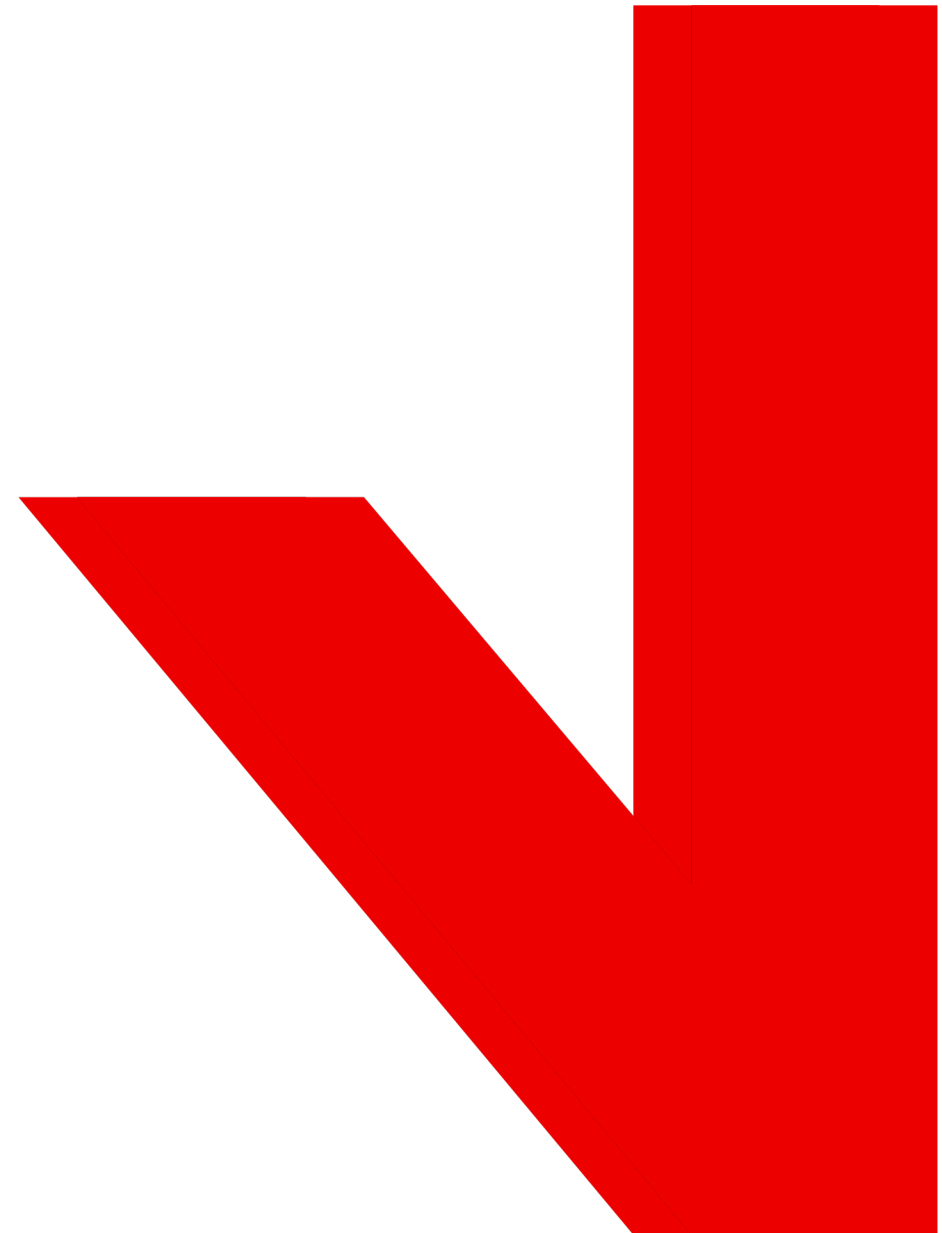


Hvordan bli et attraktivt reisemål på SoMe

enkel og effektiv historiefortelling

Rise:LIV,
26. November

Ragnhild Ås Harbo, SoMe konseptutvikler
Evegna Egorova, SoMe lead





2 000 000

Hvorfor poste?

Vi jobber med
barneoppdragelse i
underholdningsbransje

Det er fortsatt mange
der ute som aner ikke
hvem vi er

From "Google it"

to

"Just TikTok it"

to

"TikTok made me buy this"

The Death of Google and Why Search Has Moved to Social

Published on June 12, 2024

Author: Tara Byrne





“Almost 40% of young people—when they’re looking for a place to eat lunch—don’t go to Google Maps or Search. They go to TikTok or Instagram.”

