Hvordan skape *opplevelser i verdensklasse* og havne på globale opplevelsessamleres *bucket list*?

Norsk opplevelseskonferanse 2018, Narvik

Nina Kristine Madsen-Geelmuyden & Fredrik Geelmuyden

ARCTIC
HAUTE ROUTE

Hvordan skape *opplevelser i verdensklasse* og havne på globale opplevelsessamleres *bucket list*?

Norsk opplevelseskonferanse 2018, Narvik

Nina Kristine Madsen-Geelmuyden & Fredrik Geelmuyden

AGENDA

UTVIKLE **ARCTIC HAUTE ROUTE** TIL EN OPPLEVELSE I VERDENSKLASSE

1. Hvorfor gjør vi dette?
2. Hva gjør vi?
3. Hvordan gjør vi det?
4. Hva har vi oppnådd?

HVEM ER VI?

Nina Kristine Madsen-Geelmuyden (1979)

- 2017- Norwegian Adventure Company (CEO)
- 2015-17 Bulk Infrastructure (Vice President Communications)
- 2012- Founded Norwegian Adventure Company
- 2008-15 OED - Olje og Energidepartementet
- 2007 Norsk utenrikspolitisk institutt NUPI (stipendiat)
- 2003-08 Handelshøyskolen Bodø & MGIMO Moskva (Master Energy Management / Siviløkonom)

Fredrik Geelmuyden (1968)

- 2017- Founded Storylounge – Content Production Agency (Chairman)
- 2014- Holzweiler – Norwegian Fashion Brand (Chairman)
- 2014-16 TV 2 Gruppen (Strategic Adviser - MANITU)
- 20012- Founded Norwegian Adventure Company
- 2008-13 Monster & Nice Entertainment Group (Strategic Adviser - MANITU)
- 2004-16 SkiStar (Business Development - MANITU)
- 2004 - Founded Manitu – Strategic Communication Agency (CEO)
- 2000-04 Component Software / Affecto (CMO)
- 1999 Exploring
- 1994-99 IC Group (CMO)
- 1991-94 University of Bradford, UK (BSc Business Management)
- 1990 Exploring
- 1987-89 BSIS Befalsskolen for Infanteriet Sør-Norge

AGENDA

UTVIKLE **ARCTIC HAUTE ROUTE** TIL EN OPPLEVELSE I VERDENSKLASSE

1. **Hvorfor gjør vi dette?**
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LIDENSKAP FOR DET VI VI DRIVER MED
BYGGE NOE STØRRE ENN OSS SELV

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MEGATRENDER INNEN OPPLEVELSESTURISME

1. Active adventures grows – will double in 15 years
2. Instability shifts tourism flows
3. Increased adventure departure from China
4. Travel agents says go to Scandinavia
5. Foodies – the rise of the food tourism
6. Increase in solo travellers and female products
7. Family & cross-generation travellers increases
8. Glamping - wild and authentic – but still comfy
9. Hot products - hiking, eco, culture, cycling, environment
10. Winter destinations & winter products growing

Adventure Tourism Market to Expect Superlative Growth

Posted: May 03, 2018 2:23 AM

Recommend 0 0

Latest publication on "Adventure Tourism Market 2018-2022" that provides a comprehensive analysis of the adventure tourism market. According to the report, in a good news, the adventure tourism market will see a robust growth of CAGR of 45.73% by 2022.

Adventure tourism refers to a trip that is inclusive of at least three elements: physical activity, cultural immersion, and natural environment. Moreover, it should be done outside a person's usual environment in a domestic or international destination for more than 24 hours but less than a year.

Global Adventure Tourism Market to grow at a CAGR of 45.73% during the period 2018-2022.

One trend in the market is higher acceptance of online travel agencies. A large number of individuals have started using online portals for making travel bookings. This trend is enabling organizations to carry out bookings in a more organized manner.

"Latest publication on "Adventure Tourism Market 2018-2022" that provides a comprehensive analysis of the adventure tourism market. According to the report, in a good news, the adventure tourism market will see a robust growth of CAGR of 45.73% by 2022."

Sources 2018: Orbis Research / ATTA

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ADVENTURECOMPANY.COM

STRATEGISK FOKUS

ØNSKET POSISJON

Ledende norske tilbyder av aktive opplevelser, på tvers av generasjoner, for globale eventyrere

VISJON

Opplevelser i verdensklasse for aktive eventyrere

MISJON

Skape dager du husker - *Creating days to remember*

VERDIER

Lidenskaplige, aktive nysgjerrige, *one big happy family* følelsen

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AGENDA

UTVIKLE **ARCTIC HAUTE ROUTE** TIL EN OPPLEVELSE I VERDENSKLASSE

1. Hvorfor gjør vi dette?
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HVA GJØR VI? ARKTISKE VINTEROPPLEVELSER

HVA GJØR VI? ARKTISKE SOMMEROPPLEVELSER

HVORDAN HAR VI SKAPT **ARCTIC HAUTE ROUTE ?**

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STARTET VED **MORMORS KJØKKENBORD** PÅ REINE

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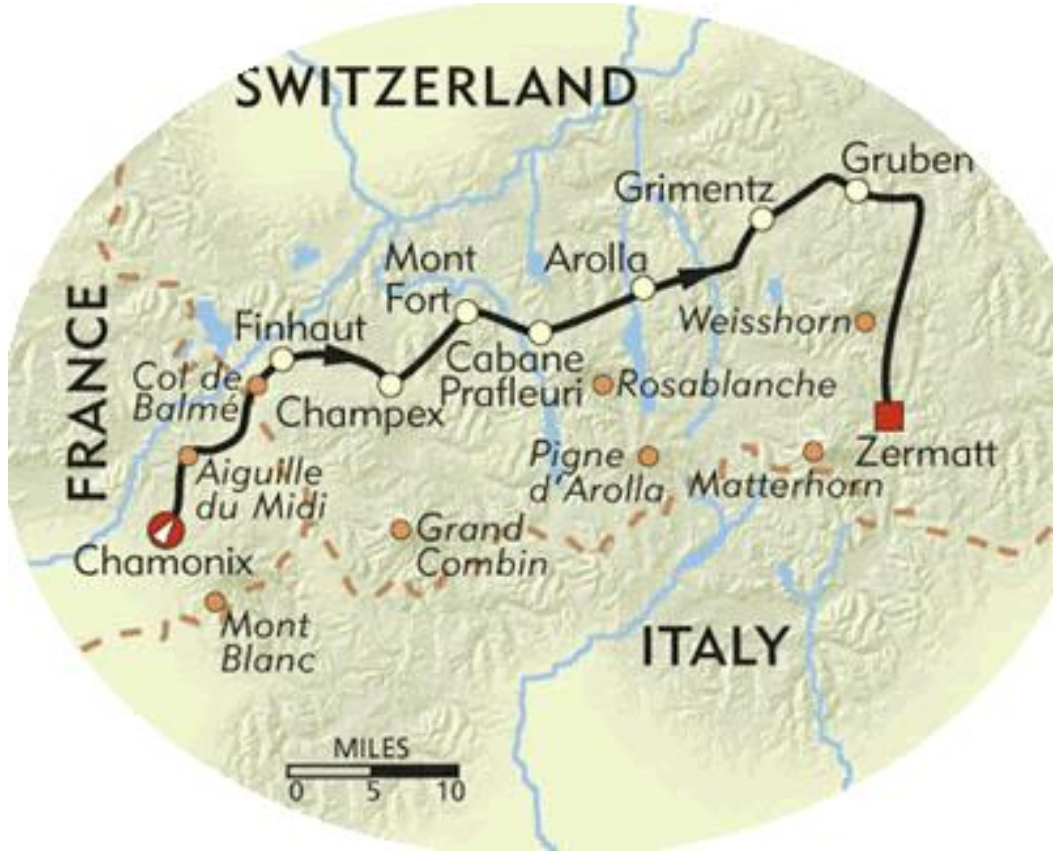
ADVENTURECOMPANY.COM

