



IPP møte 2 desember i Oslo

STORBRIANNIA

Presseansvarlig: Hanne Knudsen

Vi gir lokale ideer globale muligheter

Markeds oversikt

Storbritannia har et stort og variert medielandskap med over 5000 publikasjoner:

- Aviser
 - Broadsheets (*Daily Telegraph, Times, Guardian, FT*)
 - Mid-market (*Daily Mail*)
 - Tabloider (*The Sun*)
 - Regionale (1300 daglige og ukentlige)
- TV og radio
 - Lisens (BBC)
 - Kommersielt (ITV, Channel 4, Sky)
 - Regionale (350 lokale radio og tv stasjoner)
- Magasiner
 - Forbruker
 - Bransje
- Online

Målgruppe

Målgruppen er ABC1, 45+

2010 – vi vil nå yngre og mer eventyrlystne grupper.

For å nå målgruppen:

- Passeturer
- Nyhetsbrev
- Reaktivt arbeid (journalist henvendelser, reaksjoner på nyheter)
- Proaktivt arbeid (journalist møter, arrangement som WTM)

Media trender

- Stor konkurranse – 200 turistorganisasjoner i UK
- Mer bruk av frilans journalister pga kutt (nedgang i reklame og salg)
- Økt fokus på internett publikasjoner og sosiale medier = yngre publikum
- Mer selektivt medielandskap – turisme produkter må være NYE og spennende

Hva forventer en journalist?

- Å bli behandlet som kongelig.....
- At henvendelser blir svart på med EN gang
- At ingen henvendelser eller krav er for store
- At det de skal se/oppleve i Norge er nyhetsverdig og et godt produkt
- At alle kostnader er inkludert i turen til Norge
- En journalist fra nasjonal avis/TV vil nesten aldri bli med på gruppetur eller der andre journalister har dekt

Resultater fra 2009 (indikasjon)

- Over 300 journalister på databasen
- 113 journalister har besøkt Norge så langt i år
- Over 1000 artikler på trykk fra januar til november
- Verdien av pressedekning for aviser og magasiner er nå oppe i 70 millioner kroner
- I tillegg har vi hatt dekning i beste sendetid på både TV og radio: BBC Coast (3.9 millioner seere), Channel 4 – Paul O’Grady show (3.4 millioner seere) og LBC 97.3FM
- 12 nyhetsbrev til forbrukere og bransje
- Omdømme prosjektet – juletre, fornybar energi

Eksempel – Avis

Mail on Sunday

**Reindeer at the ready...
it's the 3.15 from Tromsø**

Wendy Driver braves -20C and flying ice crystals to watch a Derby Day with a difference in North Norway

It was Derby Day in Tromsø, Norway's most northerly city. I could hear the sound of hooves thundering by as I craned my neck in the crush to see past the hordes of other spectators.

But this was no horse race. It was taking place in the main street of the city that had been transformed into a 220-yard racetrack and covered with fresh snow. And these were reindeer that galloped past me, sending showers of ice crystals into the air.

Each was harnessed to a skier who, clinging to the reins, was towed behind as they flashed by neck-and-neck.

Travelling at up to 50mph, they crossed the finishing line after just a few seconds to the rapturous applause of the crowd.

This was the culminating event of the Sami Festival, which takes place in the first week of February in the High Arctic. The Sami, one





of the largest indigenous ethnic groups in Northern Europe, converge on the city every year to celebrate their culture with storytelling, concerts and theatre.

Their way of life has changed little over the centuries - fishing, fur-trapping and herding sheep and reindeer through a harsh but beautiful landscape.

We visited one of their camps owned by the Oskal family, a 90-minute drive inland from Tromsø across a glittering wilderness of ice-crusted fjords and snowy mountain peaks glinting pink in the first rays of the sun.

Our guide, Johan greeted us wearing the traditional Sami dress of reindeer trousers and boots with a brightly coloured woollen tunic and a cape fringed with woven braids. After we had

Read more articles about visiting Norway at travelmail.co.uk/norway

hand-fed his reindeer with their favourite moss and lichen, he led us into the cosy laavu, a teepee-style tent, to warm ourselves beside the blazing log fire.

Closing his eyes in deep concentration, he started to 'yoik', uttering deep guttural sounds in a kind of chant. It is the oldest known music in Europe. There was no melody and no words but it had a strangely hypnotic quality.

As we tucked into the Sami staple of reindeer stew, Johan told us about his life. 'The Sami used to live in laavus all year round but nowadays we only use them when we are moving the reindeer from winter to summer pastures,' he said.

'Life is much easier than it was years ago. Our herds are scattered for miles

across the tundra but now we round them up on snowmobiles and motorbikes instead of skis.'

