

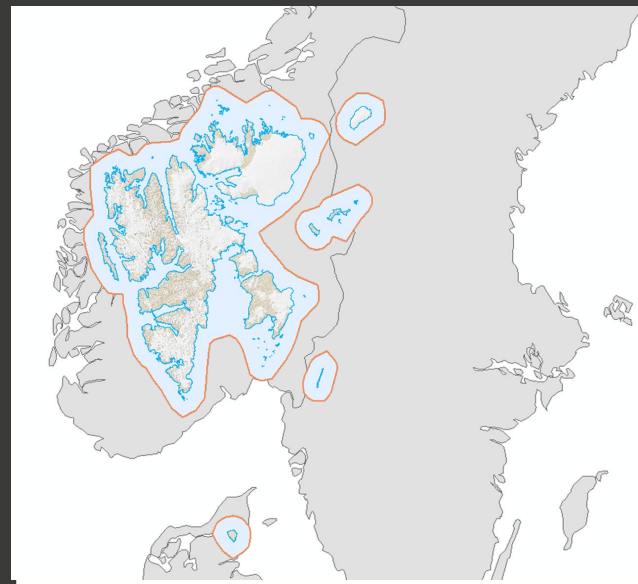
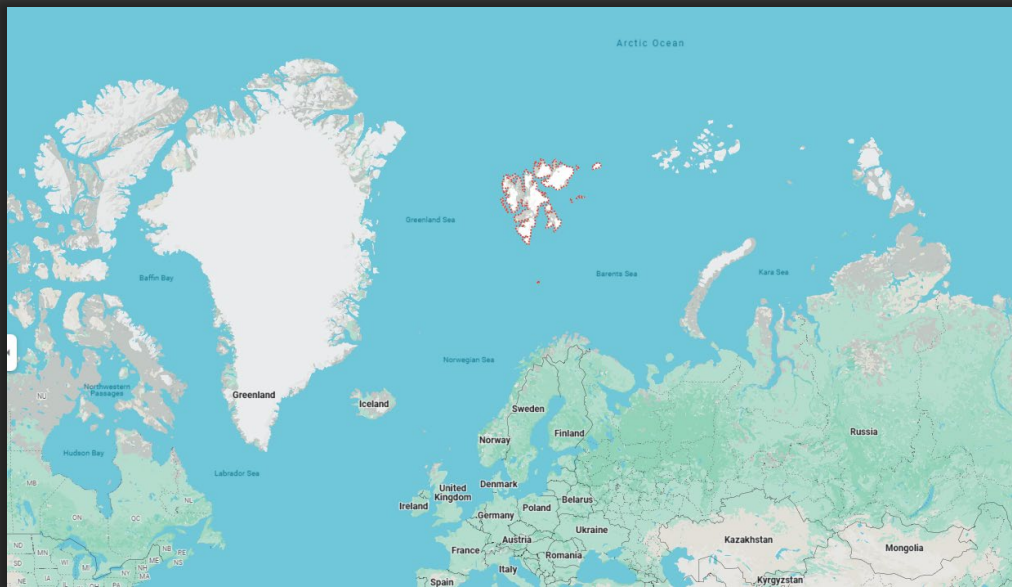
**WELCOME TO SVALBARD**



