

Tromsø as a year-round travel destination

Regine Igesund
Marketing and hospitality coordinator
Visit Tromsø-Region AS

Photo: Vegard Stien



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Photo: Vegard Stien

Visit Tromsø-Region AS

- Established in 2009
- 20 employees (including 10 permanent)
- Approx. 200 member companies
- One of Norway's largest destination companies
- Operates the official Tourist Information Centre for the Tromsø region



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New core strategy for the company

Destination management

Contribute to well-functioning destination management and related facilitation for quality deliveries and value creation.

Interaction

Contribute to effective interaction between the local and regional stakeholders and external stakeholders (if needed).

Expertise

Spread relevant marked insight and development expertise about the destination.

Hosting

Ensure good hosting of the visitors.

Profiling

Profile the destination and ensure it's visible in prioritised markets.



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Tromsø marked as a sustainable destination in 2019



Photo: Vegard Stien



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Looking back



Photo: Rebecca Skoog



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Culture, sports and congresses

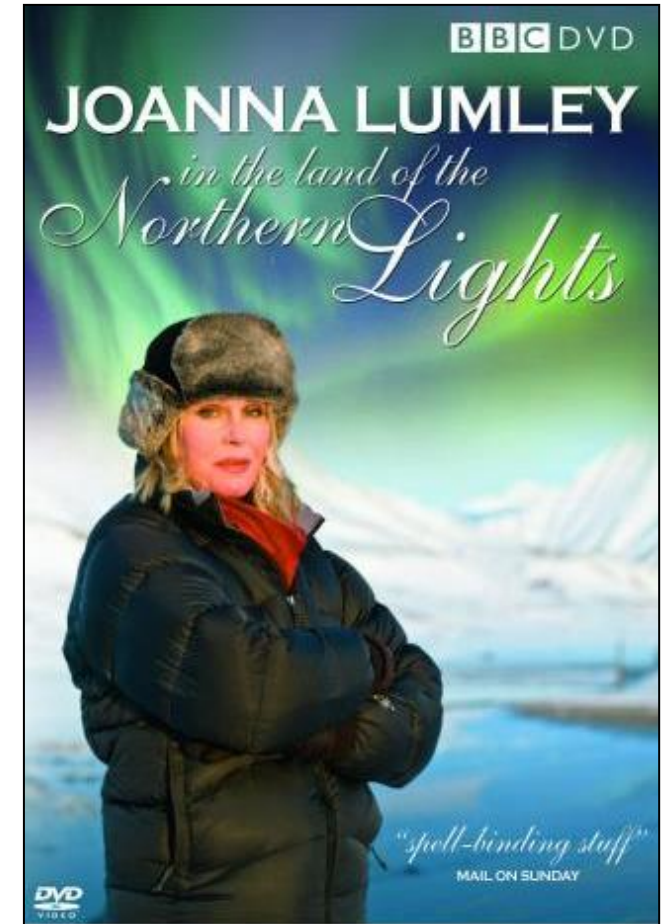
- Northern Lights festival (1988)
 - Midnight Sun Marathon (1989)
 - Tromsø International Film Festival (1991)
 - Bukta – open air festival (2004)
 - Arctic Frontiers (2006)
- Today, it is a challenge that many of these events crash with the high season. Profitable guests in the holiday and leisure market occupy a big part of the hotel capacity, especially during the winter season.



The start of today's travel adventure in Tromsø

Strategic work in combination with positive activities:

- In 2008, the documentary "Joanna Lumley in the land of the northern lights" came out
- In parallel, Norwegian started a direct route between Tromsø and London
- Hurtigruten had its venture "Hunting the light", which dealt with light in the dark and, of course, the northern lights
- The providers in Tromsø created many good and high-quality products
- Social media offered a proliferation of magical Northern Lights images - some unrealistically magical
- Cameras on mobile phones kept getting better. People could take their own Northern Lights photos



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Before covid we saw 10 years of growth

98 %
Hotel guests days

81 %
Hotel guests

217.000
Airbnb

2,6 billion
value creation



How to make Tromsø a year-round destination?



Photo: David Jenssen

Many quality offers provide a good overall experience



Photo: Vegard Stien



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Reasons to go!

