

23.01.2025

# PR RAPPORT FOR 2024

Nordnorsk Reiseliv

—  
Levert av  
*meraki studio*

# OPPSUMMERING

I tidsperioden april til desember 2024 ble det gjennomført et samarbeid med hovedvekt på innholdsproduksjon. Avtalen omfattet:

- Utarbeidelse av en redaksjonell innholdsplan.
- Produksjon av 10 nyhetsartikler, inkludert idéutvikling, research, intervju(er) og to korrekturrunder.
- En omfattende reisereportasje fra Helgelandskysten.
- Distribusjon av innhold til aktuelle journalister gjennom et internasjonalt nyhetsrom.

## Latest news



16 DECEMBER 2024 11:51

### **Kvitnes Gård Honoured with Multiple Awards, Elevating Vesterålen's Culinary Scene**

Kvitnes Gård, a renowned farm-to-table restaurant in Vesterålen, has been recognised with several prestigious awards in 2024, confirming its place as one of Nordic's top food destinations.



11 DECEMBER 2024 11:38

### **Bodø's Growing Popularity Boosted by Direct Flights from Stockholm, Copenhagen and Munich in 2025**



28 NOVEMBER 2024 06:47

### **Direct Access to Northern Culture: Finnair Expands Route to Kirkenes**

Starting in April 2025, Finnair will introduce a new route to Northern



21 NOVEMBER 2024 12:01

### **A Tale of Two Regions - From the Serene Fjords to the Arctic North**

From the midnight sun in the north to the dramatic fjords of the west, few

# PUBLIKASJONSSAMMENDRAG

## **Visit Bodø**

Publisert: 8 april

Tittel: Sunny Side Up: Flights to Arctic Adventures with Finnair's New Summer Route

## **Visit Narvik** *(re-publikasjon av Visit Narviks pressemelding)*

Publisert: 5 juni

Tittel: Narvik – Host of the FIS Alpine World Championships 2029!

## **Nordnorsk Reiseliv**

Publisert: 12 juni

Tittel: Northern Norway Tourism Board Launches Autumn Campaign Highlighting Shoulder Season Magic

## **Visit Helgeland**

Publisert: 4 juli

Tittel: Exploring the Heart of Helgeland: Island Hopping and Authentic Local Experiences

## **Visit Alta**

Publisert: 16 september

Tittel: New direct flight from Frankfurt to Alta brings the Arctic closer for European winter travellers

## **Nordnorsk Reiseliv**

Publisert: 16 oktober

Tittel: Record-Breaking Summer as Visitor Numbers rise

# PUBLIKASJONSSAMMENDRAG

## **Visit Lofoten/Vesterålen/Narvik**

Publisert: 5 november

Tittel: New Flights Open Doors to Arctic Winter Adventures

## **Nordnorsk Reiseliv/Fjord Norge/Widerøe**

Publisert: 21 november

Tittel: A Tale of Two Regions – From the Serene Fjords to the Arctic North

## **Visit Kirkenes**

Publisert: 28 november

Tittel: Direct Access to Northern Culture: Finnair Expands Route to Kirkenes

## **Visit Bodø**

Publisert: 11 desember

Tittel: Bodø's Growing Popularity Boosted by Direct Flights from Stockholm, Copenhagen and Munich in 2025

## **Visit Vesterålen**

Publisert: 16 desember

Tittel: Kvitnes Gård Honoured with Multiple Awards, Elevating Vesterålen's Culinary Scene

# NYHETSROM STATISTIKK

Mest populære historier	Utgivelsesdato	Type	Visninger
Sunny Side Up: Flights to Arctic Adventures with Finnair's New Summer Route	08. apr. 2024	Pressemeldinger	2697
Record-Breaking Summer as Visitor Numbers rise	16. okt. 2024	Pressemeldinger	2264
Northern Norway Tourism Board Launches Autumn Campaign Highlighting Shoulder Season Magic	12. juni 2024	Pressemeldinger	2176
Narvik – Host of the FIS Alpine World Championships 2029!	05. juni 2024	Pressemeldinger	2165
Direct Access to Northern Culture: Finnair Expands Route to Kirkenes	28. nov. 2024	Nyheter	2088
A Tale of Two Regions – From the Serene Fjords to the Arctic North	21. nov. 2024	Nyheter	2081
Bodø's Growing Popularity Boosted by Direct Flights from Stockholm, Copenhagen and Munich in 2025	11. des. 2024	Pressemeldinger	2017

