

Developing cycling tourism in Norway

STIL project 2021
Haaken Christensen
Senior advisor adventure tourism

Agenda

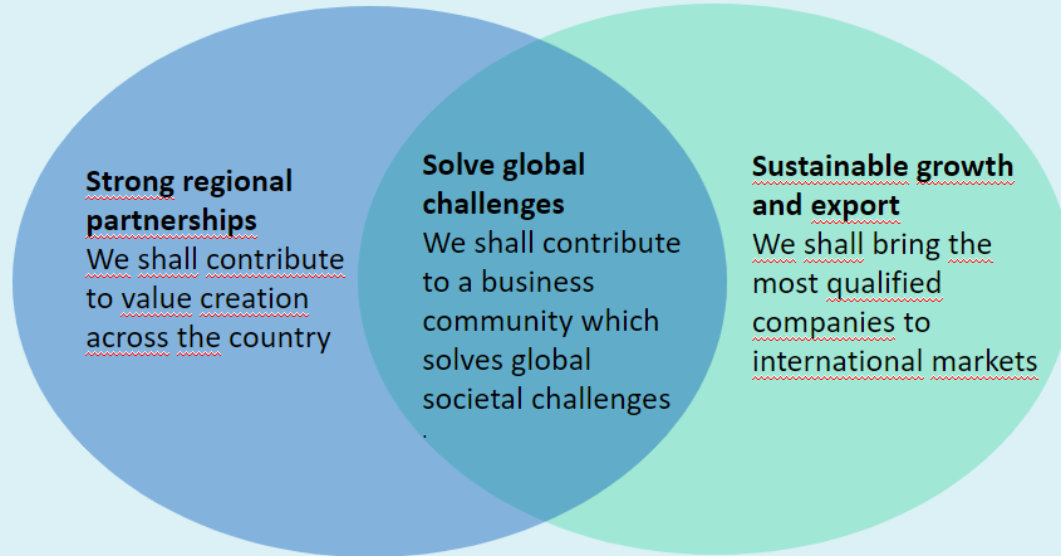
Adventure

Development

The process

We give local ideas global opportunities

We shall be a sparring partner for businesses in all regions by meeting customers where they are



Adventure tourism was the fastest growing segment in tourism (ATTA)

- and is expected to recover quicker than other segments in tourism after COVID-19

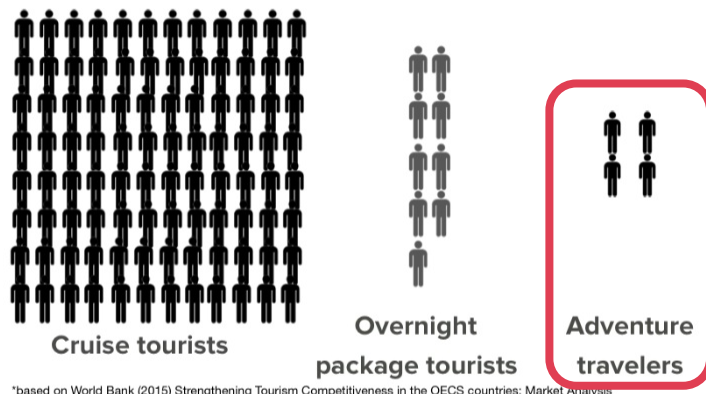


Why adventure tourism?

- Adventure tourists stay longer
- Relatively high spendage
- Spend money on local products
- Use local guides
- Hire outdoor equipment
- Interested in local culture and food
- Often willing to travel off season
- More focused on sustainability

MARKET IMPACT

GENERATING US\$10,000 IN THE LOCAL ECONOMY TAKES:*



*based on World Bank (2015) Strengthening Tourism Competitiveness in the OECS countries: Market Analysis

MASS TOURISM

14%

of revenues remain in the country

1.5



local jobs per \$100, 000
USD

ADVENTURE

65%

of revenues remain in the country

2.6



local jobs per \$100, 000
USD

*based on USAID (2017) research study comparing mass tourism with adventure tourism in Jordan

Hot Trending Activities

“Hot” trip types are in high demand



1. Hiking/Trekking/Walking



6. Safaris/Wildlife Viewing



2. Cycling (Electric-Bikes)



7. Wellness-Focused Activities

Such as yoga, meditation, forest bathing, etc.



