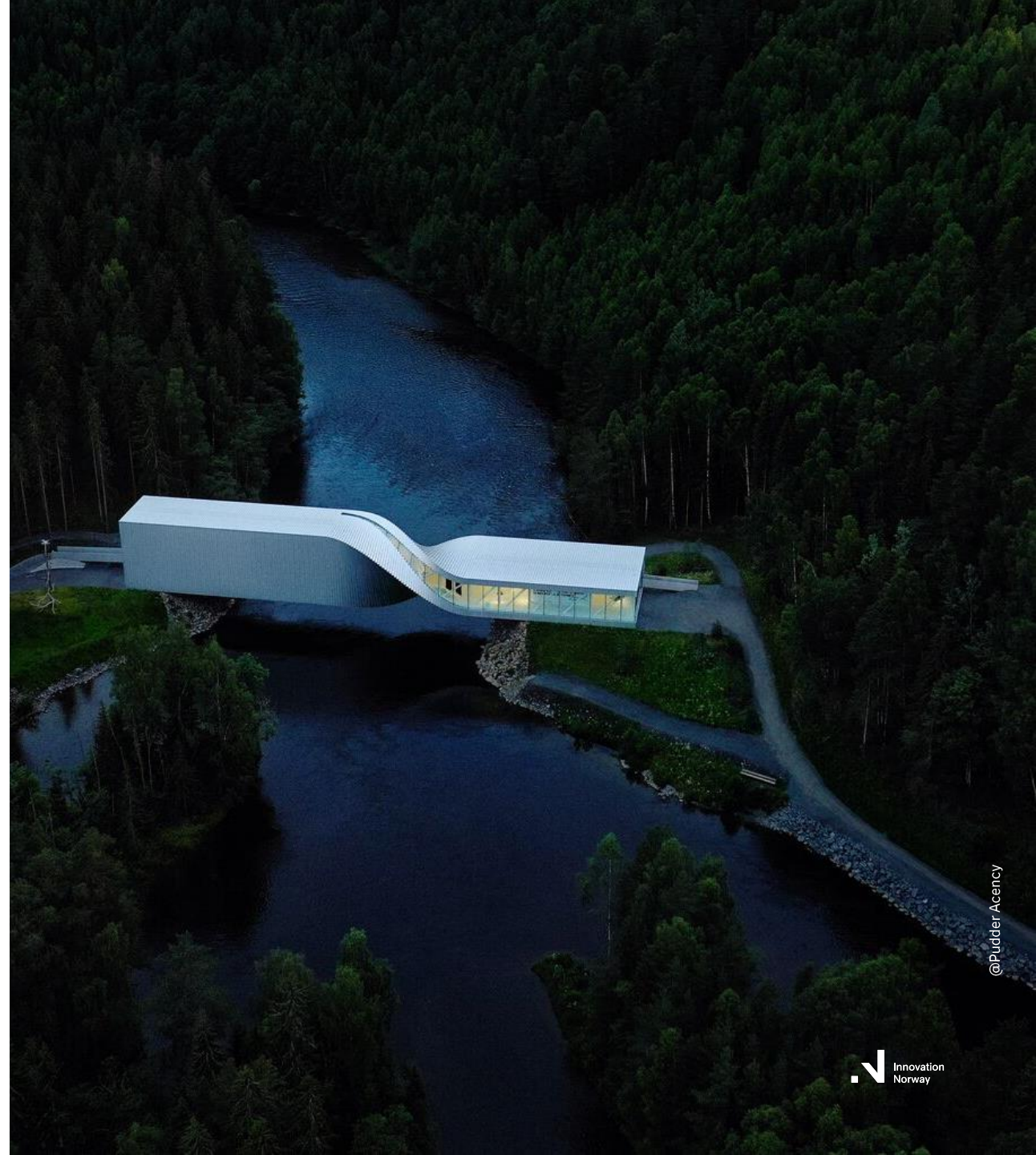


# Visit Norway



# Brief introduction

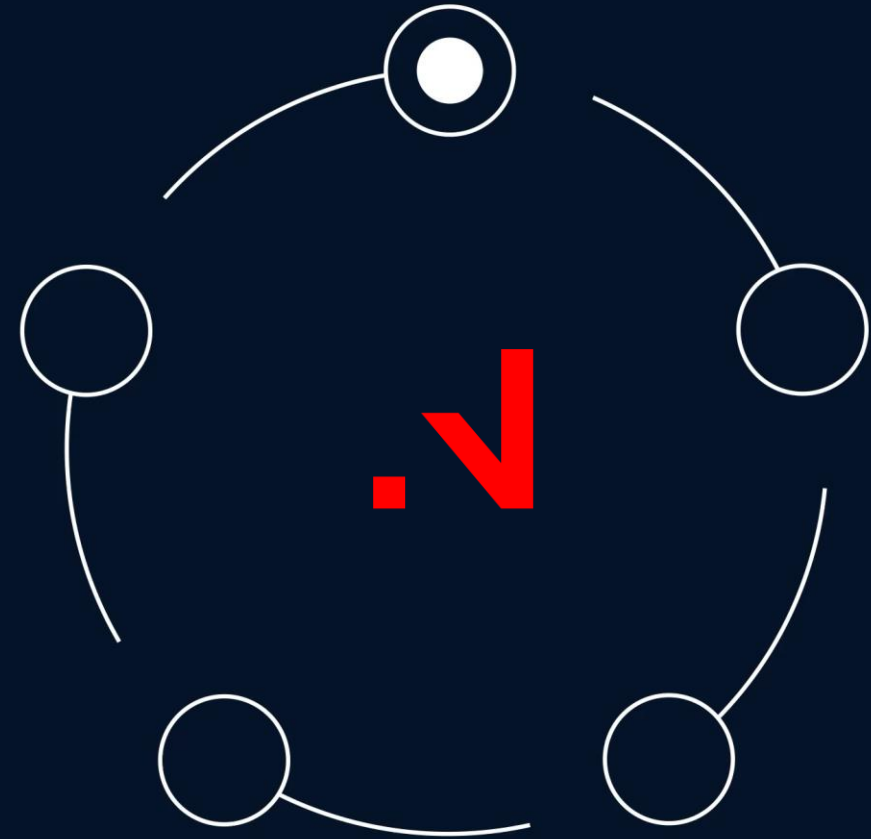
- About Innovation Norway and Visit Norway
- Strategy
- How we work
- B2B – MICE
- Challenges and / or opportunities?