*Visninger er basert på nyhetsrommet, e-poster og overvåkninger.*

## BEST PRESTERENDE



16 OCTOBER 2024 13:21

### Record-Breaking Summer as Visitor Numbers rise

The Northern Norway Tourism Board is thrilled to announce a record-breaking summer for the region, with a

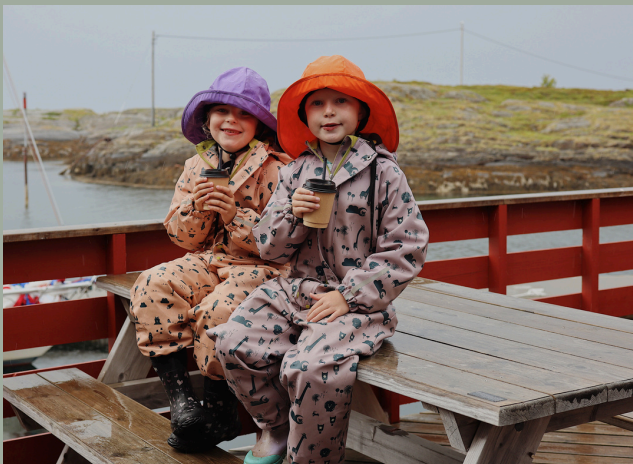
Nyheten om en rekordstor økning i besøkstall for Nord-Norge sommeren 2024 fikk betydelig medieoppmerksomhet og ble den mest omtalte pressemeldingen i Nordnorsk Reiselivs presserom med en total av 5 presseklipp.

Statistikk er et kraftfullt verktøy i PR-arbeid, da konkrete tall og fakta gir sakene troverdighet og gjør dem mer attraktive for media, som ofte søker etter målbare resultater for å underbygge historier.

# PRESSETUR TIL HELGELAND

## ORGANISERT AV VISIT HELGELAND

“ En research tur gir førstehånds innsikt og personlig erfaring som kan gi dybde og autenticitet til reiseskildringen. ”



RESULTERTE I  
MEDIOMTALE,  
SAMT 80 NYE BILDER  
TIL NNR'S  
BILDEBANK

### EXPLORING THE HEART OF HELGELAND: ISLAND HOPPING AND AUTHENTIC LOCAL EXPERIENCES

En lengre reisereportasje om Helgenland ble publisert i fellesferien, noe som kan ha bidratt til at den foreløpig har fått begrenset medieomtale (1 republisering). Det er verdt å merke seg at dette er i tråd med tidligere erfaringer, der lengre reisereportasjer ofte gir resultater over tid, i motsetning til pressemeldinger som vanligvis får rask respons fra media. Videre overvåking vil være nødvendig for å vurdere effekten av reportasjen på sikt.

# MEDIEOMTALE

**Antall totale presseklipp: 25\***

**Artiklenes rekkevidde: 42 000**

*Gjennomsnittlig potensielle lesertall for artiklene som er lagt til.*

**Annonseverdi: 332 000 NOK**

*Den potensielle verdien av dine opptjente medier fra artiklene som er lagt til.*

## Sentiment

100% positiv

*\*På grunn av mangel på tilgang til medieovervåkning har vi vært nødt til å søke etter resultater manuelt. Dette kan innebære at enkelte medieomtaler ikke er blitt fanget opp.*

## Visit Bodø

Publisert: 8 april

*Forespørsel om pressebesøk fra ArtDependence Magazine*



🔊 Eksponeringer

**134**

😊 Sentiment

😊 Positiv ▾

💎 Annonseverdi (NOK)

**1 072**

### **Finnair's Arctic Adventures: Sunny Side Up Summer Flights**


Embark on thrilling Arctic adventures with Finnair's new summer route. Experience the sunny side up of exploring the Arctic with convenient flight...

