

# A journey through Norway

Visit Norway and Partners





# About Norway

Scandinavian Peninsula

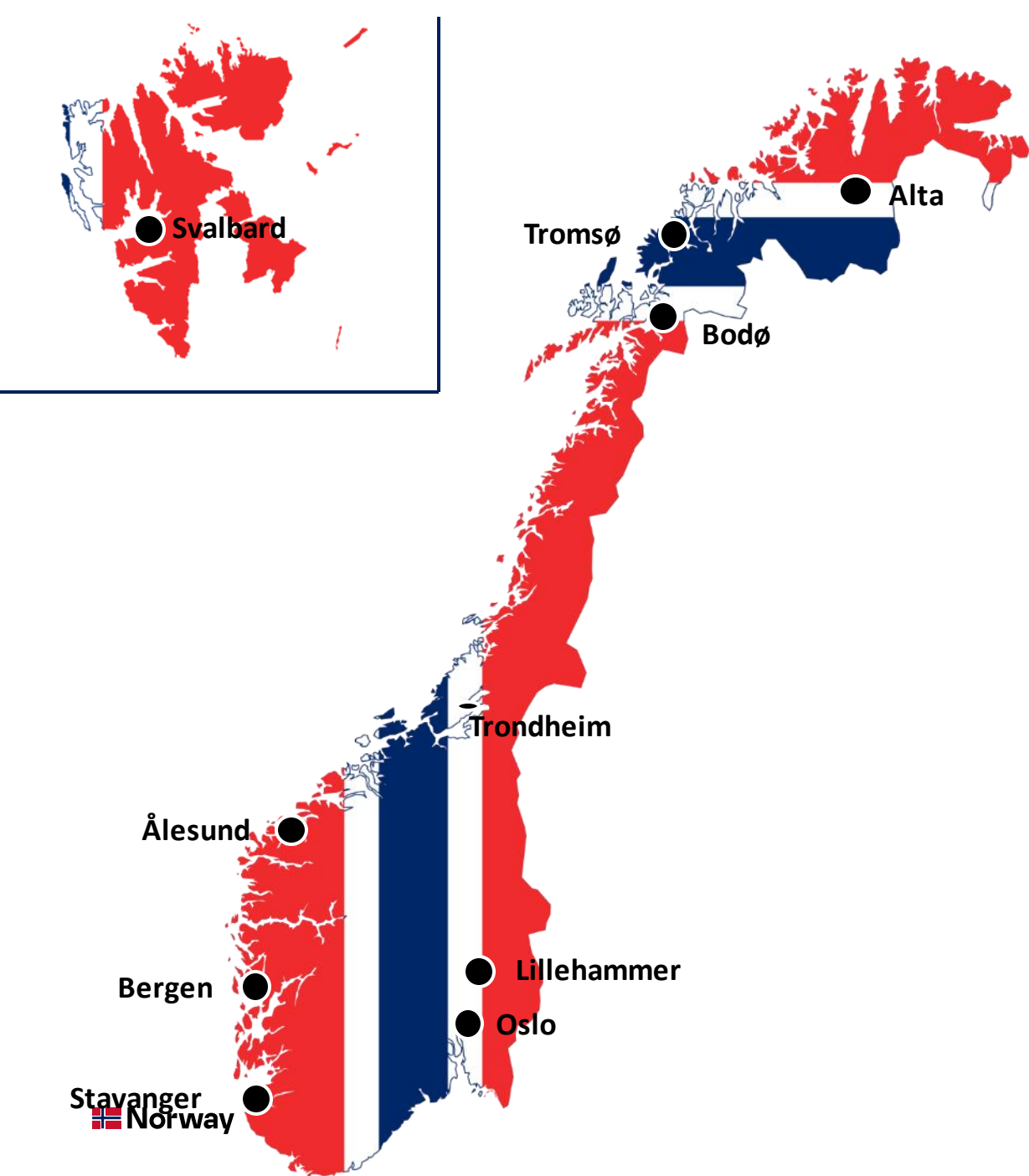
385,207 square kilometres

Population of 5,425,270

The North is very different from the South

Norway has 4 distinct seasons





Svalbard



Alta



Tromsø



Bodø



Trondheim



Lillehammer



Bergen



Stavanger



Oslo



# Why Norway?

- One of the most beautiful countries in the world!
- Sustainable
- Value for Money
- Accessible
- Open, harmonious and safe society
- Rich in history and culture
- Cities with nature on their doorstep
- Tailor made exclusive programmes





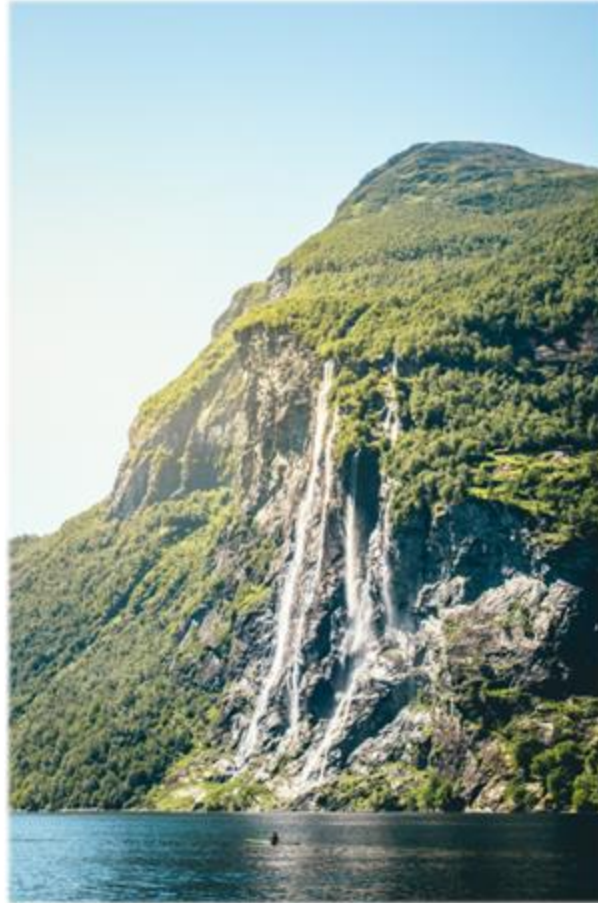
# Lost In Norway

- DMC – Based in Bergen, but operates all over Norway
- Incentive travel, conferences and High-End FITs
- Team of 4 highly motivated people





# NATURES PLAYGROUND









# BERGEN

## THE GATEWAY TO THE FJORDS









# FJORD-NORWAY FLÅM & THE VIKING VALLEY





# Moment Norway

Moment Norway is a boutique, family-owned, Norwegian incoming DMC, travel, adventure, and event designer, based in Northern Norway. Ida Rishaug – the founder – delivered our first moments in 2014.

Today we are 3 people working full time and we have an exceptional network of great suppliers and partners stepping in when we need more resources for onsite support.





