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MEASURING THE SUCCESS OF THE VISIT ARCTIC EUROPE

The final report

January 2018



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“The success of VAE”-slide

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1. Logframe matrix as a method

In order to measure the success of the project, Logical Framework Matrix is used as a method of this measurement. It is a part of Logical Framework Approach (LFA), which is a planning and implementing tool for development projects which EU has required from its funded projects since 1993. LFA is about background analysis of stakeholders, challenges, objectives and strategy, kind of a planning process which ends up to logical the framework matrix (LFM) as a result (Table 1). It highlights the objectives of the project, the activities to reach these objectives, resources required, assumptions and risks in implementing and measurement of the progress. (Alila, Jokelainen, Nurminen, Paukkala & Penttinen, 2003; Loogisen viitekehyksen lähestymistapa; Rasimus, 2011.)

Table 1. Logical framework matrix.

<i>Hierarchy of objects</i>	Performance indicators	Source and means of verifications	Assumptions and risks
Overall objectives			
Project purpose			
Intended results/outcomes I) Functional networking and cooperation II) R&D activities III) Improved accessibility IV) Concept development, marketing & communication V) Project management			
Project activities	Resources		

(Rasimus, 2011, p. 3; VAE LogFrame Matrix).

The focus of this rapport will be in the verification of those performance indicators. The assumptions and risks nor project activities and resources won't be covered. Visit Arctic Europe, or VAE will do a follow-up for five years so the project partners are going to continue the measurement. If not mentioned otherwise, the information reported in this rapport is from the project personnel. First up, the overall objectives.

2. Success indicators of the project

2.1 Logical framework matrix of Visit Arctic Europe

Table 2. VAE LogFrame matrix

<i>Hierarchy of objectives</i>	Performance indicators	Source and means of verification
Overall objectives: <ul style="list-style-type: none"> - Increased CBC networking and communication among tourism industry - New CBC tourism products and growth of sales - Improved accessibility to and within the region - Increased number of visitors - VAE II 	<ul style="list-style-type: none"> - VAE area is well known unified tourism destination - Growth of the CBC business model among tourism industry - Growth on turnover among participating SME select - 7 % growth on overnights - accessibility - VAE II 	<ul style="list-style-type: none"> - turnover of the tourism field in VAE regions -> statistics and taxation income - incoming tourists from target regions -> overnight statistics - VAE II decision
Project purpose: Northern-Scandinavia is an attractive integrated tourism destination with common vision	<ul style="list-style-type: none"> - Internationally recognised arctic destination, from tour operators point of view - Increased number of overnights also on shoulder and low-seasons, in selected market areas - Documented Increase of turnover among VAE participating SMEs 	<ul style="list-style-type: none"> - VAE project final report - Project statistic, agreements with tour operators - Practice to report impact to SME turnovers
Intended results/outcomes:		
I) Functional networking and cooperation	<ul style="list-style-type: none"> - CBC interactions between VAE actors - CBC benchmarking - Scheme for the VAE CBC workshops and meetings - Common understanding of VAE competitiveness advantages - Tour operators reference group participation 	VAE result reporting: <ul style="list-style-type: none"> - Documentation on VAE peer-learning visits - Ideas for VAE CBC products families and themes - Reference group feedback
II) R&D Activities	<ul style="list-style-type: none"> - R&D activities outsourced - Monitoring and - Evaluation guidance - Tourism trend study - Mapping the CBC obstacles - Customer Mobile behaviour 	Tender documentation, project reporting delivered products by the R&D provider: <ul style="list-style-type: none"> - VAE LFA and M&E guideline for self-monitoring - Trend study - Report on mapped obstacles - Mobile behaviour study report
III) Improved accessibility	<ul style="list-style-type: none"> - Accessibility Toolkit demonstrating destination potential for transport carriers and other actors in the VAE region 	<ul style="list-style-type: none"> - Published toolkit delivered to stakeholders, free access, electronic version - VAE map of inter destination transport connections and

	<ul style="list-style-type: none"> - VAE Internal travel-chain model in the VAE regions introduced - Meetings and negotiations with flight companies, tour-operators and transport carriers in selected market areas - Agreements or negotiations on new routes 	<ul style="list-style-type: none"> schedules corresponding to travellers needs - Meeting and travel reports - Signed agreements on new connections and/or routes
IV) Concept development, marketing & communication	<ul style="list-style-type: none"> - Travel packages in 10 Arctic themes - VAE companies provides services for the CBC travel packages - Step by step approach to use digital marketing - Promotion campaign planned and is taking into account the different targets and concepts 	<ul style="list-style-type: none"> - VAE travel package published and available for tour operators - Reported SME partnerships on VAE - Digital marketing solutions based on tour operators marketing plans - Agreements with tour operators
V) Project management	<ul style="list-style-type: none"> - Organisation and management structure - Practises for the regular communication among VAE partners, SMEs and other involved parties - Management and steering group meetings - Clear documentation and reporting system 	<ul style="list-style-type: none"> - VAE partnership agreements - VAE communication guidance and instructions - Internal intranet at place (Joiqu) - VAE management and regular reports in Joiqu: VAE personnel, VAE companies, working group, steering group

(VAE LogFrame Matrix.)

2.2 Northern-Scandinavia is an attractive integrated tourism destination with common vision

All the indicators of this matrix have been formed in mission 1, a study part of the research and development section in the matrix, by UNI Consortio. As seen in Table 2, the overall objectives of this project are: increased CBC (cross-border collaboration) networking and communication among tourism industry, new CBC tourism products and growth of sales, improved accessibility to and within the region, increased number of visitors and VAE II. Performance indicators to these are: VAE area is well known unified tourism destination, growth of the CBC business model among tourism industry, growth on turnover among participating SME select, 7 % growth on overnights, accessibility and VAE II. Indicators are verified with turnovers of the tourism field in VAE regions, overnight statistics and VAE II decision. The project purpose, or the concrete aim of the project is to make Northern-Scandinavia an attractive integrated tourism destination with common vision. Indicators to this are: internationally recognized Arctic destination from tour operators point of

view, increased number of overnights also on shoulder and low-seasons in selected market areas and documented increase of turnover among participating SMEs. These are verified with project's final report, project statistics and agreements with tour operators, as well as with practice to report the impacts to SME turnovers. (VAE LogFrame Matrix.)

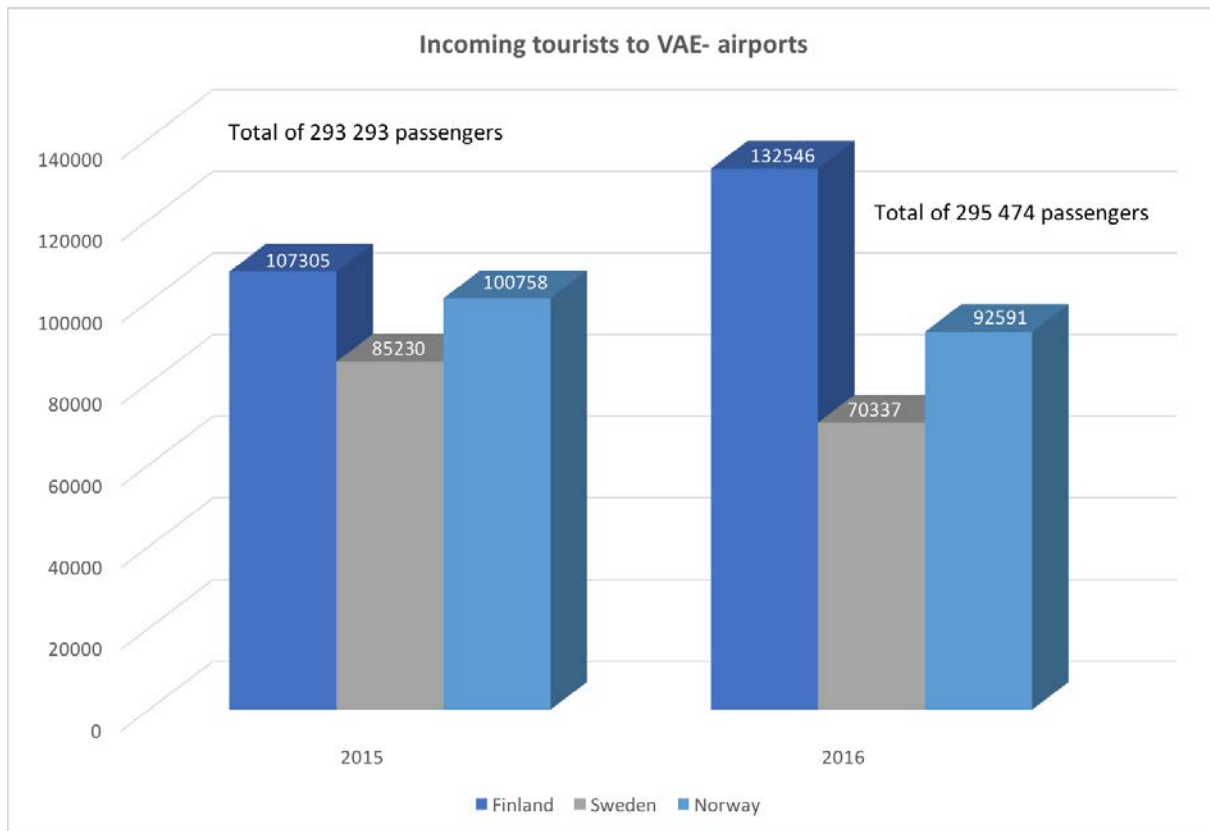
Project partners have decided to continue to VAE II. Planning is in process and its content, budget and application are almost done. The decision concerning the funding will be given in May 2018 the latest. The project personnel is working on the final report at the moment and deadline for that is at the end of the April 2018. All this information will be passed to partners with a briefing so they are able to continue the monitoring. Partners have the agreements with tour operators in their possession.

Information about Finnish Lapland and incoming international tourists was gathered from Visiittori.fi, where the access was given by the project personnel. The statistics there are formed by Tak Oy, using for example information from Statistics Finland. The service is very easy to use and the numbers concerning only airports in Finnish Lapland, per month from 2015 to 2017 were gathered from there. For Swedish Lapland statistics of Swedavia and "Transportstyrelsen" were helpful and for Northern Norway "Statistikbanken" by Statistics Norway. The arctic Europe of the VAE project covers Enontekiö, Ivalo, Kemi-Tornio, Kittilä and Rovaniemi airports in Finland, Arvidsjaur, Gällivare, Kiruna, Luleå, Skellefteå and Pajala in Sweden. Kiruna and Luleå are managed by Swedavia, and the other airports are in non-governmental ownership (Om oss; Swedavia äger och driver....). In Northern Norway, Alta, Bardufoss, Bodø, Evenes, Kirkenes, Lakselv and Tromsø airports belong to the VAE project.

