

## OSLO SETS CRUISE RECORD – AGAIN!

**Oslo will experience a new record cruise season in 2006 with approx. 205 000 passengers from 158 visiting ships (calls and passengers up 10% from 2005).**

Among these passengers, there are 100 different nationalities. The most important nations were USA/Canada (30% of the passengers in 2006), Great Britain (23%), Germany (19%), Italy (6%) and Spain (5%).

For 2007 144 cruise vessels have so far announced their call at Oslo.

The main attractions in Oslo also see an increase in visitors – mainly due to the many cruise passengers sightseeing in Oslo. At the largest attraction in Oslo, the Ski jump / Ski Museum in Holmenkollen, cruise passengers did account for more than 20% of the visitors this year.

The highlight this spring was when RCCLs Freedom of the Seas called at Oslo on her maiden voyage in April.



## CRUISE IMPACT STUDIES FOR OSLO

**The cruise industry in Europe is booming. The annual growth in passengers is expected to continue with an annual rate of 8-10 percent.**

Norway is one of Europe's largest cruise destinations. Along Norway's long and indented

coastline about 30 harbours received cruise vessels last year. Cruise ships made last year around 1500 calls with ca. 350.000 passengers to Norway.

On the initiative of Oslo Cruise Network the Municipality of Oslo is financing a survey on the impact of the cruise tourism to Oslo this summer. This will help us increase our knowledge about our guests' visits to Oslo, and to develop the city to become an even more attractive cruise venue for passengers, crew and vessels.

The report will be published in November.

## OSLO MAP FOR CRUISE PASSENGERS

On [www.oslocruisenetwork.no](http://www.oslocruisenetwork.no) you will find a map specially designed for cruise passengers.

Would you like to have copies of the map onboard your ship calling at Oslo, please send a mail to: [post@oslocruisenetwork.no](mailto:post@oslocruisenetwork.no)

## OSLO CRUISE NETWORK

**Oslo Cruise Network was established in 2004. The main objective is to market and develop Oslo as a cruise destination.**

Participants in this cooperation come from Port of Oslo, tourist destination organizations, attractions, shops, tax-free shopping, hotels, cruise agents, transport, guide service and cruise lines.

Important focus areas for the network are marketing, product development and "governmenting". The latter meaning creating an understanding amongst politicians and other authorities for the cruise business and its commercial and reputational contribution to the city, and ensuring that enough berths are available for the many large vessels sailing to Oslo in the years to come.

## BALTIC AND NORWEGIAN

**Within just a few years cruises to the baltic region have become the fastest growing and most popular cruises in the world. Cruise Baltic Project is working to ensure the quality of individual destinations, and is now aiming to improve the infrastructure in each destination and establish more local networks.**

Oslo Cruise Network also participates in the Baltic Cruise Project which is a close cooperation between 10 countries, 16 destinations and 28 partners in the Baltic Sea Region. The aim is to integrate the region's international cruise tourism industry by exchange of knowledge and information. Through Cruise Baltic, all the participating countries are able to offer the same service, high standards and full integration between ports and cities for cruise lines that want to discover the unique possibilities of the Baltic Sea Region.

Since 2000 the number of cruise ship passengers in the Baltic region has increased by 15 per cent each year. As well as this the number of cruise ship companies offering Baltic cruises is growing. The Baltic region is the third most requested destination in the world, after the Caribbean and Mediterranean, and is the fastest growing.

Oslo is an attractive port for both Baltic and Norwegian cruises. In 2005 60% of the calls to Oslo were part of a Baltic cruise, and 40% of Norwegian fjords/NortCape/Spitsbergen cruises.

## EVENTS IN OSLO THIS FALL (VISITOSLO.COM)

### 14.10 – 07.01 Norwegian Contemporary Architecture 2000-2005

The exhibition presents fifty buildings completed from 2000 to 2005. This is the 5th time the museum produces an overview of contemporary Norwegian architecture.

Web: [www.nationalmuseum.no](http://www.nationalmuseum.no)

### 31.10 - 05.11 Oslo World Music Festival

When it comes to international music festivals, Oslo is the place to be from October 31<sup>st</sup> to November 5<sup>th</sup>. With hip-hop from Somalia, flamenco from Spain, rap from Sweden and world famous DJ's, Oslo World Music Festival is determined to offer a spectacular, versatile and unforgettable experience for music lovers of all ages.

Web: [www.world-music.no](http://www.world-music.no)

### 26.11 Lighting of the Christmas Tree

Traditional arrangement by the Salvation Army.

Web: [www.frelsesarmeen.no](http://www.frelsesarmeen.no)

In addition to the above mentioned events there will be concerts and shows during this period by a wide range of international stars such as the 80's pop icon George Michael, Luciano Pavarotti, Pink and Iron Maiden.