Back in Tromsø, we headed to the University Museum to learn more about Sami culture. Among the artefacts were beautiful robes embroidered in spun pewter, finely engraved bone knives and exquisite silver buckles.

We could buy replicas hand-made by the Sami - but at a price. Silver brooches cost more than £50, and felt slippers £40. Be warned, nothing comes cheap in Norway.

Just beyond the museum stood a marble memorial to Roald Amundsen, who famously pipped Captain Scott to the South Pole nearly 100 years ago. He later took off from



AND THEY'RE OFF:

Reindeer racing in Tromsø. Far left: Traditional Sami costume. Left: The ghostly Aurora Borealis

cent suiters and hitched it to the sleigh. We glided out across a silent, frozen wilderness while high above a faint wisp of luminous vapour streamed across the sky.

It faded almost immediately but this was my first glimpse of the Aurora Borealis, the spectacular light show that sweeps across the northern skies during the long winter nights.

In the hope of a better sighting, we joined another excursion led by Gunner, an expert at tracking the lights. 'We spot them 90 per cent of the time,' he said. 'But it won't be easy because of the light from the full moon.'

It turned out to be a long evening. We found ourselves sitting in his minibus for hours while he studied the sky.

Our patience finally paid off when, driving along a mountain road back to Tromsø, Gunner suddenly pulled up sharp. A ghostly plume of smoke seemed to emerge from one of the peaks radiating through the darkness, transforming into cascades of translucent green muslin in nature's own firework display.

POLE POSITION: Roald Amundsen



here in 1928 on a mission to search for the airship Italia, which had crashed near the North Pole. He was never seen again.

In the small Polar Museum on Tromsø waterfront, the original handwritten telegram announcing his conquest of the South Pole is on display along with a small, leather-bound book of Icelandic legends he always carried in his pocket.

We felt like polar explorers ourselves when we joined a dog-sledding excursion at the nearby Wilderness Centre. Our dogs, straining at their harnesses, howled in unison as Greg, our musher, released the ice anchor and we sped off into the gloom.

With the sun setting at 3pm in winter, we found many of the activities took place after dark. One evening we joined Ole for our first sleigh ride, at the Friluftsentre, an outdoor-pursuits centre 20 miles from Tromsø on the island of Kvaløya.

The temperature had plummeted to almost -20C so we struggled into Arctic survival suits over our own padded jackets, fleeces and thermals. Meanwhile, Ole lassoed a handsome reindeer with magnifi-

GETTING THERE

Wendy Driver's break in Tromsø was part of a Hurtigruten seven-day Cruise And Stay holiday that costs from £975. It departs on February 2 and includes return flights from Heathrow, two nights' B&B accommodation in Tromsø, entrance to the reindeer championship, four nights' half-board voyage to Bergen and transfers (www.hurtigruten.co.uk, 020 8846 2686). For further information on Tromsø and excursions, go to www.visitromsø.no.





Eksempel – Avis

The Times



A phoenix amid icy islands and snowy peaks

Ålesund was ravaged by fire, then rebuilt with flair – now the port city is an architectural treasure, says *Norman Miller*

The Norwegians have a saying: “I haven’t seen anything like it since Ålesund burnt down.” Since this charming port city invariably tops national polls as the most beautiful town in Norway, it was clearly some rebuilding job.

The destruction of Ålesund in a fire on a stormy January night in 1904 led to an international relief effort, with the French staging what was perhaps the world’s first charity concert at Sarah Bernhardt’s theatre in Paris. The ever-practical Germans, however, sent architects who were eager to use Ålesund as a blank canvas to showcase the style of the day — Art Nouveau (also known as Jugendstil).

The result is a townscape of graceful gables, pointy turrets and countless ornate flourishes across pastel-hued façades. The Art Nouveau Centre, carved out of a period pharmacy, chronicles the fire and its aftermath, as well as exploring the style’s wider imprint, from Mackintosh’s Glasgow to Gaudí’s Barcelona. The Ålesund Museum, just above Kipervikgata, provides complementary displays.

The streets around Ålesund’s main church are particularly rich in Art Nouveau buildings, although admirers might also head just beyond the town centre to Eorgund

church, a wooden beauty set beside a collection of traditional houses at the Sunnmøre Folk Museum.

Down by the harbour a handful of pre-blaze survivors flaunts a contrasting white clapboard simplicity. Many house eclectic enticements — the Fabriken theatre, an antique warehouse, now doubles as a quirky café and a glassware centre with a sideline in covetable Norwegian couture.

