

This is the master plan

DESTINATION SVALBARD TOWARDS 2025

The Master Plan Destination Svalbard Towards 2025 is the strategic framework, which outlines the overall method for development of Longyearbyen as a destination. We will be guided by the principles of sustainable destination development, and an important concept is “Longyearbyen as a destination for adventure”.

Our vision – the leading High Arctic destination

The vision of the master plan is that Svalbard will be the leading High Arctic destination in the international tourism market.

The tourism industry’s ambition is to double the number of equivalent full-time tourism-related positions in Longyearbyen by 2025. Moreover, as many as possible of these will be year-round, full-time positions that create local settlement and local added value, so the development contributes to a more robust family community. The growth will be achieved by increasing the number of visitors and the length of their stays, as well as providing a better and more customized overall experience in all four seasons.

Strategic goals

1. Ensure better adaptation, better and more differentiated communication and more effective use of Longyearbyen and surrounding areas as an independent arena for experiences.
2. Ensure a better overall customer experience for different market segments in all seasons, including more differentiated products.
3. Ensure better framework conditions and better management of these for operations, particularly in areas of strategic importance.
4. Ensure better accessibility through year-round flights (passengers and cargo) and increased capacity of accommodation and activities.
5. Ensure sustainable development. The tourism development will reinforce Svalbard’s environmental profile and take the vulnerable nature into account.



Visit Svalbard



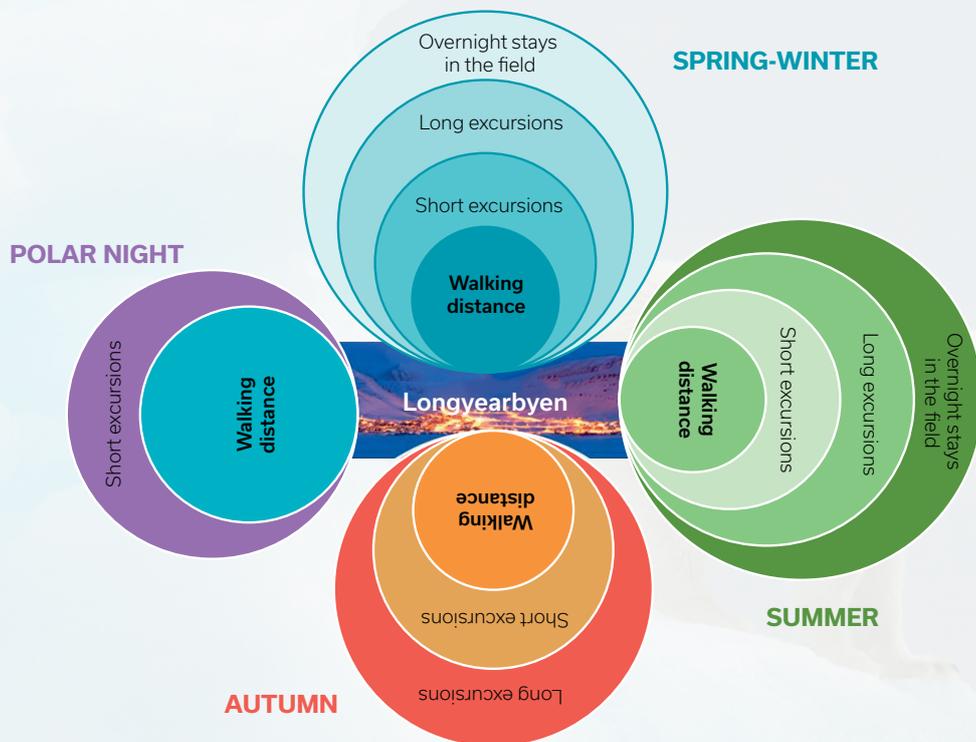
SUSTAINABLE
DESTINATION
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE

Sustainability ambition – a destination that stretches further than short-term priorities

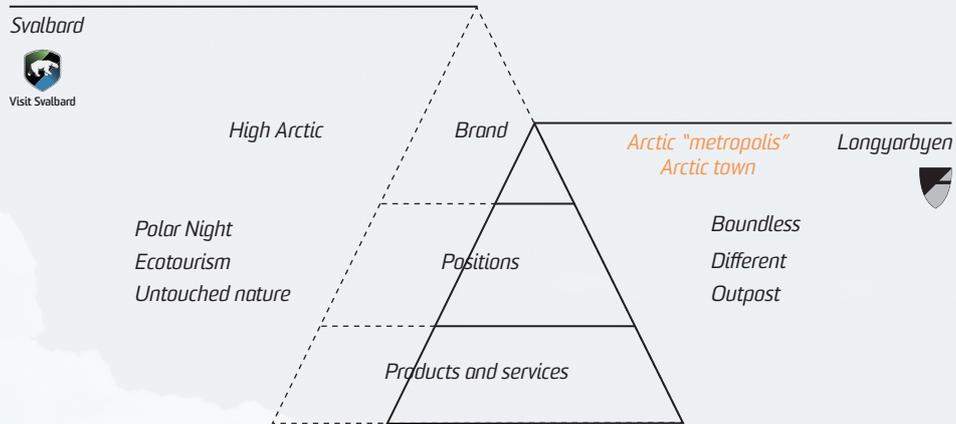
- The tourism industry will develop local, year-round activity and employment.
- The product will be based on local knowledge and expertise.
- The tourism will to the extent possible take place in organised forms, and these organised groups will be directed to Longyearbyen and surrounding areas. Special focus will be attached to developing downtown Longyearbyen and the Isfjord area.
- The tourism industry will be sustainable in relation to environmental protection, profitability, local value creation and taking care of the local community.