# LET'S GET STARTED ON YOUR ARCTIC ADVENTURE











# Sapmi and the indigenous people of Norway









Experience the fjords and mountains from the sea









Can there be more activities?













# Winter Menu

Whale watching

Northern Lights Dinner

Dogsledding

Reindeersledding

Snowmobile

Ice Domes

Fjord cruise

RIB tour

Skiing

Sea fishing

Sea Kayak

Snow shoes and ice fishing

 **Norway**



Credit Asgeir Helgestad/Arctic Light AS

Credit: Asgeir Helgestad/Arctic Light



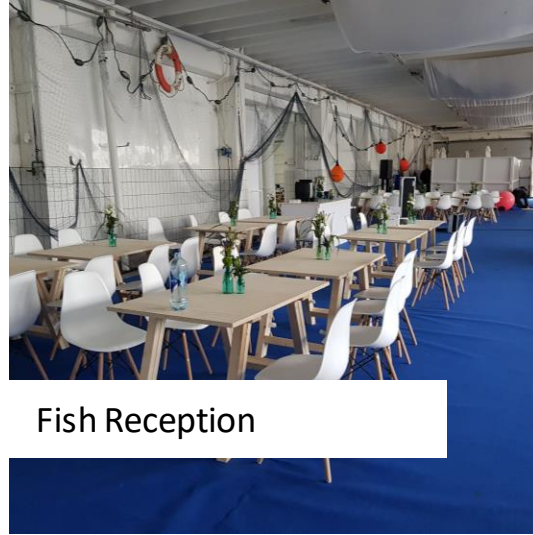
# VENUES







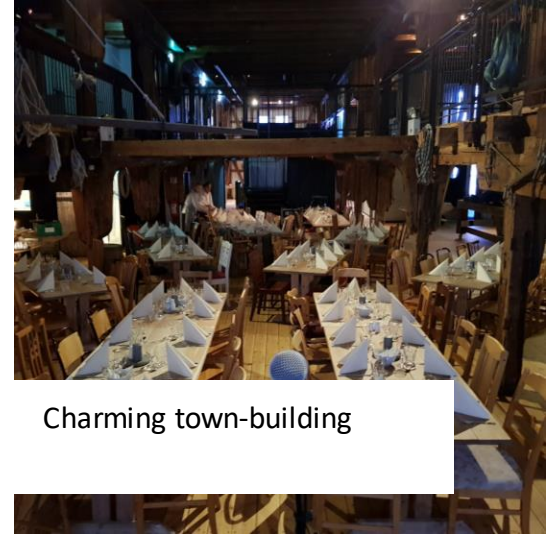
Outdoor Aurora Event



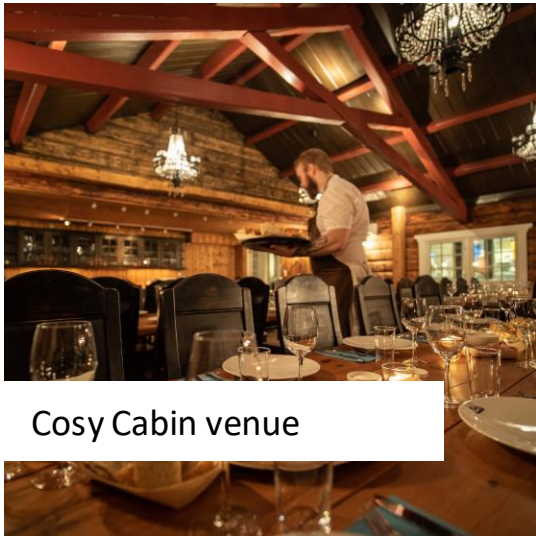
Fish Reception



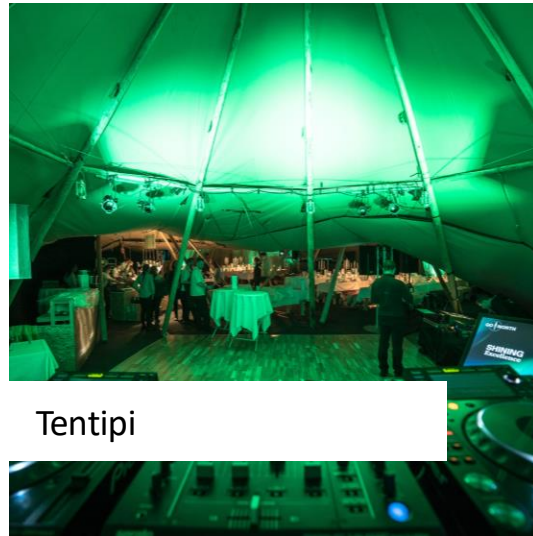
Arctic Beach Party



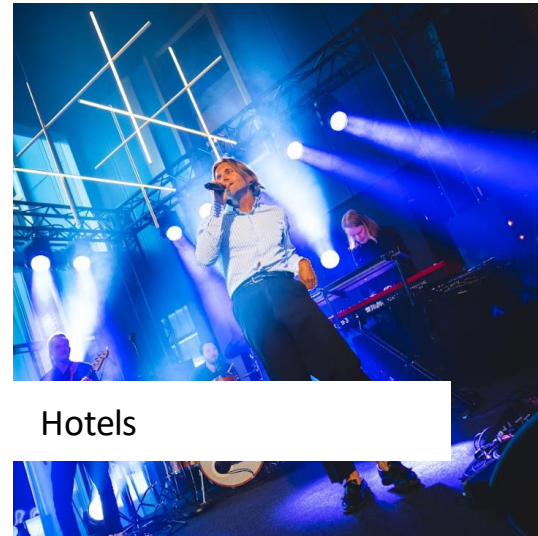
Charming town-building



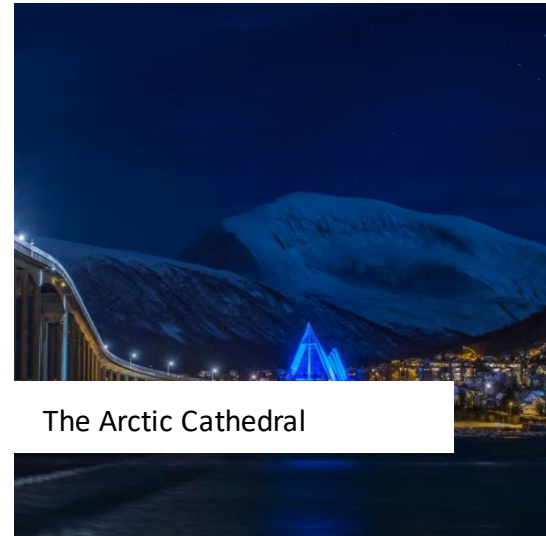
Cosy Cabin venue



Tentipi



Hotels



The Arctic Cathedral



# Sample of a winter itinerary

## Day 1

- Welcome Ceremony in the Arctic Cathedral directly from the airport 10 minutes
- Welcome dinner at the Cable Car or other cool venue with DJ and fabulous food

## Day 2

- Full adventure day – choose something exciting from our winter menu!
- Aurora Dinner Cruise with Brim Explorer Hybrid Catamaran up to 140 people.