ET **NORD-NORSK MOTSTYKKE** TIL HAUTE ROUTE

- Originalen går fra Chamonix til Zermatt, tar 12 dager om sommeren og 7 dager om vinteren
- Gått første gangen om sommeren i 1850 av britiske klatrere fra British Alpine Club – gitt navnet «the high level route – haute route»
- Gått første gangen om vinteren som «ski touring – randonée» i 1911
- 30.000 mennesker går denne ruten årlig om vinteren og sommeren
- Vi skaper et nordnorsk motstykke langs Atlanterhavskysten, men med vår egen tvist



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ARCTIC
HAUTE ROUTE

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VÅRE **HOVEDMÅL** FOR ARCTIC HAUTE ROUTE

- Skape et ikonprodukt som er på globale eventyreres bucket list
- Resultat 2017-2019 = 1000 gjester vinter & sommer
- Mål 2023 = 5000 gjester vinter & sommer årlig

AGENDA

UTVIKLE **ARCTIC HAUTE ROUTE** TIL EN OPPLEVELSE I VERDENSKLASSE

1. Hvorfor gjør vi dette?
2. Hva gjør vi?
3. **Hvordan gjør vi det?**
4. Hva oppnår vi?

MERKEVAREBYGGING
FORRETNINGSMODELL

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HENSIKT

1. Få Arctic Haute Route og Norge som opplevelsedestinasjon på "bucket list" til aktive og globale eventyrere

HVORDAN

2. Skape grunner til å dra «hit og ikke dit» REASON TO GO - være unikt differensierende

INNOVATIV KOMMUNIKASJON

KJENNSKAP

3. Gjøre Arctic Haute Route tilgjengelig i ønskede markeder

4. Attrahere ønskede målgrupper - active explorers & progressive maximizers

5. Konvertere merkevareopplevelser til kunder og forretningsmessig vekst

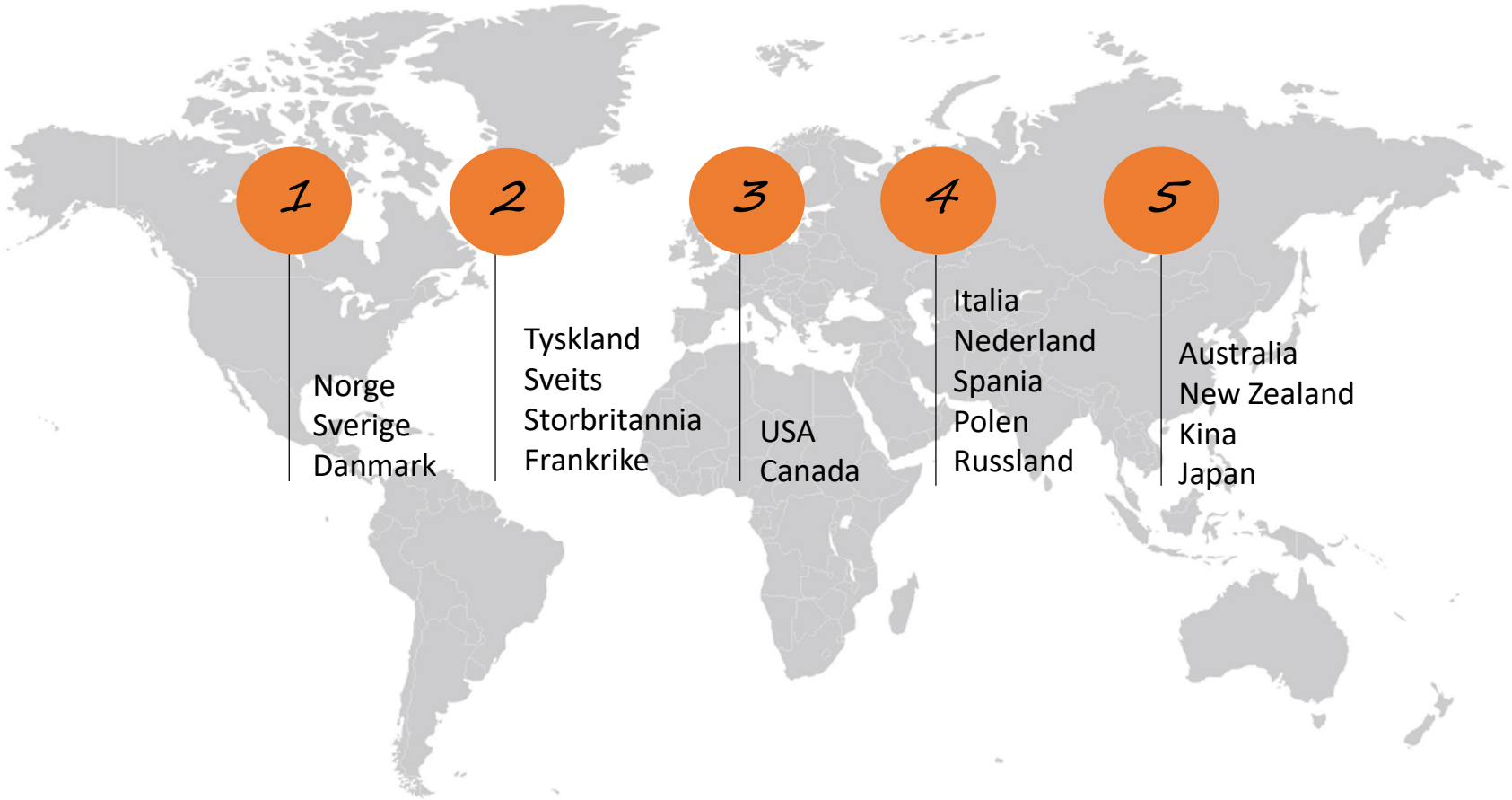
KUNNSKAP

6. Bygge kunderelasjoner og aktive ambassadører – skape merkevare evangelister

7. Legge til rette for at ambassadører forteller sine opplevelser i egne kanaler

