Tourists as a Target Group

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Norsk Folkemuseum at Bygdøy

Bygdøy is a peninsula with large recreational areas in central Oslo.

The woods, beaches and fields are popular destinations for the citizens to go for Sunday walks and other outings.

The peninsula also hosts five large museums that are visited by both locals and tourists.
Norsk Folkemuseum
- See Norway in a day!

Norsk Folkemuseum shows traditional Norwegian culture and history. **The Open-Air Museum** features 155 authentic buildings from different national regions, like Gol Stave Church, from the 13th century.

We also have **indoor** permanent collections and temporary exhibits.
NORSK FOLKEMUSEUM
A place for contemplation and silence

Norwegian wooden houses

Contact with nature

Animals grazing in the fields

Take a walk

Nice place for the kids

Medieval ornaments

People in folk dress

Folke-dans

Lefsebakst

A place for contemplation and silence

Nasjonale verdier
Open-Air Museum

Indoor exhibits
Number of visitors to Norsk Folkemuseum

Average amount of visitors er about 236,000 per year

NORSK FOLKEMUSEUM
The Visitors - Our Target Groups
Who are we communicating with?

Individual Visitors

• Locals
  • Families
  • Culturally interested adults
  • Foreigners living in Oslo

• Non-locals
  • Norwegians
  • Foreigners

Group Visitors

• Foreigners
  • Cruise
  • Tour operators
  • Agents
  • MICE

• Norwegian
  • Schools, kindergartens and students
  • Unions and organisations
  • Companies
Information & Target Groups

Visit us!

**General Information**
- EVERYBODY
- The general public
- Non-visitors

**Cultural heritage and history**
- Scientists, museum professionals
- Locals

**Contemporary Society**
- Educating
- Families
- Retired people

**Multicultural**
- The Media
- Tourist
- Non-visitors

**Experience**
- Experience

**Public authorities; Ministry of Culture, Government, politicians etc...**

**EVERYBODY**
- Public authorities; Ministry of Culture, Government, politicians etc...
Tourists and the summer season

60% of our visitors come during the summer months of June to September. In this period 73% of them are tourists.
Summertime Product

During summer the Open-Air Museum is filled daily with people in costumes and activities. Domestic animals graze the fields.
Events for Locals & Tourists

*Christmas Fair
*Easter Celebration

*Midsummer Celebration
*Shrovetide Carneval
Midsummer Eve
Marketing & Distribution

Touristmarket

• Special contracts for tour operators & cruise agents.
• Advertising and listing in international guides, web-pages, newsletters and magazines.
• Invitational excursions for agents and the travel media.
• Production and distribution of a tourist brochure.

Distribution to:
  • hotels, camping centers, tourist information, other museums etc.

• Travel Fairs and Professional Fora

• Cooperations with:

  Visit Oslo = Oslo Guide, Oslo Pass, What’s On, Oslo Map, Information board at the Touristinformation


Oslo Cruise Network = Active member

Museums at Bygdøy = shared brochure, distribution
Examples of Communication

Meet the people of NORWAY!
Who is our Competition?

Tourist segment:

Obvious – other museums and attractions in Oslo:
Vikingships, Fram-Museum, Kon-Tiki, Holmenkollen Ski Jump, Vigeland Park, National Museum, Akershus Fortress, City Hall, the new Opera (also attracts more tourists to Oslo)

Less obvious:
Aker Brygge – Shopping and Restaurant area, Hadeland, forest area, the fjord, Maihaugen, Tryvann Winterpark, concerts and festivals, shopping, galleries
Our Competitors are also our Partners!

Together we are the destination:
Bygdøy
Oslo
Norway

We need each other!
Marketing & Distribution

Local market

Ekte julestemning

Folkemuseets Julemarked

13-14 desember kl. 11-16

norskfolkemuseum.no
Meet the People of Norway!