## Day 3

- A dog Mucher's Life
- Gala Dinner in Tentipi

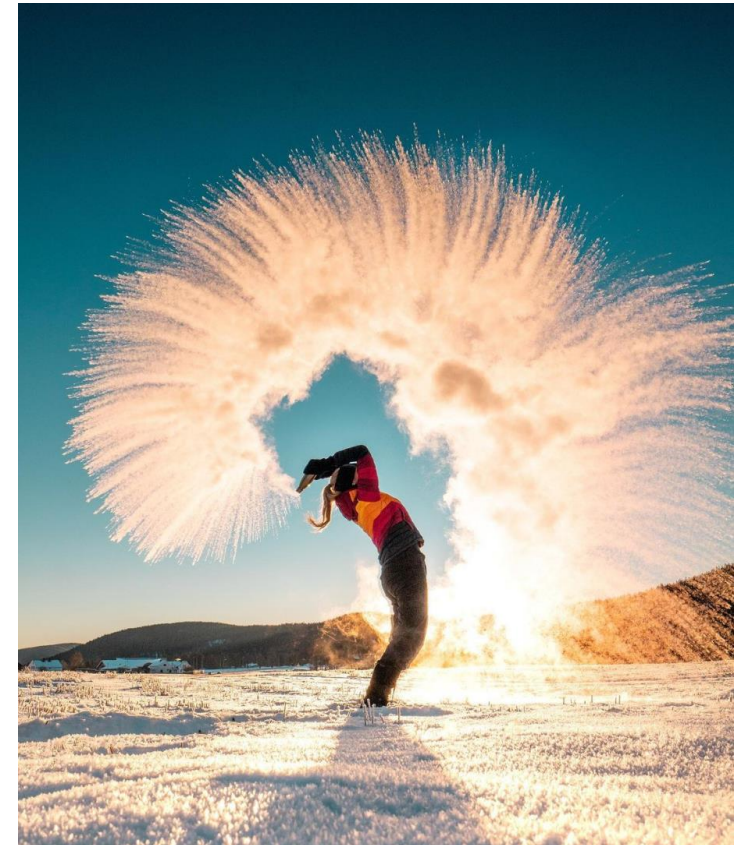
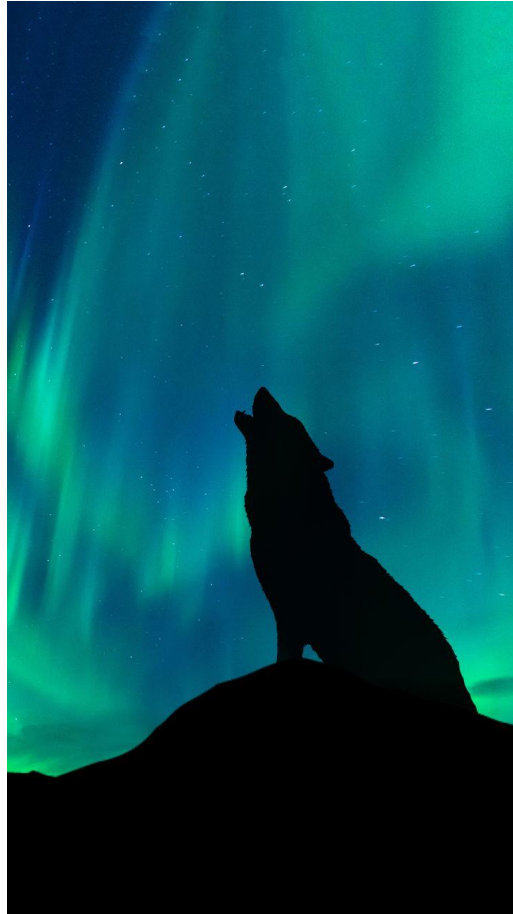
## Day 4

- Culinary lunch walk – before departures





# Welcome to the Arctic





# APRIIL Congress & Destination Management Norway

**Harald Riisnaes, Department Head**

**APRIIL** Congress & Destination Management is the only company offering both DMC services and full-blow PCO services in Norway.

Most of our client base are international Incentive agents, corporate enterprises and associations.

The Apriiil group consist of both PR, communication, marketing, advertising, event and PCO & DMC companies, totalling a workforce of 90 employees.





# Oslo

## European Green Capital Award for 2019







Oslo is a cosmopolitan hub nestled between the Oslo fjord, ski slopes, and hundreds of square kilometres of forested hills and is green in more ways than one.



