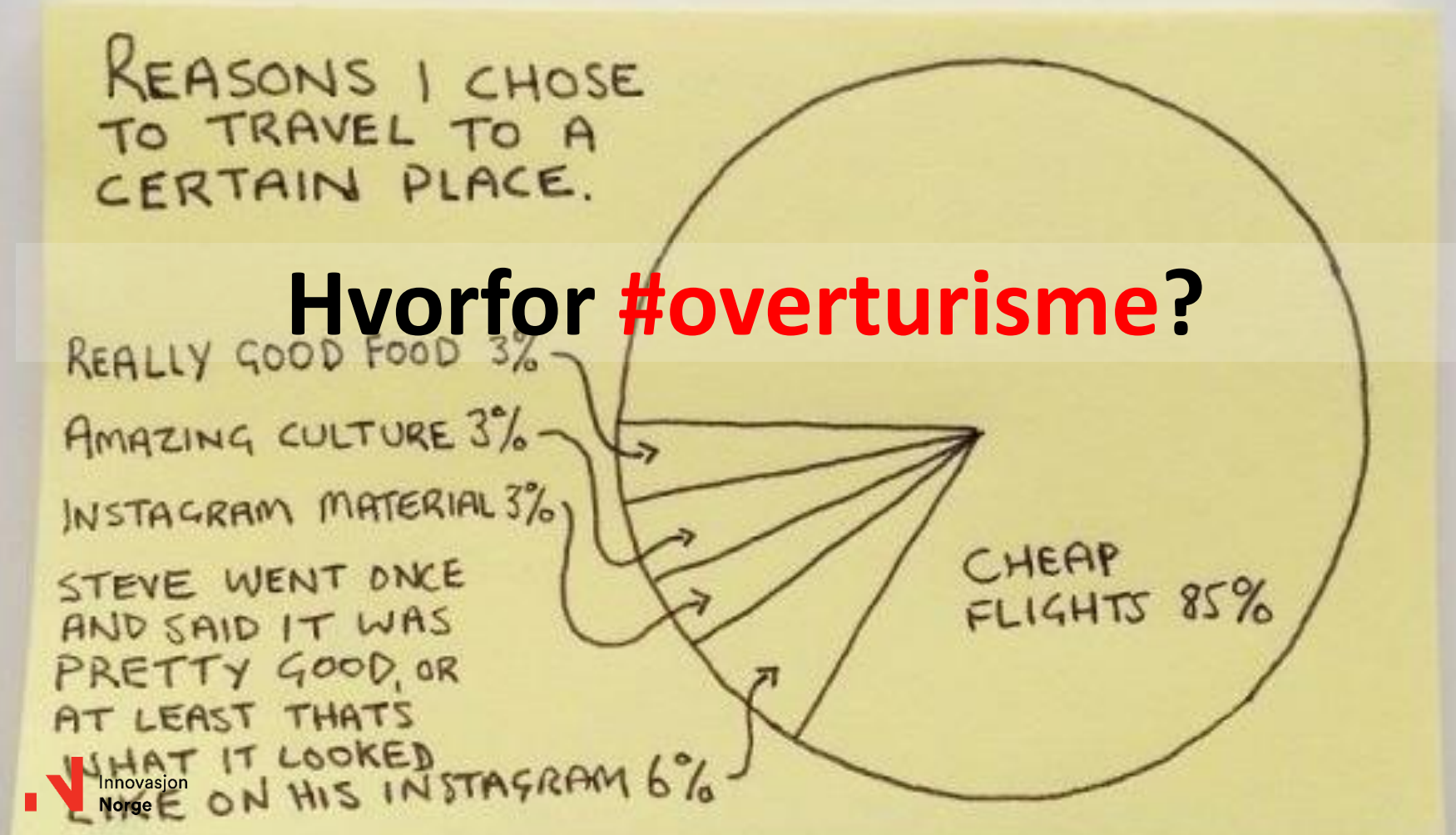
Innovasjon Norge

Hvordan håndterer man turistveksten?

Audun Pettersen
@aupet

Hvorfor #overturisme?



