



# Joint Working Group of Tourism

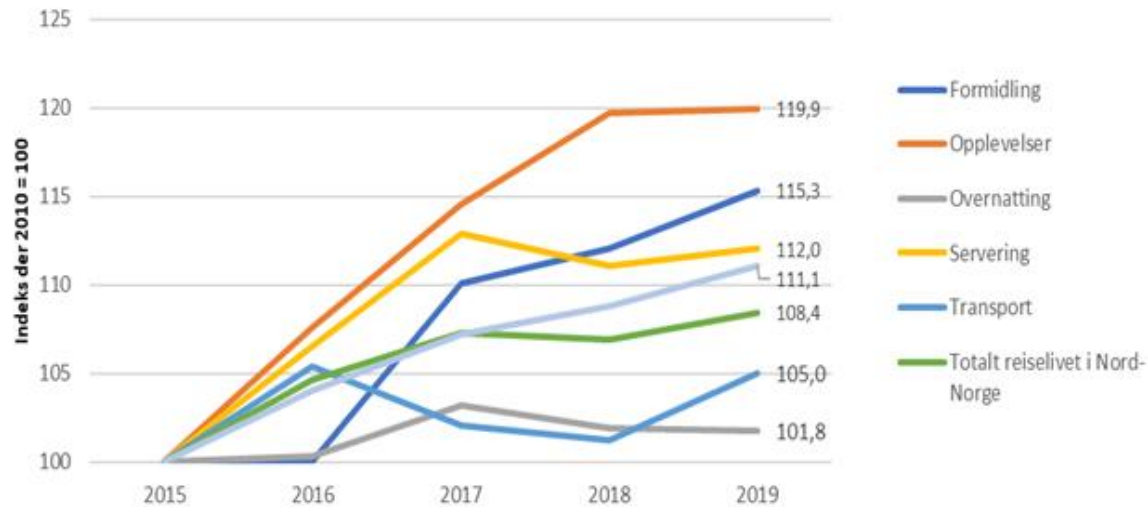
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January 26. 2021

