Visit Arctic Europe

Smart Cities & Regions: Better Places to Live and Visit

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PROJECT PARTNERS

FINANCED BY PARTICIPATING COMPANIES AND

- Regional Council of Lapland
- Finnmark Fylkeskommune
- Finnmark Fylkestrafikk
- Troms Fylkeskommune
- Innovation Norway
- Nordregio
- European Regional Development Fund
- European Union
Visit Arctic Europe was chosen as one of European commission’s The Smart Regions project.

THE OVERALL ARCTIC – SOME KEY FACTS

The Arctic consists of the Arctic Ocean and eight countries including parts of Canada, Russia, the USA, Denmark (Greenland), Norway, Finland, Sweden and Iceland.

Despite freezing temperatures it is home to around four million people.

The Arctic Ocean is the smallest of the planet’s five major oceans but still covers 14 million square kilometres.

Polar bears, Arctic foxes, walruses, seals and whales are some of the species that make up its wonderful wildlife.

There are between 40 and 90 indigenous languages depending on the methods used to classify languages and dialects.

In 2020, it experienced its second warmest year on record and a new record temperature: 38°C in the Russian town of Verkhoyansk.
Inhabitants: 900,000

Area: 300,000 square km

Three countries: Sweden, Norway, Finland

Also including Sápmi, the indigenous Sami peoples' traditional homeland
Due to the sustainable development process the companies and project staff identified three very important issues to concentrate on.

- buy locally
- reduce the impact on our fragile arctic nature
- honour our arctic heritage - cultural and social. Including the understanding of Europe’s indigenous people of Sápmi, the Sami way of life.

900 000 invånare

300 000 square km, lika som Italien.
THE PURPOSE, GOALS AND WORKPACKAGES

Further develop the travel destinations - Finnish Lapland, Swedish Lapland and Northern Norway as an all year round sustainable and high-quality destination.

Develop new seasons – Autumn in the Arctic etc.

Main target

- increased profitability for the tourism industry, thereby creating new opportunities for employment and entrepreneurship in Arctic Europe.

- an increase of 10% in guest nights from selected market areas and seasons.

Workpackages

- Competence Development, Marketing and Accessibility.
COMPETENCE DEVELOPMENT

Competence Development

- Digitalization
- Sustainable development
- Market knowledge and product development
• **Image marketing** – To increase the awareness of the Arctic Europe area all year round towards different market segments.

• **Tactical marketing** – The project will follow-up on established relations and further develop that and aim for new business opportunities.

**Most potential seasons:**

Focus on developing new seasons – Autumn (August-November), January, April
Common Communication Concept

It’s in our nature.
Eat the landscape
Accessibility

• **External accessibility** – Development of new traffic connections to VAE area

• **Internal accessibility** – Development of new internal traffic connections within the VAE area to improve co-operation and cross-border flow of customers.
THANK YOU AND WELCOME TO VISIT!

VISIT ARCTIC EUROPE

www.visitarcticeurope.com

www.thisisarctic.com

northern norway

Swedish Lapland Visitors Board
REGIONAL TOURISM ORGANISATION OF SWEDEN’S ARCTIC DESTINATION