2.2.1 Incoming passengers to VAE airports

The number of incoming passengers on international flights has grown during the VAE project as in 2015 total of 107 305 passengers arrived at Finnish VAE airports and in 2016 the number was 132 546. In Swedish Lapland and Northern Norway the numbers have gone down in one year. In 2015 85 230 passengers arrived at VAE airports in Sweden and in 2016 it was 15 000 passengers less. Northern Norway greeted about 100 000 passengers in 2015, but next year only a bit less than 93 000. These numbers contain arriving passengers on international scheduled and non-scheduled flights. Even Rovaniemi attracts tourists year-round, Kittilä has the biggest share of about 40 % of all arriving passengers in Finnish Lapland just with the help of winter months. In Swedish Lapland,

Luleå airport is the most popular one with its high season in the summertime. It takes over 60 % of all arriving passengers. In Northern Norway, Tromsø is the most popular one all-year-round and takes 40-50 % of all arriving international passengers yearly. (Appendix 1: Incoming tourists to VAE airports.)



Picture 1. Incoming tourists to VAE airports. Source: Incoming tourists to VAE airports (appendix 1).

In total, 293 293 passengers on international flights arrived in VAE area in 2015. In 2016 this number was 295 474 passengers, so total growth was very restrained. In Finland, the passenger figures grew 20 %, but in Sweden and Norway they came down 18 % and 9 % (Picture 1).

Finland's share of the total amount grew from 37 % to 45 %. Sweden's share cut back from 29 % to 24 % and Norway's from 34 % to 31 %. The figures of 2017 are not published yet (13.11.2017), but growth can be expected for all three countries when passengers on international flights are concerned. By October 2017, 67 774 passengers have arrived in Finnish Lapland, without Christmas season's figures. In 2016 the same number was only 43 556. (Appendix 1: Incoming tourists to VAE airports.) According to Finavia, year 2017 is going to break all records once again with a record of pre-booked Christmas charter flights. Most of these 588 pre-booked charter flights

come from the Great Britain which is one of the target markets of the VAE project. (Lapinsuursuosio jatkuu..., 2017.) Dutch tour operator Voigt Travel, one of the tour operators involved in the project, launches charter flights from Amsterdam to Kiruna Sweden in February 2018 in cooperation with the DMO Swedish Lapland. Marketing efforts of VAE project are thereby beginning to affect after three years, also in Northern Sweden. (Nytt charterflyg från..., 2017.) Same Voigt Travel launches summer charter flights to Skellefteå Sweden in triangulation with Rovaniemi Finland in June 2018 (Stor chartersatsning till..., 2017). For Sweden and Norway, the statistics are updated to September 2017. At VAE airports in Sweden, 65 019 passengers arrived by September 2017, when in 2016 it was only 57 157. Airports of Northern Norway had 91 153 passengers in 2017, but in 2016 by September the number was 72 798 passengers on international flights. (Appendix 1: Incoming tourists to VAE airports.)

The project is interested in also the nationality of the arriving passengers on international flights per month and per airport. Unfortunately Finland and Norway are not publishing this type of information. In Sweden they only publish this information by nationalities and quarters concerning Kiruna and Luleå airports managed by Swedavia. Transportstyrelsen divides passengers in to Europeans and others per month. Neither of them divides arriving and departing passengers, so these figures contains both. From Belgium to Kiruna, arrived and departed 20 passengers in January-March 2015, but in 2016 the corresponding number was 74. Year 2017 this quarter shows 30 passengers. Most passengers, from project's target markets, were from the Great Britain which arrived at and departed from Kiruna. In 2015 this meant 5833 passengers focusing on January-March and October-December quarters. Next year was better, total of 6787 passengers. The first quarter stays at the same level with the year 2015. The number of German passengers has been increased at Kiruna and Luleå airports sixfold from 51 to 294 passengers 2015-2016. Most of them arrived at and departed from Kiruna during January-March. Luleå airport has been pretty quiet when project's target markets are concerned, but 2017 is looking a bit better. In April-June quarter 117 Swiss passengers and 231 German passengers have arrived at and departed from Luleå. At the beginning of the year 180 British were recorded. (Appendix 1: Incoming tourists to VAE airports.)

In winter months of 2015 nearly 21 000 European passengers arrived at/departed from Arvidsjaur. In 2016 growth was almost 23 % compared to last year as passenger figures show 25 738. Based on the statistics beginning of the 2017 there will be some growth as well. More Europeans arrived at/departed from Skellefteå than Arvidsjaur, nearly 29 000 passengers and they were recorded more evenly throughout the year with a peak in the summer months. In 2016 the figures dropped and only

15 000 Europeans arrived at/departed from Skellefteå. Year 2017 is again looking better, already 21 777 European passengers by September 2017. Differently from other airports, other nationalities outside Europe arrived at/departed from Skellefteå, especially in 2015 there were 5200 passengers in the spring and autumn. The number of 2016 stayed in 600 passengers in the beginning of the summer and there is no growth expected in 2017 as by September 2017 the number is zero passengers. Pajala airport seemed to be Christmas favorite in the statistics as 3667 European passengers arrived at/departed from Pajala in 2015 and next year there were 4096 passengers. (Appendix 1: Incoming tourists to VAE airports.)

2.2.2 Overnights in VAE region

Registered overnights in Finnish Lapland by project's target markets were collected once again from Visiittori.fi: registered overnights in Lapland. The figures contain overnights in registered accommodation properties, hotels, motels, guesthouses, inns, holiday villages and camping sites. (Visiittori.fi.) For Swedish Lapland the information was gathered from Statistics Sweden and the figures were from statistics database selecting "Näringsverksamhet", "Inkvarteringsstatistik", "Månad, preliminär statistik" and "Gästnätter för samtliga hotell, stugbyar, vandrarhem, campingar, förmedlade privata stugor och lägenheter efter region och hemland. Månad 2008M01-2017M08". (Statistiska centralbyrån.) The numbers contain overnights in hotels, holiday villages, guesthouses, camping sites, private cottages and apartments. For Northern Norway, statistics bank of Statistics Norway was useful by selecting first "Transport og reiseliv", "Reiseliv" ja "Overnattninger" and then "alle overnattingsbedrifter, overnattingar, etter gjestene sitt bustadland". (Statistik sentralbyrå.)

Overnights by international tourists were registered in Finnish Lapland 1 026 788 in 2015 and the year next almost 186 000 more, 1 213 689 overnights, which means 18 % growth. Target markets formed about 46 % of the total both years. The overnights of the Austrians and the Luxembourgers have stayed about the same 2015-2016, but the overnights formed by other target markets have grown. The most grew the overnights by the Chinese, the Americans and the British tourists. The Chinese overnights grew about 50 % between 2015-2016, the American overnights nearly 40 % and the British about 24 %. The summer and autumn in Finnish Lapland interested the Chinese tourists more in 2016 as in May-October their overnights increased 87 % compared to 2015. October as a month interested the British more in 2016 than 2015, with 835 overnights more. Tourists from the Netherlands stayed in Lapland in April almost a double more in 2016 than in April 2015. The Americans got excited from the winter as in November-December 2016 nearly 150 % more

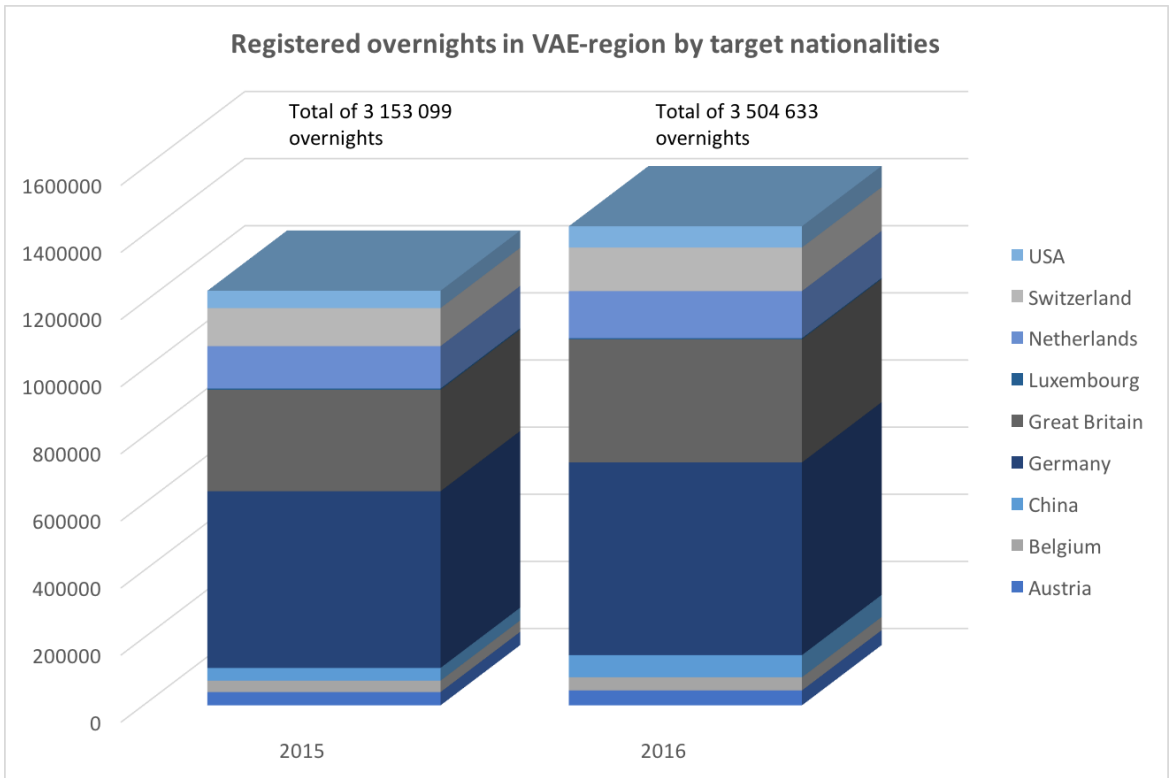
registered overnights than in winter 2015. (Appendix 2: Registered overnights by international tourists.)

