



**SUSTAINABLE
DESTINATION**
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE



Where is Geilo?

By train:

- 4 daily departure from both Bergen and Oslo.
- Train station in the city centre.
- Drive the RV 7 og Fv 40 from the east, and Rv 7 og fv 50 from west

By car:

- Under 3 h. from Oslo
- 3 h. from Bergen
- 3,5 h from Larvik
- 3 h. from OSL Gardermoen
- Drive the RV 7

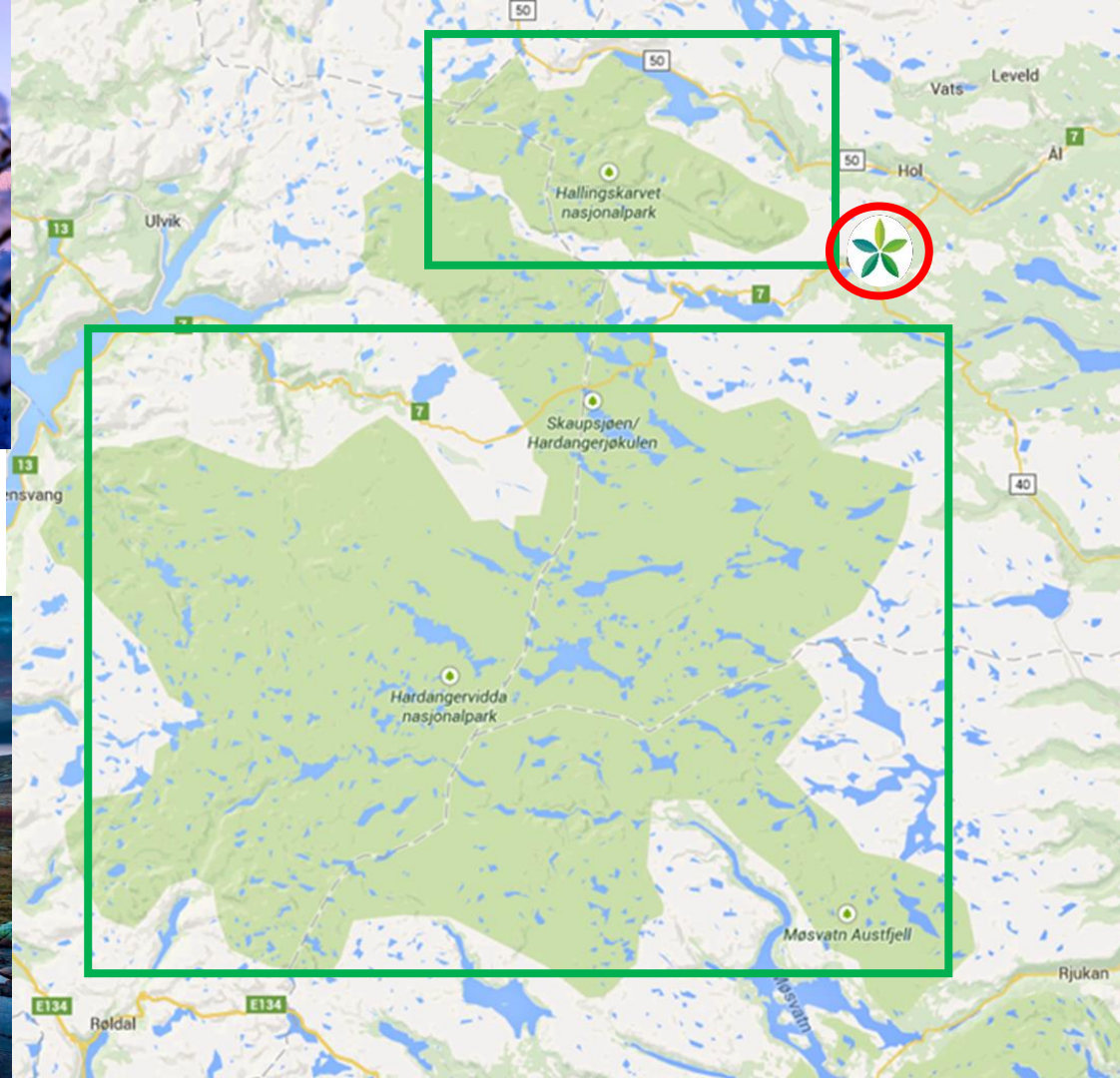


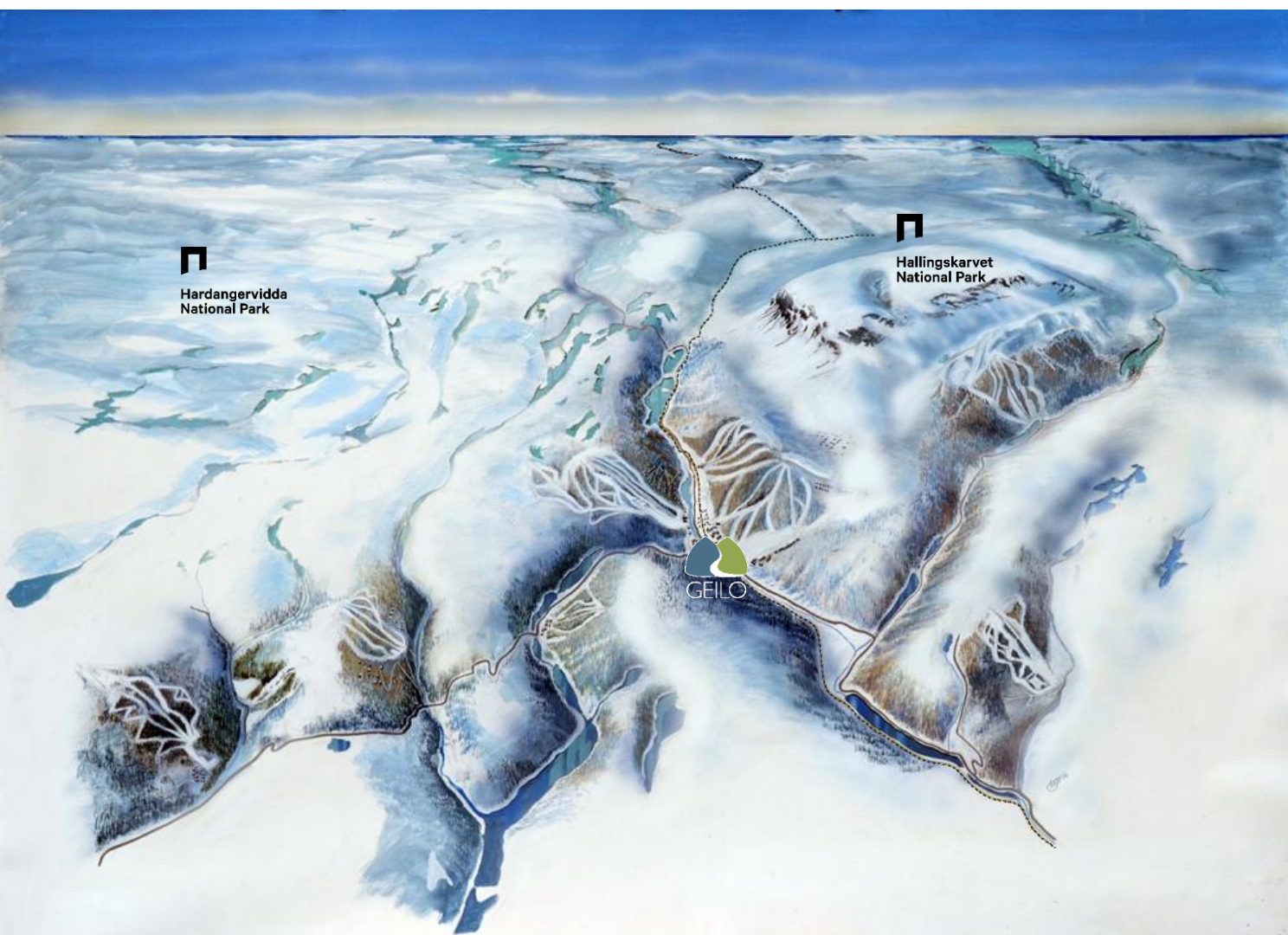


Hallingskarvet National Park



Hardangervidda National Park





Hardangervidda
National Park



Hallingskarvet
National Park



SUSTAINABLE
DESTINATION
