

# Sveggvika ved Atlanterhavsveien

Moderne studioleiligheter og en perfekt base for opplevelser hvor hav møter fjell og fjord.

[Overnatting](#)[Book nå](#)

# Hva gjør vi?





# Opplevelsesproduksjon

- Er hva vi gjør
  - Vertskap
    - 11 rom

## Sveggvika Guesthouse

Booking.com  
Traveller Review Awards 2023

9,3  
out of 10

## Sveggvika Guesthouse

Booking.com  
Traveller Review Awards 2022

9,4  
out of 10

Booking.com  
Traveller Review Awards 2021

9,4  
out of 10

Sveggvika Guesthouse



# REISELIVSSTRATEGI

– Opplev Averøy hele året, flere dager



## OPPLEVELSER

Hvordan få Averøy til å bli en reiselivsdestinasjon over flere dager.

Thomas Raake

Prosjekteier

# Fase 1 - 2023

Begrepet reiselivsdestinasjon

Fokusområde – individuelle reisende

Personas –

- hvem er den reisende
- Hvilke behov har den reisende

Trender og besøkstall

Markedsføringsmateriale

Kundemøter

- Norwegian Travel Workshop (NTW)
- Teams - oppfølging

# Samarbeid



## Godt samarbeid med Visit Nordvest

- Visit Northwest
  - Torunn Dyrkorn
- Destinasjon Ålesund og Sunnmøre
  - Oddhild Breivik
- Lonely planet
- Sender agenter – kjøpere av reiselivsprodukt

## Pre-tour

- 15 tur-/ incoming operatører
- Viser frem/ selger regionen



- **NTW 2023** (Norwegian Travel Workshop)
  - Læring



# Analysar

- Sveggvika

apport

Utvikling i gjester

Sveggvika

| 2019        | Antall gjester | Antall romdøgn | 2020  | Antall gjester | Antall romdøgn | 2021  | Antall gjester | Antall romdøgn | 2022  | Antall gjester | Antall romdøgn | 2023  | Antall gjester | Antall romdøgn |
|-------------|----------------|----------------|-------|----------------|----------------|-------|----------------|----------------|-------|----------------|----------------|-------|----------------|----------------|
|             | 1126           | 590            |       | 563            | 284            |       | 797            | 412            |       | 1415           | 685            |       | 2248           | 1248           |
| Plass       | Måned utland   | Total          | Plass | Måned utland   | Total          | Plass | Måned utland   | Total          | Plass | Måned utland   | Total          | Plass | Måned utland   | Total          |
| 1           | nor            | 214            | 1     | nor            | 467            | 1     | nor            | 629            | 1     | nor            | 676            | 1     | nor            | 928            |
| 2           | tysk           | 212            | 2     | tysk           | 37             | 2     | tysk           | 75             | 2     | tysk           | 324            | 2     | frank          | 262            |
| 3           | frank          | 116            | 3     | frank          | 27             | 3     | ned            | 26             | 3     | ned            | 236            | 3     | tysk           | 243            |
| 4           | ned            | 65             | 4     | dan            | 16             | 4     | frank          | 26             | 4     | frank          | 185            | 4     | ned            | 118            |
| 5           | kina           | 56             | 5     | ita            | 8              | 5     | bel            | 13             | 5     | storbrit       | 85             | 5     | bel            | 82             |
| 6           | sveits         | 47             | 6     | sve            | 2              | 6     | dan            | 6              | 6     | sve            | 77             | 6     | sveits         | 80             |
| 7           | sve            | 45             | 7     | ned            | 2              | 7     | ita            | 6              | 7     | ita            | 69             | 7     | usa            | 80             |
| 8           | usa            | 44             | 8     | sveits         | 2              | 8     | sveits         | 5              | 8     | usa            | 61             | 8     | sve            | 76             |
| 9           | storbrit       | 42             | 9     | est            | 2              | 9     | sve            | 2              | 9     | oest           | 50             | 9     | ita            | 59             |
| 10          | bel            | 40             | 10    |                | 0              | 10    | oest           | 2              | 10    | vat            | 45             | 10    | storbrit       | 41             |
| 11          | ita            | 34             | 11    |                | 0              | 11    | pol            | 2              | 11    | lie            | 44             | 11    | spa            | 35             |
| 12          | aust           | 29             | 12    |                | 0              | 12    | sloven         | 2              | 12    | sveits         | 36             | 12    | aust           | 27             |
| 13          | oest           | 25             | 13    |                | 0              | 13    | hvi            | 2              | 13    | isr            | 35             | 13    | dan            | 24             |
| 14          | spa            | 24             | 14    |                | 0              | 14    | ung            | 1              | 14    | tha            | 28             | 14    | oest           | 23             |
| 15          | roman          | 18             | 15    |                | 0              | 15    | fin            | 0              | 15    | bel            | 25             | 15    | can            | 17             |
| Sum topp 15 |                | 1011           |       |                | 563            |       |                | 797            |       |                | 1976           |       |                | 2095           |



