NARVIK



Northern Norway tourism

Trends, challenges and requirements for technological solutions

The Team



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Trends and challenges - global perspective

- Consequenses of the pandemic
- Uncertainty dominates the current market
- Forecast towards 2030





Trends and challenges – regional perspective

- Seasonal fluctuations
- Lack of air travel options
- Weak position in the markets



Attraction development

Marketing efforts

Infrastructure

Premises



sustainable development Destination management

Digitalisation

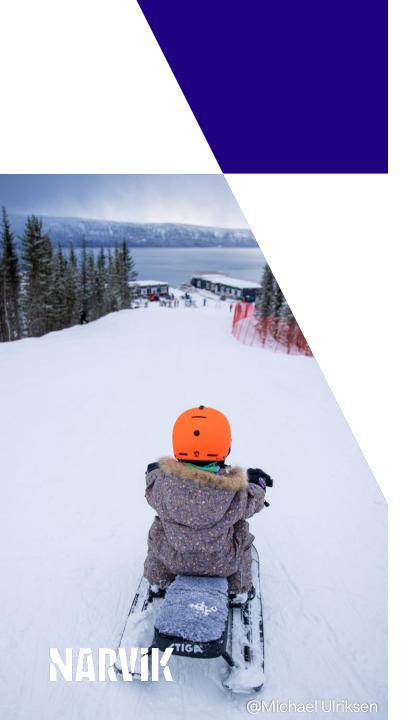




Requirements for technologial solutions

- Personalization
 - Data Analytics
 - Machine learning
- Mobile Technology
 - Apps
 - Friendly websites
 - Location based services

- AR and VR
 - Research and preview
 - Informed decisions
- Contact less solutions
- Chatbots and Al
- Cross sectoral platform solutions



Challenges and concers

- Mostly SME businesses
- Lack of resources/funding
- Lack of digital competence
- Lack of procurement expertise bridging the gap between those who innovate in digitization and those responsible for transforming it into practical tools for the tourism industry

Thank you!

