



By the year twenty thirty,
Norway has become a sustainable travel destination.

**Big impact,
small footprint**

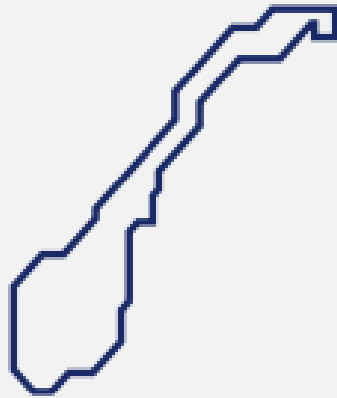
National Tourism Strategy 2030

Big impact, small footprint



From the tourist industry. To the Government. April 2021

The importance of tourism for Norway in 2019



4.2% GDP

Amounts to
127.7 billion*



7 of 100

Jobs in the
tourist industry.
Employment amounts
to a total of 171,200
man-years**



193.9 billion

Total consumption



59 billion

31% of travellers' total
consumption goes
on exports

Figure 4 The importance of tourism for Norway, provisional figures for 2019 (Statistics Norway 2021a)

* Stated in current prices. ** Employment converted into man-years, full-time equivalents, for salaried employees and independent operators. 7.1 per cent.

Norway is only able to provide some of the things that tourists expect from a holiday country



Figure 11 There is untapped potential in cultural tourism, contact with local communities, culinary experiences and reinforcement of the relationship between quality and price. (Ipsos Marketing)

VISION



A big impact, a small footprint

CORE VALUES



We aim to offer green tourism that people appreciate. This will be achieved with consideration and our pioneering spirit – and it is something we will achieve together!

REASONS



The green shift



Digitalisation



The pandemic

MAIN GOALS



Enhance value creation in the industry and help to create jobs all over the country



Help Norway to become a low-emissions society



Help to make communities attractive, with happy residents



Deliver such outstanding customer value that customers are more willing to pay and make repeat purchases

PRIMARY STRATEGIES



Reinforce value creation capability



Reinforce restructuring capability



Reinforce management capability

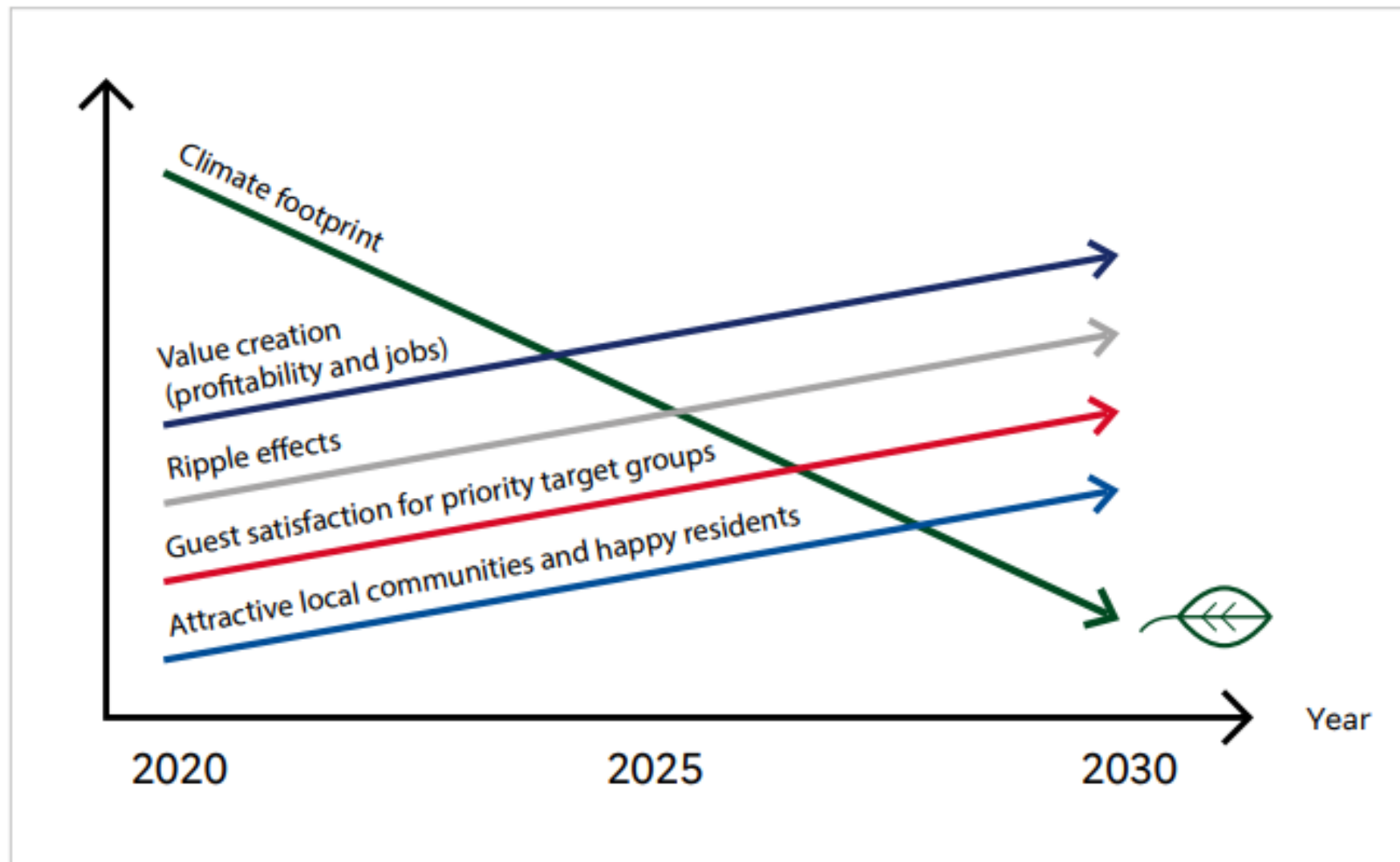


Reinforce the ability to interact



Secure adapted measures and good framework conditions

Goals for 2030



Goals and targets

1. **Norwegian tourism must increase its own value creation and help to create jobs all over Norway**
 - a. We must increase the export value of consumption by NOK 20 billion by 2030, and domestic consumption to a corresponding extent.
 - b. We must increase the number of tourism-related jobs in Norway by 25 per cent by 2030.
2. **Norwegian tourism must help Norway to become a low-emissions society**
 - a. We must reduce greenhouse gas emissions in the local tourist industry by 50 per cent by 2030.
 - b. We must have the highest possible proportion of visitors with a high value creation effect and low carbon footprint. The carbon footprint resulting from visitors' transport to/from/around Norway must be reduced by 10 per cent a year, using 2019 as a starting point.
 - c. We must be a driving force in the decline in greenhouse gas emissions for the transport sector as a whole.
3. **Norwegian tourism must help to bring about attractive local communities and happy residents**
 - a. Employment and settlement will increase to a corresponding extent in areas where tourism activity increases in scope.
 - b. The trade and service offering in municipalities offering tourism and cabins must be greater than implied solely by the number of residents.
 - c. We must increase direct and indirect ripple effects of tourism consumption on a local level by prioritising target groups with high local consumption.
 - d. The percentage of residents who believe that tourism helps to bring about growth and development must increase for destinations of all types.
4. **Norwegian tourism must deliver such high customer value that customers are willing to pay for more things and make repeat purchases**
 - a. We must reinforce our position as a more complete destination for national and international target groups, tapping the potential for culture, food experiences and good encounters with local communities.
 - b. Up to 2030, consumption will increase by 25 per cent in the target groups on which Norwegian tourism focuses.