In Swedish Lapland (Norrbotten and Västerbotten) there is no similar growth in overnights as in Finland. In 2015, 1 090 510 overnights by international tourists were registered and in 2016 2 % less, 1 065 643 overnights. VAE target markets formed about 23-25 % of all overnights. Overnights by the Chinese tourists grew 33 %, the Germans 13 %, even quantitatively they were registered 18 508 overnights more than 2015. Otherwise the overnights by target markets have stayed about the same, or even went down a bit like the overnights of the Austrians, the Netherlands and the Americans. The Austrians stayed more in Västerbotten in the summer 2016 than in 2015. Overnights of the Chinese decreased in Västerbotten in 2016 with almost a half compared to 2015, when in Norrbotten nearly 3900 overnights more were registered by the Chinese. Overnights by the German tourists were registered much more in the summer months in Västerbotten, when in Norrbotten the Germans stay evenly throughout the year. In Västerbotten the number of overnights by the Luxembourgers collapsed in 2016 compared to 2015, but the numbers grew in Norrbotten. In the summer months of May-August, overnights by the Swiss were registered 81 % more in 2016 than 2015. In Norrbotten the winter months were busier and the number of overnights in the summertime was decreasing. (Appendix 2: Registered overnights by international tourists.)

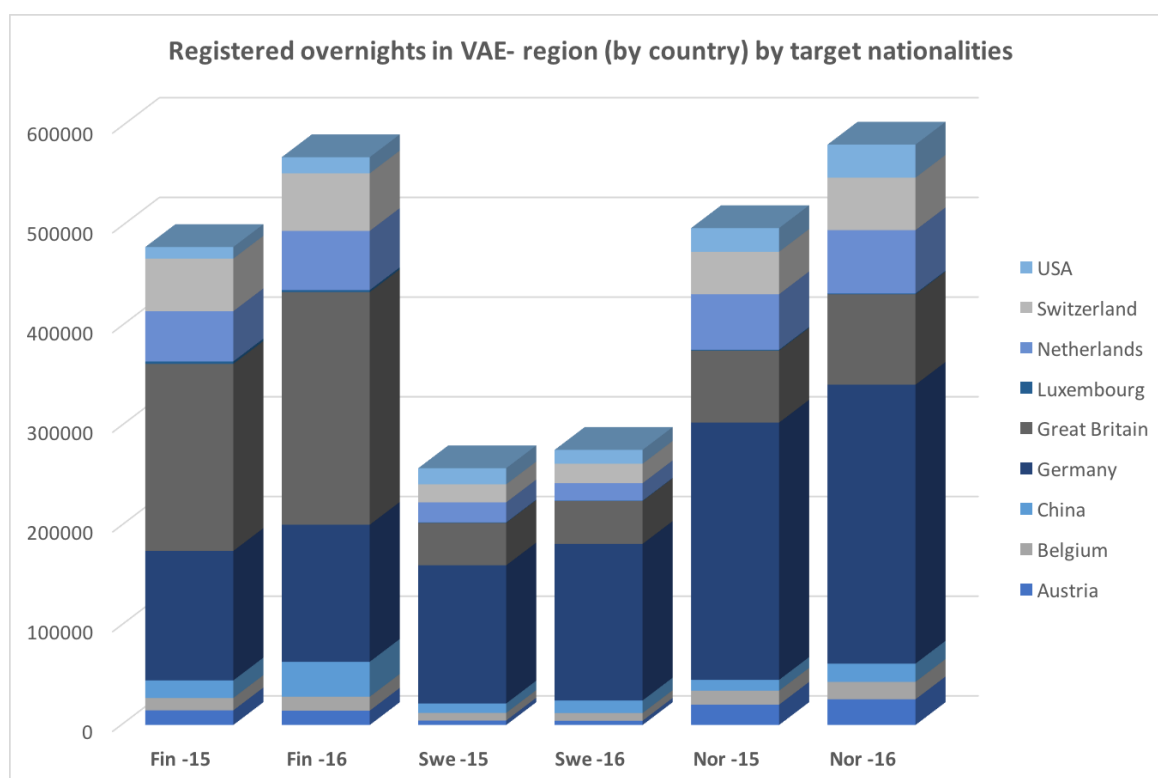
The overnights in Northern Norway by international tourists have increased 18 % in one year 2015-2016 like in Finnish Lapland. In 2015, 1 035 801 overnights were registered and in 2016 1 225 301 overnights. The target markets formed about 48 % of the total, so the biggest share of all three countries. The German overnights have been quantitatively registered the most, 21 636 overnights more in 2016 than 2015, but percentage growth was only 8 %. Instead, the overnights by the Chinese tourists have grown 68 % and the Americans by nearly 40 %. The Germans stayed the most in Nordland in 2015-2016 and the overnights were divided quite evenly throughout the year in all three counties. The British stayed the most in Troms. The Austrians, the Belgians and the Netherlands stayed the most in Northern Norway in the summertime 2015-2016, same as other nationalities. (Appendix 2: Registered overnights by international tourists.)

The registered overnights by international tourists in whole VAE area grew from 3 153 099 to 3 504 633 overnights, about 10 % from 2015-2016. Target markets formed about 39-40 % of the total (Picture 2). The overnights by the Austrian tourists grew 11 % from 2015 to 2016, the Belgians 13 %, the Chinese 43 %, the Germans 8 %, the British 18 %, the Dutch 10 %, the Swiss 13 % and the

Americans 19 %. The overnights by the tourists from the target markets grew in total of 14 %: from 1 235 294 to 1 427 520 overnights. In Picture 3 the overnights have been divided by country both years and the smaller share of the Swedish Lapland can be seen when the overnights by the tourists from the target markets are concerned. (Appendix 2: Registered overnights by international tourists.)



Picture 2. Registered overnights in VAE region by target nationalities. Source: Registered overnights by international tourists (appendix 2).



Picture 3. Registered overnights in VAE region (by country) by target nationalities. Source: Registered overnights by international tourists. (appendix 2).

The year 2017 seems very promising as well when registered overnights are concerned. By 13th of November 2017 the statistics have been updated until August 2017. In Finnish Lapland, the overnights by international tourists have already in August 2017 reached the level of overnights worth the whole year 2012, which means about 955 000 registered overnights. In August 2016, this figure was 753 291 and in 2015 666 411. The “collapse” of Swedish Lapland seems to be temporary as by August 2017, the number of August 2015 have been broken so there will be growth in overnights. In August 2017, they registered in Northern Sweden 971 740 overnights, in 2016 the number was 918 799 and 2015 it was 929 140 overnights by international tourists. In Northern Norway the overnights are growing steadily towards the end of the year 2017. By August 2017 they have registered already 1 136 720 overnights by international tourists, in 2016 the figure was 1 035 846 and 2015 it was 888 193. Overnights by the Chinese tourists have grown remarkably as in Finland: by August 2017 23 141 overnights registered, when it was 18 308 at the end of the year 2016 and in 2015 10 873. (Appendix 2: Registered overnights by international tourists.)

2.2.3 The average daily consumption

The average daily consumption by tourists has not been researched in just Finnish Lapland or Northern Norway at all. Visit Finland has done Visitor Survey 2016 which concerns whole Finland. According to the survey foreign tourists spent daily 60 euros on average in 2015. From the project's target markets, the Chinese spent the most, 143 euros daily. The Americans spent 74 euros, the British 62 euros, the Germans 45 euros, the Dutch 66 euros, the Belgians 63 euros and the Swiss 75 euros. The average consumption grew in 2016 to 69 euros. The Chinese spent 152 euros, the Americans 80 euros, the British 78 euros, the Germans 54 euros, the Dutch 71 euros, the Belgians considerably less, 54 euros and the Swiss 98 euros. (Visit Finland Visitor Survey 2016, p. 33.)

Table 3. Average daily consumption

Tourists average daily consumption in Finland	2015 €	2016 €	Tourists average daily consumption in Norway	2015 NOK	2016 NOK
American	74	80	American	3220	3630
Belgian	63	54	Belgian		
British	62	78	British	2510	2505
Chinese	143	152	Chinese		3275
Dutch	66	71	Dutch	921	1260
German	45	54	German	1500	1720
Swiss	75	98	Swiss	1905	2195

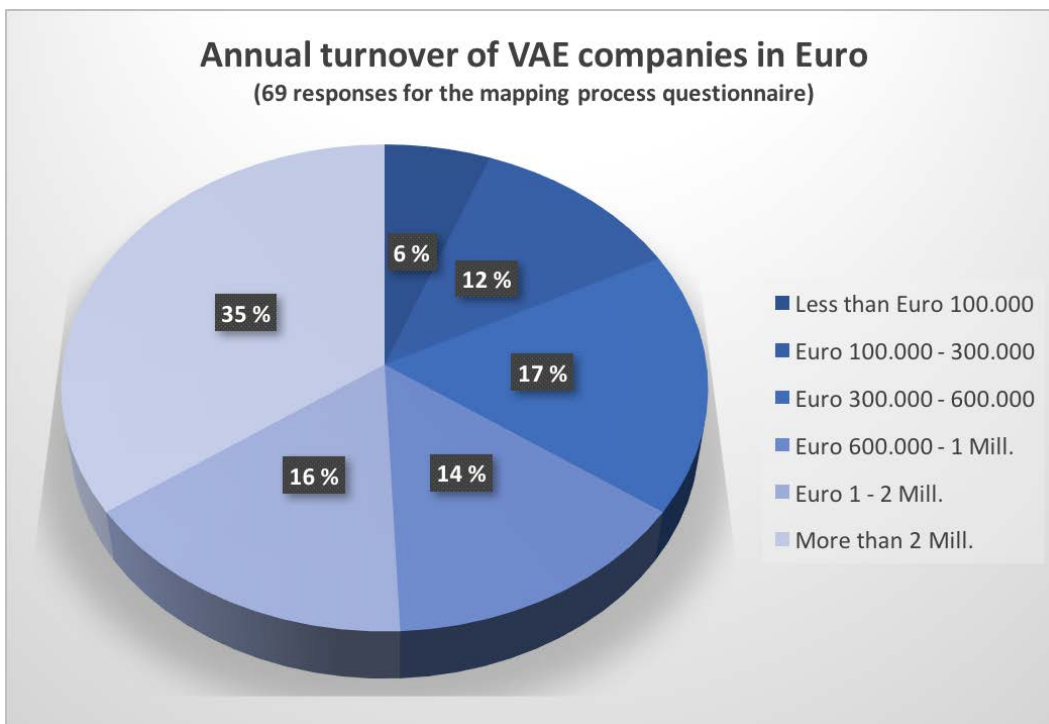
(The 2015 Tourism Survey, p. 29; The 2016 Tourism Survey, p. 41; Visit Finland Visitor Survey 2016, p. 33.)

Innovation Norway estimated that foreign tourist spent in Norway 1855 crowns (NOK) on average daily in 2015. The Germans spent 1500 crowns, the Dutch 921 crowns, the British 2510 crowns, the Americans 3220 crowns and the Swiss 1905 crowns. (The 2015 Tourism Survey, p. 29.) In 2016, they estimated it to be 2240 crowns. The Germans spent 1720 crowns, the Dutch 1260 crowns, the British 2505 crowns, the Americans 3630 crowns, the Swiss 2195 crowns and the Chinese 3275 crowns. The estimated figures concern tourists on holiday who stay one or more nights in commercial accommodation and/or on Hurtigruten. (The 2016 Tourism Survey, p. 41.) The daily consumptions in Finland and Norway are presented in Table 3. In Swedish Lapland, the average

consumption is estimated to be around 1300 crowns daily per tourist. As the figures are inadequate, they are not compared nor analyzed more in this report.