# Konklusjon



- **Veivalg – direktesalg - *eksternt***

- Agenter
- Turoperatører
- Reisebyrå
- Indirekte på den individuelle reisende



- **Reiselivsdestinasjon – *internt***

- *Kvalitet og kvantitet*

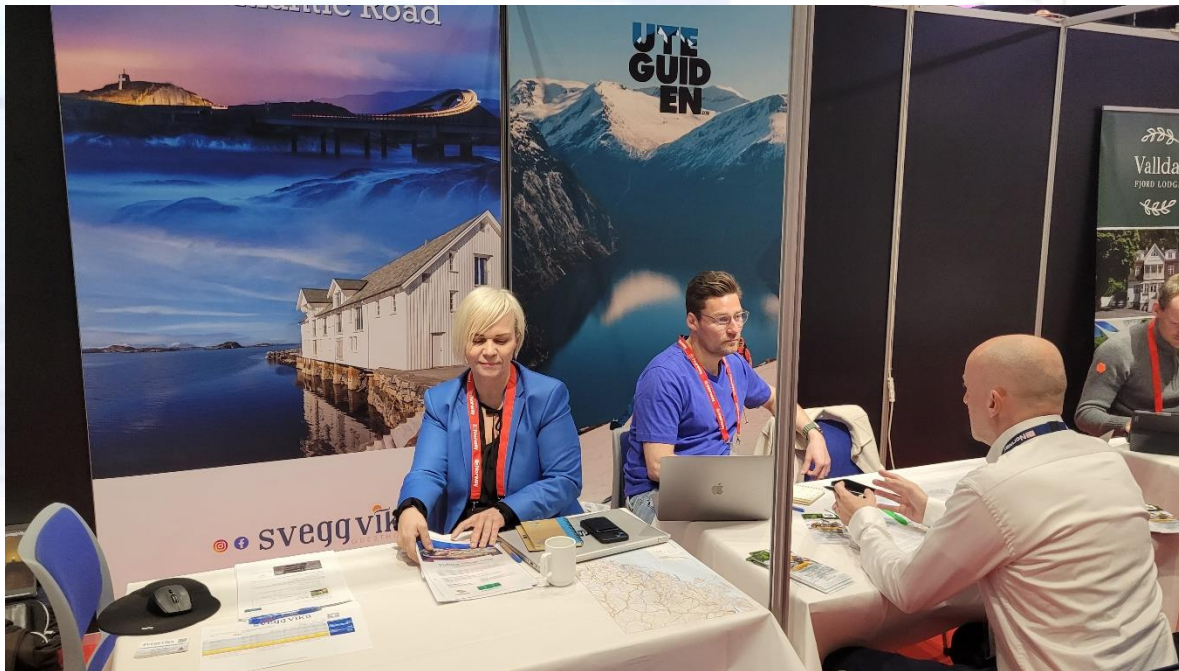
- **Produktet Sveggvika**

- Restaurant 1/10



# NTW 2024

- Innsalg for sesongen 2025
- Møtearena med kjøpere





# Experience The Atlantic Road

## Places worth visiting near Sveggvika



Picture 1 The sculpture «The quiet room» in the ocean bed of The Atlantic Ocean. Photo: Iekskon.fylkesarkivet.no

Read more on [www.sveggvika.no](http://www.sveggvika.no)

### 1. The Quiet Room

"A terrible memory" from the WW2.

"It is a place for grief, loss, reflection and reconciliation", says an information board. 65 people died when the express ship "Irma" and the cargo boat "Henry" were torpedoed in the winter of 1944.

Two Norwegian torpedo boats are hiding in the island Ekkilsøy, Averøy. They have been ordered to attack an enemy convoy that is expected. They see the two ships coming, and the tragic torpedoing of "Irma" and "Henry" takes place. "Irma" and Henry's fate is a bad memory and one that is particularly bad because it was Norwegians who claimed the lives of Norwegians."

### 2. The lighthouse of Stavneset

The historical approach lighthouse from 1842 was lit the first time in 1842. The lighthouse keeper with family lived there until 1976.

The path leading out to lighthouse is made for wheelchairs. The easy access makes it to nice hike.

On site there are binoculars for a better view, and exceptional fishing and swimming opportunities. From the lighthouse you will see Kristiansund to the east and the Atlantic Ocean to the North and the old historic fish village Øksenvågen to the East and the Bremsnesfjord to the South.



Picture 2 The lighthouse with the iconic "Hurtigruta" and local fishing boat behind. Picture: Mona Jarlesdatter Nesset

Read more at [www.stavneset.no](http://www.stavneset.no)

### 3. The Bremsnes Cave

A historical place from the stone age.

It has a depth of around 70 meters, and was inhabited by the Fosna people in the Stone Age. The cave was originally close to the beach, but is now a around 50-60 m above sea level, due to the land rising after the ice age. The cave was formed when loose limestone was eroded by water, while harder rocks remained.

Hula can be visited at your own risk. It is around 25 meters high at most and narrows slightly before reaching the bottom. Inside, there is access to a narrower part by means of a ladder.

Stone tools found in the cave are on display at Gamle Kvernes village museum.



Picture 3 Inside the cave. Photo: Marte Myhre





# Prosjektets rapporter

- [Averøy kommune - Næringsutvalget](#)  
[07.03.2024 - sak 2/24](#)
- Rapport fase 1 - 2023
- Søknad Fase 2 - 2024

# Spørsmål

