

BERGEN

A good city to live in is a good city to visit



THIS IS BERGEN

Norway second largest city.

Located in The Hearth of Fjord Norway

290.000 inhabitants in the municipality (only 40.000 in the city centre)

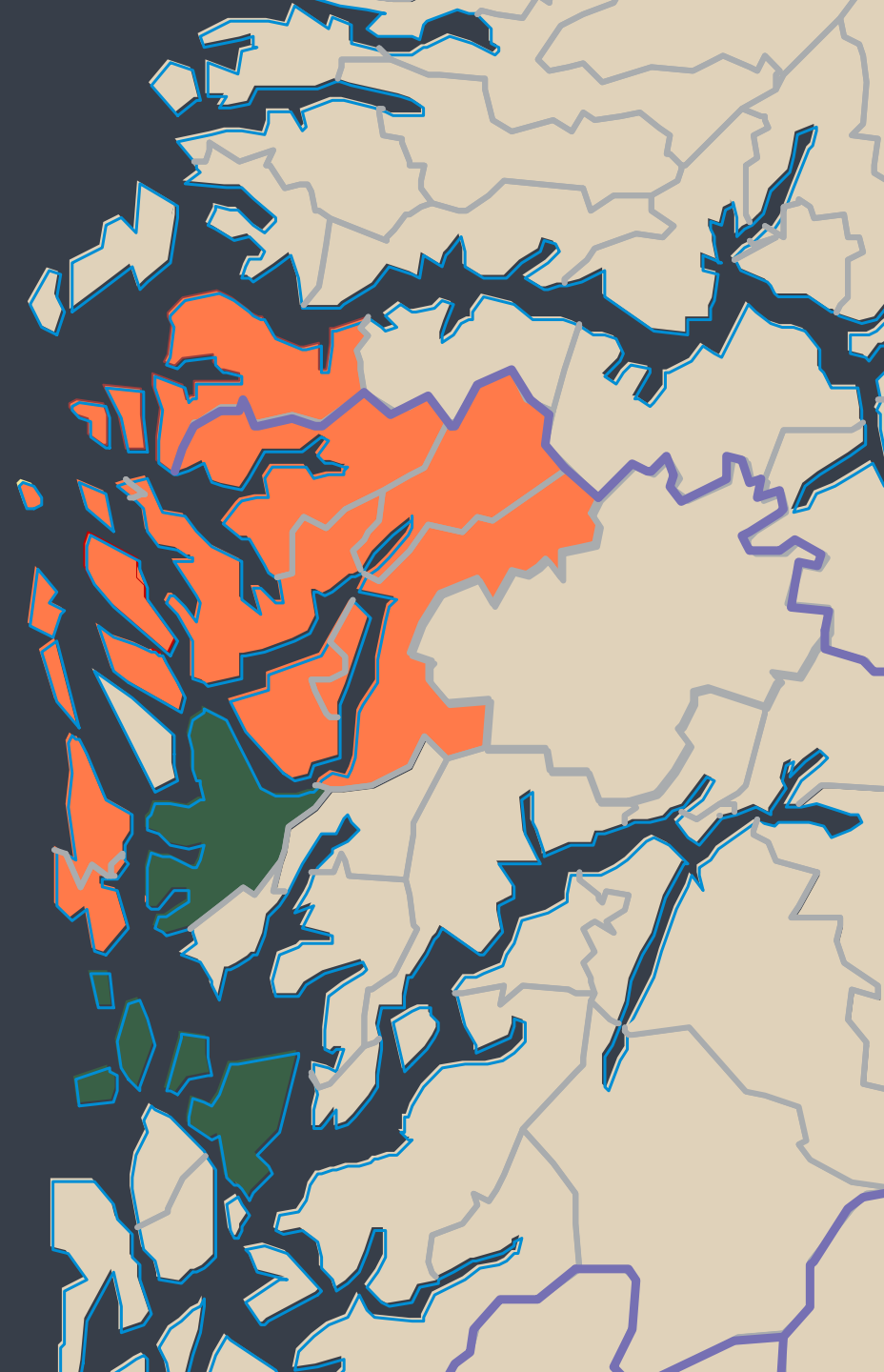
- 500.000 inhabitants in the greater region

Largest industries (by number of employees):

1. Services
2. Retail
3. Real estate and construction
- 4. Tourism**
5. Oil and gas
6. Bank / finance
7. Industry
8. Seafood
9. Maritime industry
10. Media
11. Renewable energy

VISIT BERGEN COVERS 12 MUNICIPALITIES ON THE WEST COAST OF NORWAY

- Bergen
- Austrheim
- Osterøy
- Modalen
- Alver
- Fedje
- Gulen
- Masfjorden
- Øygarden
- Austevoll
- Vaksdal
- Tysnes





THIS IS VISIT BERGEN

- A private, membership-based business organisation.
- We organize the travel- and event industry in the Bergen region
- A Destination Marketing and Management Organization (DMMO) and also a Convention Bureau

- About 400 members.
- Founded in 1982.

SUSTAINABLE TOURISM DEVELOPMENT IN BERGEN

SUSTAINABLE TOURISM DEVELOPMENT IN NORWAY



Norway

- Government and parliament
- Visit Norway / Innovasjon Norge



National Tourism Strategy

- Incentives, taxes, marketing, finance



Destinations: Bergen and the region

- Destination Marketing and Management Organization: Visit Bergen
- Destination Strategy



Sustainable Destination

- Management tool for travel destinations



Travel companies

- Hotels, museums, restaurants, PCOs, DMCs
- Business strategy



Sustainability certificates

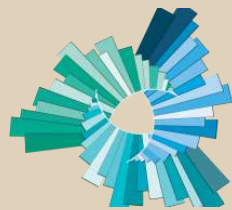
- Management tool for companies

THREE MANAGEMENT TOOLS ON OUR WAY TOWARDS A SUSTAINABLE DESTINATION

GLOBAL DESTINATION SUSTAINABILITY MOVEMENT
(GDS-INDEXEN)

SUSTAINABLE DESTINATION
National labelling scheme (Visit Norway)

EMPHASIS ON THIRD-PARTY
SUSTAINABILITY CERTIFICATIONS



GLOBAL
**DESTINATION
SUSTAINABILITY
MOVEMENT**



**Sustainable
Destination**
Local engagement
in a long perspective



Miljøfyrtårn®

INNOVATION AND PRODUCT DESIGN TOWARDS MORE SUSTAINABLE TOURISM

GLOBAL DESTINATION SUSTAINABILITY MOVEMENT (GDS) - INDEX



Yearly benchmark of the work with sustainability in different destinations across the globe.