3. Culinary

For example, rural gastronomic experiences, wine tasting, craft beer, cooking classes, and more.



8. Cycling (Mountain/
Non-Paved Surface)



4. Photography (Wildlife/Nature)



9. Cycling (Road/Paved Surface)



5. Cultural

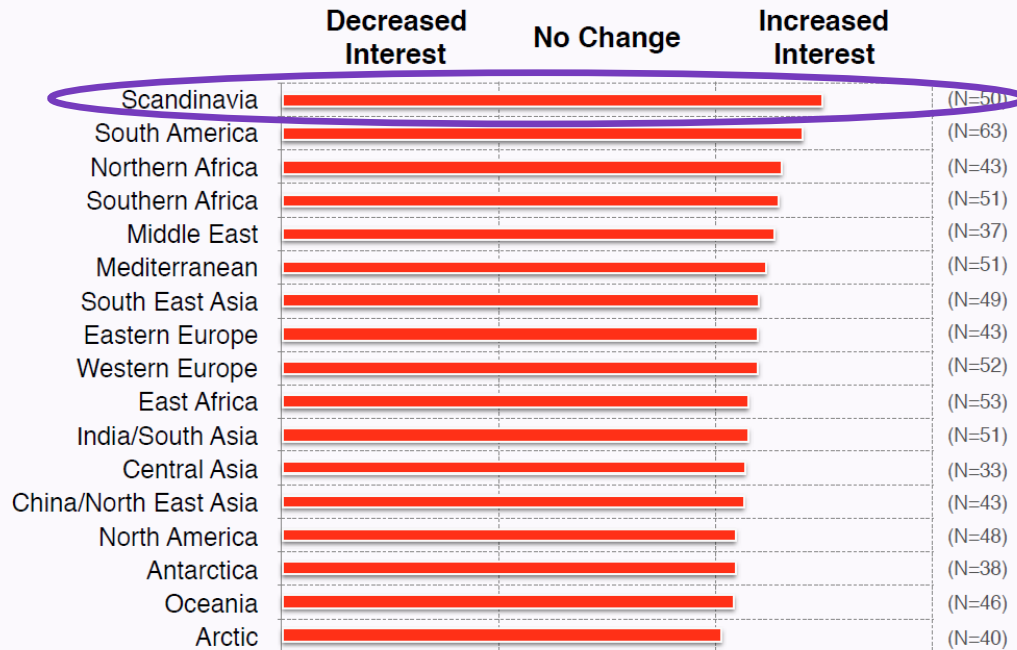


10. Running

Hottest Trending Destinations

“Hot” destinations have high levels of client demand

Outbound buyers report on destinations with the highest client demand.



Innovasjon
Norge

Q23: Compared to 2018, what regions of the world are you seeing customer changes of interest in booking for 2019?

Base: Outbound, and Outbound & Inbound Operator Respondents (n=96)

Source: 2019 Adventure Tour Operator Snapshot Survey Part I

© ATTA 2019

Developing cycling tourism in Norway



Cycling tourism: WHY?

Employment Value creation

- Fun!
- Exercise
- Social
- Adventure
- Sense of achievement
- No age limit

Sustainable adventure development

The right to roam (allemannsretten)

