

A person in winter gear stands on a rocky, snow-covered cliff edge on the left, looking out over a vast, dark, snowy landscape. In the distance, a town is illuminated with warm lights, creating a stark contrast with the dark surroundings. The town's lights are concentrated in a valley, with some lights extending along a road or path. The background features large, snow-covered mountains under a dark sky. The overall scene is a mix of natural beauty and human presence in a remote, cold environment.

VISIT SVALBARD



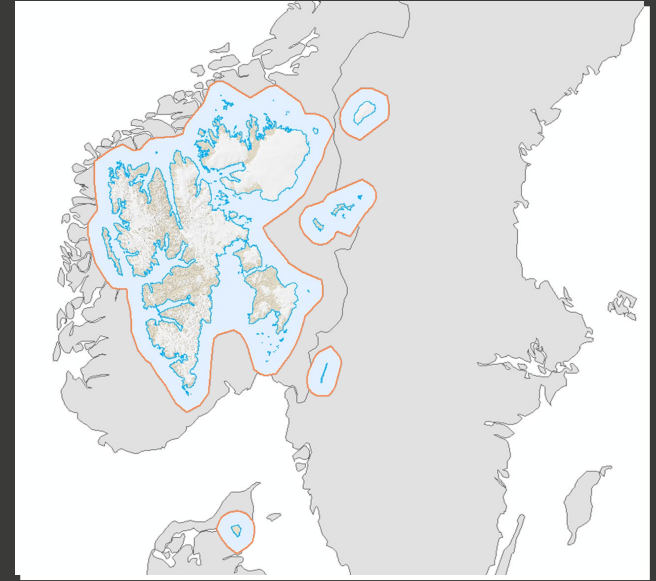
ABOUT VISIT SVALBARD

The destination company Visit Svalbard AS is owned by the Svalbard Tourism Board, a member-based organisation representing the local tourism industry. Together with our 70+ member businesses, we work to develop Longyearbyen as a more sustainable travel destination. Our members operate across various sectors, including accommodation, dining, activities, attractions, retail, and transport.

Visit Svalbard plays a central role in Norwegian Svalbard policy, with responsibilities that include sustainability initiatives, tourist information, guide training, overarching destination marketing, and engagement with society and authorities.

As a destination company, we are at the forefront of an integrated approach to tourism and destination development, where marketing and social responsibility are closely interconnected.

ABOUT SVALBARD



THE SEASONS

There are three main seasons in Svalbard: Polar Summer, Northern Lights Winter and Sunny Winter. Each season has its unique charms and characteristics.



POLAR SUMMER

17 May – 30 September. The Midnight Sun, beautiful colours and contrasts add an extra dimension to glaciers, majestic mountain formations and the endless Arctic tundra.