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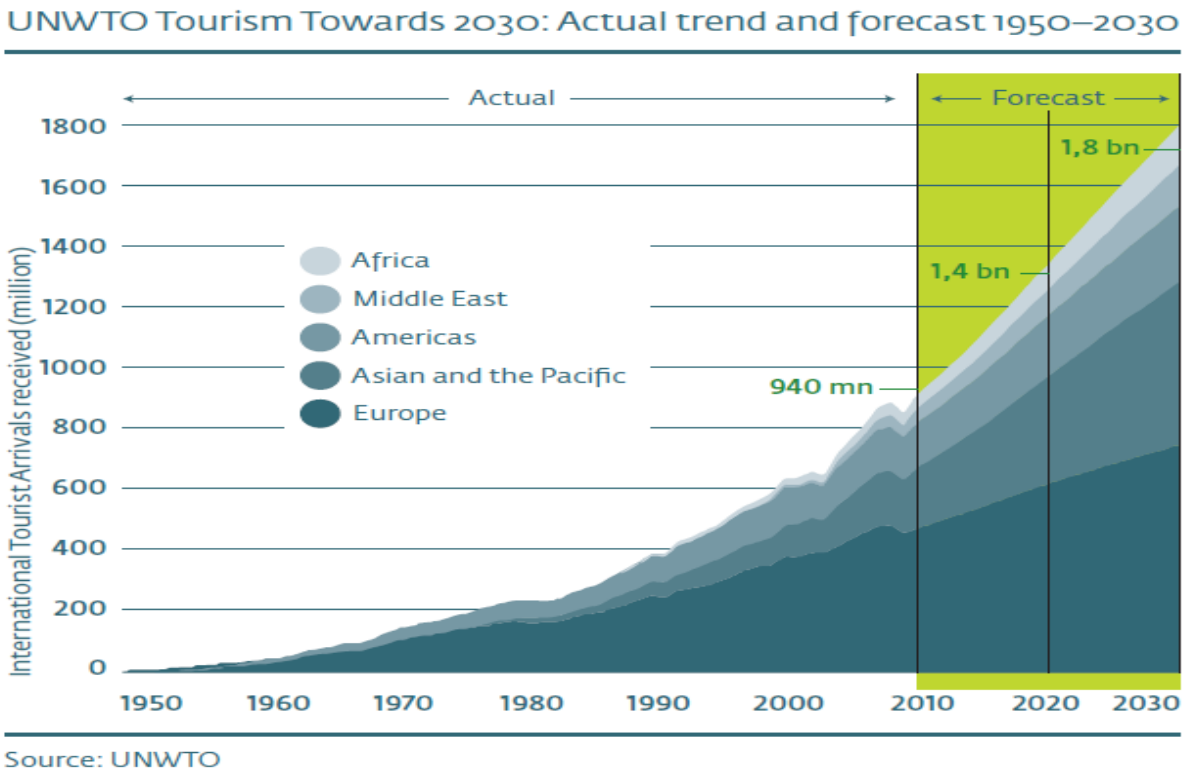
Flere mennesker ->Bedre økonomi -> Mer fritid -> Mer reising