Safety

Manage people flows

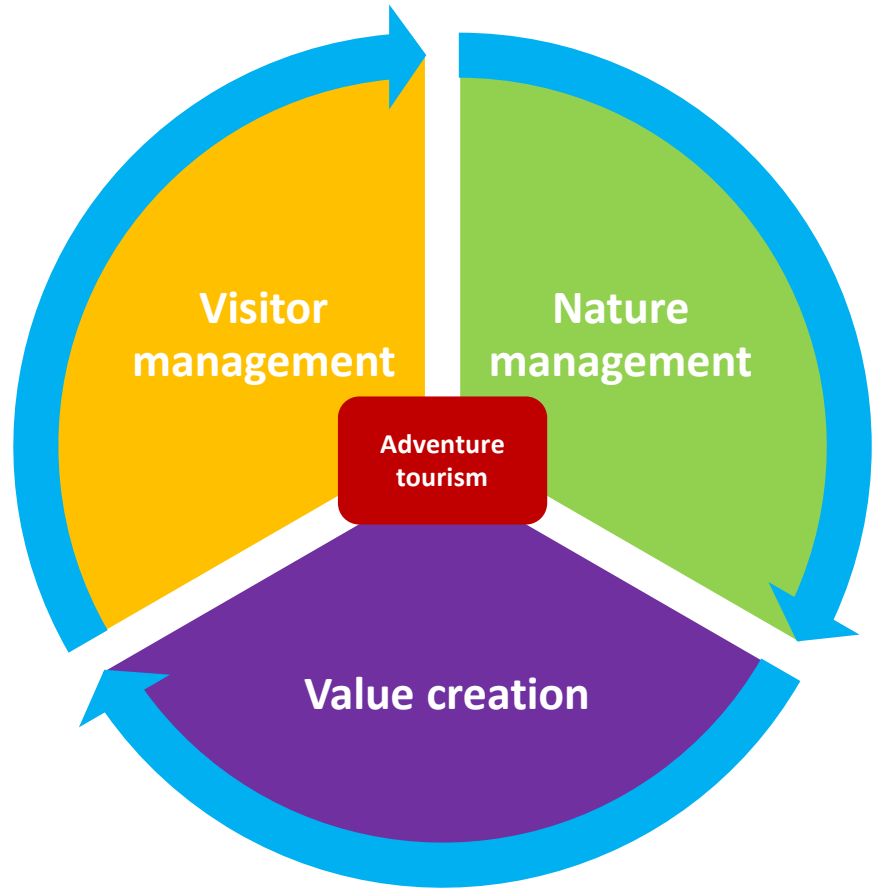
Involve local community

Local culture

Carrying capacity

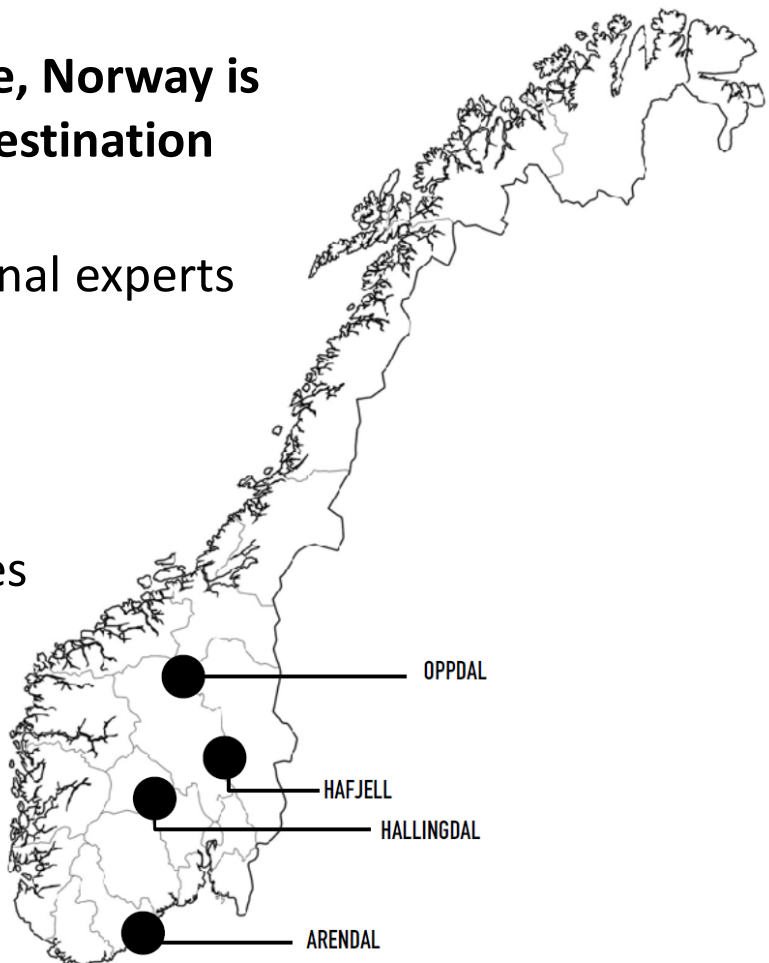
Guiding

Competence and cooperation is key



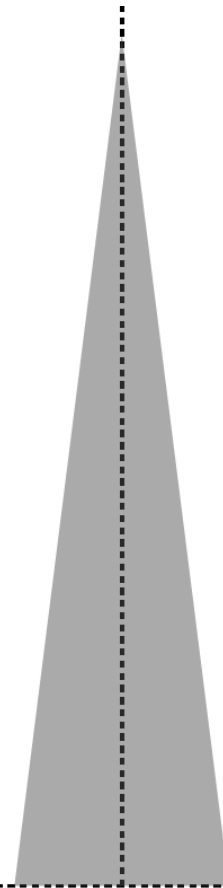
2014: Mountain biking is a small niche, Norway is not really “on the map” as a cycling destination

- First annual seminar with international experts
 - 8 participants
- Study trip Switzerland
 - 25 participants
- Establish sustainability as a premise
- Identify opportunities and challenges