- The light throughout the year!
 - Northern lights / midnight sun
 - Sunset seasons / autumn lights / polar night lights
- Urban Wilderness
- Sami culture, traditions and history
- Experiences
 - Whale watching tours
 - Cross-country skiing/ski touring/snow shoeing
 - Snow mobiling
 - Dog sledding
 - Hiking and biking
 - Kayaking
- Local cuisine
- Sea, mountains and fjords
- Compact city – easy to get around
- Many international direct routes



Photo: Vegard Stien



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Midnight sun experiences



Photo: Rebecca Skoog



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Hear the sound of the Arctic



Photo: Arctic Philharmonic



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Local culture and art



A large crowd of people is gathered outdoors, many holding up glasses of beer. In the background, there are large, snow-capped mountains under a hazy, sunset sky. A person is visible on the left, holding a microphone. The word 'BUKTA' is partially visible in large letters behind the crowd.

Meet the locals



Get to know the Sami culture

Photo: Vegard Stien



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Experience the city life,
festivals and events

Photo: Vegard Stien



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MATHALLEN
DELIKATESSER

FISH STORIES TOLD HERE.... SOME TRUE !!!

Taste the Arctic

A B C D E FISH

IN COD WE TRUST

★ ★ ★ ★



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The last snow – spring skiing

Photo: Lars Mathisen



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Autumn lights and colours

Photo: Martin Andersen | NordNorsk Reiseliv



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Northern lights experiences

Photo: Martin Andersen | NordNorsk Reiseliv



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Whale watching safaris



Photo: Kari Schibevaag



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The power of marketing

- Prioritizing
- Honest and responsible
- Facts and information



SPRING&SUMMER

MAY TO AUGUST

Midnight sun: 20 May - 22 July



Biking



Fjord
Excursions



Husky



Hiking



Kayaking



Fishing



City
Sightseeing



Cruise
Sail



Wildlife



Restaurants

AUTUMN&WINTER

SEPTEMBER TO APRIL

Northern lights: 1 September - 15 April



Northern
Lights



Skiing
Snowshoeing



Husky



Fishing



Snow
Mobile



Sami
Culture
Reindeer



City
Sightseeing



Cruise
Sail



Wildlife



Whale
Safari



Restaurants



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The difference between our Summer and Winter visitors

- Winter
 - Buys a lot of activities
 - Dark, snowy and icy roads, and challenging weather
 - Unavailable activities such as dog sledding, Sami experiences, fjord trips, whale and northern lights experiences give a stronger willingness to buy
 - Often a "one-stop" in the destination (not travelling around in the region)
- Summer
 - Manages well on their own
 - Can easily go hiking, sightseeing and camping by themselves
 - Bright outside the whole day and night
 - Round trip: many drive themselves (tent, motorhome, camper, caravan)
 - Low willingness to buy experiences/activities
 - Fewer available products to buy



