



ADVENTURE TRAVEL  
TRADE ASSOCIATION

[www.adventuretravel.biz](http://www.adventuretravel.biz)

# Norway: Adventure's “Epicenter”

Innovative Experiences Conference 2016, Norway  
November 3, 2016



# ATTA'S MISSION

---



Inspire, connect and empower a global community to deliver travel experiences that protect natural and cultural capital and create shared economic value.



AdventureWeek participants - media and tour operators from various regions - learn about and experience the plethora of adventure activities available in Baja California Sur.

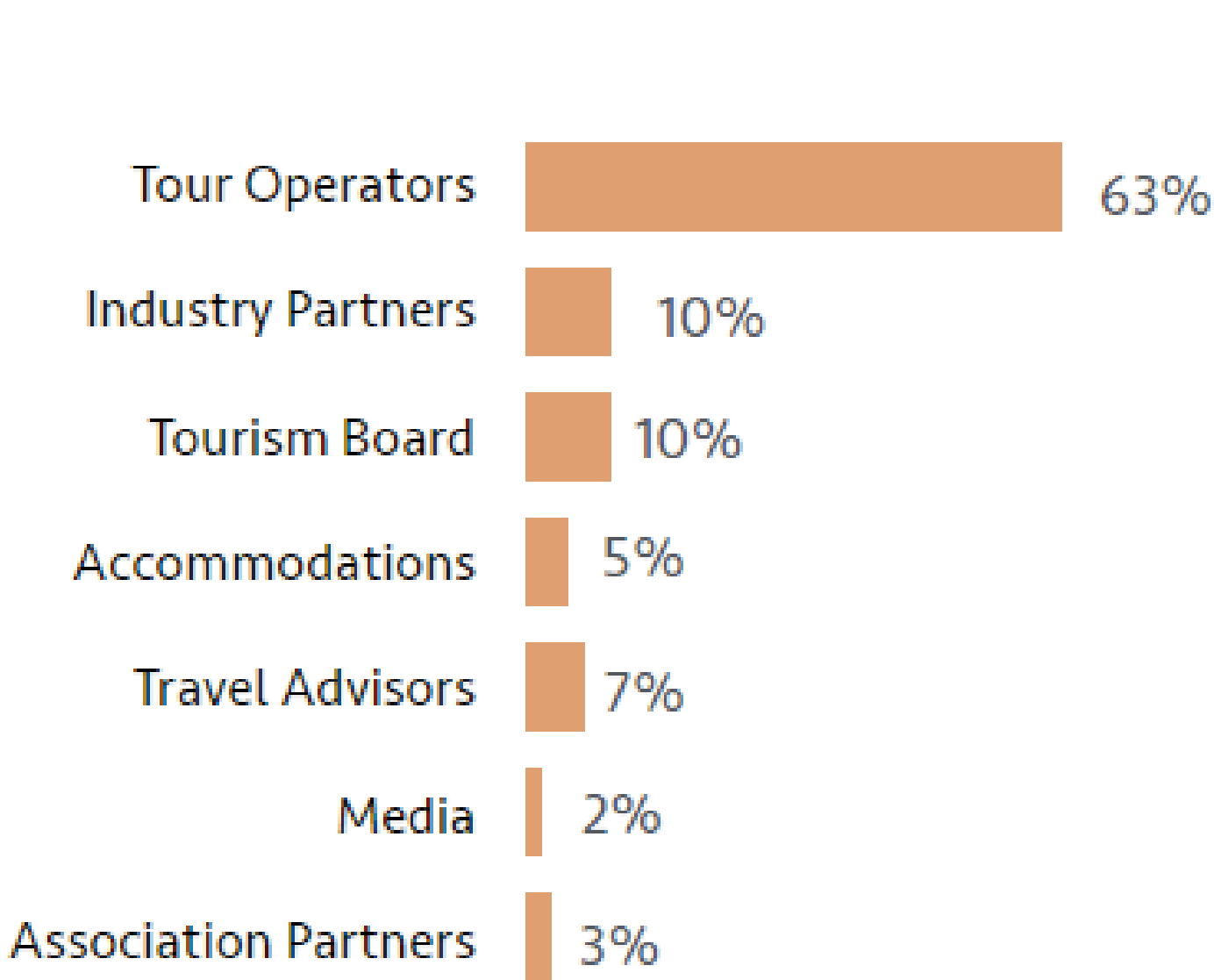
# ABOUT ATTA / OUR MEMBERS

Established in 1990, the Adventure Travel Trade Association (ATTA) serves over 1300 members in 100+ countries worldwide.