SKILLS / DIFFICULTY

2014



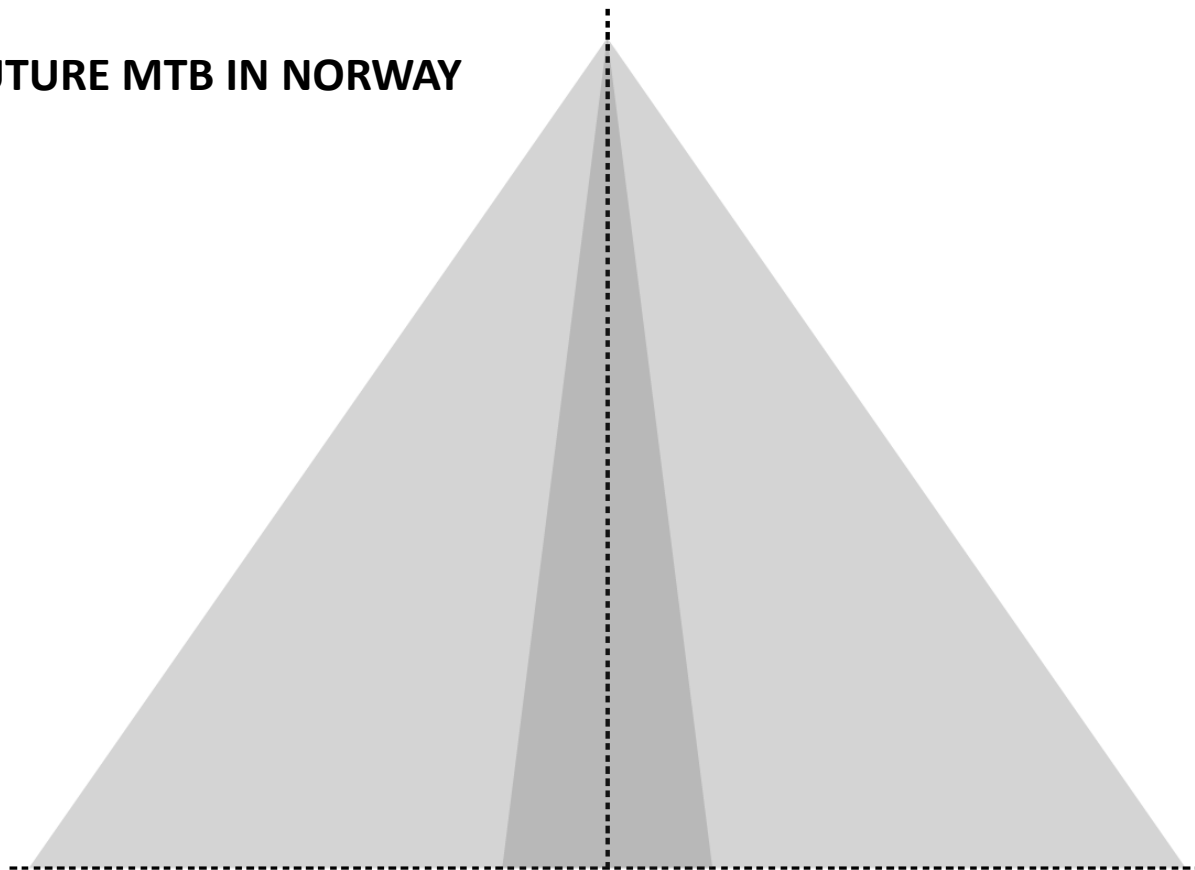
VOLUME



Opplæringskontoret
for Terrengsykling

SKILLS / DIFFICULTY

FUTURE MTB IN NORWAY



Cycling in Norway – more than mountain biking

- Diverse cycling
- Municipalities – public health, friluftsliv
- Destinations – tourism, added value



Road



Gravel



Pump tracks



Trail parks



Natural trails

The process

Success criteria cycling tourism



Transport

To destination
On destination
Bike on train/bus
Luggage transport

Accommodation and food

Local food
Lokal drinks
Bike storage
Bike wash
Laundry

Service

Bike shop
Bike rental
E-bikes
Stores
Guides

Trails and roads

Signage
Maps
Variety
Facilitated
Natural

Development based on research and competence

Wear and tear

www.nina.no

1288

NINA Rapport

Effekt av sykling og ridning på vegetasjon langs stier

Resultater fra en feltstudie

Dagmar Hagen, Marianne Evju, Siri Lie Olsen, Oddgeir Andersen, Odd Inge Vistad



Norsk institutt for naturforskning

Trail development



Stibyggerhåndbok

2017



Market



Knowledge transfer project: Cycling tourism

Cycling tourism in USA, Denmark, Germany, the Netherlands, Sweden, and their perceptions of Norway as a cycling destination



Cycling

Main markets:

Sweden

Denmark

Germany

Holland

Norway



Touroperators' view on Norway as a bike destination

Opportunities:

- Fantastic, unspoilt nature
- Develop routes and trips with varied difficulty
- Develop destinations with bike-facilities
- Develop variety of products – available and bookable
- Norway is relatively unknown
- Touroperators are ready