Involvement

Primary activities in the involvement process



A large number of managers, specialists and resource personnel from all areas of the travel industry were invited to share their input and insights. We received around 400 contributions from stakeholders of all sizes, public and private businesses, volunteers, policy implementation agencies, communities of experts, policymakers, representatives from other industries, etc.



200 intelligent people participated in 35 digital round-table talks



160 written inputs from 135 stakeholders via a digital inbox



40 specialist deep dives with 45 members of resource personnel at Innovation Norway



Insight discussions and 3 rounds of dialogue meetings with 11 county authorities, the Governor of Svalbard and the Sami Parliament



Insight discussions and 3 rounds of dialogue meetings with the Strategic Council



3 rounds of dialogue meetings with trade organisations and other key stakeholders



3000 unique visitors and 60 hours of presentations of online information



1000 people heard a notice in connection with the Reise: Liv event



115 people participated in a notice at a webinar for all parties that provided input

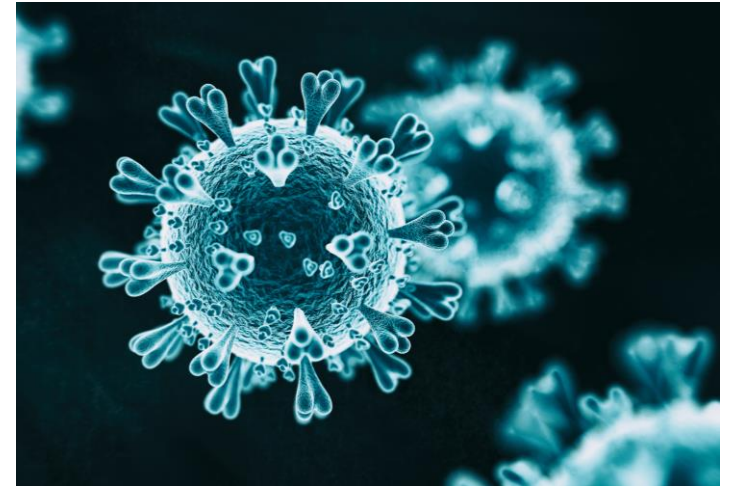
Reasons



Digitalisation

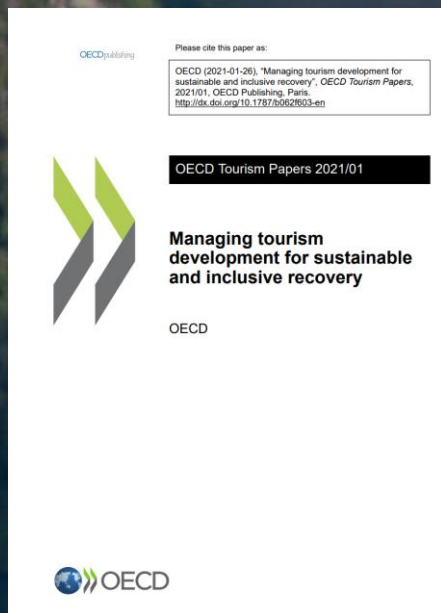


Sustainability

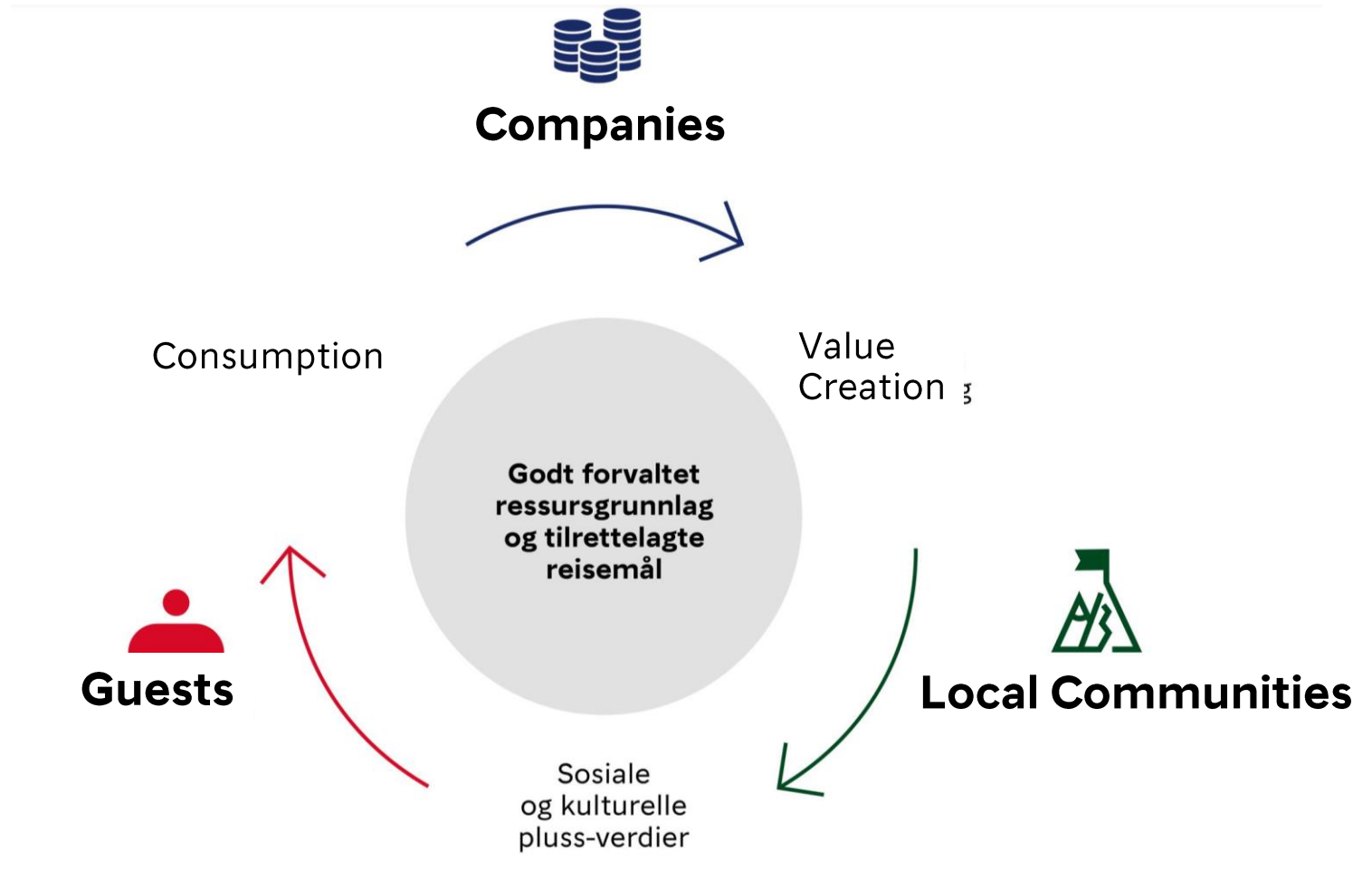


Covid-19

The Future of Tourism



A Holistic perspective



The Tourism Ecosystem

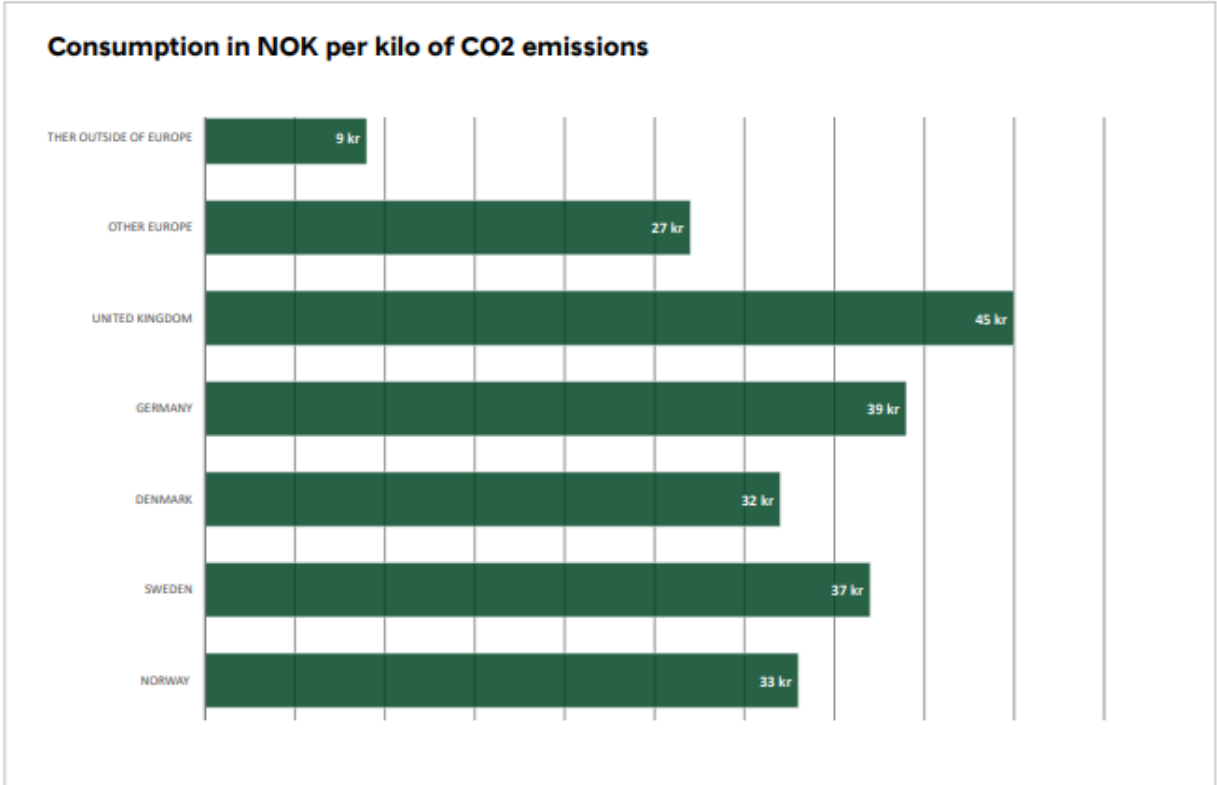
- Industry Stakeholders
- Trade Organisations
- Public Sector at the National Level
- Regional Level
- Local Level
- Voluntary organisations



