



Nordnorsk Reiseliv

Digital Opportunities 2026

Reach travelers who are already considering Northern Norway



TIMELINE 2026

JAN	FEB	MARS	APRIL	MAI	JUNI	JULI	AUG	SEPT	OKT	NOV	DES
THIS IS ARCTIC NORWAY - BRANDING											
THIS IS ARCTIC SPRING											
SPRING LIGHT (NORDLYSHØST)		SPRING ADVENTURE (TOPPTUR)									
	ARCTIC SPRING GUIDELINES (SNØSKRED)										
THIS IS ARCTIC SUMMER											
SUMMER LIGHT			SUMMER ADVENTURE								
	SUMMER LIFESTYLE & CULTURE										
ARCTIC SUMMER GUIDELINES (ALLEMANNSRETTE)											
THIS IS ARCTIC AUTUMN											
AUTUMN ADVENTURE				AUTUMN LIGHT							
	AUTUMN LIFESTYLE & CULTURE										
ARCTIC AUTUMN GUIDELINES											
THIS IS ARCTIC WINTER											
WINTER LIGHT						WINTER ADVENTURE					
	WINTER LIFESTYLE & CULTURE										
ARCTIC WINTER GUIDELINES (EX. HOW TO DRESS)											
Justeres løpende.											

Sesongkonsepter i bunn

ARCTIC SPRING



Photo: Vegard Stien

ARCTIC SUMMER

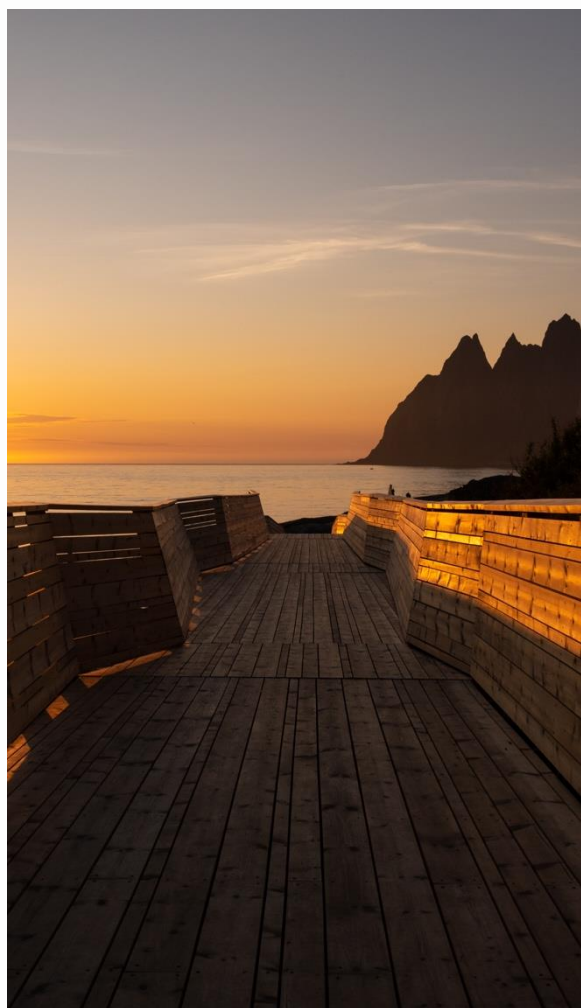


Photo: Dag Arild Larsen

ARCTIC AUTUMN



Photo: Petr Pavliek

ARCTIC WINTER

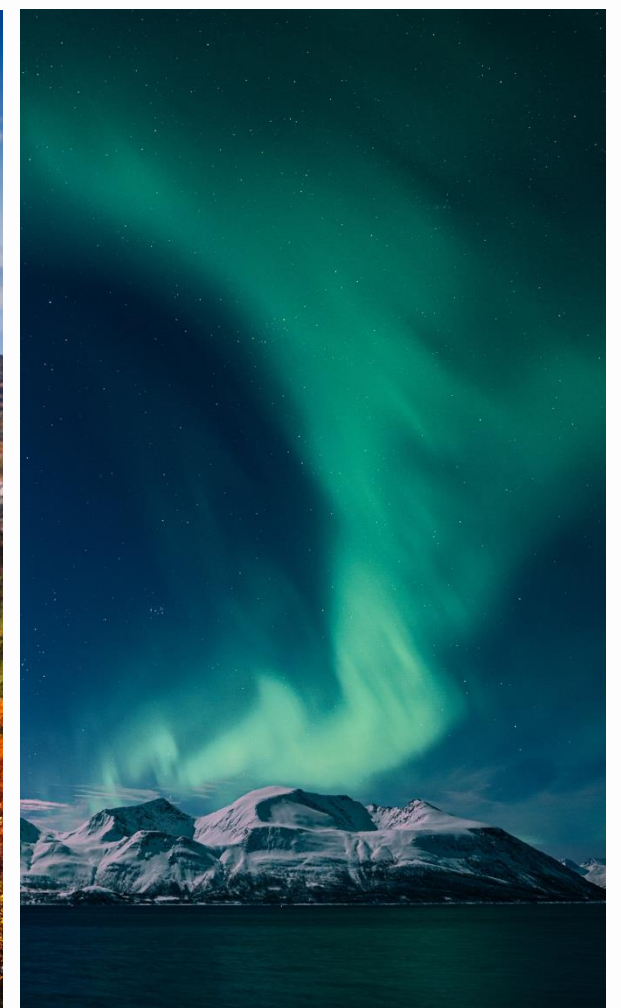


Photo: Petr Pavliek

ARCTIC NORWAY

By Nature. By Light. By Us.

THIS IS ARCTIC SPRING

THIS IS ARCTIC SUMMER

THIS IS ARCTIC AUTUMN

THIS IS ARCTIC WINTER

ACTIVE SPRING

Topptur | Vandring | Båtturer | Dyresafari

ACTIVE SUMMER

Topptur | Vandring | Vannsport | Dyresafari |
Klatring | Båtliv | Sykling

ACTIVE AUTUMN

Høsting | Vandring | Padling | Båtturer
| Sykling | Hundekjøring | Dyresafari

ACTIVE WINTER