Knowledge transfer project: **Cycling tourism**

Cycling tourism in USA, Denmark, Germany, the Netherlands, Sweden, and their perceptions of Norway as a cycling destination

Touroperators' view on Norway as a bike destination

Challenges:

- Norway still relatively unknown
- Short season
- Rough and tough terrain
- The weather
- Expensive
- Bike tourism facilities
- Traffic, narrow roads
- Lack of bookable products



Knowledge transfer project: **Cycling tourism**



Cycling tourism in USA, Denmark, Germany, the Netherlands, Sweden, and their perceptions of Norway as a cycling destination

Essential: The local bike culture





Example: Trysil – from winter to all-year

- 27 km purpose built trails
-  increase in biking-days
-  increase in bed nights
- 70+ new jobs
- Population growth
- Increase in destination sales



SELECTED TRAILS IN THE LYNGENFJORD REGION



MOUNTAIN BIKING GUIDE

WORLD CLASS EXPERIENCE ABOVE THE ARCTIC CIRCLE

NATURALLY EXCITING

RT!

Trail difficulty

Trail difficulty legend with icons for various trail types and symbols.

Vanskelighetsgrad

Trail difficulty legend with color-coded boxes for different trail types.

SINGLETRACKER

Download our digital trail guide. Find all the trails on your phone and find your location.

Perfekte bilder

Find the perfect picture on the map, and get the perfect picture.

SHIMANO

Trail gear and accessories.

Stisyskelkart

Singletrack bike map

GULLIA

BIKE PARK

Sykkelskurs & Guiding

Guiding courses and guiding services for mountain bikers.

Sykkeltuteleie og -service

Bike rental and service for mountain bikes.



