



Swedish Lapland  
Visitors Board

# Visit Arctic Europe

*Smart Cities & Regions:  
Better Places to Live and Visit*

ANNIKA FREDRIKSSON

CEO

SWEDISH LAPLAND VISITORS BOARD



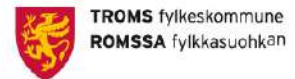
VISIT  
ARCTIC  
EUROPE



### PROJECT PARTNERS



### FINANCED BY PARTICIPATING COMPANIES AND





Visit Arctic Europe was chosen as one of European commission's **The Smart Regions** project.



## 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.



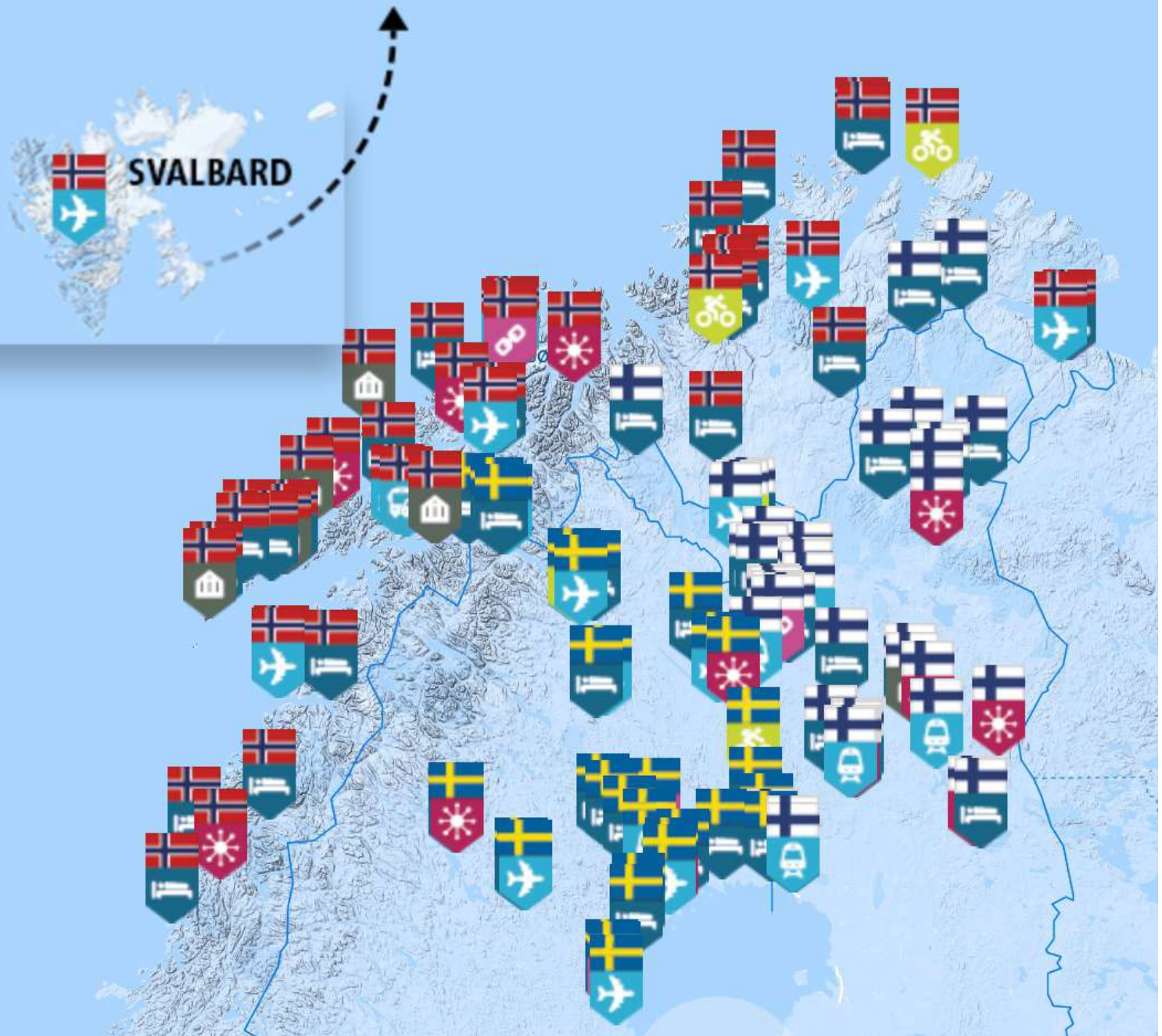


Inhabitants: 900 000

Area: 300 000 square km

Three countries: Sweden, Norway, Finland

Also including Sápmi, the indigenous Sami peoples traditional homeland



VISIT  
ARCTIC  
EUROPE



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.