# Cultural Oslo



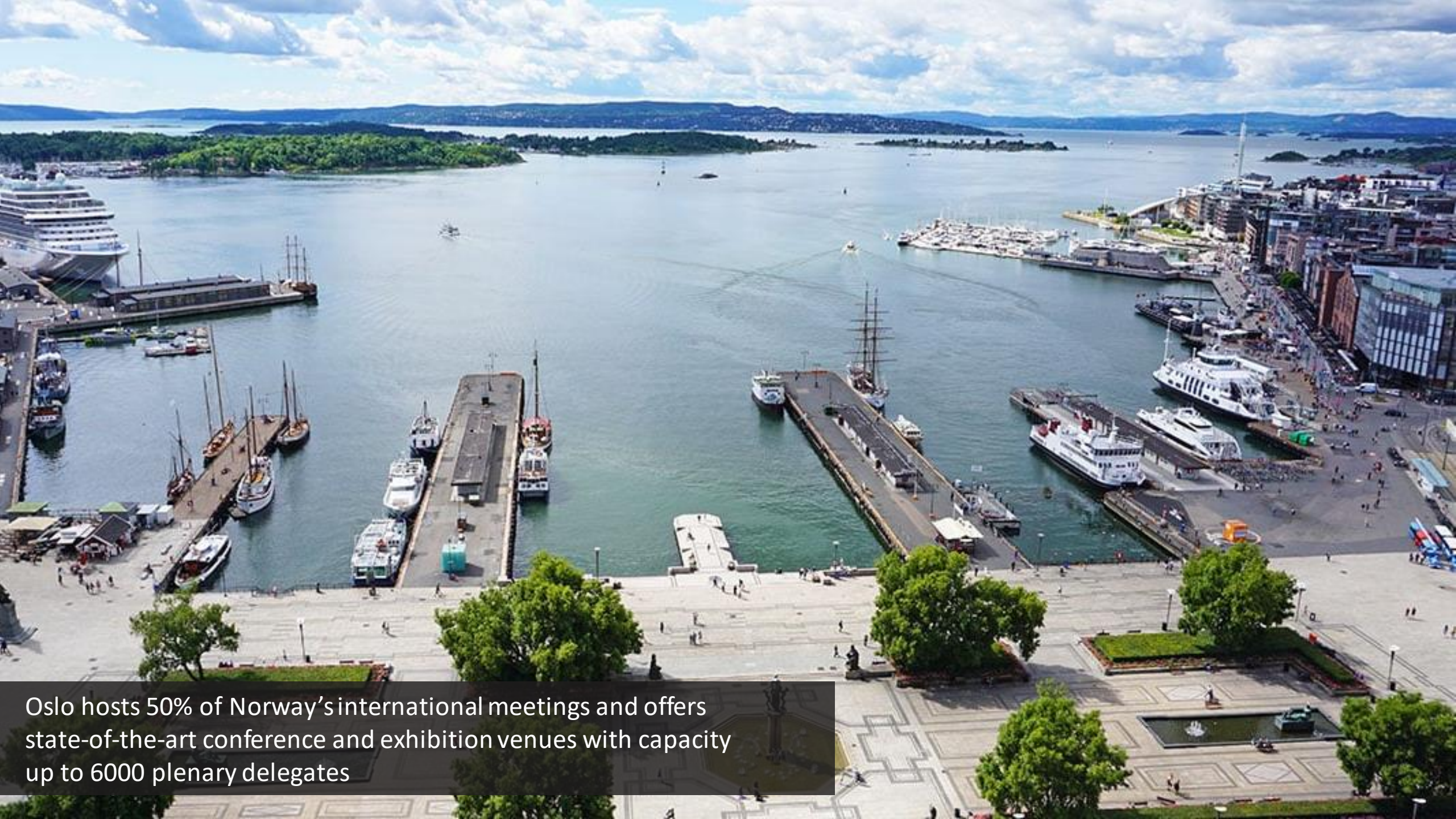


# Walking city

It is easy to explore Oslo by foot with plenty of walking routes and green transport options.







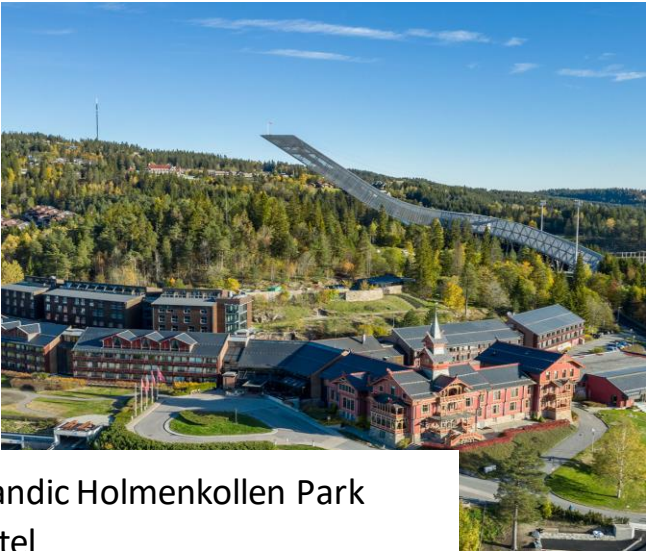
Oslo hosts 50% of Norway's international meetings and offers state-of-the-art conference and exhibition venues with capacity up to 6000 plenary delegates



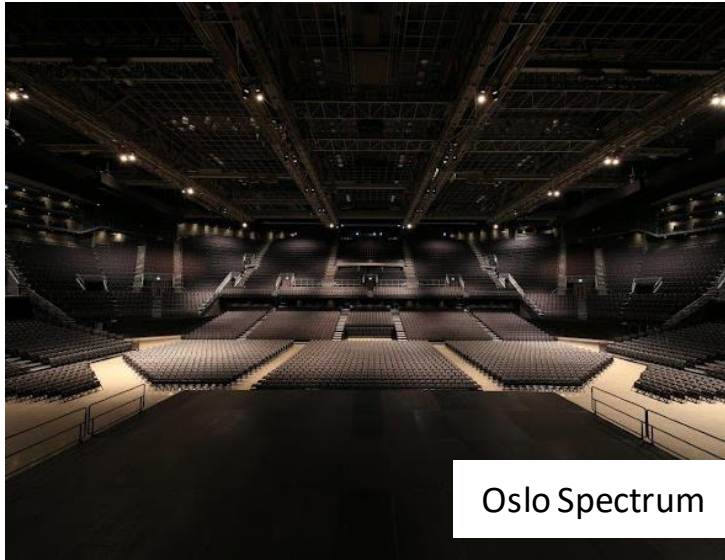
# Oslo – A Congress Hub



Nova Spectrum



Scandic Holmenkollen Park  
Hotel



Oslo Spectrum



Clarion Hotel The Hub



Oslo Congress Center



Radisson Blu Oslo Plaza



# Function space







Oslo Central Station and Nationaltheatret Station are highlighted in green below. The hotels within the highlighted area are located within a 10min walk radius of those train stations.