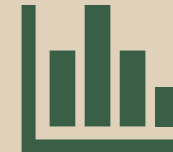
Four categories are measured:

The city's environmental profile and infrastructure

Social sustainability

Supplier performance

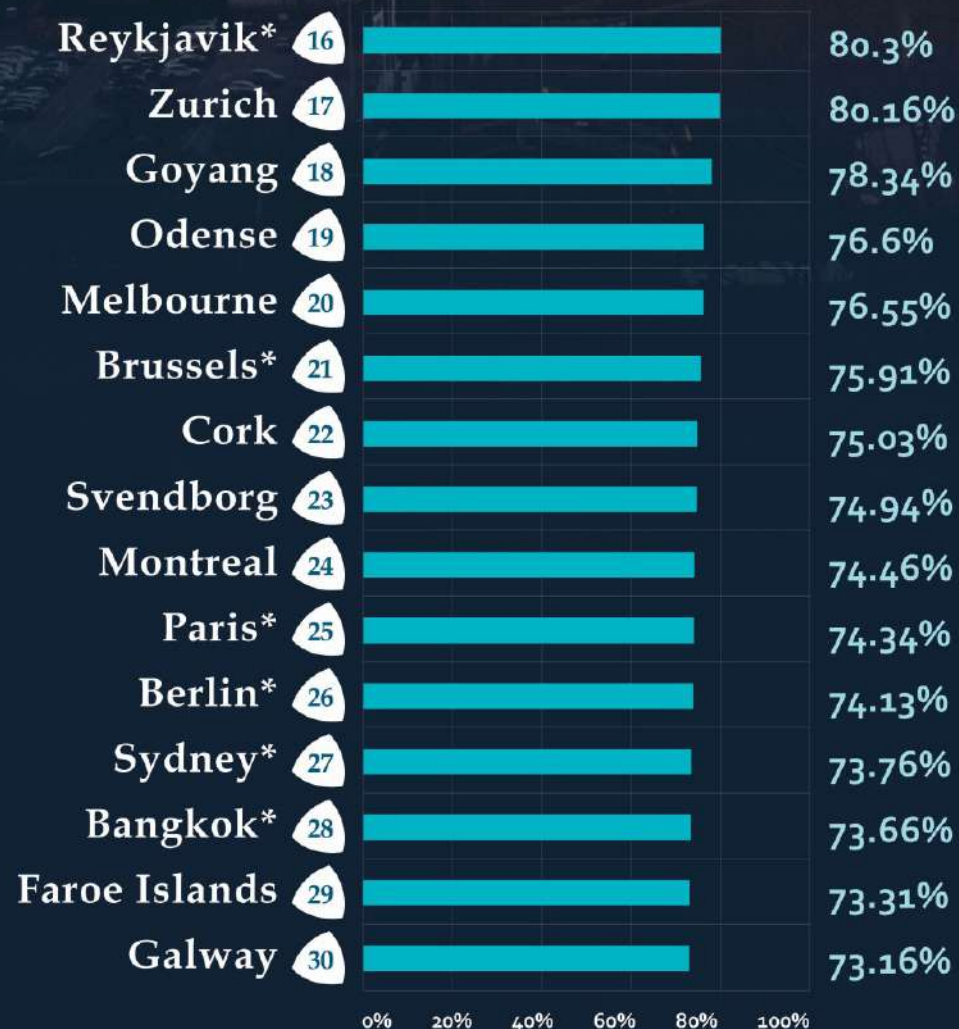
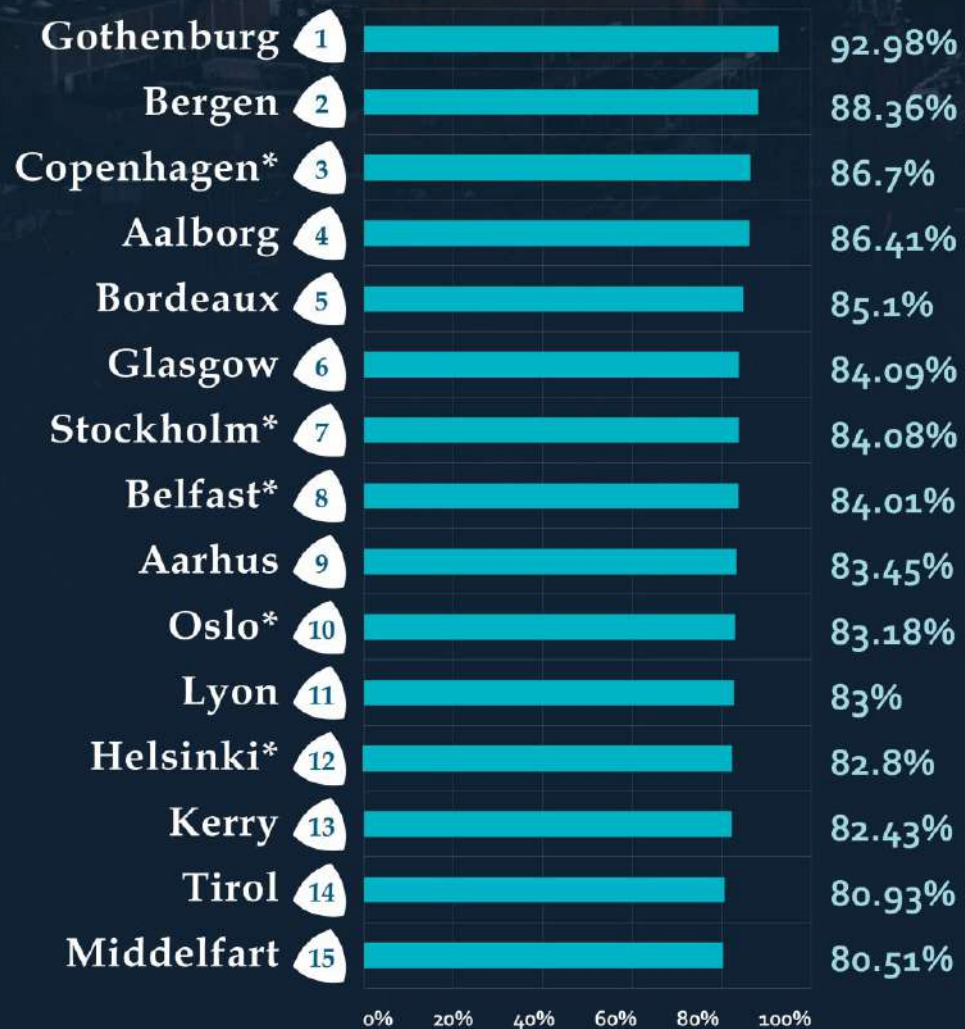
DMO strategies and work with sustainability



