



Innovation
Norway

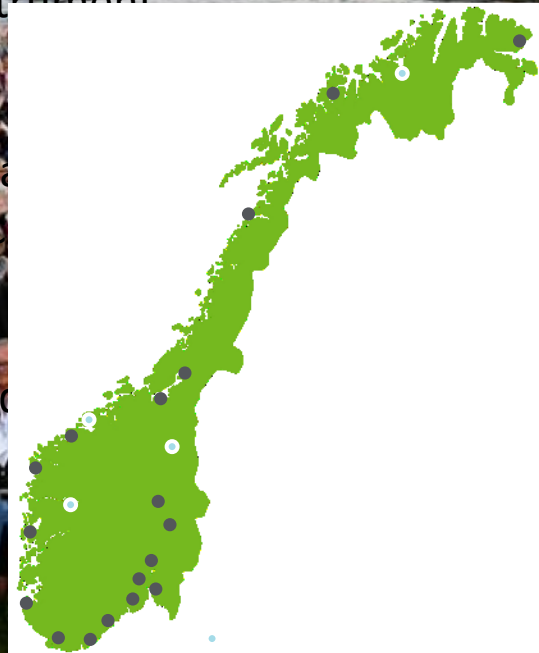
DMOs role in building sustainability in destinations

Ingunn Sørnes,
Innovation Norway

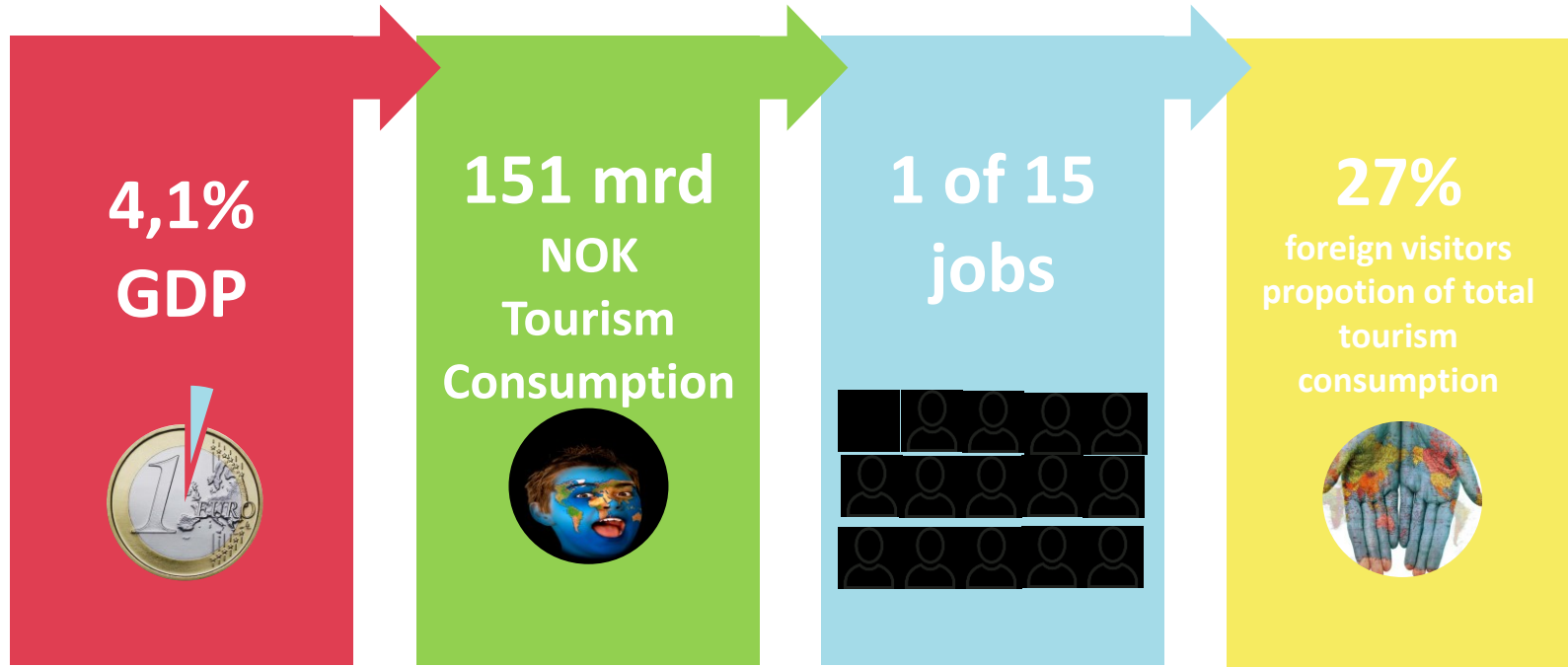
Innovation Norway

- The Government's most important instrument for supporting trade and industry
- Owned by Ministry of Trade, Industry and Fisheries 51%, and the County municipalities 49%
- Targets mainly small and medium sized businesses
- Established by law with a board