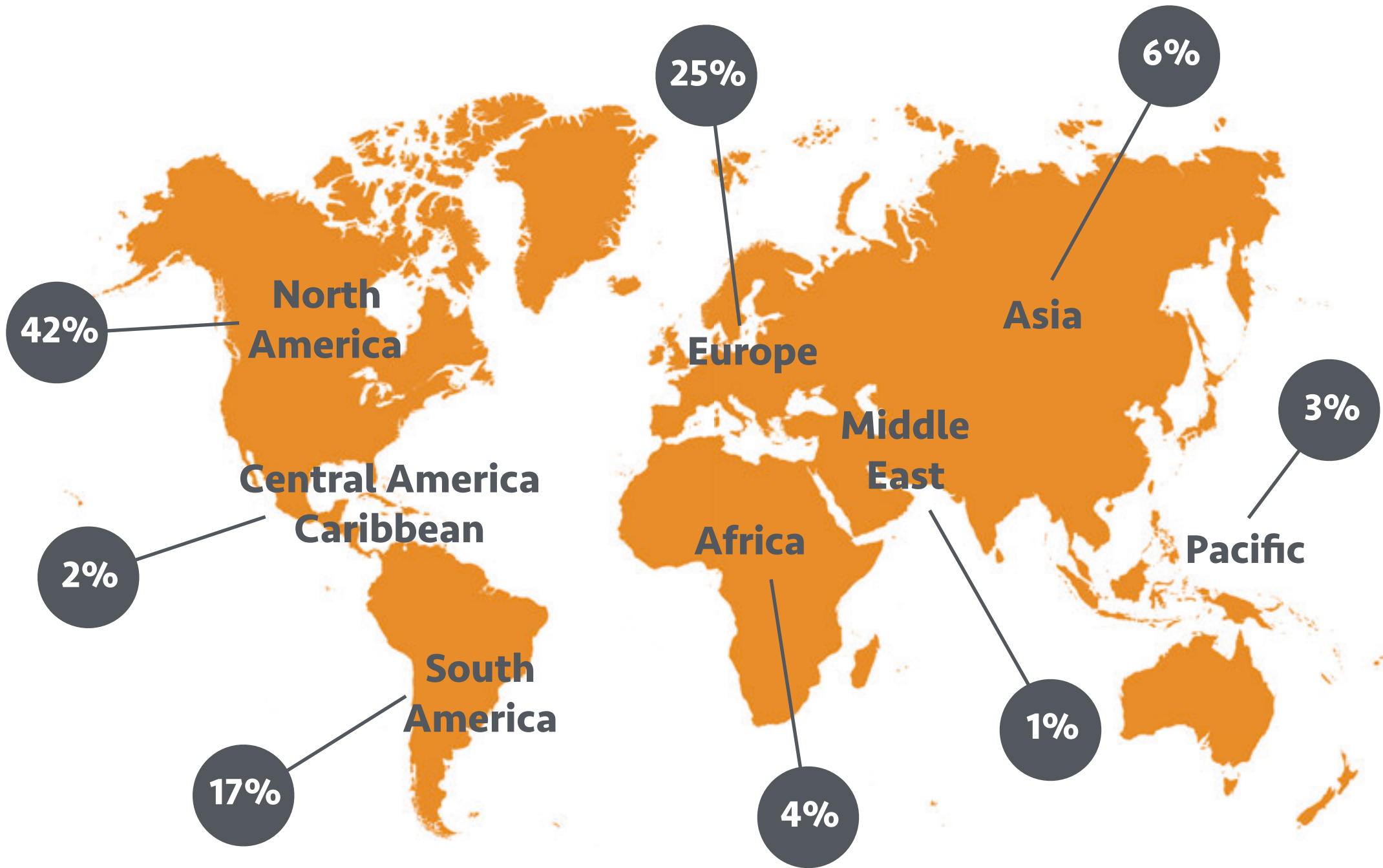
Members predominantly include tour operators, tourism boards, specialty agents and accommodations with a vested interest in the sustainable development of adventure tourism.