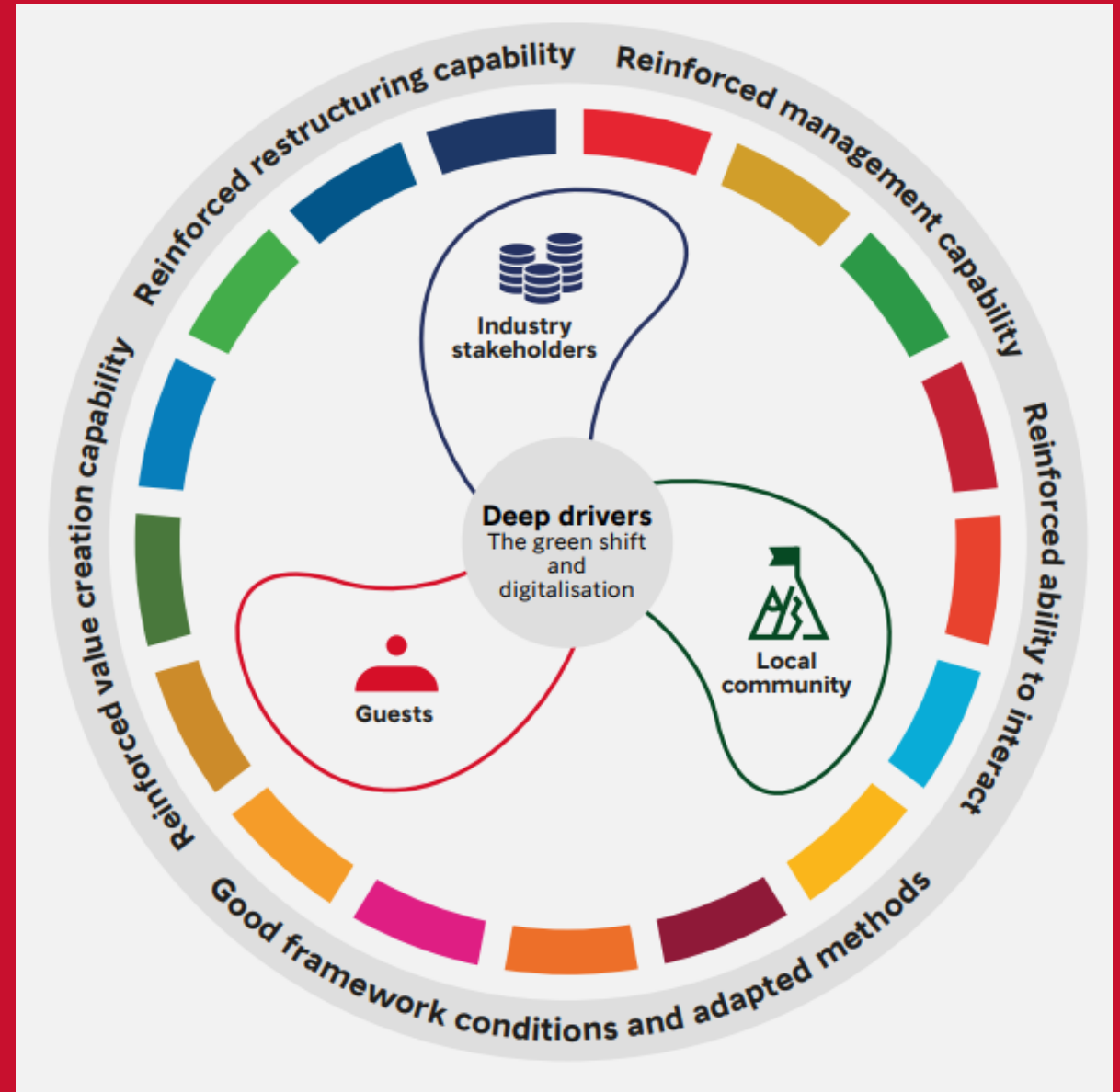
High yield



Low impact



Strategic Measures

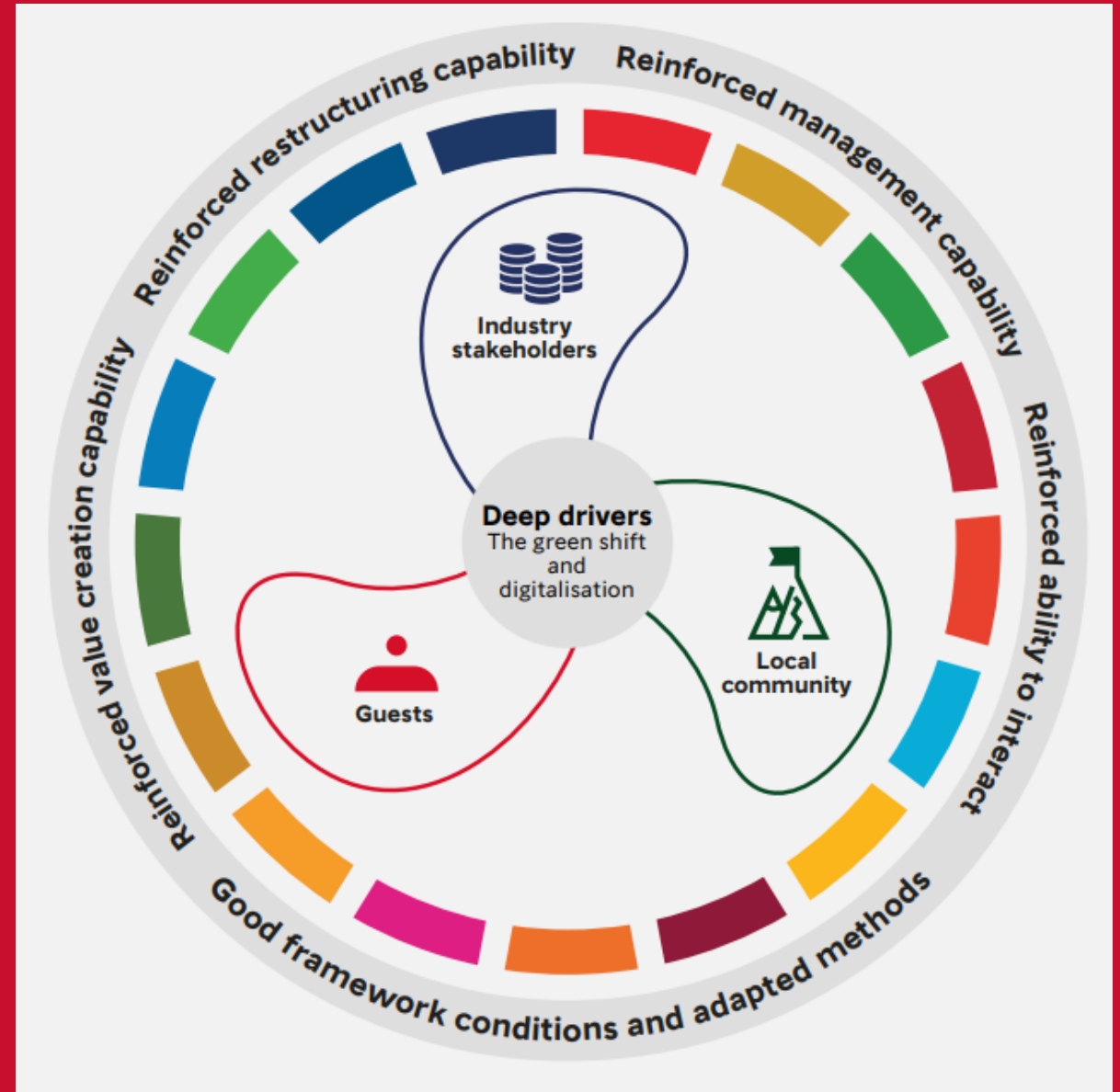


23 Initiatives and Measures

- The national strategy provides both scope and guidance for regional and local follow-up.
- The aim is for both private and public stakeholders throughout the tourism ecosystem to relate their own strategies and action plans to the national level, whether this involves continuing, reinforcing or renewing them.
- Most of the measures referred to in this section must be implemented as cooperation involving a number of stakeholders.
- Hence the “follow-up” section primarily indicates the party that should take the initiative for further efforts. All of the measures are related to how they help towards attainment of the UN Sustainable Development Goals



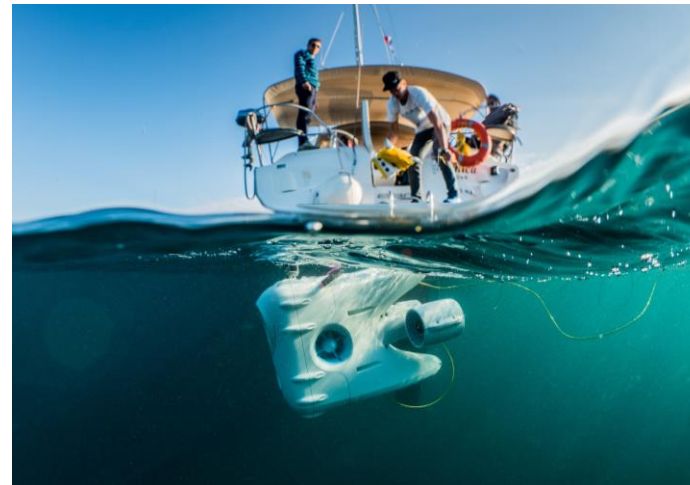
Reinforce value creation capability



Restart Tourism 2021-2024



Marketing



Product Development



Recruitment



Innovation workshop – a method for enhancing innovation and service development within companies