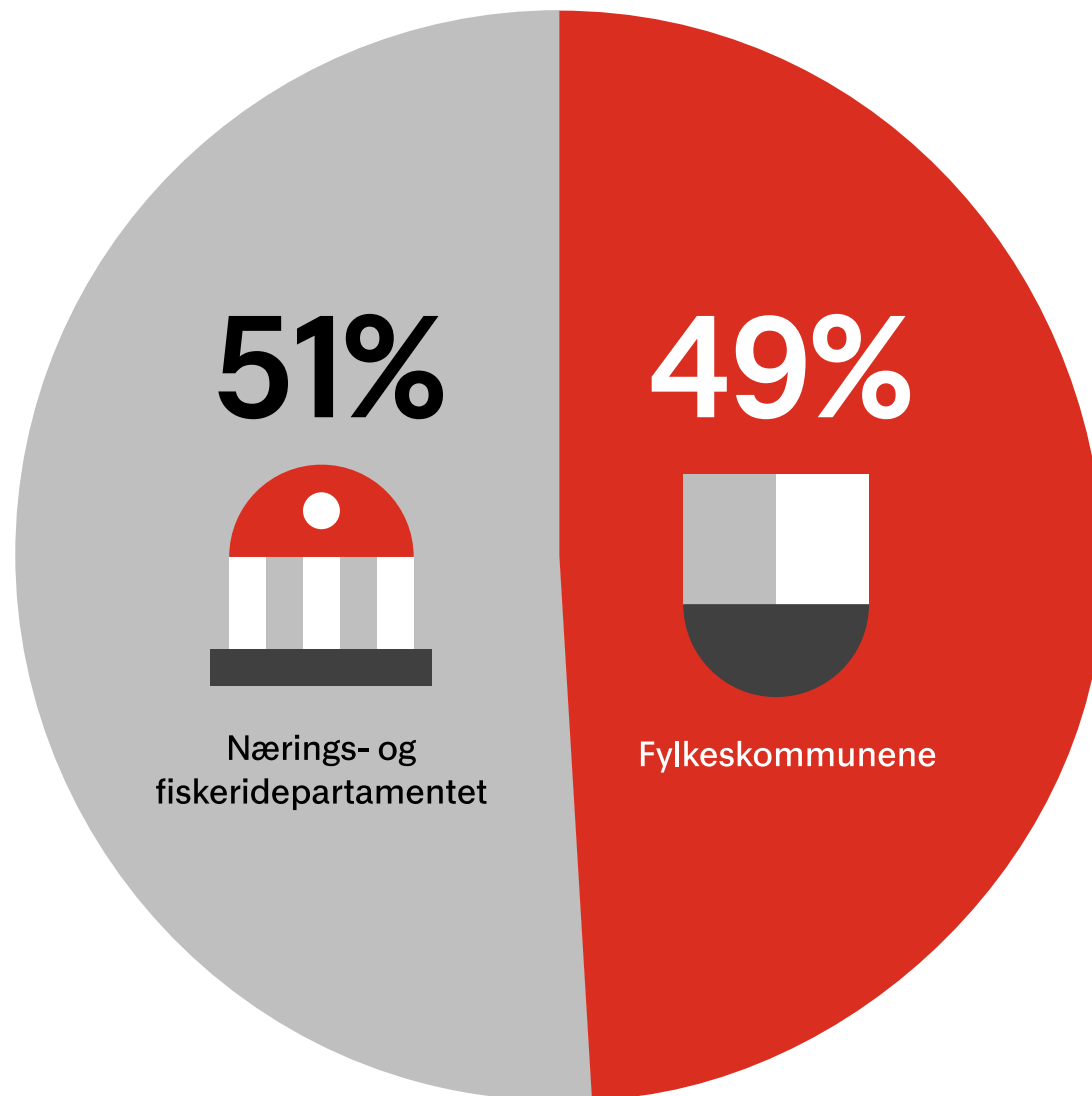
Innovation Norway

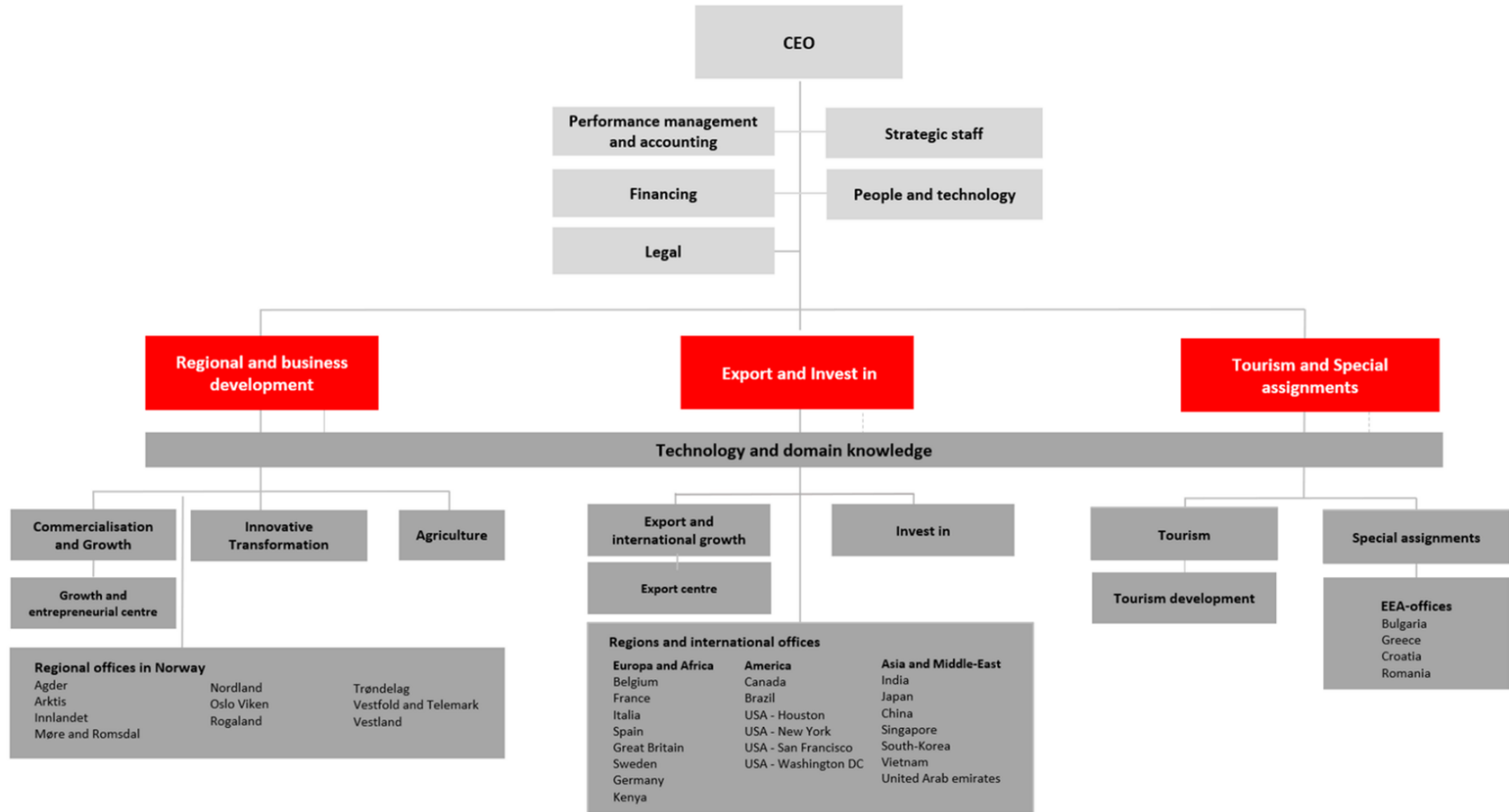
# Ministry of Trade, Industry and Fisheries