Main features of the development strategy:

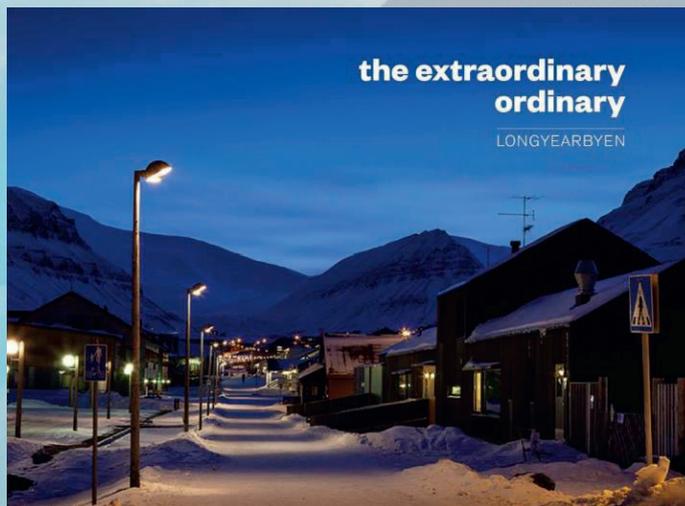
- **Conceptual development model** – seasons vs closeness to/ distance from Longyearbyen. Longyearbyen as a destination for adventure will have a varying role as a hub throughout the year and for different market segments. It is important to see the connection between Longyearbyen as a destination in its own right, Longyearbyen in relation to the surrounding areas and Svalbard as a whole, and Longyearbyen as an arena for experiences.



- **Longyearbyen as a sub-brand:** Longyearbyen's position must build on its distinctive characteristics, unique features and in its ability to be an Arctic settlement. Longyearbyen must have a clearer place in the branding of Svalbard.



- **The face and voice of Longyearbyen:** an overall visual communication tool will guide how the visual identity will be implemented in all channels and media.
- **The essence of Longyearbyen's sub-brand** is defined as *extraordinary ordinary*, which describes our intention to highlight the uniqueness of the everyday life in Longyearbyen and give our guests an insight into and a place in this.



Priority areas and measures

Area	Measure
A: Longyearbyen as a destination for adventure	1. Communication tools, including differentiation towards other destinations 2. New services and products 3. Introduce local food and research-based tourism experiences
B: Differentiation	4. Differentiate products 5. Differentiate the seasons
C: Culture and structures for development	6. Local cooperation 7. Local knowledge 8. The local authority's role and efforts 9. Framework conditions
D: Sustainability	10. Sustainability certification
E: Efficient systems and support functions	11. Enhance competence 12. Event office 13. Information service
F: Accessibility	14. Improved infrastructure and flights

Organisation:

The project owner is Visit Svalbard. A steering committee has been appointed to lead the work with Master Plan Destination Svalbard Towards 2025. Several work groups have also been established to carry out the practical measures, which require both involvement and cooperation.

The model for the master plan is designed to create a high degree of participation and involvement in issues related to development. The method opens for broad interaction and participation; the entire local community is invited to play a part in the development of our destination and achieving successful implementation will require strong involvement from local participants.

The project Isfjorden as the most important area for nature-based tourism in Svalbard is also included in the master plan. This project is supported by the Ministry of Foreign Affairs' grant scheme Arctic 2030. It is integrated in the master plan from both an organisational and financial perspective, and is primarily aimed at measures that originate from the master plan. Special focus is attached to the area "Longyearbyen as a destination for adventure", which will prioritise development and adaptation measures in and around Longyearbyen. The objective is to implement measures in Longyearbyen and in the Isfjord area that will generate growth in the tourism industry.

Master Plan Destination Svalbard Towards 2025 and Isfjorden as the most important area for nature-based tourism in Svalbard are supported by Innovation Norway, The Ministry of Foreign Affairs/Arctic 2030, the Svalbard Environmental Protection Fund and Longyearbyen Community Council. Visit Svalbard is responsible for the project management of both initiatives.