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE

SUSTAINABLE DESTINATION



Standard
Development process
Supports destination brand

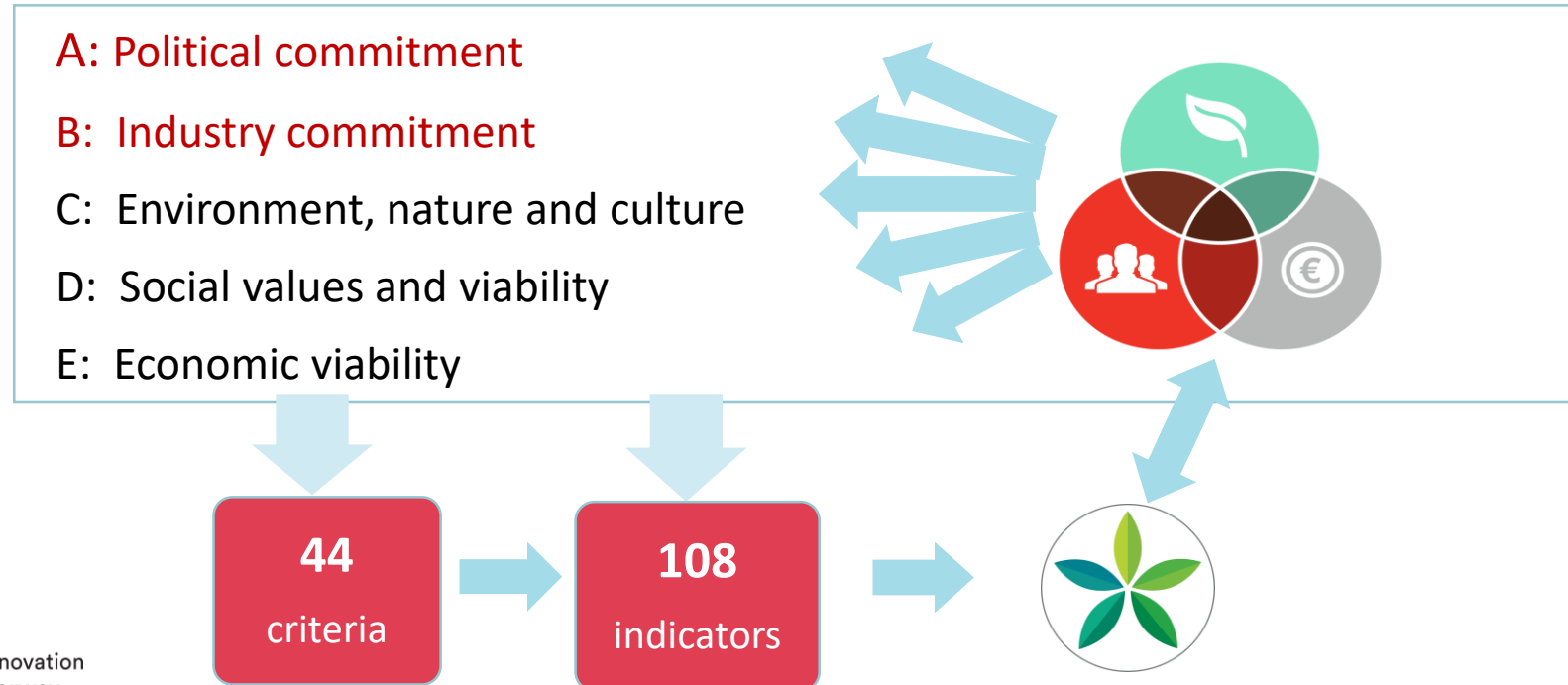


**SUSTAINABLE
DESTINATION**

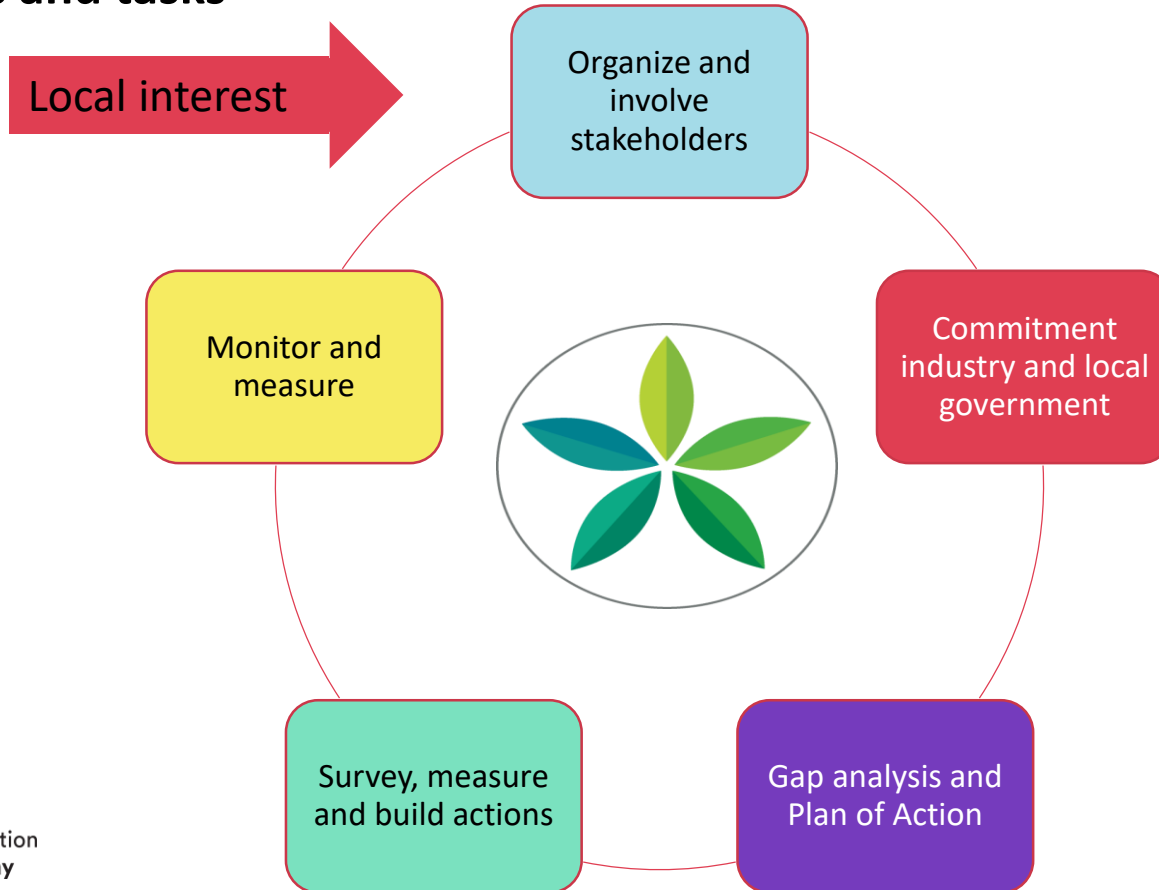
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE

- Continuous process towards sustainability
- Assisted by tools and surveys
- Provide common platform for development
- Demands cooperation between public/ private stakeholders
- Built on international standards

Standard «Sustainable tourism»



Process and tasks



DMO leadership – Sustainable Destination

- Owns and run project
- Ensures funding
- Involve stakeholders
- Run surveys
- Communicates progress and results
- Ensures continuous focus and deliveries

Funded part-time project leader, supported by trained advisers, tools, database and takes part in a national network

NTO

National Branding
& Profiling

Regional DMO
Regional Branding
& Marketing

Local DMO
Destination
marketing and
development

Destinations throughout the country



Lyngenfjorden

Vega

Inderøy

Røros

Femund/Engerdal

Trysil

Lærdal

Geilo

Setesdal



Pre-project:

- Lysefjorden
- Geiranger
- Lillehammer
- Sälen, Sverige
- Idre, Sverige



BÆREKRAFTIG
REISEMÅL
LOKALT ENGASJEMENT
I ET LANGT PERSPEKTIV



BÆREKRAFTIG
REISEMÅL
VI ER I GANG



International Tour Operators views

- Value to have a visible tool for sustainability (60%)
- Sustainability a holistic and common responsibility (DMO + business)
- The importance of a visible certification will increase the next 5 years (71%)

Photo: Leif Johnny Olestad – Visitnorway.com



Photo: Anders Gjengedal – Visitnorway.com



Overall effects

Supports cooperation

- Strengthens competence
- Create a common theme for cooperation
- Sustainable tourism into local Masterplan
- Points out unique assets
- Makes progress systematic
- Makes sustainability more operational



Photo: Øyvind Heen – Visitnorway.no

Generation Geilo



Nestled between two of Norway's majestic national parks, Geilo attracts adventurers from all over the world. But its beauty is more than skin-deep: Geilo isn't just a thriving town, but the civic embodiment of a different mode of being.



GENERATION GEILO

PORTRAIT OF A COMMUNITY EMILE HOLBA



Strained by the seemingly inexorable global trend of populations gravitating from the countryside to the city, Geilo has pioneered a model of sustainable tourism, one aimed at sustaining not just the precious local ecology, but the local community too.





SUSTAINABLE
DESTINATION
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE



GEILO

Ice Music Festival

Constructed and formed exclusively from naturally harvested ice and snow, the Festival is a tribute to art, the environment and one's of the world's most vital resources - water. Frozen water.

Conceived and developed in 2006 by ice music pioneer Terje Isungset and Pål K Medhus, the Ice Music Festival is an annual celebration of collaborative music and expression performed by specially invited artists, curated by Terje.



Route 50 – «The Hidden Road»

From an 'outsider' perspective, the road has a forgotten feel about it, but that word 'forgotten' is a positive / benefit here. I see the traveller(s) who want to find somewhere that they can discover nature, food and accommodation without the glitz of commercial... «slamming hammer»

Emile Holba, Photographer UK



SUSTAINABLE
DESTINATION
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE



Thank you for your attention.



SUSTAINABLE
DESTINATION
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE

Pål K. Medhus
Chief Of Tourism

turistsjef@geilo.no

T: +47 97534333

Skype: palmedhus