Saga Hotel Oslo

Scandic Vulkan

Scandic Holberg

Thon Slottsparken

Smarthotel Oslo

Radisson Blu Scandinavia

Scandic St. Olavs plass

Thon Europa

Thon Munch

Anker Hotel

Thon Rosenkrantz

Hotel Bristol

Best Western Karl Johan

Hotel Continental

Grand Hotel

Thon Spectrum

Thon Cecil

Scandic Victoria

Clarion The Hub

Radisson Blu Plaza

Scandic Solli

E18 Thon Vik Atrium

First Hotel Millennium

Thon Astoria

Thon Terminus

Oslo Central Station

NOVA Spektrum  
10 mins. by train

Saga Oslo Central

First Hotel Grims Grenka

Thon Opera

Clarion Hotel Oslo

The Thief





Airport express train 19 min to Oslo Central Station



# INTERNATIONAL ACCESS





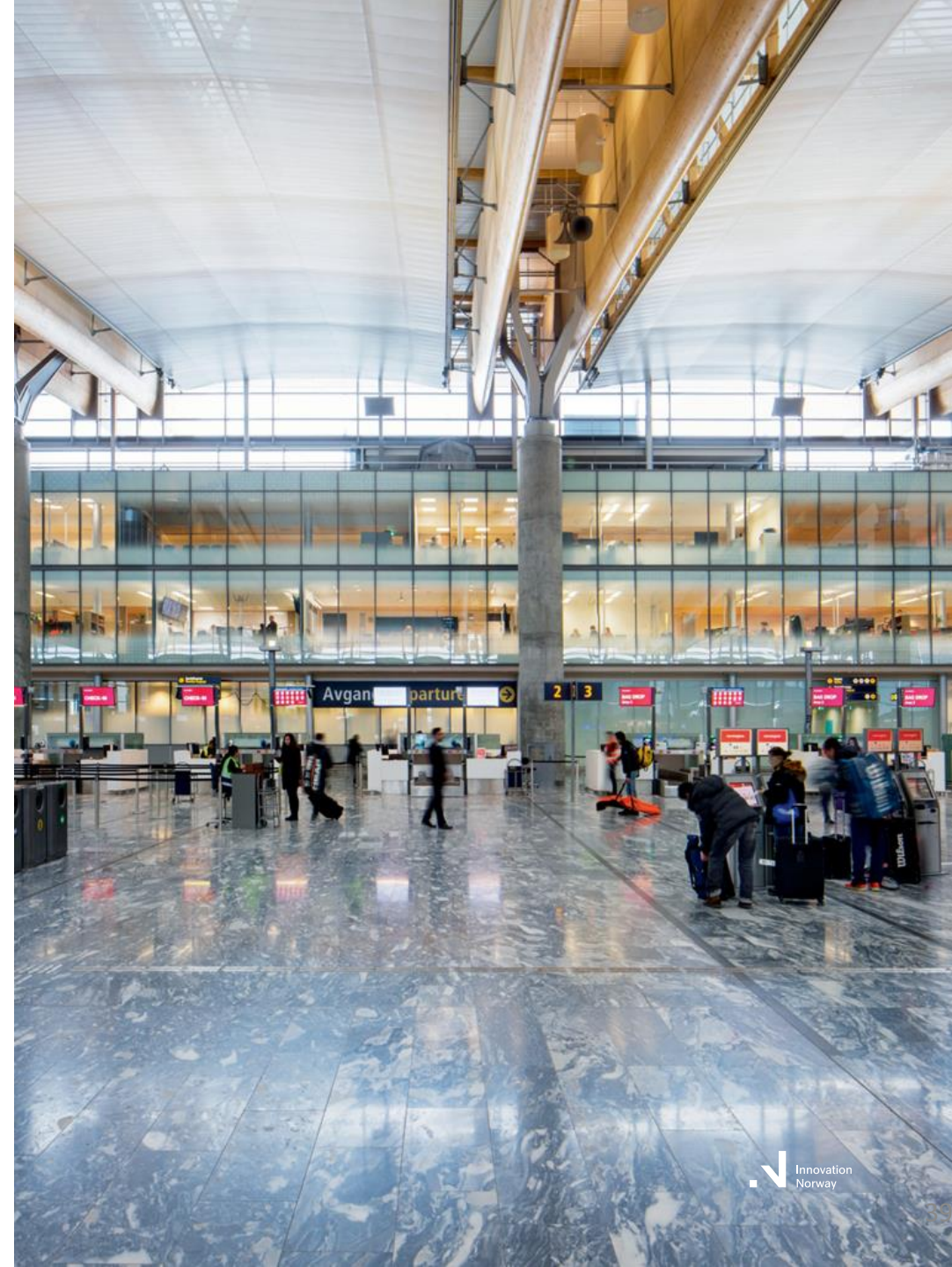
# Accessibility:

Frequent flight connections from all over Europe to our largest cities

Airport Express Train and/or good Bus routes to the city centers

Easy to get around, both walking and with public transportation

The cities are small and compact and everything is within walking distance







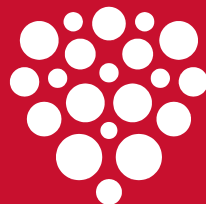
**Sustainable  
Destination**  
Local engagement  
in a long perspective

## A destination with focus on sustainability

The majority of suppliers and product owners at destinations in Norway are eco-labelled through internationally established certification and labelling schemes; Eco-lighthouse, the Swan label and ISO 14001



# Strawberry



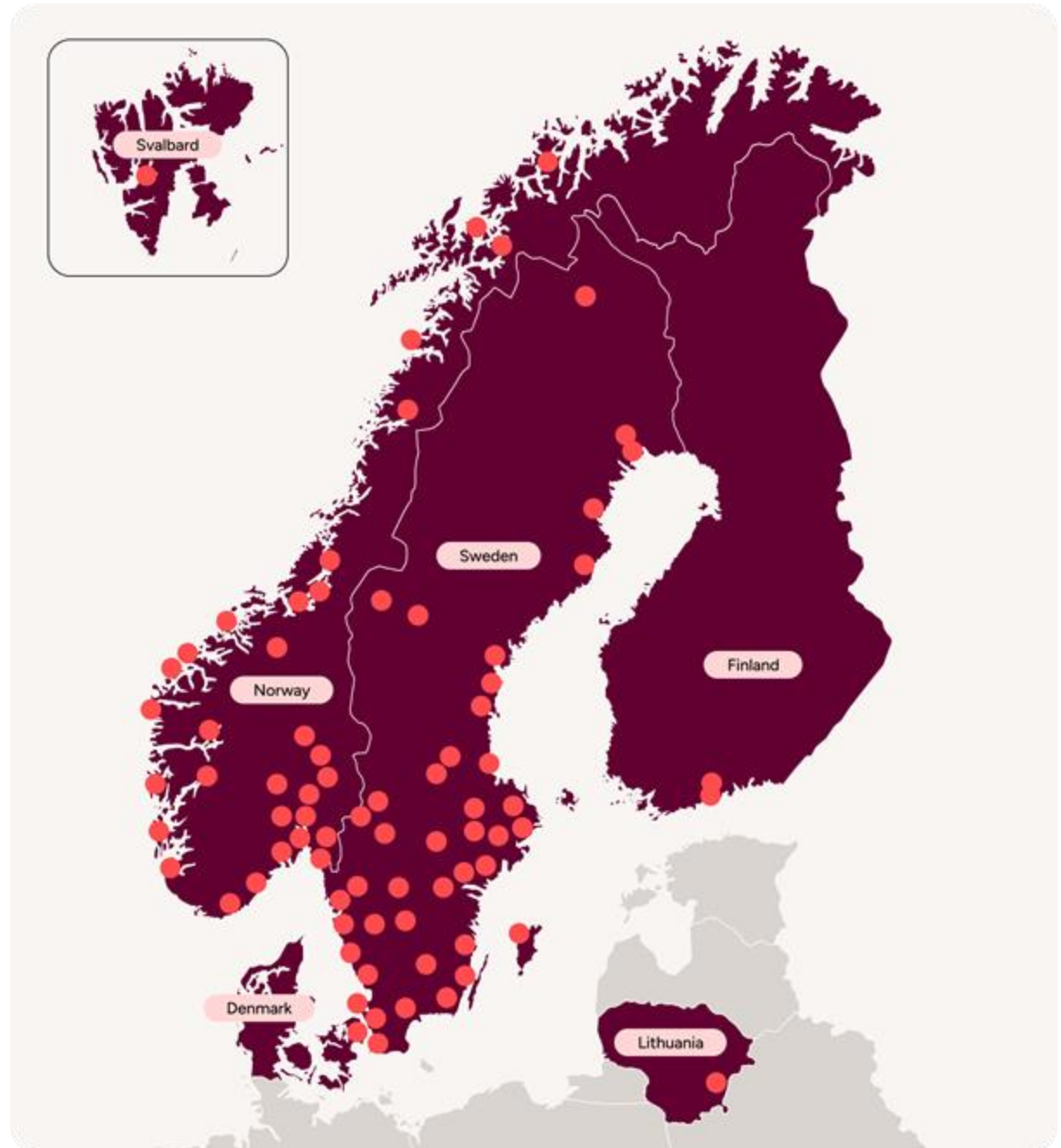


WHERE TO FIND US

229 hotels on more  
than 100 destinations

Meeting capacity up to 5000  
pax

Strawberry has hotels in Sweden, Norway, Denmark,  
Finland and Lithuania.