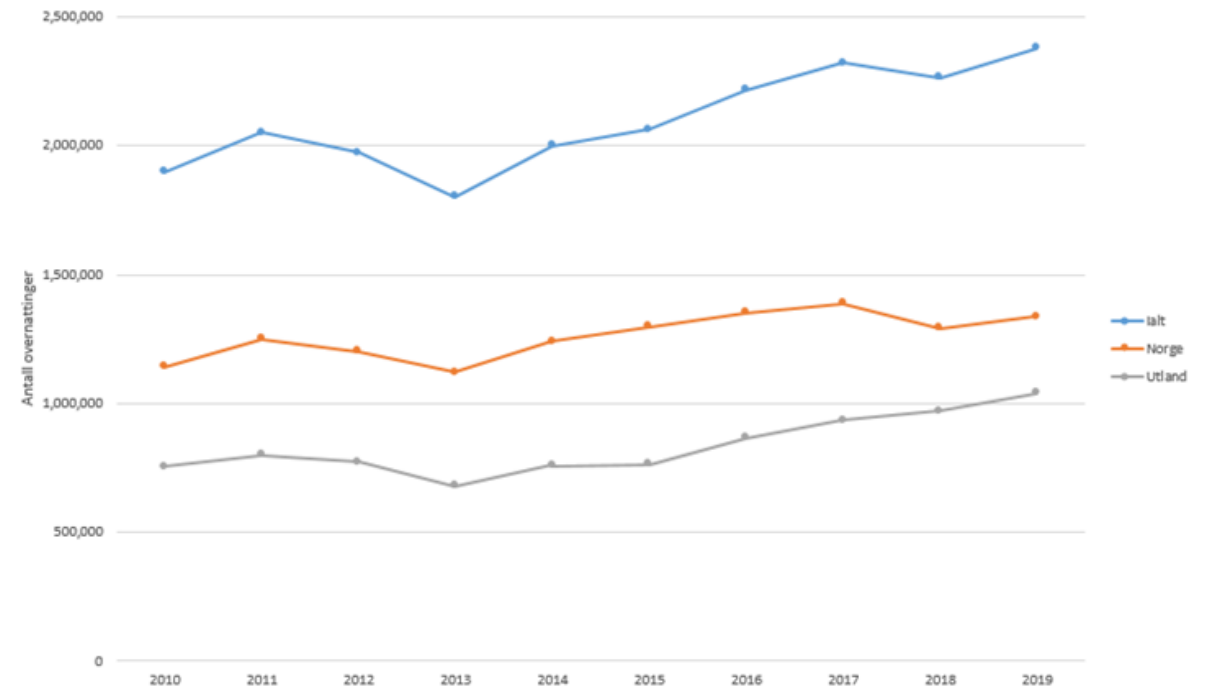
Hilde Bjørkli

# Expansive development of tourism in Northern Norway 2010 - 2019

Utvikling i sysselsettingen innenfor reiselivet i Nord-Norge i perioden 2015 - 2019.  
Indeks der 2015 = 100 (SSB)



Hoteller, campingplasser og hyttegrender i Nord-Norge  
Gjestedøgnsutvikling mai-september 2010-2019



# 2020 – «annus horribilus»

March – May:

- Winter season ended.
- Hopes for the summer

May – August:

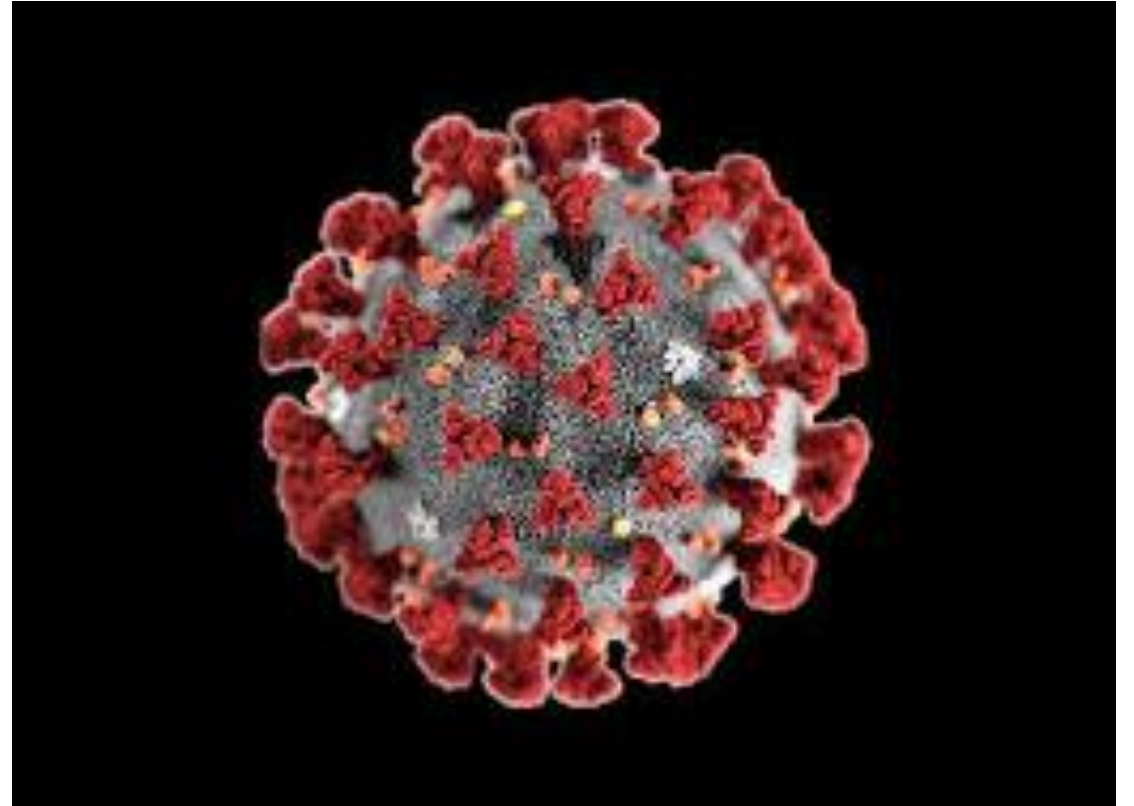
- Norwegians and Finns «saved» the summer.
- Increase in tourist flow in some destinations.