“Innovation Norway is the Norwegian Government’s and the county authorities’ most important instrument for realizing value-creating business development, restructuring, green growth and development of export opportunities for companies throughout the country”



# Our owners





# Innovation Norway Tourism = Visit Norway

# The Tourism Mandate

Develop a climate friendly and sustainable tourism sector

Increase the value creation in the private sector

Marketing towards more sustainable and valuable target groups

Offer services and tools to help achieve the tourism targets



Photo: Yngve Olsen Sæbbe



Our offices abroad

## International presence

We are present in **24 international markets**. Through our physical presence we work proactively to help our customers take full advantage of business opportunities in priority industries and win market shares internationally.





Our offices in Norway

## National presence

We have offices throughout the country and have presence in most of Norway's counties.



# National tourism strategy 2030

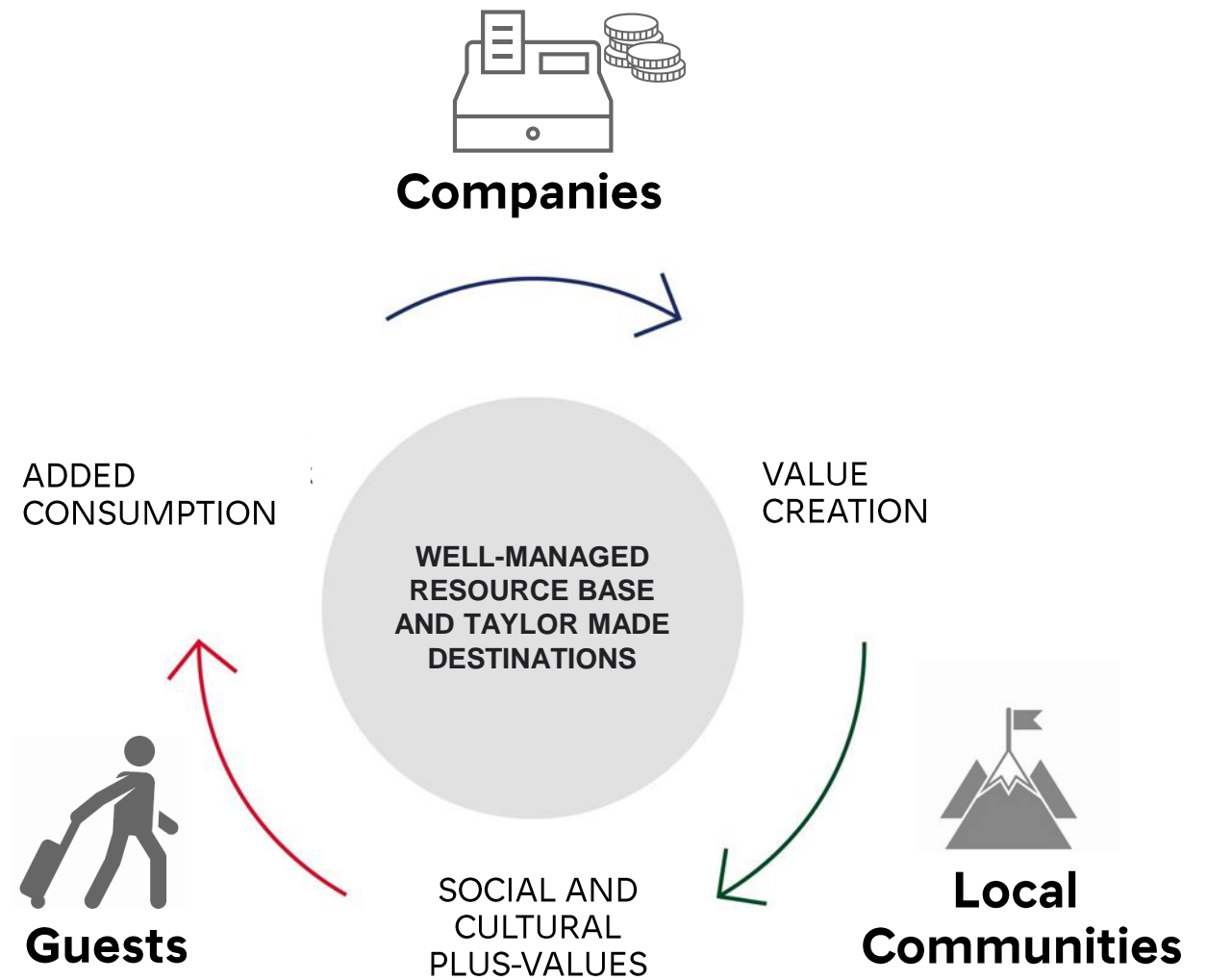
**High yield,  
low impact**

# National Tourism Strategy 2030

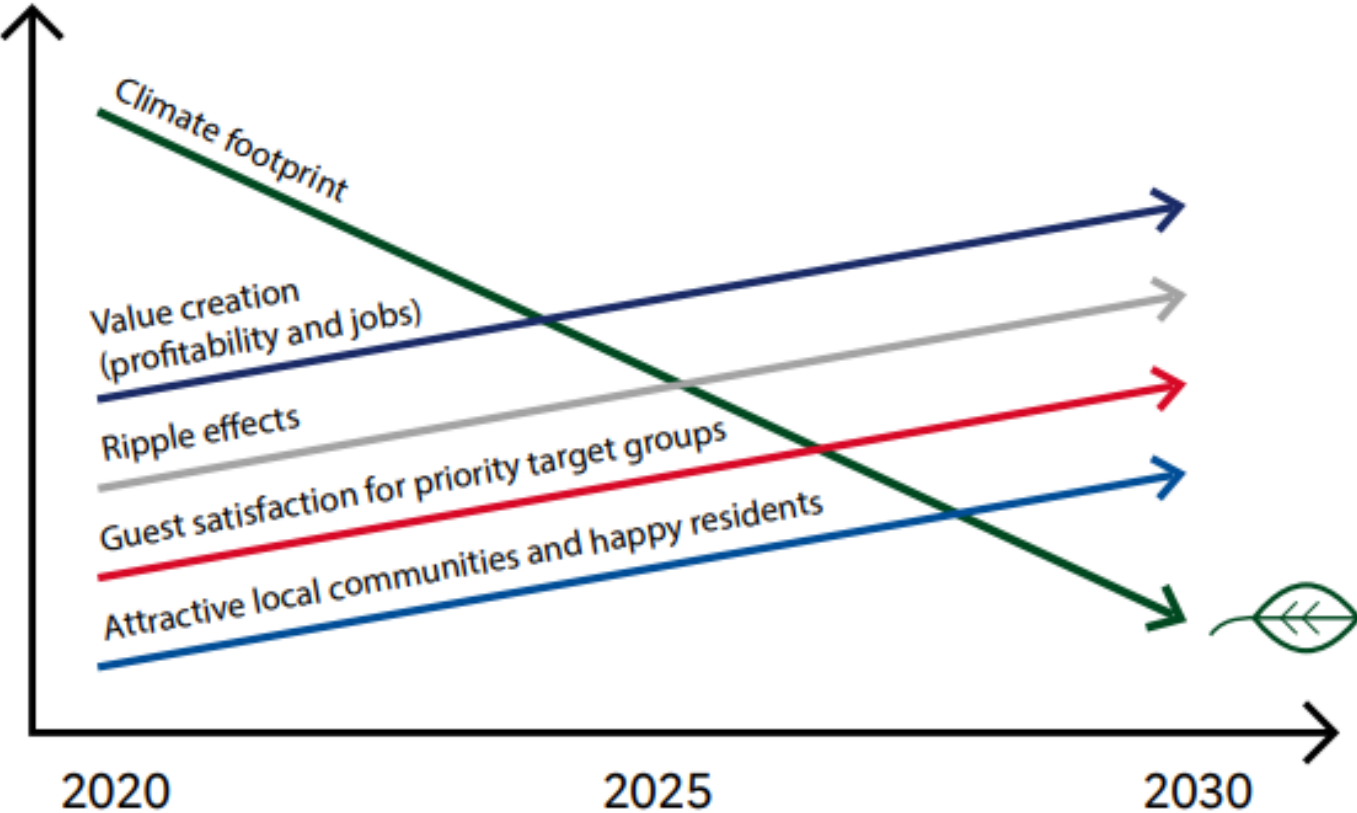
Big impact, small footprint



# Applies a **holistic** perspective



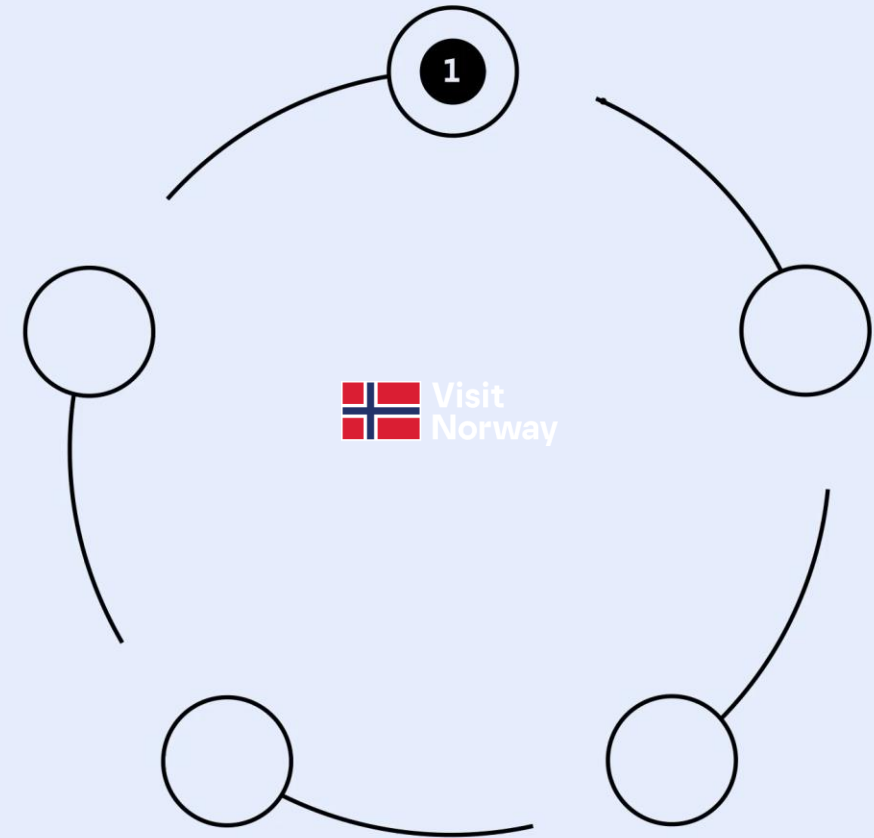
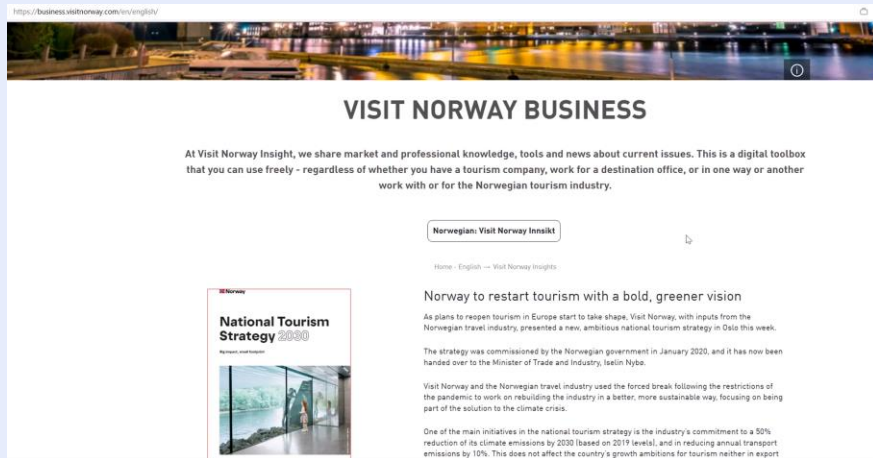
# Points at mutually dependent goals