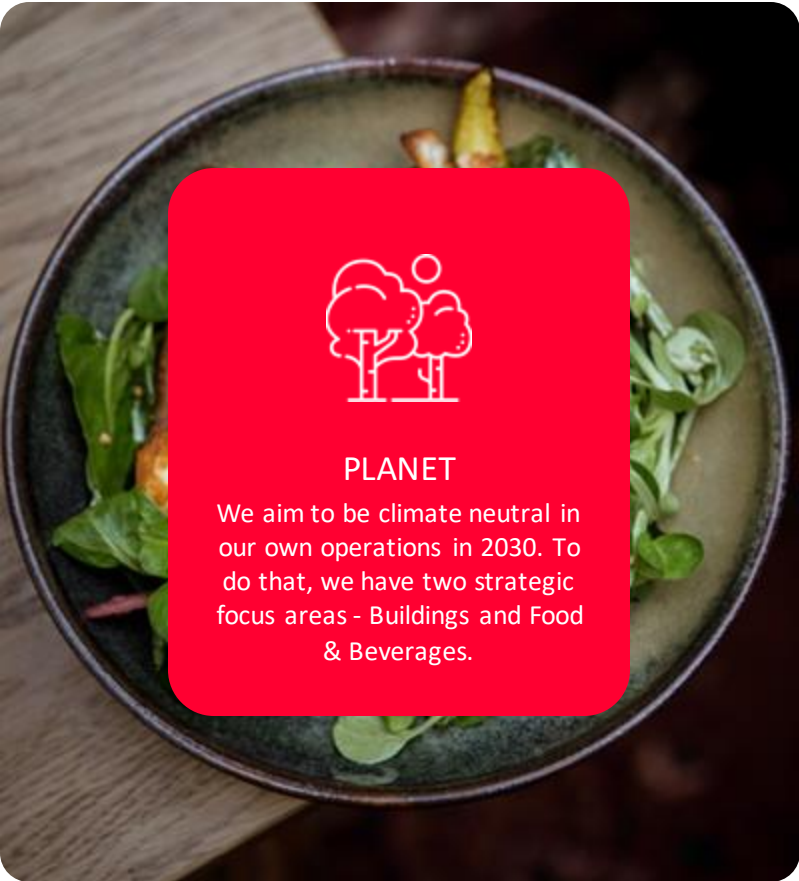
WECARE

# People, Planet & Community




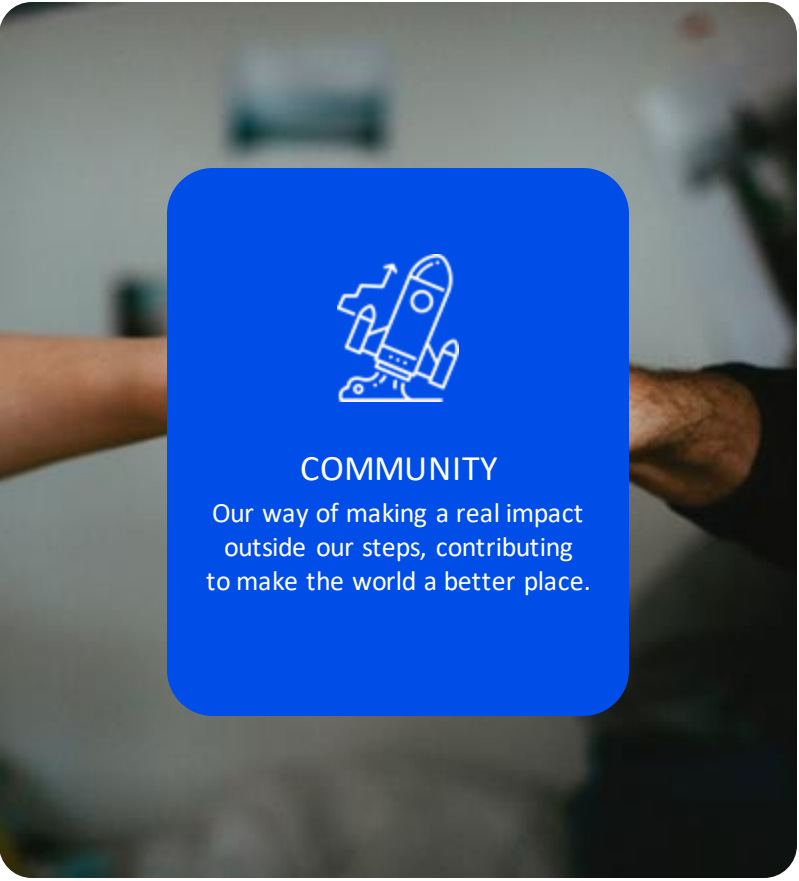
**PEOPLE**

As one family with a warm beating heart we want to create the best possible environment for people to thrive. We want to be a force for good, pushing for change and sharing our values with people around us.



**PLANET**

We aim to be climate neutral in our own operations in 2030. To do that, we have two strategic focus areas - Buildings and Food & Beverages.



**COMMUNITY**

Our way of making a real impact outside our steps, contributing to make the world a better place.



# Our sustainability measurement tool

## Rating

This system measures how each hotel work with sustainability on a daily basis. Do they reach their sustainability targets? Are they in line with Strawberry's overall sustainability plan? This tool gives the answer: a single number for each hotel - our own sustainability index

## Transparency

We don't like to hide what we do. Therefore we will show the result of this system on our web pages. So that everyone can see how seriously we work with sustainability, not once a year, but on a daily basis.

## Credibility

Most of the data is gathered mostly directly from suppliers. This gives high data credibility, and a good reflection on the results of the sustainability work at the hotels.

