

## APPENDIX 2. Summary of media coverage as at March 31, with future projections

Participant	Date	Online coverage	Reach	Print coverage	Circulation	Social media summary	Still to be published
<b>Solo trips</b>		<b>Nov-22</b>					
Valery Collins		<a href="#">Bergen: The Grand Opening of the Christmas Season</a>	Experienced Traveller website, 20K visits per month			Posted images on Instagram at least once every day and these were shared to my pages on Twitter (10K) and Facebook (5K)	GPSMyCity website, 300K visits per month
		<a href="https://experiencedtraveller.com/journal/2022-12-05-tromso-a-magical-arctic-experience">https://experiencedtraveller.com/journal/2022-12-05-tromso-a-magical-arctic-experience</a>	Experienced Traveller website				
		<a href="https://experiencedtraveller.com/journal/2023-02-05-bergen-a-unesco-gem">Bergen a UNESCO Gem</a> <a href="https://experiencedtraveller.com/journal/2023-02-05-bergen-a-unesco-gem">https://experiencedtraveller.com/journal/2023-02-05-bergen-a-unesco-gem</a>	Experienced Traveller website				
Amy McPherson		<a href="http://www.tripreporter.co.uk/a-gastronomic-guide-to-bergen-norway/">www.tripreporter.co.uk/a-gastronomic-guide-to-bergen-norway/</a>	130,000 monthly unique visits generating over 500,000 page views a month			<a href="https://www.instagram.com/p/CmUk4BQqiY4/">www.instagram.com/p/CmUk4BQqiY4/</a>	Feature on Tromsø for TripReporter plus further social media posts
						<a href="https://www.instagram.com/p/CommandyriuqTfI/">https://www.instagram.com/p/CommandyriuqTfI/</a>	
<b>Sarah Wilson</b>		<b>Dec-22</b>					
		<a href="https://lifepart2andbeyond.com/bergen-in-winter/">https://lifepart2andbeyond.com/bergen-in-winter/</a>	150K subscribers			Several posts on the Life Part2 and Beyond Facebook page covering the trip and using all the hashtags	
		<a href="https://lifepart2andbeyond.com/sami-and-reindeer-experience-tromso/">https://lifepart2andbeyond.com/sami-and-reindeer-experience-tromso/</a>	150K subscribers				
		<a href="https://lifepart2andbeyond.com/northern-lights-in-tromso/">https://lifepart2andbeyond.com/northern-lights-in-tromso/</a>	150K subscribers				
Sharron Livingstone		<a href="https://www.thetravelmagazine.net/bergen/">https://www.thetravelmagazine.net/bergen/</a>					
<b>Group trip</b>		<b>Feb-23</b>					

<b>Rebecca Hay</b>	<a href="https://omotgtravel.com/scandinavia/arctic-adventure-in-norway-warms-the-heart/">https://omotgtravel.com/scandinavia/arctic-adventure-in-norway-warms-the-heart/</a>	Press & Journal, 40K Aberdeen, later in the year	@EmojiAdventurer, personal P & J feature will also appear online Twitter handle, also OMOTG and Junior handles via Facebook & Instagram	
<b>Mark Jackson</b>	<a href="https://www.juniormagazine.co.uk/travel/norway-where-to-go-and-what-to-see-for-families/">https://www.juniormagazine.co.uk/travel/norway-where-to-go-and-what-to-see-for-families/</a>	<a href="https://www.travelbeginsat40.com/2023/03/bergen-norway-things-to-do-in-winter/">https://www.travelbeginsat40.com/2023/03/bergen-norway-things-to-do-in-winter/</a> 40K	TNT magazine, 60K later in year	Facebook : 3.4k followers, Twitter : 2k followers TNT magazine (as left), possibly also Charitable Traveller magazine, print circulation 80K
<b>Mark Jackson</b>	<a href="https://www.travelbeginsat40.com/2023/03/fjaerland-fjord-norway-and-a-ride-on-the-flam-railway/">https://www.travelbeginsat40.com/2023/03/fjaerland-fjord-norway-and-a-ride-on-the-flam-railway/</a>	<a href="https://www.travelbeginsat40.com/2023/04/tromso-norway-reindeer-and-northern-lights/">https://www.travelbeginsat40.com/2023/04/tromso-norway-reindeer-and-northern-lights/</a> 40K		
<b>Rupert Parker</b>	<a href="https://www.thetravelmagazine.net/norway-in-winterr/">https://www.thetravelmagazine.net/norway-in-winterr/</a>	Over 3 million readers on the web and via social media. Page views per month: 205,000 Unique visitors: 2,800,000 Twitter: 1,783,000 Facebook: 14,000 fans Instagram: 9,600 Weekly newsletter 11,000 subscribers		Instagram, Twitter and Facebook <a href="https://aboutmygeneration.com/">https://aboutmygeneration.com/</a>
<b>Rupert Parker</b>	<a href="https://www.tripreporter.co.uk/a-winter-adventure-touring-norway/">https://www.tripreporter.co.uk/a-winter-adventure-touring-norway/</a>	130,000 monthly unique visits generating over 500,000 page views a month		
<b>Richard Collett</b>		Lonely Planet, Nat Geo, the Telegraph, the Independent, the iPaper are all possible but as yet unconfirmed		120,000 readers worldwide annually <a href="https://www.travel-tramp.com/">https://www.travel-tramp.com/</a>
<b>Claire Martin</b>	32 best things to do in Bergen in winter (2023 guide)	Europe in Winter site		<a href="https://www.instagram.com/p/CqIrfYPj1YF/">https://www.instagram.com/p/CqIrfYPj1YF/</a>