September – October:

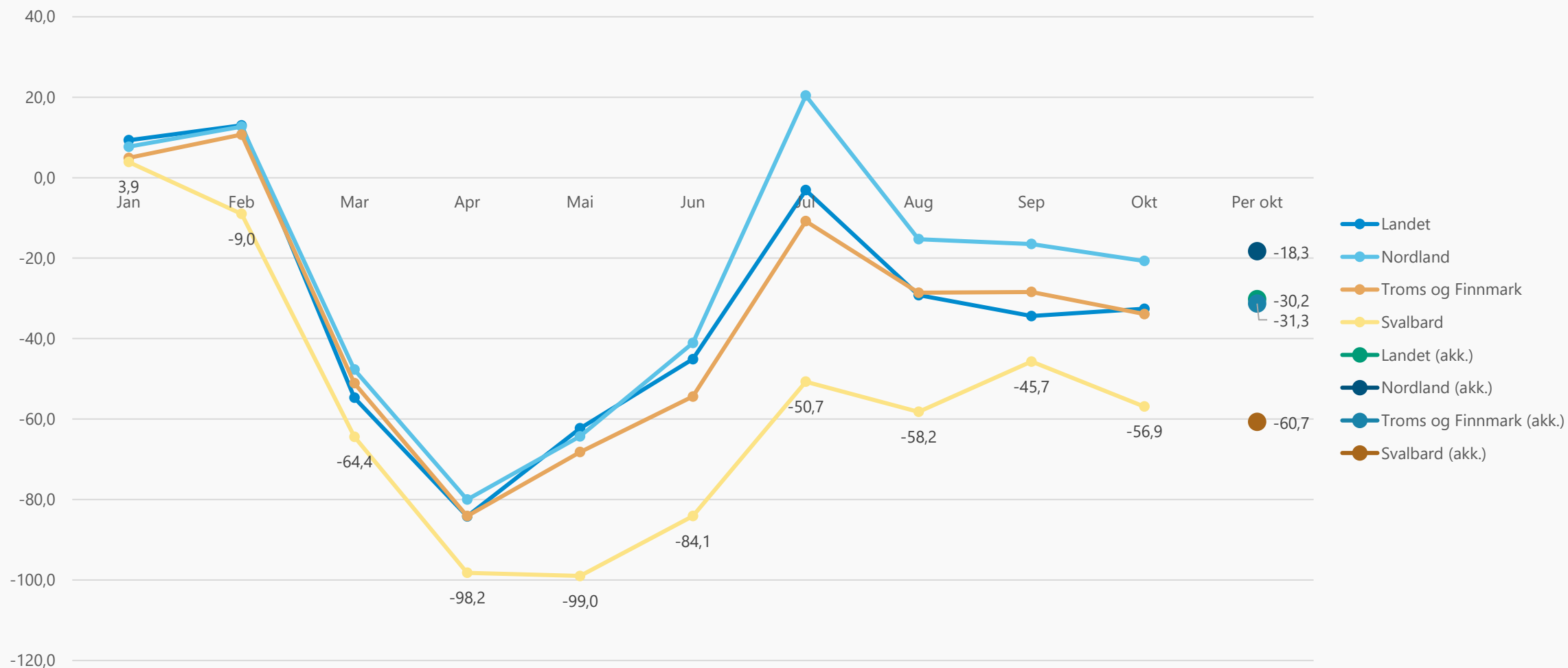
- Still some business: small meetings and weekend leisure travellers.

November – January 2021:

- The market is «dead».
- Preparing for 2. summer with mainly the Norwegian market.



## Overnattinger på hoteller, campingplasser og hyttegrender Prosentvis endring per måned i 2020 sammenlignet med 2019



# Covid 19 update – to touroperators Monday

There has been a change in the entry rules for Norway, since we have registered the new strain that is more contagious around Oslo.

The new rule is that all travellers must show a negative SARS-CoV-2 test that is no older than 24 hours.

In addition, Sweden have closed the borders towards Norway.

Travellers must register in the form provided by our government.

Take another test upon arrival.

The 10 day quarantine is still in place.