8. Kontinuerlig utvikling av opplevelsesplattform, fokus på innovasjon og bruk av teknologi

PRIORITERTE KJERNE-MARKEDER



HELHETLIG, MULTISENSORISK OPPLEVELSE

VERTSKAPSROLLEN

PROFESJONELL PRODUKSJON

NØKKELELEMENTER I PRODUKSJONEN

FØLELSEN AV Å VÆRE «ONE BIG HAPPY FAMILY» PÅ TUR

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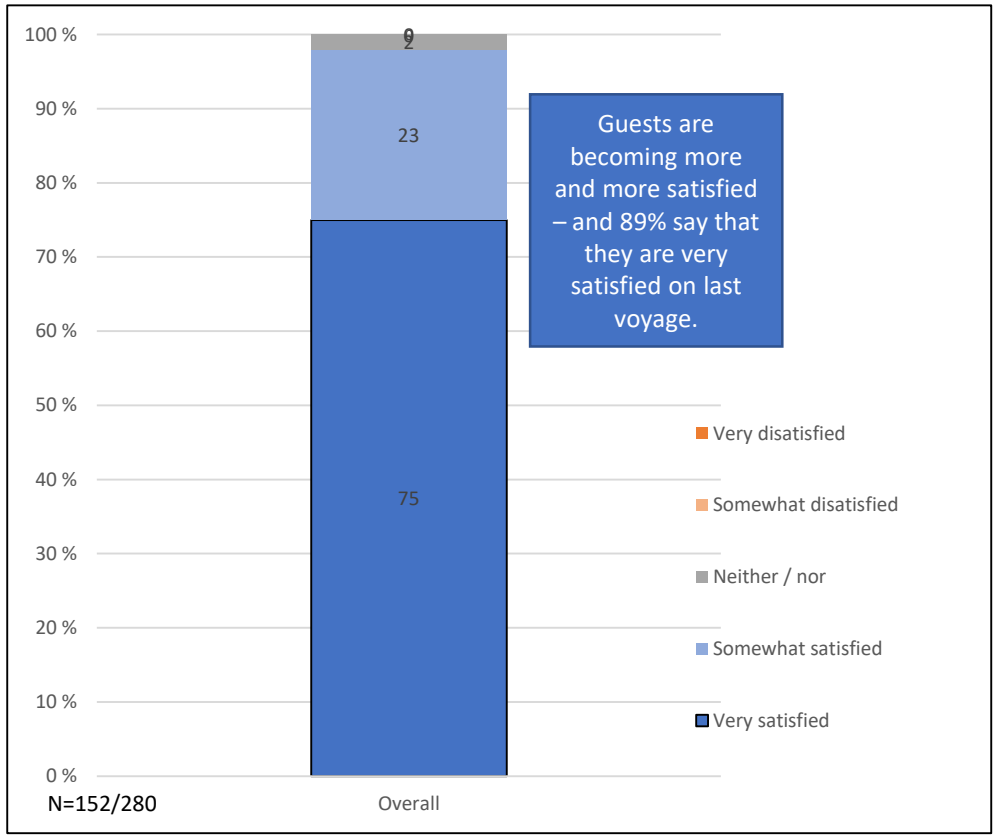
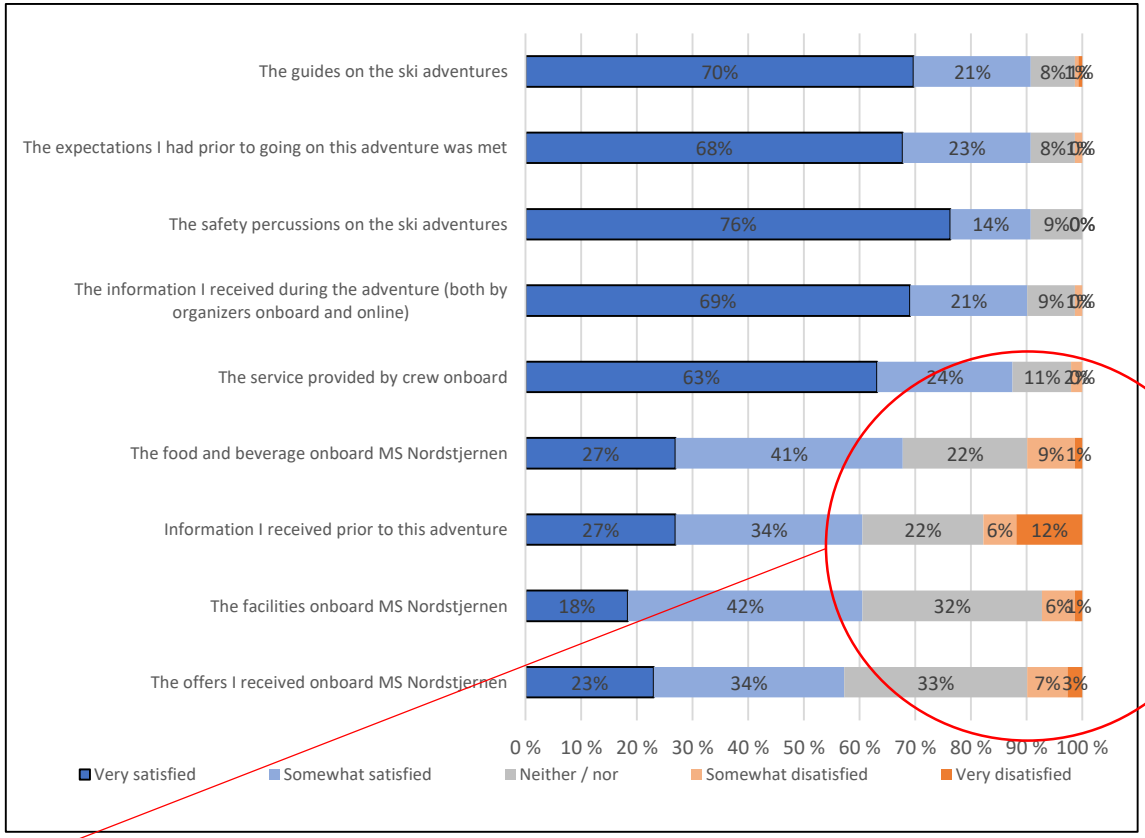
2017: CUSTOMER SATISFACTION SURVEY





PRIORITIZED ACTIONS FOR IMPROVEMENT IN 2018:

1. Culinary development / local cuisine
2. Information prior to trip / during trip
3. Offers on board
4. Guides / involvement & safety
5. Service provided by crew overall

Source: Norwegian Adventure Company – Boost.com Online Customer Survey 2017

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ARCTIC ADVENTURE CUISINE

BY BOCUS D'OR CHEF GUNNAR HVARNES

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KOMPETANSE I VERDENSKLASSE

KLARE TIL KAMP: Fredrik van Opdorp, Christian André Pettersen, Gunnar Hvarnes, Håvard Werkland, Christopher W. Davidsen og Fredrik Lundgren er godt forbere
før det braker løs på nyåret.

Klare for VM: Siste nedtelling før Bocuse d'Or i Lyon

THE MICHELIN GUIDE

SERITFISERTE GUIDER

KOMMUNIKASJON I ALLE FASER

Modell: Norwegian Adventure Company modell, ©2012

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TRIBAL MARKETING

ARCTIC HAUTE ROUTE - BY SKIERS FOR SKIERS

Makrososialt	**Demografiske parametere:** Kultur, generasjon, kjønn, klasse, livsstil etc.
Mikrososialt	**Sosiale parametre:** Interaksjon, vaner, tribes, subkulturer
Individuelt	**Menneskelige parametre:** Individer, tema, minne, assosiasjon, motivasjon, preferanse
Biologisk	**Behov:** Mat, drikke, søvn, sex..