Visit  
Svalbard



# ABOUT SVALBARD







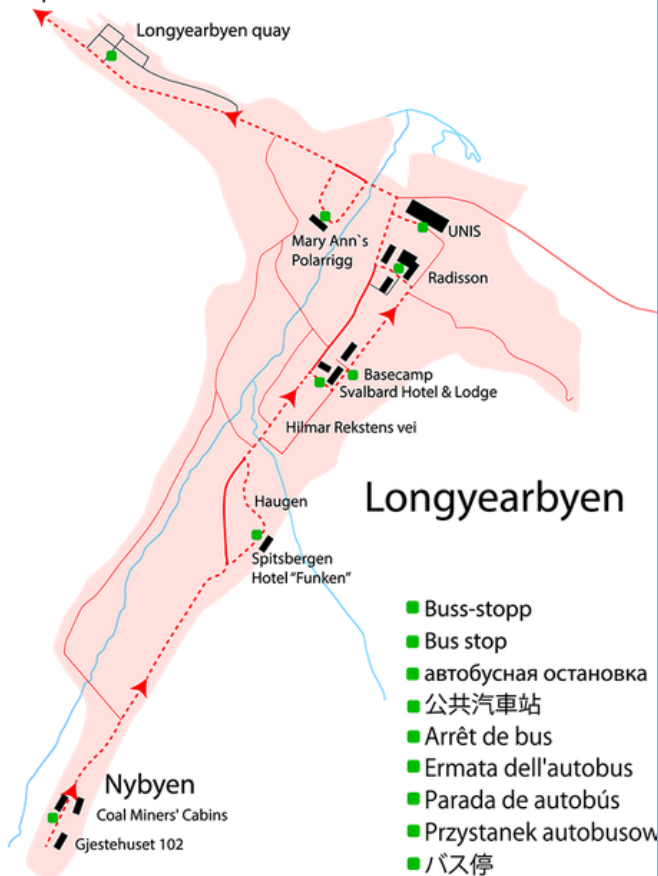
## HOW TO GET HERE – BY AIR

- Norwegian Airlines and SAS fly from mainland Norway to Svalbard
- From Tromsø (Direct) – 1 ½ hour  
1-4 flights per day
- From Oslo (Direct and stop over in Tromsø) – 3 hour or 4 ½  
1-4 flights per day +/-
- Select direct charter flights
- Passport or ID-card



## AIRPORT BUS ROUTE

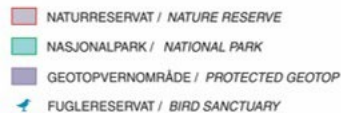
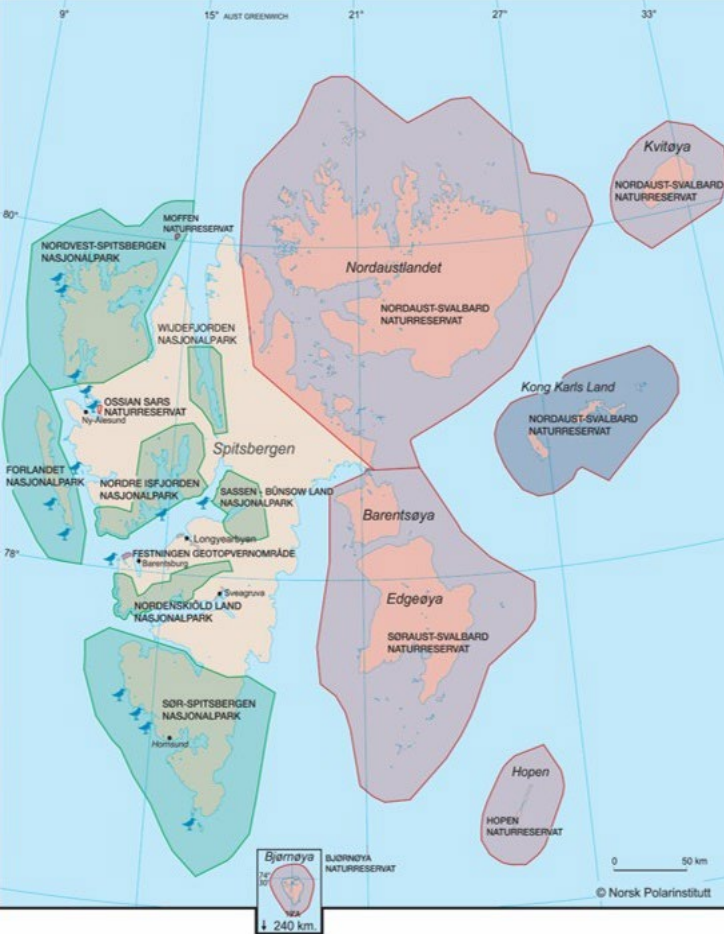
to the airport



## GETTING AROUND IN LONGYEARBYEN

- Bus from airport to city centre
- Coordinates with arrival and departure times
- Stops at all hotels
- 3km drive
- Taxi
- Car rental
- Bicycle rental (summer)
- Walking
- «Safety Zone»





## STRICTLY REGULATED DESTINATION

- 7 national parks
- 21 nature reserves, including 15 bird sanctuaries
- 1 geotope protection area
- **The Svalbard Environmental Protection Act:** makes sure the environment remains nearly untouched when it comes to wilderness, landscape, flora, fauna, and cultural heritage