# Northern Norway Tourism – our year

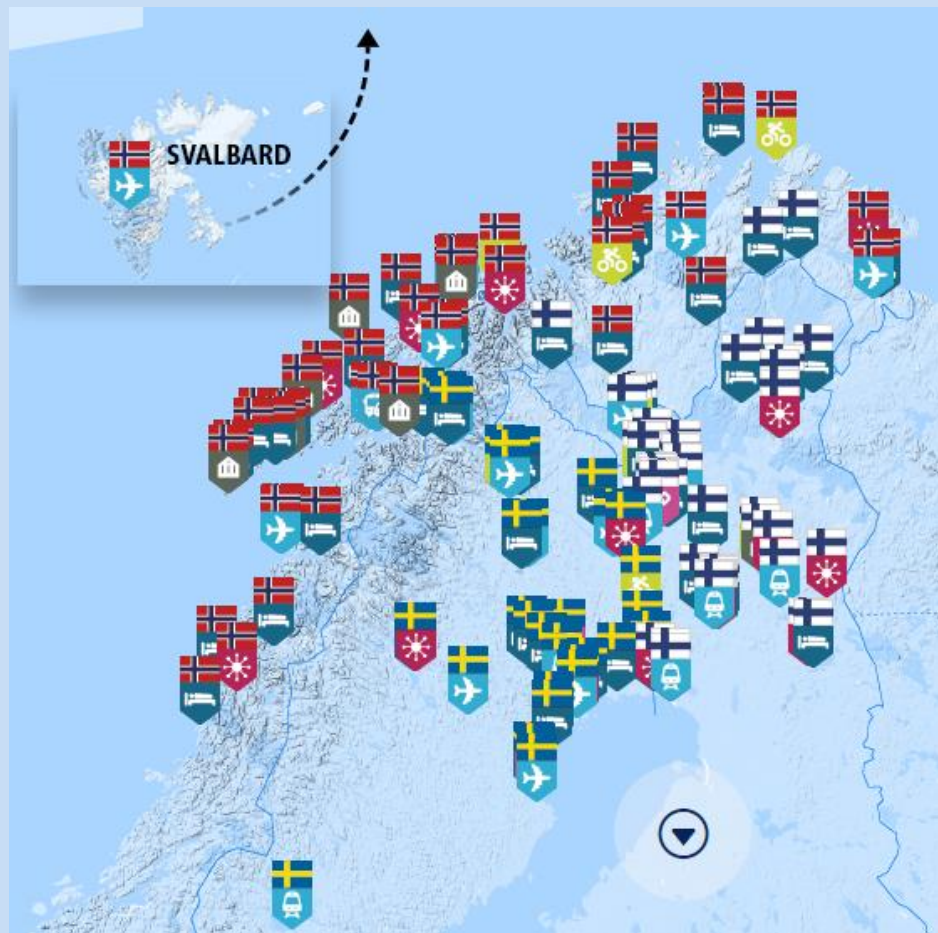
- Scenarios
- Insight: Who is the Norwegian traveller to Northern Norway and how are their interests and needs?
- Webinars: How can companies adjust their products to new guests?
- Summer campaign Norway
- Summer campaign Finland
- SoMe
- Planning for Winter campaign Norway (TBC....)





# Visit Arctic Europe II – Stronger together

Prosjektperiode til 31.03.21 (2018 – 2021)



# Name The Aurora – reach: more than 500 million people, assumed value: 74MNOK

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## The Northern Lights Are Getting Names – Here's How You Can Name One Yourself


The storms usually take on names inspired by Nordic tradition

By [Jessica Poitevien](#) | October 27, 2020 11:11 AM

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Northern lights | CREDIT: JONATHAN NACKSTRAND/AFP/GETTY

Witnessing the northern lights dance across the sky is a bucket-list item for many travelers, but now you can do more than just admire this natural light.


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## The northern lights are going to be named - and you can help choose them

THESSIE CHRISTINE | Lonely Planet Writer · 9 DAYS AGO



The northern lights over Norway © Justin Poyles / Lonely Planet

Some people may dream of seeing their name up in lights, but what about the northern lights? The occurrences of the aurora borealis in

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FÅ OPPTIL 1000 KR I GRATISSPILL!