Modell: Norwegian Adventure Company modell, ©2012

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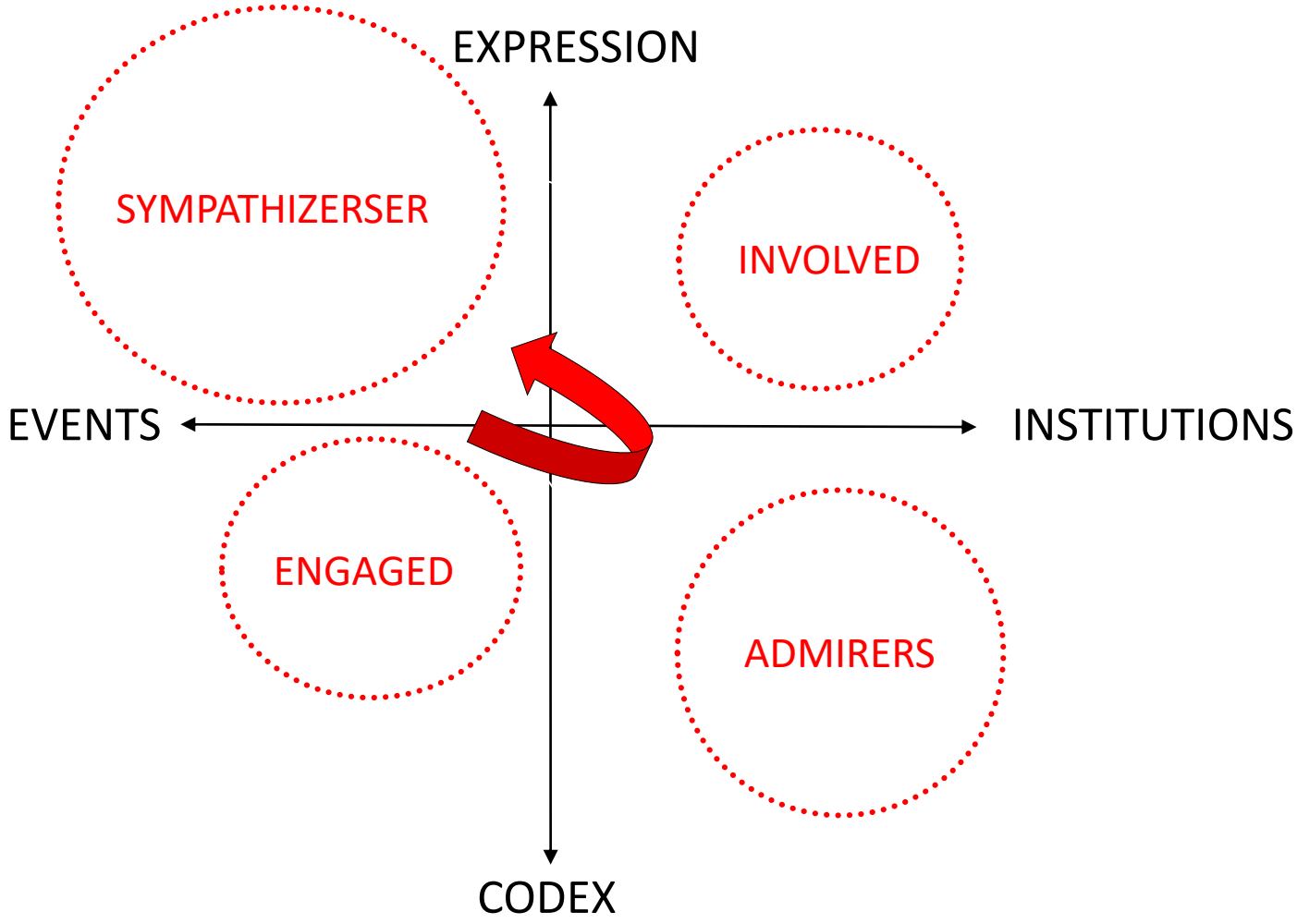
TRIBAL MARKETING

ARCTIC HAUTE ROUTE - BY SKIERS FOR SKIERS



Modell: Norwegian Adventure Company modell, ©2012

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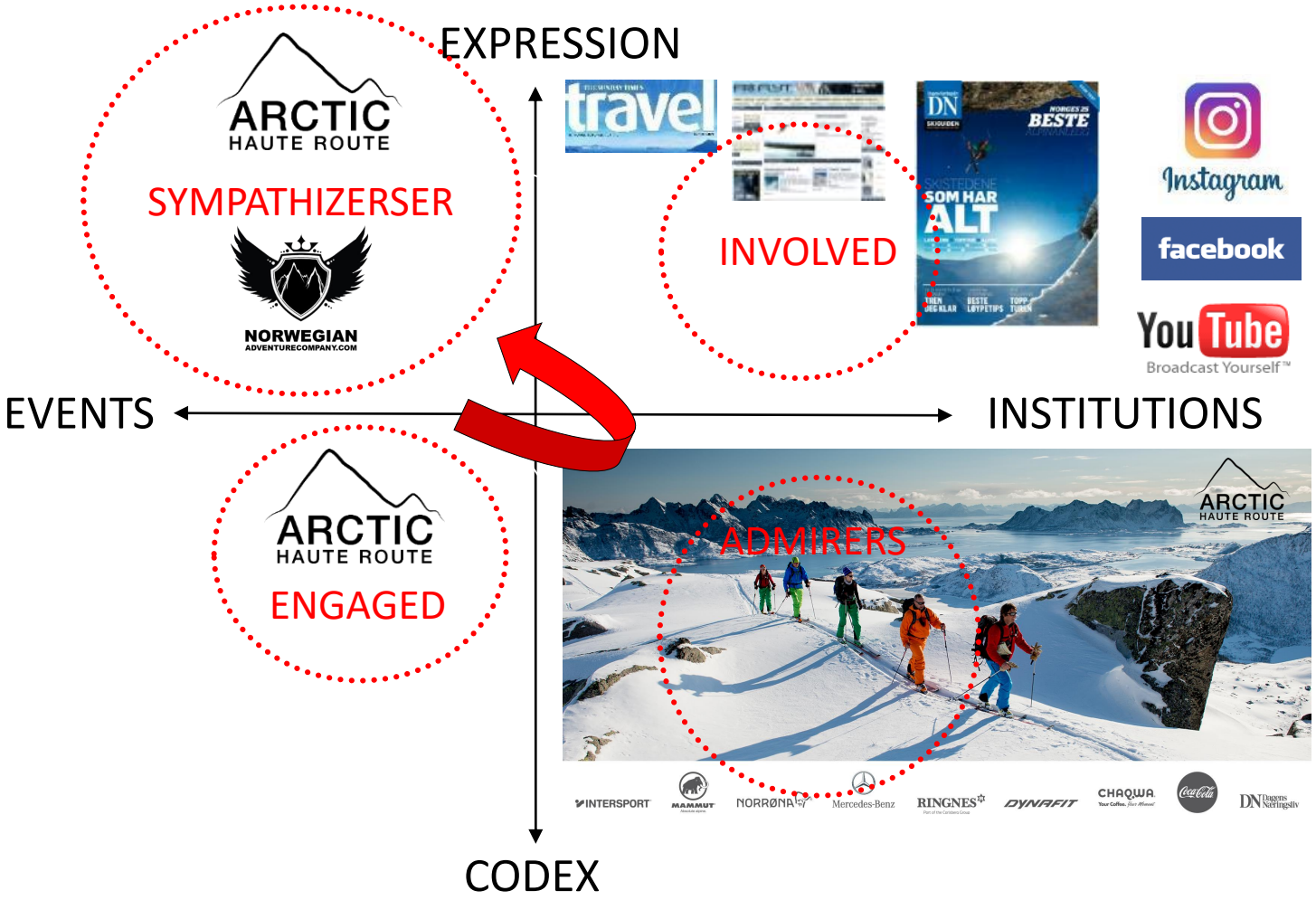
TRIBAL MARKETING

ARCTIC HAUTE ROUTE - BY SKIERS FOR SKIERS



Modell: Norwegian Adventure Company modell, ©2012

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HISTORIEFORTELLING

"Absurdly enjoyable &
the coolest holiday ever"
Sunday Times Travel Magazine

THE SUNDAY TIMES travel magazine

SAIL IN, HIKE UP, SKI DOWN

...and repeat.
Duncan Craig joins the inaugural Arctic ski cruise in Norway

I could hear my heart thumping through all my layers. I could have blamed it on the walk up. Even spread out over several hours, with regular pit stops, 2,000 vertical feet is no small feat. But it wasn't that, and I knew it. Far, far below, in the cleavage of two perfectly formed peaks, was the boat, and in between us and it lay several miles of slope. Steep, ungroomed slope.

