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# Northern Norway tourism

*Trends, challenges and requirements for technological solutions*

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# The Team



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# Trends and challenges - global perspective

- Consequenses of the pandemic
- Uncertainty dominates the current market
- Forecast towards 2030

@Mikael af Ekenstam

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# Trends and challenges – regional perspective

- Seasonal fluctuations
- Lack of air travel options
- Weak position in the markets

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# Strategies



**Attraction  
development**

**Marketing  
efforts**

**Infrastructure**

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**Premises**



**Sustainable  
development**

**Destination  
management**

**Digitalisation**



**SUSTAINABLE  
DESTINATION**  
LOCAL ENGAGEMENT  
IN A LONG PERSPECTIVE

# Requirements for technological solutions

- **Personalization**
  - Data Analytics
  - Machine learning
- **Mobile Technology**
  - Apps
  - Friendly websites
  - Location based services
- **AR and VR**
  - Research and preview
  - Informed decisions
- **Contact less solutions**
- **Chatbots and AI**
- **Cross sectoral platform solutions**



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@Rune Dahl

# Challenges and concerns

- Mostly SME businesses
- Lack of resources/funding
- Lack of digital competence
- Lack of procurement expertise bridging the gap between those who innovate in digitization and those responsible for transforming it into practical tools for the tourism industry



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@Michael Ulriksen





Thank you!