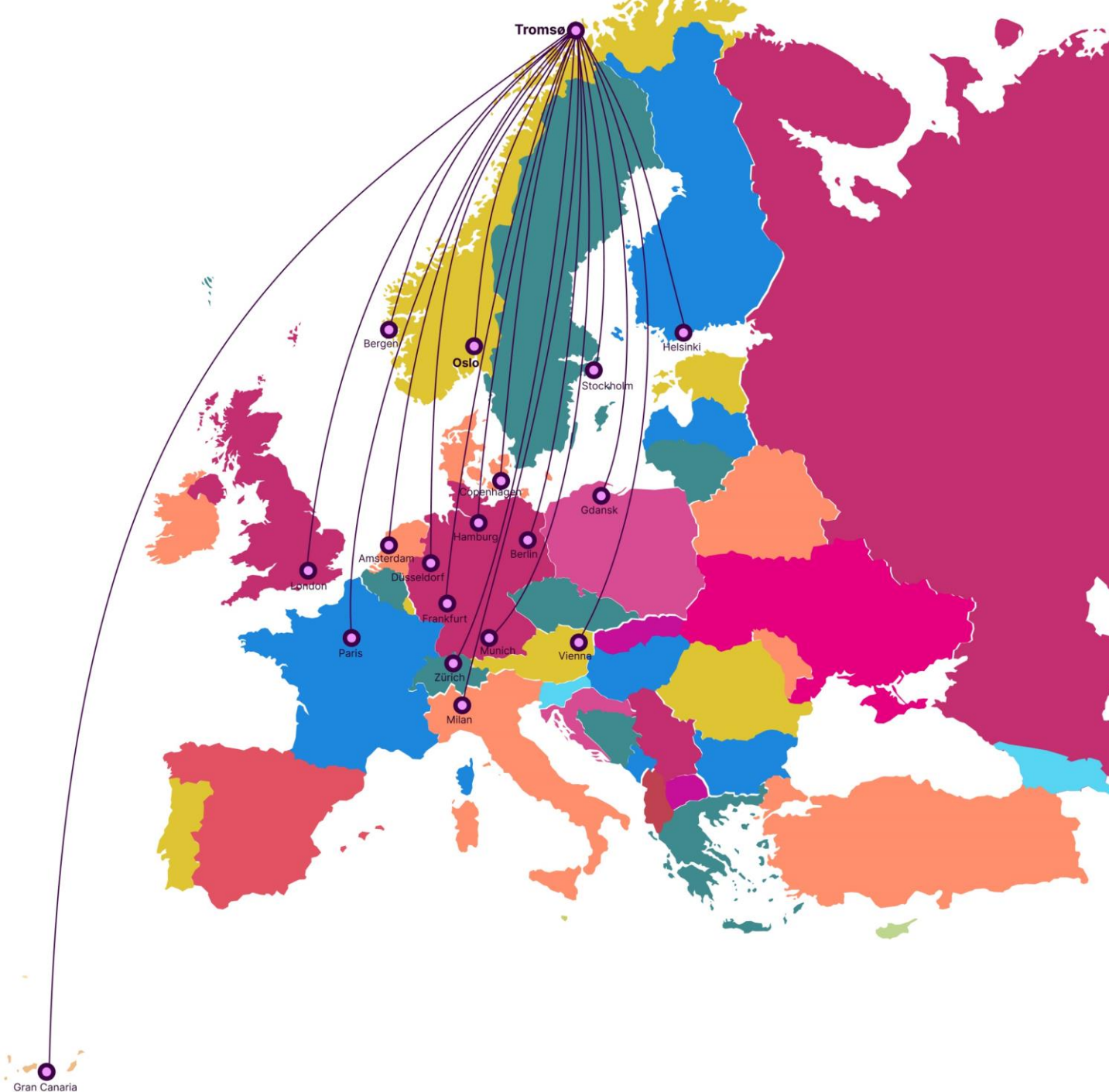
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The importance of collaboration for future success

- Collaboration with:
 - Local authorities and interest organisations
 - Other destinations in the region, in Northern Norway and nationally
 - Our partners!





Direct international flights

- Air France – Paris
- Austrian Air – Vienna
- Edelweiss – Zürich
- Eurowings – Düsseldorf/ Hamburg / Berlin
- Finnair – Helsinki
- Lufthansa – Frankfurt / Munich
- Norwegian – Las Palmas / London Gatwick
- SAS – Copenhagen / Stockholm
- Sunclass – Las Palmas
- Transavia - Amsterdam
- Wizzair – Gdansk / London Luton



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Let's meet in the Arctic

- MICE – Tromsø as a congress city
 - Arctic Meetings
- 6 of 10 Norwegians travelling to Tromsø before the pandemic was on work-related travels
- Most work-related travels happen during the shoulder seasons Spring and Autumn