When I had enrolled for the trip, it had seemed like a good idea to play up my off-piste experience; at this moment, not so much. "Now for the fun bit," said our guide, Jeune, to wide-eyed whooping, and one ever-so-slightly audible whimper.

Combining skiing and cruising, and doing it somewhere as magnificent as Norway's fjord-studded northern coastline is such an obvious open goal, it's a wonder the North Cruise Line Huntington didn't think of it sooner. Here, just inside the Arctic Circle, there are almost limitless peaks, many offering that most seductive of prospects: summit-to-sea skiing. The catch is that you have to get up under your own steam. The best in-the-region way I joined its inaugural voyage to find out.

Embarking in the small port of Stokmarknes, I was plunged into a hyperbolical storm. Skis, skins, boots, helmet, backpack, goggles, buff, down... Would have needed an aeroplane hangar and pulse to find me in my full kit, and by the time I was done the [illegible]

Just before bed, the Tannoy gently urged us onto deck. The decks top to find the northern lights now used across the starry sky. Many thousands come to the Arctic Circle solely for this; here, it was little more than a pre-event teaser.

Daybreak found us disembarking at Hemmingsvær, in the Lofoten Islands – a polychromatic procession, giddy with anticipation. Jeune, a portal tune with an early Agassi spiffiness, gathered the six of us together and explained how to attach our ski skins. The concept has been tweaked over millennia (the re-stowable strips are now mostly synthetic rather than actual animal skins), but, largely, this is Stone Age transportation.

Toes are clipped in, heels mostly free. We had a practice, quickly grasping the rudiments: plant your foot firmly with each step, and the skins are remarkably adhesive. Thppy toes? Fairy plant.

Using our poles for support, our group crunched up the mountainside. Light snow fell, and the water lurched away behind us. Before we knew it, we were 600 feet up. An hour or so later, we were at 1,000ft, where we stopped on a ridge amid the attack alliance for a brief rest.

Far below, I could make out the rusty red northern fishing cabins that this stretch of coast is known for. So, too, clusters of *fiskbyller*, the huge, sun-dried wooden A-frames used to dry fish – but the top item of civilisation was light.

This, indeed, was a magical walk. For three tremendous hours it was. At the top, we were instructed to detach our skins and stow them in our backpacks. I show this task out for as long as possible, but there was no escaping the inevitable.

Norwegians ski direct, and they speak to match the same way. I witnessed both over the following hour. The less said about my descent, the better. From the air, my track down was spaghetti to the others' serpentine curves, picking clumps of snow out of the folds of my jacket hood. I was overtaken by a friend and from our group. "Jim, my friend – you were terrible," he said, resting with his poles. "Now, love a beer."

We may have skimmed with the goodies and filthy passes, but the apres-ski wasn't going quietly. Speakers were booming, the G&Ts flowing. As we got under way, sods the clutching. Pretty soon, a conga was bounding its way round the teak deck like a manic centipede. In the spirit of apres-ski, the whole ship was silent by 11pm, save for collective snoring.

Eating got a mountain under my belt, I was tasting to go for day two. There was pride at stake. In the forested foothills of Mt Sula, on the island of Rolla, I went out ahead – and was politely told off. "If you're going at the right pace, you should be able to chat," said Jeune, as I fought for breath. "That way, you can keep going all day."

And it was true. Our kayak Anglo-German group ranged in age from twenty-something to early sixties, but by sticking to a steady pace, all reached the 3,000ft summit with ease. Chatting all the way, too – with one awkward blanks following my ill-advised exertion of the kit.

I'd caused no opinion the night before on what I was doing wrong; a crash course in not crashing. Most of the Norwegians spoke about speed and surrendering control. Jeune, a pragmatist, about leaning forward in my ski boots to better facilitate my turns. I took this on board and the change was dramatic.

My descent that day would never be described as elegant, but it was effective. I shushed, I carved, I stopped broadly where I wanted to, and – except for one incident where I awkwardly assaulted a young bitch tree – I even made it down through the forest. Sliding to a stop yards short of the shore, it was all embarrassing whoops and bungled high fives.

Back on board, this exhilaration was augmented by genuine satisfaction. We'd picked a mountain broadly at random. Climbed it. Skied down it. It was primeval in its simplicity. With small steps, great things are, indeed, achieved.

The sun was beginning to dip, the G&Ts were being poured, and another full day of time he should before our final arrival

SLIP ME SOME SKINS Ski touring up in the Lofoten Islands, before touring back down. Bottom, MS Nordnjeroen

duncancraig_

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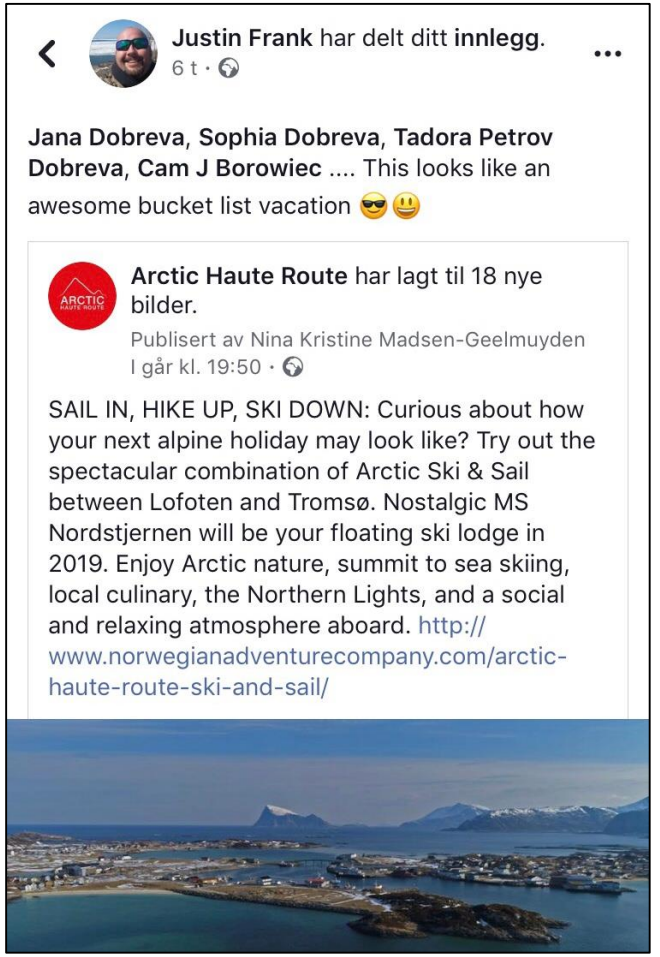
SoMe STRATEGI OG BRUKERGENERERT INNHOLD

HISTORIEFORTELLING FRA GJESTENE I DERES EGNE KANALER = MERKEVAREAMBASSADØRER



STRATEGISK SAMARBEID OG KOMMUNIKASJON

KOMMERSIELLE PARTNERE FOR GJESTEOPPLEVELSER OG KOMMUNIKASJON

INTERSPORT · MAMMUT Absolute alpine. · NORRØNA · Mercedes-Benz · RINGNES Part of the Carlsberg Group · DYNAFIT · CHAQWA Your Coffee. Your Moment · Coca-Cola · DN Dagens Næringsliv

LOKALT

Samarbeid med lokale leverandører innen guiding, aktiviteter, transport, overnatting, kultur, sports- butikk, mv

