



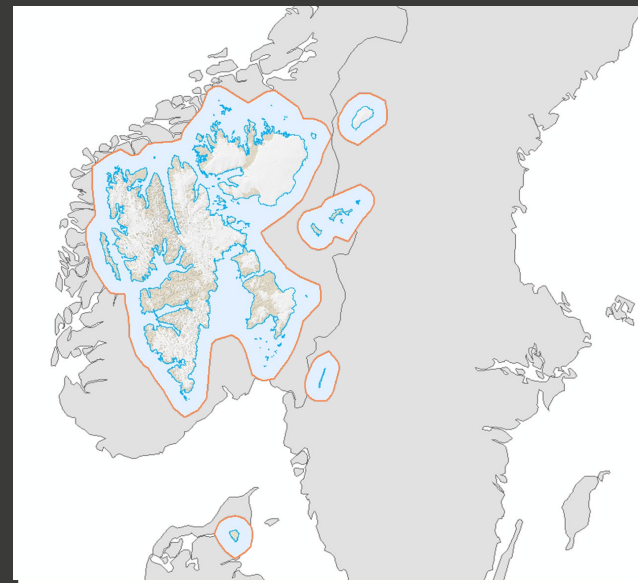
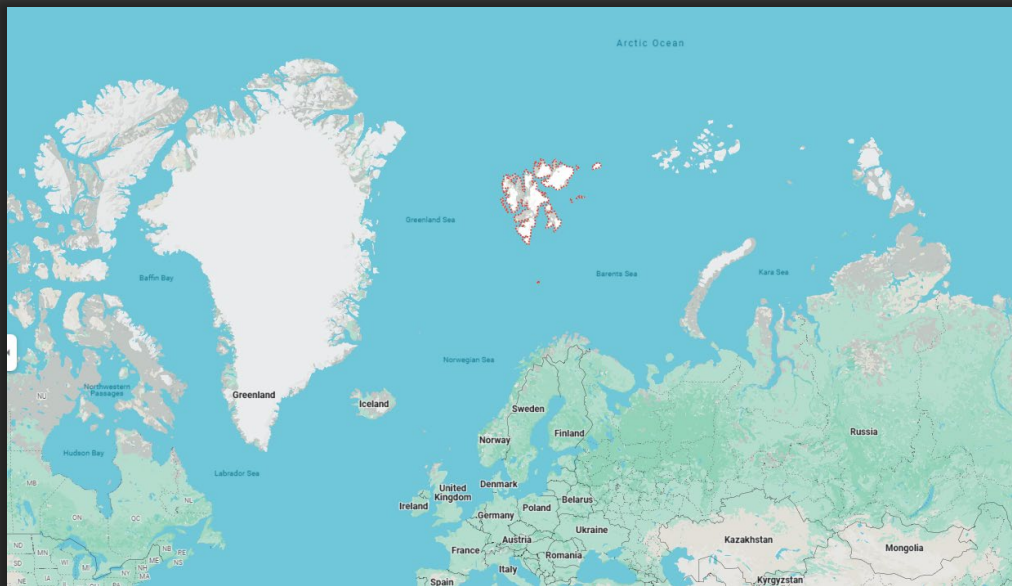
WELCOME TO SVALBARD