[eglobaltravelmedia.com.au](http://eglobaltravelmedia.com.au)

# MEDIEOMTALE

## Visit Narvik (re-publikasjon av Visit Narviks pressemelding)

Publisert: 5 juni



**AUSTRALIA GLOBAL TRAVEL MEDIA**

**Narvik: 2029 FIS Alpine World Championships Host**  
Experience the thrill of the 2029 FIS Alpine World Championships in Narvik. Get ready for world-class skiing and unforgettable moments in Norway!  
[eglobaltravelmedia.com.au](http://eglobaltravelmedia.com.au)

📍 Eksponeringer  
**134**

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😊 Sentiment  
**Positiv** ▼

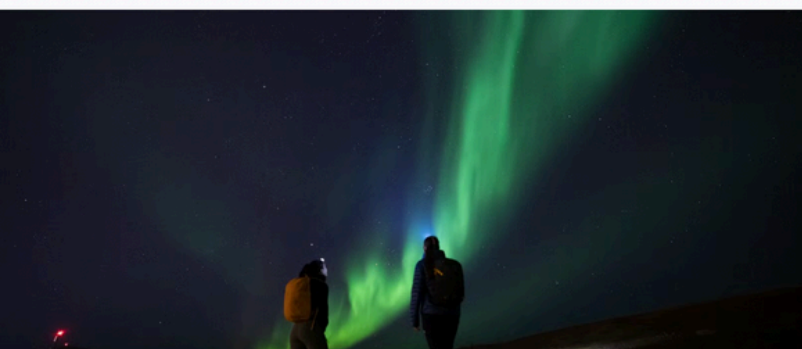
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💎 Annonseverdi (NOK)  
**1 072**

## Nordnorsk Reiseliv

Publisert: 12 juni

📍 **Travel Pursuit** • 13. juni 2024 kl. 09:45



**Northern Norway Tourism Board New Autumn Campaign - Travel Pursuit**  
The Northern Norway Tourism Board has unveiled its newest campaign, "Arctic Autumn" highlighting the destination's shoulder season.  
[travel-pursuit.co.uk](http://travel-pursuit.co.uk)

📍 Eksponeringer  
**8**


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😊 Sentiment  
**Positiv** ▼

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💎 Annonseverdi (NOK)  
**64**

# MEDIEOMTALE

 eglobaltravelmedia.com.au



**Northern Norway Tourism Highlights Autumn Shoulder Season Magic**

Discover the enchanting beauty of Northern Norway in autumn with the Tourism Board's new campaign. Experience the magic of the shoulder...


[eglobaltravelmedia.com.au](https://eglobaltravelmedia.com.au)

🗣️ Eksponeringer  
**134**

😊 Sentiment  
😊 Positiv ▾

💎 Annonseverdi (NOK)  
**1 072**

**D** Daily Scandinavian • 01. august 2024 kl. 03:00



**Arctic Autumn**

Arctic Autumn

[dailyscandinavian.com](https://dailyscandinavian.com)

🗣️ Eksponeringer  
**4 716**

😊 Sentiment  
😊 Positiv ▾

💎 Annonseverdi (NOK)  
**38k**

# MEDIEOMTALE

## Visit Helgeland

Publisert: 4 juli



eglobaltravelmedia.com.au



### Discover Helgeland: Island Hopping and Local Adventures

Explore the heart of Helgeland with island hopping and authentic local experiences, immersing yourself in the unique culture and stunning...

[eglobaltravelmedia.com.au](https://eglobaltravelmedia.com.au)

🗣️ Eksposeringer

**134**

😊 Sentiment

😊 Positiv ▾

💎 Annonseverdi (NOK)

**1 072**

## Visit Alta

Publisert: 16 september



dfly.no



### New direct flight from Frankfurt to Alta brings the Arctic closer for European winter travellers &#8211; Dfly

[dfly.no](https://dfly.no)

🗣️ Eksposeringer

**156**


😊 Sentiment


😊 Positiv ▾

💎 Annonseverdi (NOK)

**1 248**

# MEDIEOMTALE

 **Travel News**



**New Flights to Alta: Frankfurt Route Brings Arctic Adventures Closer Than Ever**

Discover Airlines is launching direct flights from Frankfurt to Alta, Norway, this December. The twice-weekly route, running until April 2025, will offer a...