There is also the little Fishing Museum, and as I sit on the breakwater by the tiny harbour lighthouse — an offshoot of the chic Hotel Brosundet — I’m glad to see that Ålesund retains the grit of a working port with ferries and trawlers streaming out into its stunning archipelago.

For a (literally) breathtaking overview, I climb the 418 steps from the miniature city park to the top of Mount Aksla and look out as Ålesund stretches away on its fish-hook-shaped peninsula, ringed by ocean and islands in a vast amphitheatre of snow-capped peaks that demand exploration.

Then it’s time for a longer trip: two hours from Ålesund by winding fjord road and ferry, the village of Øye marks the entrance to what locals have dubbed the “Magic Mystery Valley” — Norangsdalen. Here I find the Hotel Union, a ravishing Nordic country house hotel favoured by the European elite since the 19th century. In its grand lounge before lunch I admire old photographs, my favourite showing Arthur Conan Doyle fooling around before “going off to Switzerland to teach the Swiss about skiing” — so the owner, Per Ola Ratvik, assures me.

Norangsdalen itself is epic, with every boulder or tarn seeming to boast a story — a flooded village concealing a Fabergé egg given by a passing tsar, a fallen rock sill with the body of a woman beneath, and crumbling shepherd’s huts where rambling royals came to paint.

At Hellesylt my ferry pulls out to the unexpected strains of *Me and Bobby McGee* drifting from the bridge as we slide



along the stunning Geiranger fjord, hemmed by sheer forested slopes where abandoned farmhouses cling and waterfalls plunge in silvery slivers. At Geiranger I flee past the pier tourist shops and make my way up into the mountains as far as Djupvasshytta lodge, gloriously isolated by a mountain lake at an altitude of 1,000m, before doubling back for coffee and jaw-dropping views at the Westerhas restaurant above Geiranger.

Back in Ålesund I seek sophistication to match the nature. The glass-fronted Kulturhus and KUBE offer modern art in modern spaces, although it's worth a half-hour ride to the island of Godøya, where the Alnes lighthouse, a 19th-century striped wooden beauty, showcases the leading painter in Norway, Ørnulf Opdahl, as well as Ålesund's finest cakes at its period café.

Chic shops line Keiser Wilhelm Gate and Kipervikgata, with another cluster around Apotekergata, where my favourite is Invitas for its excellent coffee and gorgeous Norwegian interior design. Through its hip lounge, though, a simple wooden deck bobs gently on the water surrounded by Art Nouveau visions — a perfect spot to appreciate Ålesund's mix of charm, style and beauty.

Stay

Hotel Brosundet (00 47 70 11 45 00, www.brosundet.no) has double rooms from £189 a night — room 47 in the lighthouse is from £450. The hotel has the city's best restaurant, Maki (www.maki.no). Rent spacious fishermen's cabins at Alnes (00 47 70 18 51 96, www.alnes.orbulerie.no) from £60 a day.

Eat and drink

Ålesund hosts Norway's Food Festival on Aug 26-30. Eat at Sjøbua (www.sjoebua.no) and the salt cod specialist XL Diner (www.xldiner.no). Good



bars include Lille on Lovrenvoldgata, LysPunktet on Kipervikgata and Atlantica at First Hotel.

Getting there

SAS (08 71 5212 777, www.flysas.co.uk) flies from Heathrow to Ålesund via Oslo from £236 return.

Getting around

62 Degrees North (00 47 70 11 44 30, www.62nord.net) offers cruises and the Fjord Magic tour, a one-day trip that includes Geiranger fjord and Norangsdalen.

Further information

Visit Ålesund (www.visitalesund.com) and Innovation Norway (www.visitnorway.co.uk).



Britisk avis: - Ålesund er Norges vakreste by

Av [Lars Akerhaug](#) 23.05.2009 kl. 12:42 Kilde: VG NETT

(VG Nett) Ålesund-ordføreren jubler etter at Times Online skryter Ålesund opp i skyene.



NORDENS VENEZIA: Havneområdet i Ålesund blir rost i skyene i den britiske avisen The Times.
Foto: Rolf Jarle Ødegaard

- Denne elegante byen ble rasert av flammene i 1904, men reiste seg som en fugl fønix blant is, øyer og snøkledd fjelltopper, skriver [Times Online](#) i sin introduksjon til Ålesunds severdigheter.

Avisen trekker også frem havnen, fiskemuseet og de naturskjønne områdene like ved byen.

- Jeg er glad for å se at Ålesund har beholdt sjarmen som en levende havneby, skriver reiselivsjournalist Norman Miller i reportasjen fra byen.

HVILKEN BY MENER DU ER NORGES VAKRESTE? DISKUTER HER!