2.2.4 Tour operator sales and turnovers

For now, the sales figures are published for summer 2016, winter 2016-2017 and summer 2017 by the tour operators in this project. The new travel packages created within the project had goals for summer 2016 with 8419 tourists and for winter 2016-2017 with 20 545 tourists. Reported figures in travel packages marketed in cooperation were 8485 tourists for the summer 2016 and 21 079 tourists for the winter 2016-2017. Both goals were therefore reached. For the summer 2017 12 339 tourists were documented. Tour operators registered 86 848 overnights in the summer 2016 within the travel packages and 130 974 overnights in the winter 2016-2017. The summer 2017 had 124 402 overnights. All sales figures are not public but according to the project director VAE project in cooperation with the tour operators has generated a customer flow which is around 40 % of the total growth in the overnights in VAE area between winters 2015-2016 and 2016-2017.



Picture 4. Annual turnovers of the VAE companies in Euro.

Picture 4 is representing the results of the mapping process questionnaire from the VAE companies regarding their annual turnovers. So far there are no new numbers but a new questionnaire will be sent in connection with VAE II, which is not going to be fully comparable but it will generate new

knowledge about the possible change in turnovers. Half of all the respondents have over one million annual turnover or more. Otherwise turnovers in the field of tourism are not published very comprehensively nor precisely in certain areas by certain industries. Some estimates regarding Finnish Lapland by Statistics Finland seem quite positive: accommodation and restaurant industry from 350 million euros in 2015 to 387 million euros in 2016 and travel services which contains transport services from 280 million euros in 2015 to 306 million euros in 2016 (Lapin suhdannekatsaus 2016; Lapin suhdannekatsaus 2017). Because of the inadequate numbers, indicators are verified instead of turnovers with volume and overnights.

So, the indicators of the project purpose, Northern-Scandinavia is an attractive integrated tourism destination with common vision, are: internationally recognized arctic destination from tour operators point of view, increased number of overnights also on shoulder and low-seasons in selected market areas and documented increase of turnover among participating SMEs (VAE Log Frame Matrix). The goals of the tour operator sales were reached, at least for the first winter and summer so the development seems quite positive. The overnights by international tourists grew 10 % in VAE area and the overnights by the target markets grew 14 % in one year (Appendix 2: Registered overnights by international tourists). The total growth of the arriving international passengers was very low as the airports in Finnish Lapland raised and the airports in Swedish Lapland and Northern Norway decreased the percentage total change. Year 2017 seems better though for every country involved. (Appendix 1: Incoming tourists to VAE airports.) The possible evaluation and comparison of the turnovers in the tourism field is postponed to VAE II.

2.3 Functional networking and cooperation

The intended results/outcomes of the project have been divided to five categories: functional networking and cooperation, R&D activities (research and development), improved accessibility, concept development, marketing and communication and project management. The performance indicators for the functional networking and cooperation are: CBC interactions between VAE actors, CBC benchmarking, scheme for the VAE CBC workshops and meetings, common understanding of VAE competitiveness advantages and tour operators reference group participation. These are verified with VAE result reporting which includes documentation on VAE peer-learning visits, ideas for VAE CBC products families and themes and reference group feedback. (VAE LogFrame Matrix.)

The schedule for meetings and networking looks like this: all peer-learning visits, reference group meetings and networking events.

- Kick Off Days 18.-19.11.2015 Tromsø
- Company meeting 4.-5.4.2016 Levi
- Cluster 1 meeting in 15.-16.8. 2016 Saariselkä
- Cluster 2 meeting 17.-18.8. 2016 Kukkolaforsten
- Cluster 3 meeting 24.-25.8. 2016 Ylläs
- Cluster 5 meeting 5.-6.9. 2016 Luleå
- Cluster Accessibility meeting 13.-14.9. 2016 Kiruna
- Company meeting 21-23.9. 2016 Kiruna
- Cluster meetings 2.-5.10. 2016 Tromsø
- Sales Workshop 6.-8.6. 2017 Luleå
- Final Seminar 21.-23.11.2017 Rovaniemi

Five VAE peer-learning visits have been documented, in Saariselkä Finland, Kukkolaforsten Sweden, Ylläs Finland, Tromsø Norway and in Luleå Sweden. Reference groups were collected from tour operators and cluster meetings were about dividing the VAE companies in smaller groups so cross-border cooperation would develop and it would be easier to build the trust. In Saariselkä there was discussion about the safety, accessibility and seasonal change, when in Sweden they focused more to the product development. In Ylläs the conversation developed from company presentation to the issue of low seasons and of course, accessibility as in other meetings. In Luleå there was discussion about accessibility and low seasons once again, the main challenges of the area. The rapports of the meetings can be found in Joiqu where everyone involved in the project has access to. (Cluster meetings, Joiqu.)

Feedback has been collected from reference group meetings and sales workshops as stated in the logframe matrix. Tour operators have been attending all events. 10 arctic themes by VAE are: Arctic Feelgood, Arctic Hop on Hop off, Arctic Light, Arctic Lifestyle, Arctic Adventure, Arctic Nature, Arctic Culture, Arctic Silence, Arctic Food and Arctic Active. These themes were formed and developed by a questionnaire, project personnel and working group together. They are the basis of the cross-border travel packages. (Arctic Themes, Joiqu.)

2.4 R&D activities

The indicators of this sector are: R&D activities outsourced, monitoring and evaluation guidance, tourism trend study, mapping the CBC obstacles and customer mobile behavior. They are verified with tender documentation, project reporting delivered products by the R&D provider which are: VAE logical framework approach as our method and monitoring and evaluation guideline for self-monitoring, the trend study, the report on mapped obstacles and the mobile behavior study report. (VAE LogFrame Matrix.) R&D activities have been carried out and the results have been dealt to VAE partners and companies.

The tourism trend study was published in August 2016 as "Disoriented Travellers or Disoriented Destinations? – An analysis of future travel trend studies for Visit Arctic Europe project". The research was carried out by Specialist Kyrrä from Ministry of Economic Affairs and Employment and Associate Professor Rantala from Multidimensional Tourism Institute MTI and the University of Lapland. In this study they analyzed future trends from the project's perspective. The themes for the future trends are: disoriented travellers, responsible wellness, mobile, sharable living and sharing economy. (Kyrrä, Posio, Rahikainen, Rantala, 2016, p. 2, 3 ja 14.) The analysis of digital tourism was made by Researcher Gelter from Luleå University of Technology. It was published in May 2017 as "Digital tourism - An analysis of digital trends in tourism and customer digital mobile behaviour for the Visit Arctic Europe project". In this research Gelter studied current and future digital travel trends which might affect the tourism in the VAE area. (Björk, Gelter & Posio, 2017, p. 2.)

The research concerning CBC was published in April 2017 as "Cross-border cooperation - An analysis of challenges and obstacles for cross-border cooperation in the Visit Arctic Europe area". It was written by Professor Heimtum from the Arctic University of Norway UiT, University Lecturer García-Rosell from University of Lapland and Researcher Gelter from Luleå University of Technology. One of the project goals is to develop VAE area to a well-known, unified and high-quality tourism destination which is internationally recognized and manages to compete with other similar destinations. The goal of this research was to analyze the challenges and obstacles of the successful development of VAE cross-border packages. They interviewed service providers like transportation companies, international tour operators and tourists as well.

2.5 Improved accessibility

Improved accessibility is measured with Accessibility Toolkit demonstrating destination potential for transport carriers and other actors in the VAE region. Other indicators are: VAE internal travel-chain model in the VAE regions introduced, meetings and negotiations with flight companies, tour-operators and transport carriers in selected market areas and agreements or negotiations on new routes. Published toolkit is delivered to stakeholders, as free access electronic version. Other sources of verification are: VAE map of inter destination transport connections and schedules corresponding to traveler's needs, meeting and travel reports as well as signed agreements on new connections and/or routes. (VAE LogFrame Matrix.) The Accessibility Toolkit has been delivered to the project partners and companies, as well as the VAE map. Meeting and travel reports are documented and covered in the final VAE report. Signed agreements are now part of the VAE II plan, the project acting like the author of the initiative.

2.6 Concept development, marketing & communication

Indicators for these intended outcomes are: travel packages in 10 arctic themes, VAE companies provides services for the CBC travel packages, step by step approach to use digital marketing, promotion campaign planned and is taking into account the different targets and concepts. These are verified with: published VAE travel package and available for tour operators, reported SME partnerships, digital marketing solutions based on tour operators marketing plans and agreements with tour operators. (VAE LogFrame Matrix.)

By 13th of November 2017 tour operators have created 267 new travel packages and 78 of them are cross-border packages. Partnerships has been formed but not reported. Using VAE companies has been a precondition in the tour operator agreements and they have covered whole VAE area in their product range. Tour operators have used 15-60 VAE companies in their packages depending on the tour operator. For digital marketing solutions, two researches in R&D activities –section have been carried out. The first one was already mentioned: "Digital tourism – An analysis of digital trends in tourism and customer digital mobile behavior" by Researcher Gelter.

The other one is by WSP and it is a comprehensive statement about customer experience in the VAE area which includes benchmarking of digital solutions and information platforms: an analysis,

comparison, recommendations, relevant tools and trends both for the tourism industry and the VAE project as well as the relevant benchmarking of information platforms of the project's perspective. It contains also suggestions for digital information and transaction platform and specifications for destination data from digital perspective. Destinations data means in this case all the information customer can look for with the help of the platform. Finally, the study presents an introduction of an outline of tourism and accessibility platform for the VAE project and recommendations for quick fixes and pilots as well as represents understanding of behavior design approach to travel chains and concepts for improving customer experience in travel chains. Otherwise joint digital marketing solutions have been a bit tricky subject in this project as not all service operators have their own web shop. It has required and it will require tight cooperation with tour operators and we will see in the future where do that lead. It is still an on-going process. 12 joint marketing contracts have been signed between project partners and tour operators which define key concepts, campaign requirements and the project's requirements for the cooperation.

2.7 Project management

Project management performance is measured with: organization and management structure, practices for the regular communication among VAE partners, SMEs and other involved parties, management and steering group meetings and clear documentation and reporting system. These are verified with: VAE partnership agreements, VAE communication guidance and instructions, internal intranet Joiqu and VAE management and regular reports in Joiqu for VAE personnel, VAE companies, working and steering group. (VAE LogFrame Matrix.)

