

Driving recovery to support people, businesses and places – the case of Norway

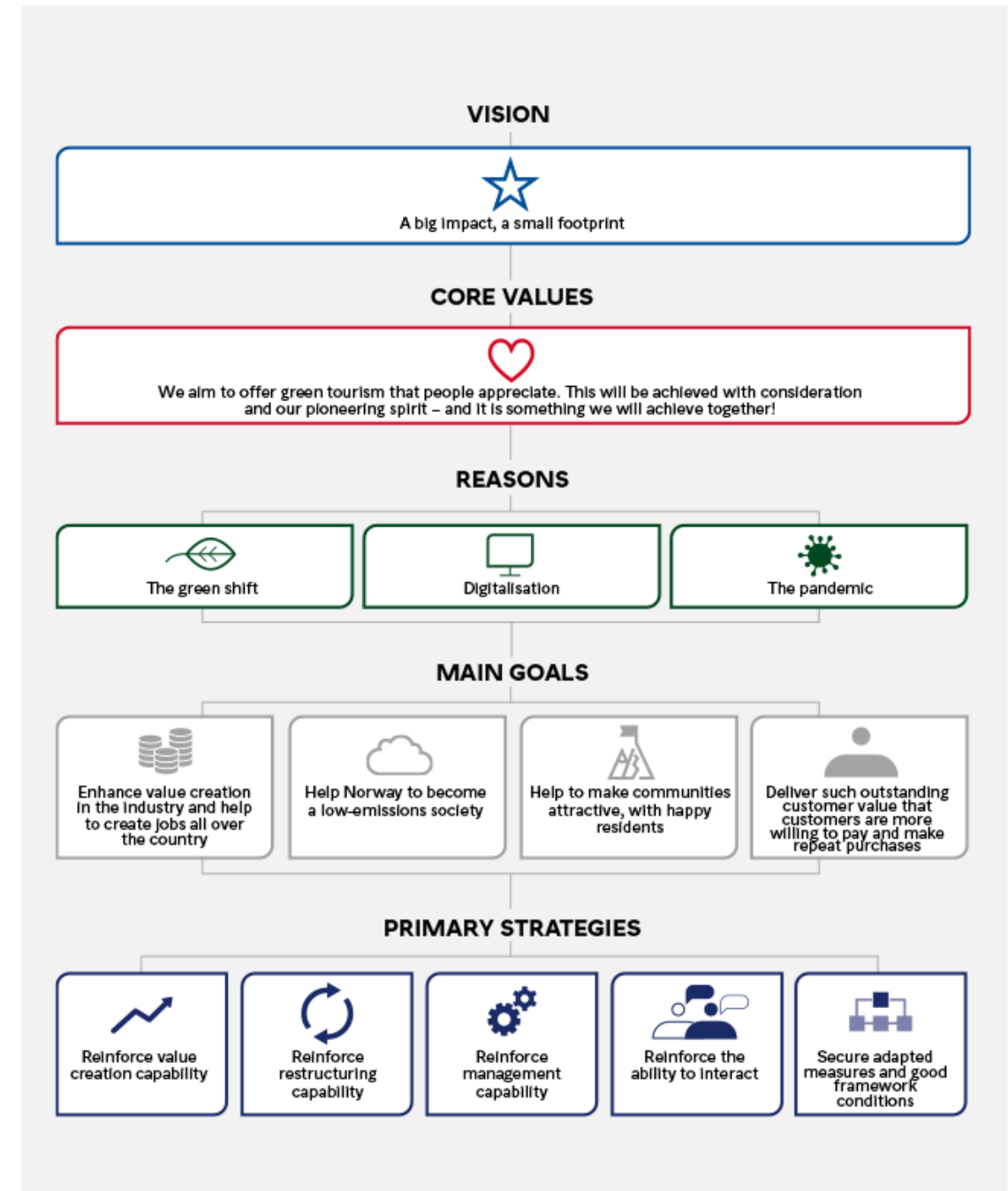
Ingunn Sørnes, Innovation Norway, 4th of November 2021