Routes gravel

- Rallarvegen (the navvis road) 80 km
- Tour de Dovre 120 km
- Mjølkevegen (Milky way) 220 km
- Round trips – short / long stages
- Base trips



Routes road

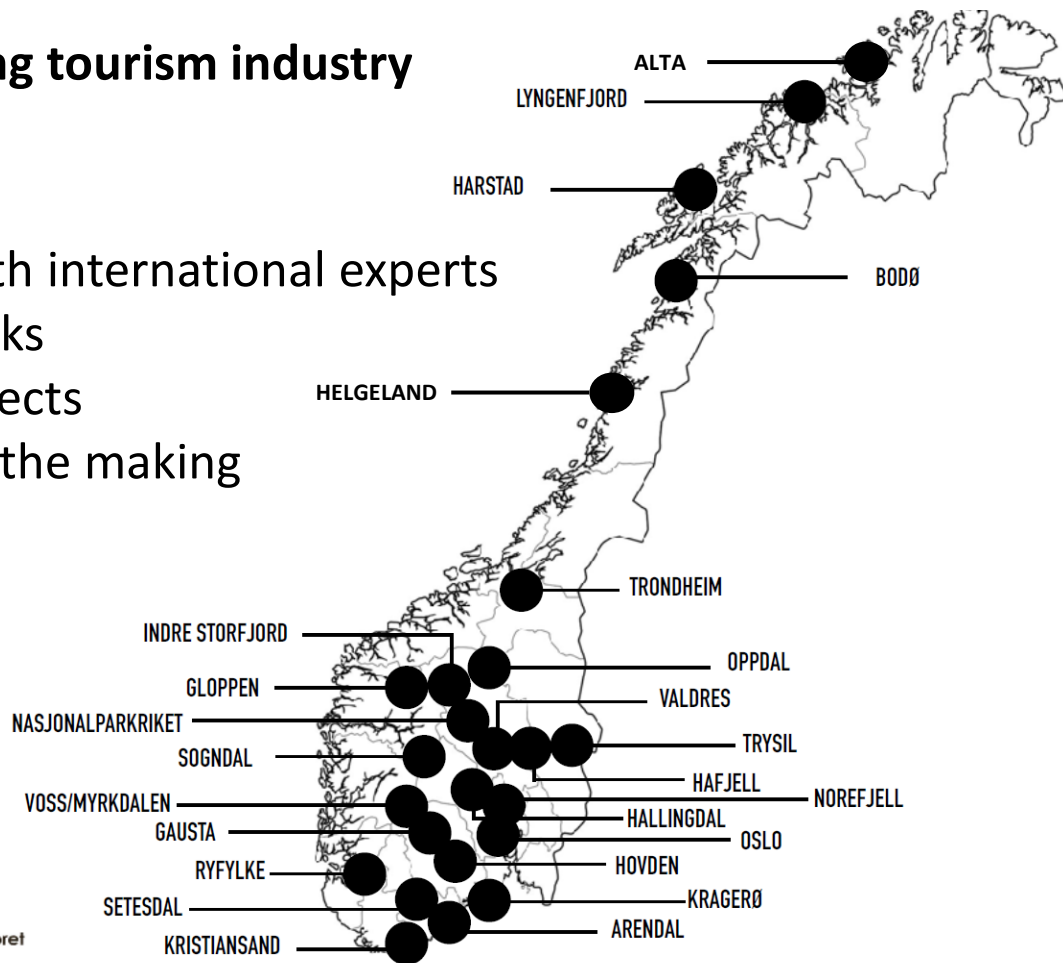
- Arctic cycling
- Bike the Fjords
- Lofoten islands
- Island hopping Helgeland
- Arctic Race of Norway
- Long
- Steep
- Mountain to fjord



Where are we now?

2020: A growing cycling tourism industry

- Annual seminars with international experts
- Clusters and networks
- Small and large projects
- Bike destinations in the making
- Variety of products
- All over the country



Still work to be done

- «Cyclist welcome» certification must be re-established
- Carrying capacity and management hand in hand
- Financing development and management of infrastructure
- Need more products
- Public transport + bikes
- New national tourism strategy 2021





Thank you!

Haaken Christensen

☎ +47 99 79 76 00

✉ haaken.christensen@innovasjon Norge.no

www.innovasjon Norge.no