



Cross-border marketing - experiences from Visit Arctic Europe

Nina Forsell

Finnish Lapland Tourist Board



Finnish Lapland
Tourist Board

VISIT ARCTIC EUROPE



Finnish Lapland
Tourist Board

**northern
norway**



Swedish Lapland
Visitors Board

**Interreg
Nord**

European Regional Development Fund



EUROPEAN UNION

Visit Arctic Europe II (2018-2022)

- Project time until **30.9.2022**
- Budget **6,4 MEUR**
- Partners:
 - Finnish Lapland Tourist Board
 - Northern Norway Tourist Board
 - Swedish Lapland Visitors Board
- **120** participant companies



Sharing is caring

- All activities in the project are done for the whole area
- We work together, all for the whole region
- All project partners carry costs for all parts of the project
- Business-oriented, strong company participation
- Aim to increase and improve business for the area

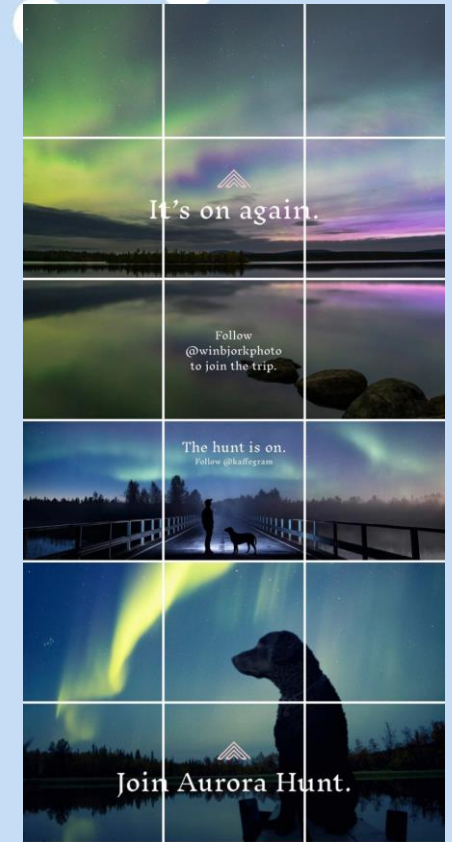


Image Marketing

- Increase delivery chain and final consumers **awareness in selected segments** and target markets of our **low season** strengths.
- **Raise interest** and **lead** final consumers to selected delivery chains and their web shops.
- **Tied** closely to **tactical marketing** actions.

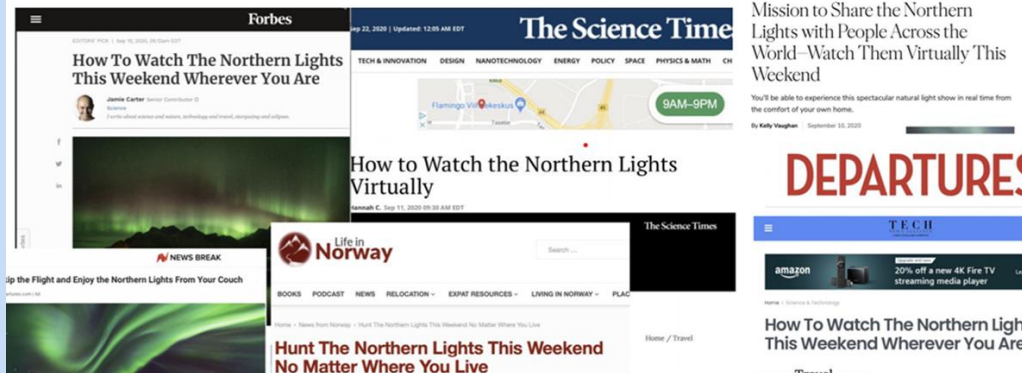


Image Marketing activities



Aurora hunters - PR

Succesful PR across multiple media outlets (especially US)!