KULINARISK

Samarbeid med Bocuse d'Or kokkenettverk og kompetanse på høyt internasjonalt nivå

Samarbeid med lokale matprodusenter og råvareleverandører

INTERNASJONALT SALG GJENNOM AGENTER

Modell: Norwegian Adventure Company modell, ©2012

ARCTIC
HAUTE ROUTE

SKI & SAIL - FRA FJELL TIL FJÆRE

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ARCTIC
HAUTE ROUTE

ARCTIC
HAUTE ROUTE

HIKE & SAIL - FRA FJELL TIL FJÆRE

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HAUTE ROUTE

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ARCTIC
HAUTE ROUTE

BIKE & SAIL - FRA FJELL TIL FJÆRE

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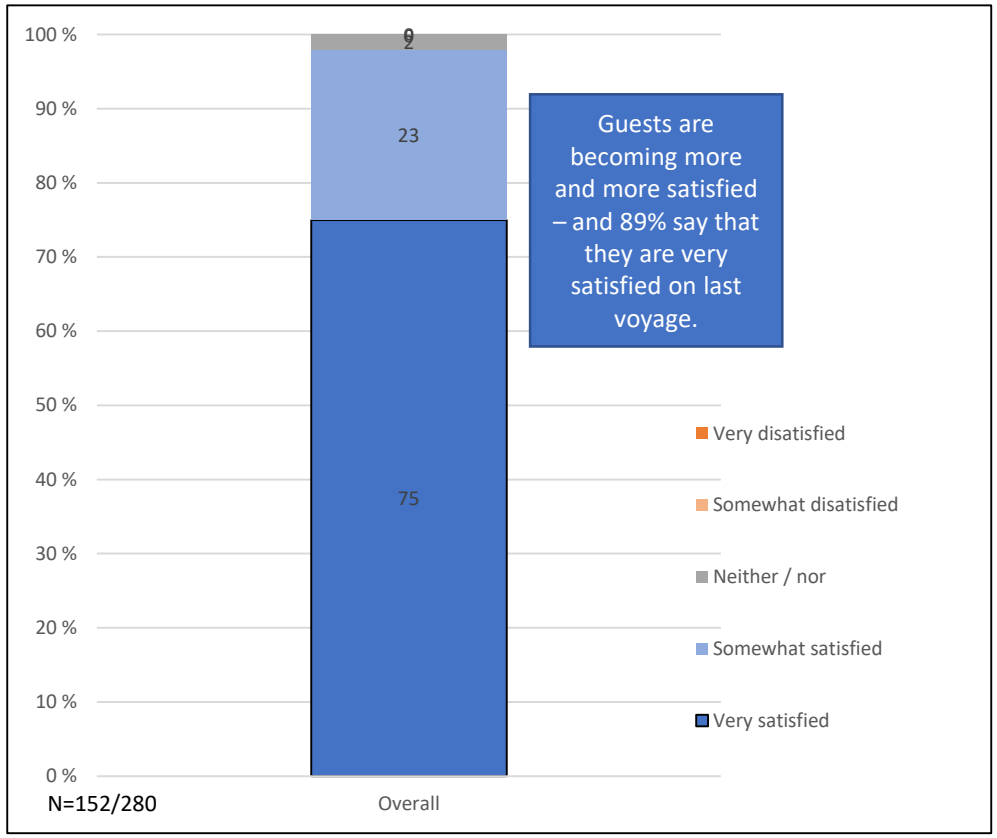
ARCTIC
HAUTE ROUTE
GAMLE
SALTEN

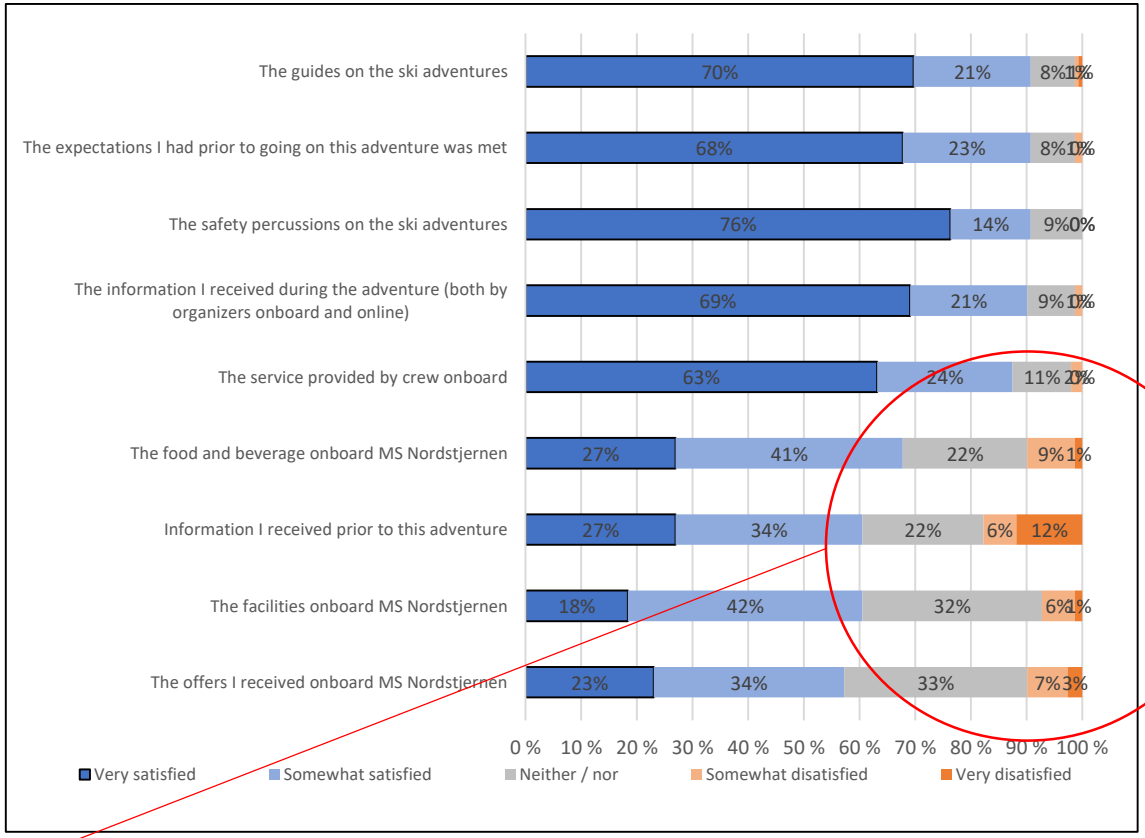
AGENDA

UTVIKLE **ARCTIC HAUTE ROUTE** TIL EN OPPLEVELSE I VERDENSKLASSE

1. Hvorfor gjør vi dette?
2. Hva gjør vi?
3. Hvordan gjør vi det?
4. **Hva har vi oppnådd?**

2017: CUSTOMER SATISFACTION SURVEY





PRIORITIZED ACTIONS FOR IMPROVEMENT IN 2018:

1. Culinary development / local cuisine
2. Information prior to trip / during trip
3. Offers on board
4. Guides / involvement & safety
5. Service provided by crew overall