More than 100 indicators

GDS-Index 2022

Top 30





Sustainable Destination

Local engagement
in a long perspective



Sustainable Destination

Local engagement
in a long perspective

BERGEN IS LABELLED AS SUSTAINABLE DESTINATION

- The Nordic region's only national labelling scheme for destinations with a focus on sustainability.
- A tool for businesses and destinations that are working systematically to become more sustainable when it comes to the environment, local communities, cultural heritage, and the economy.
- More than 100 indicators, including indicators related to cruise tourism
- Destinations are evaluated every three years

SUSTAINABLE DESTINATION KEY GOALS AND STRATEGIES

- Low emissions from guest travelling to/from Bergen
- Low emission from the industry
- Preserving our nature and our cultural heritage
- Responsible marketing and responsible travellers

Climate and environment



- Satisfied residents
- Safe and satisfied and guests
- Visitor management
- Job quality for industry employees
- Recruitment

Social sustainability



- Economic viable DMMO
- Create economic value for the greater Bergen region
- Year-round operation
- Long stays
- Local value creation

Economic sustainability



COOPERATION

HOW DOES TOURISM IMPACT OUR CLIMATE?

GREEN HOUSE GASES REDUCTION TARGETS BY 2030

CITY OF BERGEN



85%

NATIONAL TOURISM STRATEGY:



50%



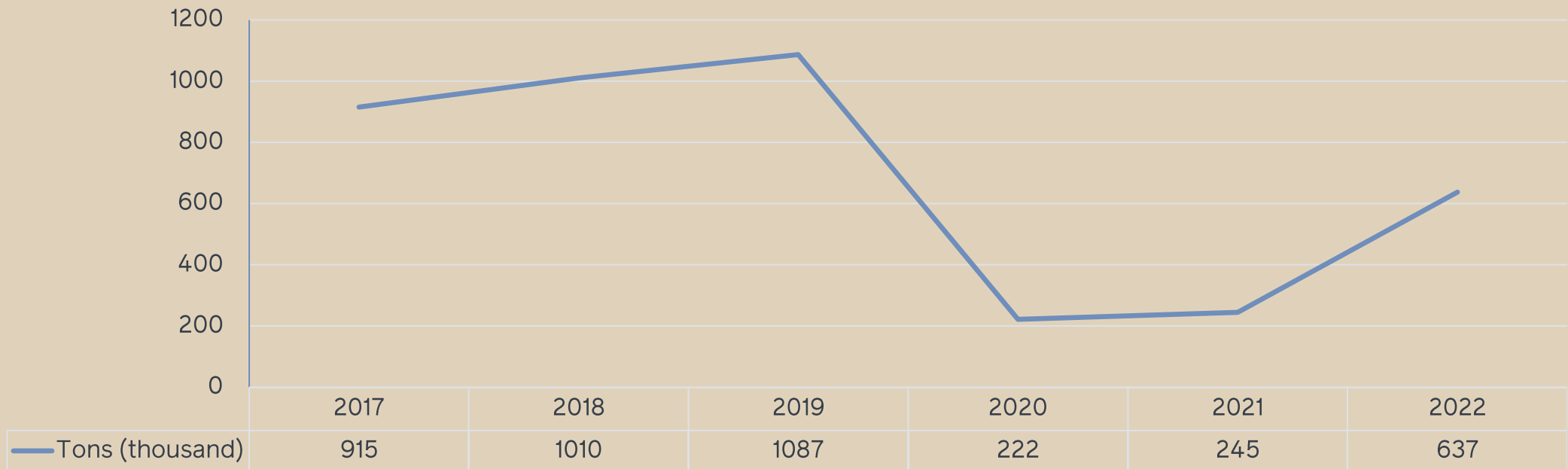
**8% OF GLOBAL EMISSIONS
ARE RELATED TO TOURISM**

75%
TRANSPORTATION

25%
LOCAL EMISSIONS

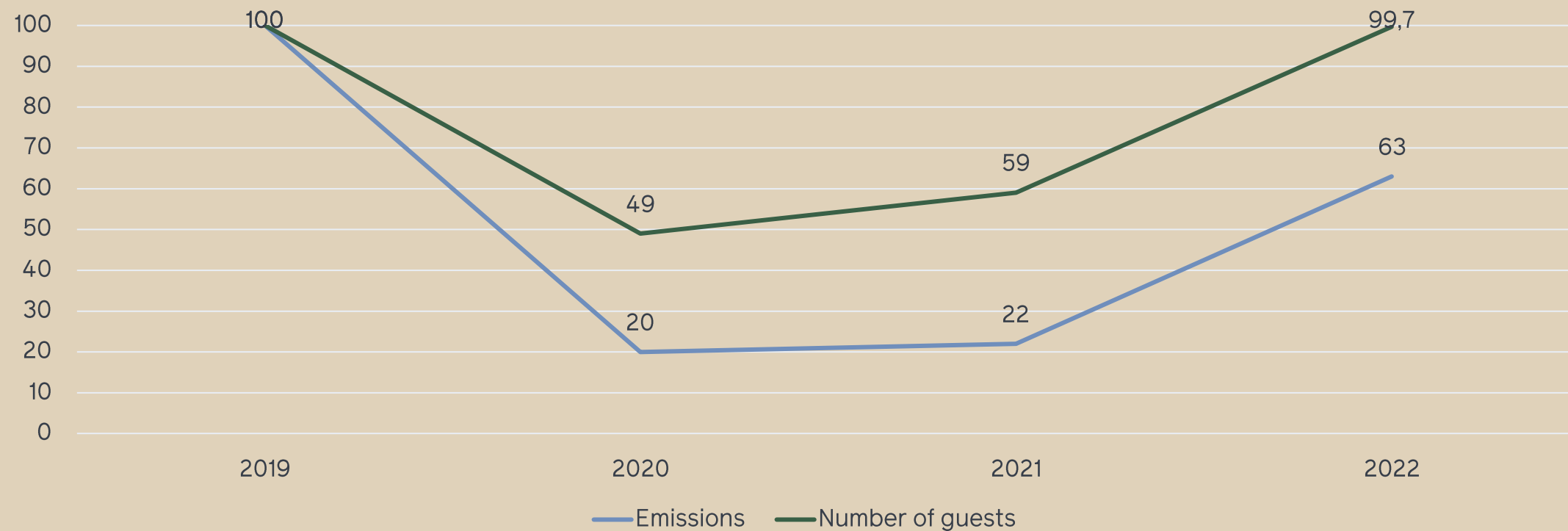
CLIMATE GAS EMISSIONS FROM GUESTS TRAVELLING TO BERGEN LAST FIVE YEARS

Tons (thousand)