Hundesledetur | Hvalsafari | Ski |
Skuterkjøring | Topptur | Nordlysturer

SPRING LIGHTS

Nordlys | Fargetid | Solnedgang | Midnattssol

SUMMER LIGHTS

Midnattssol

AUTUMN LIGHTS

Nordlys | Solnedgang | Mørketid

WINTER LIGHTS

Nordlys | Mørketid | Fargetid

SPRING LIFE

Kunst | Museum | Urban | Røddagan

SUMMER LIFE

Musikk- og sportsarrangementer | Museum |
Samisk kultur | Kunst | Mat | Urban

AUTUMN LIFE

Museum | Mat | Urban | Samisk kultur

WINTER LIFE

Musikk- og sportsarrangementer | Museum | Kunst
| Mat | Samisk kultur | Urban | Kystkultur

SAFETY & GUIDELINES

Skredfare | Bilkjøring | Offentlig Transport
| Allemannsretten

SAFETY & GUIDELINES

Allemannsretten | Bålforbud | Bilkjøring
| Offentlig Transport | Droneregler

SAFETY & GUIDELINES

Allemannsretten | Bilkjøring | Offentlig Transport
| Droneregler | How To Dress

SAFETY & GUIDELINES

Bilkjøring | Offentlig Transport | Droneregler
| How To Dress

EKSISTERENDE KJERNEMARKEDER

- Inhouse Always-on kampanjer

Markeder hvor vi aktivt pleier datafangst med betalt innhold, i egne kanaler. Sesongkampanjer og konseptinnhold distribueres kontinuerlig.



England



Tyskland



Nederland



Frankrike



Spania



Italia



Sveits

SAMARBEIDSKAMPANJER / SPESIALTILTAK

- Expedia + samarbeid med flyselskap/hotel?

Markeder hvor vi planlegger enkelttiltak. Eksterne samarbeidskampanjer eller enkelttiltak med fokus på spesifikke sesonger eller destinasjoner.



USA



Sverige



Norge

POTENSIELLE VEKSTMARKEDER

– Ikke prioritert for B2C kampanjer.