## WHO OUR MEMBERS ARE



## WHERE OUR MEMBERS ARE





# ATTA's VALUES STATEMENT

---

ATTA's Values Statement was formed through a collaborative process between the ATTA team, advisory board, members and input from the UNWTO.

In signing, ATTA members state that they too will strive and move toward these values (in brief):

1

## TOURISM ETHICS

The ATTA affirms and agrees with the UNWTO's Global Code of Ethics for Tourism

2

## PROTECTION OF CHILDREN

The ATTA believes in the protection of children from harmful effects of tourism and is a signatory of [TheCode.org](https://thecode.org/)

3

## RESPONSIBILITY

The ATTA believes in the universal standards put forth by the Global Sustainable Tourism Council (GSTC), and that tourism businesses and destinations should adopt the criteria.

4

## COMMUNITY PRINCIPLES

As established by the ATTA and its active Members.







# Thank you!

**10ÅR**

**NORSK OPPLEVELSESKONFERANSE**

— N —

**SVOLVÆR 2016**



# ATTA & NORWAY:

- Kristian Jørgensen, Managing Director of Fjord Norway and ATTA Advisory Board member
- 2008 Adventure Travel World Summit in Norway
- Innovation Norway - 2013 and 2016 ATWS Partnership, 2014 NYTTS AdventureConnect Sponsorship, 2015 and 2016 AdventureELEVATE Partnership
- NCE (Norwegian Center of Expertise) Tourism- Fjord Norway - Multi-year Membership arrangement for 70 Norwegian tourism organizations since 2014, 2012 ATWS Partnership
- 2015 AdventureConnect: Seattle with Norway visitors
- 2015 AdventureConnect at Innovation Norway in Lofoten, Norway
- 2016 Value Creation + Innovation Lab in Lofoten, Norway