Life-long learning – forward-looking further and higher education



National resource centre for cultural and sporting events

Innovative cultural experiences programme



Friluftsliv – the Norwegian Way



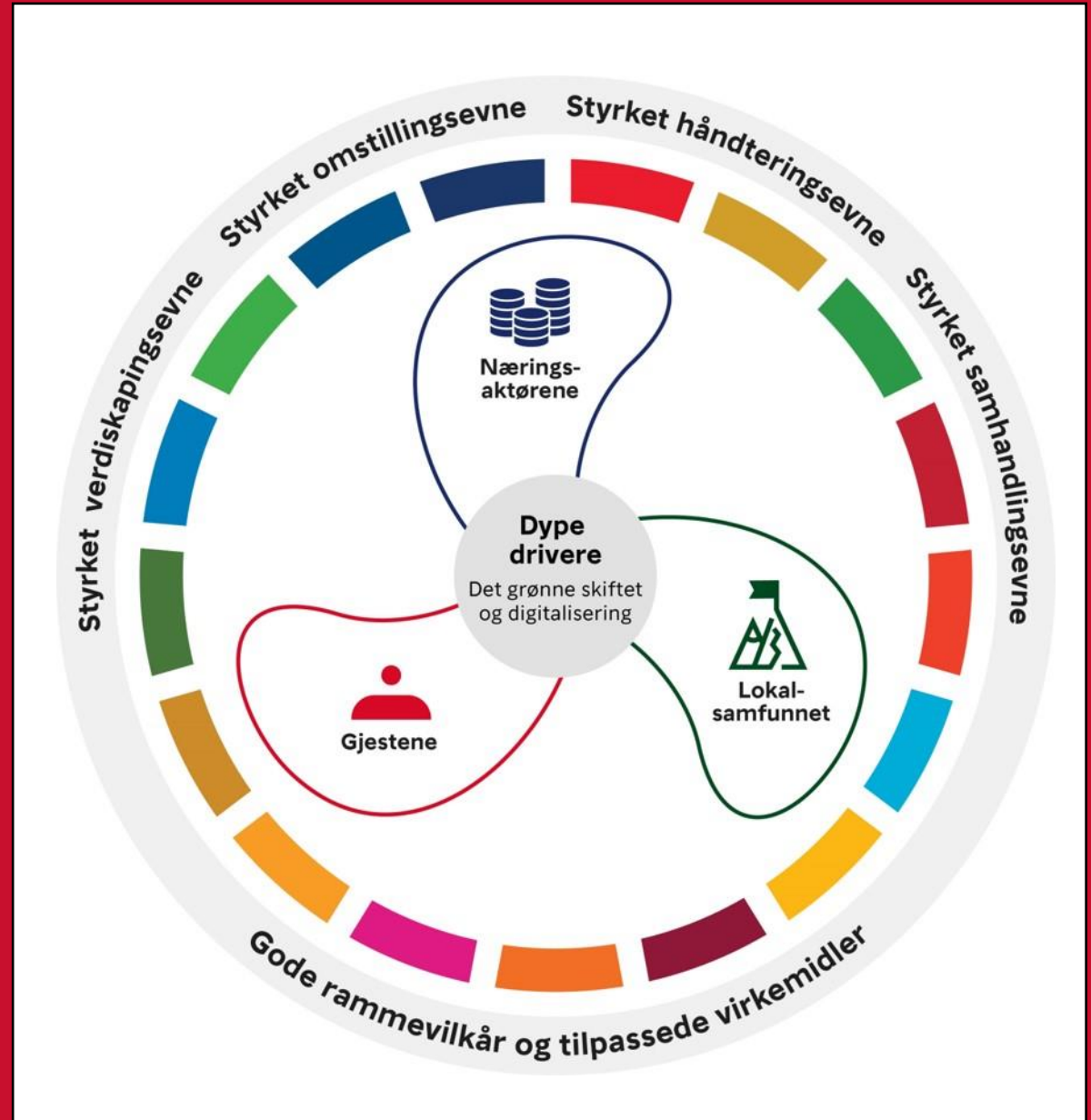
National concept for food and culinary experiences



Sami tourism – a sub-strategy



Reinforce restructuring capability



REIS21

- Smart digitalisation (the digital ecosystem for the tourist industry, including an open data platform as a basis for radical innovation)
- Green restructuring (the green transport plan for the tourist industry – with low emissions as a prerequisite ahead of 2030)
- Services and technology (how can technology resolve productivity challenges in the tourist industry)
- Enhanced level of processing (competitiveness on account of high quality and high customer value)
- Valuable jobs (the tourist industry must be able to compete for the best workers)