Markeder som er inkludert i ny markedsstrategi, men som ikke er prioritert for B2C kampanjer i 2026.



Australia



Singapore



Sør-Korea



Polen



Japan

Markeder hvor vi har aktiv, organisk data

ORGANISK TRAFIKK PÅ NETTSIDEN

– Topp 10 markeder for organisk trafikk til Nordnorge.com



Norge



England



USA



Italia



Tyskland



Frankrike



Nederland



Østerrike



Finland



Sverige

ORGANISK SOSIALE MEDIER

– Topp 10 markeder for organisk innhold



Norge



USA



Italia



Tyskland



England



Polen



India



Sverige



Frankrike



Brazil



© Kristoffer Vangen

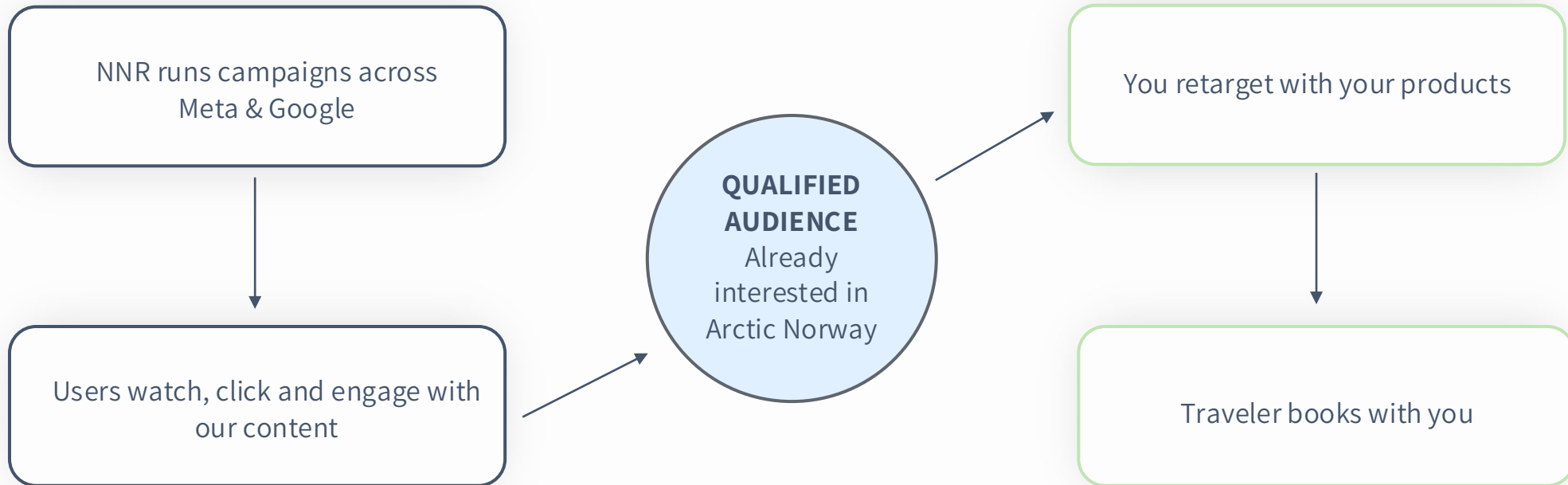


Why run retargeting with us?

We continuously build engaged audiences interested in Northern Norway.

Partner Access to a Qualified Audience

Skip the awareness phase – reach people already considering a trip to Arctic Norway





What can partners access?

Building high-quality travel audiences takes time, scale and continuous investment.

Promote your offer directly to users who:

- Have engaged with our campaigns
- Have visited www.nordnorge.com
- Have shown interest in Northern Norway



© Steffen Fossbakk



How it works?

- You provide the agreed media budget and campaign materials (images, video, text and landing page).
- We handle campaign setup, targeting and execution in Meta (Facebook and Instagram).
- Your ads are delivered to our established, segmented audiences across relevant markets, seasons and themes.
- We continuously monitor performance, optimize the campaign and provide reporting on results.