# Nordic Destinations





# Nordic Destinations



Åland



Denmark



Faroe Islands



Finland



Greenland



Iceland



Norway



Sápmi



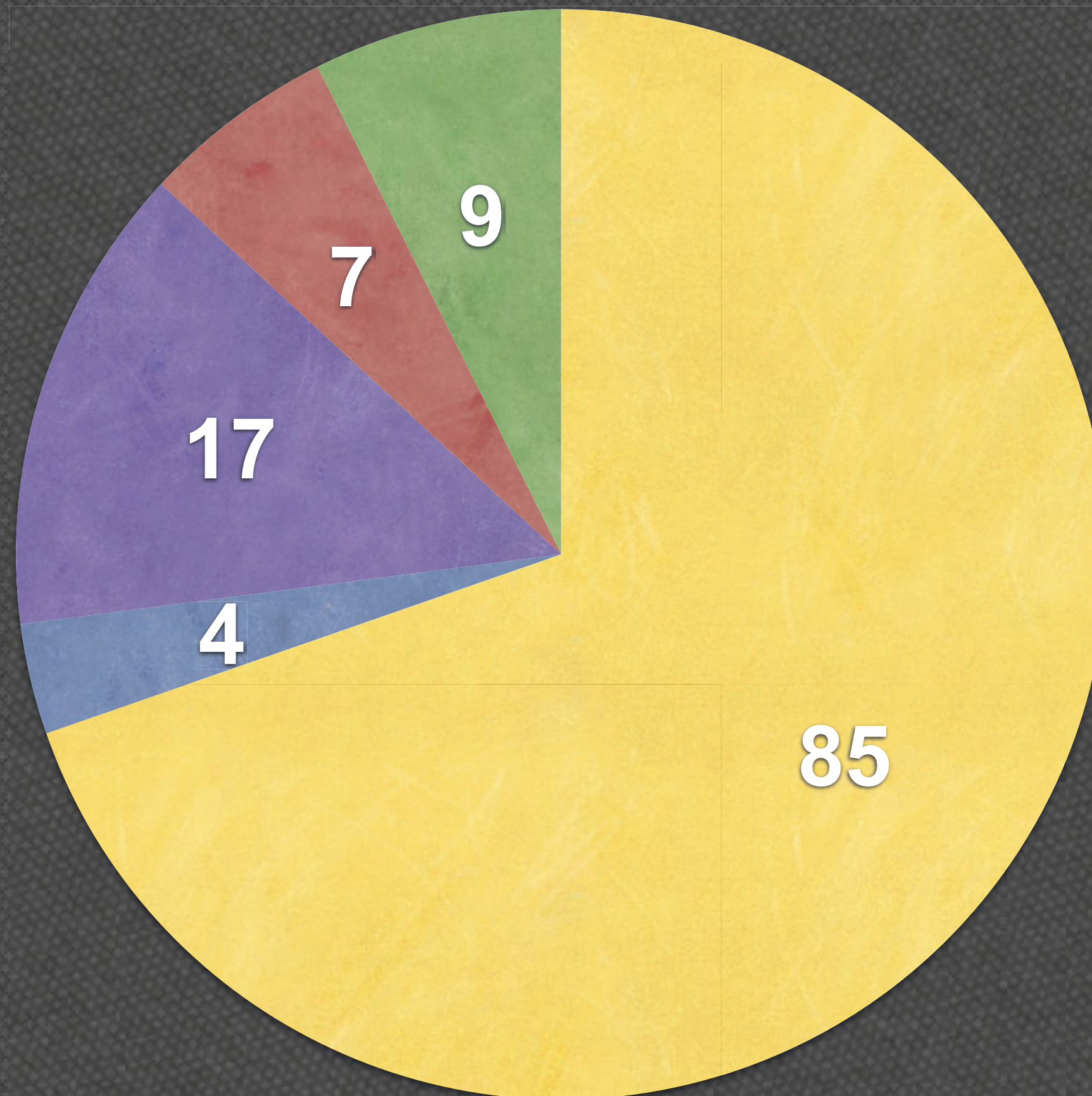
Sweden



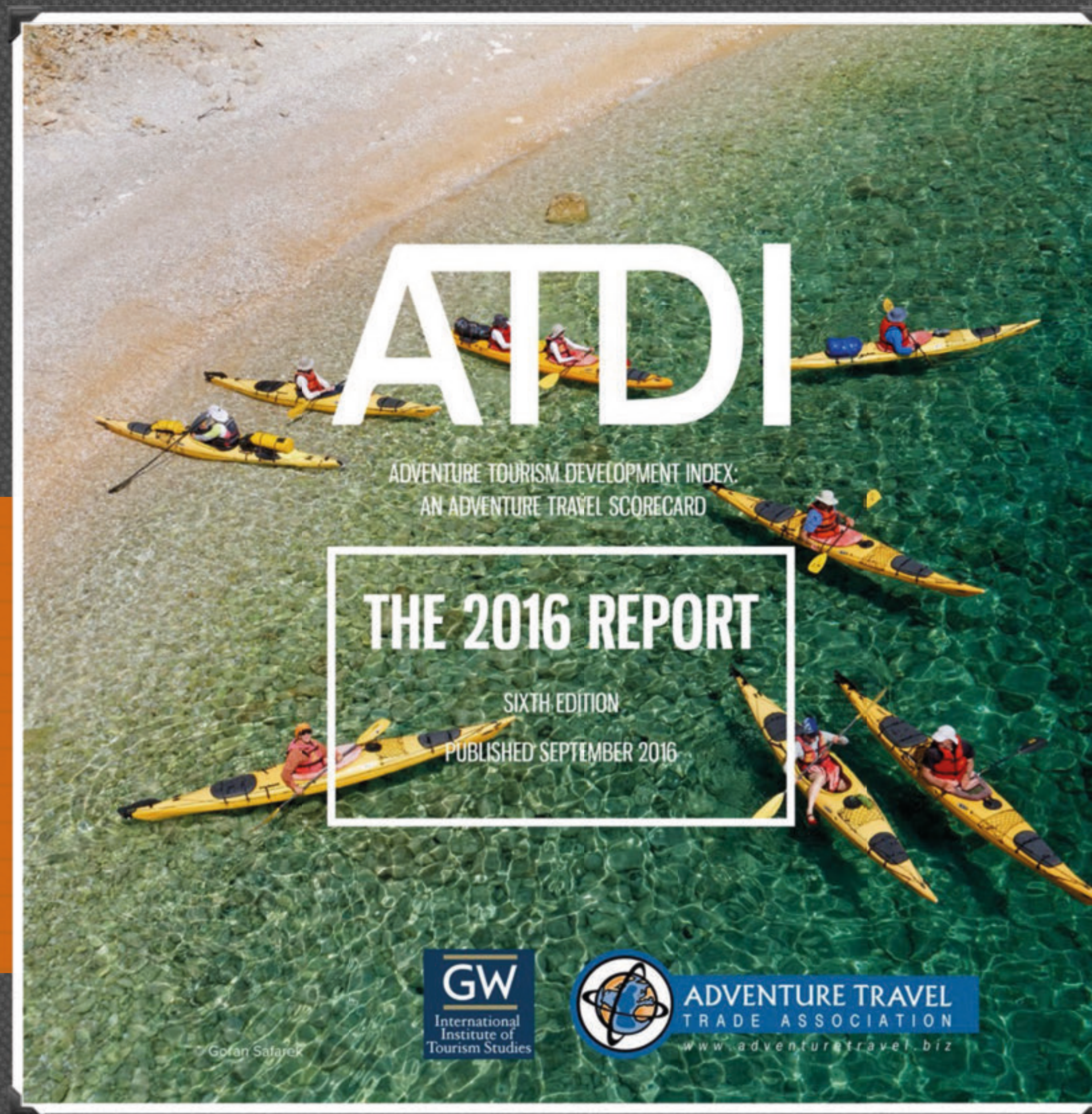
# ATTA Members -



Total members: 122

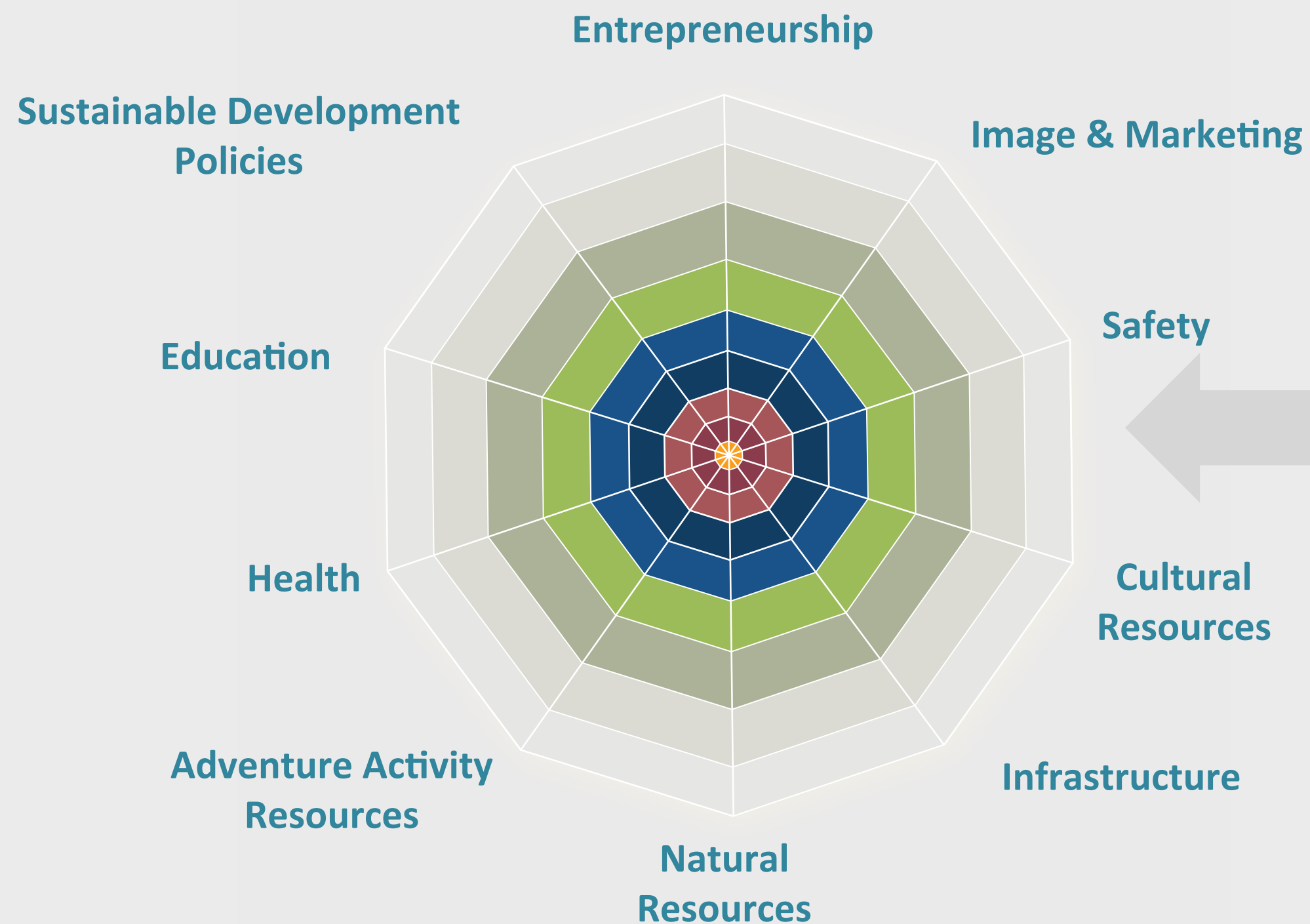








# Adventure Tourism



Web of interconnected factors that must be present for Sustainable Adventure Tourism to thrive.

Success in each sector supports, and is supported by, the others.





# Adventure Tourism

## Developed Countries

2016	2015	2011
Iceland	Switzerland	Switzerland
Germany	Iceland	New Zealand
New Zealand	Germany	Canada
Norway	Norway	Germany
Switzerland	New Zealand	Iceland
Canada	Austria	Norway