Prabhakar Raghavan, Senior Vice President of Knowledge & Information at Google



52% bestemte seg for en destinasjon etter å ha sett bilde/video posta av kjente



1/5 reisende bruker sosiale medier i planleggingen (27 % destinasjon, 23% overnatting)



87% av millenials bruker sosiale medier for reiseinspirasjon!

TRENDER*

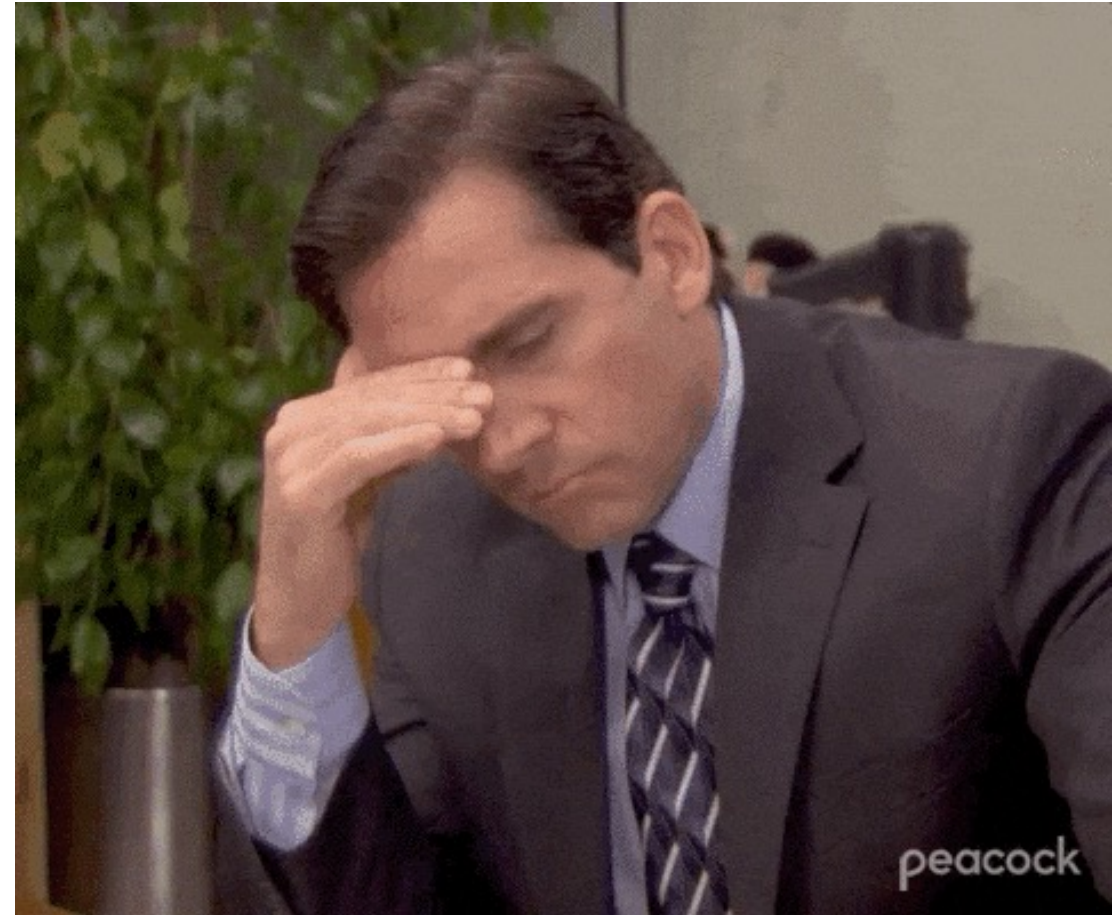
EMOSJONER SOM GIR VERDI

EDUTAINMENT STEALS THE SHOW

CO-CREATING

KREATIVITET TRUMFER "BRAND"

NOSTALGIA !!!!

