
Visit Norway

Hei!

This newsletter is about Norway's bold vision for future tourism, fantastic new experiences and how you can learn more about Norway. We also wish to inform about our Visit Norway B2B tools.

Your Visit Norway travel trade team

PS: Feedback to the newsletter is welcome. Send your comments to newsletter@visitnorway.com.

#dreamNowVisitLater



Kayaking in Lofoten, Photo: VisitNorway.com

A tourism restart with a bold, greener vision – national tourism strategy 2030

Visit Norway, with input from the Norwegian travel industry, presented the new national tourism strategy 2030 in Oslo May 6th.

A reduced climate footprint is central. One of the main initiatives in this ambitious strategy is the industry's commitment to a 50% reduction of its climate emissions by 2030 (based on 2019

levels), and in reducing annual transport emissions by 10%.

This does not affect the country's **growth ambitions for tourism** neither in export income nor in employment rates. Following the recommendations, the strategy will facilitate 20 billion NOK in increased export revenues and almost 43,000 more jobs over the next ten years.

Do you want to learn more about the new strategy?

[Take a closer look into the strategy here](#)



Romsdals gondola , Photo: Romsdalen AS

New exciting experiences – from culture to history, from adrenalin to wellness

It is hard to guess, which of these new experiences will be your favourite. Each of them is a highlight.

Hurtigruten's new iconic museum building in Vesterålen, Romsdalen's amazing state-of-the-art gondola, cool new trails and pump tracks for mountain bikers in Trysil and Geilo or the new Via Ferrata climbing route at Haldenkanalen.

Long awaited, the **opening date** of the **new Munch Museum** has finally been revealed. It will open its doors on **October 22nd, 2021**. This will surely change culture travel plans for art lovers.

Pick your favourite experience or combine one with the other. They are all full of excitement and will bring you and your friends or family new perspectives about Norway and hopefully unforgettable holidays.

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**Which experience is your favourite? Click
here**



Havila Voyages, Photo: Capella

In Norway you can travel responsibly

Electric mobility is conquering the tourism industry in Norway and finds its way into all kinds of niches of the travel transport industry.

A number of **new, fascinating travel products** have been added to the list of **eco-friendly experiences in Norway**. Many of these are electrified, so that you can enjoy silent and emission reduced travelling on the water, in the Arctic or on winding streets.

Among them are electric snow scooters tours from Hurtigruten Svalbard, hybrid cruise ships from Havila Voyages, pre-programmed e-bikes tours with GPS in Åndalsnes and travel passes in Trondheim and Nordland.

Not to forget the **local producers of food experiences** who share their craftsmen knowledge with visitors. Ostebygda, the cheese village, is one example for this. As a result, this merger of top addresses in cheese production is becoming a certified Économusée now, an international concept to ensure the **survival of traditional crafts**.

Do you want to find out more about these valuable green products?

**Find out more about travel better products
here**

Don't miss out on these news and updates from Visit Norway's B2B team!

Norway Expert

Become a Norway Expert with our free and fun e-learning program. Through videos, images and fun facts, you will get all the answers you need to sell Norway as a tourist destination.



Photo: VisitNorway.com

Norway Expert e-learning

Visit Norway offers a free and fun [e-learning program - the Norway Expert](#). It is entertaining and will help you **deepen your knowledge** of Norway as a travel destination. Join in and good luck!

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Media and press
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Travel trade B2B
How to promote Norway as a tourist destination



Social media
Are you a social media influencer or blogger who plan a trip to Norway?

Photo: VisitNorway.com

Visit Norway's content bank

Have you checked out [Visit Norway's upgraded photo and film bank](#) yet? Our dear colleague Elisabeth has done a great job in upscaling the bank and to make it more user friendly. She tidied it up and fed it with a **big number of new photos and even more videos** (and more to come 😊).

After **registering and accepting the terms of use** you can put together your own collection and download the file size that fits your online or print material best. You can use photos and films **for free**, as long as you use these to promote Norway as a destination.



Photo: VisitNorway.com

Visit Norway Insights 2021 – Webinar series
Have you saved the date for the next digital meeting place with Norway?



Photo: Visit Bergen

Fam-trip friday by Visit Bergen

[Register here](#) for the upcoming Visit Norway Insights on the topic “**Exclusive Experiences**”.
Date: 23rd + 24th of June 2021.

The first day is reserved for webinar and chat rooms. On day 2 we invite to virtual fam trips.

And do not forget the topic in this Insights series: “**Culture & Food**” that follows on 22nd + 23rd of September 2021.

We are looking forward to meeting you there.

Join the virtual live MICE fam-trip **friday 28th, 3 p.m. (CEST)**.

Bergen Convention Bureau is highlighting on **sustainable MICE opportunities** in the region. Bergen is known as the Fjord Capital of Norway and is on the UNESCO heritage list. It has been working to develop a range of inspiring **incentive programmes with zero carbon emission**.

[Register for attending the fam-trip here.](#)



Food Kitnes farm, Photo: Kristin Dahlen Rogstad, VisitNorway.com

Visit Norway B2C campaign information and material for free use

Are you selling Norway and wish to promote your tours? In that case it might be useful to keep up with Visit Norway's activities on social media. Some of our campaign content is free for you to use when marketing Norway as a travel destination to your target groups.

Today we can provide you with information and content from our “**Rural Luxury**” campaign.
[Please use this link to find the “Rural Luxury” content.](#)

Is this kind of information and support useful for you in your daily work? Please do let us know:
newsletter@visitnorway.com

Travel Advice

From May 27th step 2 of the reopening plan will come into effect. Norwegians are then allowed to travel domestically. Borders are still closed and global advice against non-essential travel to all countries applies until 1 July.

Keep up to date on the latest news and on travel advice here on our info page on [VisitNorway.com](https://www.visitnorway.com).

Official updates on travel regulations and travel advice can be found on the websites of the [Norwegian government](https://www.regjeringen.no) and of the [Norwegian Institute of Public Health](https://www.fhi.no).

If this travel trade newsletter was forwarded to you and you loved it, you can [subscribe to it here](#).