Partnership agreements have been signed between all three project partners and project director. The agreements include for example details about the responsibilities and key actions, budget, usage of the money and publicity. What comes to VAE communication guidance and instructions, the completion has been decided to move to VAE II. An external evaluation of the project has been made and reported by Oxford research. They evaluated the organization and project management, expediency, performance of the project, efficiency and effectiveness regionally, nationally and internationally. The project got really high marks of the evaluation. Joiqu is the project's intranet, offering different information for different stakeholders. For companies Joiqu offers newsletters, R&D reports, accessibility reports and information about cluster and networking meetings.

For the personnel, it holds team meeting documents in addition to the above. Working group and steering group have access to meeting documents, all the material regarding tour operators, R&D and accessibility. Accessibility team can get all material they need for their work.

3. The success of Visit Arctic Europe

So, what did Visit Arctic Europe accomplish, for now? First of all, it will likely to lead to phase two called VAE II. In phase two it is possible to finalize the unfinished and grab new challenges already known or picked up from the feedback collected. For example, turnovers in the tourism field and the comparison of those, as well as making a practice out of reporting turnovers will be tackled in VAE II. Signed agreements concerning new routes/connections are also part of VAE II plan. The completion of VAE communication guidance and instructions will be finalized later in the project, in phase two.

Both partnership agreements and 12 joint marketing agreements were signed and tour operator sales targets were reached, at least for the first summer and winter. Visit Arctic Europe and tour operators created 267 new travel packages which 78 of them are cross-border packages. Tour operators use 15-60 VAE companies in their packages depending on the TO. Meetings and events were organized according to the schedule and feedback was collected and documented. All research and development activities have been carried out and the results have been dealt as agreed, as well as the Accessibility Toolkit and the VAE map. Intranet Joiqu has been established and in use for passing all the information to the different stakeholders.

What comes to tourism figures and statistics, in one year 2015-2016, 20 % more international passengers arrived at the airports of Finnish Lapland. Overnights by international tourists were registered 10 % more in the whole VAE region. Registered overnights by the tourists from the target markets grew 14 %. Year 2017 is looking very good for all three VAE countries. The project was evaluated externally by Oxford research and performed really well. VAE won also in Arctic Award 2017 first place in category 1; Overcoming the critical mass (Arctic Award 2017).

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12 joint marketing agreements with tour operators

Author of the initiative
in signed agreements considering new routes/connections

**Accessibility
Toolkit & VAE map**

Great external evaluation by Oxford research

VAE II

Tourism statistics showing **2017** is going to be a great year for all VAE countries

10 % more registered overnights in VAE area in one year

20 % more passengers in one year to Finnish Lapland

Partnership agreements

Meetings & events according to the schedule and feedback collected

267 new travel packages and **78** cross-border packages

Tour operator sales **targets reached**

R&D activities carried out and the results dealt

10 Arctic themes

15-60 VAE companies used in new travel packages per TO

14 % more registered overnights by target markets in one year

Arctic Award winner 2017



JOIQU

**Interreg
Nord**

European Regional Development Fund



EUROPEAN UNION

THE SUCCESS OF VAE

Erika Artell 10.1.2018

Appendix 1: Incoming tourists to VAE airports

Passanger figures on arrived, international flights to VAE airports

	2015													2016												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Finland													107305													132546
Enontekiö	64	0	0	0	0	0	0	0	0	0	950	9500	10514	0	0	0	8	0	0	0	0	0	323	10489	10820	
Ivalo	965	1194	920	0	0	0	0	6	67	0	1762	11091	16005	1479	1544	1042	0	0	0	10	0	0	151	15985	20211	
Kemi-Tornio	0	0	6	0	0	0	0	7	174	413	0	0	600	0	0	0	0	0	0	154	0	178	0	0	332	
Kittilä	7781	6247	3190	185	0	0	0	0	0	21	516	25302	43242	10037	8501	3736	606	0	417	754	216	0	647	30868	55782	
Rovaniemi	3923	3794	2673	494	629	153	460	733	465	671	509	22440	36944	3519	5610	3986	147	280	15	0	665	298	354	503	30024	45401
Sweden													85230													70337
Arvidsjaur	2805	3606	2569	1	0	0	3	0	0	0	371	1148	10503	3182	5031	2768	14	0	3	3	0	0	222	1724	12947	
Gällivare	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Kiruna	643	1261	428	4	477	335	0	0	0	0	0	547	3695	645	1360	1156	4	0	0	0	0	0	0	738	3903	
Luleå	2562	2865	2724	681	7600	8196	5007	6502	7654	4944	1939	1587	52261	2795	2564	2542	887	6220	6673	4310	4820	5799	3008	2032	1791	43441
Skellefteå	634	755	964	1204	2726	2114	1534	2509	2454	1987	0	50	16931	0	269	589	345	1457	699	0	1688	1334	210	684	723	7998
Pajala	6	1	0	0	0	0	0	0	0	0	0	1833	1840	0	0	0	0	0	0	0	0	0	0	2048	2048	
Norway													100758													92591
Alta	0	2	0	0	457	804	526	177	19	0	0	191	2176	0	27	0	0	469	519	17	0	19	0	7	1058	
Bardufoss	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Bodø	1422	1487	1904	1199	2049	3120	4306	4016	2494	1573	1302	1828	26700	1574	1779	1752	811	1417	3472	4501	3563	2492	1516	1641	1588	26106
Evenes	1255	1952	1615	985	3123	5190	4011	3057	1778	1320	1248	1866	27400	1360	2100	2246	1155	1102	1705	3815	2283	1186	732	1597	1751	21032
Kirkenes	2	0	0	6	0	0	0	83	93	0	27	26	237	4	0	0	4	0	156	143	0	25	0	0	332	
Lakselv	0	0	0	0	0	3050	0	0	0	0	0	0	3050	0	0	0	0	0	0	0	0	0	0	0	0	
Tromsø	4266	4686	4158	1524	2193	3711	5717	4006	2867	1687	2975	3405	41195	4206	3668	4873	1436	2105	3573	6444	4515	2307	2233	3836	4867	44063

	2017													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
Finland														
Enontekiö	118	0	0	0	0	0	0	0	0	0				
Ivalo	2155	2162	2056	0	0	0	0	0	0	16				
Kemi-Tornio	0	0	9	148	589	956	1978	370	157	148				
Kittilä	13421	13250	5540	161	0	335	939	458	15	0				
Rovaniemi	6737	8171	6000	204	351	379	295	0	188	438				
Sweden														
Arvidsjaur	4116	5270	3789	2	0	0	1	0	0					
Gällivare	0	0	0	0	0	0	0	0	0					
Kiruna	679	1284	432	85	0	0	0	0	0	6				
Luleå	2413	1846	3023	1183	6149	7764	4440	4550	7137	3279				
Skellefteå	715	531	705	296	1680	2289	741	1840	2059					
Pajala	0	0	0	0	0	0	0	0	0					
Norway														
Alta	0	2	0	0	643	503	10	9	0					
Bardufoss	0	0	0	0	0	0	0	0	0					
Bodø	1439	1620	2370	751	1826	3234	5366	3720	2531					
Evenes	1509	2118	2099	759	1380	2805	4531	3238	1098					
Kirkenes	0	109	0	7	138	9	18	27	0					
Lakselv	0	0	0	0	0	0	197	0	0					
Tromsø	5898	6971	6346	2873	2737	5374	8325	4817	3746					

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Passasjerer, All kommersiell flygning, Utenlandske flygninger, Passasjerer ombord ved ankomst

Appendix 1: Incoming tourists to VAE airports

Passanger figures comparison 2015-2016 per country

VAE airports in Finland:	Jan-Jul 2017:	65 954
Enontekiö		
Ivalo	In 2016 July:	41 835
Kemi-Tornio		
Kittilä		
Rovaniemi		

VAE airports in Finland:	Jan-Sep 2017:	67 142
Enontekiö		
Ivalo	In 2016 Sep:	43 202
Kemi-Tornio		
Kittilä		
Rovaniemi		

VAE airports in Finland:	Jan-Oct 2017:	67 774
Enontekiö		
Ivalo	In 2016 Oct:	43 556
Kemi-Tornio		
Kittilä		
Rovaniemi		

VAE airports in Sweden:	Jan-Jun 2017:	44 251
Arvidsjaur		
Gällivare	In 2016 June:	39 203
Kiruna		
Luleå		
Skellefteå		
Pajala		

VAE airports in Sweden:	Jan-Sep 2017:	65 019
Arvidsjaur		
Gällivare	In 2016 Sep:	57 157
Kiruna		
Luleå		
Skellefteå		
Pajala		

VAE airports in Norway:	Jan-Mar 2017:	30 481
Alta		
Bardufoss	In 2016 Mar:	23 589
Bodø		
Evenes		
Kirkenes		
Lakselv		
Tromsø		

VAE airports in Norway:	Jan-Jun 2017:	53 520
Alta		
Bardufoss	In 2016 Jun:	41 513
Bodø		
Evenes		
Kirkenes		
Lakselv		
Tromsø		

VAE airports in Norway:	Jan-Sep 2017:	91 153
Alta		
Bardufoss	In 2016 Sep:	72 798
Bodø		
Evenes		
Kirkenes		
Lakselv		
Tromsø		

Passanger figures comparison 2015-2016 total VAE region

	2015	2016	
Finland	107305	132546	growth 20%
Sweden	85230	70337	down 18%
Norway	100758	92591	down 9%
Total	293293	295474	

Passanger figures shares per country 2015-2016



Appendix 1: Incoming tourists to VAE airports

Number of arriving and departing passengers from Swedavia airports

		2015					2016					2017					Total in Kiruna and Luleå:		
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total		2015	2016
Sverige Kiruna																	Austria	5	0
	Belgium	20	0	0	0	20	74	0	0	0	74	30	0				Belgium	20	74
	Great Britain	4 899	0	0	934	5 833	5924	0	0	863	6787	4841	0				Great Britain	5833	6787
	Germany	42	4	0	0	46	274	4	0	0	278	29	0				Germany	46	278
	Netherlands	226	0	0	0	226	0	0	0	0	0	145	0				Netherlands	226	0
Luleå	USA	0	0	0	0	0	0	0	0	0	0	2	0				Switzerland	1	0
	Switzerland	0	1	0	0	1	0	0	0	0	0	0	117				USA	0	0
	Germany	0	0	5	0	5	0	0	16	0	16	0	231						
	Great Britain	0	2	0	0	2	0	0	0	0	0	180	0						
	Austria	0	0	5	0	5	0	0	0	0	0	0	0						