### 02.12 - 10.12 Annual Christmas Fair

The Christmas Fair at the Norwegian Museum of Cultural History is the largest pre-Christmas event in Oslo. It takes place on the two first week-ends of December (Sat/Sun). To make it a full day experience, the Christmas Fair consists of three parts: The market, the decorated houses in the Open-Air Museum and the entertainment programme that consists of childrens choir concerts.

Web: [www.norsksfolkemuseum.no](http://www.norsksfolkemuseum.no)

### 02.12 Festival of Light

Official opening of Karl Johan as a "Christmas street" - the street is decorated for Christmas and on this day all the lights are lit. Ice ballet at Narvisen skating rink. City Santas and activities in different places around the centre.

Also lighting of the Christmas tree at Stortorvet and at Youngstorvet.

Web: [www.osloarr.no](http://www.osloarr.no)

### 02.12 Sissel - In Paradisum

Nordic winternight with Sissel Kyrkjebø and her own band, a 20-man orchestra, choir and Salvation Army brass band. This year's concert will include predominately Nordic Christmas songs, but classical Christmas carols will also be a part of the repertoire. As always the concert will include some musical surprises!

Web: [www.oslospektrum.no](http://www.oslospektrum.no)

### 03.12 Lighting of the Christmas tree

Lighting of the Christmas tree at Universitetsplassen. Traditional event by the Salvation Army.

Web: [www.frelsesarmeen.no](http://www.frelsesarmeen.no)

### 09.12 Kiri Te Kanawa

Concert with one of the worlds leading sopranos.

Web: [www.oslokonserthus.no](http://www.oslokonserthus.no)

### 10 - 11.12 Nobel Peace Prize and Concert

The Peace Prize Winners receive their Prize from the Chairman of the Norwegian Nobel Committee in the presence of King Harald V of Norway in Oslo City Hall on the 10<sup>th</sup> of December. After the award ceremony, the winner is given a formal

reception in the Nobel Peace Center with the opening of an exhibition of the winner and his/her work.

The Nobel Peace Prize Concert is held on the 11<sup>th</sup> of December in Oslo Spektrum. Norwegian and international artists.

Web: [www.nobel.no](http://www.nobel.no)

Web: [www.oslospektrum.no](http://www.oslospektrum.no)

### **11 - 14.01 2007 Norway International Meeting and Travel Fair**

Reiseliv is the travel trade's largest and most effective business-to-business venue in Norway that provides a unique opportunity for the travel industry to meet, network, negotiate and conduct business in markets of frequent travellers and heavy spenders. Last year Reiseliv attracted almost 45.000 travel trade representatives, professional buyers, press and travel enthusiasts.

Web: [www.traveltradefair.com](http://www.traveltradefair.com)

### **27.01 Oslo Winter Festival**

Winterhappening in Oslo centre. Activities and competitions on real snow and ice. Entertainment, after ski, fashion show etc.

Web: [www.osloarr.no](http://www.osloarr.no)

### **10.02 Holmenkollen Ski Marathon**

Traditional ski race 42 km through the most beautiful part of Oslo's wilderness area from Hakadal to Holmenkollen.

Web: [www.skiforeningen.no](http://www.skiforeningen.no)

### **08.03 & 10 - 11.03 World Cup Biathlon**

Experience a Worldcup event in Holmenkollen! Biathlon is speed, precision shooting and ski performance. The best biathletes will compete in Holmenkollen.

Web: [www.skiforeningen.no](http://www.skiforeningen.no)

### **17 - 18.03 Holmenkollen Skifestival: World Cup Nordic and World Ski Jumping**

Holmenkollen Skifestival 2007 FIS World Cup Nordic Disciplines. The world's ski elite in nordic disciplines are gathered to participate in exciting competitions in the beautiful Holmenkollen area. This Sunday is the popular Holmenkollen Sunday where you can see World Cup Ski Jumpers compete in the 128m hill.

Web: [www.skiforeningen.no](http://www.skiforeningen.no)

### **17 - 26.03 Oslo International Church Music Festival**

Annual church music festival in Oslo for the benefit of the public, the church in Oslo, the city of Oslo, the rest of the country and the international public.

Web:

[www.kirkemusikkfestivalen.no/eng/index.html](http://www.kirkemusikkfestivalen.no/eng/index.html)

### **25.03 The Children's Holmenkollen Ski Event**

The world's largest ski event for children between 4 and 12 years of age. There will be no finish-time, the main thing is to participate and have fun, and everyone will receive a prize!