# How we work

# 1. Analysis / statistics

Reports  
Statistics  
Analysis



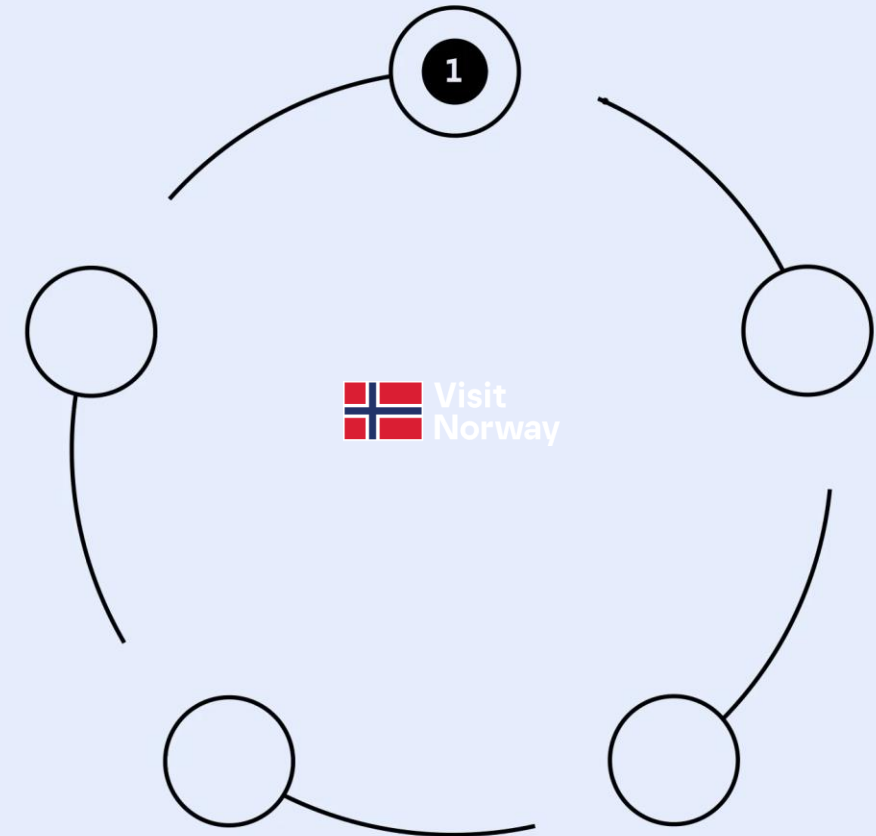
# 2. Development

Sustainable destinations program

Networks

Courses

Development programs/Global  
Growth



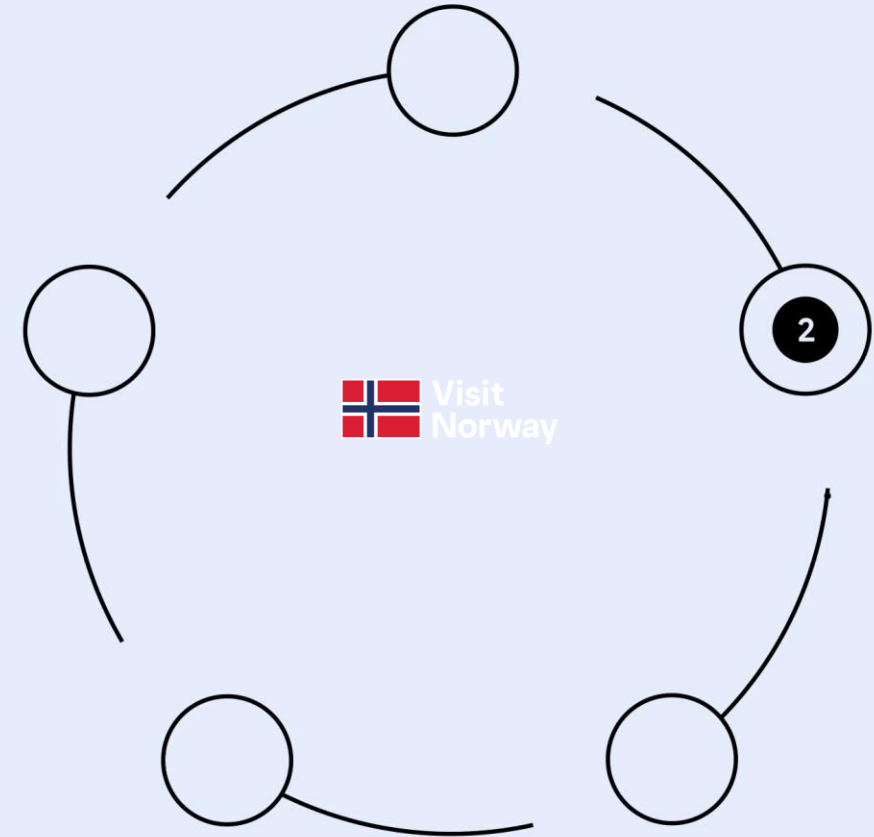
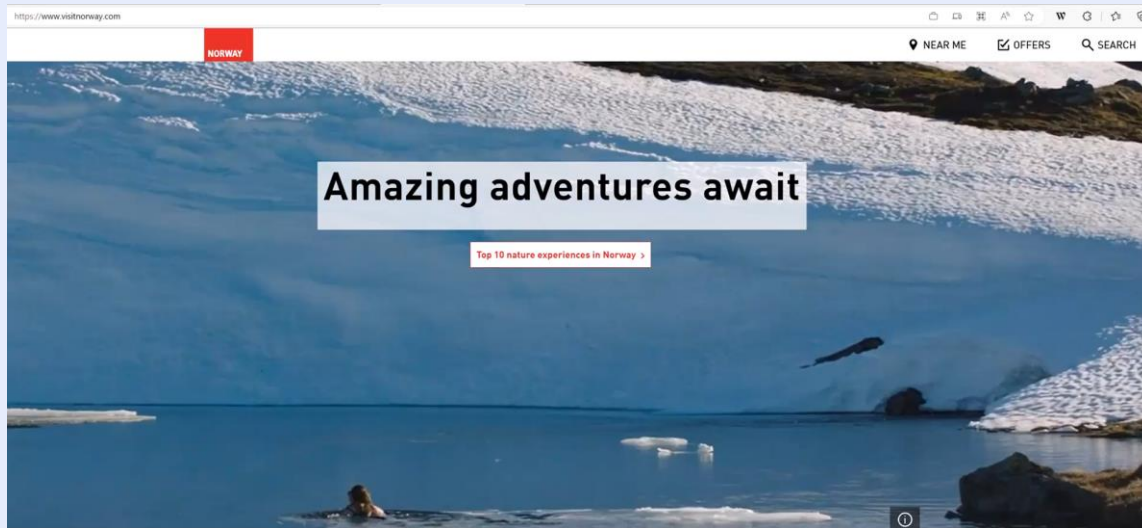
# 3. B2C