Number of arriving and departing passengers from Transportstyrelsens airports

		2015												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Arvidsjaur	Europa	5066	6905	6098	26	0	0	3	0	0	0	425	2411	20934
	Övriga världen	0	0	0	0	0	0	0	0	0	0	0	0	0
Gällivare	Europa	0	0	0	0	0	0	0	0	0	0	31	0	0
	Övriga världen	0	0	0	0	0	0	0	0	0	0	0	0	0
Pajala	Europa	6	3	0	0	0	0	0	0	0	0	0	3667	3676
	Övriga världen	0	0	0	0	0	0	0	0	0	0	0	0	0
Skellefteå	Europa	1283	1557	1860	2624	3780	3077	2991	5158	4643	1834	12	99	28918
	Övriga världen	0	0	0	186	1786	872	0	0	836	1528	0	0	5208
		2016												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Arvidsjaur	Europa	5803	9944	6360	103	0	3	3	3	0	8	239	3272	25738
	Övriga världen	0	0	0	0	0	0	0	0	0	0	0	0	0
Gällivare	Europa	0	0	0	0	0	0	0	0	0	0	0	0	0
	Övriga världen	0	0	0	0	0	0	0	0	0	0	0	0	0
Pajala	Europa	0	0	0	0	0	0	0	0	0	0	0	4096	4096
	Övriga världen	0	0	0	0	0	0	0	0	0	0	0	0	0
Skellefteå	Europa	0	709	1185	473	2322	858	175	3656	2388	543	1259	1452	15020
	Övriga världen	0	0	0	0	391	181	0	0	0	0	0	0	572
		2017												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Arvidsjaur	Europa	7717	10574	8484	5	2	0	5	2	0				
	Övriga världen	0	0	9	0	0	0	0	0	0				
Gällivare	Europa	0	0	0	0	0	0	0	0	0				
	Övriga världen	0	0	0	0	0	0	0	0	0				
Pajala	Europa	0	0	0	0	0	0	0	0	0				
	Övriga världen	0	0	0	0	0	0	0	0	0				
Skellefteå	Europa	1438	1087	1396	600	3718	4254	1661	3872	3751				
	Övriga världen	0	0	0	0	0	0	0	0	0				

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<https://www.transportstyrelsen.se/sv/luftfart/Statistik/Flygplatsstatistik-/2016/> and <https://www.transportstyrelsen.se/sv/luftfart/Statistik/Flygplatsstatistik-/2017/>
 Passagerarfrekvens, linjefart och ej regelbunden trafik

Appendix 2: Registered overnights by international tourists In Finnish Lapland

	2015												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
All countries	148229	154343	117930	35983	20248	56483	77903	55292	25893	17649	51096	265739	1026788
Austria	1496	5541	2011	366	169	1319	1403	866	196	67	688	579	1470
Belgium	1443	3235	2536	479	165	755	929	696	209	82	519	1377	1242
China	1869	4098	1279	450	181	529	1068	704	512	456	956	5486	1758
Germany	13550	20987	18670	2711	2352	17391	17073	14480	3743	1314	5749	11854	12987
Great Britain	18745	17536	11447	4085	475	1051	1080	1002	883	508	7499	123329	18764
Luxembourg	224	921	304	71	6	11	21	37	56	18	59	700	242
Netherlands	10703	12207	8314	353	578	3886	4792	2348	377	156	531	6117	5036
Switzerland	9715	11049	6226	1406	372	3856	7412	2906	1275	257	2825	5470	5276
USA	745	758	1100	221	1055	1368	1431	1189	1274	436	672	1369	1161

2015	2016	Difference:
1026788	1213689	
14701	14374	-327
12425	13966	1541
17588	35084	17496
129874	137440	7566
187640	233295	45655
2428	2044	-384
50362	59368	9006
52769	57709	4940
11618	16214	4596

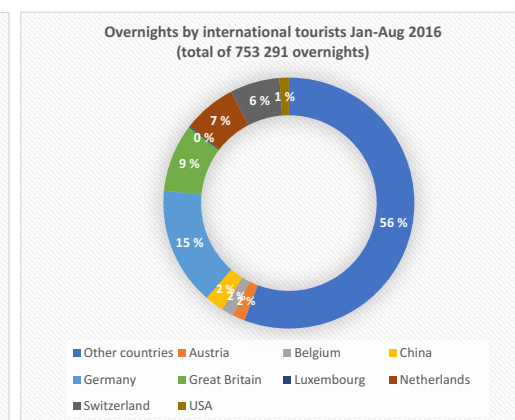
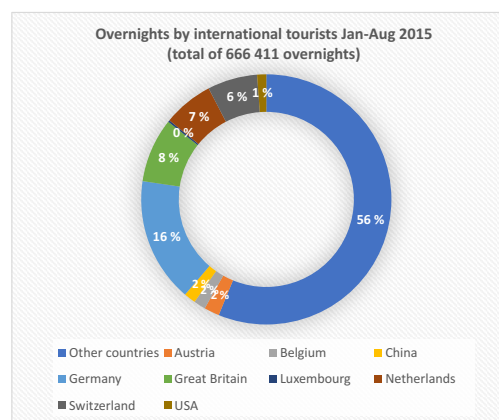
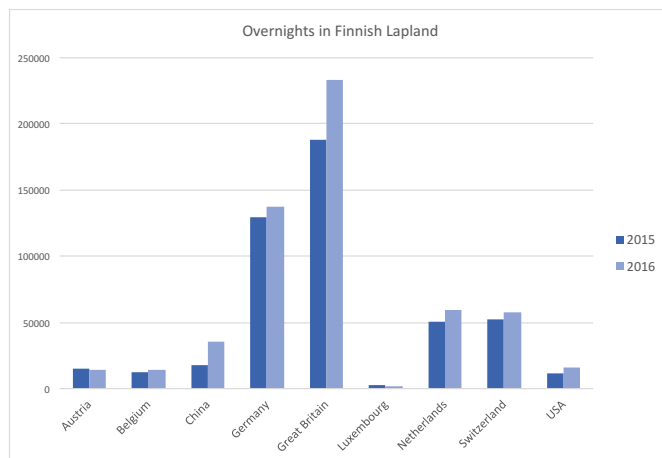
	2016												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
All countries	167198	196663	148916	35099	15185	53491	76962	59777	27081	24734	70373	338210	1213689
Austria	1213	5522	1825	277	157	1131	1385	805	235	116	1064	644	1437
Belgium	2043	4083	2311	436	144	787	946	565	241	112	465	1833	1396
China	3994	7751	2761	958	277	692	845	1242	1179	2239	2600	10546	3508
Germany	14763	22921	19314	3079	2630	17640	18590	15585	3169	1548	6555	11646	13744
Great Britain	23540	22195	12117	4231	605	1227	915	1210	821	1343	6456	158635	23329
Luxembourg	43	672	343	114	12	13	23	45	60	4	50	665	204
Netherlands	13395	17535	9261	699	409	3422	4032	3050	765	243	649	5908	5936
Switzerland	11060	12273	8503	991	428	4408	7125	3504	1167	456	2615	5179	5770
USA	1211	855	1658	350	1031	1468	1335	1199	1000	370	3258	2479	1621

Jan-Aug -15	Jan-Aug -16	Jan-Aug -17
666411	753291	955575
13171	12315	15828
10238	11315	16839
10178	18520	43564
107214	114522	134778
55421	66040	93457
1595	1265	1004
43181	51803	72355
42942	48292	51896
7867	9107	15711

	2017												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
All countries	239959	245630	180999	49180	23177	60767	89411	66452					
Austria	2114	7398	2285	316	160	1213	1776	566					
Belgium	3623	5830	4071	618	158	380	1601	558					
China	16141	14743	7032	1134	278	784	2025	1427					
Germany	19240	25976	21031	2992	2302	22232	22370	18635					
Great Britain	36177	35539	13988	2469	1651	1499	847	1287					
Luxembourg	57	639	88	117	0	24	28	51					
Netherlands	23268	22519	12296	442	744	4231	5241	3614					
Switzerland	13039	13989	8354	1167	316	4022	7595	3414					
USA	1877	2010	3001	520	2821	1781	1796	1905					

	2015	2016	2017
Other countries	374604	420112	510143
Austria	13171	12315	15828
Belgium	10238	11315	16839
China	10178	18520	43564
Germany	107214	114522	134778
Great Britain	55421	66040	93457
Luxembourg	1595	1265	1004
Netherlands	43181	51803	72355
Switzerland	42942	48292	51896
USA	7867	9107	15711

Sources:
 Visiittori.fi.
 Retrieved 17.8.2017 and 22.8.2017 from
 www.visiittori.fi
 Rekisteröidyt yöpymiset Lapissa



Appendix 2: Registered overnights by international tourists
In Swedish Lapland

		2015													
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
Västerbotten	All countries	10750	20811	17210	13459	13634	40785	157991	55260	16691	11364	11641	9416	379012	
	Austria	17	318	119	15	133	187	274	132	43	24	45	62	1369	
	Belgium	73	42	16	51	46	136	126	165	161	43	41	202	1102	
	China	30	19	73	8	15	55	78	330	197	235	230	260	1530	
	Germany	932	1741	932	672	1414	7170	7600	7910	1753	540	436	819	31919	
	Great Britain	420	593	505	294	593	650	1238	1175	758	541	357	343	7467	
	Luxemburg	0	27	133	11	4	1	14	8	0	0	0	0	198	
	Netherlands	31	212	187	66	302	1238	1519	787	258	50	146	153	4949	
	Switzerland	116	438	394	292	229	1116	2333	588	211	30	183	179	6109	
	USA	286	98	162	169	195	336	682	289	222	245	153	129	2966	

Norrbottn	All countries	44351	55500	46918	26650	21845	75545	241203	87228	26577	19031	22233	44417	711498
	Austria	496	249	332	111	66	298	701	441	174	47	17	172	3104
	Belgium	785	1564	1064	203	44	388	734	398	127	39	148	1029	6523
	China	973	1885	593	32	156	104	409	143	246	454	829	2139	7963
	Germany	16619	19021	10434	1884	1641	14595	14593	11902	3934	1229	3166	7612	106630
	Great Britain	5335	6146	3709	1026	817	2137	2305	1650	1143	1010	2264	7635	35177
	Luxemburg	2	19	48	25	2	4	19	13	5	0	0	33	170
	Netherlands	897	1649	1403	241	567	3665	3600	1948	414	103	119	588	15194
	Switzerland	530	843	586	104	945	2423	3262	2114	504	25	170	462	11968
	USA	1076	1123	912	538	528	1371	2315	1306	871	645	1440	1064	13189