Main **challenges** for the Norwegian tourism industry prior to Covid-19:

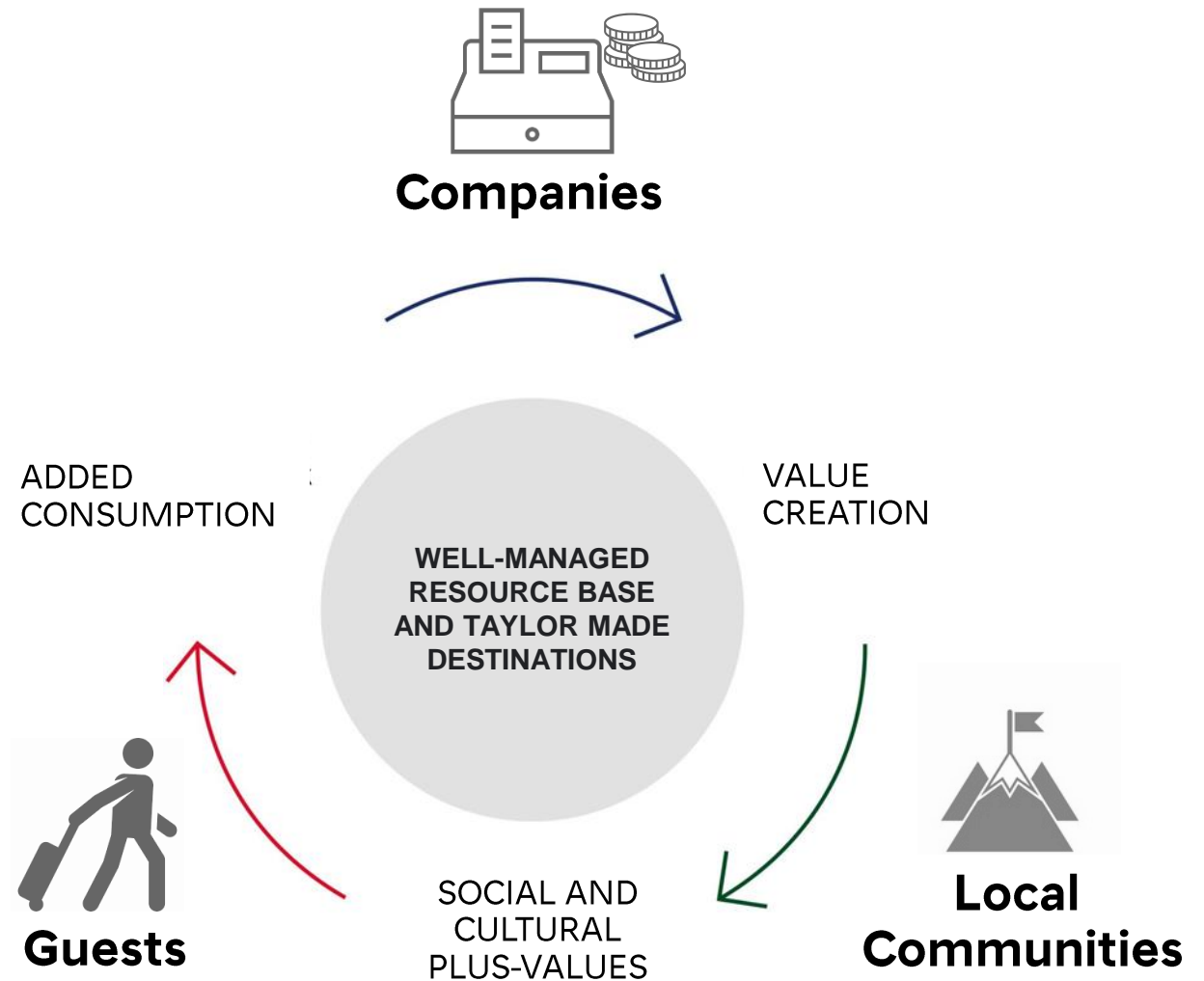
- Peak tourism
- Season-based revenue
- Overtourism, and undertourism
- Pressure on vulnerable nature
- Low profitability in industry
- Recruitment



