

The background of the slide is a composite image. The top half shows a close-up of the Aurora Borealis (Northern Lights) in shades of green and blue against a dark night sky. The bottom half shows a panoramic view of a city, likely Tromsø, Norway, at night. The city lights are reflected in the water of a fjord. In the foreground, on a rocky outcrop, there are a few small, white, traditional Norwegian houses. The overall scene is serene and picturesque, highlighting the natural beauty of Norway.

# The Norwegian perspective on Successful Tourism

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# “Coolcation” or just cool?

- Heavy growth from key markets
- Bucket list destinations heavily affected
- Seasonal adjustment

Oktober									Så langt i år	
	2019	2021	2022	2023	2024	%-endring 2023-2024	%-endring 2019-2024	andel 2024	Jan-okt	%-endring 2019-2024
I alt	2 231 659	2 362 975	2 350 454	2 360 995	2 527 791	7 %	13 %	100 %	34 404 039	9 %
Norge	1 767 649	2 056 656	1 941 851	1 858 741	1 869 951	1 %	6 %	74 %	23 138 011	7 %
Utlandet i alt	464 010	306 319	408 603	502 254	657 840	31 %	42 %	26 %	11 266 028	14 %
USA	54 900	27 083	54 410	65 563	98 886	51 %	80 %	15 %	1 161 298	31 %
Tyskland	50 069	50 535	58 860	70 123	79 949	14 %	60 %	12 %	2 314 720	23 %
Sverige	55 393	42 810	50 194	59 651	69 517	17 %	25 %	11 %	1 119 732	12 %
Storbritannia	35 507	21 152	32 358	38 758	48 158	24 %	36 %	7 %	651 693	14 %
Danmark	27 484	25 723	26 996	33 654	31 180	-7 %	13 %	5 %	783 229	15 %
Nederland	14 228	16 798	22 591	20 827	25 426	22 %	79 %	4 %	863 008	16 %
Kina	29 594	661	1 601	9 863	23 980	143 %	-19 %	4 %	182 975	-59 %
Frankrike	14 193	17 077	15 605	18 441	22 857	24 %	61 %	3 %	506 879	19 %
Spania	12 321	8 815	11 349	13 348	18 611	39 %	51 %	3 %	311 996	-4 %
Italia	9 494	9 991	8 782	12 167	14 972	23 %	58 %	2 %	312 757	23 %
Sveits	8 281	4 872	8 300	11 802	14 142	20 %	71 %	2 %	324 948	42 %

# Sustainable Destination Development

- National Sustainable Tourism Strategy
- GSTC Sustainable Destination certification
- Stakeholder engagement

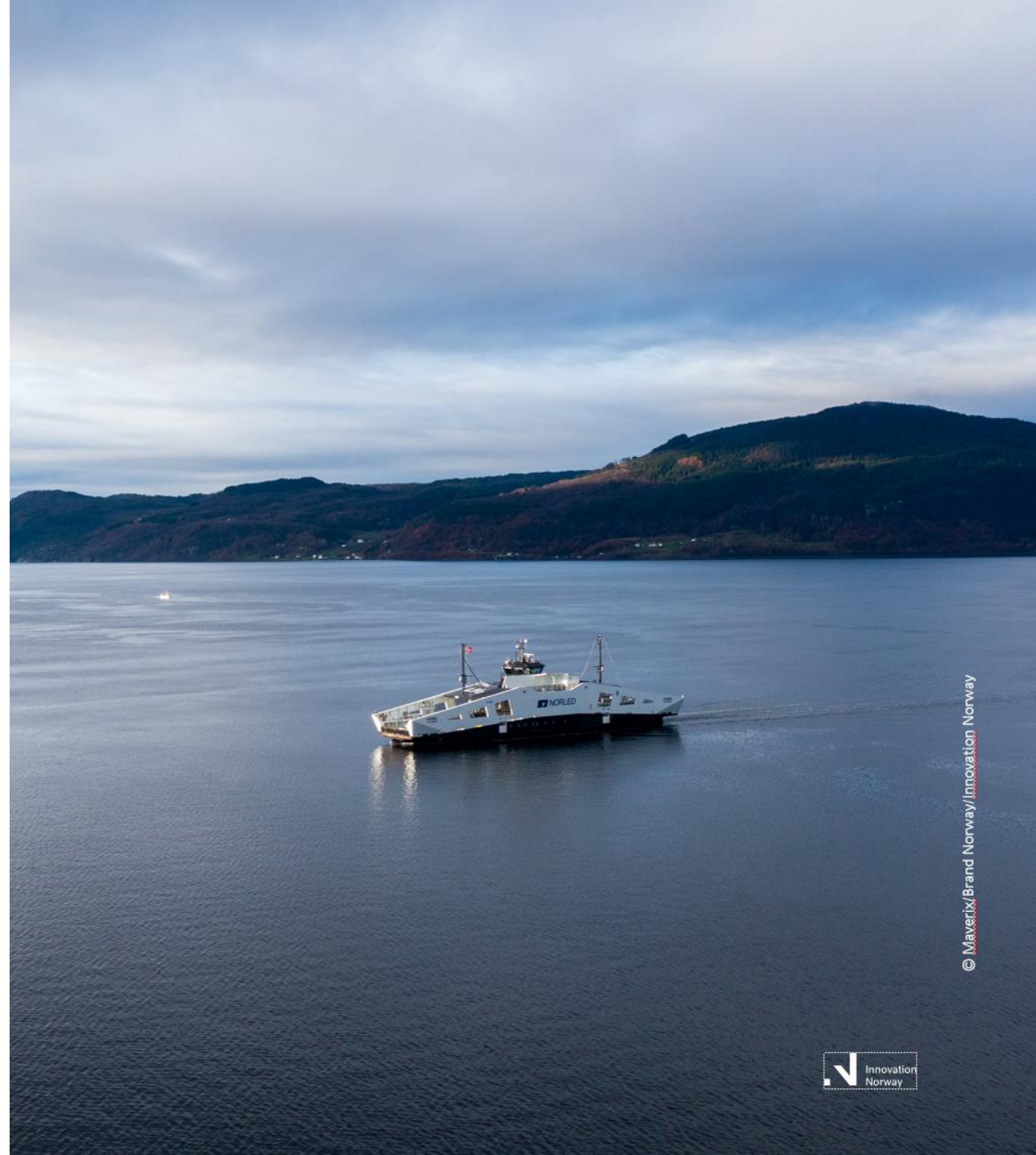
# Public – Private Partnerships

- Incentives & Regulation
- EV adoption – more EVs on roads than gas-powered cars
- 90% all new cars electric - 10 years ahead of EUs goals



# The Business Case

- Shipbuilding nation – know how
- Green maritime – value creation
- 90 electric passenger ferries in operation





# Executive Level Commitment

In-country platforms for discussion, learning, and commitment to solutions and sustainable business models.

- USTOA SIR Summit
- Tourism Cares Meaningful Travel Summit
- ATTA Climate Action Summit



**«Alone we can do so little,  
together we can do so much»**

**-Helen Keller**

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