VISIT
ARCTIC
EUROPE

Tactical Marketing

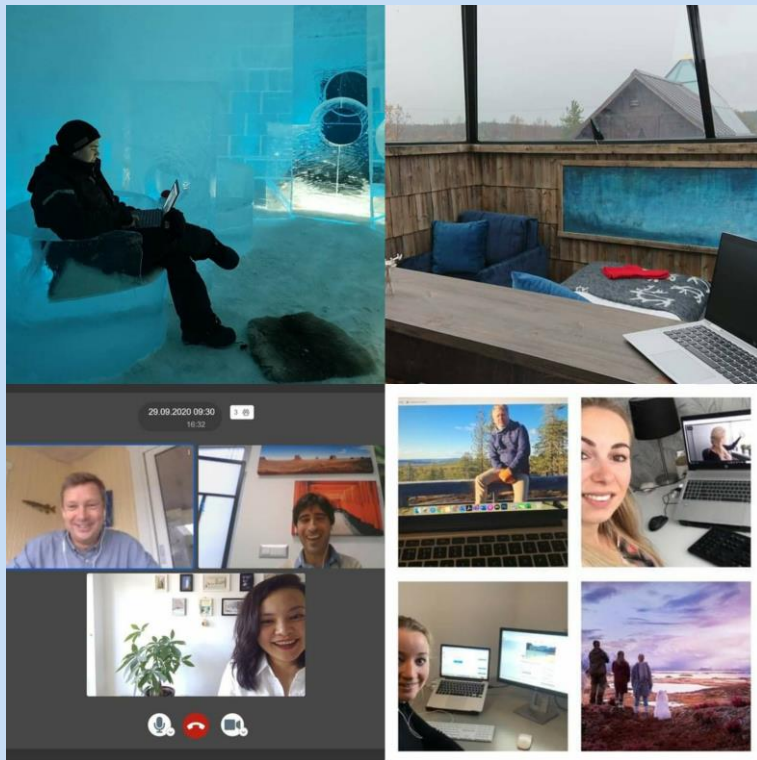
- Sales Workshops
- Fam trips
- Invite delivery chain representatives for coop to **fostering common solutions** to sell area for their clients.
- **Joint campaigns** with Touroperators, OTA actors, incoming offices