## WILDLIFE

- Polar Bears
- Birds
- 19 species of marine mammals
- Terrestrial mammals
- Restrictions and distance





# 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.



# SUN DIAGRAM







## POLAR SUMMER

- 17th of May to 30th of September
- 4 months of midnight sun
- Temperature: ranging from 0 to 11 degrees Celcius
- Perfect for experiencing arctic wildlife
- Popular activities: boat trips, kayaking, hiking, fishing
- High season





## NORTHERN LIGHTS WINTER

- From the 1st of October to 28th of February
- Polar night
- Average temperature: 0 to -11 degrees Celcius
- Shorter activities: northern lights hunting, hiking, snowmobiling, dog sledding (subject to snowy conditions)
- Closer to the city centre
- Festivals and events
- Christmas and New Years
- Low season





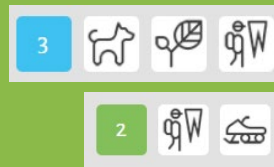
## SUNNY WINTER

- 1st of March – 16th of May
- Pastel winter
- Average temperature: 0 to -14 degrees Celsius
- Longer trips
- Top activities: snowmobiling, dog sledding, hiking and visiting ice caves
- High season





## ACTIVITIES



- **Around 40 activities on our website on average per day, year-round**
- Type of activities vary by season
- Various grades of difficulty
- Ranging from short trips to several-day expeditions



# ACTIVITIES



Wellness



Expedition



Biking



Food



Sightseeing



Brewery visit



Hiking



ATV safari



Snowcat



Dog sledding



Kayak



Fishing



Snowmobile



Skiing



Closed boat



Open boat



Mine visit



Hot air balloon



Horse activity



Ice cave



Photo safari



Handicraft



Eco-certified




# ACTIVITY PROVIDERS





# SVALBARD GUIDE CERTIFICATION SINCE 1998



Visit  
Svalbard

Search Site

Activity Planner

EN


THINGS TO DO

WHAT'S ON

WHERE TO STAY

FOOD & DRINK

INFORMATION



## SVALBARD GUIDE TRAINING COURSE

Information for future guides

You are here: Information > Svalbard Guide Training Course

### Svalbard Guide Training Course

The next summer course in the SGO is scheduled for week 24 and 25, June 2022.

[Application deadline: May 15th](#)





## ACCOMMODATION

- Overall capacity
- 636 rooms / 1345 beds
- In Longyearbyen
- 488 rooms / 1029 beds
- Hotels, guest houses, lodges, apartments and camping
- Some are seasonal: Isfjord radio, Nordienskiold ++







## FOOD & BEVERAGE

- 16 + restaurants
- Fine dining
- 10 + cafes & bars
- Brewery
- Culinary experiences



## CULTURE

- Museums
- Galleri & Cinema
- Mine 3
- Signs of Svalbard
- Festivals and events





## SHOPPING

- Locally produced products
- Duty free zone
- Open year round



A person wearing a dark puffy winter coat and a grey beanie stands on the deck of a ship, looking out at a sunset over the ocean. The sun is a bright orange orb on the horizon, with a colorful sky of orange, yellow, and blue clouds. The water is dark and choppy. The ship's railing and part of its structure are visible in the foreground.

## TOURISM INDUSTRY IN SVALBARD



## VISIT SVALBARD



- The official tourism board of Svalbard
- 70+ local companies
- Main contact point for tour operators



