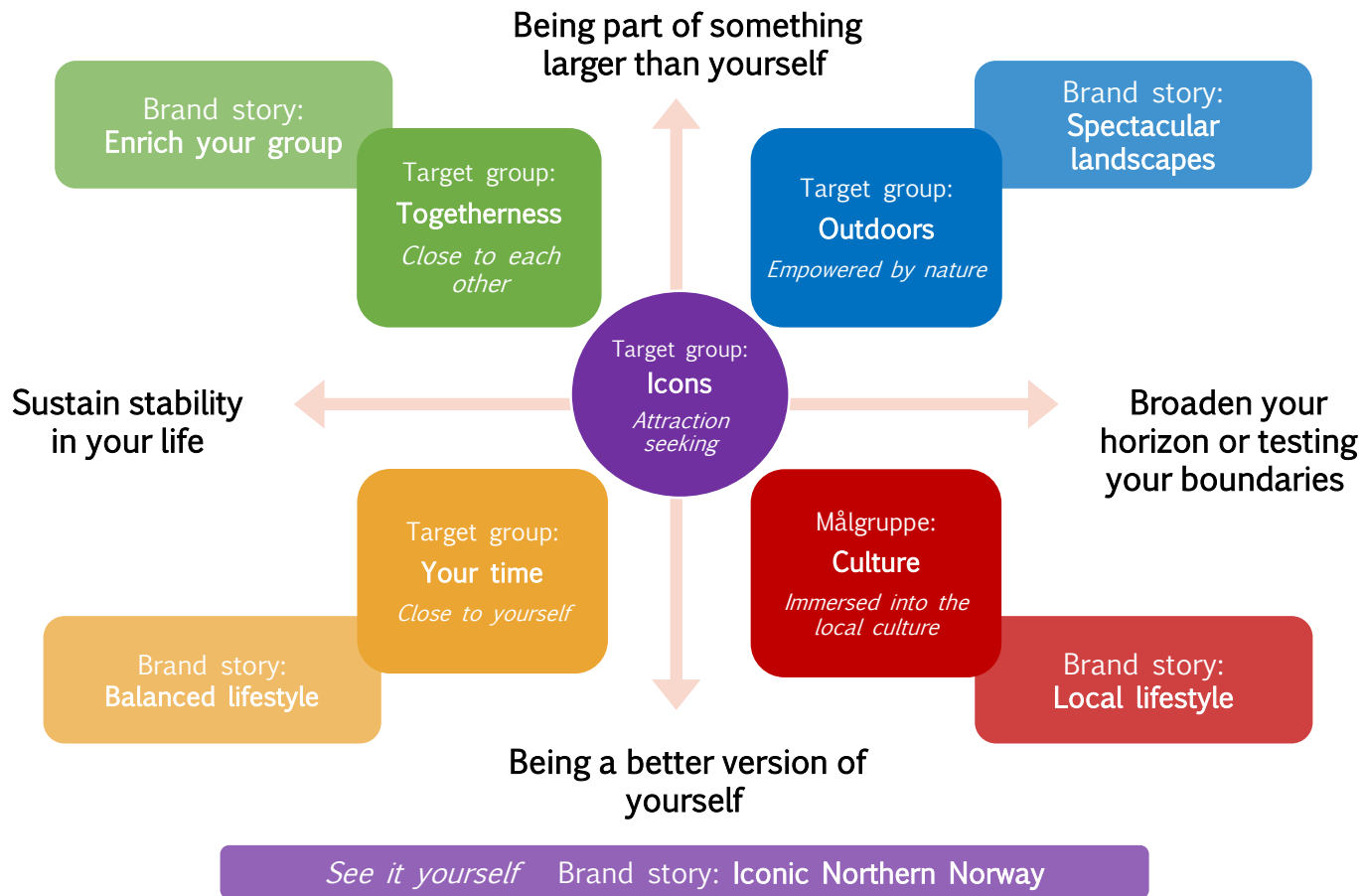


# Strategic compass for Northern Norway



# Strategic compass with personas



# Target groups and personas of Northern Norway

## Togetherness



Romantic indulger



Family memorymaker



Friendship bonder



Jubilee planner



Team builder

## Outdoors



Nature lover



First timer



Outdoor adventurer



Expedition planner



Adrenaline kicker



Leave-no-tracer



Nature specialist

## Your time



Wellness indulger



Sport eventer



Slow traveller



Unplugged



Wellness specialist

## Culture



Culture lover



Heritage explorer



Local insider



Modernist



Culture specialist

## Icons



Bucket lister



Epic seeker