Web

Campaigns

SoMe

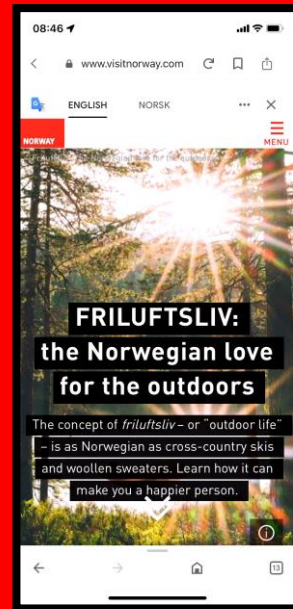
Press/Media



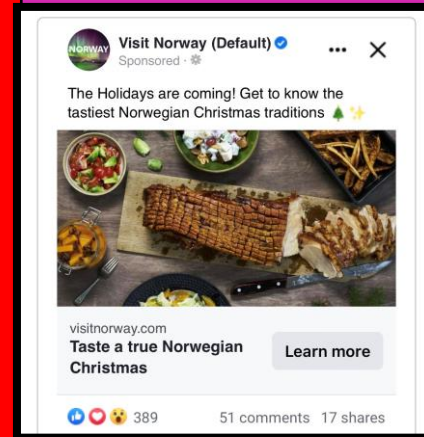
# Adventure



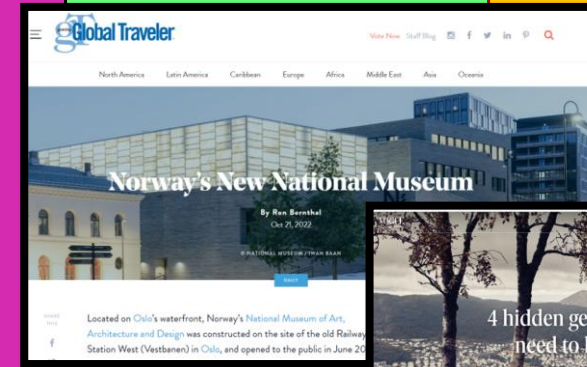
# Energy activities



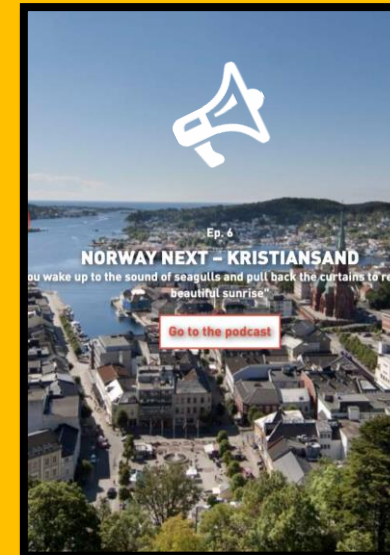
# Food tourism



# Arts & culture

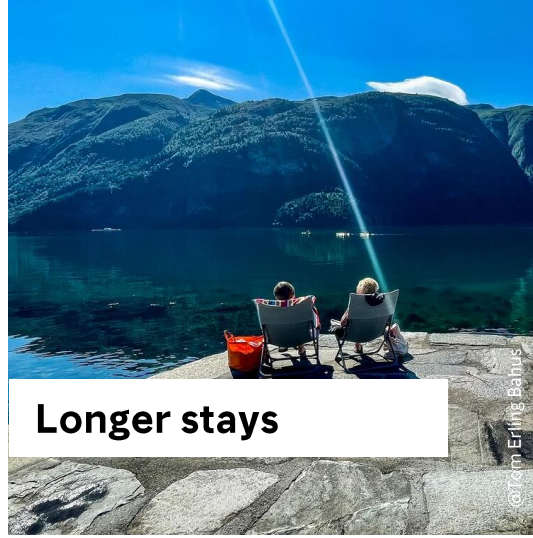


# City Breaks

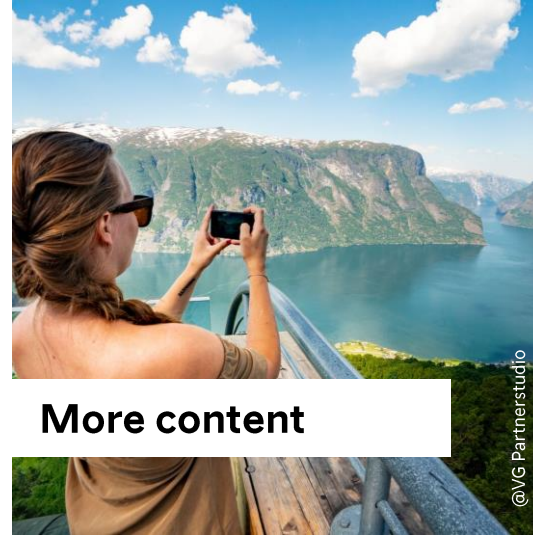




**Mono destinations**



**Longer stays**



**More content**



**Public transport**



**Local food**



**Local culture**



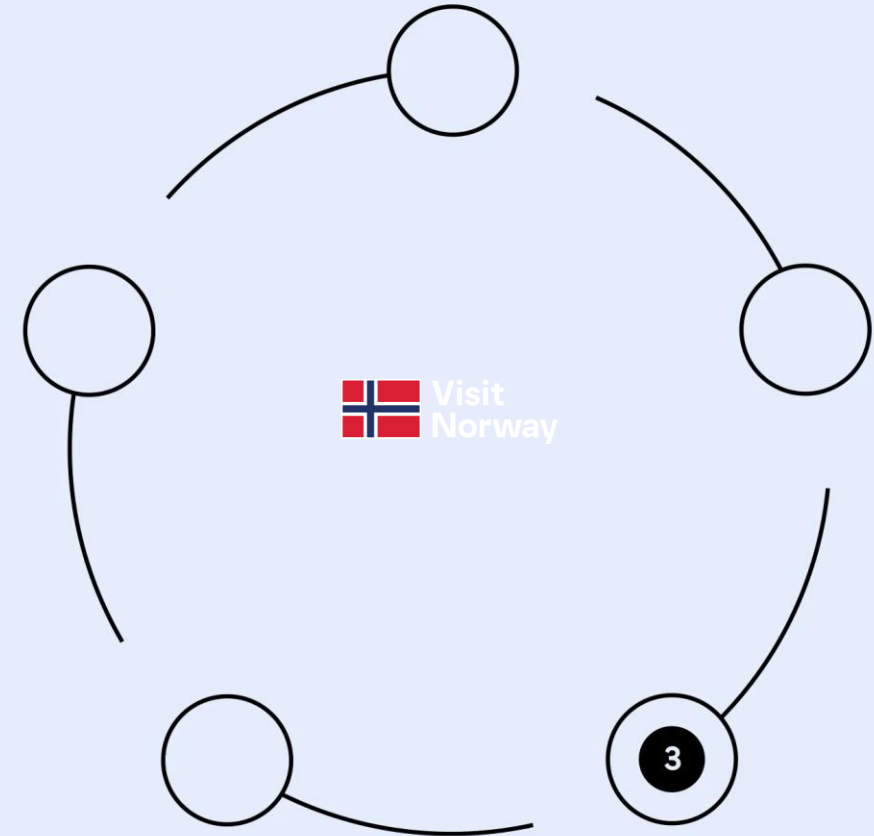
**Activities/  
Adventures**



**Seasons**

# 4. B2B

Leisure & MICE



# B2B - MICE



# Congresses



# Priorities for the congress segment

Cooperation between the  
7 biggest cities

- Oslo Convention Bureau
- Bergen Convention Bureau
- Trondheim Convention Bureau
- Region Stavanger Convention Bureau
- VisitSouthern Norway
- VisitBodø
- VisitTromsø