[travel-news.co.uk](https://travel-news.co.uk)


**9** Eksponeringer

Sentiment

Positiv

**72** Annonseverdi (NOK)

**D** **Daily Scandinavian** • 03. oktober 2024 kl. 03:00



**Easier for European Travelers to Explore the Arctic**

Easier for European Travelers to Explore the Arctic

[dailyscandinavian.com](https://dailyscandinavian.com)

**4 716** Eksponeringer

Sentiment

Positiv

**38k** Annonseverdi (NOK)

# MEDIEOMTALE

## Nordnorsk Reiseliv

Publisert: 16 oktober



eglobaltravelmedia.com.au



### Record-Breaking Summer Sees Unprecedented Rise in Visitors

This summer marks a record-breaking season with visitor numbers reaching new highs, showcasing unprecedented growth in tourism and travel.

[eglobaltravelmedia.com.au](https://eglobaltravelmedia.com.au)

🗣️ Eksposeringer

**134**

😊 Sentiment

😊 Positiv ▾

💎 Annonseverdi (NOK)

**1 072**



dfly.no



### Record-Breaking Summer as Visitor Numbers rise &#8211; Dfly

[dfly.no](https://dfly.no)

🗣️ Eksposeringer

**156**


😊 Sentiment


😊 Positiv ▾

💎 Annonseverdi (NOK)

**1 248**

# MEDIEOMTALE

 [www.reisevor9.de](http://www.reisevor9.de)



**Nordnorwegen verzeichnete im Sommer Besucherrekord | Destinations**


[reisevor9.de](http://reisevor9.de)


**2 120** Eksponeringer

Sentiment

Positiv

17k Annonseverdi (NOK)

 **Travel News** • 22. oktober 2024 kl. 17:55



**Northern Norway Tourism Board Announces Record-Breaking Summer**

The Northern Norway Tourism Board has unveiled exciting figures, announcing a record-breaking summer in 2024 with 2.3 million overnight...

[travel-news.co.uk](http://travel-news.co.uk)

**9** Eksponeringer

Sentiment

Positiv

72 Annonseverdi (NOK)

# MEDIEOMTALE

**D** Daily Scandinavian • 31. oktober 2024 kl. 03:00



## Record-Breaking Number of Summer Visitors to Northern Norway

Record-Breaking Summer as Visitor Numbers rise

[dailyscandinavian.com](https://dailyscandinavian.com)

🗣️ Eksposeringer

**4 716**

😊 Sentiment

😊 Positiv ▾

💎 Annonseverdi (NOK)

**38k**

## Visit Lofoten/Vesterålen/Narvik

Publisert: 5 november

*Forespørsel om pressebesøk fra INews*

**✈️** Travel News • 05. november 2024 kl. 14:36



## New Direct Flights Unlock Arctic Winter Adventures from the UK

From 2nd November, travellers from the UK will be able to enjoy direct access to the stunning Arctic landscapes of Northern Norway, thanks to a...

[travel-news.co.uk](https://travel-news.co.uk)

🗣️ Eksposeringer

**9**


😊 Sentiment


😊 Positiv ▾

💎 Annonseverdi (NOK)

**72**

## MEDIEOMTALE

 **Nordic News** • 12. desember 2024 kl. 10:51



**New Flights Open Doors to Arctic Winter Adventures • Nordic News**

Copyright; Northern Norway Tourist Board. Beginning November 2, travellers from the UK can enjoy direct access to Northern Norway's Arctic...

[nnews.no](https://nnews.no)

🗣 Eksponeringer  
**676**

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😊 Sentiment  
😊 Positiv ▾


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💎 Annonseverdi (NOK)  
**5 408**

**Nordnorsk Reiseliv/Fjord Norge/Widerøe**

Publisert: 21 november

*Forespørsel om pressebesøk fra Luxuria Lifestyle*

 **Travel News** • 21. november 2024 kl. 15:43



**A Tale of Two Regions – From the Serene Fjords to the Arctic North**

From the midnight sun in the north to the dramatic fjords of the west, few places on earth offer such diverse landscapes as in Norway. Northern...

[travel-news.co.uk](https://travel-news.co.uk)

🗣 Eksponeringer  
**9**

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😊 Sentiment  
😊 Positiv ▾

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💎 Annonseverdi (NOK)  
**72**

# MEDIEOMTALE



eglobaltravelmedia.com.au



## From Serene Fjords to the Arctic North: A Tale of Two Regions

Embark on a breathtaking journey from the tranquil fjords to the Arctic North, exploring two unique regions of natural beauty and adventure.