Source: Visit Norway Climate Calculator

PERCENTAGE OF GREENHOUSE GAS EMISSIONS AND NUMBER OF GUEST STAYING IN BERGEN COMPARED TO 2019



HOW ARE BERGEN WORKING TO REDUCE THE CLIMATE IMPACT FROM TRANSPORTATION?

1. LENGTH OF STAY

- Reduces volume, while at the same time upholding value creation

2. MORE GUEST FROM OUR «LOCAL» MARKET

- Less distance to the destination = lower emissions from travelling

WHAT TYPE OF GUESTS LEAVES THE SMALLEST AND LARGEST CLIMATE FOOTPRINT FROM TRAVELLING TO BERGEN?

Smallest

1. Western Norway (10 kg)
2. Oslo (94 kg)
3. East Norway (105 kg)
4. South Norway (132 kg)
5. Sweden (151 kg)
6. Mid Norway (156 kg)
7. Denmark (227 kg)
8. Great Britain (277 kg)
9. Poland (285 kg)
10. Europe (341 kg)
11. Northern Norway (432 kg)

Largest

1. Australia (3438 kg)
2. World (1830 kg)
3. American (1168 kg)
4. China (1561 kg)

100 Australian guest have the same climate footprint as 3438 guest from Western Norway

PIONEERING GREEN MODES OF TRANSPORTATION

- 1) Electric railway to Oslo, Flåm and ski resorts like Voss or Geilo
- 2) Public transport in the city are run on electricity or biofuel.
 - Bergen light rail continually extended since 2010. New line opened in 2022 (Stops at Ulriken Gondola)
 - Included in The Bergen Card
- 3) Over 30% of all private cars in Bergen are fully electric. Highest share in Norway and probably the world?
- 4) All taxis in Bergen will be electric by 2025
- 5) Electric tour buses available for rental
- 6) Express boats and local boats are becoming electric
 - Sightseeing ferry between Flåm and Gudvangen already electric.
- 7) Hybrid cruise ships are operating on the Coastal Express Route: Bergen – Kirkenes





A WALKABLE AND BIKE FRIENDLY CITY

1. Compact city centre with everything within walking distance
2. Low usage of bicycle has been an issue
 - The world's longest purpose-built bicycle tunnel opened April 2023 and bike lanes are continually being extended throughout the city

PIONEERING GREEN HARBOUR AND CRUISE OPERATIONS

1. Environmental Port Index implemented in 2019
 - Ships that pollute the most pays a larger harbour fee. Newer ships that pollute less gets a reduced harbour fee
2. Largest on shore power supply facility in Europe for ships. Opened in 2021.
 - Three cruise ships can be connected at once
 - Reduces local emissions
3. Port of Bergen is ISO 1400 certified
 - Shore ex operations are increasingly being done by electric buses and vehicles
4. Walking distance from the port to the city centre. City bikes also available.



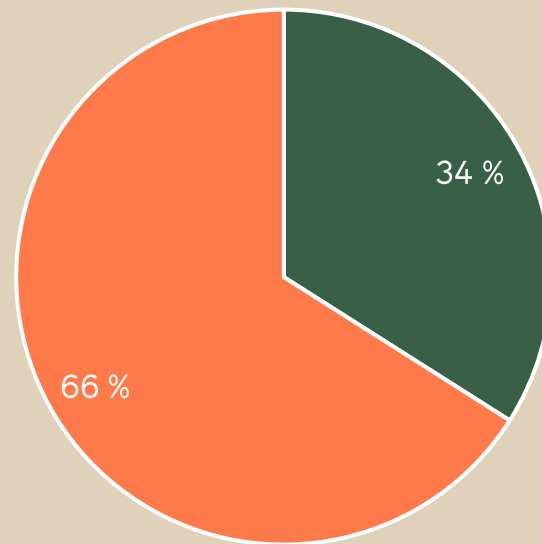


GREENER AIRPORT OPERATIONS

1. Carbon neutral airport (ACA 3+)
2. Bergen Airport is ISO 14001 certified
3. Avinor is extending the usage of biofuel for airplanes
4. Avinor and the airlines are working to establish electric local flights
5. The Bergen Light Rail operates from The Airport to the city centre
6. Airport Express bus uses biofuel
7. Restaurants/shops are required to sell local product and/or food

TOURISM SUPPLIERS IN BERGEN THAT HAVE TAKEN STEPS TO REDUCE THE TRANSPORTATION NEEDS FOR GUESTS AND/OR REDUCE GUEST EMISSIONS FROM TRAVEL

