

Northern Lights: Unparalleled Adventureland access



Famous shark puncher and three-time world champion surfer Mick Fanning rides the Northern Lights at Unstad beach in Lofoten. The technically challenging picture was shot by Norwegian photographers Emil Sollie and Mats Grimsæth. PHOTO: EMIL SOLLIE, MATS GRIMSÆTH & RED BULL CONTENT POOL

Northern Norway offers the world's best access to the Northern Lights experience and a unique coastal culture in an unspoiled natural environment.

People around the world are increasingly interested in experiencing the visual magic of the aurora borealis, or "Northern Lights". To experience the aurora borealis in Northern Norway is on the bucket lists of many people around the world.

ACCESSIBLE, THANKS TO NATURAL ADVANTAGES

Northern Lights tourism is growing in Northern Norway, where the lights are visible more often than anywhere else in the world. The warm North Atlantic Current, which hugs Norway's coastline, keeps local temperatures relatively mild and the skies clear. Northern Lights capital

Five airports in Northern Norway offer excellent access to the Northern Lights: Bodø Airport, Harstad/Narvik Airport, Tromsø Airport, Alta Airport and Svalbard Airport.

CULTURE

Northern Norway has an incredibly diverse range of Northern Lights experiences. For example, Alta, Harstad, Narvik and Bodø offer quaint off-the-beaten-track experiences. In Svalbard, viewing polar bears under the aurora isn't unheard of. There's actually no better place to observe the aurora, as Svalbard is situated directly under the magnetic polar cleft, a small area covering only a few degrees of the earth's surface. Northern Lights capital Tromsø offers the full package and combines aurora awe with whale watching, kayaking, kiting, rock climbing, downhill skiing, gondola trips, dogsledding, or the less strenuous hot-tubbing.

- World's best Northern Lights access and infrastructure
- 50 direct daily flights from Oslo to Northern Lights airports

NORTHERN LIGHTS AIRPORTS

SVALBARD AIRPORT

Main airport serving the Arctic archipelago of Svalbard. Flights to Oslo and Tromsø. The northernmost airport in the world with publicly scheduled flights. FLIGHT MOVEMENTS: 3,000 / TOTAL PASSENGERS: 182,000



ALTA AIRPORT

The airport serves the municipality of Alta and the Finnmark region. Daily flights to Oslo and regional destinations. Has some international charter services. FLIGHT MOVEMENTS: 6,500 / TOTAL PASSENGERS: 387,000



TROMSØ AIRPORT

The fifth-busiest airport in Norway and main hub for regional flights to the Finnmark region. There are B737 Services to Oslo and other major airports in Norway. International flights to several European destinations, as well as charter and seasonal services. FLIGHT MOVEMENTS: 36,000 / TOTAL PASSENGERS: 2,340,000



HARSTAD/NARVIK AIRPORT

Harstad/Narvik Airport has one of Norway's longest runways and is approved for use by Boeing 747 aircraft. FLIGHT MOVEMENTS: 10,000 / TOTAL PASSENGERS: 763,000



BODØ AIRPORT

In addition to jet operations to major domestic destinations, Bodø airport serves as a hub for regional flights to Helgeland, Lofoten and Vesterålen. The airport has international routes and more than ten daily return flights to Avinor Oslo Airport. FLIGHT MOVEMENTS: 36,000 / TOTAL PASSENGERS: 1,825,000



- UNESCO World Heritage Rock Art Centre, Alta
- Hurtigruten Norwegian coastal steamer tours
- Troms county had an increase of staggering 61 per cent in overnight stays from 2015-2018
- Lyngen Alps summer and winter outdoor activities
- Longyearbyen, the world's northernmost city

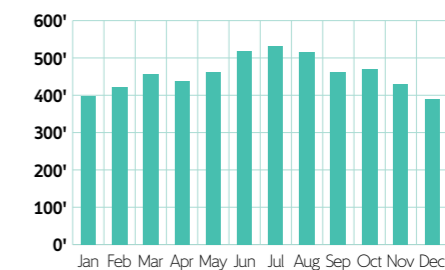
ECONOMY

While tourism is important to the economy of Northern Norway, the region has a diverse economy. Its fisheries and aquaculture sector provide seafood, one of Norway's biggest exports. The mining sector is also central to the region's economy. Renewable energy generation also plays a big role, including hydro power and onshore wind power, with significant growth potential.

KEY MARKETING PARTNER

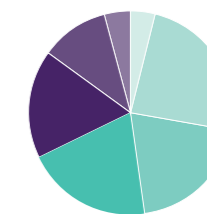
Innovation Norway

SEASONALITY 2018



AGE DISTRIBUTION*

- 12-19 years 4%
- 20-29 years 24%
- 30-39 years 20%
- 40-49 years 20%
- 50-59 years 17%
- 60-69 years 11%
- 70 years and above 4%



* Graph is based on 2017 data.