[eglobaltravelmedia.com.au](http://eglobaltravelmedia.com.au)

👤 Eksposeringer

**134**

😊 Sentiment

😊 Positiv ▾

💎 Annonseverdi (NOK)

**1 072**



Mynewsdesk



## A Tale of Two Regions – From the Serene Fjords to the Arctic North

From the midnight sun in the north to the dramatic fjords of the west, few places on earth offer such diverse landscapes as in Norway. Northern...

[mynewsdesk.com](http://mynewsdesk.com)

👤 Eksposeringer

**18k**

😊 Sentiment

😊 Positiv ▾

💎 Annonseverdi (NOK)

**147k**

# MEDIEOMTALE

## Visit Kirkenes

Publisert: 28 november

Forespørsel om pressebesøk fra Spansk Radio/Global 5

**D** Daily Scandinavian • 17. desember 2024 kl. 03:00



### Direct Access to Northern Culture: Finnair Expands Route to Kirkenes

Direct Access to Northern Culture: Finnair Expands Route to Kirkenes  
[dailyscandinavian.com](https://dailyscandinavian.com)

🔊 Eksposeringer

**4 716**

😊 Sentiment

😊 Positiv ▾

💎 Annonseverdi (NOK)

**38k**

**✈** Travel News • 28. november 2024 kl. 06:53



### Direct Access to Northern Culture: Finnair Expands Route to Kirkenes

Starting in April 2025, Finnair will introduce a new route to Northern Norway, connecting Helsinki with the town of Kirkenes via Ivalo. This service will...  
[travel-news.co.uk](https://travel-news.co.uk)

🔊 Eksposeringer

**9**

😊 Sentiment


😊 Positiv ▾

💎 Annonseverdi (NOK)

**72**

# MEDIEOMTALE

**N** National Traveller • 28. november 2024 kl. 07:16



47 [Facebook](#) [Twitter](#)  
SHARES

**Discover Arctic Wonders: Finnair's New Route to Kirkenes Opens Northern Norway's Hidden Gems – NationalTraveller.com**

Starting in April 2025, Finnair will launch a new route to Northern Norway, connecting Helsinki with the Arctic town of Kirkenes via Ivalo. This service, [nationaltraveller.com](https://nationaltraveller.com)

🔊 Eksponeringer  
**N/A**

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😊 Sentiment  
**Positiv** ▼

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💎 Annonseverdi  
**N/A**


Det gjennomsnittlige lesertallet er dessverre for lavt til at vi kan hente ut statistikk.

## Visit Bodø

Publisert: 11 desember

Forespørsel om pressebesøk fra Spansk Radio/Global 5

 dfly.no



**Bodø's Growing Popularity Boosted by Direct Flights from Stockholm, Copenhagen and Munich in 2025 &#8211; Dfly**

[dfly.no](https://dfly.no)

🔊 Eksponeringer  
**156**

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😊 Sentiment  
**Positiv** ▼

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💎 Annonseverdi (NOK)  
**1 248**

# MEDIEOMTALE



eglobaltravelmedia.com.au



## Bodø's Popularity Rises with Direct Flights from Europe

Explore Bodø's growing allure with direct flights launching in 2025 from Stockholm, Copenhagen, and Munich, making travel easier than ever.

[eglobaltravelmedia.com.au](https://eglobaltravelmedia.com.au)

👁️ Eksposeringer

**134**

😊 Sentiment

😊 Positiv ▾

💎 Annonseverdi (NOK)

**1 072**

## Visit Vesterålen

Publisert: 16 desember



Visitvesteralen.com



## Kvitnes Gård Honoured with Multiple Awards

Kvitnes Gård, a renowned farm-to-table restaurant in Vesterålen, has been recognised with several prestigious awards in 2024, confirming its place as...

[visitvesteralen.com](https://visitvesteralen.com)

👁️ Eksposeringer

**N/A**

😊 Sentiment

N/A ▾

💎 Annonseverdi

**N/A**

Det gjennomsnittlige lesertallet er dessverre for lavt til at vi kan hente ut statistikk.