■ Have implemented measures ■ Have not implemented measures

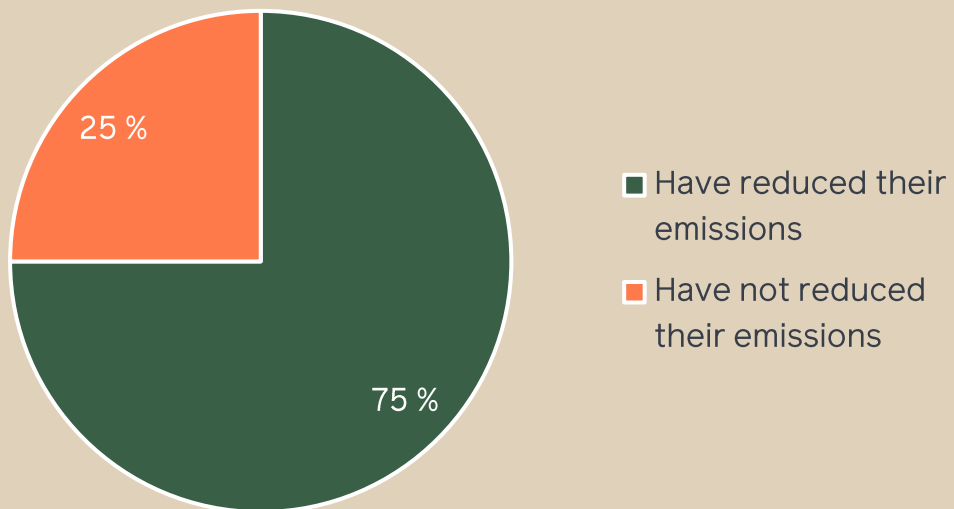


Source:
Visit Bergen member survey 2022

OTHER SOURCES OF CLIMATE EMISSIONS AND NEGATIVE FOOTPRINTS

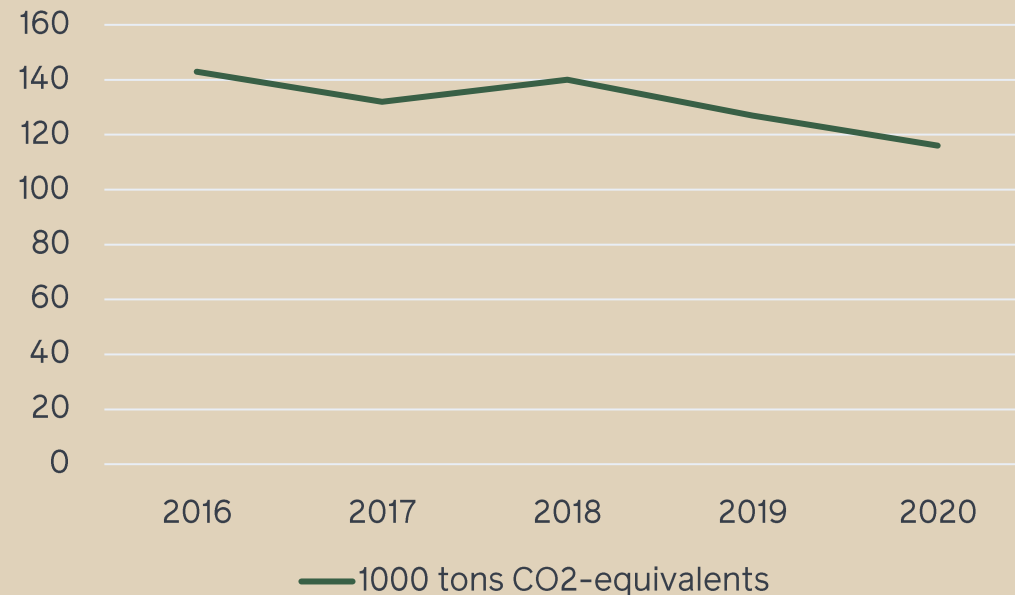
CLIMATE EMISSIONS FROM THE TRAVEL INDUSTRY

Amount of tourism suppliers in Bergen that have taken steps to reduce their climate emissions



Source:
Visit Bergen member survey 2022

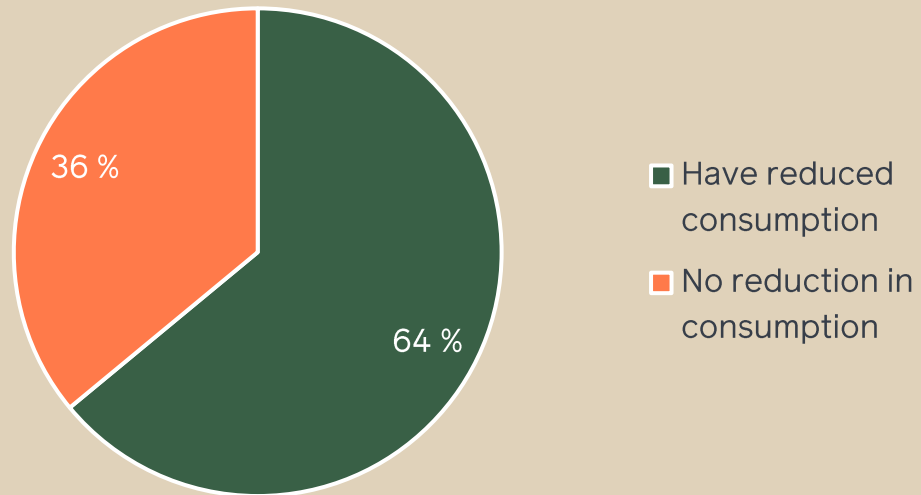
National emissions from hotels, restaurants and caterers in Norway



