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

Ingunn Sørnes, Innovation Norway, 4th of November 2021



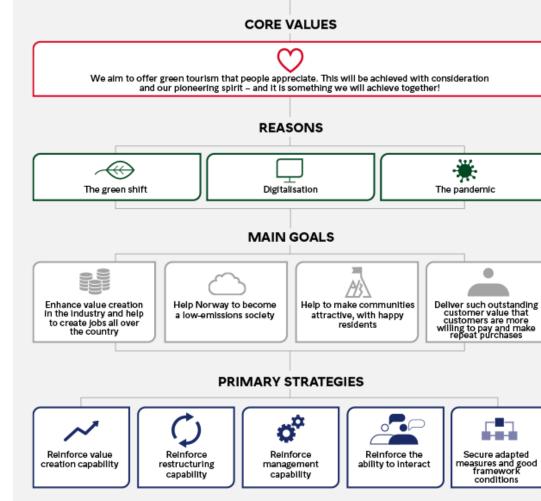
Main challenges for the Norwegian tourism industry prior to Covid-19:

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



This is our strategy





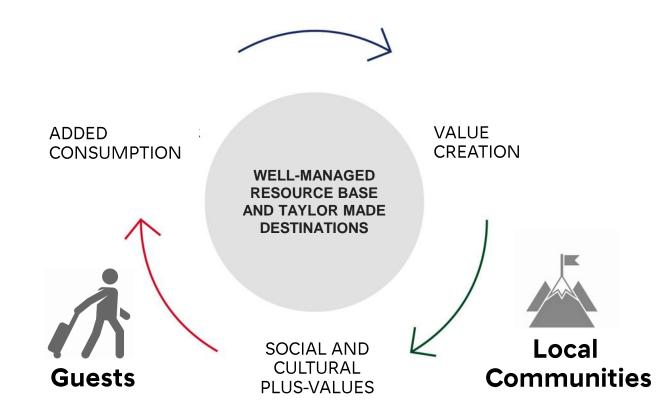
VISION

A big impact, a small footprint

Companies

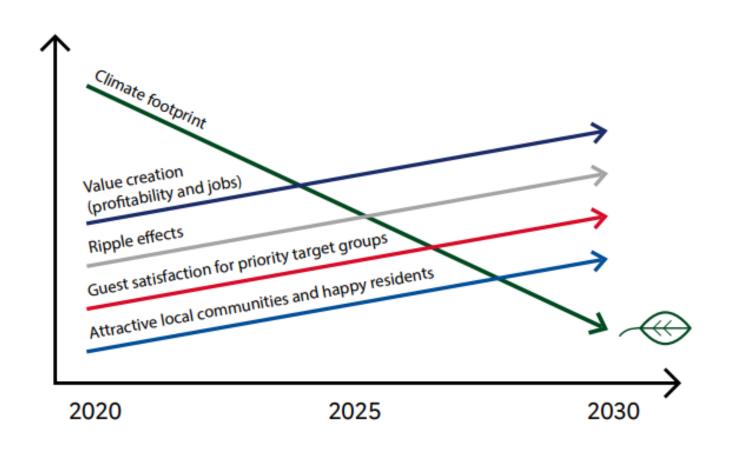
FIRST OF ALL:

We need to apply a holistic perspective



SECOND:

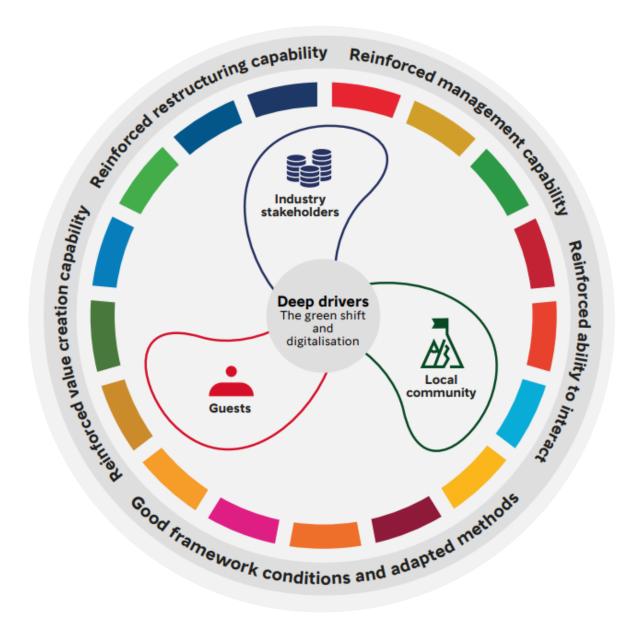
We have to set mutually dependent goals





THIRDLY:

The strategy is well rested on five capabilities





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