



## Tourism

---

The travel industry has great potential in designing a good product on the basis of Norway's advantages, but it also faces challenges linked to costs and public infrastructure in the regions. It is a complex industry where both the private and public sector is central in product development and production. Vista Analysis has for many years assisted the business community and public sector in analysing issues of importance to tourism. We have extensive experience in destination development where the goal is the development of tourism industries. We have specific expertise in tourism when it comes to nature and culture-based products, including the costs and the potential related to tourism-related infrastructure. Our experience is also tied to the evaluation of policy instruments, strategic choices and product advantages.