Source:
Statistics Norway

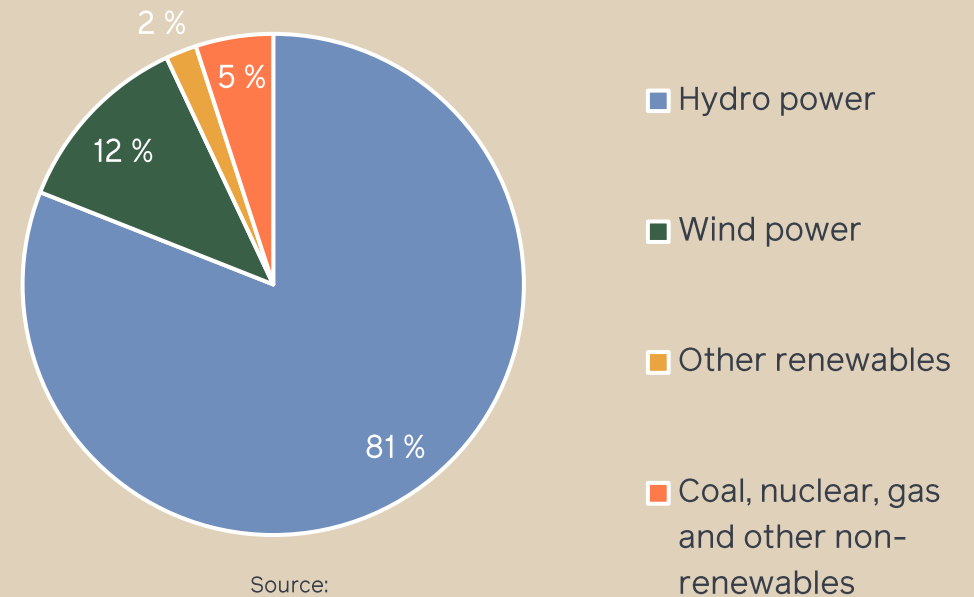
ENERGY CONSUMPTION

Energy consumption among tourism suppliers in Bergen, last three years



Source:
Visit Bergen member survey 2022

Electric power consumption in Norway 2022

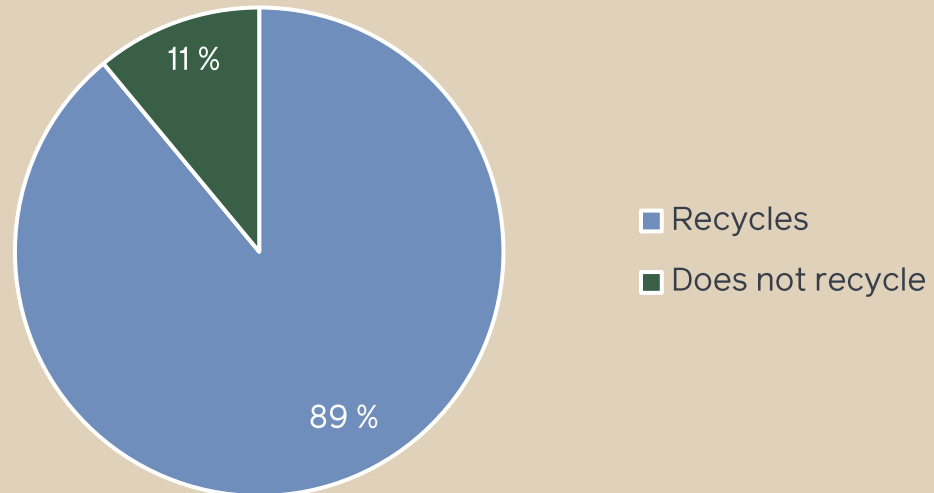


Source:
The Norwegian Water Resources and Energy Directorate (NVE)

RECYCLING AND CIRCULAR ECONOMY

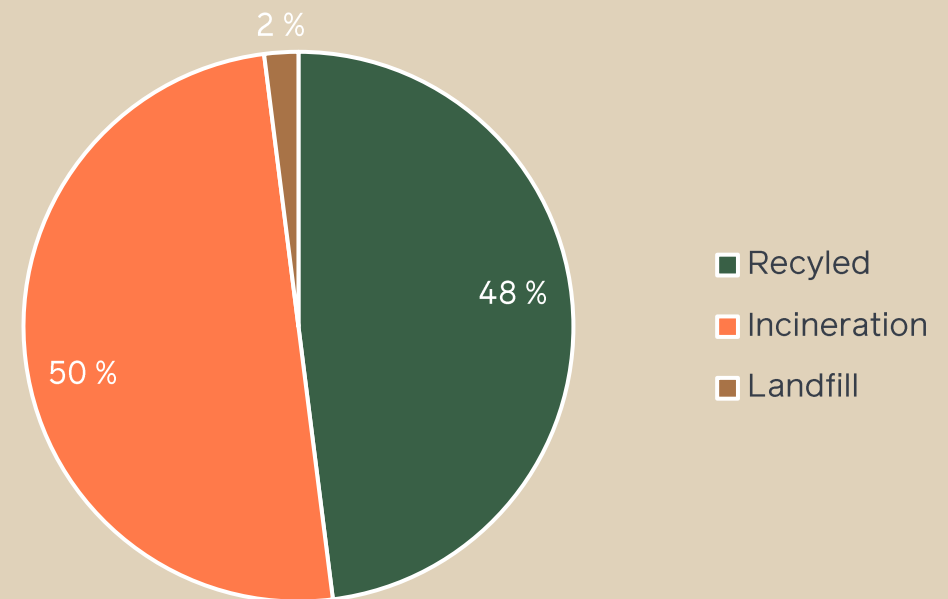
On average the tourism suppliers in Bergen recycles in six different fractions