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Photo: Vegard Stien

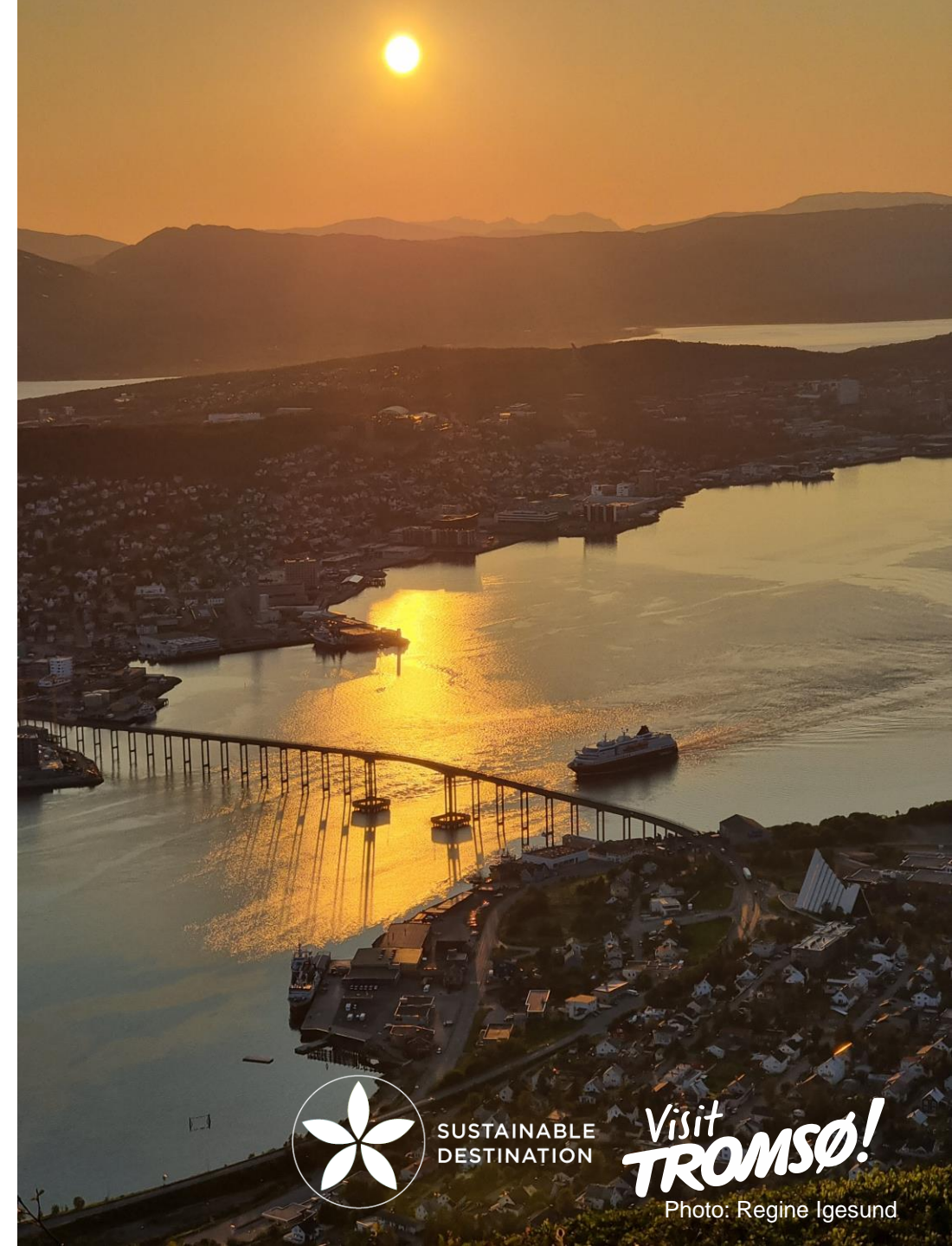
Cruise – the importance for year-round tourism

Contribution to the sustainable development of Tromsø as a cruise destination:

- Destination management
- Infrastructure
- Cruise strategy
- Local value creation

Will make us a better cruise destination:

- Increased cooperation
- Increased competence
- Increased knowledge
- Product development
- Good experiences



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Photo: Regine Igesund

The cruise development in Tromsø

År	Vinter (jan.-april)	Sommer (mai-aug.)	Høst (sept.-des.)	Totalt	Ant passasjerer
2015	13	87	3	103	111 639
2016	6	81	4	91	102 500
2017	12	87	4	103	125 500
2018	11	102	6	119	142 347
2019	19	81	19	119	145 000
2020	12	6	0	18	12 370
2021	0	4	21	25	12 000
2022	42	99	41	182	200 000