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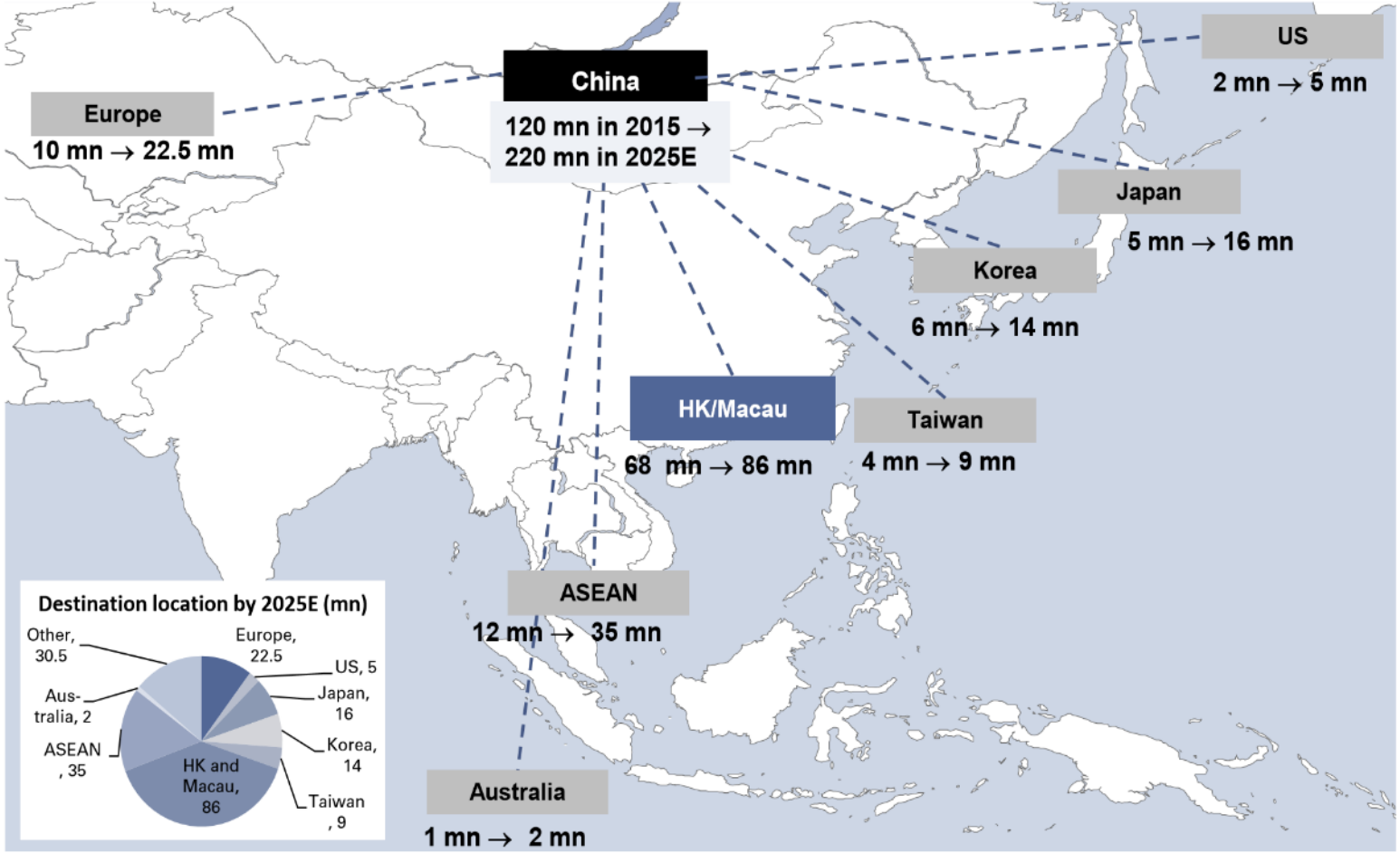
43
millioner
ekstra
internasjonale
turistankomster
per år 2010-30
Innovasjon
Norge
Foto: Audun Rake

Exhibit 13: Where do Chinese tourists go?
Main travel destinations for Chinese tourists (current forecast for 2015, extended forecast for 2025



Source: Goldman Sachs Global Investment Research.

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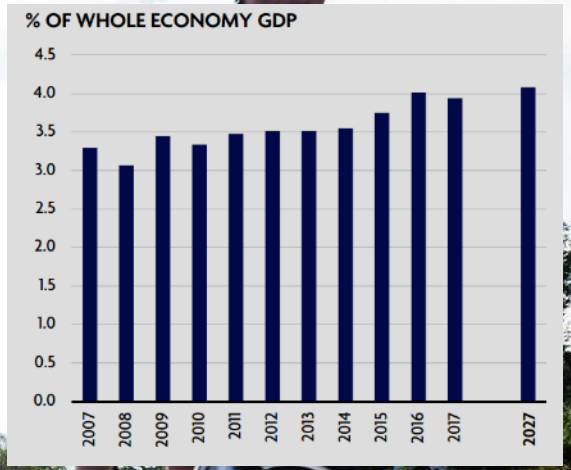
Norge i 2027

WORLD TRAVEL & TOURISM COUNCIL

2027:

9.149.000

Internasjonale ankomster



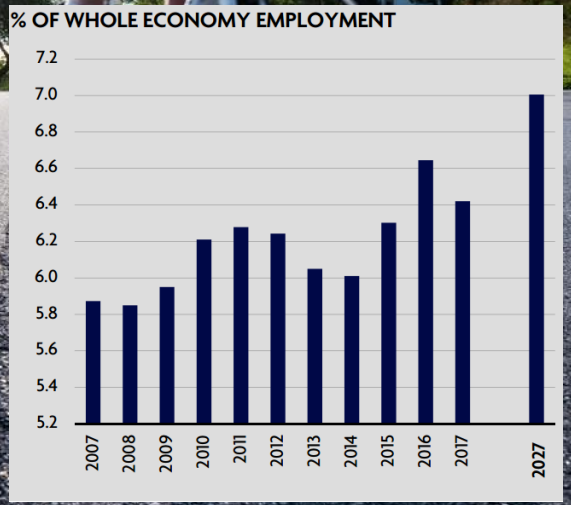


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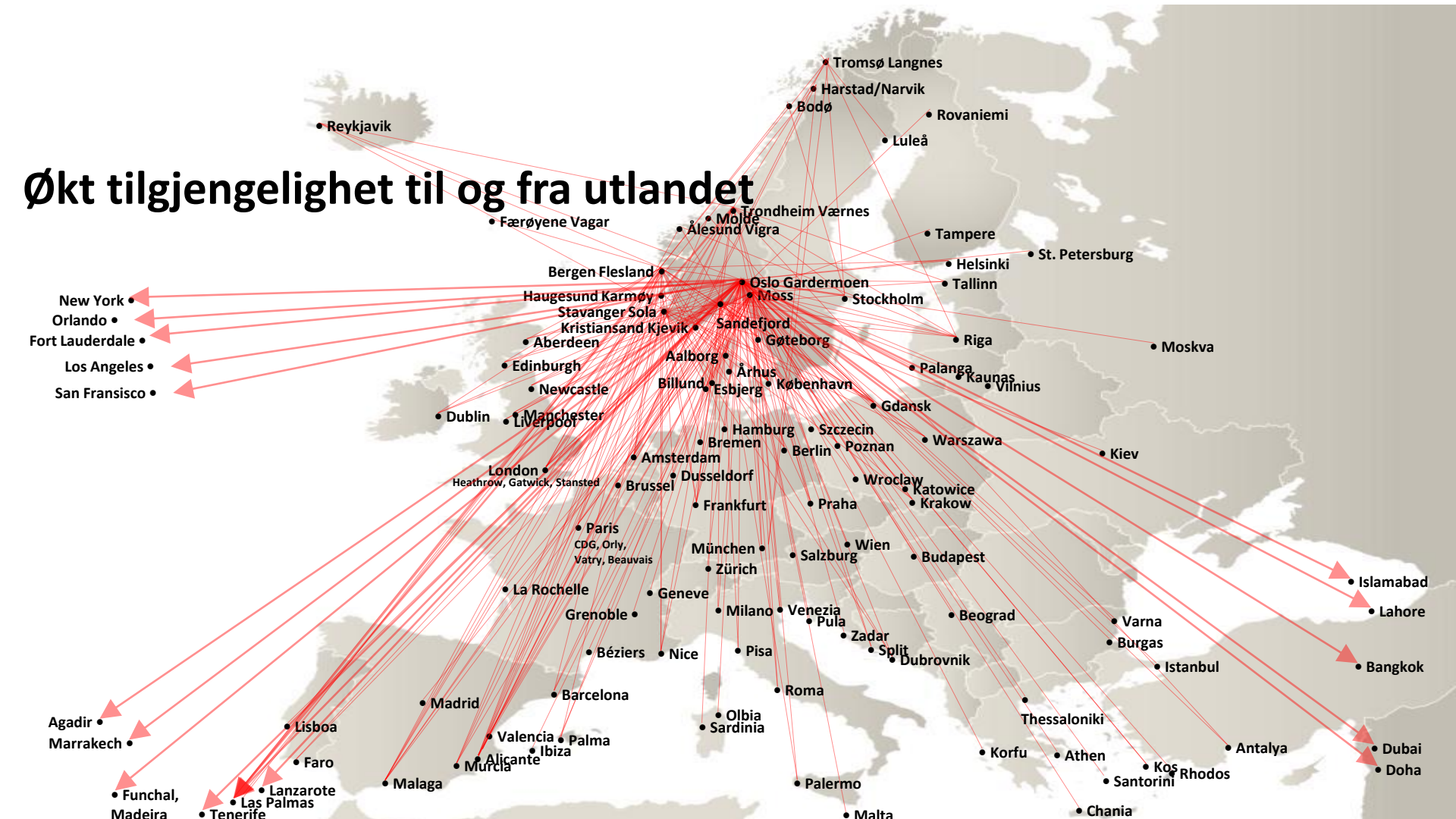
Foto: Mattias Fredriksson/visitnorway.com