Australia	Canada	Finland
Finland	Finland	Austria
Austria	Sweden	Sweden
Denmark	France	Japan





# Norway



# Norway – Strategic



- High rankings in the Adventure Tourism Development Index
- Proven, effective cooperation between public-private sector
- Incredible depth of nature-based and cultural assets
- Progressive, sophisticated, mature tourism industry
- Progressive national and regional tourism boards
- Well-established and proven sustainability ethos - embedded in culture
- Proven emphasis on quality, safety and the traveler experience



# Norway – Strategic



- Year-round product offering, positioning and demand
- Extensive transportation infrastructure (e.g., ferry system)
- Well crafted, deserved adventure tourism brand and perception
- Ocean/sea, fjords, mountains, glaciers, islands, Arctic, Boreal forests...
- Indigenous peoples (e.g., Sámi/Saami)
- Established experts in technology, innovation, experience design, architecture, etc. - truly cutting edge
- Persistent, persevering cultural character...resourceful





# Norway – Strategic

- Water, one ocean, at least 3 seas, waterfall “heaven”...and lots of pure, fresh sources...
- Vibrant wintersport and extreme/adventure culture
- Historic marine, fishing & culinary tradition/culture
- Routes...Vikings, Hanseatic, St. Olav Ways, etc.
- Living “innovation lab” (honey bee “highway”, Global Seed Vault, etc.)
- Intensive contrast of and seamless integration between historic/old and innovations/newness