Budget & Pricing

Destination Companies

Minimum Media Budget
5.000 NOK

Management Fee
-

Partners

Minimum Media Budget
15.000 NOK

Management Fee
+10% of ad spend



How to join?

Registration and material

<https://forms.monday.com/forms/9028b3092ab308a611b6938f4adb2c3a?r=euc1>

Deadlines

Registration and materials: minimum 7 days before campaign start.

Changes after launch: subject to availability and may require 48-hour notice.

A photograph of a person standing on a rocky cliff overlooking the ocean at sunset in Arctic Norway. The sky is filled with dramatic, golden clouds, and the sun is low on the horizon, casting a warm glow over the scene. The person is silhouetted against the bright light of the sunset. The foreground shows rugged, rocky terrain with some sparse vegetation.

Photo: Truls Åsnes

Summer in Arctic Norway

Imagine a place...

where the sun never sets

Imagine a place..
where the sun never sets.

THIS IS ARCTIC SUMMER LIGHT

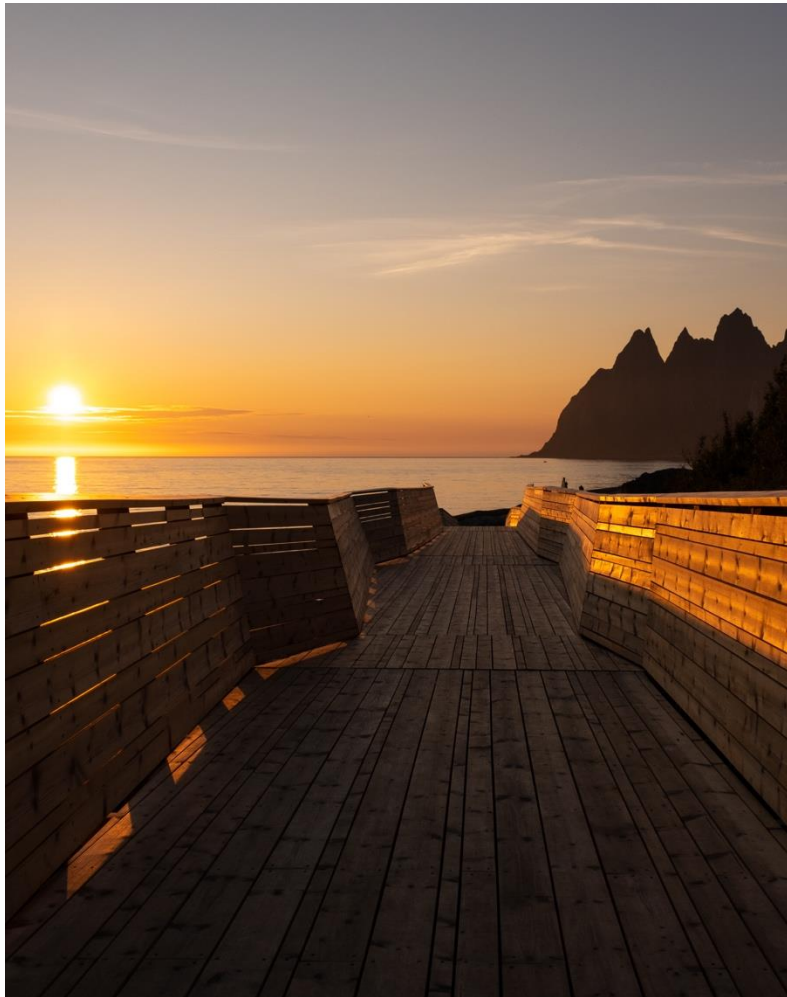


Photo: Dag Arild Larsen



Photo: David Jensen

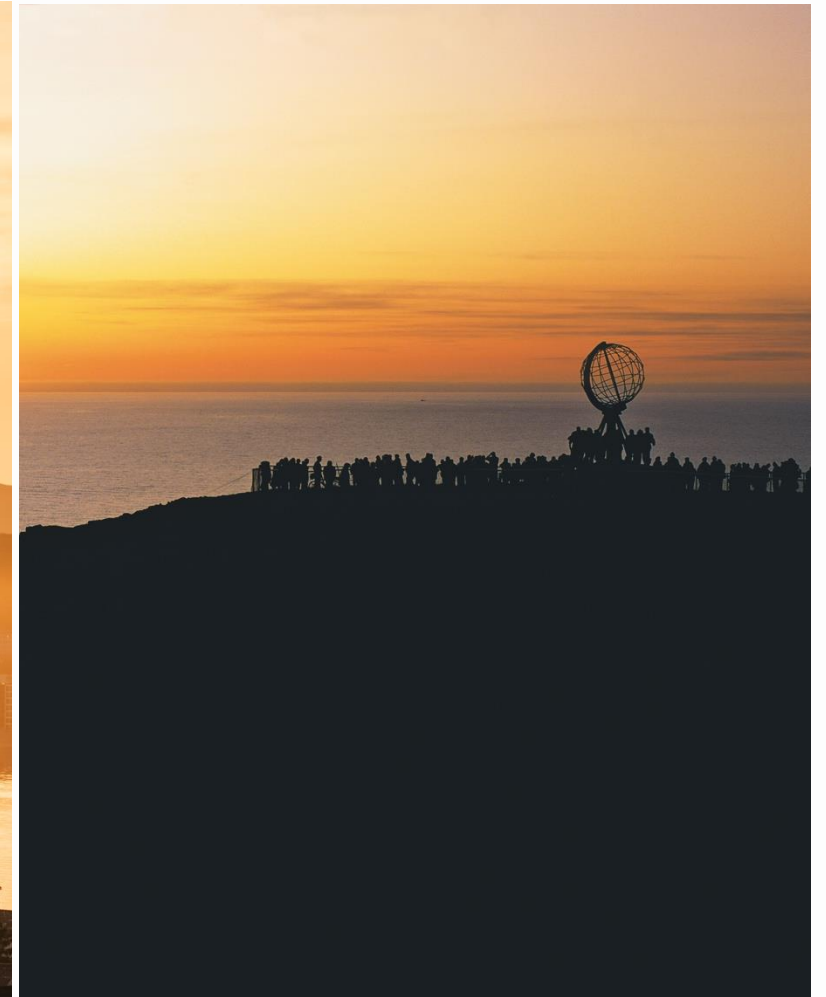


Photo: Trym Ivar Bergsmo

Imagine a place..
where you can hike and explore in full daylight - long into the night.



Photo: Kristoffer Møllevik



Photo: Zdeno Dvorek



Photo: Kristoffer Vangen

Imagine a place..
where summer is for spending bright nights together.