Klimasmart – a market development calculator



Green travel – pilot project for the transport solutions of the future

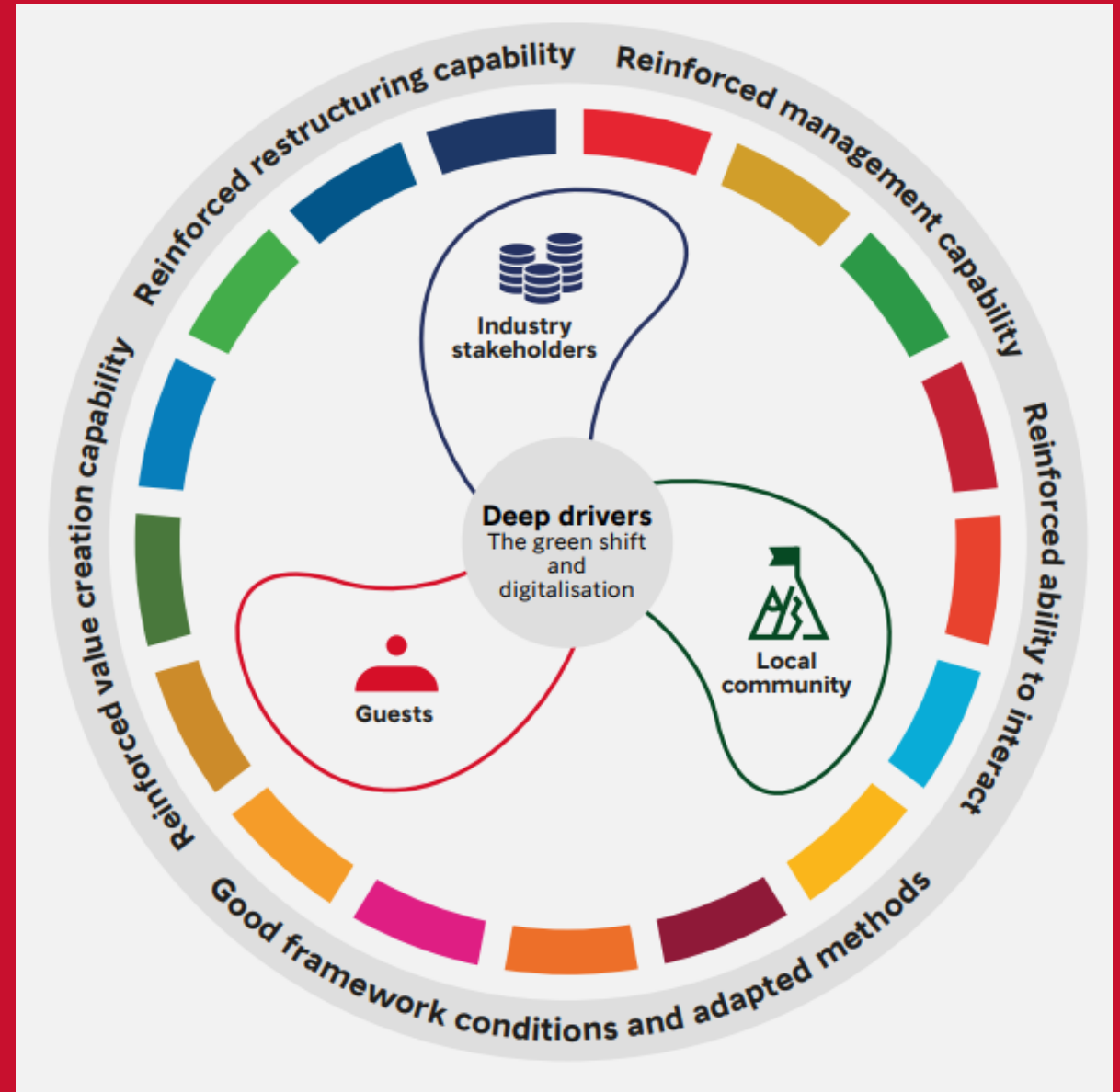


Destination 3.0 – pilot for stakeholder cooperation at the destinations of the future