Visit
Svalbard



ABOUT SVALBARD





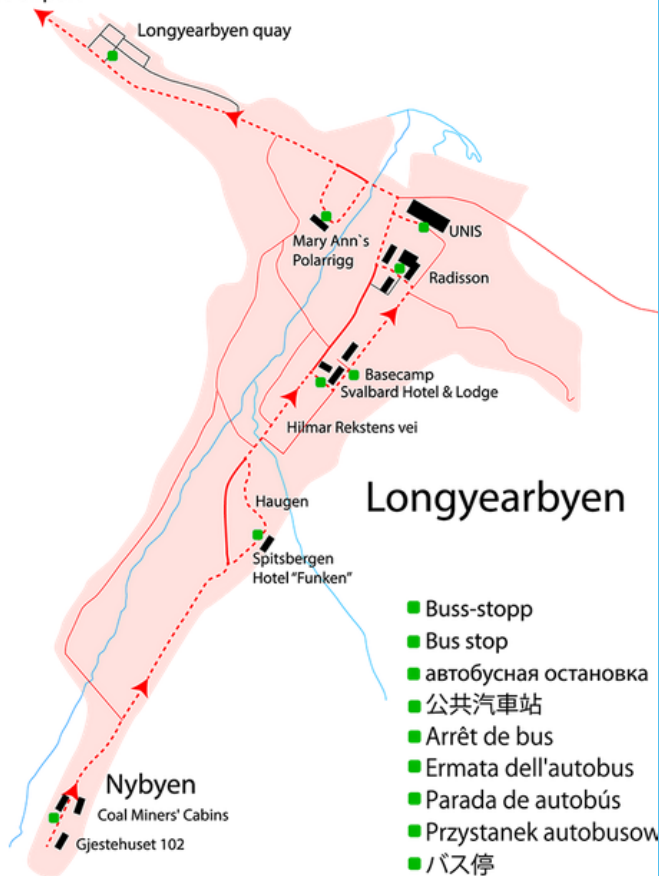
HOW TO GET HERE – BY AIR

- 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



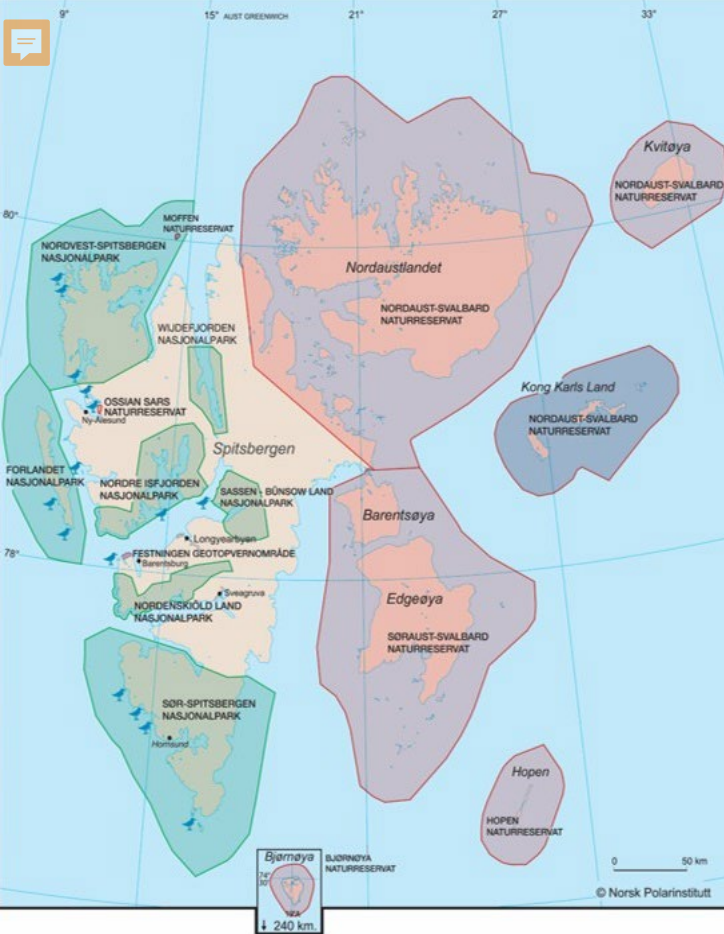
AIRPORT BUS ROUTE

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

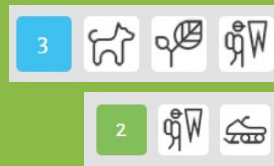


SUNNY WINTER

- 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 low on the horizon, casting a warm orange glow across the sky and water. The person is standing next to a metal railing, and the ship's structure is visible on the left side of the frame.