Økt tilgjengelighet til og fra utlandet



All vekst er ikke riktig vekst

Frykter manglende fasiliteter vil
reiselivet i Lofoten

Den økende turiststrømmen er i ferd
en av ordførerne i regionen. – Vi kla
grunn av mangel på fasiliteter, sier K

Hans Fredrik Sørdal tok dette bildet av brukt dopapir da han var ute og gikk
turgåere.
FOTO: HANS FREDRIK SØRDAL

Her frykter ordføreren flere turister: – Det er fullt!

Ordfører advarer mot uforsvarlig turisttrykk til Lofoten.

VAKKERT: Mange tiltrekkes av Lofoten i Nordland, og en ny Hollywood-storfilm med Matt Damon har fått flere til å sperre øynene opp. FOTO: DAG FONBÆK VG

på vei til og fra
Belastningen

sanitæranlegg.

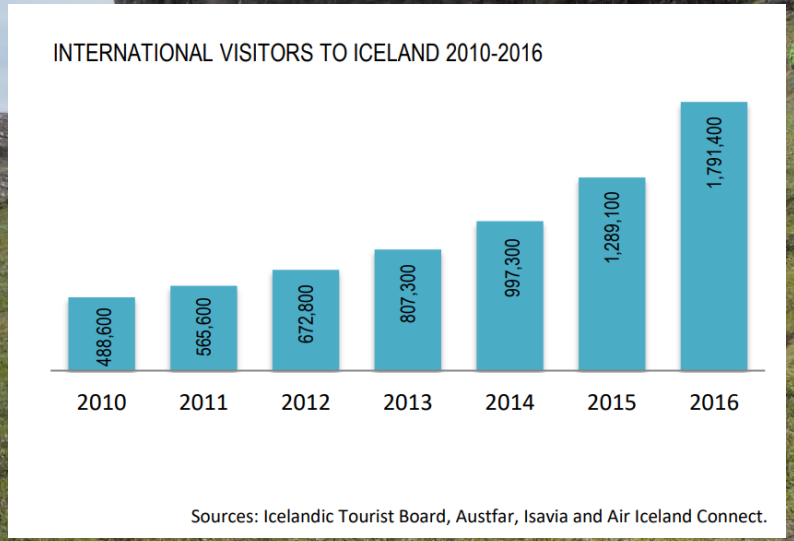
Dagbladet, 03.08.15

SKIFT PODCAST

ICELAND AND THE PERILS OF OVERTOURISM

5 Takeaways

#overtourism



16,9%
Limit tourist numbers

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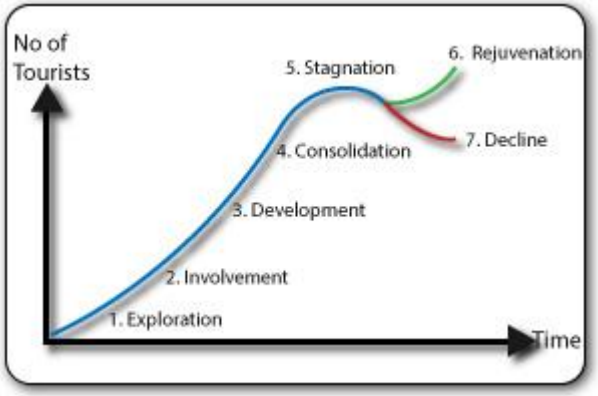
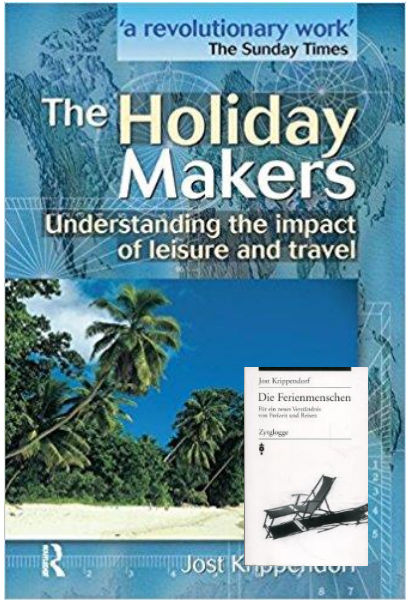
Foto: audunettersen.com

