



Adventure tourism

#oceanindustries

Unique travel products with investment potential in a fast-growing industry

The tall mountains, wild coastline and beautiful fjords of Norway make it the perfect place to develop adventure tourism. This is a fast-growing industry, and Bergen is a good base for getting in touch with companies in Western Norway.

Facts and figures:

**Adventure tourists had
6.9 lodgings
in Norway summer season 2014**

**They used
8,6 billion NOK
during the summer season 2014**

**Norwegian adventure tourists
spent
1 160 NOK each day
11 790 NOK on the whole journey**

**Foreign adventure tourists spent
1 405 NOK each day
16 905 on the whole journey**

The adventure tourist spends far more money in Norway than other tourists, and the number of visitors is increasing fast. Many of our companies want to develop authentic and unique travel products to the increasing amount of tourists coming to Western Norway to explore nature. Opportunity is at your fingertips: as an investor or to establish your own company.

The gateway to the fjords

For decades, Bergen has been the gateway to the fjords. This is the city you start your journey to explore the fjords and Bergen is a natural starting point for travelling further north along the spectacular Norwegian coast.

Never before has Western Norway been so attractive to tourists, and there are many exciting companies to invest in. These businesses are growing every year, making Norway a number one within adventure tourism, including:

- Skiing
- Cycling
- Hiking
- Fishing
- Kayaking
- Architecture

Great opportunities in Greater Bergen

Tourism in Norway grew by 12 per cent in 2015, compared to a worldwide growth of 4 per cent. As more and more people discover Norwegian nature and outdoor activities, there is still great development potential in Norwegian tourism.

NCE Tourism and Invest in Bergen know the businesses in the region and are excellent advisors and partners for new businesses in the market.

Please contact us for further information and assistance for finding your location in Greater Bergen.

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