Recycling among tourism suppliers



Source:
Visit Bergen member survey 2022

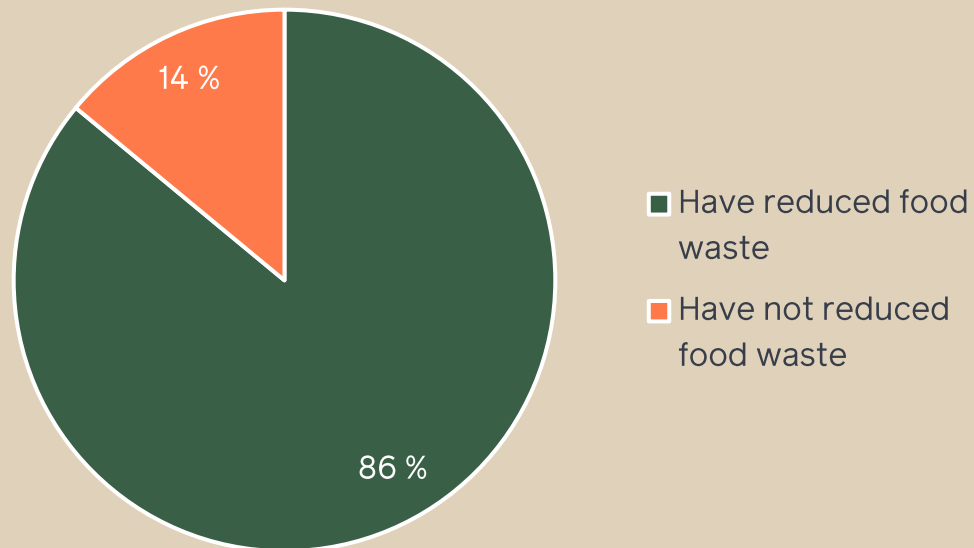
Waste disposal in Bergen 2021



Incineration in Bergen is used for heat power.
Source: Statistics Norway

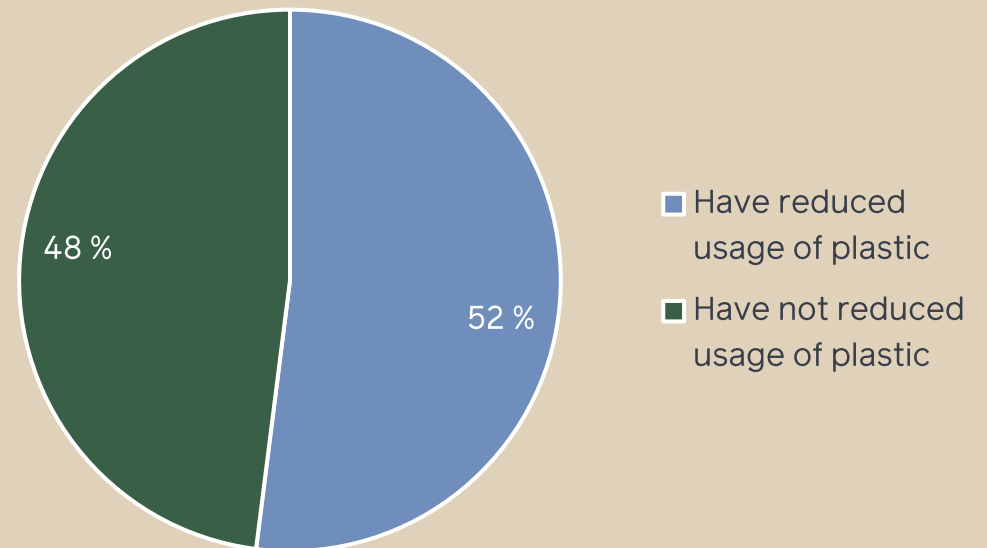
WASTE REDUCTION AMONG SUPPLIERS

Food waste reduction among restaurants / caterers



Source:
Visit Bergen member survey 2022

Usage of plastic among tourism suppliers



Source:
Visit Bergen member survey 2022

SUSTAINABILITY CERTIFICATIONS

MAKING IT EASIER FOR GUESTS TO FIND ECO LABELLED SUPPLIERS

Third party eco labels represents an important step towards more sustainable operations among the suppliers.

Different certification schemes gives businesses the reporting tools they need to identify and reduce their footprints. But different logos and slogan makes it difficult to navigate.

Green Travel is a slogan developed and owned by Visit Norway that can be used for suppliers which are certified according to one of the following labelling schemes:

1. Eco-lighthouse (corresponds to EMAS)
2. ISO 14001
3. Green key
4. Ecotourism Norway
5. The Nordic Swan Ecolabel
6. Blue flag

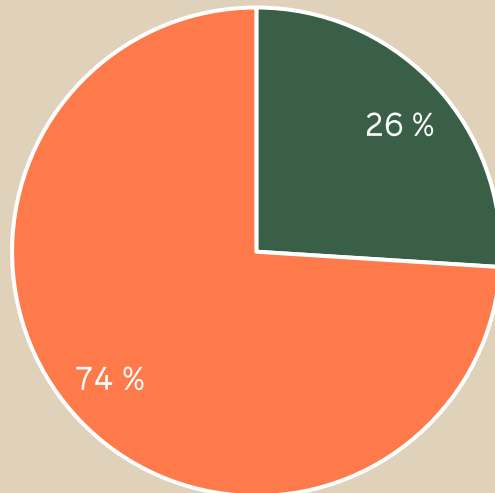


Green Travel

SUSTAINABILITY CERTIFICATIONS AMONG TRAVEL SUPPLIERS IN BERGEN

Members of Visit Bergen

Eco labelled

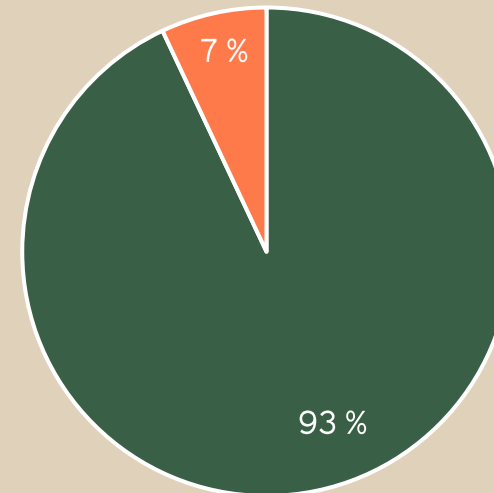


■ Yes
■ None

Source:
Visit Bergen 2023

Hotels

Eco labelled



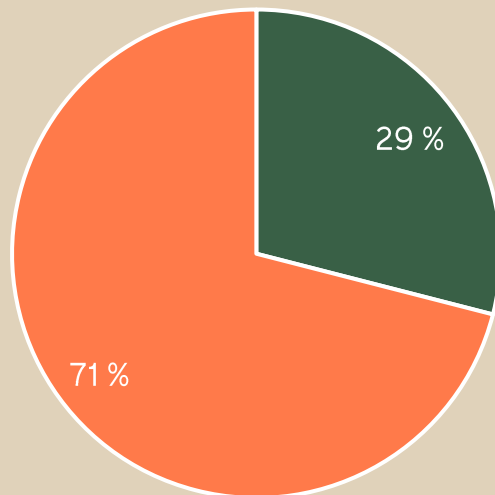
■ Yes
■ None

Diagram shows the percentage of hotel rooms certified.
Source: Visit Bergen 2023

SUSTAINABILITY CERTIFICATIONS AMONG TRAVEL SUPPLIERS IN BERGEN

Tour operators

Eco labelled

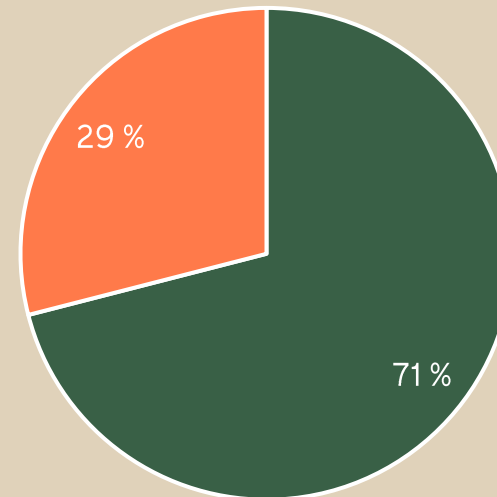


■ Yes
■ None

Source:
Visit Bergen 2022

Event agencies (PCOs and DMCs)

Eco labelled



■ Yes
■ None

Only agencies with more than three employees have been mapped.
Source: Visit Bergen 2023