A digital boost as a competitive advantage



Reinforce Management Capability



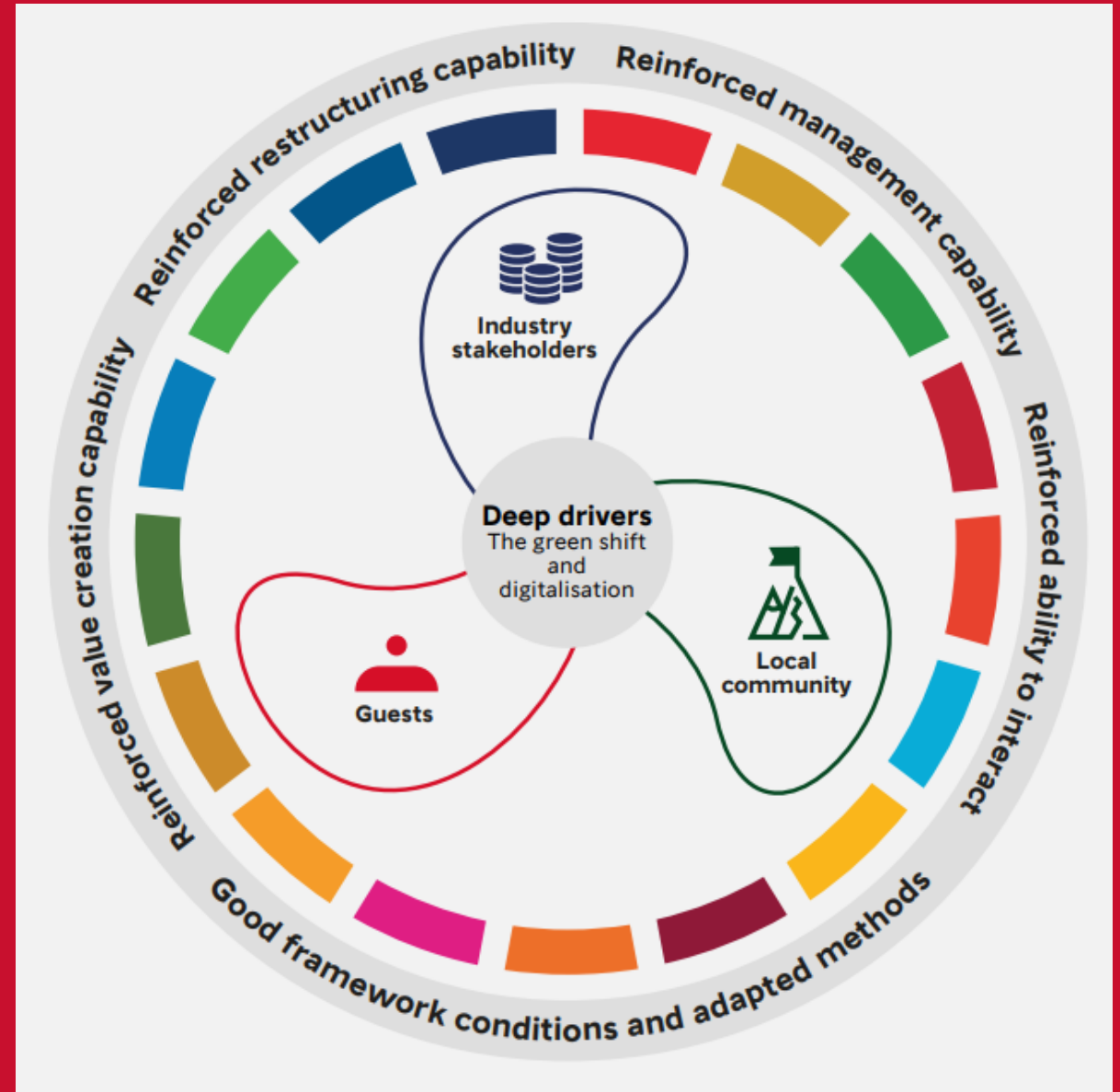


National Monitor – all insights in a single location



Management and funding of public benefits

Reinforce the ability to interact





Better coordination of tourism policy on a national level

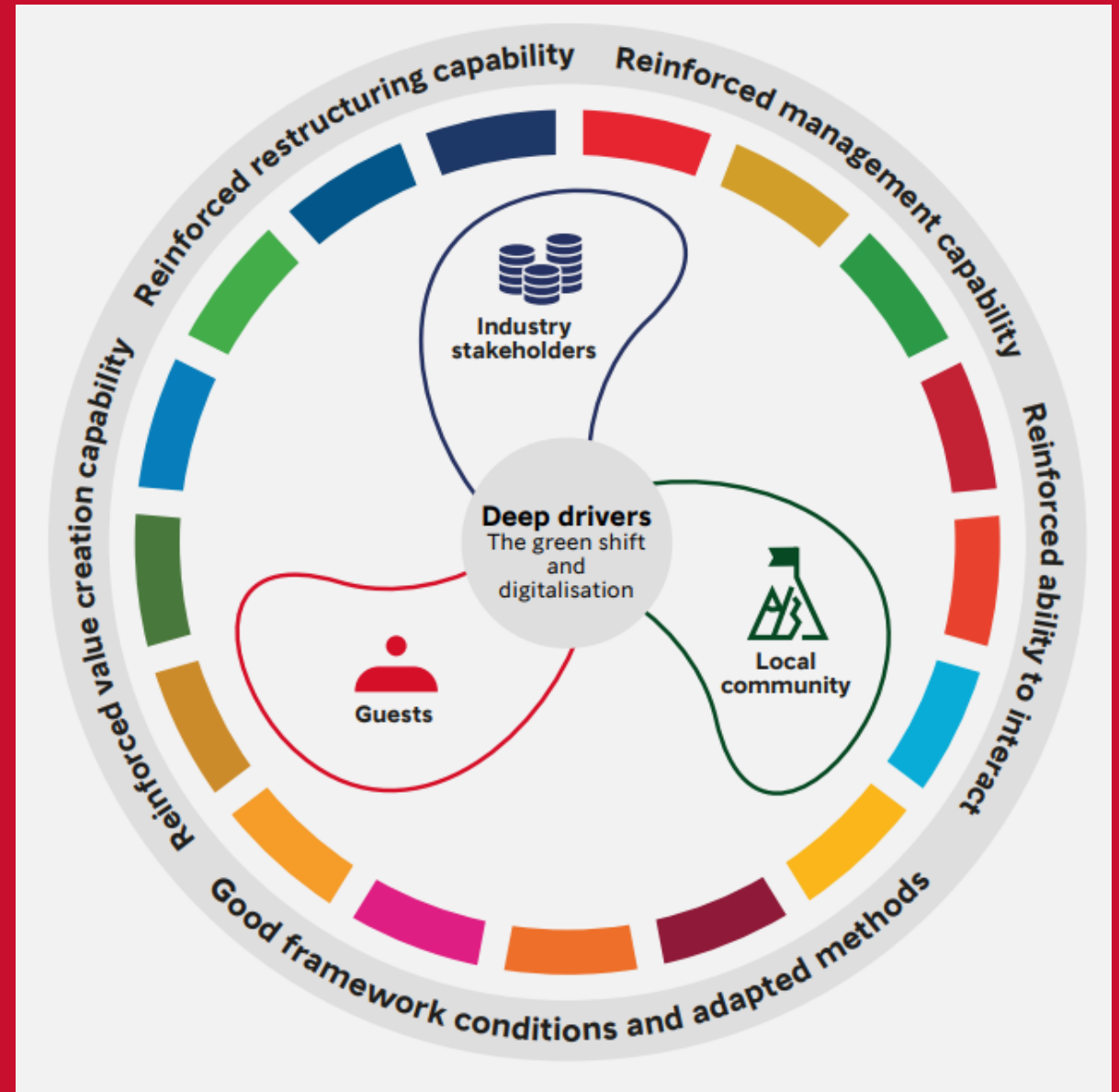


Regional follow-up based on regional criteria



The local authority's knowledge of and role in the development of the tourist industry

