperators

- **UK**
 - Discover the World
 - Scandinavian Travel
 - Of The Map (Also US)
 - Great Rail Journeys
 - Tumlare (Also Ger, US and China)
- **BENELUX**
 - Nordic
 - Voigt
 - Buro Scanbrit
- **GERMAN SPEAKING EUROPE**
 - Der Tour
 - Glûr
 - Prima Reisen
 - Kontiki Reizen

Commercial results, EU selected markets in coop with contracted Touroperators

11/2016 - 9/2017

- Travelers in new production 33418
- Overnights 255 376

3 years contract period : 766 128 overnights

5 years follow up period : 1 276 880 overnights

If a traveler use 150 € / day **191 532 000 €**

Visit Arctic Europe 2

Partners will continue for phase 2

- Content focus in all year round business development
- Recruitment OCT-NOV 2017
- Application for funder in DEC 2017
- VAE 2 begin in late spring 2018


Content headlines



Visit Arctic Europe 2

TARGETS

- VAE II will aim for **10% increase in overnights** from selected market areas, with the intention to create **all-year round business** for the regions and SMEs participating.
- By enhancing high potential seasons within the regions business companies ability to **create all year round employments** will be fostered.
- **Strengthen accessibility and mobility systems** for the area to further **facilitating all year round business** development.
- **Increase the overall skills and competences of the companies** in order to strengthen their abilities in a highly competitive market and support a **long term strategy of the tourism business development in Arctic Europe.**

A photograph of the Aurora Borealis (Northern Lights) in a dark night sky, glowing in shades of green and blue. In the foreground, two people wearing winter gear (a woman in a white jacket and red hat, and a man in a dark jacket and blue hat) stand with their backs to the camera, looking up at the lights. To the left, a modern, glass-walled cabin with a warm interior light is visible, partially covered in snow. The overall scene is serene and captures a natural wonder in a winter setting.

Thank you for your attention !
Takk for oppmerksomheten !
Tack för din uppmärksamhet !
Kiitos mielenkiinnostanne !

Rauno.posio@lme.fi