ALL MAJOR CONGRESS VENUES IN BERGEN OBTAINS A THIRD-PARTY SUSTAINABILITY CERTIFICATION



HOW DOES THE DMO WORK WITH SUSTAINABILITY



VISIT BERGEN
HAVE BEEN
CERTIFIED AS AN
ECO-LIGHTHOUSE
SINCE 2020



DEDICATING DMMO RESOURCES TOWARDS SUSTAINABLE DESTINATION DEVELOPMENT

1. Full time sustainability manager from 2021
✓ Part time from 2017
2. Part time sustainability interns from Department of Comparative Politics (University of Bergen) since 2021. Also beneficial for :
 - fostering cooperation between the travel industry and research /education
 - Introducing the industry to students from a field that one usually doesn't think of as related to our industry
3. Sustainability committee with key industry actors and influential representation from the local/regional government
 - Better understanding of and cooperation on reporting
4. Board and CEO commitment and dedication towards sustainable development

RESPONSIBLE MARKETING

1. Check list for photographers, influencers and press
2. Nudging and inspiring guests towards greener choices
3. "Help us take care of Bergen"
 - Code of conduct for guests
4. Providing tips and safety information for different kind of nature-based activities (e.g., hiking)
5. Inspirational articles on activities and ways of travelling that reduces guest footprints and emission
6. Visit Bergen has signed the Guide against greenwashing

STRENGTHENING TIES WITH THE LOCAL COMMUNITY



2019

Economy impact of tourism in Bergen

5 BILLION NOK

in value creation from the industry

Jobs created

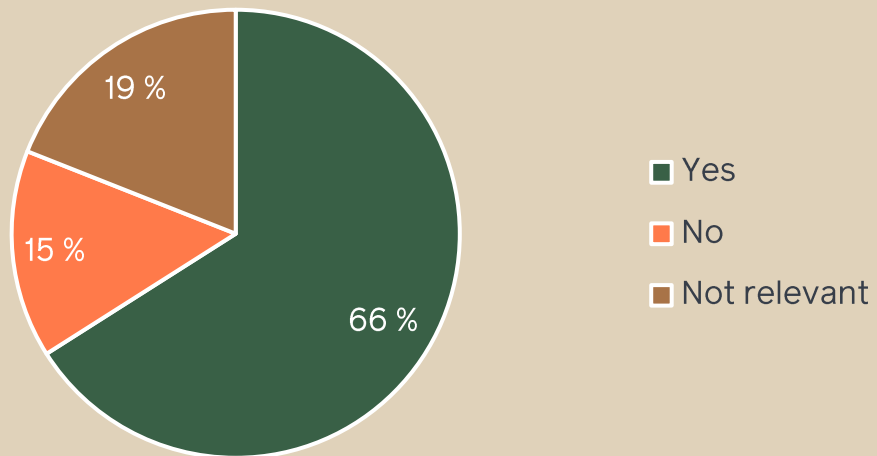
10 874

employees

STRENGTHENING LOCAL BUSINESSES AND LOCAL PRODUCERS

Promoting local suppliers

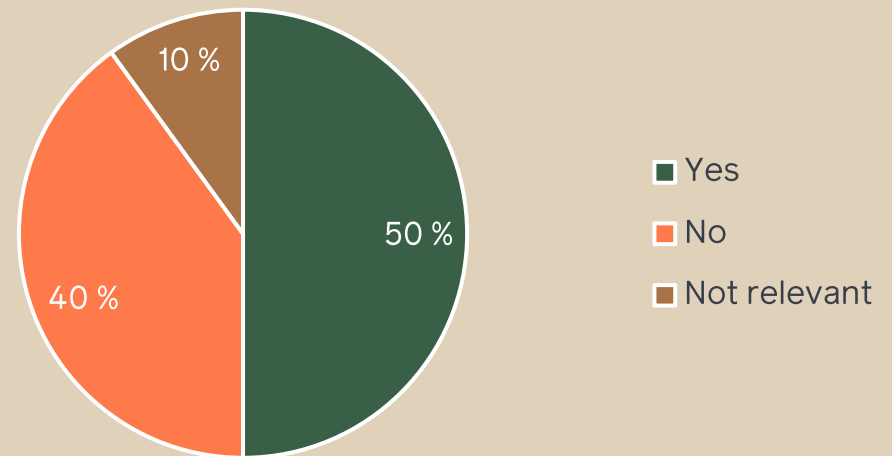
Visit Bergen members that promote local products, services and produce to their guests



Source:
Visit Bergen member survey 2022

Promoting local food

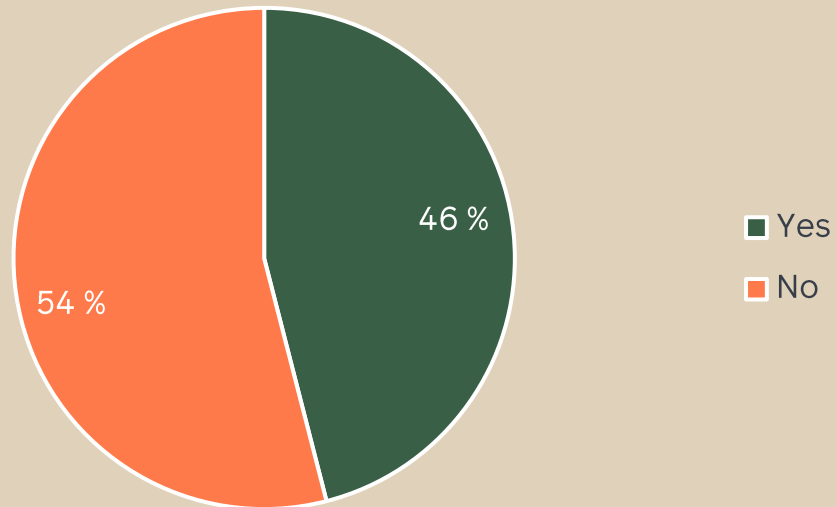
Visit Bergen members that sell or produce local food/beverage



Source:
Visit Bergen member survey 2022

IMPROVING TIES WITH THE LOCAL COMMUNITY

Visit Bergen members that have taken steps to strengthen their relationship with the local community



- Decision making
- Communication
- Adaptation of products
- “open day”
- Tourist in your own city
- “Bolyst”
- Cultural events

COMMUNITY ENGAGEMENT

- Resident survey
- Community forum
- Involving the community in the development of the industry
 - Visitor management
- Expert group on sustainability



FUTURE STRATEGIES

WHAT'S ON

Developing a legacy program

- Cooperation with local NGOs
 - Cleaning our shores for plastic waste
- Strengthening our cooperation with local communities

Renewing our destination strategy

- DEI strategy
- KPIs on climate -> +50% reduction

Labelling the whole region as Sustainable Destination

Increased focus on visitor Management