Good framework conditions and adapted methods





Review of business-oriented measures in the tourist industry

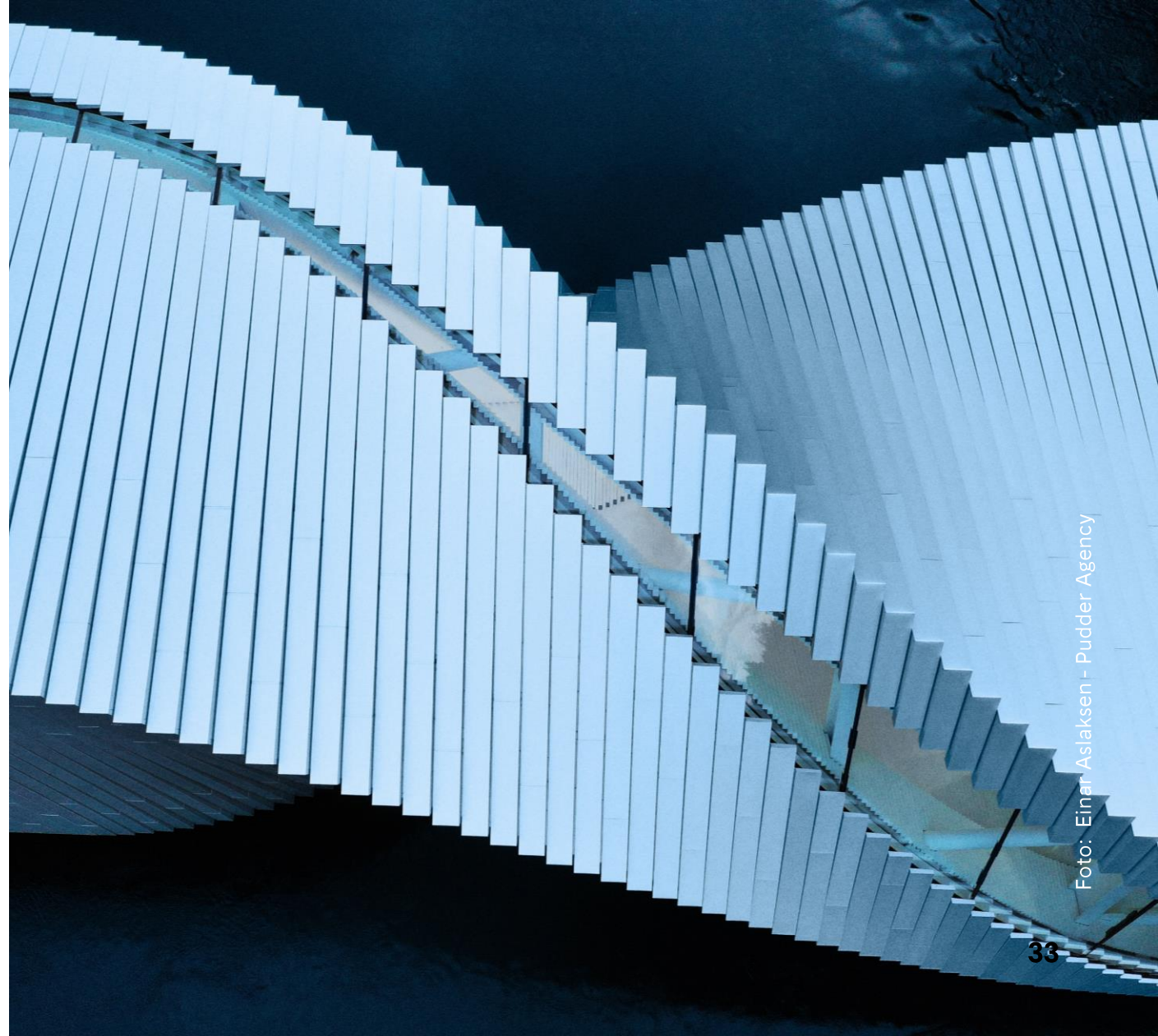


Mobilisation for research-based innovation at companies



Guarantee schemes for congresses – risk relief for organisers

Official Norwegian Report (NOU) on framework conditions for the tourist industry



Framework conditions for cruise operations in Norwegian waters



Download the document
from

www.visitnorway.no/innsikt

National Tourism Strategy 2030

Big impact, small footprint



A portrait of a middle-aged man with glasses and a blue sweater, standing in front of a window with a view of a mountain landscape. The image is framed by a red border at the top and bottom.

Arne Sørvig
Bocuse d'Or Norway

In 2019, around one third of all
business overnight stays in Norway
were made by

A portrait of Gunn Helen Hagen, a woman with blonde hair, wearing a black top. She is looking down and slightly to the side with a gentle expression. The background is a soft, out-of-focus indoor setting with a lamp visible on the right.

Gunn Helen Hagen

Norway Trade Fairs

Hi, my name is Gunn Helen Hagen
and I am the Administrative Director

A woman with long, curly, light brown hair and glasses, wearing a black short-sleeved shirt, stands in a large, modern interior space. The space features a high, curved wooden ceiling and large windows in the background that look out onto a body of water. Several wooden chairs and tables are visible in the background. The woman is looking directly at the camera with a slight smile.

Kirsti Mathiesen Hjemdal
Cultiva

Art and culture are powerful
expressions



Nils Hætta
Midnight Sun Marathon



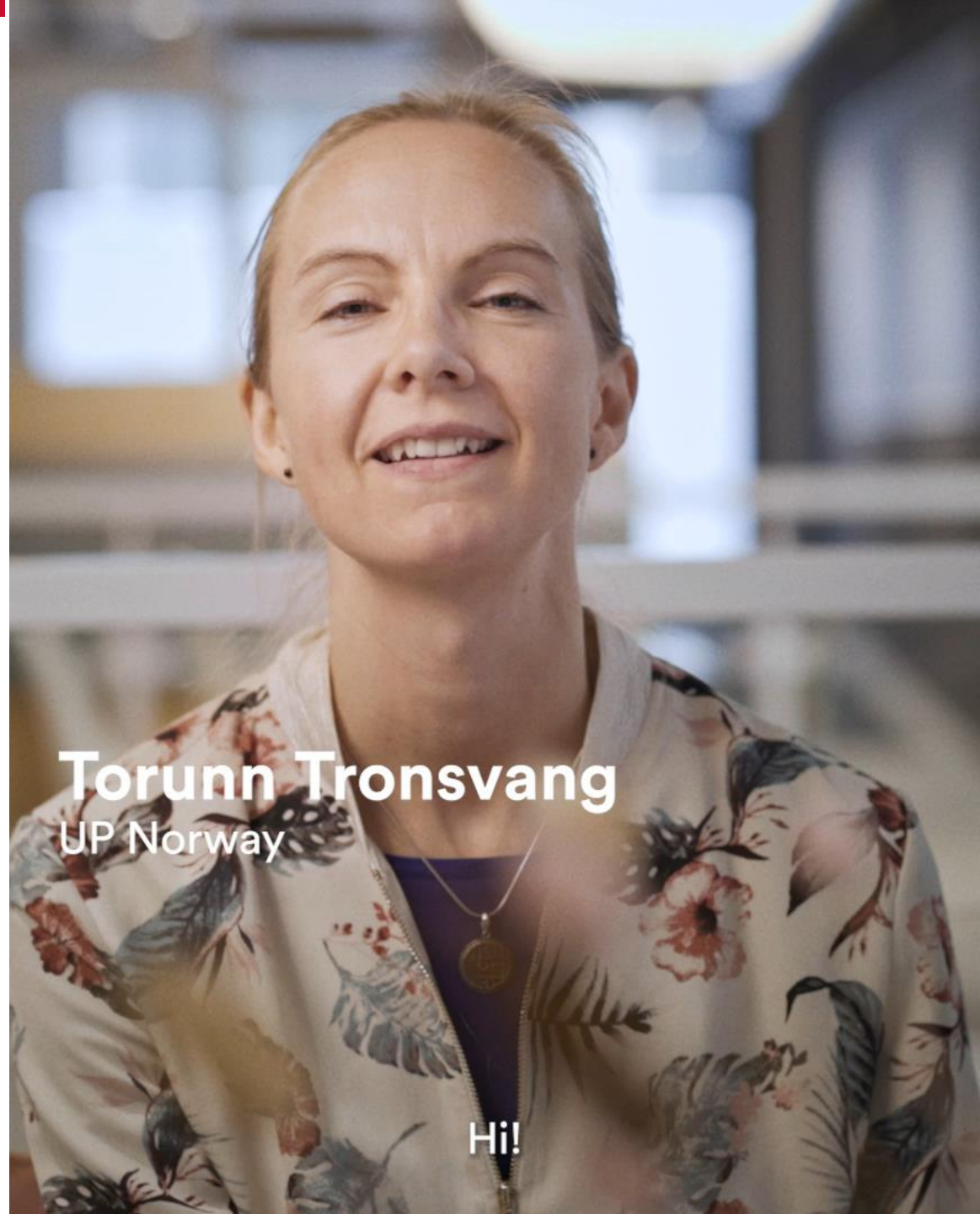
Nils Henrik Geitle
Historic Hotels and Restaurants



Odd Ohnstad

Haugen Gardsmat

**HAUGEN
GARDSMAT**
The most important thing for us at
Haugen Gardsmat



Torunn Tronsvang
UP Norway

Hi!



Trygve Kolderup
The Norwegian Trekking Association

For The Norwegian Trekking
Association it is important that the
tourism industry



Trygve Nygård
Glød Explorer

Hi! My name is Trygve Nygård.