Leeds vs Leicester


Kompletter 2. nov., 21:50

1	2.60
X	3.60
2	2.65

SPILL NÅ

NordicBet

Åldersgrens 18 år. Spill ansvarlig. [Se alle regler og vilkår](#)




Seeing the Northern Lights is a bucket-list experience for many travellers (Getty Images/Stockphoto)

## TOURISTS GIVEN THE CHANCE TO NAME THE NORTHERN LIGHTS

'This way, they get their own identities and it's easier to communicate about them,' says Visit Arctic Europe


Helen Coffey | @LenniCoffey | 4 days ago

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VISIT ARCTIC EUROPE

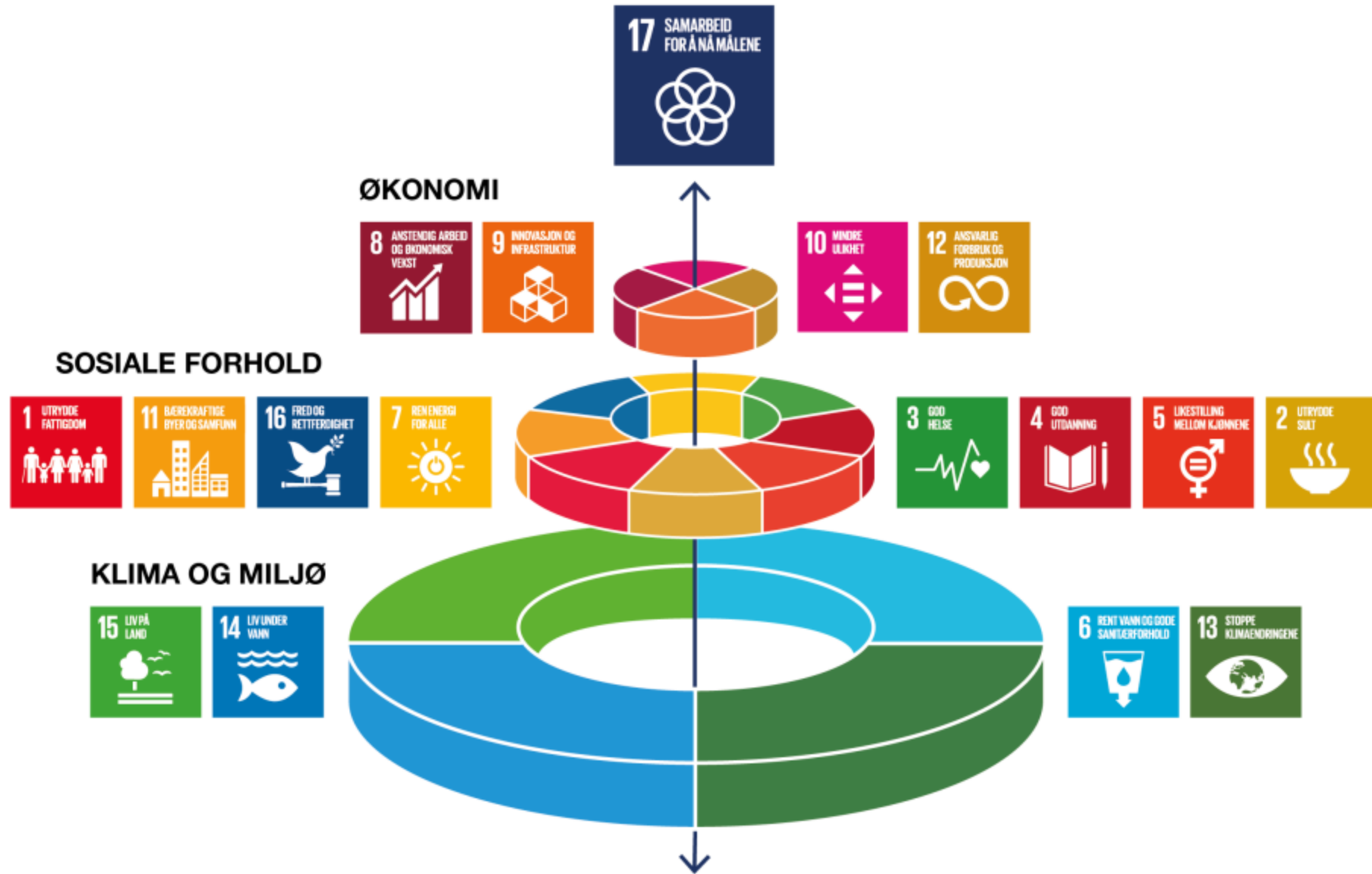




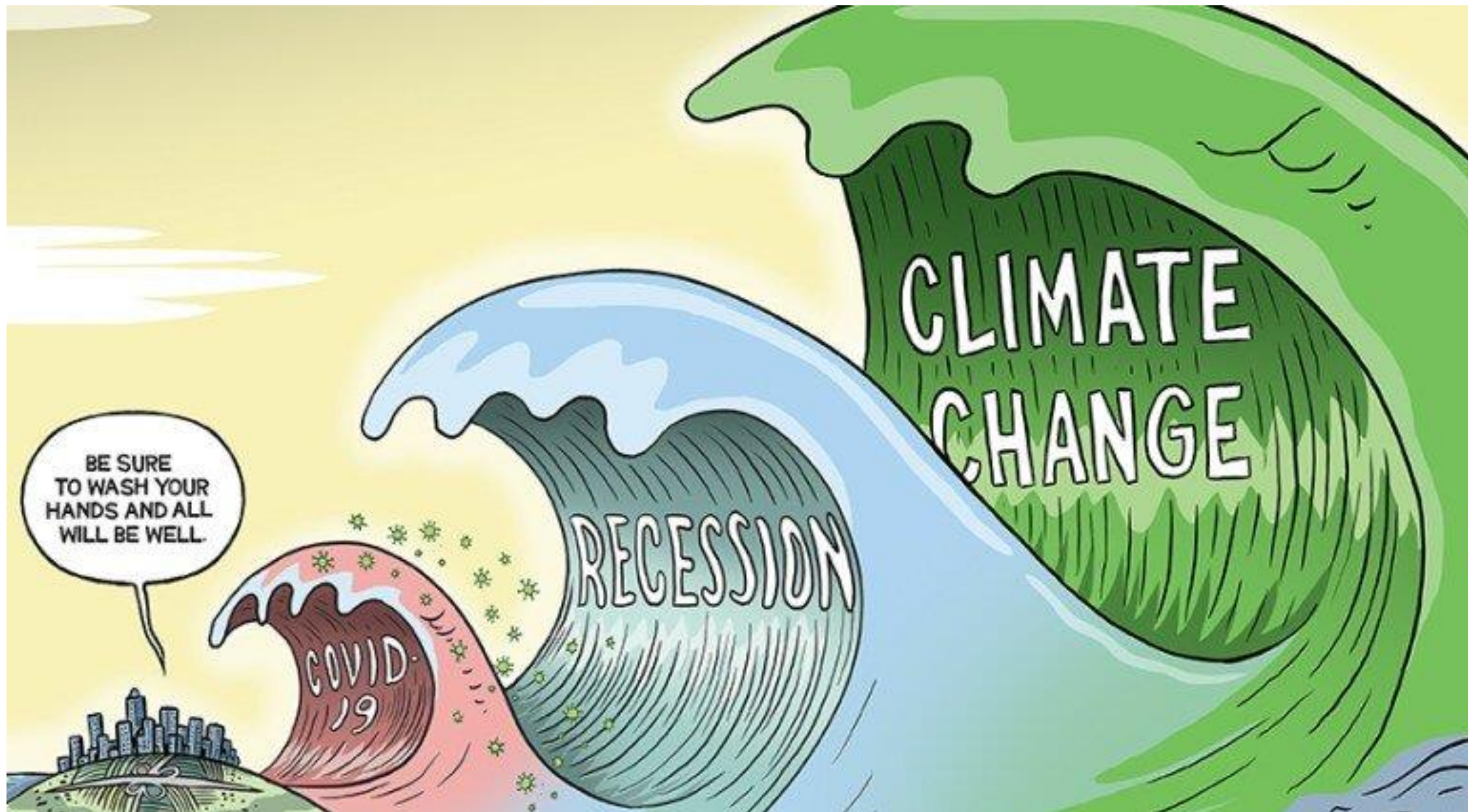
# Tourism in the future

- Ethics and sustainability will be more important for the future traveller
- More conscious travelling
- Different travel styles
- Technology
- Flexibility
- Quality









BE SURE  
TO WASH YOUR  
HANDS AND ALL  
WILL BE WELL.