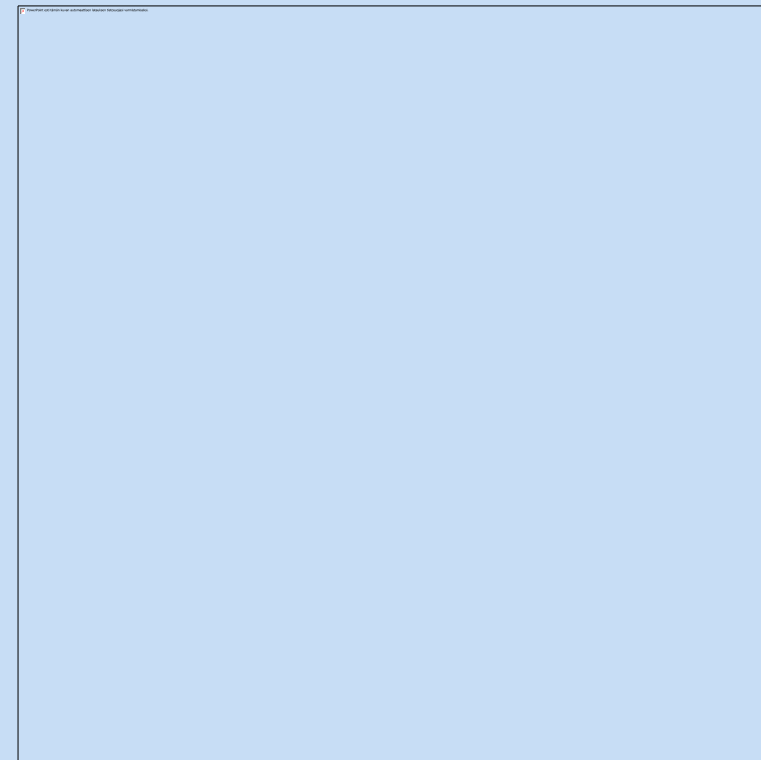
VISIT
ARCTIC
EUROPE



Tactical Marketing

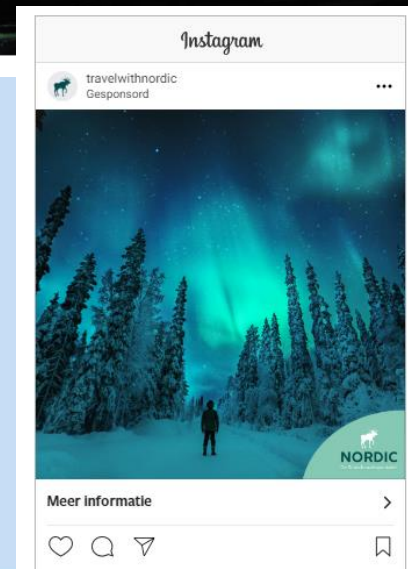
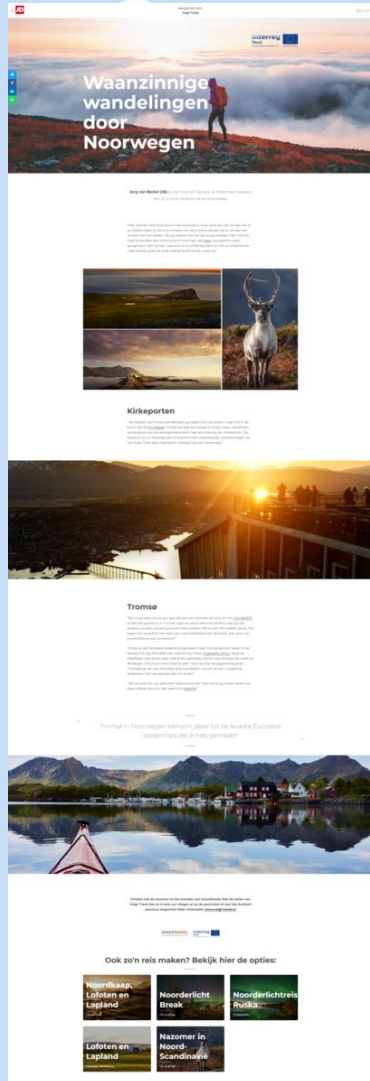