Source: Norwegian Adventure Company – Boost.com Online Customer Survey 2017

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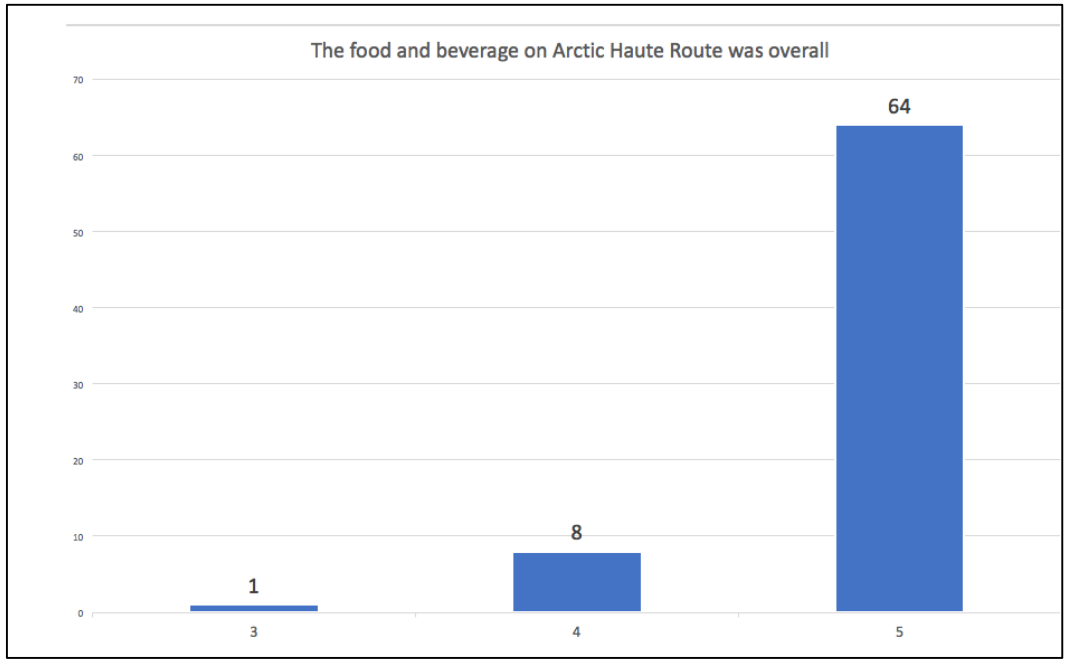
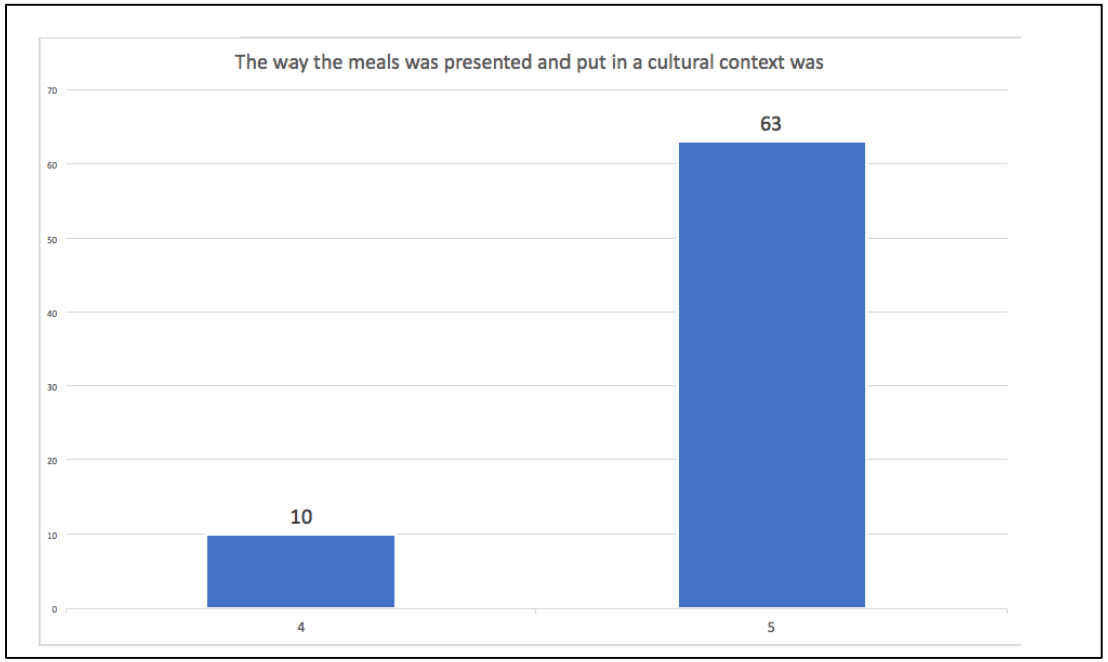
Score 2018: FOOD - **86%** of guests very satisfied