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



2019: 41 800

2024: 40 000 exp.

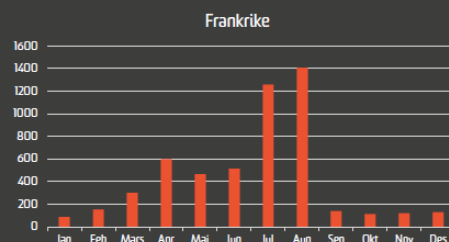
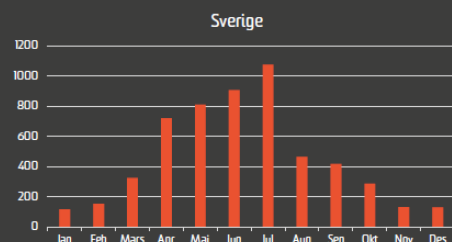
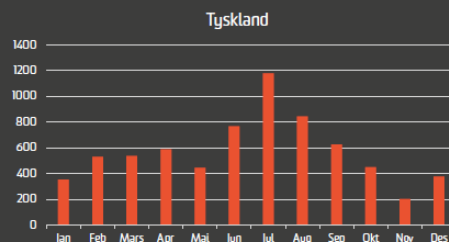
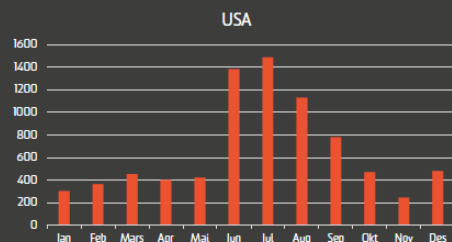
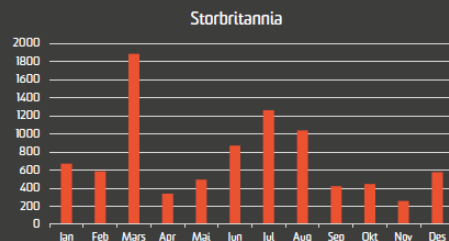
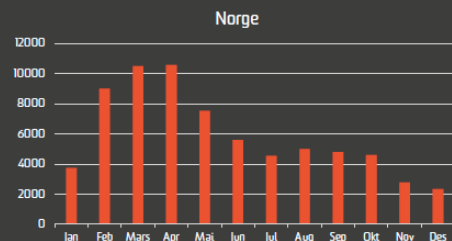
2019: 16 100

2024: 25 000 exp.