Digital sales workshops



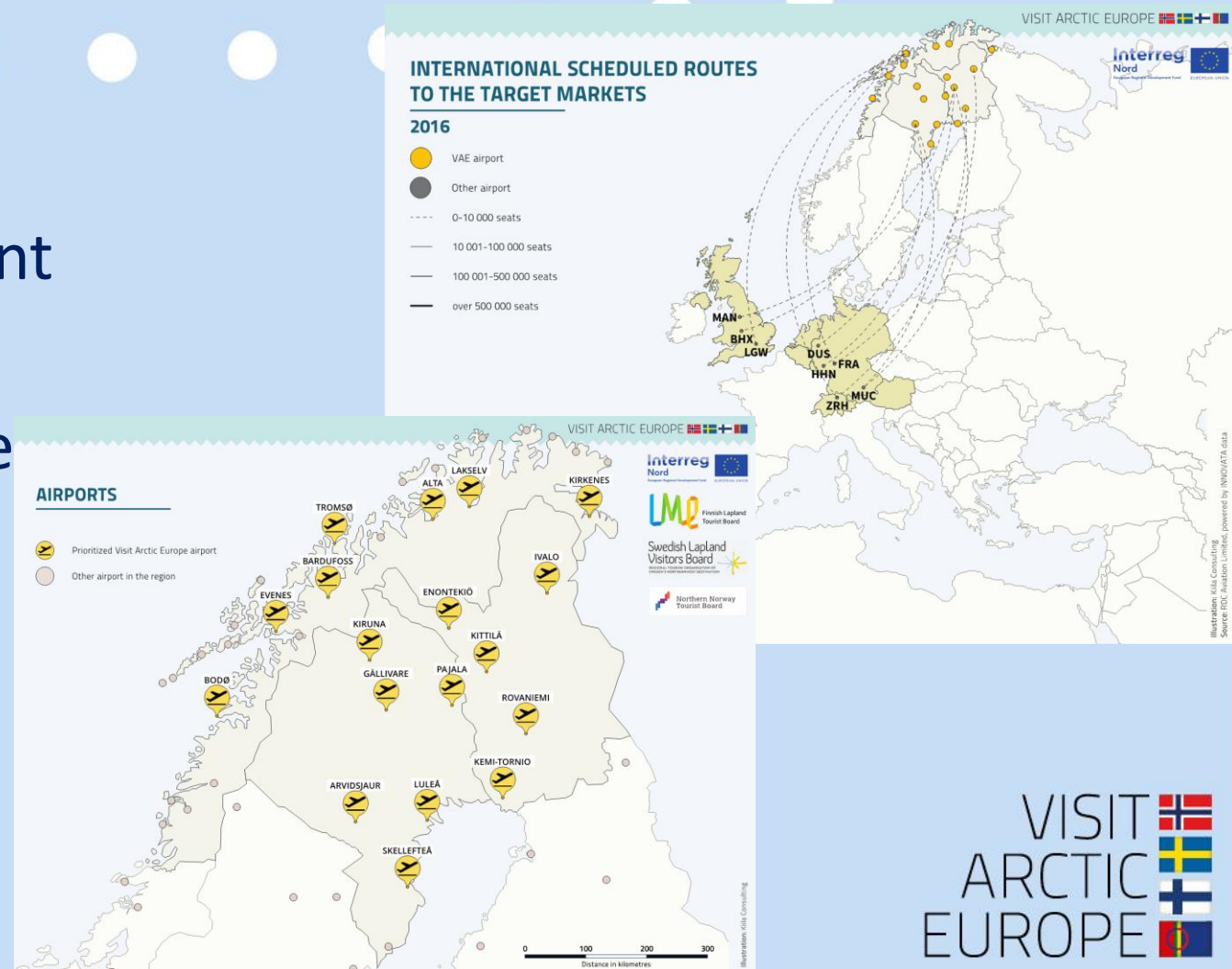
Digital fam-trips

Marketing with TO's



External Accessibility

- Charter operations
- Scheduled flights development via national hubs
- Direct flights from market are



Internal Accessibility

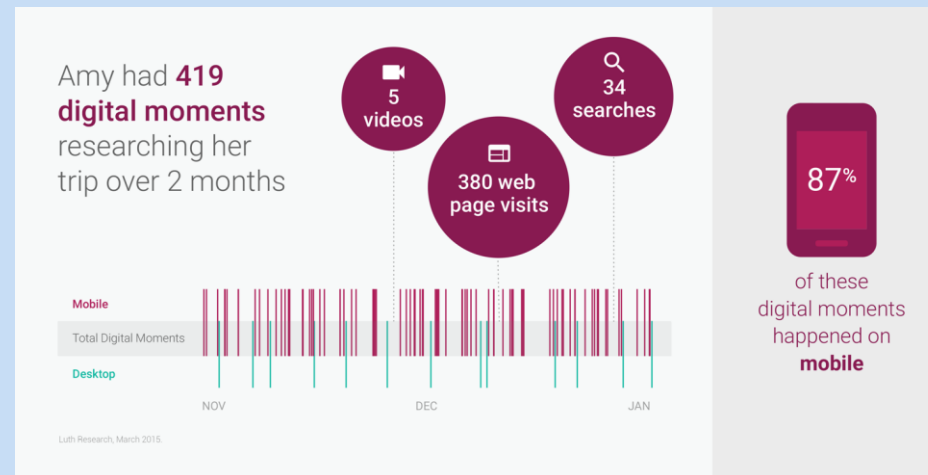
- Development coop with public authorities, other projects and transport companies
 - Cross border routes
 - Hop on Hop off service
 - Digital accessibility
- Cross border flights



Competence Development

Networking events

- Sustainability
- Digitalization
- Market knowledge
- Product development





Finnish Lapland
Tourist Board

Thank you !

nina.forsell@lme.fi