## Climate footprint

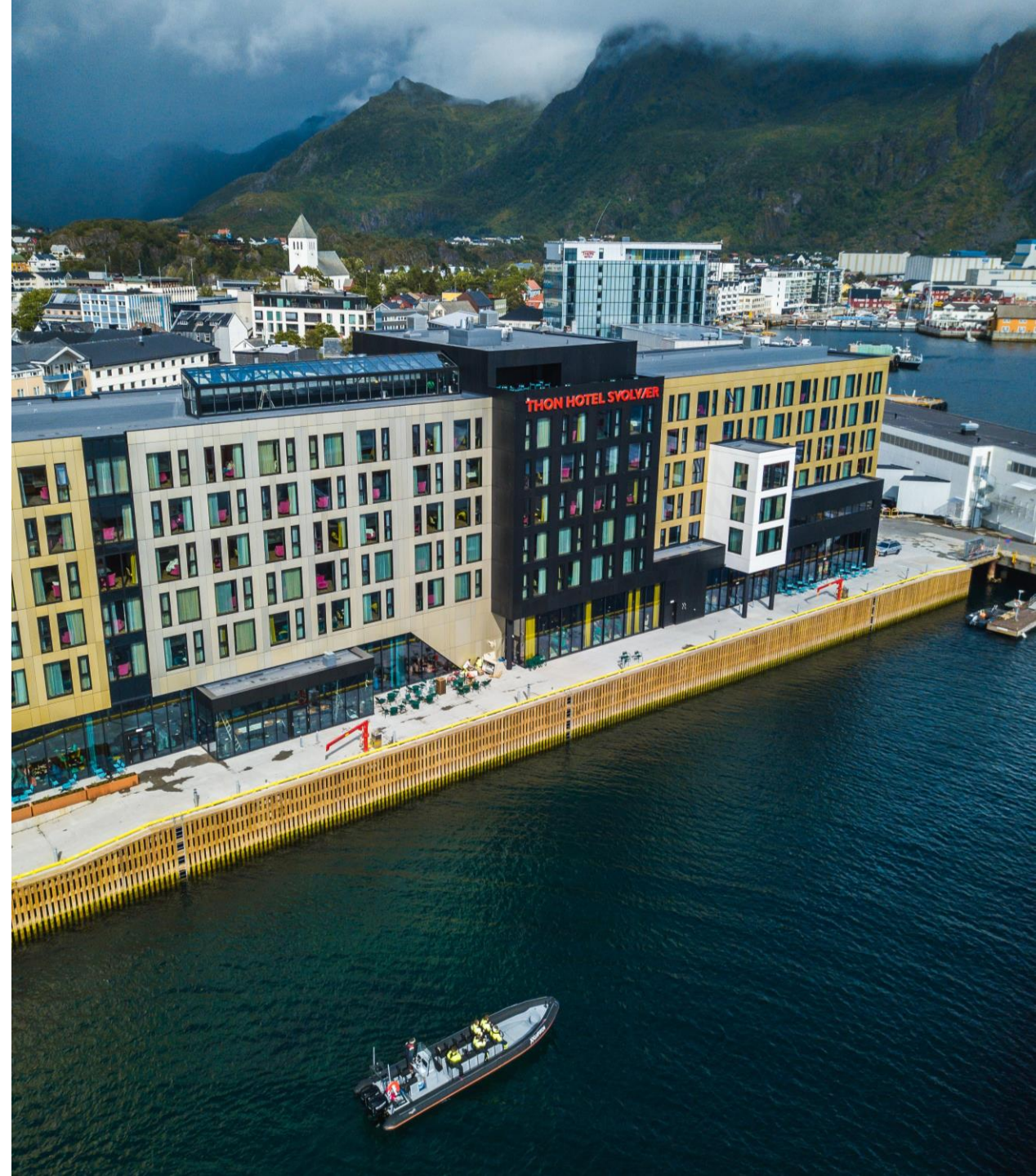
The system also calculates the climate footprint of each hotel. So our guests and corporate customers can get insight in their climate footprint when they travel with us.





# Thon Hotels

- Our owner – Olav Thon – 100 years
- Olav Thon foundation – annual donations of € 5 M
- One of Norway's leading hotel chains
- 80 + hotels in Norway, hotels in Stockholm, Copenhagen, Rotterdam & Brussels
- Colourful design, immense focus on F&B, service and innovative technology





## Value for money in Norway

- The ancient myth of super-expensive Norway...
- Prices: Hotel nights & packages, F&B:
  - B&B – £ 150-200
  - DDR – £ 70-100
  - F&B: 3 course banquet dinner usually between £ 50-100,
- Drinks around £ 10 per unit of alcohol
- No hidden costs – all taxes and fees included in prices
- The currency opportunity! 20% cheaper compared to one year ago

SO, HURRY UP AND BUY!



**WRONG!**



Home of Nordic  
flavours







# HOME OF NORDIC FLAVOURS

- The best food in the Nordics, maybe in Europe, maybe in the whole world!
- A region famous for seafood, wildlife and it's fertile soil
- Trondheim is home of three Michelin-star restaurants, one Bib Gourmand and one recommended.
- A wide selection of charming cafes, restaurants and local micro-breweries mixing locally sourced ingredients with bright new ideas.