Offices in each county in Norway, head office in Oslo and offices in 30 countries



The importance of tourism in Norway



Innovation Norways services to the Tourism Industry



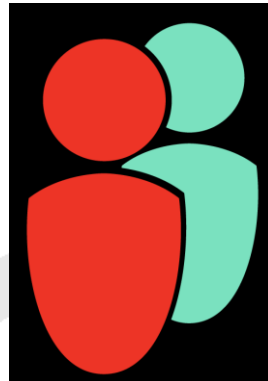
Promotion

2015:
1300 industry customers
21,7 mill. visits
Visitnorway
MNOK 902 press value
250 B2B-activities



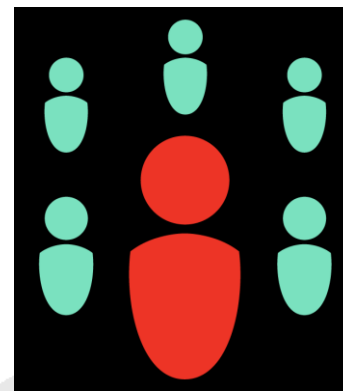
Competence

2015:
58 courses, 918 companies



Advisory

2015:
8 destinations branded
«Sustainable destination»
«Destination Master Plans»
Market Advisory



Network/Cluster

2015:
35 business networks
2 ARENA
1 NCE



Finance

2015:
Loan & grants
NOK
338 mill

Challenges facing industry and destinations

1. Short, delimited seasons
2. Fragmented sales and marketing work
3. Numerous small units with limited resources
4. Relatively low degree of refining
5. Few professional investors/capital resources



SUSTAINABLE DESTINATION

Standard
Development process
Approval system
Network of destinations



**SUSTAINABLE
DESTINATION**

LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE

- Continuous process towards sustainability
- Assisted by tools and surveys
- Provide common platform for development
- Demands cooperation between public/ private stakeholders
- Built on international standards

Standard «Sustainable tourism»

