



VISIT SVALBARD



ABOUT VISIT SVALBARD

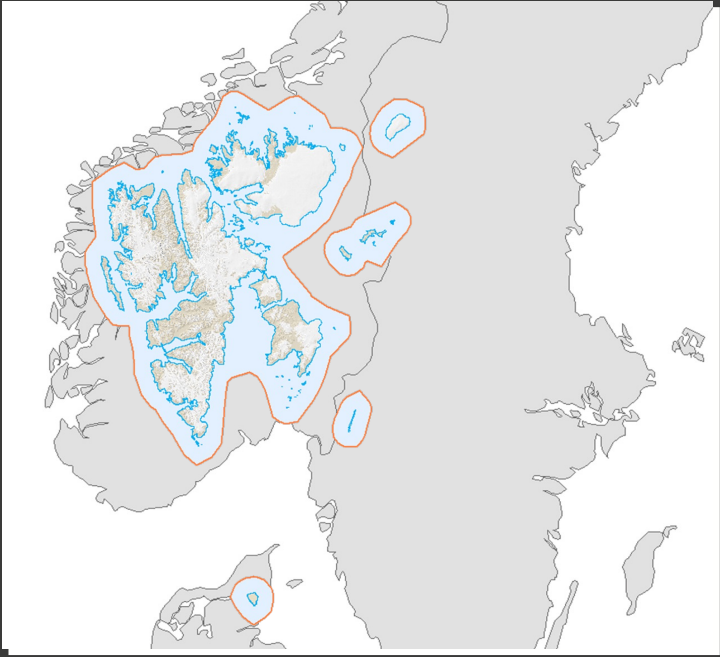
The destination company Visit Svalbard AS is owned by the Svalbard Tourism Board, a member-based organisation representing the local tourism industry. Together with our 70+ member businesses, we work to develop Longyearbyen as a more sustainable travel destination. Our members operate across various sectors, including accommodation, dining, activities, attractions, retail, and transport.

Visit Svalbard plays a central role in Norwegian Svalbard policy, with responsibilities that include sustainability initiatives, tourist information, guide training, overarching destination marketing, and engagement with society and authorities.

As a destination company, we are at the forefront of an integrated approach to tourism and destination development, where marketing and social responsibility are closely interconnected.



ABOUT SVALBARD



THE SEASONS

On Svalbard we have five seasons. In addition to spring, summer and autumn, we experience both the dark and light sides of winter here in the Arctic.



POLAR SUMMER

17th May - 30th September. Midnight sun, beautiful colours and contrasts provide the frames for glaciers, majestic mountain formations and endless arctic tundra.



NORTHERN LIGHTS WINTER

1st October - 28th February. In late October, the sun casts its last rays over the landscape this year, and Svalbard enters the polar night with darkness 27/7.



SUNNY WINTER

11th March - 16th May. As the light returns, the activity level and energy increases - you want to go out, to see and experience.



STRICTLY REGULATED DESTINATION

- 7 national parks
- 21 nature reserves, including 15 bird sanctuaries
- 1 geotope protection area
- **The Svalbard Environmental Protection Act:** a nearly untouched environment in terms of continuous wilderness, landscape, flora, fauna, and cultural heritage

MASTERPLAN DESTINATION SVALBARD TOWARDS 2030

PERSPECTIVE Market, nature and the local community

SVALBARD

- will be the leading High Arctic destination
- will be a source of inspiration for sustainable destination development and destination management

WE WILL HAVE

- Sustainable development as a **goal**
- The Master Plan as a **map**
- Destination management as a **compass**

FOCUS AREA 1

Business development policy and framework conditions

FOCUS AREA 2

Sustainable development and value creation

FOCUS AREA 3

Destination management and communication

OUR FOCUS

Svalbard will achieve optimal balance as a destination by ensuring the **right volume of the right guests in the right place at the right time**

WE WILL

- always prioritise the markets and segments that contribute to the highest local value creation and the lowest climate footprint
- fill the current room capacity and prioritise the off-season



THE CHALLENGE

- Develop the low season and ensure year-round tourism with secure jobs
- Attract the right guests
- Provide essential information to visitors about an extraordinary destination
- Strictly regulated destination

- Develop tourism in a sustainable way



TASK: FILM

How can we encourage guests to stay longer in Svalbard?

- **Target audience:** All genders, age 35-65, lives in Norway, affluent
- **Channels:** Adapt the film and length to your choice of channel; Instagram, Youtube, Facebook, etc.
- **Specific campaign deliverables:** Max length 60 sec. Short summary, max 150 word. Describe plan for social media strategy, max 200 word.



USEFUL RESOURCES

- [Project description – extended length of stay](#)
- [Guidelines for responsible marketing](#)
- [Longyearbyen Community Guidelines](#)
- [Masterplan – Destination Svalbard Towards 2030](#)
- [Climate change in Svalbard](#)
- [Climate change facts in Svalbard](#)
- [Sustainable Destination](#)
- [Visit Svalbard Insights](#)
- [Northern Lights Winter in Svalbard](#)



**Visit
Svalbard**



**Sustainable
Destination**

Local engagement
in a long perspective

isabelle@visitsvalbard.com | www.visitsvalbard.com