

# Tourism and National Parks

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Breheimsenteret

Krkonose - tundra in the heart of Europe 19.10.2016









# Jostedalsbreen National Park

- Designated in 1991, extended in 1998
- Area 1315 km<sup>2</sup>
- Adjacent protected areas Breheimen National Park and Nigardsbreen Nature Reserve
- Extremely varied and spectacular scenery, ranging from lush, U-shaped valleys to glacial alpine landscape
- Jostedalsbreen is the largest ice cap on the European mainland, surrounded by peaks reaching above 2000 m.







# Jostedalsbreen National Park

- One of the most visited National Parks in Norway
- The National Park is surrounded by fjords
- Fjords, mountains and glacier
- Long history for tourism
- Around Jostedalsbreen National Park there are 3 visitor centre, all which are well visited







# Why are people coming to Norway?

- Welcome to nature!
  - Spectacular nature and cultural landscape
- Safe country with weak currency
- The National Parks is a international quality brand for beautiful nature, easy to use in marketing
- Tourism is dependent on a good and strict management for the National Parks and other protected areas to maintain a good product in the future



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# Tourism in Fjord Norway

- Total turnover in the Sognefjord: 75 mill.euro/yr + cruise approx. 13 mill
- 490 000 persons accomodated, 70 % juni – august
- Increase 15% last year, continues
  - Germany, USA, Asia, Spain og Belgium
- Important for local business and settlement







# Who is tourist?

- Who comes (June – August)?
  - Germany: 65 405
  - Asia: 54 723
  - The Netherlands: 36 123
  - USA: 27 706
  - Spain: 17 019
  - Norway: 1/3 of the marked
- What do they want?
  - Real experiences in real nature
  - Activities
  - More involved in the product, wants a deeper meaning and experience. Glaciers perfect to debate climate!
  - Local food
  - Accommodation

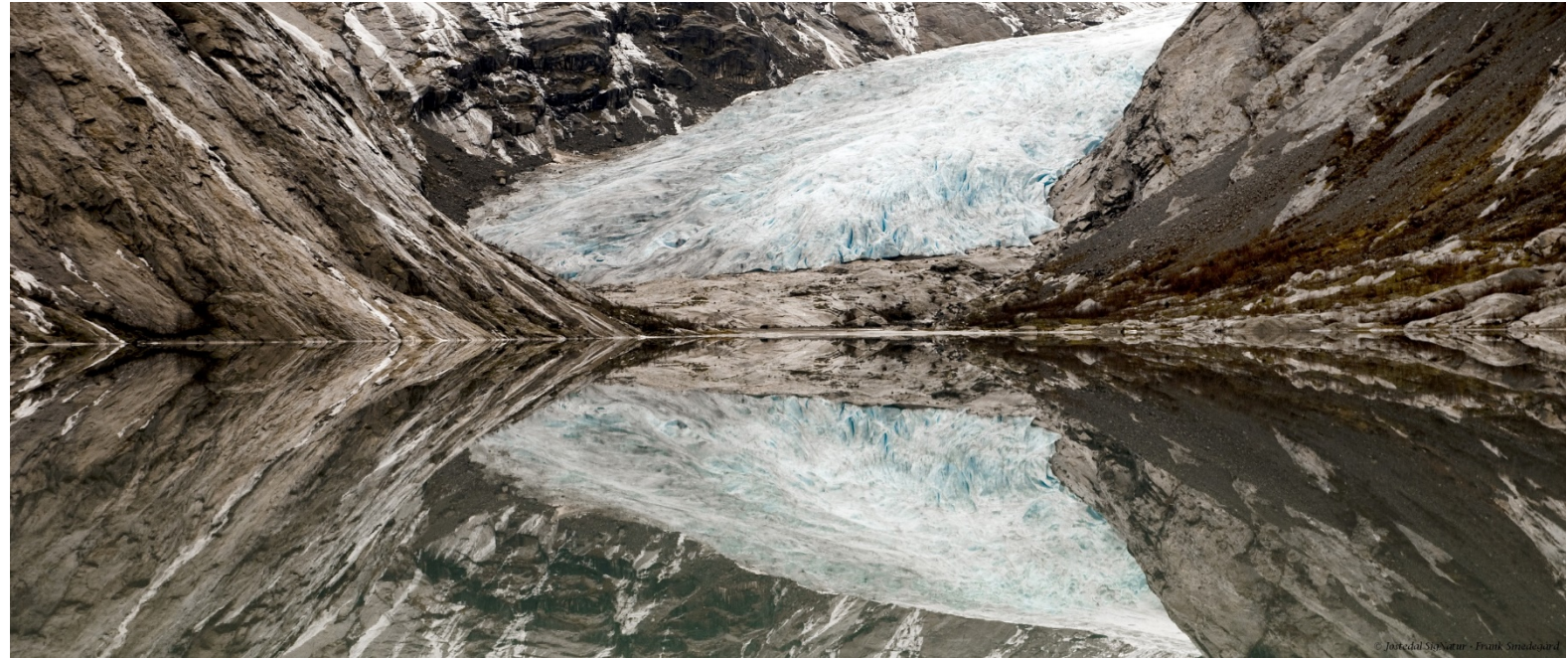






# Challenges

- Lack of knowledge
- Tearing of environment
- Disturbing wild life
- Rescue operations
- Garbage
- Toilet facilities







# Jostedal

- Destination for outdoor activities
- 400 inhabitants
- 55 000 visitors each year
- Breheimsenteret (glacier centre) 35 000 visitors
- Nigardsbreen 16 000 on guided hikes







# Jostedal

- Less employment in agriculture, more in tourism
- Important for settlement and work:
  - 3 large guiding companys, where 2 are operating i Jostedal
  - Smaller guiding companys
  - Breheimsenteret (glacier centre)
  - Jostedal hotel, open all year
  - Jostedal camping, open all year
  - Nigardsbreen camping, summer open
  - Nigardsbreen gjesteheim, summer open
  - Brevegen, toll road and boat on glacier lake













# Glacier hiking







# Kayaking on glacial lakes





# Rafting the glacier river







# Mountain hiking







# Winter







# Breheimsenteret

- Open May to September
- Visitor centre for 2 National Parks
- Interactive glacier and climate exhibition, and filmshow
- Lunch restaurant
- Tourist information
- Booking services for glacier hiking, kayaking and rafting
- Souvenir shop







# Challenges

- Short season
- Too many at the same time?
- Glaciers are retreating
- Better contact between visitor centre and the National Park management





Thank you for listening!

