DMOs role in building sustainability in destinations

Ingunn Sørnes,
Innovation Norway
Innovation Norway

- The Government's most important instrument for supporting trade and industry
- Owned by Ministry of Trade, Industry and Fisheries, 51%, and the County municipalities, 49%.
- Targets mainly small and medium-sized businesses.
- Established by law, with its own board.
- Offices in each county in Norway, head office in Oslo and offices in 30 countries.
The importance of tourism in Norway

- 4.1% of GDP
- 151 mrd NOK in tourism consumption
- 1 of 15 jobs
- 27% foreign visitors' proportion of total tourism consumption

Kilde: SSB
Innovation Norways services to the Tourism Industry

Promotion
- 2015:
  - 1300 industry customers
  - 21.7 mill. visits
  - Visitnorway
  - MNOK 902 press value
  - 250 B2B-activities

Competence
- 2015:
  - 58 courses
  - 918 companies

Advisory
- 2015:
  - 8 destinations branded
    - «Sustainable destination»
    - «Destination Master Plans»
  - Market Advisory

Network/Cluster
- 2015:
  - 35 business networks
  - 2 ARENA
  - 1 NCE

Finance
- 2015:
  - Loan & grants
  - NOK 338 mill
Challenges facing industry and destinations

1. Short, delimited seasons
2. Fragmented sales and marketing work
3. Numerous small units with limited resources
4. Relatively low degree of refining
5. Few professional investors/capital resources
SUSTAINABLE DESTINATION

Standard Development process Approval system Network of destinations

- Continuous process towards sustainability
- Assisted by tools and surveys
- Provide common platform for development
- Demands cooperation between public/private stakeholders
- Built on international standards
Standard «Sustainable tourism»

A: Political commitment
B: Industry commitment
C: Environment, nature and culture
D: Social values and viability
E: Economic viability

44 criteria
108 indicators
Maine tasks

Local interest

Organize and involve stakeholders

Commitment industry and local government

Reporting and documenting

Survey, measure and implement

Gap analysis and Plan of Action
DMO leadership – Sustainable Destination

- Owns and run project
- Ensure funding
- Involve stakeholders
- Run surveys
- Communicates progress and results
- Ensures continuous focus and deliveries

Part-time project leader, supported by trained advisers, tools, a database, national network

NTO
National Branding & Profiling

Regional DMO
Regional Branding & Marketing

Local DMO
Destination marketing and development
Destinations throughout the country

Pre-project:
- Lysefjorden
- Geiranger
- Lillehammer
- Sälen, Sverige
- Idre, Sverige
Overall effects

Supports cooperation

• Strengthens competence
• Creates a common theme for cooperation
• Sustainable tourism into the local Masterplans
• Points out unique assets
• Makes progress systematic
• Makes sustainability more operational
International Tour Operators views

- Value to have a visible tool for sustainability (60%)
- Sustainability a holistic and common responsibility (DMO + business)
- The importance of a visible certification will increase the next 5 years (71%)
Tusen takk!
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