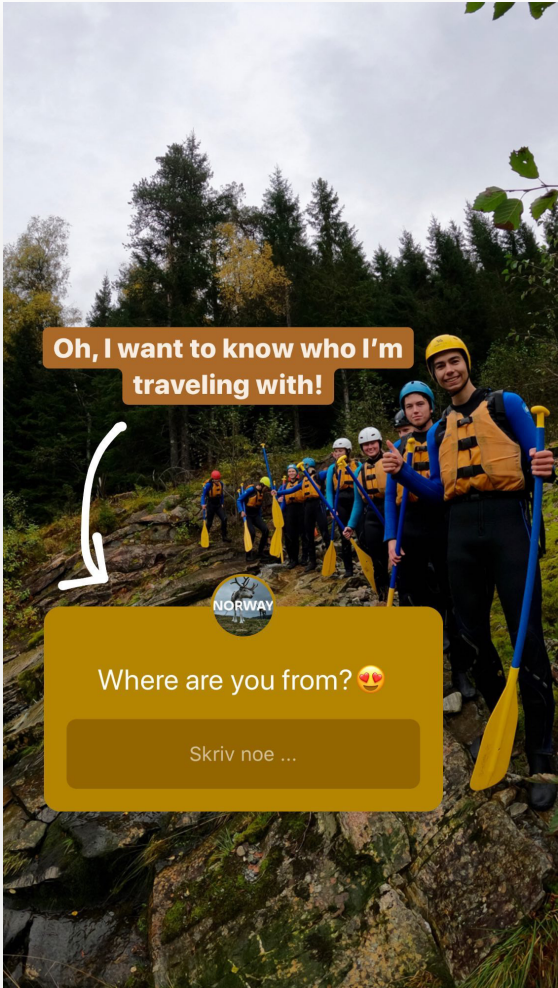
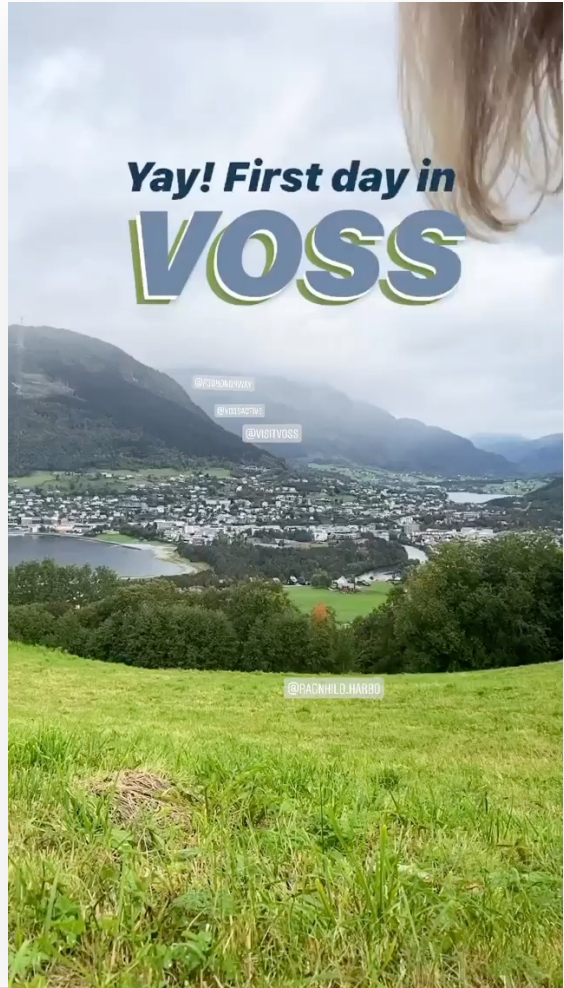


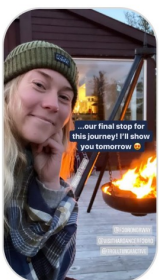
12. mars 2020



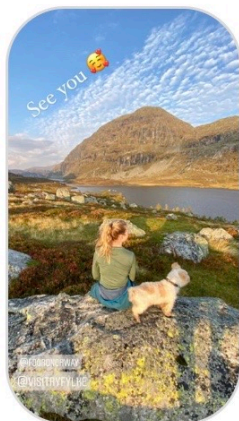
...and I want to
take you on an
ADVENTURE!







Thank you for showing us all of this!! 🥰 Once I will travel to Norway myself hopefully. It's one of my biggest dreams. Can't wait to "follow" you in your next journey. Greetings from Germany 🙌

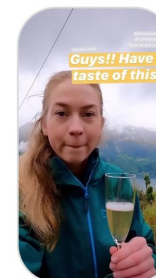


See you thanks

Thank you for joining the journey!