2019: 77 000

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

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



RESPONSIBLE MARKETING

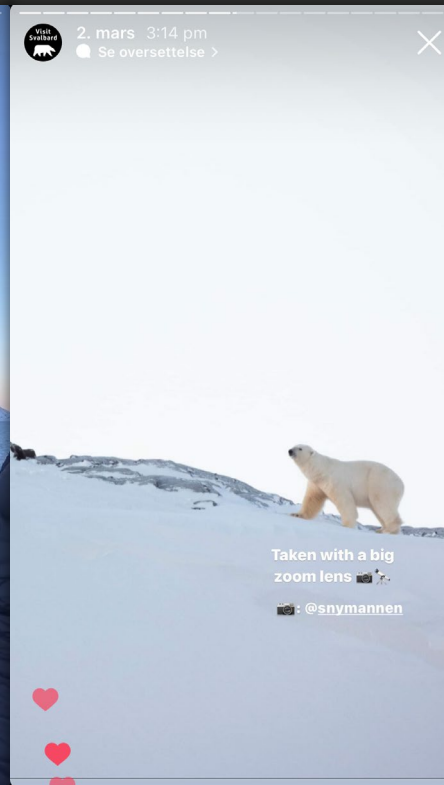
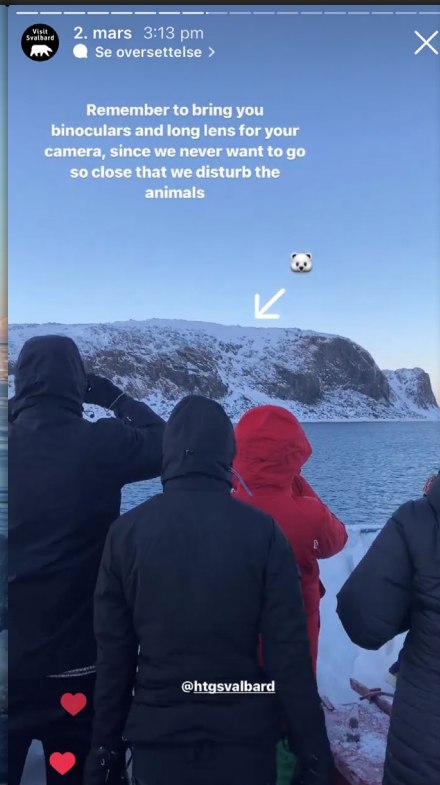
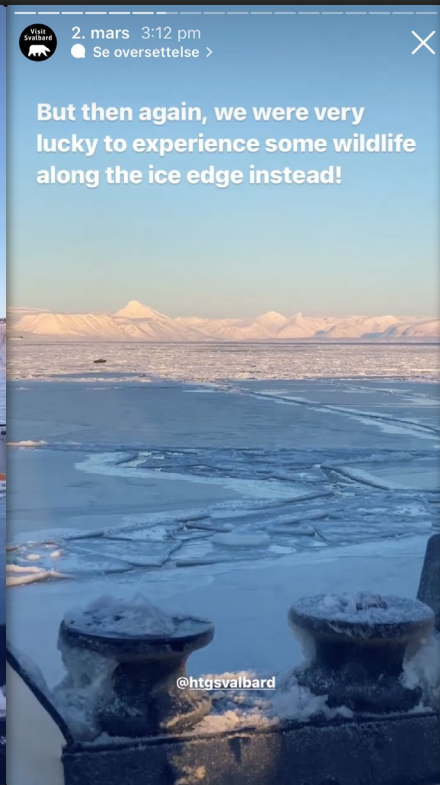
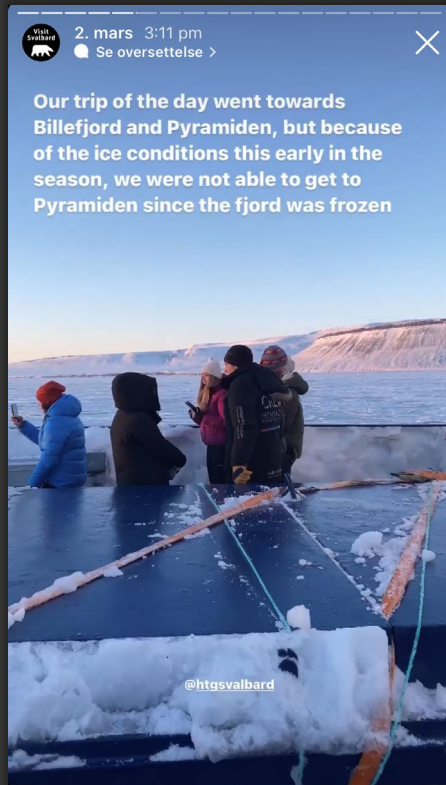
Case: Polar bear

- Distance
- Attention
- Situation



Case: Northern lights

- Photo editing
- Realistic
- Knowledge





Visit
Svalbard



www.visitsvalbard.com

Northern Lights Winter

7 days of unique arctic experiences in Svalbard



Gjelder hele
Svalbard

FOR TOUR OPERATORS

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

 Visit
Svalbard



**Visit
Svalbard**



**Sustainable
Destination**

Local engagement
in a long perspective

sara@visitsvalbard.com | www.visitsvalbard.com