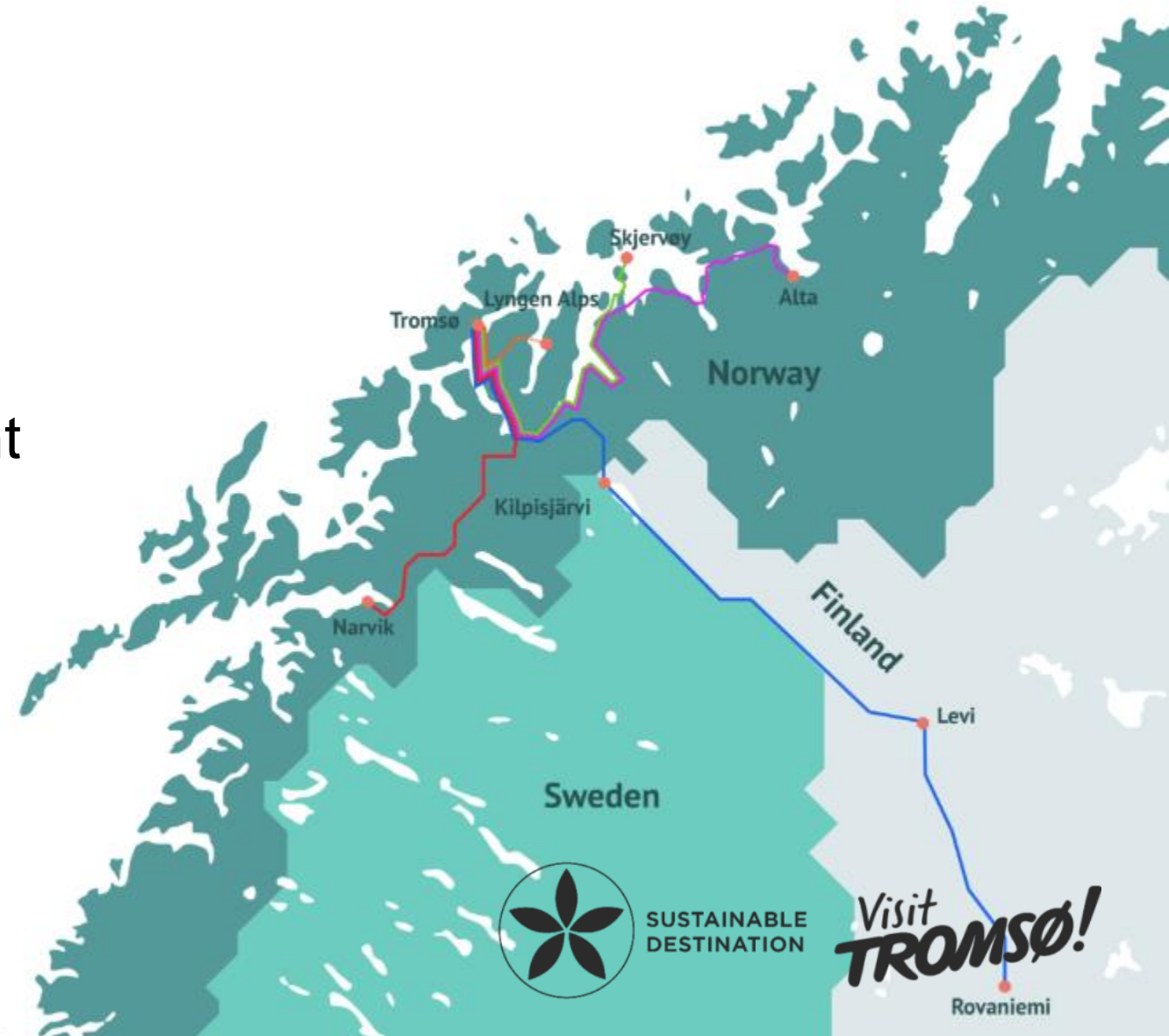
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Transportation in the region

– The Arctic Route

- Connects Tromsø as a "hub" to the rest of the region
- In addition, it crosses national borders to Sweden and Finland
- Private actor who thinks about sustainability and is an important community builder
- The best routes!
- New summer routes from 2023 between Tromsø and Lofoten, via Kvaløya, Senja and Vesterålen.



Future challenges

- How do we become sustainable enough?
- Green transport in the region and the country
- Financing of the destination company
 - who pays for the common goods?
- More unstable world
(war, increased costs of transport, electricity, interest, goods)
- Making the low-seasons profitable



Expectations this summer

- Hopefully the first «normal» summer season since covid
- A tendency of more Norwegians travelling to Northern Norway
- More visits from our Scandinavian neighbours
- The effect of direct international routes
- Europe and US
- Most popular products: hiking, midnight sun, water-based activities (boat, RIB and kayaking tours), local food, Arctic wildlife, local culture.



Thank you

for your attention 😊

Regine Igesund

Marketing and hospitality coordinator
Visit Tromsø-Region AS
marked@visittromso.no

Contact person:

Rebecca Skoog

Head of Marketing
Visit Tromsø-Region AS
rebecca@visittromso.no
+47 99 29 9 00 27

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