Foto: audunpettersen.com

Old wine in a new bottle?



1980



1982

https://www.flickr.com/photos/sr1/

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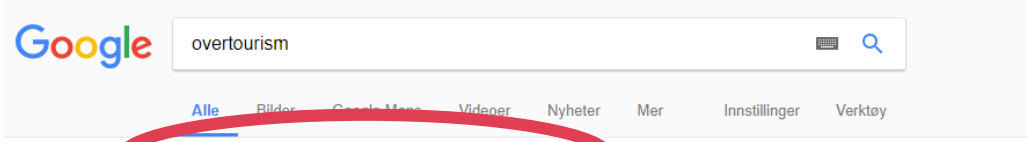

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Innovasjon
Norge

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Let's talk about the elephant in the travel industry: Overtourism.

#masstourism

1,939 posts

#TourismPhobia

#overtourism

75 posts

#travelenjoyrespect

17,351 posts

Travel Megatrends 2017: Overtourism Goes Mainstream

Overtourism
@Overtourism

Twitter about overtourism

When Growth is Too Big for Reality

A tourist can be loud, rude, messy, wave a selfie stick around, or treat locals like they either don't exist or exist solely for their entertainment. They can also be respectful, curious, and considerate, but you don't hear much about this second type of tourist.

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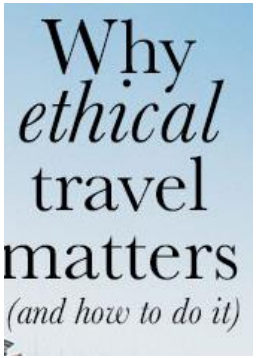
Leave no trace.

Generally speaking, sustainable travel simply means being open to other cultures. “Dare to talk to someone you usually wouldn’t talk to,” said Mr. Glaesser of the World Tourism Organization. “Leave a positive footprint, whether it’s a local purchase or a kind of respectful economic or cultural input.”

I FOUND EUROPE’S CHEAPER, BETTER ALTERNATIVE

INTREPID TRAVEL EUROPE TOURS TO LESSER-KNOWN DESTINATIONS



Think Outside the Popular Zones

YOU’VE BEEN BOOKING EUROPE ALL WRONG

Consider traveling in the off season.

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5 verktøy som brukes internasjonalt

1: Sette «tak»

Mail Online

Home | News | U.S. | Sport | TV&Showbiz | Australia | Femail | Health | Science | Money

Latest Headlines | Travel | Destinations | Holiday Types | Expert Reviews | Mail Travel | MailEscapes | Celebrity

COMBO DEAL

the Golden Circle
the Lava Tunnel

Shore leave cancelled! Santorini is to limit number of cruise passengers visiting each day because island is just too crowded

- As of next year, only 8,000 cruise tourists will be able to disembark daily
- The Greek island was visited by a total of 790,000 cruise guests in 2015
- Sometimes as many as 10,000 tourists come ashore from ships in a day
- News follows Italy's plans to slash the number of visitors at Cinque Terre

BA BERGENSAVISEN — OKER MEST I BERGEN

Prøv oss! 5 kr for 5 uker

Summetonen | Sport | Dødsannonser | Tips oss | SØNDAG 29. OKTOBER 2017 | Bli abonnent! | Meny

Bergen kommune innfører cruise-tak

Cruiseskipet Costa Magica i ferd med å legge til ved Dokkeskjærskaien i sommer . Foto: Bergensavisen (BA)

Av Geir Jetmundsen — 06. oktober 2017, kl. 12:57

Nå skal antall cruiseturister begrenses. Bergen skal «kun» ta imot maks 9000 passasjerer og fire skip hver dag.