Photo: Nikolas Gogstad- Andersen



Photo: Petr Pavliek

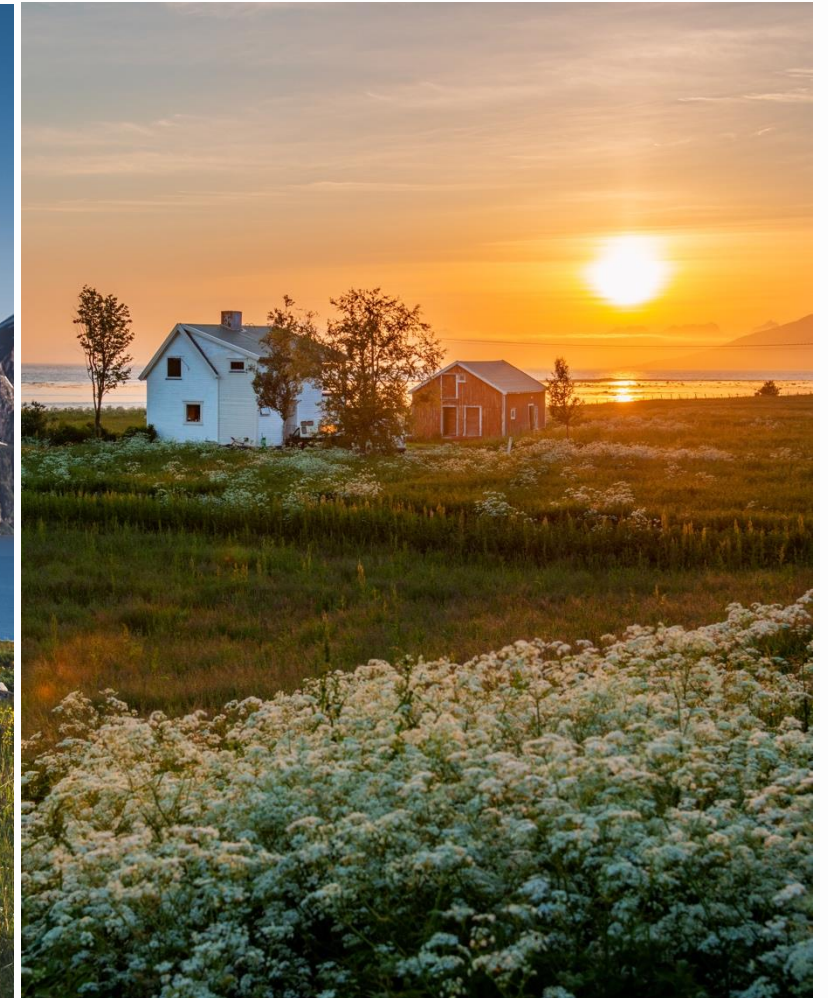


Photo: Petr Pavliek

Imagine a place..
where you're free to roam in nature, as long as you take care of it.



Photo: Zdeno Dvorek

Leave places exactly as you found them – or slightly better, if you're feeling heroic.

ACTIVE AUTUMN

Imagine a place.. where locals say that autumn is the best time of the year.



SCENIC DETOURS

Imagine a place.. where you never know where roads can take you.



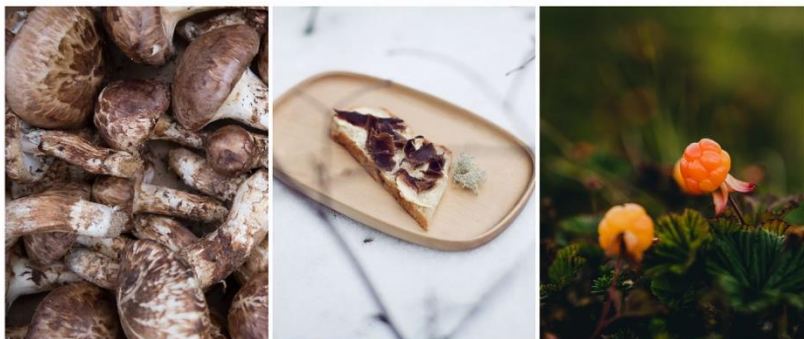
NORTHERN LIGHTS WINTER

Imagine a place.. where darkness is bright.



ARCTIC CUISINE

Imagine a place.. where nature is full of treasures.



ARCTIC STORIES

Imagine a place.. where every location has a story to tell



URBAN ARCTIC

Imagine a place.. where being in the middle of the city means you're in the middle of nature.



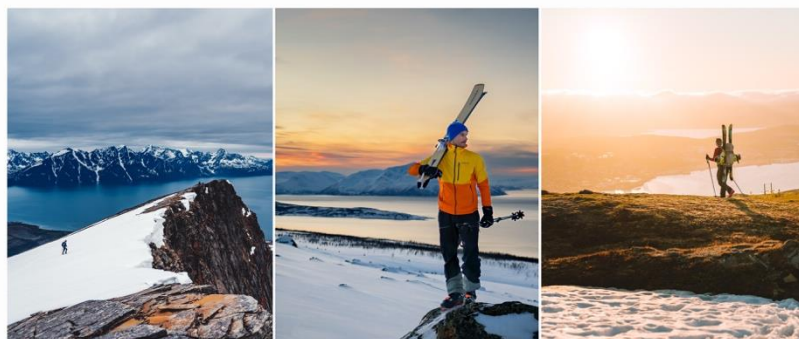
SÁMI CULTURE

Imagine a place.. where humans live in rythm with nature.



ACTIVE SPRING

Imagine a place.. where you can ski under the midnight sun.



WINTER ADVENTURE

Imagine a place.. where winter is for embracing the cold, rather than avoiding it.





Thank You!

For any questions or to get started:

arune@nordnorge.com