## TOOLS

- Strategy
- Statistics
- Congress survey
- Measurement Tools & Documentation
- Marketing and communication



## ACTIVITIES

- Events for Association clients
- 'Arendalsuka' (national)
- Ambassador programs
- ICCA activities & Network



## DEVELOPMENT PROJECTS

- Legacy program
- Risk relief fund for congresses

# Facts & Statistics 2023

- Nearly 300 congresses registered 2023
- We are losing market shares, down 40% from before the pandemic
- May, June, September and November are the most active months
- 50% are international congresses, 30% Nordic and 17% European



# Corporate

# Main focus within the Corporate segment

- Create arenas for Norwegian suppliers to meet international buyers
- Certain criterias for participating in our activities
- Our main communication channel internationally: LinkedIn and [www.visitnorway.com/meetings](http://www.visitnorway.com/meetings)



# B2B activities - international

- International fairs: IMEX, IMEX America, IBTM
- Annual event in Norway: #MeetInNorway
- FAM-trips with participants from different markets



# B2B activities – prioritised markets

- Workshops/fairs and network-events
- FAM-trips with participants from only 1 market



# Culture and Sports Events

# IN is the national events unit in Norway

Priorities:



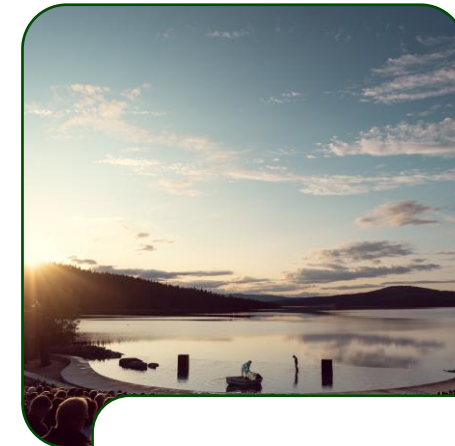
International events to Norway

- Map and dialogue
- Bid
- Win



Develop annual events in Norway

- Increased competence and network
- Tools



Increased value creation for Norway

# Background

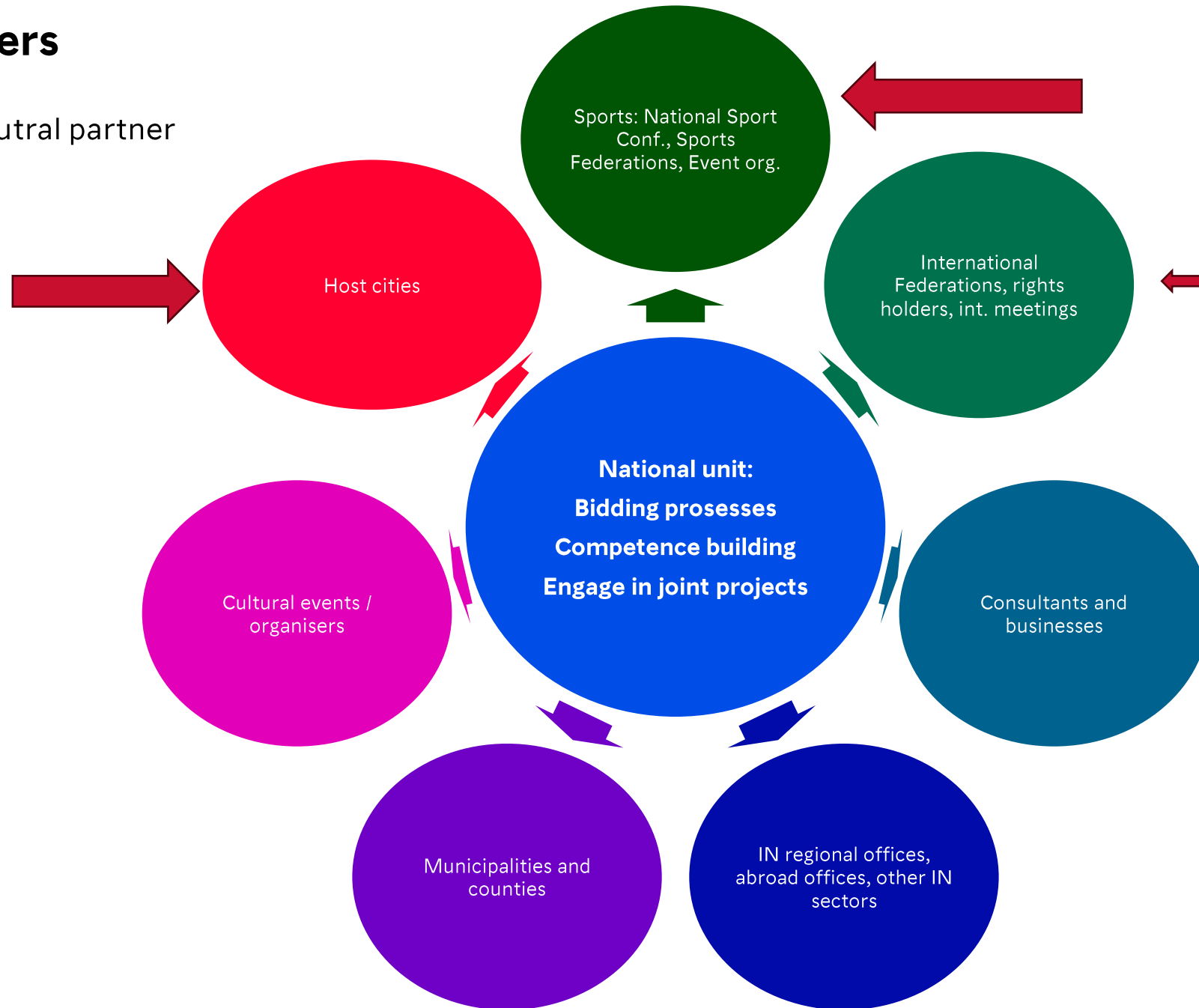
## Events in Norway:

- More than 900 annual festivals
- 55 national sports federations with competitions within sports for all and elite
- Events: reason to go for 1/10 tourists to Norway (2019)
  - Summer (2023):
    - 1/3 Norwegians
    - 1/4 International tourists
- Big contribution economically for a region (tourism entities, contractors, employment etc.)