# Norway – Strategic

- Storytelling... Norse mythology, Vikings, Edvard Munch, 1,000+ years of literature, etc.
- Geographically strategic with regard to climate change and “super highway” to the Arctic
- Geologic treasure trove, plus extensive pre-history (Bronze Age, Stone Age, etc.)
- Under-estimated wildlife potential (e.g., whales, polar bears, eagles, walrus, Eurasian lynx, wolverine, moose, Arctic fox, reindeer, etc.)
- Well funded and/or with access to funding
- Focus on thematic destination development (e.g., marine, culinary, etc.)





# Norway – Areas of

- Evaluate services and integrate “freedom to roam” policies with increased capacity hopes/expectations
- Identify improvements, possible innovations on infrastructure
- Ensure high level, responsible operations, Search & Rescue expertise (including capacity), etc. (...and promoting and enhancing)
- Boost local actors in delivery of responsible adventure tourism - every tourism-related touch point should result in net-gain
- Gateway to Norway messaging - upon arrival at airports, train stations, ferry docks, etc.





# Norway – Areas of

- Instill laser-like public-private sector focus on income and economic benefits of local communities - turn sustainable strategies into cash flow
- Deepen commitment to thematic adventure development
- Continue developing comprehensive ecosystem of activities (e.g., concept of cycle touring routes, highlands trekking to architecturally significant structures, agricultural, fisheries, etc.)
- Develop specialized DMCs to zero in on top pedigree adventure travel offerings
- Explore, then exploit, scarcity of resources (e.g., silence, dark skies, solitude, etc.)
- Better understand future adventure travelers and international source markets, then invest in “soft skills” training





# Norway – Areas of

- Address Norway's internal conflict of the mass cruise industry
- Next stage: product development and marketing...
- Stimulate national/political will to own a powerful vision that can propel Norway for the long haul
- Already, capacity management issues are surfacing...aggressively plan for Norway's unabated success
- Craft 50-year vision - with realistic mile markers to measure progress



# What You Share in common?



- High ranking in the Adventure Tourism Development Index
- Environmentally and culturally diverse & sensitive destinations
- Solid economy & stable government
- Progressive & highly educated workforce



# What You Share in common?



- Generally safe & secure destination
- Creativity & Resourcefulness
- Propensity toward sustainability & engagement with nature
- Solid infrastructure
- Innovative drive
- Historical context





# Community Building with an Eco-system Framework



# Public-private Partnership



Reconsider, Reframe, Re-invent how to:

- Value cultural and nature-based tourism assets
- View long-term development and capacity
- Invest (when, where and how) in LOCAL communities
- Motivate key stakeholders
- Measure success
- Seek the right business and the right markets
- Brand and promote Norway





# Catalyze Change

- Start with common language and understanding...
- Government-led initiatives that lack connection to the private sector struggle
- Private sector programs that mobilize consumers can attract government support
- Look for narrowly scoped opportunities that can be successful in uniting the public and private sectors





# FOCUS





# “SWOT”

- What Strengths, Weaknesses, Opportunities, and Threats exist in the market today?
- Where do we hope to go together?
- What in your wildest dream, does adventure travel become here?
- What obstacles could interfere with the aspiration we share?
- What actions might be taken to address the obstacles to success?





# First steps

- Prioritize ideas for Action:
  - What focus areas really matter to “us”?
- Personal Commitment
- Assignments
- Next Steps





ADVENTURE TRAVEL  
TRADE ASSOCIATION

[www.adventuretravel.biz](http://www.adventuretravel.biz)

Tousan Takk! I  
Thank you!

Chris Doyle



[adventuretweets](#)



[adventuretravel.biz](http://adventuretravel.biz)

Photo by Jernej Leben



ADVENTURE TRAVEL  
TRADE ASSOCIATION