	2016														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total		
Västerbotten	All countries	10738	19018	17464	11749	12825	39412	152741	53749	14557	11528	9639	8690	362110	
	Austria	61	81	69	29	143	448	395	144	24	38	85	63	1586	
	Belgium	46	25	85	47	90	171	225	173	67	27	28	38	1022	
	China	125	106	14	45	71	43	49	91	58	33	88	61	784	
	Germany	1253	1547	1162	471	2060	8722	8895	9712	1970	470	416	727	37405	
	Great Britain	497	456	512	349	535	1045	1288	698	637	442	461	330	7250	
	Luxemburg	0	0	0	0	5	5	5	10	7	0	3	7	42	
	Netherlands	199	199	204	59	269	1243	1221	842	180	141	124	219	4900	
	Switzerland	164	429	247	84	406	2069	3310	1964	400	98	49	207	9427	
	USA	138	239	219	211	227	343	293	429	249	226	158	146	2878	

Norrbotnen		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	All countries	49811	63614	58070	23228	16054	55535	249308	85483	26414	15447	18874	41695	703533
	Austria	160	186	144	49	64	369	547	573	223	56	131	217	2719
	Belgium	850	1629	1141	334	127	445	683	533	327	77	308	237	6691
	China	1575	3425	1021	129	35	143	297	332	273	559	662	3372	11823
	Germany	21389	21705	18995	1552	1747	11101	12847	14238	3830	1047	2516	8685	119652
	Great Britain	5621	9191	6528	1202	581	1240	1344	1358	1361	1074	872	5379	35751
	Luxemburg	8	102	15	12	0	14	15	54	4	1	1	50	276
	Netherlands	1114	1129	1040	326	601	2370	2373	2207	561	233	210	485	12649
	Switzerland	720	1239	609	147	181	1386	2803	1590	428	131	310	520	10064
	USA	1068	1362	1171	689	429	849	1235	940	663	482	592	1531	11011

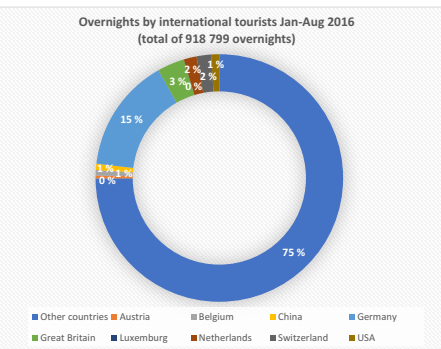
Västerbotten	2017														Total
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
All countries	14675	20157	19148	14742	15284	43232	162334	54498							
Austria	73	102	78	195	237	558	337	195							
Belgium	73	205	144	20	46	268	378	199							
China	18	163	128	171	187	257	29	46							
Germany	1418	2400	964	526	2181	11028	12526	9504							
Great Britain	407	718	600	375	595	872	902	636							
Luxemburg	0	3	0	0	0	6	1	2							
Netherlands	378	392	245	99	421	1794	1667	1268							
Switzerland	144	389	101	101	316	1081	1575	979							
USA	255	484	440	340	430	1452	1114	1370							

Norrbottn		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	All countries	50654	68683	55389	29363	16690	61860	267555	77476					
	Austria	158	344	223	199	123	978	989	542					
	Belgium	517	904	637	1628	82	230	885	907					
	China	4681	3277	1040	252	53	142	487	280					
	Germany	20716	25339	17268	2290	2040	10574	11352	9757					
	Great Britain	5211	8170	4141	1309	591	1681	2140	2012					
	Luxemburg	46	80	34	8	0	10	59	26					
	Netherlands	898	1815	1629	396	586	1991	3123	1752					
	Switzerland	514	977	848	378	1092	1637	3043	1559					
USA	1656	2043	1749	843	898	1751	2149	2070						

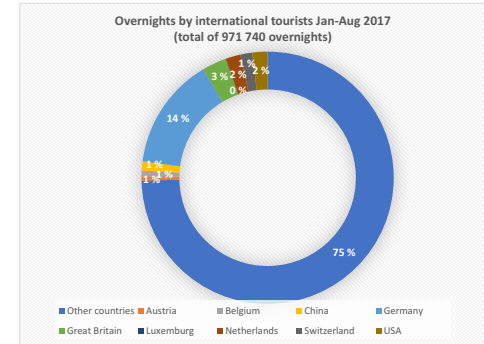
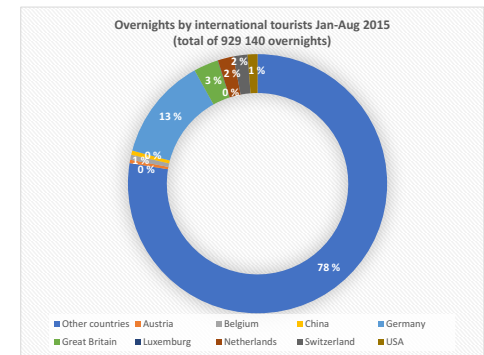
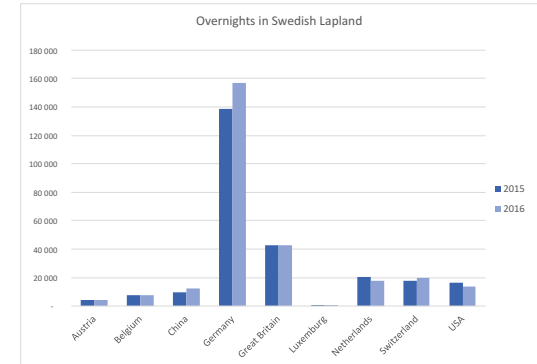
Total of 2 provinces:	2015	2016	Difference:
All countries	1090510	1065643	
Austria	4473	4299	-174
Belgium	7625	7713	88
China	9493	12607	3114
Germany	138549	157057	18508
Great Britain	42644	43001	357
Luxemburg	368	318	-50
Netherlands	20143	17549	-2594
Switzerland	18077	19491	1414
USA	16155	13889	-2266

	Jan-Aug 2015	Jan-Aug 2016	Jan-Aug 2017
All countries	929140	918799	971740
Austria	3889	3462	5331
Belgium	5835	6604	7123
China	4903	7501	11211
Germany	119060	137396	139883
Great Britain	28593	32445	30360
Luxemburg	330	245	275
Netherlands	18312	15396	18454
Switzerland	16313	17348	14734
USA	11386	9842	19044

	Jan-Aug 2015	Jan-Aug 2016	Jan-Aug 2017
Other countries	720519	688560	725325
Austria	3889	3462	5331
Belgium	5835	6604	7123
China	4903	7501	11211
Germany	119060	137396	139883
Great Britain	28593	32445	30360
Luxemburg	330	245	275
Netherlands	18312	15396	18454
Switzerland	16313	17348	14734
USA	11386	9842	19044



Sources:
Statistics Sweden. Retrieved 22.8.2017 and 25.10.2017 from <http://www.statistikdatabasen.scb.se/pxweb/sv/ssd/?rid=1f1f5d0a7-efb3-4304-9ac5-bccca8599b16>
Näringsverksamhet -> inkvarteringsstatistik -> månad, preliminär statistik
Gästnätter för samtliga hotell, stugbyar, vandrarhem, campingar, förmedlade privata stugor och lägenheter efter region och hemland. Månad 2008M01 - 2017M08
Gästnätter, antal efter region, hemland och månad