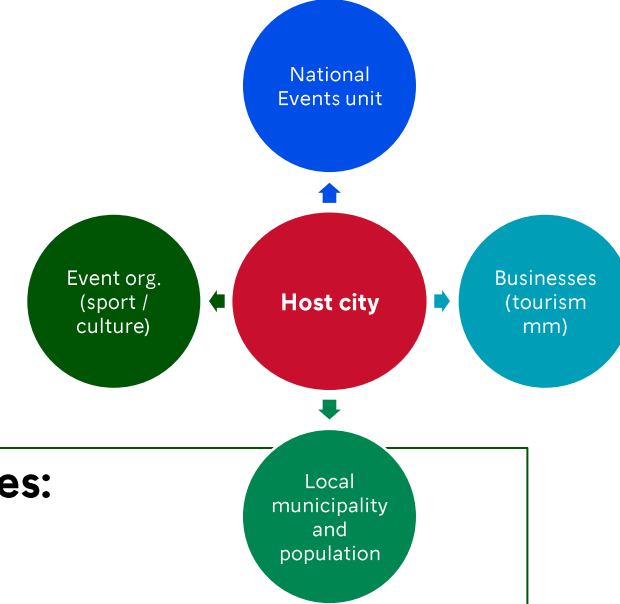


# Stakeholders

We act as a neutral partner



# How we work towards:



## Int. sport federations and rights holders

- Participate at international conferences
  - Host City Glasgow
  - Smart Cities and Sport
  - Major Events International
  - Sport Accord Convention (joint Norwegian stand with destinations)
- International network of consultancies and «competitors» (IAEH, The Sports Consultancy, bcw, Nordic Event Hosts)

## National sport federations and event organisers

- National conference
- Network and meetings for event organisers
- Connecting Int.fed – national fed.- host city
- Participate in sports conferences and meetings
- Participate in conferences with cultural sector
- Signed agreement with the The Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF)

## Host cities:

We:

- Help and coordinate
- Joint meetings for increased competence
- Events on the agenda
- Contribute to local meetings and presentations

They:

- Local stakeholders and actors (organisations, businesses, clubs, municipalities etc.)
- Bids

Tools: content bank, movies, event impact calculator, mentoring scheme

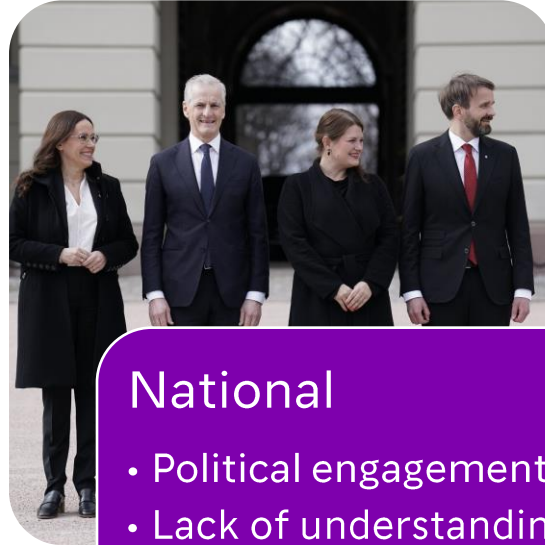
# Challenges and / or opportunities?

# Main challenges



## Global

- Geopolitical, security, climate changes, pandemics, unpredictable future etc. etc.



## National

- Political engagement
- Lack of understanding of the impact of congresses and events
- Financial support and funding towards major congresses and events

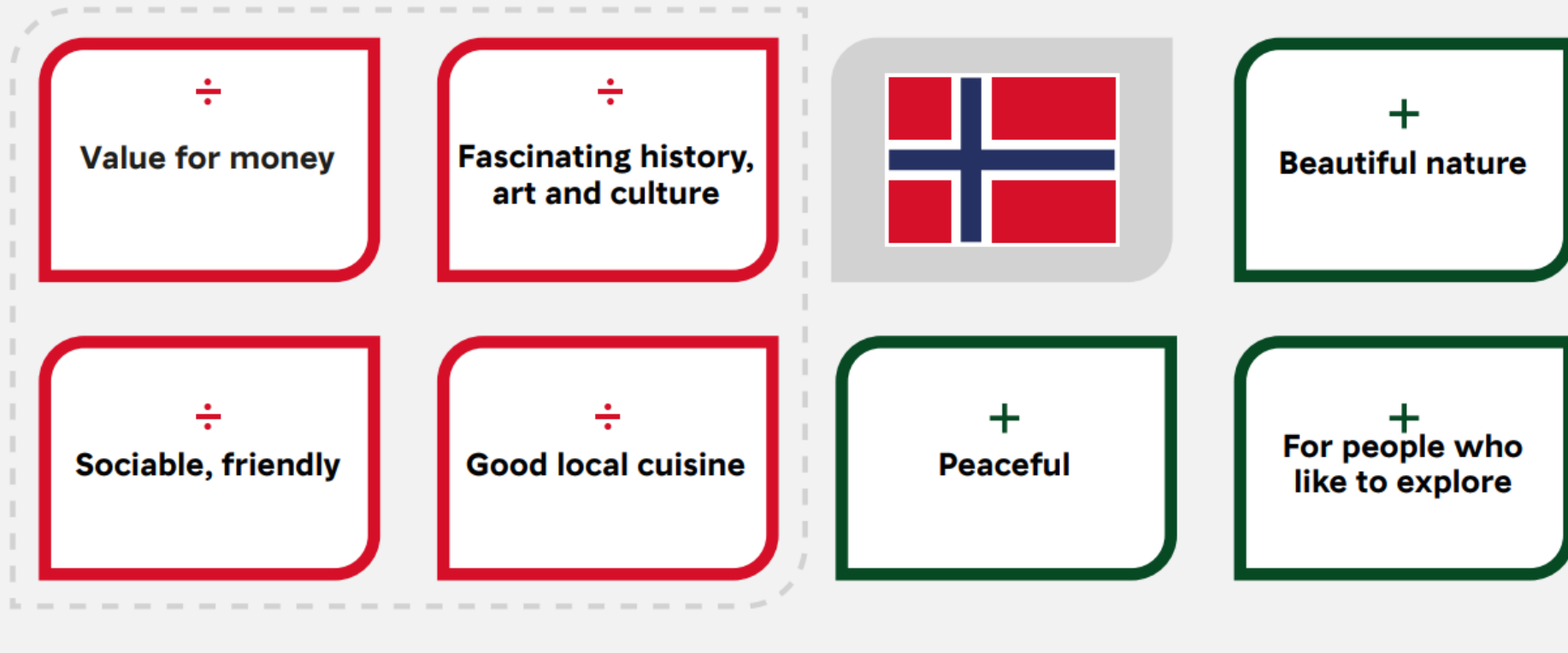


## Industry:

- Lack of resources and budgets in the industry (post-pandemic)
- Recruitment, knowledge and continuity

# Areas of improvement

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



# Coming soon...



Tourism  
lunched as  
the  
government's  
5th export  
industry  
initiative



Risk relief  
fund for  
international  
congresses



Legacy  
Program for  
congresses



Event Impact  
Tool (planning  
for more  
sustainable  
events)



Updated  
Economic  
Impact  
Calculator

# Kiitos!

Questions?