Web:

[www.skiforeningen.no](http://www.skiforeningen.no)

## **WHAT'S NEW IN OSLO?**

On May 23<sup>rd</sup>, exactly 100 years after the death of Henrik Ibsen, the new Ibsen Museum reopened in Oslo. The official opening ceremony was performed by Her Majesty Queen Sonja, and several other prominent guests were present. The museum lies in conjunction with Ibsen's old apartment, which is now completely restored to the way it was when the poet spent the final years of his life there.

Web: [www.ibsenmuseet.no](http://www.ibsenmuseet.no)

E-mail: [ibsen@norskfolkemuseum.no](mailto:ibsen@norskfolkemuseum.no)

On May 25<sup>th</sup> it was finally decided that the FIS Nordic World Ski Championships will be held at the Holmenkollen arena in Oslo in 2011. This means that the Holmenkollen Ski Jump, one of Oslo's most visited tourist attractions since the early 1950s, will have to be completely modernized to accommodate the new demands of the sport. The organizers of the event promise that the new arena will be the best in the world of its kind and remain a major landmark for visitors.

Web: [www.skiforeningen.no](http://www.skiforeningen.no)

E-mail: [skif@skiforeningen.no](mailto:skif@skiforeningen.no)

The International Museum of Children's Art celebrates its 20th anniversary this year. This unique museum lets you see the world from a child's point of view by presenting artworks made by children of various cultural backgrounds. The museum's main exhibition this fall is called "*In the Spirit of Women*". Through selected 3-dimensional sculpture art, the exhibition salutes the woman and the various roles she might have in a child's life.

Web: [www.childrensart.com](http://www.childrensart.com)

E-mail: [post@barnekunst.no](mailto:post@barnekunst.no)

## NETWORK PARTICIPANTS

### Port authorities

[Oslo Port](#) / [Ms. Margrethe Austad](#)

### Attractions/museums

[Holmenkollen, Ski Museum](#) / [Mr. Steinar Eidaker](#)

[Museum of Cultural History, University of Oslo](#) / [Ms. Ellen Semb](#)

[Norwegian Maritime Museum](#) / [Ms. Charlotte Syversen](#)

[The Kon-Tiki Museum](#) / [Ms. Maja Bauge](#)

[The Viking Ship Museum](#) / [Ms. Ellen Semb](#)

[Norsk Folkemuseum - Norwegian Museum of Cultural History](#) / [Ms. Josephine Østern](#)

[The Fram Museum](#) / [Mr. Geir O Kløver](#)

[Nobel Peace Center](#) / [Mrs. Inger Marie Bø](#)

### Hotels

[Grand Hotel](#) / [Ms. Kari Hasselknippe](#)

[Radisson SAS Plaza Hotel](#) / [Mrs. Annett Trejhørningen](#)

### Tax Free

[Global Refund Norway](#) / [Mr. Jon Schjølberg](#)

### Shopping

[Oslo Cruise terminal](#) / [Mr. Tor Fredrik Frøberg](#)

[Norway Shop](#) / [Mr. Tom Grusd](#)

[William Schmidt](#) / [Ms. Ellen F. Hauge](#)

[Aker Brygge](#) / [Ms. Marit Østmoe](#)

### Cruise lines

[Royal Caribbean Cruise Line](#) / [Ms Anna-Maija Isachsen](#)

[ColorLine](#) / [Knut Hals](#)

### Transportation

[H.M.Kristiansens Automobilbyrå](#) / [Mr. Rino Ødegård](#)

[Nettbuss Travel](#) / [Mr. Stig Ove Kristiansen](#)

[Norway Yacht Charter](#) / [Mr. Kristian Qvigstad](#)

[Sporveisbussene](#) / [Mr. Johannes Tennøy](#)

### Airlines

[Scandinavian Airline System](#) / [Ms. Anne Christine Andersson](#)

### Cruise agents

[European Cruise Service](#) / [Mr. Arthur Kordt](#)

[Fred. Olsen Travel](#) / [Ms. Anita Sletbak](#)

[T.R. Shipping Norway](#) / [Mr. Pål Kjelsrud](#)

### Tourist organizations

[VisitOSLO](#) / [Ms. Heidi Thon](#)

[Akershus Tourist Board](#) / [Mr. Øyvind Wang](#)

### Guide service

[Guideservice](#) / [Ms. Ingrid Løseth](#)

[Oslo Guidebureau](#) / [Ms. Hilde Stoklasa](#)

### Other

[Oslo Commercial Association](#) / [Mr. Jan Berggraf](#)

[Dentist at Aker Brygge](#) / [Mr. Stian Kanestrøm](#)

[Dentist in Vika](#) / [Mr. Ulf Mørck](#)