Deretter ble byen gjenoppbygd i tysk Art Nouveau-stil. Det er denne arkitekturen som har fått den britiske avisen til å slå på stortromma.

- Gatene omkring Ålesunds hovedkirke har spesielt mange Art Nouveau-bygninger.

- Det er en fantastisk gladmelding, vi har fått veldig fin omtale i engelske aviser tidligere. Vi får fenomenalt fine tilbakemeldinger, vi har en fantastisk by, natur og omland, sier ordfører Bjørn Tømmerdal til VG Nett. Han forteller at kommunen brukte store pengesummer på reklame i Storbritannia for SAS la ned direkteruten til London.



Eksempel – Online

Sky News

Travel Highlights



Winter Sun: Close To Home

Jetting off for some warm winter sun doesn't have to mean the other side of the world; you're just four hours from feeling the sand beneath your feet!



Norway: Inspiration

Think Norway doesn't have much going on? Get ready to change your mind on a fun packed trip.

Hong Kong In 48 Hours

The treasures in Hong Kong make it more than a pit stop so make sure you fill every hour.

Video: Action and Adventure in Norway



Video Playing Now: Thrills and Spills in Norway

By Sarah Foden

If you are like me and enjoy getting the most out of your holiday and get bored just lying on the beach all day, then read on because I've got the perfect place for you to visit.

I've just got back from 3 days of action and adventure in [Norway](#) and I can tell you, it's been one of the most fun packed trips I've been on in a very long time.

I've been to [Norway](#) before but now realise I didn't experience it to the full when I visited here just over 2 years ago. I enjoyed the unquestionably beautiful scenery of course, but I didn't go off the beaten track and get stuck into all that's on offer. This trip, I certainly did.



At a glance, when you look at parts of Norway away from the capital city Oslo and second city **Bergen** it may seem like there's not an awful lot going on, think again.

We **flew** from London to Oslo and then onto Sandane on a little plane and when we flew through the fjords and landed at the tiniest airport I've ever seen (in what seems like the middle of nowhere), I knew we were in for an adventurous few days.

Here's my diary of the trip.

Day 1 - Climbing a Glacier



Photo Credit: www.pintailmedia.co.uk

When we first arrived in the peaceful town of Loen it seemed as though not a lot was going on here to be honest.

We drove to our hotel and found this was where everyone was! Our base for the next few days was the **Hotel Alexandra**, complete with stunning views on the fjords, an outdoor pool and well-equipped spa.

We soon found out our first challenge was to climb a **glacier**. Now, I had to warn the rest of my team right away that I was rather clumsy and was feeling a little nervous about not only climbing up ice, but also being attached to the rest of the group (which meant I could pull all of them down with me at the same time).

I needn't have worried, because once we'd hiked for around an hour to get to the **Bodeal Glacier** my fear had turned to excitement and I wasn't scared at all once we reached the ice and started to climb up (even despite being put at the front).

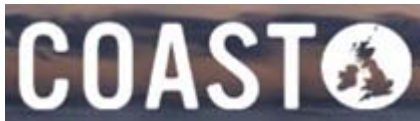
I thoroughly enjoyed the thrill of being so high up, with stunning views and an amazing sense of achievement. The only thing we had to do now was to get back down and head to the spa to relax the muscles for the next day's challenge.

And sleep of course.

Eksempel – TV

BBC Coast

BBC Coast er en av Storbritannias mest populære dokumentar-serier og vises på BBC 2 i beste sendetid. BBC teamet besøkte Norges kystlinje, i samarbeid med Innovasjon Norge, i september/oktober 2008 og filmet et times langt program fra Kristiansand til Bodø. Episoden ble vist tirsdag 25 august 2009 kl 20.00 og genererte 3.9 millioner seere.





twitter



coastTV

Name **steve evanson**
Location **Birmingham**
Web <http://www.bbc.co...>
Bio **BBC TV COAST... you are never more than 72 miles from the sea**

opps meant to say 'see it in final edit' ... HD people watch out for Alesund in Prog 6 .. wow

3:11 PM Jul 30th from web

I'd agree the show does look stunning in HD ... I don't have it home .. but get see it in HD in the final Prog 6 Norway is amazing ..

3:09 PM Jul 30th from web

Utfordringer for 2010

- Nyheter – produkter må være nye, varierte og spennende
- Stadig flere UK media har besøkt Norge – vi må se etter nye kanaler som online og bloggere
- Svare på henvendelser raskt nok til at vi rekker journalistens tidsfrist
- Si fra når du har nyheter – og stol på oss når vi sier de er medievennlige eller ikke.
- Søke yngre målgrupper med varierte produkter