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…eller forby

CITYLAB

DESIGN / TRANSPORTATION / ENVIRONMENT / EQUITY / LIFE

Francois Lenoir/Reuters

Amsterdam Doesn't Want Any More Stores for Tourists

FEARGUS O'SULLIVAN OCT 11, 2017

DutchNews.nl

News | Features | Blogs | Jobs | Housing | Best of the Web

Home | Politics | Business | Society | Sport | Education | Health | Tech

Amsterdam city centre beer bike ban now set for November

Society April 11, 2017

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...eller stimulere og beskytte

Land-based guided activities

To provide land-based guided activities such as walking, hiking, tramping, climbing, hunting, fishing, biking or four wheel driving (4WD) on public conservation land you must have a concession from DOC.

There are a number of tracks in New Zealand that are already approved for guided walking. See guided walking (conforming) for more information.

If your activity does not involve walking on already approved tracks find out what concession you will need and how to apply for one below.

Pre-application meeting

Applying for a concession for the first time can be a little tricky. To ensure your application goes smoothly we offer a free pre-application meeting. We'll also help you contact the local iwi to assess whether your proposed activity will have any cultural effects.

Type of concession

Depending on what you want to do and when and how you want to do it, you will either need a one-off concession or a longer term concession.

- One-off concession – for land-based guiding activities held for a period of no longer than three months.

  As well as complying with all relevant legislation and conservation plans or strategies your planned activity must:
  - have only minor environmental effects that can easily be managed
  - have clearly defined limits (ie number of trips)
  - not involve permanent structures
  - not take place in the same location more than once in any three year period.

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2: Gjøre det dyrere i besøke reisemålet

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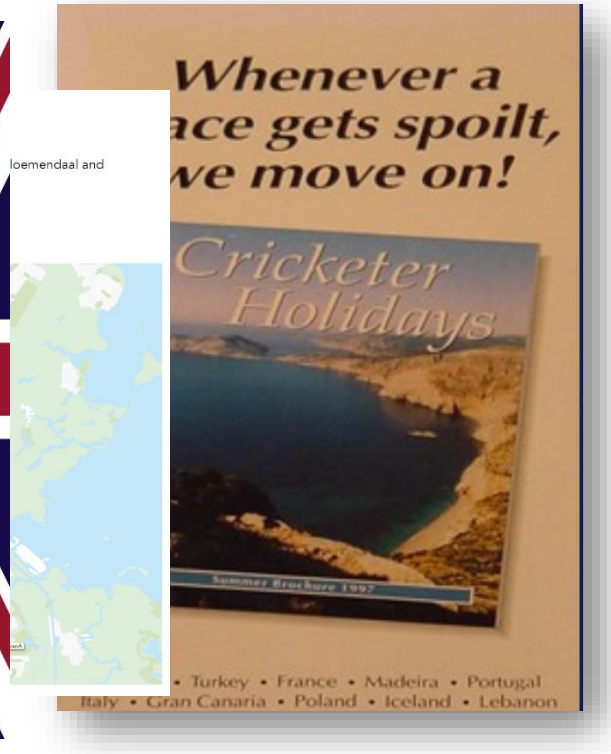
3: Bedre markedsføring og informasjon



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Bedre markedsføring og informasjon

safe travel.is
The official source for safe adventure in Iceland

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4: Bedre samarbeid mellom aktørene

1. Systematisk
2. Langsiktig
3. Involverende

Bak scenen

På scenen

«Jeg har lagt en god plan - og jeg vet hvor jeg har lagt den…»

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Foto: Tomasz Furmanek/Visitnorway.com