<a href="https://europeinwinter.com/scandic-torget-hotel-review-bergen/">https://europeinwinter.com/scandic-torget-hotel-review-bergen/</a>	Europe in Winter site	4K followers on Instagram
<a href="https://clairesfootsteps.com/bergen-itinerary/">https://clairesfootsteps.com/bergen-itinerary/</a>	Claire's Footsteps site	
<a href="https://europeinwinter.com/bergen-in-february/">https://europeinwinter.com/bergen-in-february/</a>	Europe in Winter site	
<a href="https://www.the-backpacking-site.com/travel-advice/things-to-do-in-https://clairesfootsteps.com/things-to-do-in-fjaerland/">https://www.the-backpacking-site.com/travel-advice/things-to-do-in-https://clairesfootsteps.com/things-to-do-in-fjaerland/</a>	The Backpacking Site	
<a href="https://clairesfootsteps.com/flam-railway/">https://clairesfootsteps.com/flam-railway/</a>	Claire's Footsteps site	
<a href="https://europeinwinter.com/norway-fiords-in-winter/">https://europeinwinter.com/norway-fiords-in-winter/</a>	Europe in Winter site	<a href="https://www.instagram.com/p/Cp17OtTNvRA/">https://www.instagram.com/p/Cp17OtTNvRA/</a>
<a href="https://europeinwinter.com/snowshoeing-in-flam-norway/">https://europeinwinter.com/snowshoeing-in-flam-norway/</a>	Europe in Winter site	
<a href="https://europeinwinter.com/fretheim-hotel-review/">https://europeinwinter.com/fretheim-hotel-review/</a>	Europe in Winter site	
<a href="https://europeinwinter.com/fjaerland-fjordstove-hotel-review">https://europeinwinter.com/fjaerland-fjordstove-hotel-review</a>	Europe in Winter site	<a href="https://www.instagram.com/p/CokZH74jkdW/">https://www.instagram.com/p/CokZH74jkdW/</a>
<a href="https://clairesfootsteps.com/tromso-itinerary/">https://clairesfootsteps.com/tromso-itinerary/</a>	Claire's Footsteps site	
<a href="https://europeinwinter.com/tromso-in-winter/">https://europeinwinter.com/tromso-in-winter/</a>	Europe in Winter site	<a href="https://www.instagram.com/p/CqKxPTFD03R/">https://www.instagram.com/p/CqKxPTFD03R/</a>
<a href="https://europeinwinter.com/northern-lights-tromso-norway/">https://europeinwinter.com/northern-lights-tromso-norway/</a>	Europe in Winter site	
<a href="https://europeinwinter.com/northern-lights-tromso-norway/">https://europeinwinter.com/northern-lights-tromso-norway/</a>	Europe in Winter site	
<a href="https://europeinwinter.com/reindeer-in-tromso/">https://europeinwinter.com/reindeer-in-tromso/</a>	Europe in Winter site	
<a href="https://europeinwinter.com/tromso-sami-tours/">https://europeinwinter.com/tromso-sami-tours/</a>	Europe in Winter site	
<a href="https://europeinwinter.com/tromso-in-february/">https://europeinwinter.com/tromso-in-february/</a>	Europe in Winter site	
<a href="https://europeinwinter.com/thon-hotel-tromso-review/">https://europeinwinter.com/thon-hotel-tromso-review/</a>	Europe in Winter site	
<a href="https://europeinwinter.com/norway-in-winter/">https://europeinwinter.com/norway-in-winter/</a>	Europe in Winter site	
<a href="https://europeinwinter.com/winter-trip-to-norway/">https://europeinwinter.com/winter-trip-to-norway/</a>	Europe in Winter site	

Sarah Tucker

Two lengthy broadcasts for Radio Purbeck, which have been separately

Feature in online lifestyle London magazine, The Richmond Magazine – online and print lifestyle

<b>Stan Abbott/Gravity</b>	<i>Coverage generated by media release</i>	Radio to follow, including in May, publicity for
	<p data-bbox="510 240 864 293"><a href="https://travel-dealz.eu/deal/wideroe-london-bergen/">https://travel-dealz.eu/deal/wideroe-london-bergen/</a></p> <p data-bbox="510 389 1048 442"><a href="https://www.travelbeginsat40.com/news/wideroe-bergen-is-hub-to-norway/">https://www.travelbeginsat40.com/news/wideroe-bergen-is-hub-to-norway/</a> by Mark Jackson</p> <p data-bbox="510 448 1048 531"><a href="https://www.travelbeginsat40.com/2023/01/fjord-norway-home-of-the-worlds-best-seafood/">https://www.travelbeginsat40.com/2023/01/fjord-norway-home-of-the-worlds-best-seafood/</a> by Mark Jackson</p> <p data-bbox="510 537 936 563">Trend magazine competition                      60K</p>	<p data-bbox="1715 240 1933 379">Piece to be published shortly on Stan's Travel Knowledge blog, <a href="http://www.gravity-consulting.com/blog">www.gravity-consulting.com/blog</a></p> <p data-bbox="1440 537 1709 676">20K <a href="https://trendmagazine.co.uk/competition/competition-win-a-two-night-luxury-break-in-beautiful-bergen/">https://trendmagazine.co.uk/competition/competition-win-a-two-night-luxury-break-in-beautiful-bergen/</a></p>