



**NCE TOURISM – FJORD NORWAY**  
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Norway is a land of stunning nature – the fjords being the main incentive for choosing this country as a travel destination. NCE Tourism – Fjord Norway is dedicated to profiling what National Geographic Traveler Magazine has named the world’s best unspoiled travel destination, and is a result of the longest and most successful regional cooperation in tourism in Western Norway. This “fjord model” has become a reference for other regions in Norway and abroad.

**Background**

NCE Tourism - Fjord Norway has been established as a “centre for innovation” that creatively and systematically explores the potential for converting the region’s unique “ingredients” in the form of new products and experiences, all closely connected to a deeper understanding of the global community and the commercial potential that the global target group represents.

The partners in the NCE Tourism – Fjord Norway project have long been visionaries with the goal of positioning Fjord Norway as the world’s most attractive destination for nature and adventure holidays. The result has been an impressive growth in the number of guests who choose the region as a tourist destination, and creation of this NCE will strengthen the Fjord Norway region as a primary sustainable, attractive destination.



Geirangerfjord.

**Fjord Norway – Leader in Theme Tourism**

NCE Tourism - Fjord Norway connects product and market development within the theme of tourism in order to create a more holistic “theme tourism”. Theme tourism focuses on what the traveler will experience - rather than where they want to do while on vacation, with initial focus on ski-related themes, nature-based activities and culture.

Fjord Norway is the region that delivers what the tourist market demands, this due to long-proven organizational excellence combined with the will to cooperate, an element that has long been a cultural part of Western Norway. This has resulted in a tight-knit and cluster that consists of “experience tourism” companies, transport and accommodation operators, regional cluster coordinators, R&D initiatives, as well as national and international tourism partners and operators.

**Strategic Focus Areas**

NCE Tourism - Fjord Norway has three main strategic areas of focus:

- Product development with a focus on creating attractive theme concepts based on raw material resources and international trends

- Marketing activities with a primary focus on interest-based segmentation, communication through new media and the establishment of systems that ensure optimal interactivity with the travelers
- Cluster development with a focus on increased cooperation and expertise

NCE Tourism – Fjord Norway will communicate to new, challenging and lucrative target groups, employing the use of new media that sends the thematic message across international borders. The goal is to make the Fjord Norway region the world’s leader in theme tourism, facilitating strength and the ongoing growth of tourism in Western Norway.



Nordfjord.

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