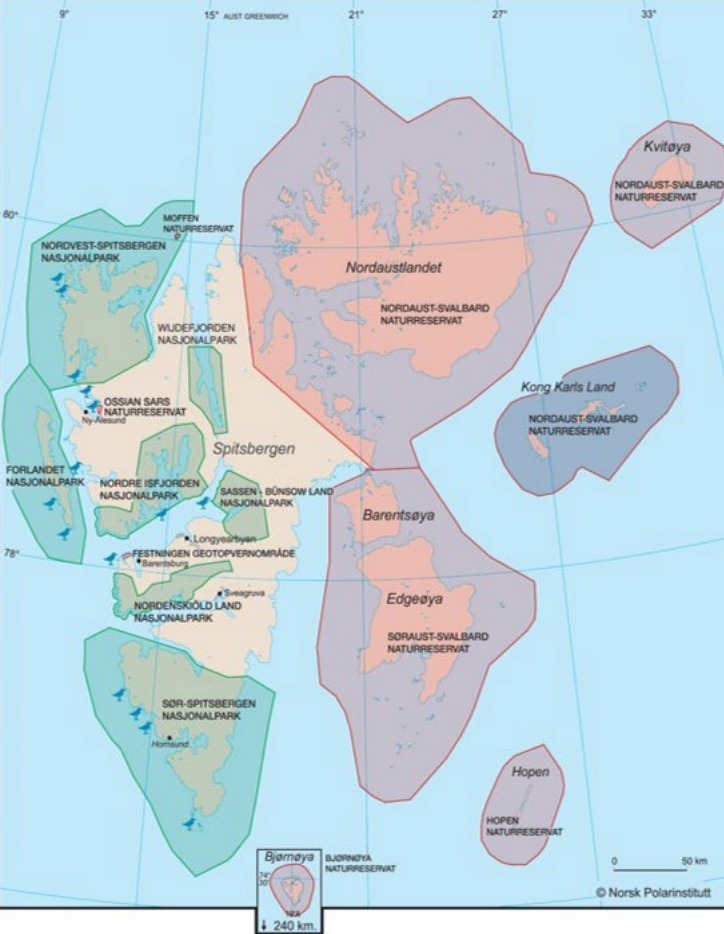
NORTHERN LIGHTS WINTER

1 October - 28 February. In late October, the sun casts its last rays over the landscape this year, and Svalbard enters the magical and mythical Northern Lights Winter.



SUNNY WINTER

1 March - 16 May. As the light returns, the activity level and energy increases. All you want is to be outside, to see and explore the frozen land.



STRICTLY REGULATED DESTINATION

- 7 national parks
- 21 nature reserves, including 15 bird sanctuaries
- 1 geotope protection area
- **The Svalbard Environmental Protection Act:** a nearly untouched environment in terms of continuous wilderness, landscape, flora, fauna, and cultural heritage

MASTERPLAN DESTINATION SVALBARD TOWARDS 2030

PERSPECTIVE Market, nature and the local community

SVALBARD

- will be the leading High Arctic destination
- will be a source of inspiration for sustainable destination development and destination management

WE WILL HAVE

- Sustainable development as a **goal**
- The Master Plan as a **map**
- Destination management as a **compass**

FOCUS AREA 1

Business development policy and framework conditions

FOCUS AREA 2

Sustainable development and value creation

FOCUS AREA 3

Destination management and communication

OUR FOCUS

Svalbard will achieve optimal balance as a destination by ensuring the **right volume of the right guests in the right place at the right time**

WE WILL

- always prioritise the markets and segments that contribute to the highest local value creation and the lowest climate footprint
- fill the current room capacity and prioritise the off-season



THE CHALLENGE

- Ensure stable, year-round tourism, minimizing seasonal differences
- Attract the right volume of the right guest, in the right place at the right time
- Provide essential information to visitors about an extraordinary and strictly regulated destination
- Svalbard is mainly reachable by air. *Even if all emissions from location-based tourism are reduced, the goals of the Paris Agreement will not be met unless emissions from transportation are reduced by 50% (from 2019 levels) by 2030.**

*<https://business.visitnorway.com/no/strategi-for-norsk-reiseliv/kunnskapsgrunnlag/markedsutvikling-for-fremtiden/>



TASK: PR

A creative PR campaign that contributes to Svalbard's development as an attractive and sustainable year-round destination, without increasing the total number of visitors per year. The key concept here is "extended length of stay."

- **Target audience:**
 - All genders, age 35-65, lives in the Nordics, affluent
- **Format:** Powerpoint or Keynote Presentation
- **Specific campaign deliverables:** Use the resources page to obtain essential information to solve the task



You will be assessed according to the following criteria:

- CREATIVE IDEA
 - Demonstrate how the idea was designed to earn attention from the target audience
- PR STRATEGY
 - Insight
 - Key message
 - Target audience
 - Creation and distribution of assets
- PR EXECUTION
 - Implementation of the PR
 - Timeline
 - Scale



USEFUL RESOURCES

- [Guidelines for responsible marketing](#)
- [Longyearbyen Community Guidelines](#)
- [Masterplan – Destination Svalbard Towards 2030](#)
- [Climate change in Svalbard](#)
- [Climate change facts in Svalbard](#)
- [Sustainable Destination](#)
- [Visit Svalbard Insights](#)
- [Northern Lights Winter in Svalbard](#)



**Visit
Svalbard**



**Sustainable
Destination**

Local engagement
in a long perspective

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