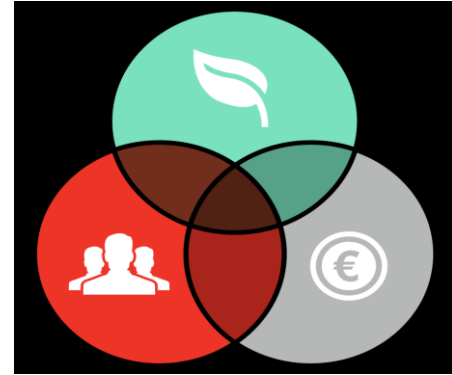
A: Political commitment

B: Industry commitment

C: Environment, nature and culture

D: Social values and viability

E: Economic viability



44

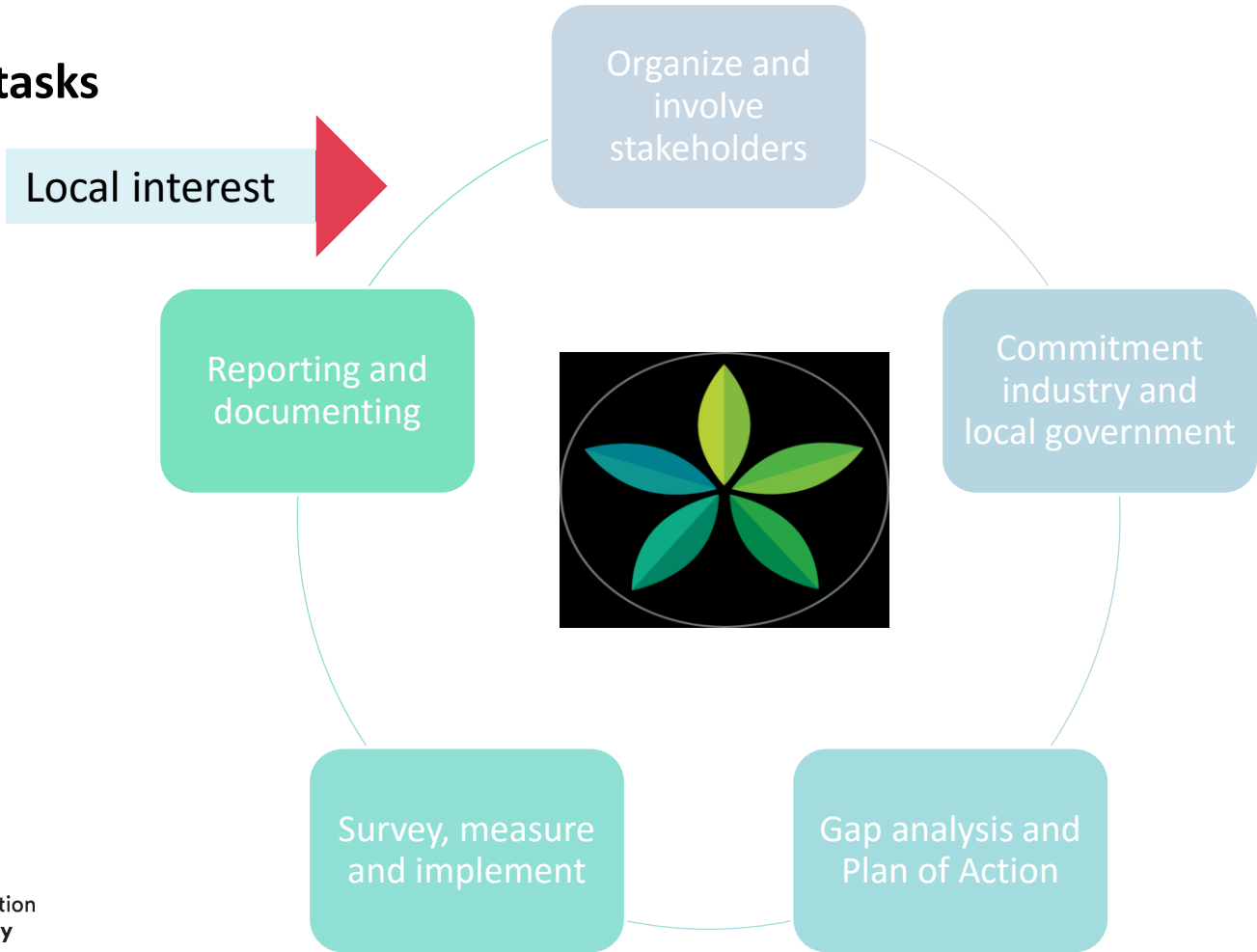
criteria

108

indicators



Maine tasks



DMO leadership – Sustainable Destination

- Owns and run project
- Ensure funding
- Involve stakeholders
- Run surveys
- Communicates progress and results
- Ensures continuous focus and deliveries

Part-time project leader,
supported by trained advisers,
tools,
a database,
national network

NTO

National Branding
& Profiling

Regional DMO

Regional Branding
& Marketing

Local DMO

Destination
marketing and
development

Destinations throughout the country



Lyngenfjorden

Vega

Inderøy

Røros

Femund/Engerdal

Trysil

Lærdal

Geilo

Serresdal



**BÆREKRAFTIG
REISEMÅL**
LOKALT ENGASJEMENT
I ET LANGT PERSPEKTIV



**BÆREKRAFTIG
REISEMÅL**
VI ER I GANG



Pre-project:

- Lysefjorden
- Geiranger
- Lillehammer
- Sälen, Sverige
- Idre, Sverige

Overall effects

Supports cooperation

- Strengthens competence
- Creates a common theme for cooperation
- Sustainable tourism into the local Masterplans
- Points out unique assets
- Makes progress systematic
- Makes sustainability more operational



Photo: Øyvind Heen – Visitnorway.no

International Tour Operators views

- Value to have a visible tool for sustainability (60%)
- Sustainability a holistic and common responsibility (DMO + business)
- The importance of a visible certification will increase the next 5 years (71%)

Photo: Leif Johnny Olestad – Visitnorway.com



Photo: Anders Gjengedal – Visitnorway.com





Tusen takk!
www.innovasjon Norge.no