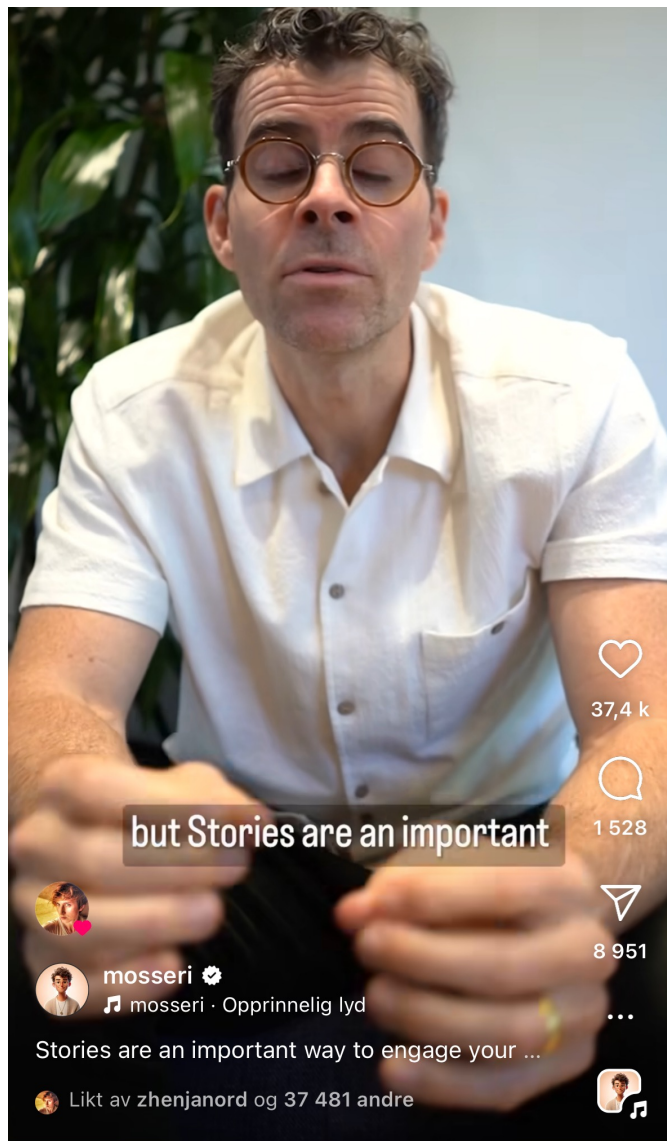
Thank you for the great informative videos. I'm in Italy and I will definitely come to visit your beautiful country. Thanks to you



These stories are great, you should definitely do more of them! I'm gonna visit Norway as soon as this virus is done with us (:







Aktuelle saker

Ett sted på Sørlandet fikk over en meter med snø de første dagene i 2024

Det har kommet mer snø enn hva man klarer å håndtere på Sørlandet. Flere steder har fått over halvmeteren, men Risør skiller seg ut med over meteren.



Syn som dette ved Meny på Grim har ikke vært uvanlig etter de siste dagers snøfall på Sørlandet. FOTO: TOR ERIK SCHRØDER / NTB

Ber folk ha hjemmekontor tirsdag

Årets første dag er preget av snøtrøbbel på veiene, strømmettet og i kollektivtrafikken. Tre kommuner har satt krisestab.



KRISESTAB: Det har kommet mye snø på Sørlandet, her fra Kvadraturen i sentrum av Kristiansand. Foto: Tor Erik Schrøder / NTB