Appendix 2: Registered overnights by international tourists

In Northern Norway part I

	2015														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total		
Finnmark	All countries	4983	7738	8346	6652	13505	50906	63723	36312	10757	5351	5380	6505	220158	
	Austria	45	39	97	24	98	876	1926	491	135	14	57	81	3883	
	Belgium	34	132	124	48	190	718	991	356	65	18	14	59	2749	
	China	116	318	112	38	3	145	211	136	36	27	0	348	1490	
	Germany	356	840	975	548	3780	15356	16711	10367	2440	301	167	534	52375	
	Great Britain	786	1355	1281	461	707	1290	1738	1072	847	274	295	1017	11123	
	Luxembourg	0	2	0	2	2	29	46	36	18	0	0	0	135	
	Netherlands	88	205	149	162	499	3146	4258	1780	342	50	63	349	11091	
	Switzerland	138	228	315	130	376	2418	3598	1116	470	116	47	175	9127	
	USA	216	475	410	329	344	483	700	931	464	389	125	491	5357	
Nordland	All countries	7534	12590	15577	13162	32175	104806	142399	94312	22874	12219	7831	7608	473087	
	Austria	43	156	316	403	488	2192	4414	1511	359	222	34	65	10203	
	Belgium	75	221	269	63	141	1378	2486	961	223	146	38	76	6077	
	China	175	323	185	56	198	527	1179	989	314	361	91	406	4804	
	Germany	536	1436	2209	2640	10769	38778	43312	28774	5544	1409	746	466	136619	
	Great Britain	971	1730	2706	716	1576	3348	3227	3304	1114	1127	577	644	21040	
	Luxembourg	5	12	4	0	36	61	107	127	7	0	5	0	364	
	Netherlands	366	1313	1106	175	1122	8712	9856	5578	780	361	198	278	29845	
	Switzerland	314	666	341	489	1176	4605	7739	3711	811	315	98	188	20453	
	USA	333	401	399	192	719	1626	1759	1701	892	635	190	279	9126	
Troms	All countries	24893	32404	25231	12798	17090	49496	67285	44276	14481	11690	14077	28835	342556	
	Austria	116	285	798	624	285	1050	2150	431	124	92	132	194	6281	
	Belgium	240	951	657	180	124	704	1129	335	115	107	205	427	5174	
	China	589	1446	359	41	39	197	139	176	155	384	307	747	4579	
	Germany	2348	2607	2589	2062	3514	16368	19280	13662	2519	860	1089	2174	69072	
	Great Britain	5779	7881	5730	918	1023	2073	2667	1786	927	1185	2813	7249	40031	
	Luxembourg	10	21	4	0	10	29	51	127	9	0	20	13	294	
	Netherlands	584	1539	618	202	635	3349	3601	2214	698	254	288	809	14789	
	Switzerland	713	1223	1317	836	361	1671	3025	1293	428	325	340	1436	12968	
	USA	1182	955	795	211	365	1069	1040	667	519	402	619	1489	9313	
Finnmark	2016														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total		
	All countries	6192	8966	8256	7867	13685	51381	72030	38423	12447	5408	4425	9593	238673	
	Austria	184	172	172	64	151	2393	1680	654	261	43	59	75	5908	
	Belgium	55	165	181	178	370	513	795	184	222	46	7	146	2862	
	China	272	592	190	50	103	782	1001	184	89	70	101	903	4337	
	Germany	592	1137	852	748	2872	13235	19302	7276	2373	576	477	809	50249	
	Great Britain	1085	1418	1359	516	616	1754	2295	2686	904	334	350	564	13881	
	Luxembourg	0	4	5	2	23	45	37	7	1	0	0	0	124	
	Netherlands	383	395	254	198	597	3334	4171	2705	341	82	48	259	12767	
	Switzerland	148	264	225	142	424	3146	3571	1987	497	161	86	230	10881	
	USA	217	478	368	275	340	1175	1374	1948	486	345	186	249	7441	
	Nordland	All countries	10659	18664	21877	16742	33375	105865	155782	110754	26871	13726	8834	8890	532039
		Austria	47	438	418	354	558	2389	4507	1650	413	212	67	80	11133
Belgium		80	308	453	181	295	1782	3155	1546	751	133	90	55	8829	
China		413	706	237	212	156	625	960	937	763	722	114	347	6192	
Germany		1010	2055	2909	3575	9900	36744	42206	31708	5248	1549	1000	674	138578	
Great Britain		955	2946	2459	706	1228	3995	4630	3468	1408	930	827	818	24370	
Luxembourg		1	14	0	2	48	49	148	117	12	0	0	13	404	
Netherlands		577	1628	1161	391	1230	7401	9228	7307	1144	332	220	205	30824	
Switzerland		504	828	962	484	1086	4899	9151	4549	1247	439	146	243	24538	
USA		781	664	914	550	932	2376	2565	2038	1167	808	408	393	13596	
Troms		All countries	32954	45802	35897	18040	21867	62797	80254	57717	22550	18898	18755	39058	454589
		Austria	480	396	854	945	928	1382	2073	650	167	162	149	541	8727
		Belgium	421	817	357	107	189	778	1368	499	138	209	248	686	5817
		China	975	2533	760	86	23	182	143	238	199	852	433	1355	7779
	Germany	3386	4052	4019	2225	5124	20581	23793	17344	3775	1718	1705	3153	90875	
	Great Britain	6897	10033	7857	1485	1253	3128	3011	2769	1842	1781	3650	8769	52475	
	Luxembourg	12	28	46	14	3	48	29	17	10	12	3	14	236	
	Netherlands	1418	2528	1261	166	654	3691	3925	3111	1052	377	399	1330	19912	
	Switzerland	1209	1721	1618	772	477	2230	4120	2148	770	374	433	1376	17248	
	USA	1289	1889	1228	372	413	1193	748	693	909	512	879	1994	12119	
	Finnmark	2017													
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
		All countries	9618	10564	11234	11228	15024	52217	70629	42954					
		Austria	137	78	55	155	120	1499	1570	511					
Belgium		81	117	246	83	357	654	1174	447						
China		1011	1491	469	93	9	196	215	129						
Germany		1233	1211	1816	1270	3379	14959	16158	9287						
Great Britain		1048	1229	1035	471	758	3458	3146	3524						
Luxembourg		0	5	0	8	0	90	62	55						
Netherlands		464	353	473	345	1055	4043	3704	2651						
Switzerland		426	437	476	253	677	2770	4371	2155						
USA		380	328	957	242	466	727	525	1224						
Nordland		All countries	15206	25003	23511	17395	36956	116456	171417	128908					
		Austria	185	305	564	457	343	2912	4018	2402					
	Belgium	231	958	384	72	532	1765	3807	2097						
	China	1547	1136	398	189	398	1161	1312	1692						
	Germany	1213	2175	2491	2574	9095	38805	48664	36750						
	Great Britain	1818	3182	1499	876	1582	3938	4323	3849						
	Luxembourg	2	3	12	34	52	103	158	132						
	Netherlands	959	1961	1158	287	1457	7644	12231	8441						
	Switzerland	756	1489	1273	410	1119	4923	8512	4995						
	USA	706	812	650	576	1707	3085	3140	3298						
	Troms	All countries	47544	49028	38434	16232	22017	60406	84515	60224					
		Austria	1043	495	909	687	381	1177	2125	1956					
		Belgium	608	1320	547	110	265	790	1521	888					
		China	4754	4401	1405	358	67	290	295	125					
Germany		4845	4205	4299	2756	4961	20361	22819	17223						
Great Britain		7053	6696	4241	1205	2152	2758	3857	2597						
Luxembourg		37	52	11	15	11	60	49	62						
Netherlands		2411	3626	1419	239	622	3852	4423	3422						
Switzerland		2135	2638	1817	748	910	2792	4627	2581						
USA		3013	3702	3336	1050	1011	2474	2750	2490						

Sources:

Statistics Norway. Retrieved 23.8.2017 and 25.10.2017 from <https://www.ssb.no/statistikkbanken>

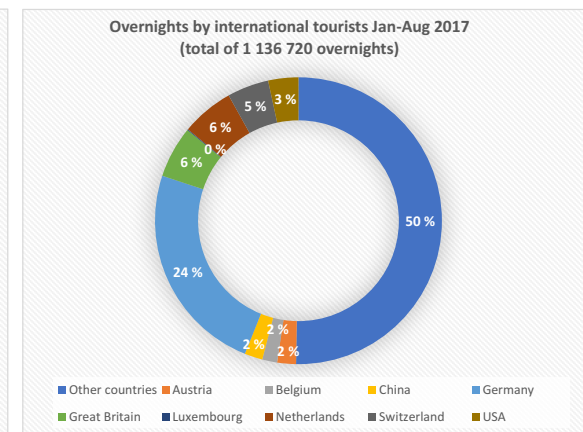
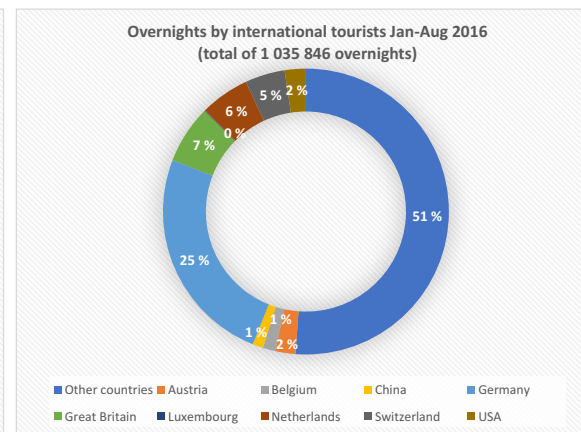
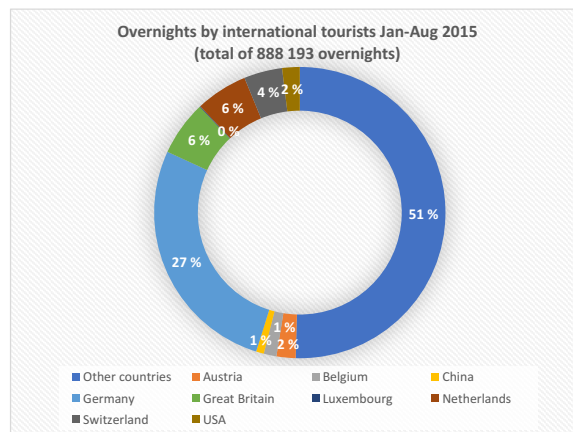
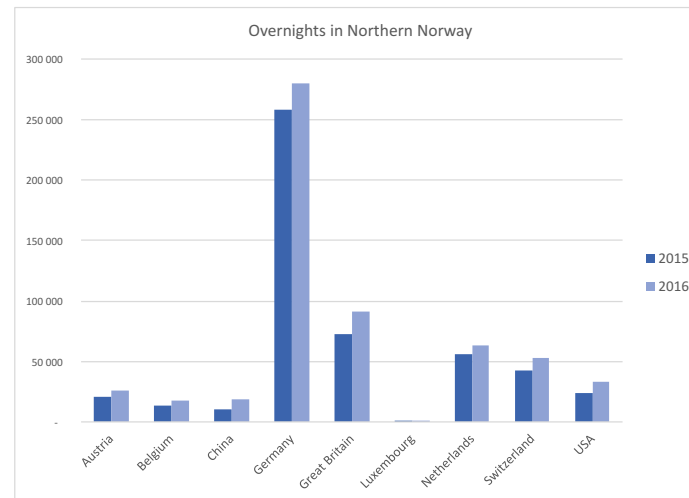
Tabell: 08401: Alle overnattingsbedrifter. Overnattingar, etter gjestene sitt bostedland (F)

Appendix 2: Registered overnights by international tourists In Northern Norway part II

Total of all 3 provinces	2015	2016	Difference:
All countries	1035801	1225301	
Austria	20367	25768	5401
Belgium	14000	17508	3508
China	10873	18308	7435
Germany	258066	279702	21636
Great Britain	72194	90726	18532
Luxembourg	793	764	
Netherlands	55725	63503	8309
Switzerland	42548	52667	10119
USA	23796	33156	9360

	Jan-Aug 2015	Jan-Aug 2016	Jan-Aug 2017
All countries	888193	1035846	1136720
Austria	18858	23539	24084
Belgium	12507	14777	19054
China	7697	12360	23141
Germany	239817	256645	272549
Great Britain	54125	68549	66295
Luxembourg	721	699	1013
Netherlands	51255	57714	67240
Switzerland	37799	46665	53290
USA	17302	24820	38649

	Jan-Aug 2015	Jan-Aug 2016	Jan-Aug 2017
Other countries	448112	530078	571405
Austria	18858	23539	24084
Belgium	12507	14777	19054
China	7697	12360	23141
Germany	239817	256645	272549
Great Britain	54125	68549	66295
Luxembourg	721	699	1013
Netherlands	51255	57714	67240
Switzerland	37799	46665	53290
USA	17302	24820	38649



Appendix 2: Registered overnights by international tourists

Registered overnights in VAE region

Total	1026788	1213689	1090510	1065643	1035801	1225301
	Fin -15	Fin -16	Swe -15	Swe -16	Nor -15	Nor -16
Austria	14701	14374	4473	4299	20367	25768
Belgium	12425	13966	7625	7713	14000	17508
China	17588	35084	9493	12607	10873	18308
Germany	129874	137440	138549	157057	258066	279702
Great Britain	187640	233295	42644	43001	72194	90726
Luxembourg	2428	2044	368	318	793	764
Netherlands	50362	59368	20143	17549	55725	63503
Switzerland	52769	57709	18077	19491	42548	52667
USA	11618	16214	16155	13889	23796	33156

Target regions	479405	569494	257527	275924	498362	582102
Other countries	547383	644195	832983	789719	537439	643199

Total	3153099	3504633	
VAE-area total	2015	2016	
Austria	39541	44441	growth 11%
Belgium	34050	39187	growth 13%
China	37954	65999	growth 43%
Germany	526489	574199	growth 8%
Great Britain	302478	367022	growth 18%
Luxembourg	3589	3126	down 14%
Netherlands	126230	140420	growth 10%
Switzerland	113394	129867	growth 13%
USA	51569	63259	growth 19%
Target regions	1235294	1427520	growth 14%
Other countries	1917805	2077113	