# 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





## TOURISM TO SVALBARD 2019 – 2024

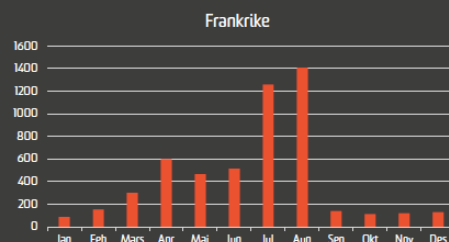
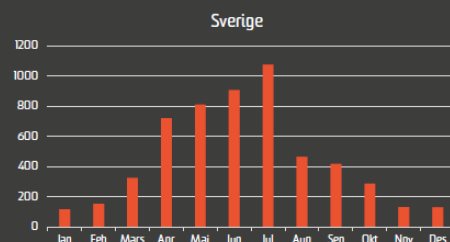
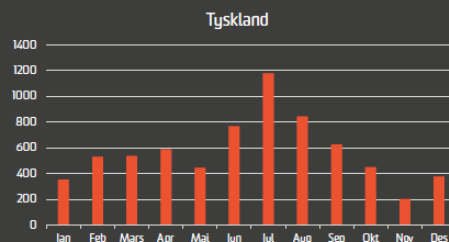
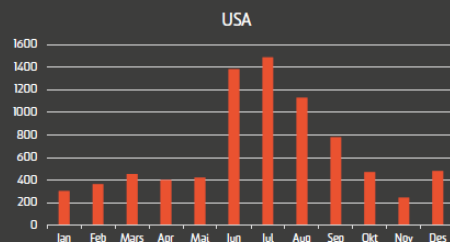
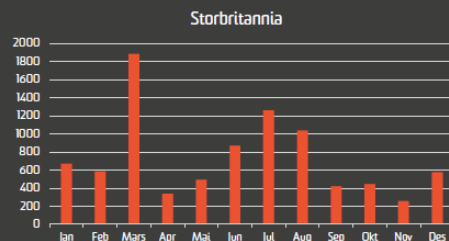
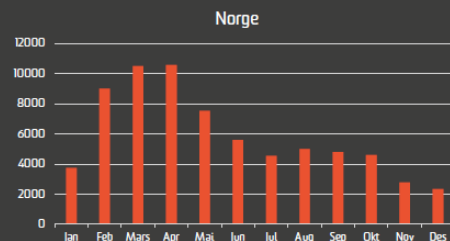
Conventional cruises: 2019: 41 800  
2023: 47 000  
2024: 40 000 exp.

Expedition cruises: 2019: 16 100  
2023: 24 500  
2024: 25 000 exp.

Landbased in Longyearbyen: 2019: 77 000  
2023: 63 000  
2024: 70 000 exp.



# Top 5 nationalities visiting Longyearbyen (ex cruise)



## TOPP 5 NASJONALITETER Gjestedøgn 2023

	2019	2022	2023
Norge	89 760	85 355	70 988
Storbritannia	7 116	6 399	8 828
USA	5 536	4 884	7 920
Tyskland	7 506	8 116	6 916
Sverige	7 584	5 739	5 532





## SUSTAINABLE TRAVEL – A PARADOX

- Longyearbyen runs on diesel
- Imported goods
- Aeroplane and cruise traffic
- Sustainable destination
- Improve the condition within existing frameworks:
  - Extended length of stay
  - Year-round tourism
  - Raise awareness
  - Nudging and making climate-friendly choices accessible





## RESPONSIBLE MARKETING







## WELL PREPARED GUESTS

**[www.visitsvalbard.com](http://www.visitsvalbard.com)**

- Joint booking portal
- Difficulty level indicator
- Clothing
- Seasonal information
- Longyearbyen Community Guidelines