Henrik Hokaasen Røyne

Kahni Ismail

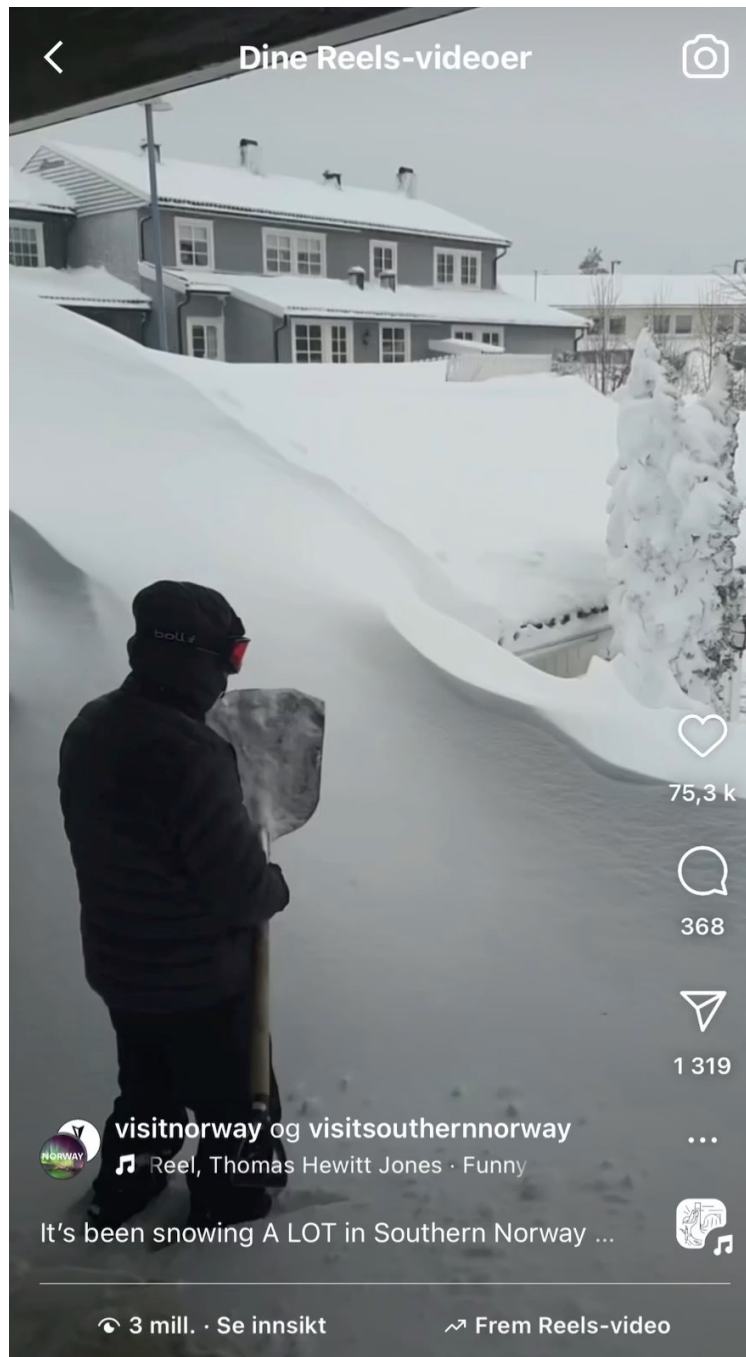
Rune Kjos

+ 4 til



sørrrlandet,
hallo?







saroyathebrave 44 u · ❤️ av forfatter

THIS is how to enjoy snow!!!!

Svar Skjul Se oversettelse



1



chriba_fotos 44 u · ❤️ av forfatter

OMG 😍😍😍😍😍

Svar Skjul



1



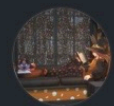
sanae.kgr 44 u · ❤️ av forfatter

くだりは楽しそうに滑れるけど、上りはキツイねー 😅

Svar Skjul Se oversettelse



1



allybubblespriggss 43 u · ❤️ av forfatter

The first one's hilarious! But bosses be like "You're coming to work right?"



4

samarbeid <3

Skjer det noe? Film det! ...
Og tør å være litt selvironisk



Honestly with so many people it is not really enjoyable



417 likerklukk Svar Se oversettelse



meloybiblio 4u



@estef_fran it's this crowded only close to Oslo. In Northern Norway, for example, you'd be skiing as good as alone 😊

30 likerklukk Svar Se oversettelse



agnesbrande 4u



@estef_fran It's only like that close to the most popular starting points. There are 2600 km of prepared ski tracks around Oslo, so the forest really swallows up enormous amounts of people. Some popular days it pays off to be a bit more creative when choosing where to go. (We went completely by ourselves yesterday,



gsleblanc 3u

I don't know what tickles me more - that everyone is stoked to ski, or that public transportation is a viable conveyance!



1 likerklukk Svar Se oversettelse



travelkoleso 4u

Hello, could you please let me know where exactly are they going for cross country skiing? What's the name of the station or something? :) And is there a chance to rent the equipment? 🙏



7 likerklukk Svar Se oversettelse



velotill 4u · ❤️ av forfatter

being able to use public transport to do so is the main thing. Just imagine the traffic jam and parking nightmare just this one local train would have caused. Also impractical I guess, since people are (Nordic) skying back towards the City?!