COVID-  
19

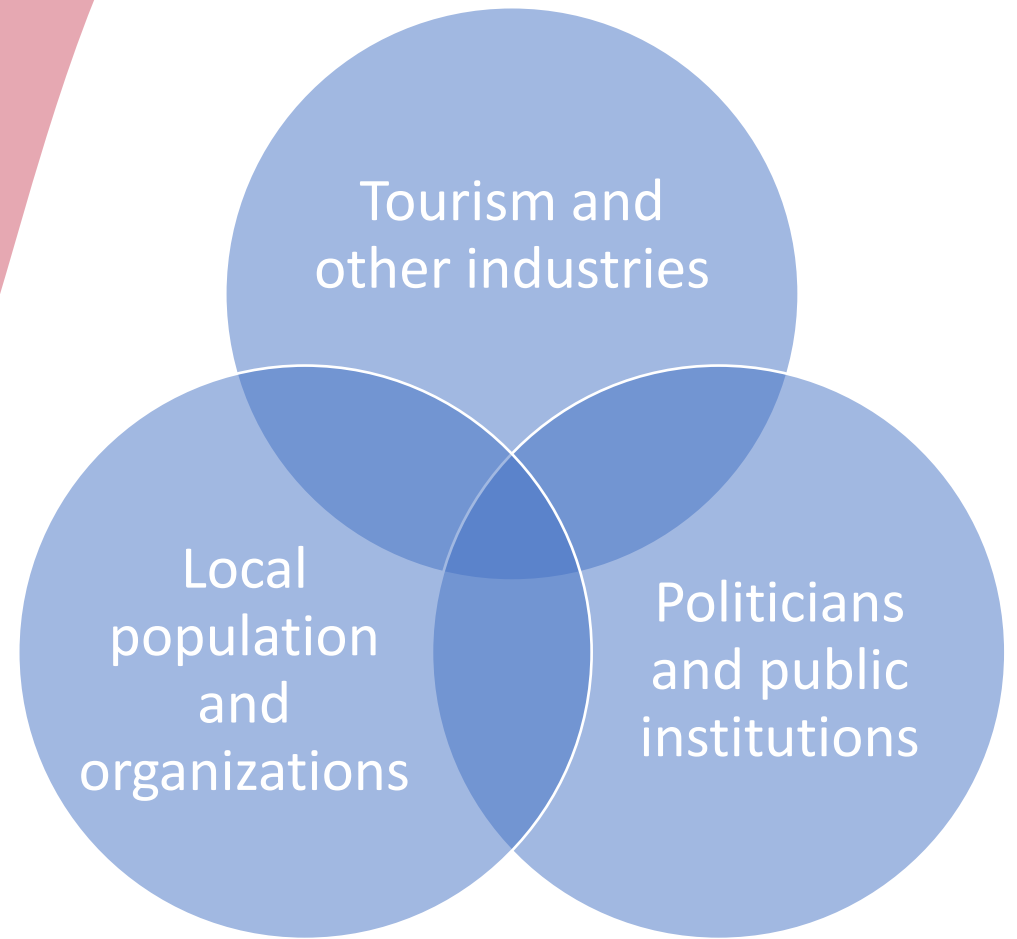
RECESSION

CLIMATE  
CHANGE

*«Tourism is like a fire: It can cook your food and keep you warm, but it can also burn down your house.»*

We need to carry wood to the same fire and make sure it burns with the flame we need.

We need to develop tourism in a responsible way





# JWGT tasks 2021

- Action Plan on Climate Change
- Action Plan on Tourism





ECKYO



## Barents Tourism Action Plan

# Barents Tourism Action Plan Edition 2021 (or 2022?)

- Key areas:
  - cooperation
  - education and knowledge
  - accessibility and transportation infrastructure
  - product development
  - place identity
- 2<sup>nd</sup> edition: 2013
- Due to development, UN's sustainability goals decided in 2015, COVID-19 and other reasons, it is due time to do a 3<sup>rd</sup> edition.

# Suggestion for JWGT schedule 2021

- 4. February:
  - BEATA Webinar on low and zero emission aviation.
- Mid February:
  - Digital task force meeting to create input to Action Plan on Climate Change
- 27. April
  - Participation in Climate Smart Barent Region Webinar
- Mid May: Digital meeting:
  - 2nd round workshop on Action Plan on Climate Change
- Mid June: Digital Meeting:
  - 1st round workshop on Barents Tourism Action Plan, 3rd Edition
- October: Physical meeting in Norway:
  - 2nd round workshop on Barents Tourism Action Plan, 3rd Edition