## RESPONSIBLE MARKETING

### Case: Polar bear

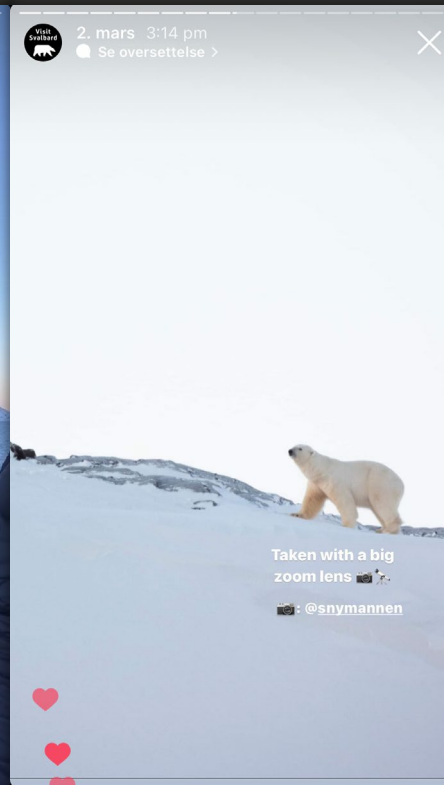
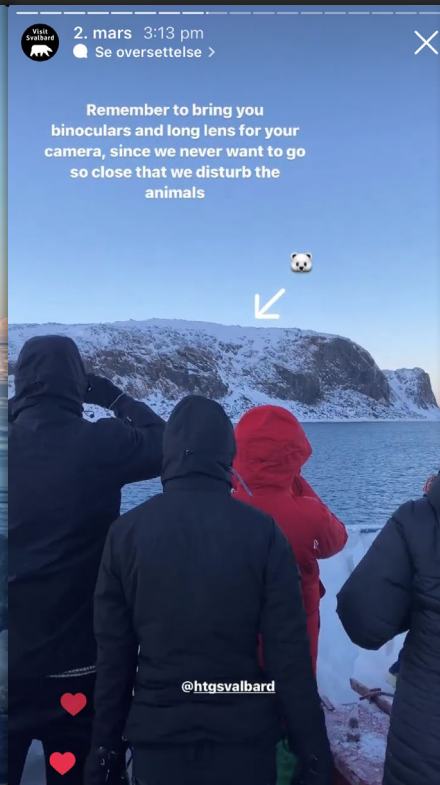
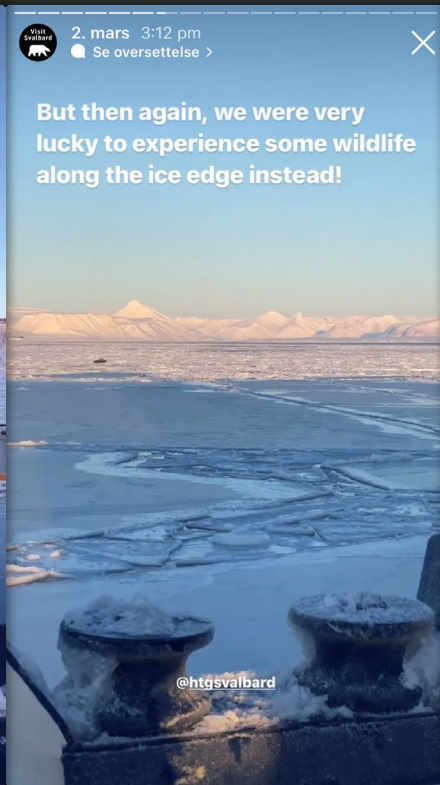
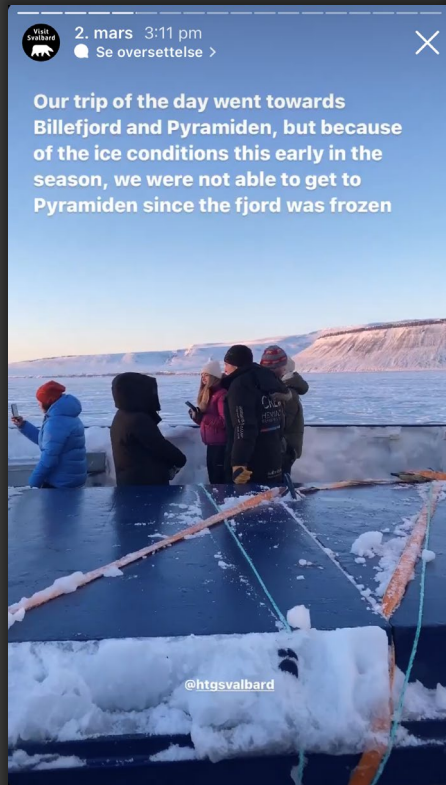
- Distance
- Attention
- Situation



### Case: Northern lights

- Photo editing
- Realistic
- Knowledge







Visit  
Svalbard



[www.visitsvalbard.com](http://www.visitsvalbard.com)

# Northern Lights Winter

7 days of unique arctic experiences in Svalbard



## FOR TOUR OPERATORS

- Tour operator portal on website
- Newsletters
- Workshops
- Last questions?
- Contact me at: [isabelle@visitsvalbard.com](mailto:isabelle@visitsvalbard.com)





**Visit  
Svalbard**



**Sustainable  
Destination**

Local engagement  
in a long perspective

sara@visitsvalbard.com | [www.visitsvalbard.com](http://www.visitsvalbard.com)