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Finnish Meteorological Institute estimates that snow covered season will decrease in the number of days in Lapland 20-30% from the current before end of the century.

Snow cover reduced especially in the early days during the winter, which increases the likelihood of a black Christmas.
Future possibilities

- In Lapland the snow cover days will decrease, however less than in Mid Europe
- New “hot” markets - e.g. Mediterranean areas are potential growing markets for Lapland
- Technology – Snow making systems
- Product development - a refreshing rainy summer should be seen as a strength.
- Co-operation – between the companies and area organizations cross borderly.
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VAE 2 (2018-2021) - 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 participating in the project.

• 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 facilitate 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**.
Thank you for your attention!
Takk for oppmerksomheten!
Tack för din uppmärksamhet!
Kiitos mielenkiinnostanne!

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