Quality Food & Beverage



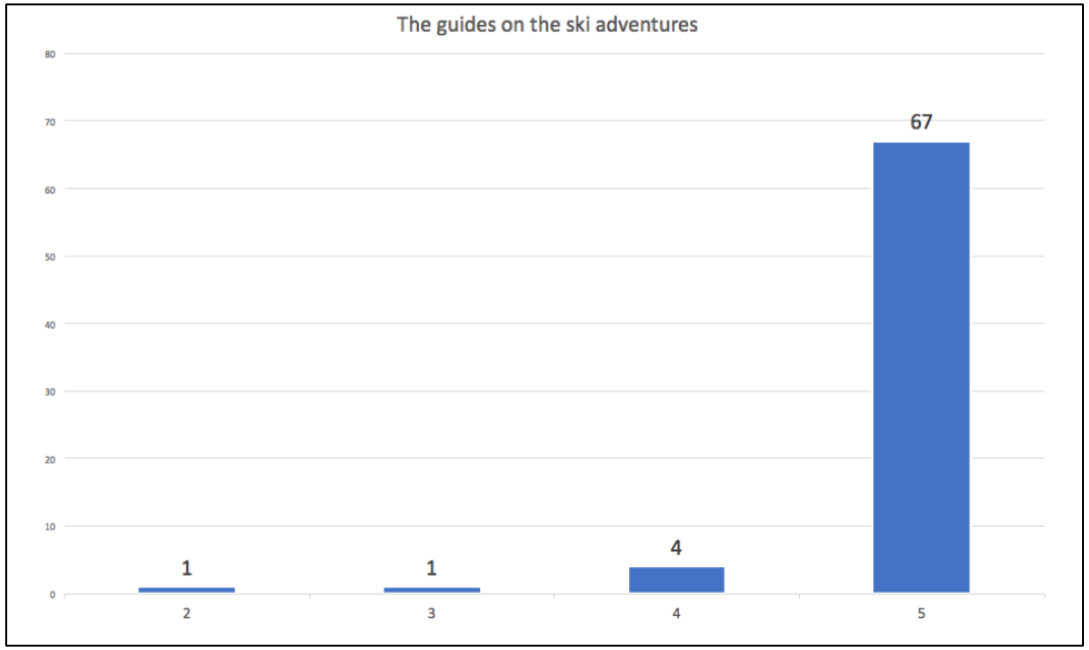
Presentation & Storytelling



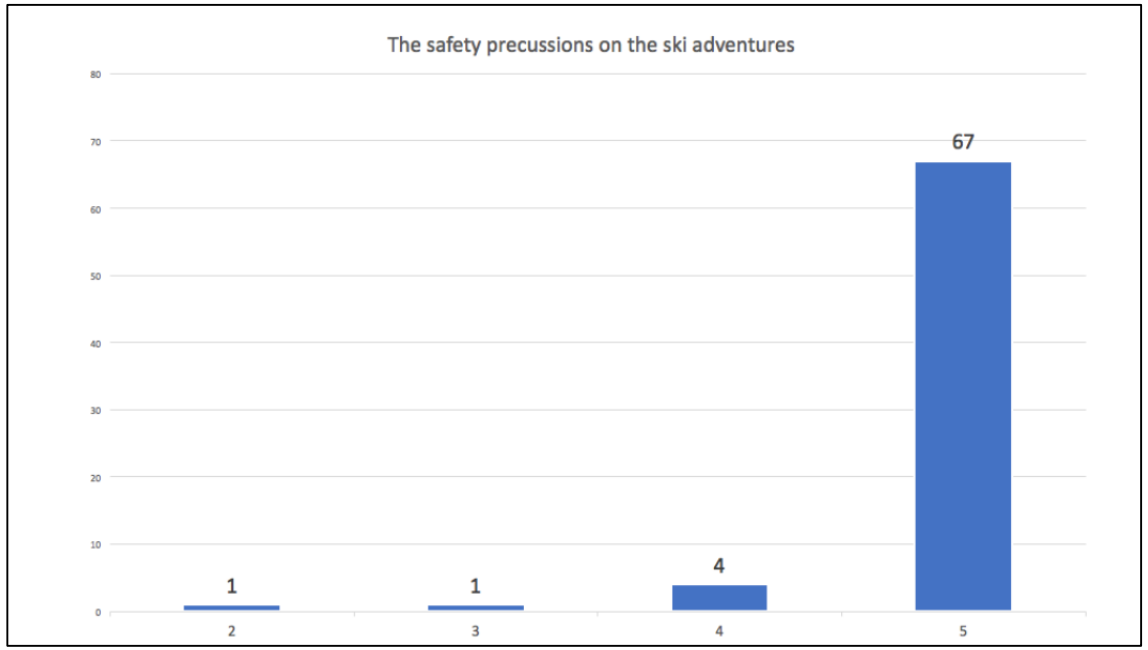
Source: Norwegian Adventure Company – Boost.com online customer survey 2018

Score 2018: GUIDES - **90%** of guests very satisfied

Guides



Safety Percussions



Source: Norwegian Adventure Company - Boostcom online customer survey 2018

2018: CUSTOMER SATISFACTION SURVEY

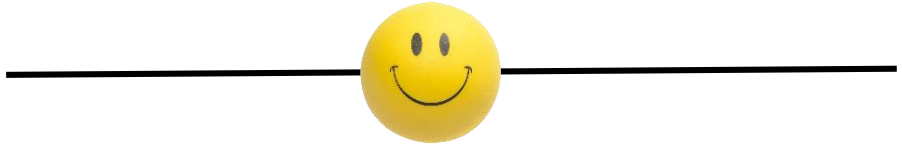
CUSTOMER SATISFACTION DEVELOPMENT

2018

2017

TO **95%** VERY SATIESFIED

79% NPS = CUSTOMER LOYAHLTY



FROM **75%** VERY SATIESFIED

74% NPS = CUSTOMER LOYAHLTY

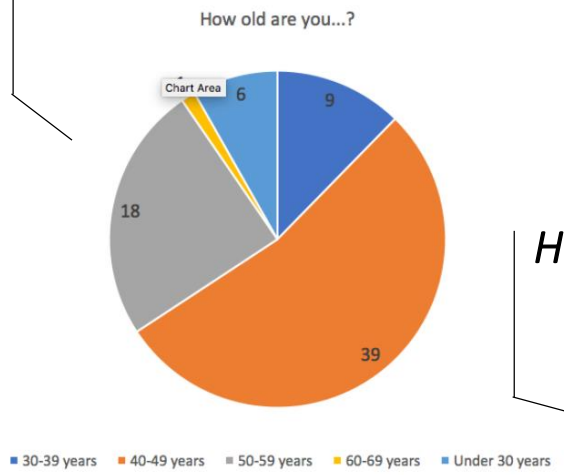
NPS = Net Promotor Score

Source: Norwegian Adventure Company – Boost.com online customer survey 2017/2018

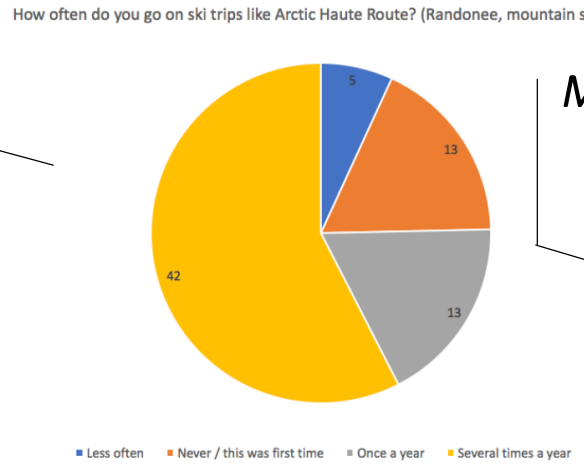
TREFFER MÅLGRUPPEN

Age: *average age 45 years*

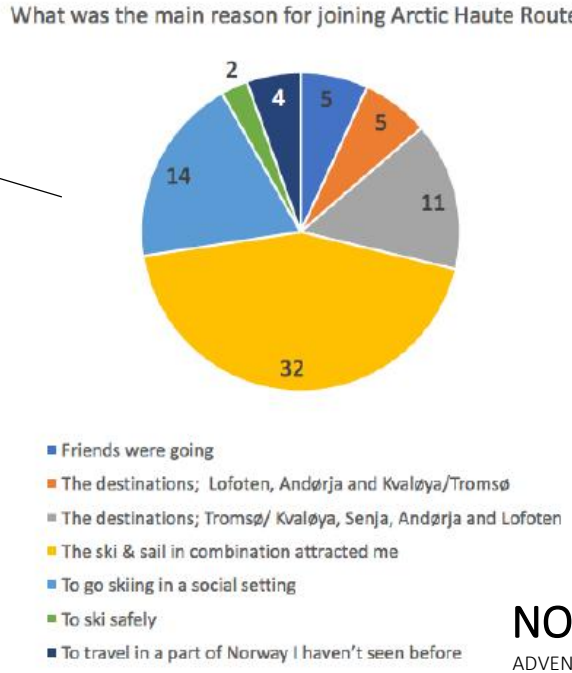
ACTIVE EXPLORERS AND PROGRESSIVE MAXIMIZERS



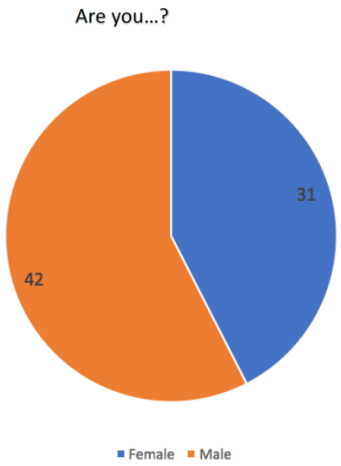
How often on trips like AHR: *57% several times a year*



Main reason going: *41% Ski & Sail / 18% Social setting*



Gender: *41% female and 59% male*



Source: Norwegian Adventure Company – Boost.com online customer survey April 2018

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OPPSUMMERING RESULTATER

ARCTIC HAUTE ROUTE

- ✓ Vi attraherer globale eventyrere
- ✓ Har fått bekreftet betalingsvillighet
- ✓ Lønnsom forretningsmodell
- ✓ Skapt et nytt nordnorsk destinasjonsprodukt
- ✓ Utviklet et helhetlig opplevelseskonsept
- ✓ Er på bucket list til globale eventyrere
- ✓ PASSION - får stått ski, syklet og klatret

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Hvordan skape *opplevelser i verdensklasse* og
havne på globale opplevelsessamleres *bucket list*?

Langsiktig | Samarbeid | Kommunikasjon | Kompetanse | Kvalitet

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