5: Verktøykassen endres

Destination
Marketing
Organisation

Destination
Management/
Development
Organisation

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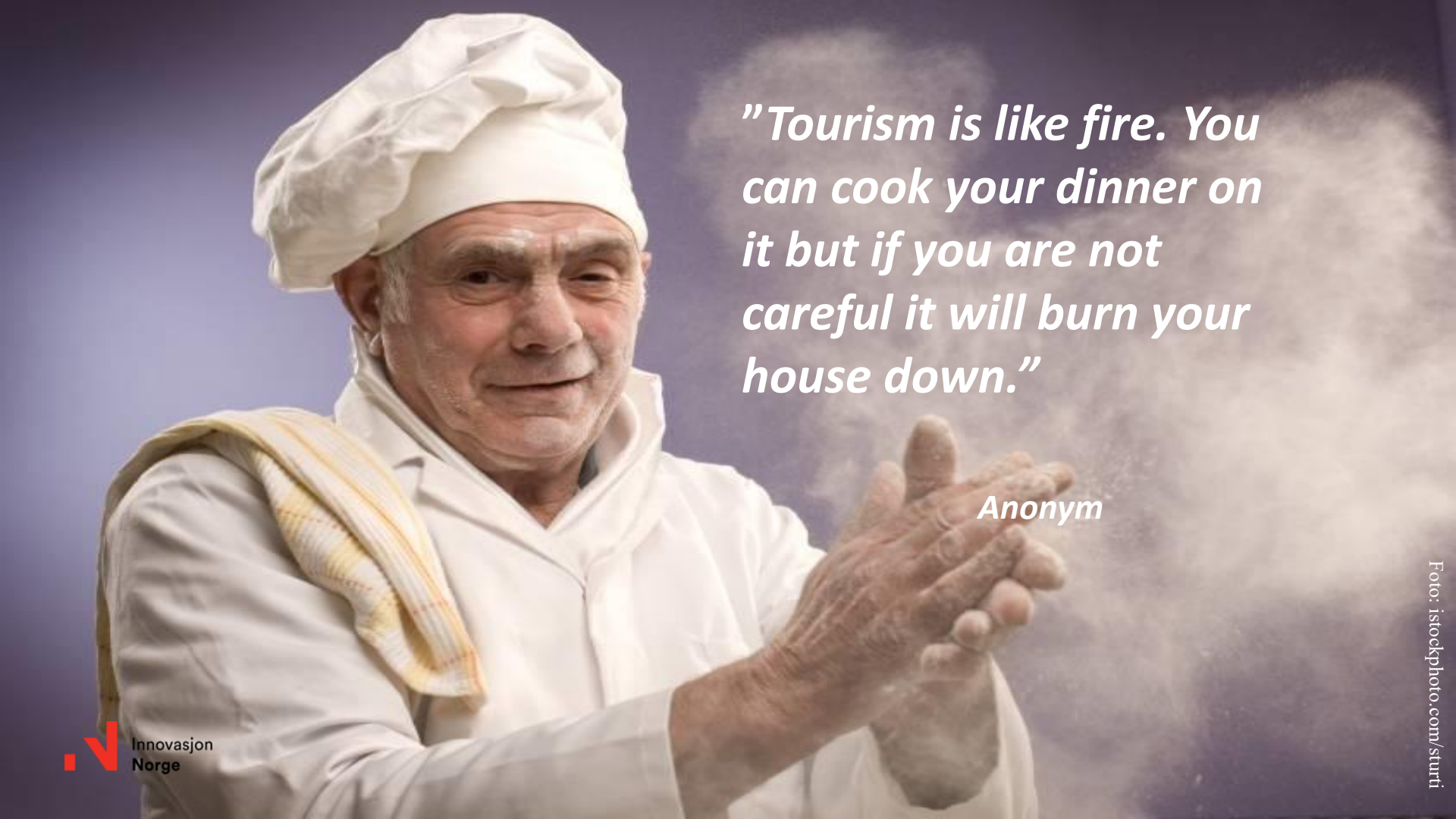
Alle vil ha kvalitetsturisme - ingen vil ha masseturisme

https://www.flickr.com/photos/georgenaf/

https://www.flickr.com/photos/volvob12b/

“Det som er bra for lokalbefolkningen er også bra turistene”
Innovasjon Norge
Foto: Terje Rakke, Nordic Life, Visitnorway.com
Foto: Anders Gjengedal - Visitnorway.com


”Tourism is like fire. You can cook your dinner on it but if you are not careful it will burn your house down.”
Anonym
Innovasjon Norge
Foto: istockphoto.com/sturti

Innovasjon Norge

Takk for meg!

Audun Pettersen
@aupet

90775521

audun.pettersen@innovasjonnorge.no

Foto: Audun Pettersen