670 likerklukk Svar Se oversettelse



7fridays_reisen 2u

Love the fact, that they do it with public transport 😍



7 likerklukk Svar Se oversettelse

Historier som er nøye
planlagt



Som dere sikkert har sett på TV2 rulles det ut en storstilt tv-serie fra Narvikregionen i høst kalt "Vokteren".

hvordan vi får Ragnhild på toppen av Stetind i høst 🤔



Pål Jakobsen



Forberedelser

Reisen

Manus

Outtakes



I've had



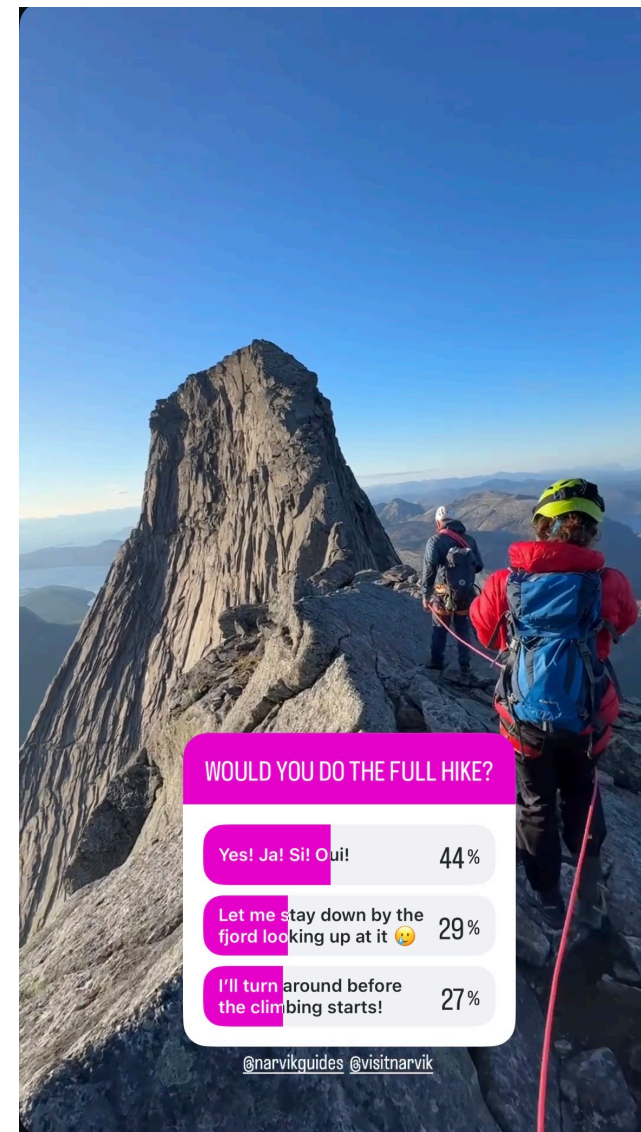
2. september 11:36



Is it possible to hike across
Norway in less than one day??

@visitnarvik

Si noe



WOULD YOU DO THE FULL HIKE?

Yes! Ja! Si! Oui! 44%

Let me stay down by the
fjord looking up at it 🙄 29%

I'll turn around before
the climbing starts! 27%

@narvikguides @visitnarvik



@turtl3h3rm1t • 2 months ago

I would be crying at the top I bet that felt life changing! Such a beautiful country

@Hollows1997 • 1 month ago

Beautiful scenery, but I'll leave the climbing to you

I'll still come to Norway though!

Videoen fra Stetinden går sin seiersgang verden over



Google-søketreff-økning for
Visit Norways Stetind-siden:

+ 265% på engelsk

+ 38% på tysk

+ 268% på nederlandsk

Over 2.000.000
videovisninger på tvers av
våre SoMe kanaler

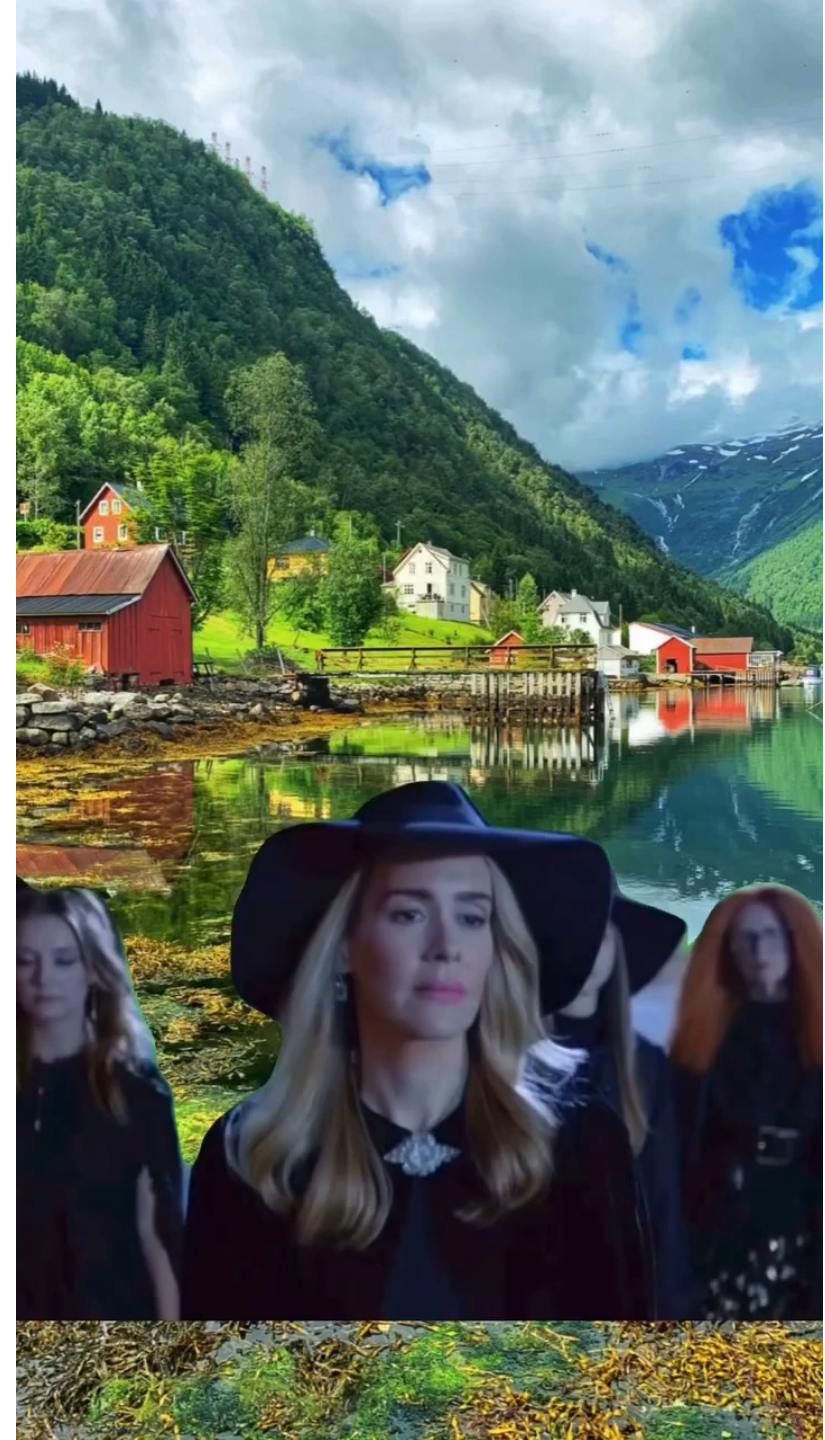
Collaboration & Co-Creation som er planlagt



Collaboration & Co-Creation som er planlagt



Collaboration & Co-creation som ikke er heeeelt planlagt





join.me.outside 3w · 📌 · ❤️ by author

I did not know I wanted to be a witch in a kayak but now it is my top priority.

Reply



55



visitnorway 3w · Author

@join.me.outside this what we call life goals! 🧛 🎃 🧛

Reply



6



solveigerway 3w · ❤️ by author

Waiting for my invite..

Reply Hide



1



visitnorway 3w · Author

@solveigerway hmmm, looks like several invites were lost (should not have trusted that one eyed letter crow 🧛)

Reply



joanmickelsonrussell 3w

@visitnorway lol 😂

Reply Hide



@sejselija

STEAL THE BEST,
INVENT THE REST

@miikka_matikainen

TAKE AWAYS

- SETT I GANG OG PRØV - IKKE VÆR REDD
- LOW KEY
- REUSE-REPURPOSE-RECYCLE
- MORNING AT
- VERDI FOR DE SOM FØLGER
- YES, YOU CAN PICK OUR BRAIN



SPØRSMÅL?