# TRONDHEIM

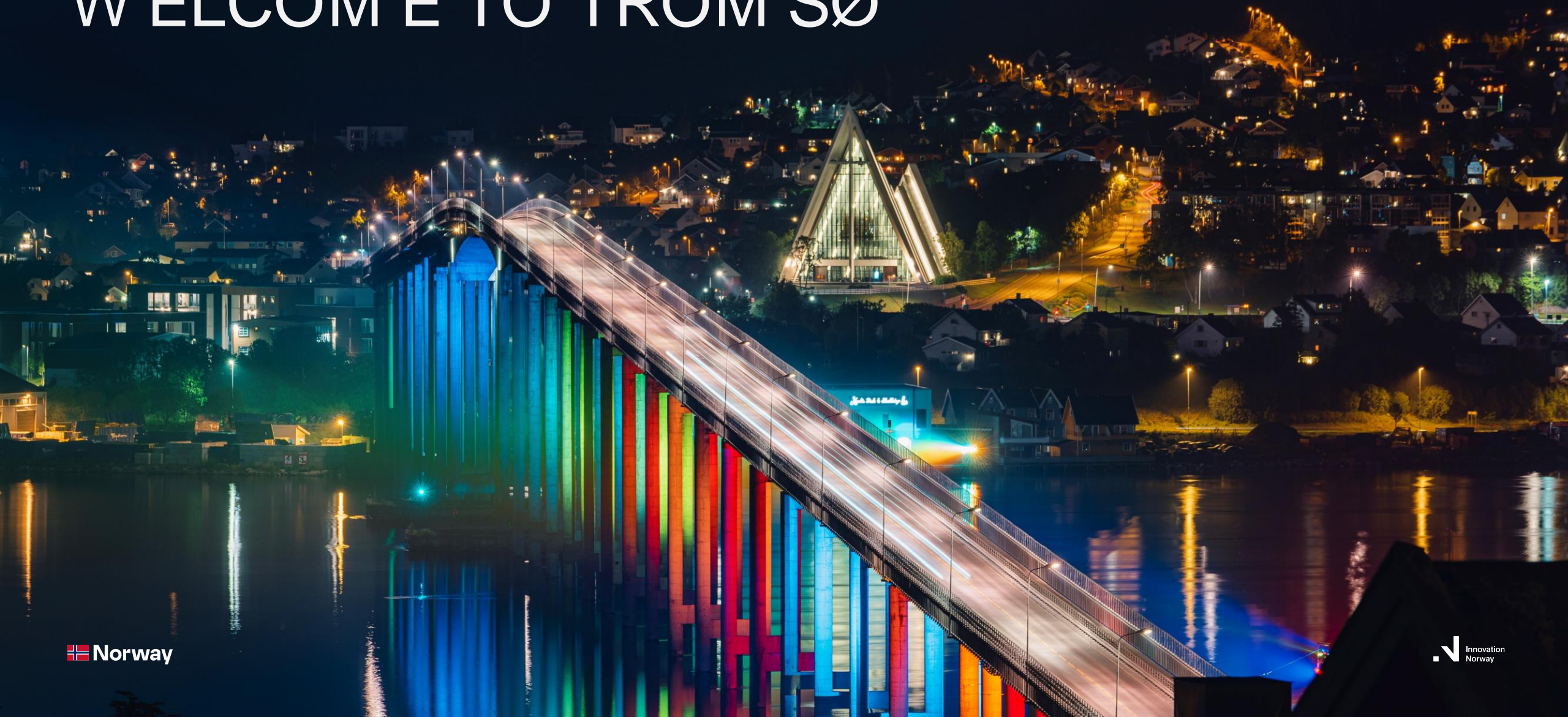
## Historic centre

- Home to historic Britannia, Norway's premier hotel
- Capital of Norway, and the centre of Christianity during the middle-ages
- Steeped in Viking history
- 2 hours from Røros, a historic well preserved mining town
- Attractions and museums that convey our history and heritage.
- Renowned as Norway's knowledge capital and innovation hub within tech and engineering





# W E L C O M E T O T R O M S Ø





# Why Tromsø

- ✓ The Arctic Capital
- ✓ Urban life surrounded by wilderness
- ✓ Direct flights from European cities
- ✓ All year destination
- ✓ Polar nights, northern lights and the midnight sun
- ✓ Wide variety of activities
- ✓ Arctic fjords & mountains
- ✓ Great venues & dmc's






A compact and vibrant city







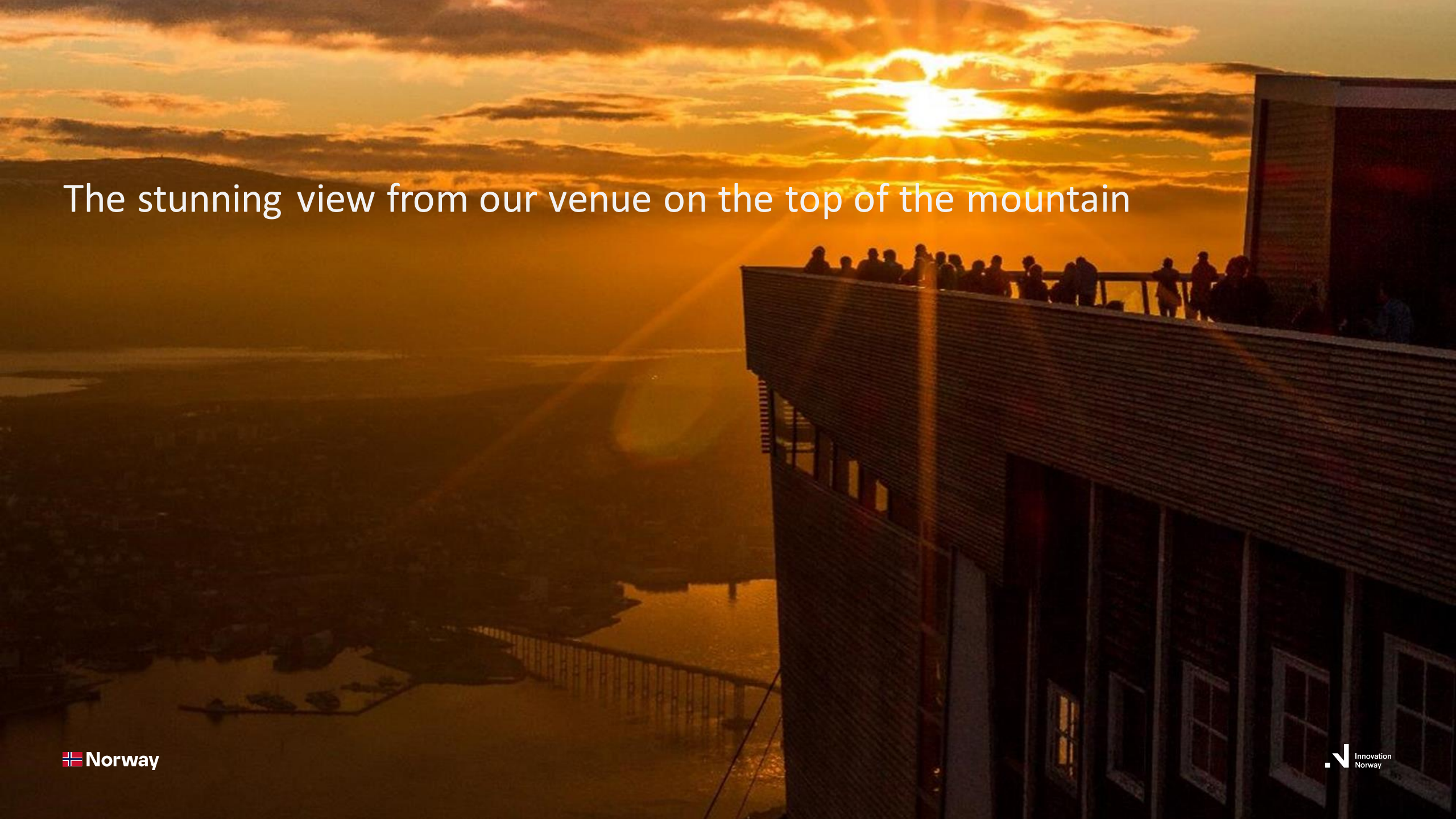
Just minutes from urban city vibe to...



The arctic wilderness...







The stunning view from our venue on the top of the mountain



# The northern lights



# The midnight sun



# Hurtigruten Svalbard -

Luxury in the High Arctic





# Funken Lodge

- Luxury boutique accommodation in the northernmost town in the world
- Longyearbyen's year-around wow factor
- Inspiring event spaces, from historic mines to wilderness camps & intimate wine cellars
- Gastronomy like you've never experienced...





# Win a trip with to Svalbard for 2 people

Return flights London to  
Longyearbyen sponsored by  
VisitNorway

One night stay in Oslo at a  
Strawberry hotel

2 nights stay at Funken Lodge

Taste of Svalbard dining journey  
at Huset, both, courtesy of  
Hurtigruten Svalbard





A person is holding a large, white, heart-shaped object in front of their chest. They are wearing red and white striped socks. The background is a blurred outdoor setting with trees and a path.

WELCOME TO  
NORWAY