



Tourism in Lysefjorden and Climate Impacts

Climate changes result in:

- **Changed seasons and weather conditions**
Variations in climatic conditions affect tourist flows and the length of seasons.
- **Changed travel patterns and guest preferences**
Shifting climates lead to new preferences among travelers.
- **Extreme events**
Increased frequency of floods, fires, and other extreme climate events.

CHALLENGES

- **New traffic flow:** Increased tourist flow in the summer when it is already high season.
- **Precipitation:** Long periods of precipitation may lead to tourists choosing other destinations.
- **Floods and landslides:** Risk of closed roads (especially Lysevegen) and potential accidents.
- **Drought:** Risk of forest fires and dry waterfalls like Hengjanefossen, an important attraction.
- **Extreme weather:** More storms may lead to cancellations of ferry departures and limitations in accessibility.
- **Changes in winter tourism:** Milder, wetter winters can create challenges for season extensions, especially for attractions like Preikestolen.

OPPORTUNITIES

- **Longer summers and shoulder seasons:** Attract more and new tourist groups.
- **Climate refugees:** New visitors from warmer regions in Europe.
- **Norwegians on domestic holidays:** Prefer domestic trips over foreign vacations in the summer.
- **Focus on Sustainability:** Increased demand for environmentally friendly alternatives in transport, accommodation, and experiences.

ADAPTATIONS

- **Focus on Quality and Sustainability:** Attracts willing-to-pay guests concerned about the environment and nature.
- **Product Development:** Offer alternative experiences for days/periods with bad weather; ensure longer season for existing and new products.
- **Marketing:** Focus on untouched nature and fresh air; more effort on shoulder and off-peak seasons, different types of weather, quality, and sustainability.
- **Communication:** Active communication about extreme weather events, both reassuring information and warnings when needed.
- **Booking routines:** Consider price differentiation to balance demand and supply; flexible booking and cancellation terms.
- **Environmental Certifications:** Strengthen work with Eco-Lighthouse and Sustainable Destination.