- 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

- Digitalization
- Sustainable development
- Market knowledge and product development



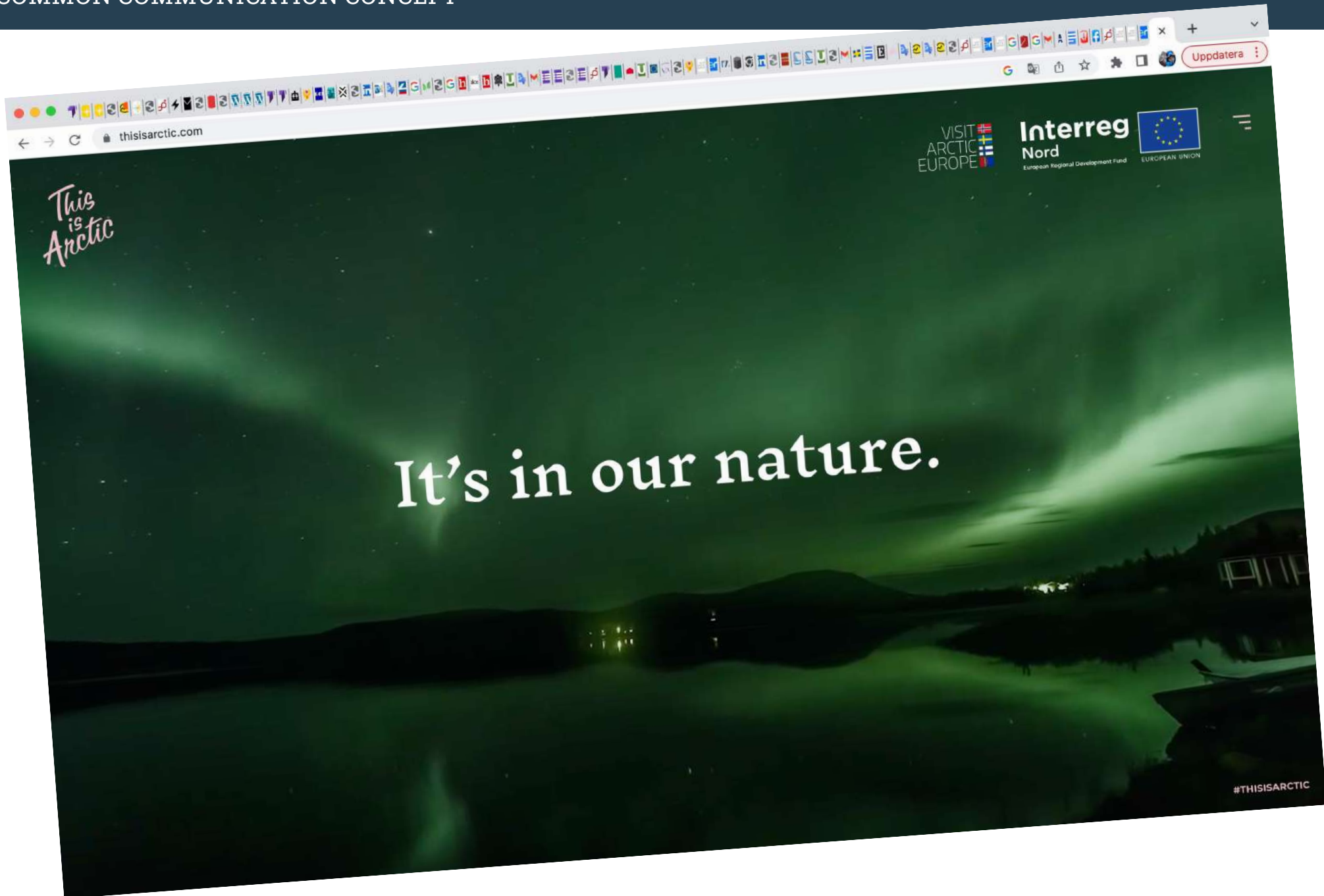


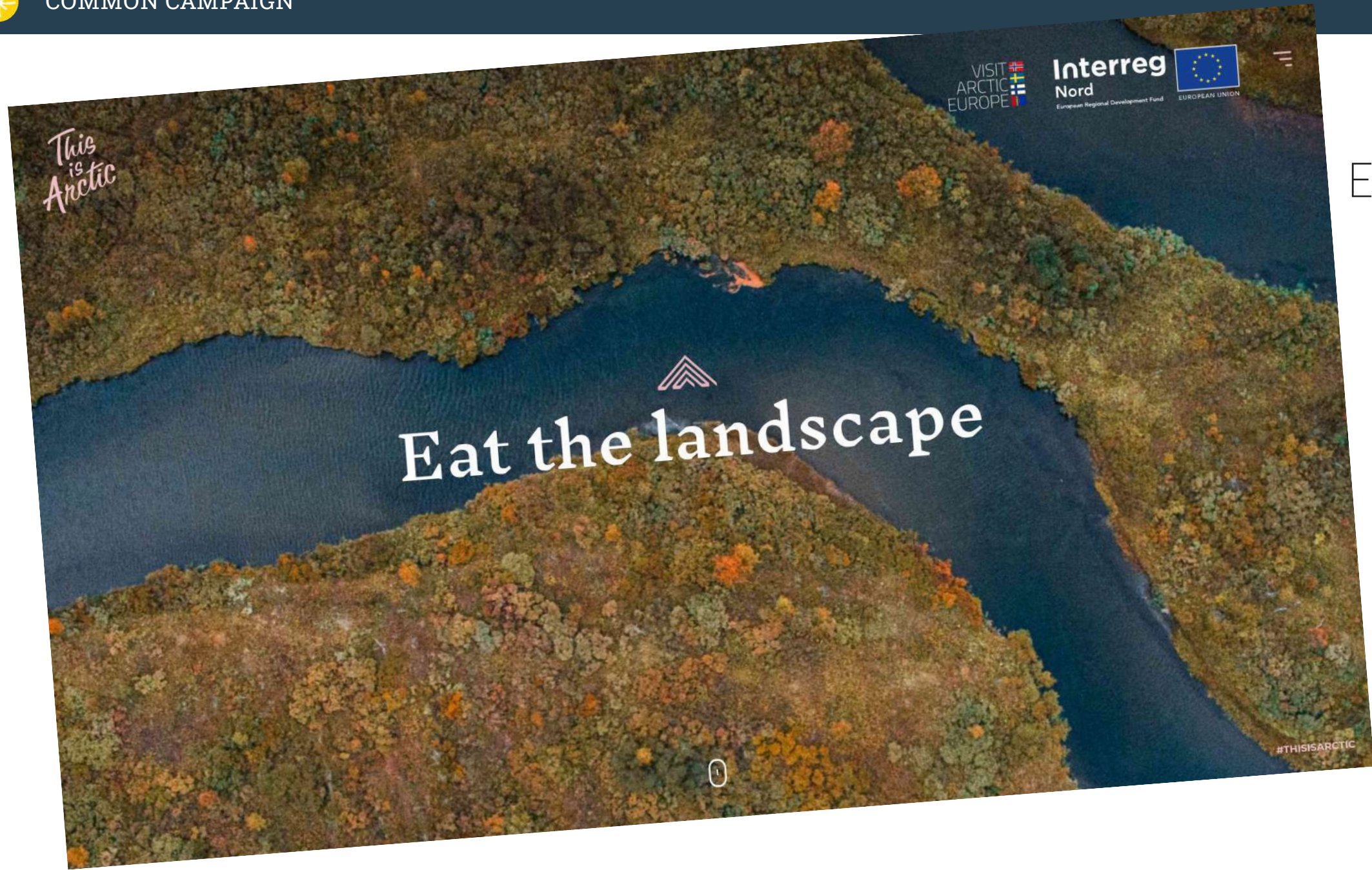


- **Image marketing** – To increase the awareness of the Arctic Europe area all year round towards different market segments.
- **Tactical marketing** – The project will follow-up on established relations and further develop that and aim for new business opportunities.

### **Most potential seasons:**

**Focus on developing new seasons – Autumn (August-November), January, April**





VISIT  
ARCTIC  
EUROPE





## 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.

VISIT  
ARCTIC  
EUROPE



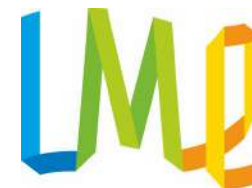
[www.visitarcticeurope.com](http://www.visitarcticeurope.com)

[www.thisisarctic.com](http://www.thisisarctic.com)



Swedish Lapland  
Visitors Board

REGIONAL TOURISM ORGANISATION  
OF SWEDEN'S ARCTIC DESTINATION



Finnish Lapland  
Tourist Board