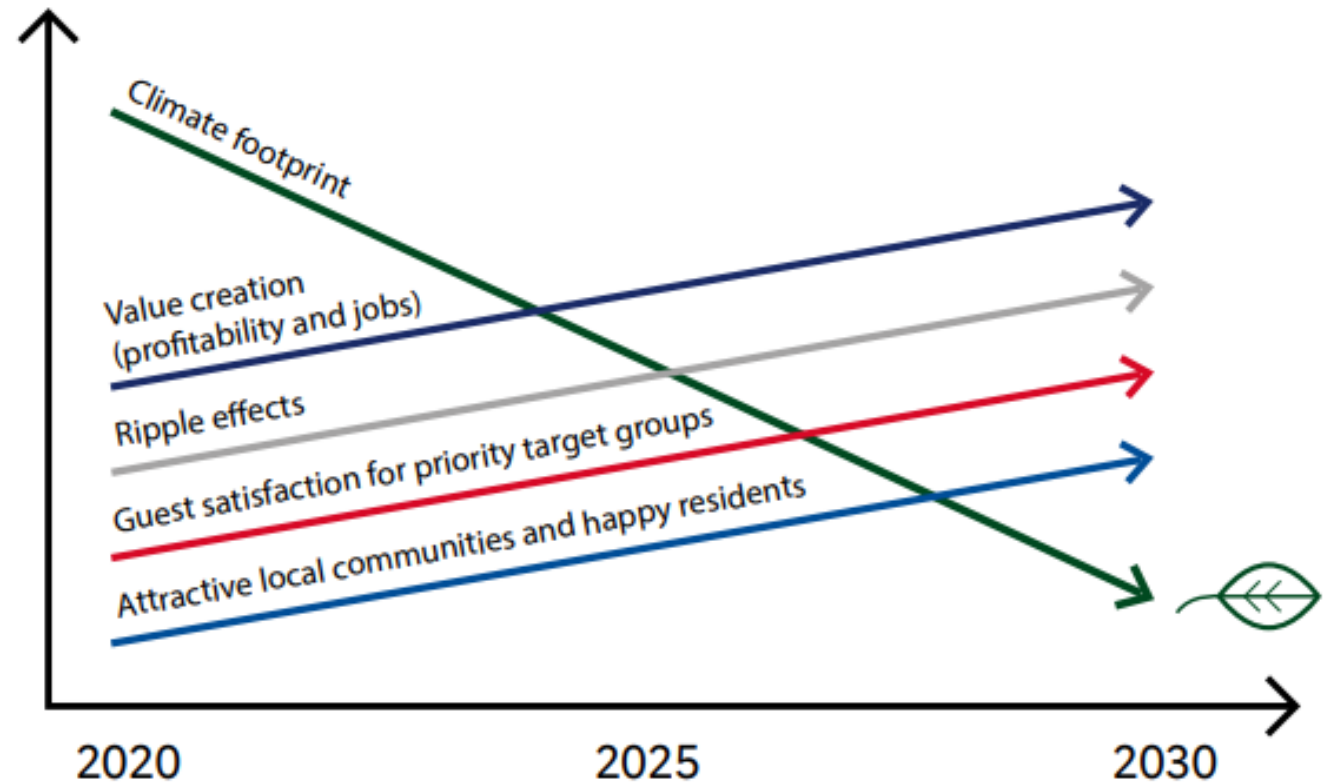
This is our **strategy**



FIRST OF ALL:
**We need to
apply
a holistic
perspective**

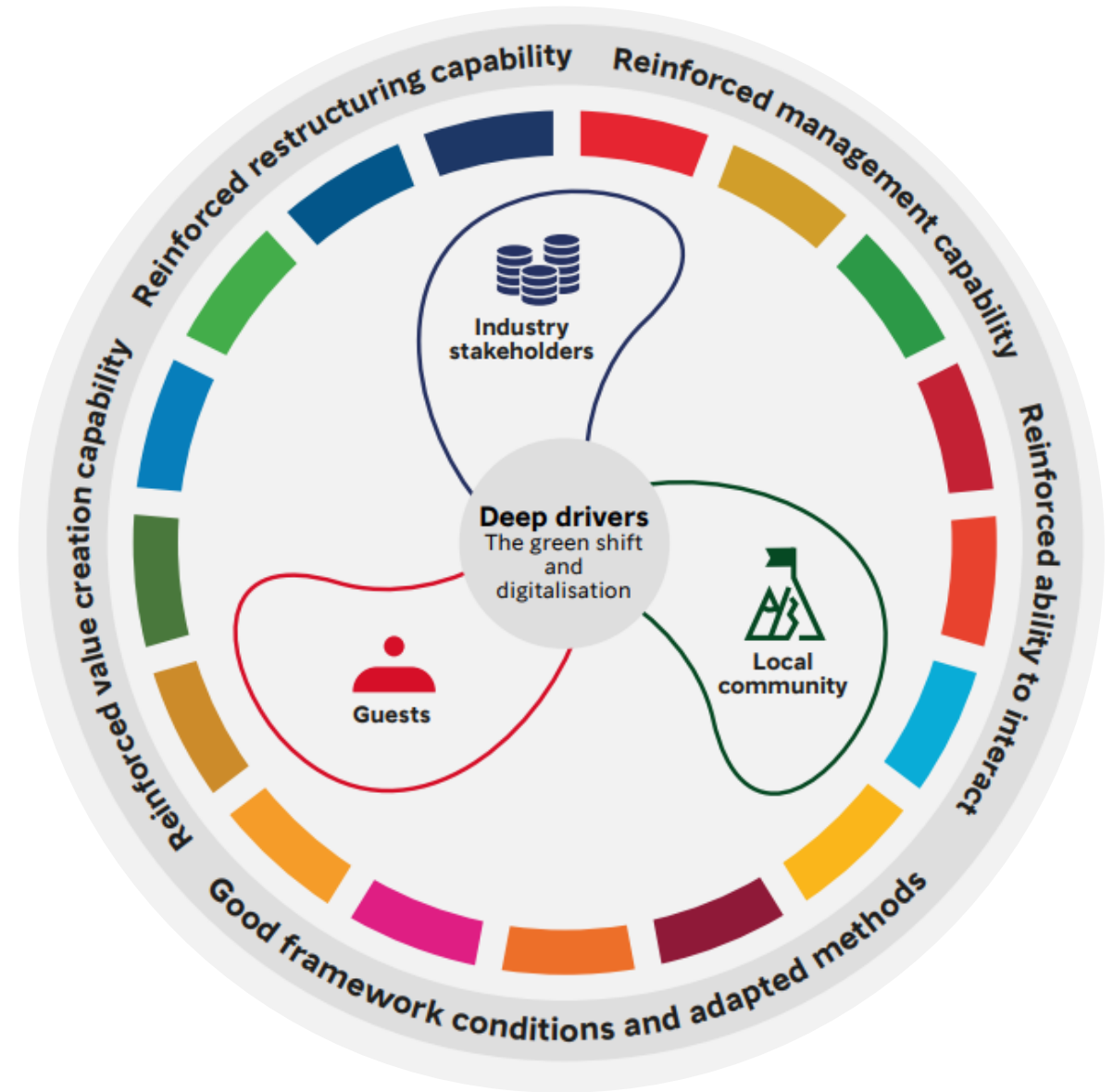


SECOND:
**We have to set
mutually
dependent
goals**



THIRDLY:

The strategy is
well rested on
five capabilities



Aligned with - and supporting:

