

R&D-Report

Baseline Report

Monitor 2024: Effects of Bodø as European Capital of Culture 2024

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Nord University
R&D-Report no. 105
Bodø 2024

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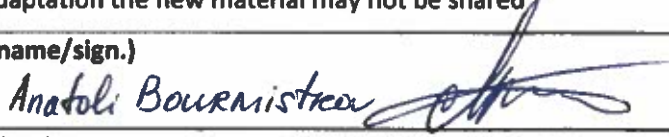

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**Monitor 2024:
Effects of Bodø as European Capital of Culture 2024**

BASELINE REPORT

Nord University Business School

- January 2024 -

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1. Introduction

1.1. What is Monitor2024?

In September 2019, the city of Bodø was awarded European Capital of Culture (ECoC) status for 2024 in support of the Bodø 2024 project. Bodø 2024 is a large-scale cultural development project with the potential to expand into an overall community development project not only for Bodø but also for Nordland County, of which Bodø is the capital. According to the guidelines of the European Commission (EC), the organizer of ECoC project (Bodø 2024) is also responsible for evaluating it. To ensure an independent evaluation, Bodø 2024 has entered into a strategic cooperation agreement with Nord University for the evaluation and monitoring of the project.

Through this agreement, the Management and Accounting for Organizational Adaptation in Changing Environments (MACE) research group in the university's Business School has been given the academic responsibility for implementing monitoring and evaluation of Bodø 2024 in accordance with the guidelines for cities' evaluations of the results of their ECoC projects (European Commission, 2018). The project of evaluation has got its name "Monitor2024". More information about the project, its objectives and core team, please, visit the official webpage: <https://site.nord.no/monitor2024/home/monitor2024/>.

According to the evaluation objectives, Monitor2024 issues a series of reports (see Figure 1.1): inception report, baseline report, pre-title-year report and final evaluation report. This is to be able to reflect upon changes that Bodø2024 potentially brings to the region.

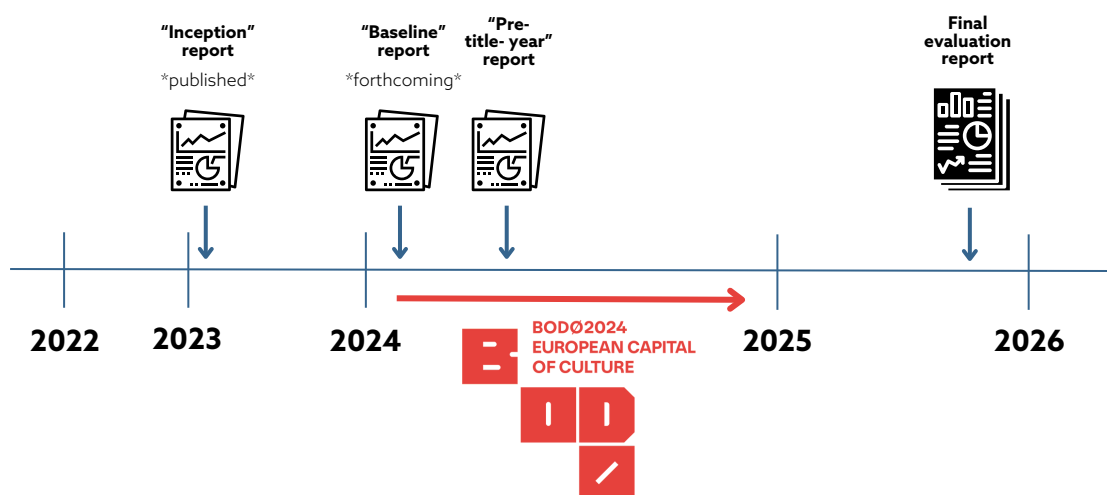


Figure 1.1. "Monitor 2024": Inception report - Conceptual foundation for the evaluation and monitoring of Bodø 2024 (Bourmistrov et al., 2023, p. 18)

1.2. Aims of the report

In this comprehensive report, our objective is to present a detailed overview of the basic economy in the county of Nordland as well as the cultural dynamics within the region. We analyze the supply and demand of cultural offerings in Nordland and explore how the unique economic and demographic characteristics of Nordland and Bodø influence their cultural landscapes. In addition to that, we aim to analyze the role of culture in potentially reversing demographic trends, such as the declining youth population in the North, and assess the impact of cultural engagement on the economic vitality of the region and the quality of life of its inhabitants. By examining cultural trends, public perceptions, and strategic developments at both the regional and city levels, we aim to provide valuable insights for policymakers, cultural institutions, and stakeholders in Bodø and Nordland.

Recognising the limitations imposed by data availability, our analysis focuses on two distinct yet interrelated levels: the regional perspective, encompassing the entire Nordland County, and a more focused view on its administrative hub, the city of Bodø, as illustrated in Figure 1.2.

Nordland is a county in the Northern Norway region with its administration located in the town of Bodø. Due to the large distance between cities and other settlements in the region, Nordland is one of the least populous parts of Europe with a density of population 6.7 people per square kilometre, compared to the average population density in Europe of 34 people per square kilometer (Worldometers, 2023) Nordland extends about 500 km from Trøndelag in the South to Troms in the North. The county is divided into traditional districts. These are Helgeland in the south (south of the Arctic Circle), Salten in the center, and Ofoten in the north-east. In the north-west lie the archipelagoes of Lofoten and Vesterålen. The town of Bodø is the main population center of the Salten district with a population of 53,259 inhabitants (4th quarter 2022). The population of Nordland County in total has about 250,000 inhabitants (SSB, 2023, Population).

The choice to detail the analysis in this report around the two levels of Nordland county and Bodø municipality (rather than just to focus on Bodø), is also motivated by the primary objective of Bodø2024 to reverse the image of Nordland internally and externally. This objective has the goal to make Nordland [not only Bodø] a more attractive and exciting place to visit, study, work, and stay in. Among other key strategic objectives and goals of Bodø2024 (Bodø2024 ECOC Candidate City application, 2019) are the following:

- To widen the production base for culture – to stimulate more producing, co-producing, and collaboration;
- To connect with groups that are still not engaged in culture – to address issues like diversity, mental health, and isolation;



Figure 1.2. Map of Nordland (Indeks Nordland, 2023)

- To make better use of unusual spaces – to create new cultural areas and venues, driven by where people live;
- To create a connected web of “hotspots”¹, especially for young people – to improve facilities to create a strong and widely recognized cultural region;
- To make Bodø and Nordland’s cultural offer more international – to increase the number of international collaborations and forge better links with European artists and institutions;
- To improve careers and opportunities for cultural professionals – a major capacity-building focus, which improves skills and experience and creates jobs;
- To address freedom of expression – to include freedom of expression in future cultural events, connecting culture with democratic experience.

1.3. Fewer young people choosing to live in the North – can culture reverse the situation?

It is suggested that there will be fewer young people and more elderly people living in the Northern Norway in the coming years (Ungdom i Nord – status og utvikling, 2022). This trend signals a structural aging problem for the region and is a major limitation for both the current and future development of society and business. In Norway, the number of young people aged 0-18 has increased by 8.8 per cent in the period 2000-2021. In this period there was a decrease of 15.8 per cent in Northern Norway. There is also a negative difference between the birth rates for Northern Norway and the national average. One possible reason could be that Northern Norway generally has a lower proportion of women of childbearing age.

Another reason why there are fewer young people in the north is due to net emigration. Although Northern Norway is at the top in Norway with positive net immigration from abroad, refugees who come to Northern Norway stay here for a short time, and eventually travel to southern counties. Besides, Northern Norway is at the bottom in terms of domestic migration balance. Those who have lived in Northern Norway also prioritize studies and work in other counties (Ungdom i Nord – status og utvikling, 2022). Despite vacancies and the need for workers in the north, a large proportion of the jobs available in the private sector are in industrial male-dominated occupations (for example, fisheries, construction, transport, etc.). The service sector, especially knowledge-intensive services, with a high proportion of women is relatively less developed in Northern Norway, according to the Business Index North report (2022) (for example, education and training, research and development, fashion, beauty, etc.) and in Nordland particularly. Better coordination and combinations of vacant jobs for both men and women and integration solutions for families who want to establish themselves in the North are required. These solutions include better cultural supply in the region (according to e.g., Cultural strategy of Nordland, 2022 and Bodø2024 ECOC Candidate City application, 2019).

1.4. Methodology

The methodology of this baseline report is designed to ensure a comprehensive understanding of the cultural landscape in Nordland that should allow for a well-developed evaluation of Bodø2024. As such, we employ both conventional data collection methods that are largely based on publicly available secondary data and new innovative methods to collect primary data that enriches the report. Specifically we used a methodology that is based on the following qualitative and quantitative data insights:

1. Surveys of the Peoples' Jury

The Peoples' Jury is an innovative approach developed by the Monitor2024 team that involves conducting regular surveys with the same group of local residents over an extended period. For the purpose of this baseline report, the findings from the first round of surveys is used to provide a first impression of how the residents of Bodø and Nordland perceive their current cultural offer in their municipalities. This perception allows for an evaluation of the cultural demand in the region. However, it is crucial to note that the Jury does not fully represent the population of the region. Consequently, it is intended to carry out additional representative surveys in the future. These surveys will enhance the data from the Peoples' Jury and improve the robustness of the findings.

2. Media Analysis

To provide a richer understanding of the demand side of culture and to complement the findings from the Peoples' Jury, we conduct a thorough media analysis. This includes examining Google search trends, analyzing newspaper articles, and social media. The focus here is on gathering data related to the

portrayal and perceived impacts of Bodø2024, as well as the broader narrative surrounding cultural development in Nordland. This analysis helps us to better understand the sentiment of the public discourse and perceptions, enriching our understanding of the cultural context.

3. Telia Mobile Data

Another key component of our methodology is the use of geospatial data that is provided from Telia's mobile networks in Norway. This data provides insights into the presence and movement patterns of residents, particularly during cultural events. Analysing this data helps us understand attendance patterns and vibrancy that events create.

4. External Databases

In addition to the previous primary data that we have accessed for the report, we also rely on secondary data from several notable external databases, including the Norwegian Culture Index that has been developed by the Telemark Research Institute (Telemarkforskning, 2023) and Statistics Norway (SSB). The Norwegian Culture Index provides a comprehensive view of cultural activities and trends across Norway with an opportunity to derive specific numbers for the county of Nordland as well as individual municipalities in the county. Statistics Norway offers a wealth of statistical data on various aspects such as employment, demographics, and economic conditions.

In line with the suggestions that are outlined in the inception report for the evaluation, this baseline follows the structure of the basic concept of supply and demand as we understand them. As such, we believe that the entire cultural system evolves around a given demand for culture that needs to be met by the supply side. Following this logic, the report is structured as follows: first, we will give an overview over the basic economy of Norway particularly with regards to the cultural sector, afterwards we will give a more detailed description of the supply side of culture. Finally, we will analyze the demand side of the cultural system and the current perceptions of the residents in the regions towards the cultural offerings in their municipalities, as well as their perceptions towards the European capital of culture program Bodø2024.

2. Basic Economy

2.1. The economic strength of Nordland County

Nordland county has a relatively developed economy, although it faces challenges due to a dispersed population and long distances between settlements.

Nordland produces just about 4 % of Norwegian value added (SSB, 2023, Table 09391). The table below demonstrates that the growth of the value added in Nordland stagnated in 2018 and even declined in 2020.

Table 2.1. Value added, Nordland, in 2020 prices, in NOK million (SSB, 2023, Table 09391)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Value added	90042	93557	97348	101971	102613	106803	109132	112613	112784	106825

The county's economy is largely based on the utilization of natural resources, with agriculture, fishing, and mining being historically important industries. Given raising concerns due to local population fleeing to other regions, in this section we also provide an overview about the status and trends on regional labour market, education, occupational sector, income ratio. Given the interest of this baseline report in the cultural sphere, we also provide an overview of tourism and its role for the county's economy.

2.1.1. Industrial potential

The aquaculture industry in the region has experienced tremendous growth, especially since 2012. The sales value of the farmed fish in Norway was over NOK 80 billion in 2021 and 108 billion in 2022 (Directorate of fisheries, 2023). The fisheries industry has already set a new record in turnover (first-hand value), even though volumes have decreased somewhat compared to 2021 (Konjunkturbarometer for Nord-Norge, 2022). While the primary sector which deals with natural resources exploitation (i.e., agriculture, foresting, fishing, mining etc.) has declined in importance since World War II, it remains significant in many communities, and Nordland has the highest percentage of employment in the primary sector (jobs directly related to the extraction and production of natural resources) among all other Norwegian counties.

The county also has a diverse industrial sector, with a significant proportion of its workforce employed in manufacturing, construction, and energy production. In total, around 21 TWh of electricity was produced in the region in 2022 (14 % of Norwegian electricity production).

In recent years, the service sector has become increasingly important, and now accounts for major part of employment in Nordland. Bodø, the county's administrative center, has experienced significant growth as a hub for education, communication, and administration, and this has contributed to the overall growth of the service sector in the county.

In 2021, Northern Norway had 3.1% of national employment in the information and communication technologies (ICT) industry. Still, the region is unable to win larger market shares nationally, despite steady growth. At the same time, it is seen that ICT has become a more important industry in the least central municipalities in the region.

Building and construction contractors have increased their operating income by 21.5% between 2017 and 2021. With the exception of 2018, operating profit has not followed the same trend. Building contractors had the weakest development, particularly the largest companies.

2.1.2. The labour market

In this sub-section, we focus on employees from non-creative industries. The creative industry is addressed in details in Section 3. At the end of 2022, there were under 119,000 employed persons residing in Nordland, an increase of 0,4% from the previous year (SSB, 2023, Employment, register-based). One out of four was employed in Bodø municipality. The growth was strongest in accommodation and food services, and the number of employed people was almost back to pre-pandemic levels. Employment also increased significantly in ICT and labour leasing services.

Figure 2.1 demonstrates employment in Nordland and Bodø by industry for the year 2022. Overall, in Nordland and the same is for Bodø, the industry, which has the highest number of employed, is human health and social work activities. This reflects the high importance of the healthcare sector for the region, which will only increase in future with the aging population and growing trends towards the younger population moving out. The second largest industry in the region is wholesale and retail, which also corresponds to the Bodø's economic potential. Divergence can be observed in the third biggest industry. Generally, Nordland construction has the third largest proportion of employed, while Bodø has most employed in the public administration, defense and social security sector.

Figure 2.2 illustrates the employment trend in Bodø from 2008 until 2022 presented in number of employed people. It is visible that some industries are growing, as industries related to human health and social activities, education, public sector, real estate, construction, and services. Some industries have quite stable employment as administrative and support services, and transportation. The industries where employment decreases are manufacturing, and financial and insurance activities.

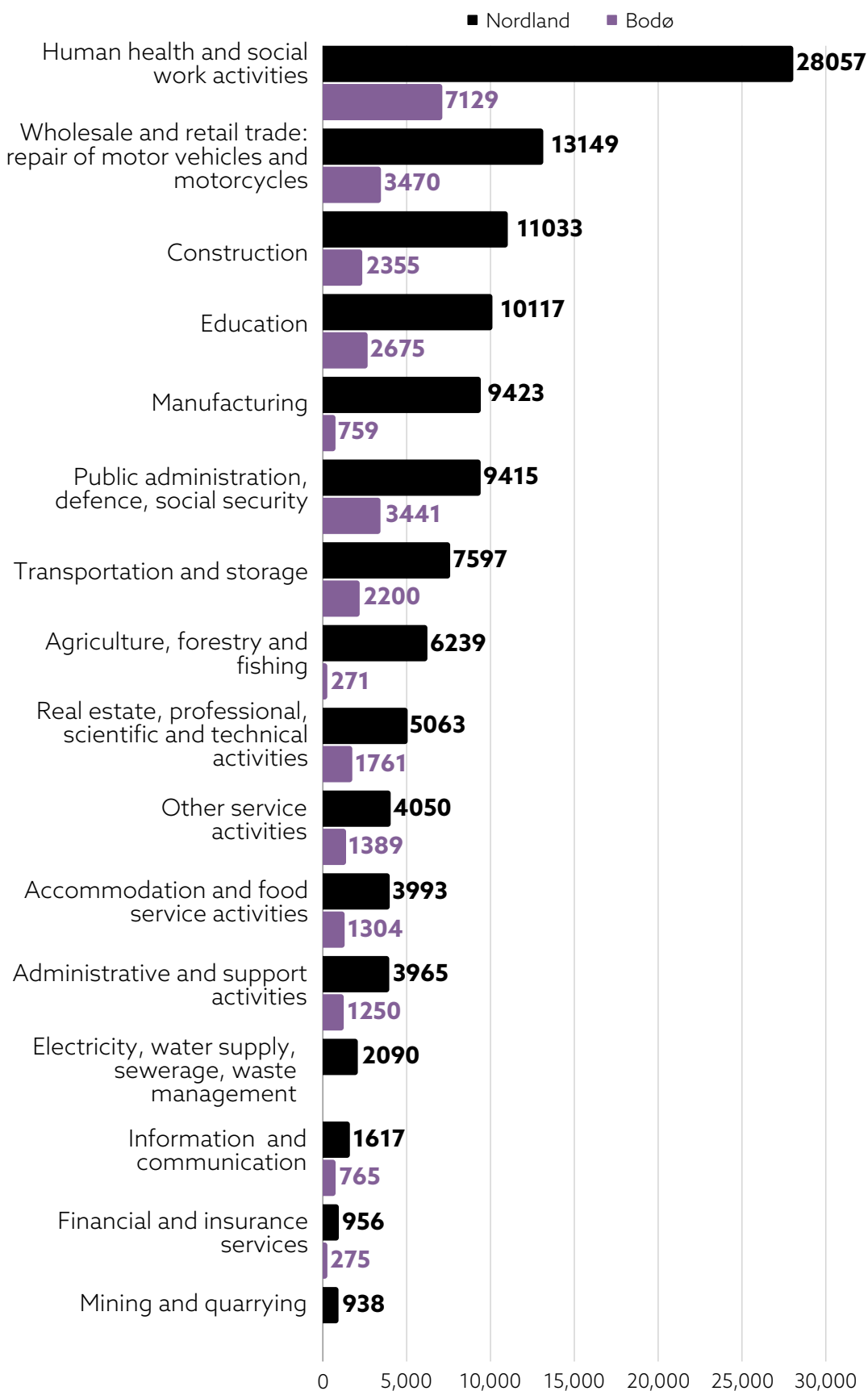


Figure 2.1. Employment by industry in Nordland county and Bodø municipality in 2022 (SSB, 2023, Table 07984)

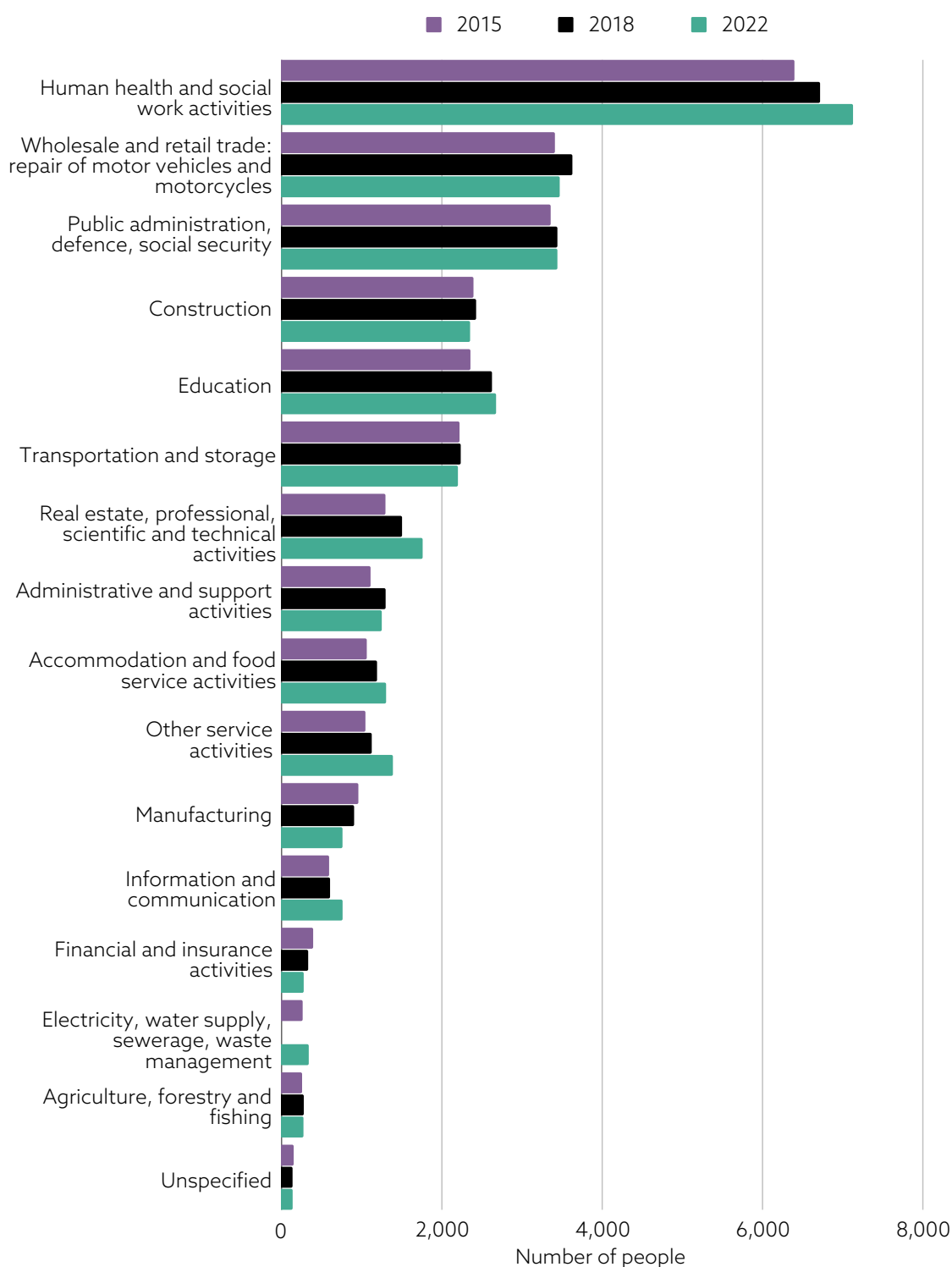


Figure 2.2. Employment by industry over time, Bodø (SSB, 2023, Table 07984)

Overall, the total number of employees in Nordland grew by about 1,1% between 2021 and 2022. However, while employment in Bodø grew by 8.8%, employment in the rest of the county went down by 1.0%. In Bodø the most dynamic change was observed in healthcare and social work activities that grew at the highest rate. The shortage of labour is significant and has worsened over the past year. Unemployment in Norway in the 2021 was at a record low (NAV, 2023, Helt ledige), with very minor variations between the regions. The table below shows that the number of unemployed is low in Nordland except for the Covid-year 2020.

Table 2.2. Unemployment, thousands (NAV, 2023, Helt ledige)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Norway	69,3	65,6	69,7	75,2	80,5	83,8	74,2	65,5	63,4	141,9	88,8
Nordland	3,4	3,2	3,5	4,4	3,3	3,1	2,6	2,4	2,3	4,6	2,7

Northern Norway is in a special situation as it is the least populous geographical area in the country, while at the same time its geographical scope is very large. Major establishments are being set up in the region. There are also large projects that include the development of infrastructure that will be continued or started in the years to come. This will create a large need for recruitment within a number of sectors and industries. The Northern Norwegian counties have the tightest labour market. The shortage is still greatest in healthcare and social services. The table below shows how the number of vacant positions has developed in Norway and Nordland (NAV, 2023, Ledige stillinger).

Table 2.3. Job vacancies, thousands (NAV, 2023, Ledige stillinger)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Norway	247,1	235,7	213,4	197,9	202,2	225,7	280,3	413,0	420,3	418,5	544,9
Nordland	13,3	12,5	11,1	10,2	11,1	11,9	14,5	16,7	16,0	*	23,3

2.1.3. The level of education

Over one third of Bodø's adult population (39%) has higher education. The respective number for the Nordland County is about 23%. Figure 2.3 presents a more precise difference between the groups of population having higher education. Higher education (short) means higher education that lasts up to 4 years, while higher education (long) refers to higher education with more than 4 years in duration. What is very interesting to highlight is that in Nordland without Bodø the majority of the population have either basic or upper secondary education. Due to the active role of Nord University in Bodø, a rather high proportion of the population (ca 28%) has a bachelor's degree.

The dynamics of educational level of Bodø's population, showed that the educational level is developing. For example, Figure 2.4 shows how proportion of people with just basic school education has been declining over the years, while more people decide to attain higher education. The figure indicates that this trend is true for both men and women. However, it is noteworthy that there is a larger number of women with higher education in the region both for the shorter and longer high educational programmes.

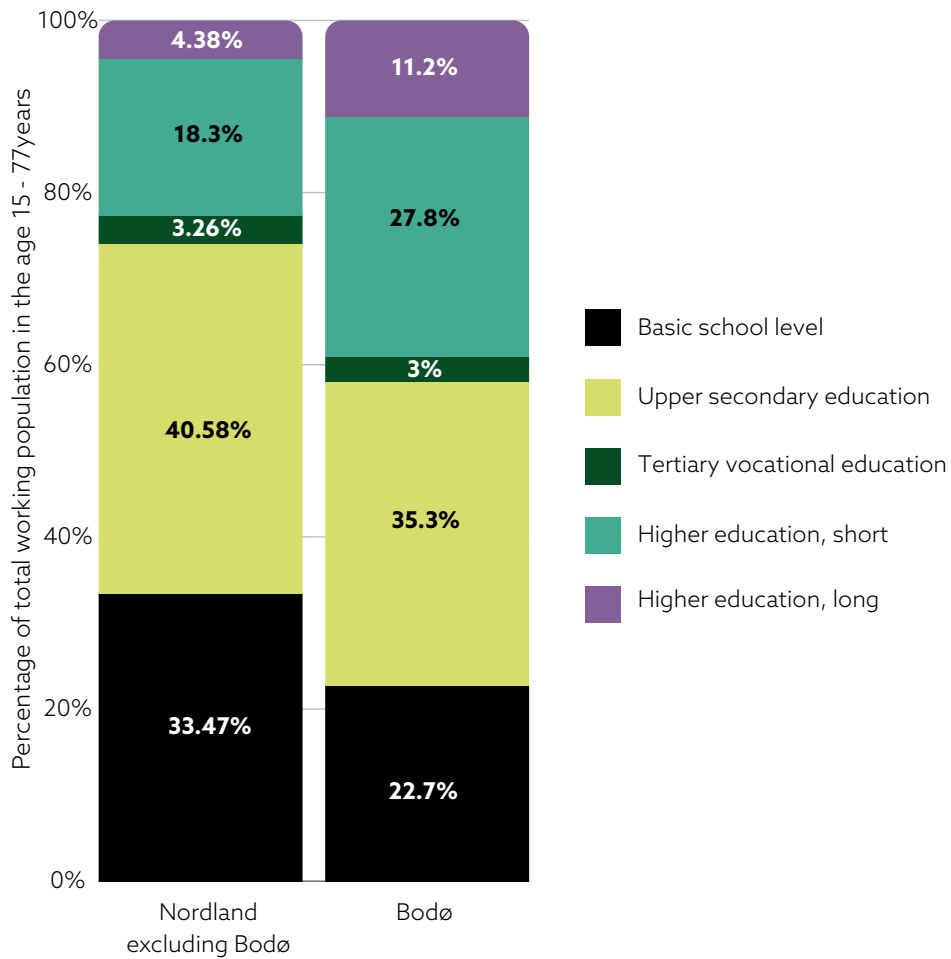


Figure 2.3. Education level, 2022 (SSB, 2023, Table 09429)

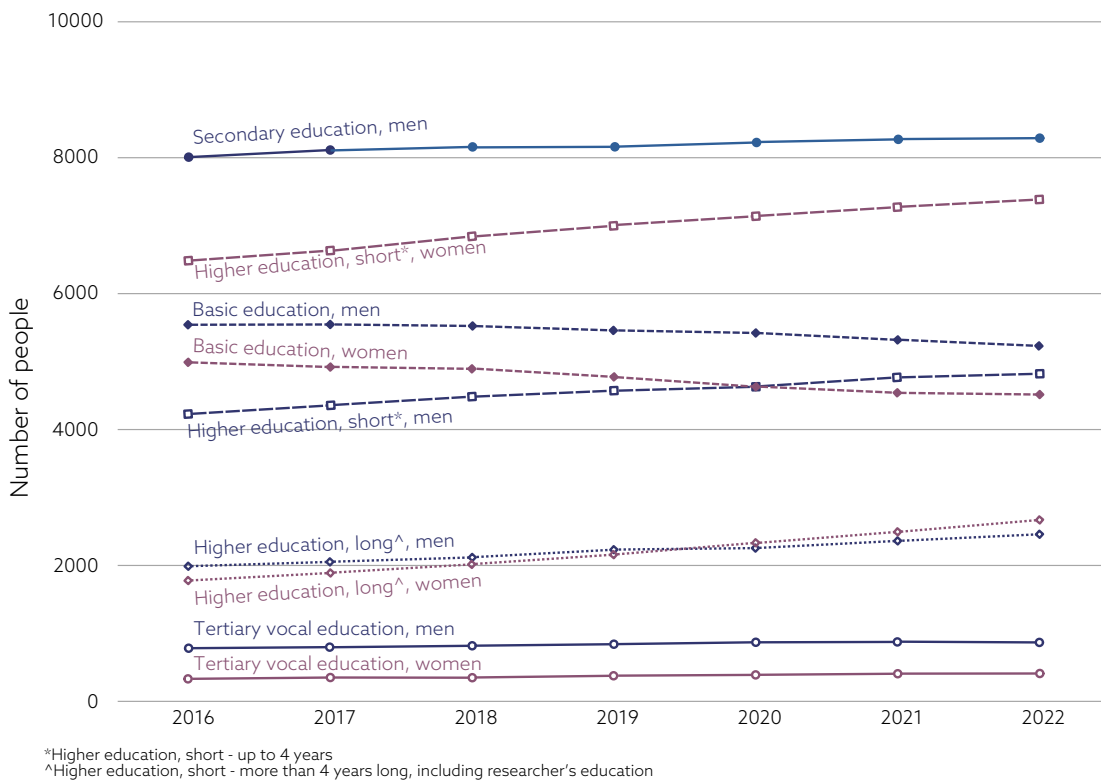


Figure 2.4. Dynamics of education level in Bodø, 2016-2021 (SSB, 2023, Table 09429)

2.1.4. Occupational sector

Figure 2.5 shows the distribution of the workforce in Nordland without Bodø and in Bodø according to the International Standard Classification of Occupations (ISCO). The majority of the employees in the region as well as in Bodø is represented by highly skilled professionals together with service or sales workers. The other professions are divided between several occupational groups of more or less similar size.

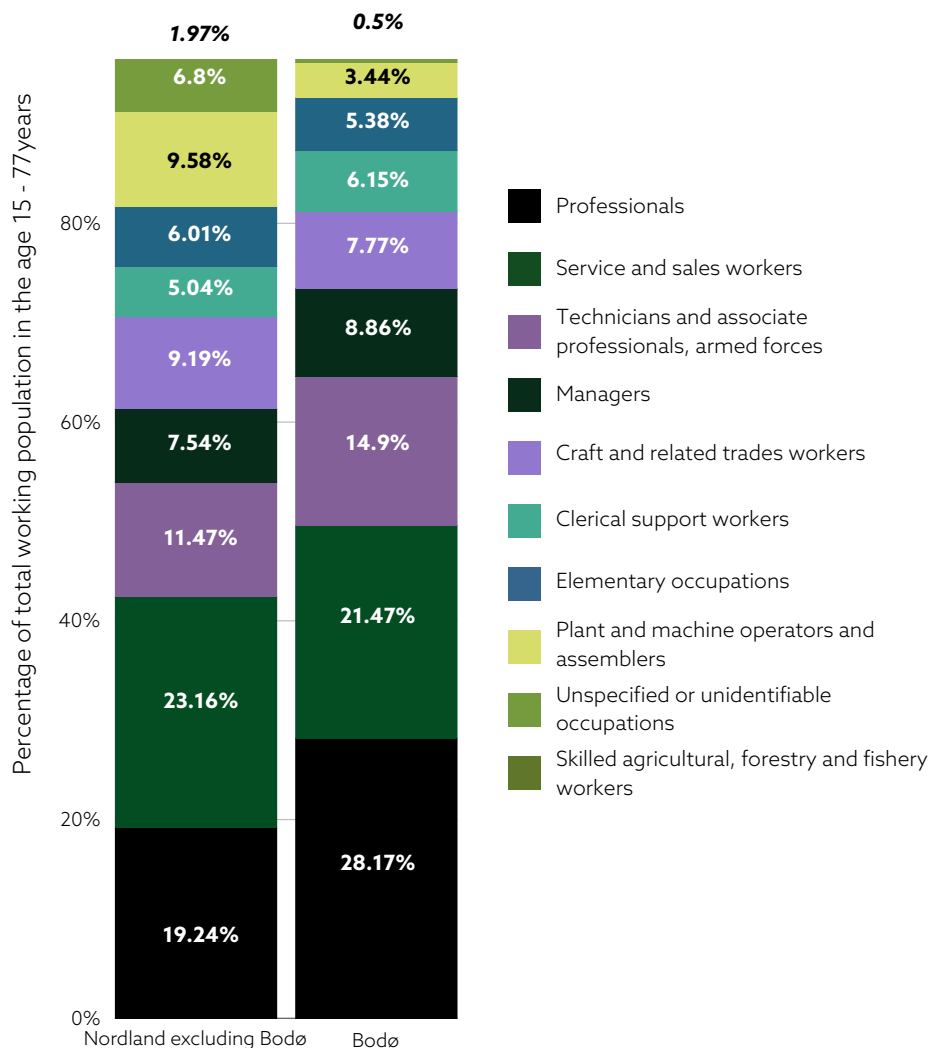


Figure 2.5. Workforce by occupation, 2022 (SSB, 2023, Table 11619)

Figure 2.6 illustrates the employment trend by occupation in Bodø from 2015 until 2022. As it is seen, most occupations have a growing trend. The most growing occupation is high-skilled professions that include occupations that need higher education such as civil engineers, medical professions, university and school lecturers and similar. There is a growth also in the number of managers, service and low-skilled occupations that relate to cleaners, guards, drivers, and other extra help workers. Occupations related to crafts have grown as well.

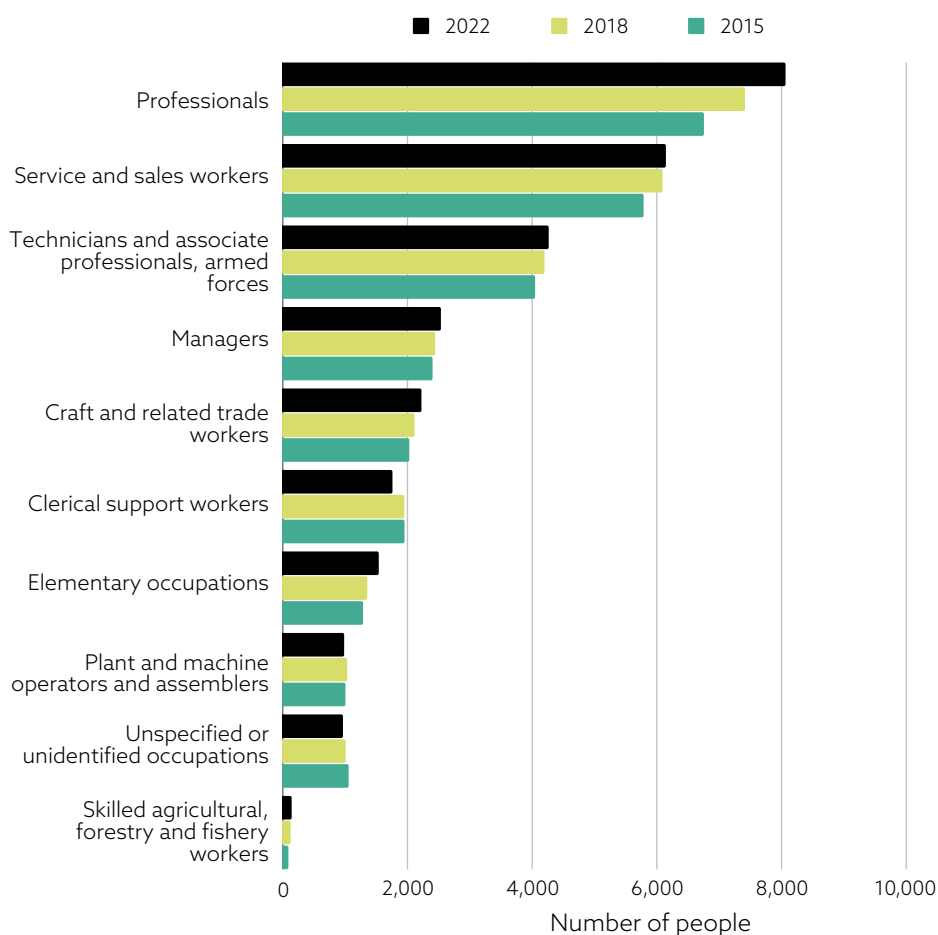


Figure 2.6. Employment trend by occupation in Bodø (SSB, 2023, Table 11619)

2.1.5. Income inequality

According to the World Bank (2023), Norway is among the countries with the lowest income inequality. Two indicators of income inequality are available for Bodø and Nordland:

- The Gini coefficient measures the inequality among values of a frequency distribution, such as levels of income. A Gini coefficient of 0 reflects perfect equality, where all income or wealth values are the same, while a Gini coefficient of 1 (or 100%) reflects maximal inequality among values.
- P90/P10 Percentile ratio measures the relative difference between 10% of people with highest income and 10% of people with lowest income.

Compared to Norway's average, Bodø and Nordland have even lower income inequality (regional Gini 0.25 against national 0.28 and P90/P10 2.64 against 2.80 national). Differences between Bodø and Nordland are not significant. However, the Gini coefficient in the region has a growing trend, indicating that income inequality is increasing (see Figure 2.7). This trend might not be significant enough yet to affect the overall lower inequality in comparison to the national average, but it suggests a shift towards greater income disparity.

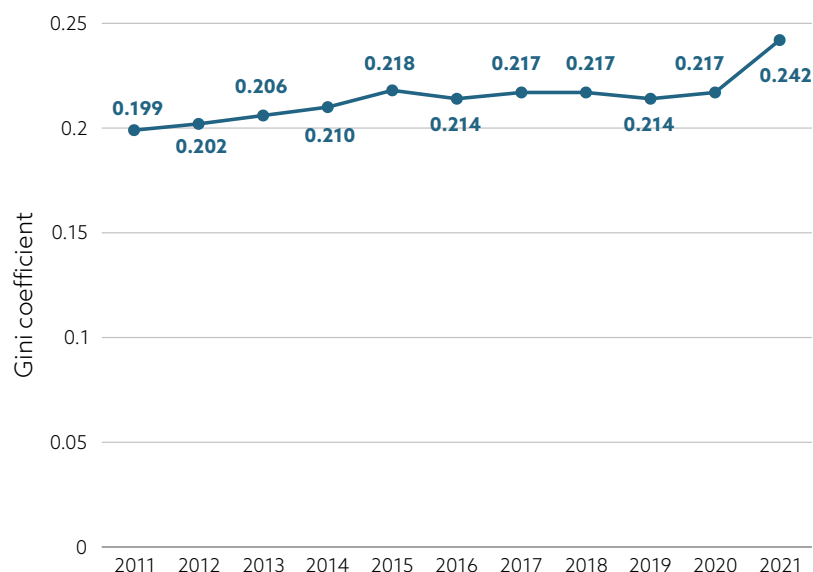


Figure 2.7. Gini coefficient for Nordland in 2011 – 2021 (SSB, 2023, Table 09114)

2.1.6. Tourism

According to the national tourist organisation “Visit Norway” (Innovasjon Norge, 2023a), the tourist industry has grown by 62% from NOK 119.6 billion in 2009 to NOK 194.3 billion in 2019. Norwegians are, inherently, the biggest contributors to tourism. In 2019 they spend approximately NOK 134,9 billion on either leisure or business trips within Norway, or through the purchase of travel through travel agents and tour operators. While this represents positive growth, it is noteworthy that the contribution from foreign tourists has increased even faster. In fact, spending from foreign tourists has in this time nearly doubled from NOK 30.5 billion to NOK 59.5 billion and the number of foreign commercial guest nights increased by approximately 42%. In absolute terms, this is the first time that foreign tourists have accounted for more than 31 percent of Norway's total consumption.

Nordland county is known for its stunning natural beauty and is a popular tourist destination for those seeking outdoor activities such as hiking, fishing, and skiing. The county encompasses a diverse range of landscapes, from the rugged mountains of Lofoten Islands to the tranquil fjords of Helgeland, making it an attractive destination for both domestic and international visitors. Tourism in Nordland County is an important part of the local economy, and the region is working to promote sustainable tourism practices to preserve its natural beauty and cultural heritage for future generations.

Table 2.4 and Table 2.5 present tourism's value creation divided by Norwegian counties and municipalities (Visit Norway, 2023). Value creation is calculated as a sum of operating profit and labour costs if the operating profit is not negative. In the case when operating result is negative, value creation is set equal to labour costs. The categories include "tourism and other" which consists of accommodation and catering, culture and entertainment and "transportation and dissemination".

Table 2.4. Value creation 2021 by county (Visit Norway, 2023)

County	Value creation 2021 (in 1000 NOK in current prices)			%
	<i>Tourism and other</i>	<i>Transport and dissemination</i>	<i>Sum</i>	
Agder	3 008 904	1 218 434	4 227 337	4,84
Innlandet	3 165 958	995 144	4 161 102	4,77
Møre og Romsdal	2 156 651	849 829	3 006 479	3,44
Nordland	2 763 962	2 490 716	5 254 678	6,02
Oslo	11 459 640	8 109 954	19 569 595	22,42
Rogaland	5 410 201	2 783 427	8 193 628	9,39
Troms og Finnmark	2 538 180	2 248 507	4 786 686	5,48
Trøndelag	5 459 188	1 722 958	7 182 145	8,23
Vestfold og Telemark	2 736 313	1 211 932	3 948 245	4,52
Vestland	6 309 319	4 548 833	10 858 152	12,44
Viken	9 527 002	6 259 525	15 786 527	18,09
Svalbard	205 600	109 899	315 499	0,36
Sum	54 740 918	32 549 157	87 290 075	100

Table 2.5. Value creation by municipality in Nordland County in 2021 (Visit Norway, 2023)

Municipality in Nordland	Value creation 2021 (in 1000 NOK in current prices)			% of value creation from total
	Tourism and other	Transport and dissemination	Sum	
Bodø	740 720	1 039 905	1 780 625	33,89 %
Hadsel	70 950	395 656	466 606	8,88 %
Brønnøy	100 630	344 278	444 908	8,47 %
Rana	303 773	71 775	375 548	7,15 %
Alstahaud	80 163	260 953	341 116	6,49 %
Narvik	235 387	67 441	302 828	5,76 %
Vågan	210 331	26 981	237 312	4,52 %
Vefsn	161 182	51 472	212 654	4,05 %
Sortland	106 304	44 966	151 270	2,88 %
Vestvågøy	101 631	48 587	150 218	2,86 %
Fauske	101 443	40 171	141 614	2,70 %
Meløy	44 479	21 780	66 259	1,26 %
Hamarøy	36 434	26 128	62 562	1,19 %
Moskenes	51 147	5 572	56 719	1,08 %
Saltdal	54 532	1 125	55 657	1,06 %
Andøy	41 152	9 123	50 275	0,96 %
Steigen	29 118	10	29 108	0,55 %
Lurøy	24 230	4 295	28 525	0,54 %
Hemnes	26 305	1 679	27 984	0,53 %
Øksnes	22 831	562	23 393	0,45 %
Flakstad	22 947		22 947	0,44 %
Sømna	21 572	157	21 729	0,41 %
Hattfjelldal	15 252	6 137	21 389	0,41 %
Vega	15 623	3 270	18 893	0,36 %
Bindal	12 241	3 444	15 685	0,30 %
Sørfold	14 541		14 541	0,28 %
Gildeskål	14 169		14 169	0,27 %
Beiarn	12 108	1 523	13 631	0,26 %
Evenes	8 300	4 821	13 121	0,25 %
Bø	13 008		13 008	0,25 %
Grane	11 383	696	12 079	0,23 %
Rødøy	7 294	4 860	12 154	0,23 %
Herøy	9 616	1 725	11 341	0,22 %
Lødingen	9 560	137	9 697	0,18 %
Nesna	7 339	823	8 162	0,16 %
Værøy	7 787		7 787	0,15 %
Træna	5 068		5 068	0,10 %
Vevelstad	4 899		4 899	0,09 %
Dønna	4 330	157	4 487	0,09 %
Røst	3 065	396	3 461	0,07 %
Leirfjord	1 118	132	1 250	0,02 %
Sum Nordland	2 763 962	2 490 737	5 254 679	100 %

3. Status of the cultural system in Nordland



Figure 3.1. Artificial illustration of the cultural system of Nordland and Bodø municipality (created in DALLE-3)

Before getting into analysis of the cultural offer (supply) in Nordland and its capital city Bodø, we provide an overview of the main constituents of the regional cultural system. Due to multiple overlapping definitions of culture and cultural supply, there is no single mutually accepted operationalization of this phenomenon. Figure 3.2 below summarizes our approach to defining elements of the Cultural System, it is based on the analysis of operationalizations used in eight sources: Eurobarometer 56.0 (2023); Impacts 08 research (2023); Theodori et al., (2015); Menon report 'The importance of the cultural industry for the Norwegian economy' (Espelien, A., & Gran, A.-B., 2011); Student survey (2022); SSB (2022) Norsk kulturbarometer; SSB (2022) NACE industry classification; and Eurostat (2018) 'Guide to Eurostat culture statistics'.

The figure below describes the seven main sectors that are relevant for culture in Nordland: Creative industries; County, region and city attractions^[1]; Visitor infrastructure; Retail; Cultural education capacity and cultural strategies of cities and religion and philosophy of life. While some culture-related activities clearly fall under one of these sectors, others can be placed between two sectors. For example, historic buildings are city attractions, but theaters are both city attractions and a part of creative industry.

[1] Here, we refer to "Attractions" that we may see in official statistics. For example, museums and cinemas deliver both accounting reports and specific reports on their activities. Most "natural beauty" is not a subject of this kind of reporting and, therefore, we are unable to provide any reliable quantitative information.

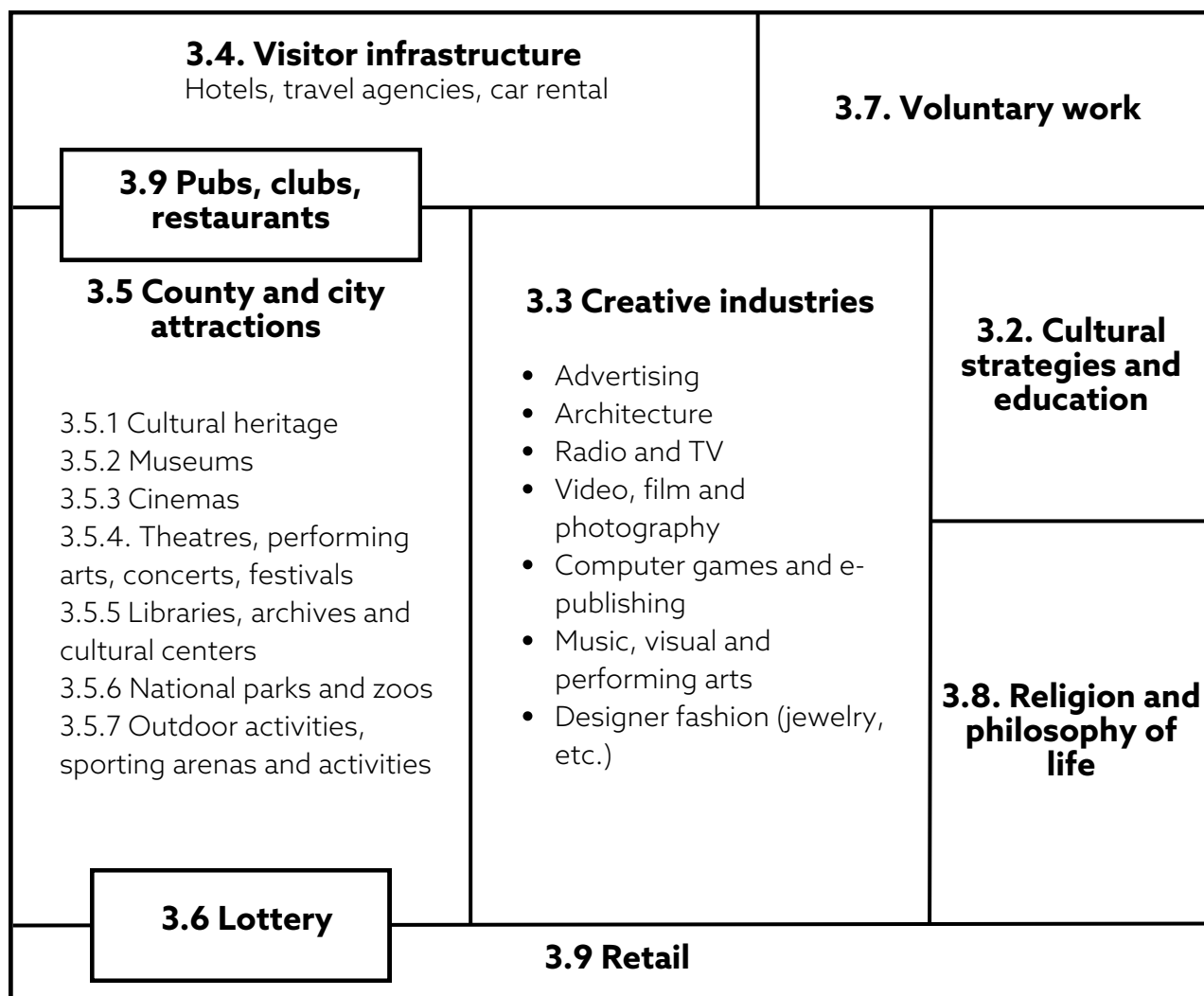


Figure 3.2. Sectors composing the regional cultural system

The next section of the report presents an overview of Nordland’s cultural system (Bodø Kommune, 2023b; Nordland Fylkeskommune, 2023a) , detailing its financing, major elements, and cultural strategies in Norway, focusing on Nordland county and Bodø city. This includes key attractions, visitor infrastructure, creative industries, and retail, as per Figure 3.2, which combines retail with pubs, clubs, and restaurants due to their interconnectedness in this context. Section 3.1, not part of the illustration, discusses public expenditures affecting the local culture, influenced by national-level decisions.

3.1. Public spending on culture (Norway vs. Nordland)

This part is based on SSB (2022) report Kulturstatistikk 2021 [Cultural Statistics 2021]. The cultural system in Nordland and in Norway in general is mostly publicly financed. Governmental expenditure on cultural purposes in the Ministry of Culture and Equality’s budget for 2021 was NOK 25.9 billion. This was NOK 2.7 billion more than in 2020. Spending on culture was 1.7 per cent of the total government funds. Almost NOK 1.9 billion in county operating expenses went to cultural purposes (see Figure 3.3).

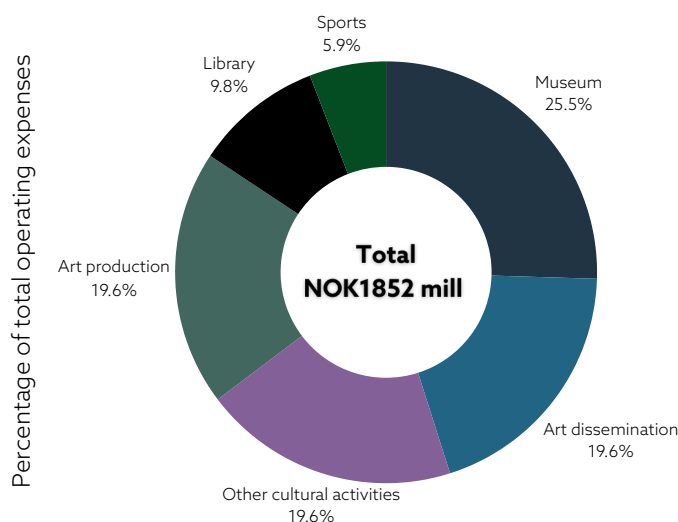


Figure 3.3. Net operating expenses for cultural purposes in the municipalities in Norway, 2021 (SSB, 2023, Table 13135)

Spending on museums, art production and art mediation are the three biggest groups among county operating expenses for cultural purposes. In 2021, Arts Council Norway allocated NOK 876 million from the Norwegian Cultural Fund to several cultural purposes. This was a 13 percent decrease from 2020. Music received the largest part; 40% of the Norwegian Cultural Fund. In 2021, visual artists made up the largest group of recipients under the Government Grants for Artists scheme, receiving 606 grants, out of a total of 2 061 grants.

Overall, we observe a steady increase in net operating expenses for culture in the municipalities from 2006 (see Tables 3.1 and 3.2) with some fluctuations and decreases from 2015 till 2021. Main reason for decrease is the reduction of sport budget.

Table 3.1. Total net operating expenses for cultural purposes in Norway, in million NOK (SSB, 2023, Table 12064)

Year	Net operating expenses total	Library	Museum	Art communication	Art production	Sport	Other cultural activities
2006	873,8	116,5	230,1	262,8	47	85,9	131,5
2007	943,7	124,4	264,9	268,7	56	59,9	169,8
2008	972,6	118,5	242,2	249,5	62,9	89,1	210,5
2009	1022,3	126,6	306,7	280,8	59	-8,3	257,5
2010	1127,2	132,3	316,9	325	70	60,4	222,7
2011	1218,6	164,3	328,6	334,2	95	67	229,4
2012	1257,5	142,7	354,3	365,7	94	82,4	218,3
2013	1327,9	148,5	375,1	361,9	104,6	103,8	234,1
2014	1587,2	147,5	386	399,2	116,3	250,2	288
2015	1499,9	141,9	400,9	396,1	167,9	157,1	236,1
2016	1481,2	145,6	432,9	426,3	164,4	11	301,1
2017	1449,8	152,2	448,2	414,1	216,5	23,8	194,9
2018	1643	150,5	452,8	407,4	212,5	97,4	322,5
2019	1837,1	156,4	545,3	448,2	235,6	81	370,5
2020	2013,5	131,2	487,9	332,9	329,7	397,7	334,1
2021	1851,6	146,2	487,7	377,4	360,9	106,4	373,1

We observe enormous fluctuations in sport funding; relatively stable funding for libraries, growth for art production (biggest increase since 2006); steady growth for art mediation, steady growth for other cultural activities and a bit of a decrease for museums.

Table 3.2. Net operating expenses for cultural purposes in municipalities in 2021, in million NOK (SSB, 2023, Table 12064)

Municipality	Net operating expenses	Library	Museum	Art mediation	Art production	Sport	Other cultural activities
Viken	347,2	32	82,4	34,6	89,6	-1,2	109,8
Oslo	-53,8	0,5	0	0	0	-54,3	0
Innlandet	168,9	10,8	33,1	16	65,8	19,1	24
Vestfold and Telemark	160,1	14,9	65,3	11,3	24,3	16,4	28,8
Agder	129,2	9,5	38,7	51,8	0,9	7,7	20,7
Rogaland	153,9	9,1	47,5	12,2	56	19,7	9,5
Vestland	296,8	10,8	77	66,2	0	47,9	95
Møre and Romsdal	105,3	8,5	27,1	38,6	17,6	6,8	6,7
Trøndelag	255,9	16,6	66,3	90,6	0,6	29,5	52,2
Nordland	138,8	13,6	25,9	34,3	48,1	3,9	13
Troms and Finnmark	149,3	19,8	24,4	21,9	59	10,8	13,3

Net operating expenses for cultural purposes in Nordland County are slightly below the average in the country. However, those expenses are higher per capita in Nordland than in the rest of the country (see Illustration on Figure 3.4).

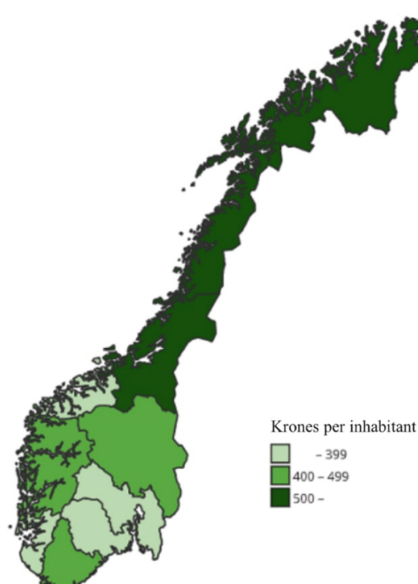


Figure 3.4. Net operating expenses for cultural purposes in Norwegian counties (SSB, 2022, Kulturstatistikk 2021)

A total of 3 percent of all employed persons in Norway had their main job within the cultural and creative industries in 2021. Oslo has the largest share of employed persons with their main job in the cultural and creative industries, with 7 per cent. The number of employees in the cultural and creative industries in Nordland is low compared to other counties in Norway (see Figure 3.5).

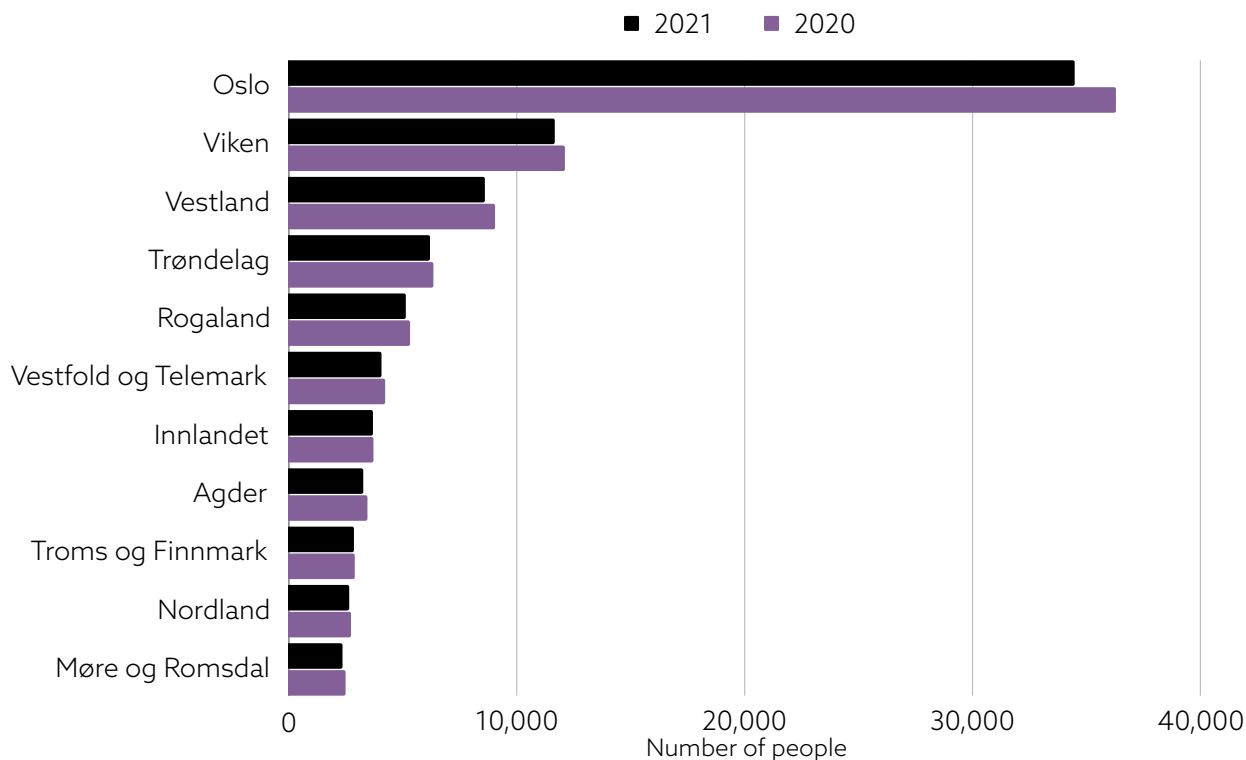


Figure 3.5. Employment in culture and creative industries (SSB, 2022, Kulturstatistikk 2021)

In 2020-2021, Oslo employed over 40% of all specialists in creative and cultural industries, while Nordland employed less than 4%. However, these indicators are similar with other Northern regions of Norway - with Troms and Finnmark.

3.2. Strategic development in culture and education

Having analyzed the different aspects of fundings and spendings in the public sector, the following section looks at the role of cultural strategies and education in shaping and development of the region.

3.2.1. Cultural strategies of biggest cities/towns in Nordland

A cultural strategy can significantly enhance the social and economic vitality of a region through prioritizing cultural growth and diversity. As such, it not only serves as a way to improve the local cultural environment, but it also focuses on intercultural connections that contribute to a vibrant and dynamic community in the long term. Specifically, close collaboration with relevant stakeholders, such as actors in the cultural industries, businesses and local politicians, it is possible to ensure a sustainable development of the system (Local Government Association, 2023; Nordland Fylkeskommune, 2023b).

As such, it is interesting to observe that cultural strategies have been so far only developed by the county administration of Nordland, as well as the larger towns of Bodø, Narvik and Mo i Rana:

1. Nordland County's cultural strategy for 2023-2027, addresses the crucial challenge of outmigration by focusing on young adults and the Sami dimension. The strategy acknowledges the need to make the region more attractive for young adults to live and work, addressing the risk of losing this vital demographic.

The main goal of the strategy is to create a society where diverse and innovative artistic expressions contribute to local sustainability, belonging, and quality of life, with a particular focus on youth and Sami culture. Nordland, characterized as the most diverse Sami county in Norway with five Sami languages spoken within its borders, emphasizes the importance of supporting the Sami population. According to the county government, this support is crucial for preserving and developing their languages, cultures, and social structures, in recognition of the Norwegian state being established on the territory of two peoples. This includes making high-quality art and culture accessible to all and highlights the role of international collaboration and initiatives like Bodø2024 in promoting cultural vibrancy.

As such, the strategy underscores the importance of arts and culture in identity formation and public well-being, especially in challenging times. It recognizes art as a form of expression that can foster belonging, showcase new perspectives, and add meaning to life, thus underscoring the fundamental importance of public support for free and diverse art and culture in a democratic society (Nordland Fylkeskommune, 2023a).

2. In its cultural strategy for 2018-2027, Bodø municipality, the administrative capital of Nordland county, outlines a commitment to fostering inclusive cultural activities accessible to all citizens. This strategy underscores the intent to enhance connections with Europe by engaging with diverse European cultures and reinforcing existing cultural institutions. A key focus is placed on children and youth, ensuring cultural offerings align with their interests and needs, and promoting equal access to cultural spaces and activities across various demographics. The strategy also emphasizes capacity building, targeting the enhancement of cultural facilities, staff competence, and international collaborations.
3. Rana municipality, has a cultural strategy integrated into the municipal plan for 2017-2027 (Rana Kommune, 2023). There is no specific overview or objectives regarding cultural opportunities, but the importance of attractive cultural offers and meeting places is mentioned in their vision and preferences. One

primary concern is adapting organizational structures and facilities to better align with demographic changes and economic constraints. This includes the potential need to temporarily close schools or parts of them due to a significant decrease in the number of children.

4. Narvik municipality (2017) has a 'Thematic plan for cultural monuments 2017-2028', in addition to a cultural strategy from 2018-2022 (2017). In the previous strategy it is acknowledged that culture is part of community development, increased innovation and entrepreneurship in creative industries. In the cultural plan, they mention, among other things, the importance of developing meeting places and leisure activities for children and young people, especially to provide in-depth capacity building opportunities that can form the basis for secondary and higher education in art and cultural subjects. The plan also stresses the importance of cultural heritage, public art, and the creative industries in the economic growth of the community and social development, including the development of Sami culture and the safeguarding of Sami cultural heritage.

Culture is seen an important element of development of Nordland and a factor that may reverse the negative population development and outflow to the Southern regions in Norway. The strategies align well with the bidbook of Bodø 2024 as European Capital of Culture, as they share a positive alignment in their focus on youth engagement and cultural inclusivity. At the same time, they differ inherently in the long-term development of the region with the cities' strategies demonstrating a stronger emphasis on sustained, long-term growth. In contrast, the Bodø 2024 bidbook that is centered around a specific year focuses more on immediate impact and short-term goals.

3.2.2. Cultural education

At the university level, Bodø and Nordland offer some educational opportunities related to culture, yet there is a lack of offers in artistic education. There are the artistic programs that educate musicians, actors, directors, painters and designers. According to the web page of the Faculty of Education and Arts at Nord University, the offer of Music, Arts and Aesthetic subjects can only be found in Levanger campus, which is not located in Nordland, but Trøndelag. Campuses in Nordland offer programs related to sport and outdoor life, and journalism and media. These programs constitute only 10% of the offer of the Faculty of Education and Arts, while the major part of educational programs focus on teacher and lecturer education.

Figures 3.6, 3.7 and 3.8 below show statistics, provided by The Directorate for Higher Education and Skills, on the number of applicants to bachelor and master degree in Nordland and Norway in total. The first figure shows that culture-related educational programs attract only around 8% of applicants in Nordland, and the number is falling every year, yet not so fast as the total number of applicants, which is 30% lower than it was in 2021.

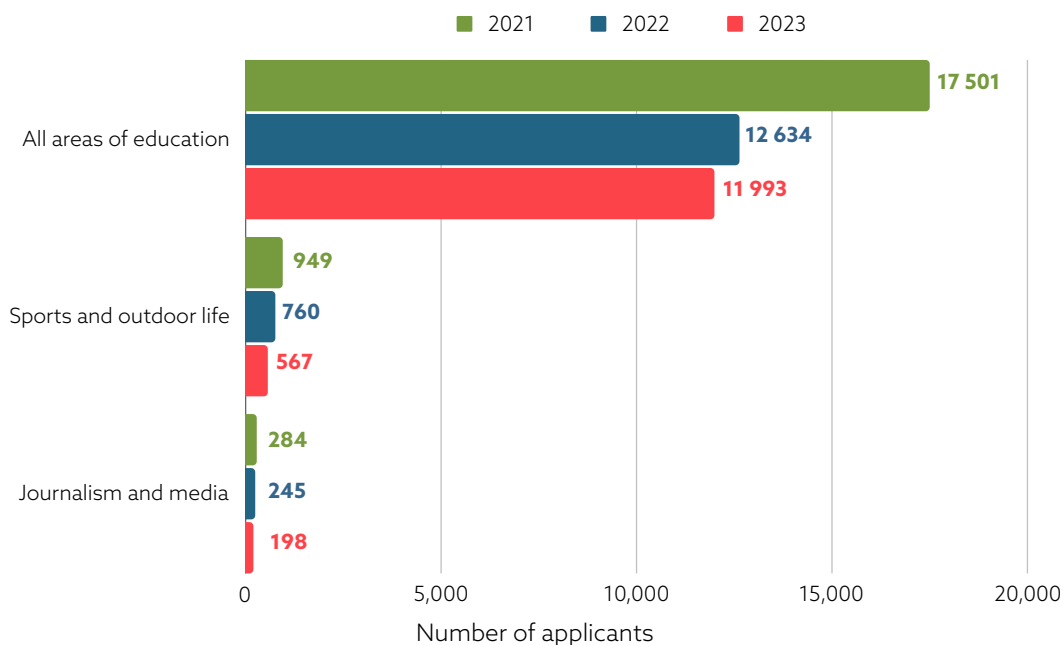


Figure 3.6. Number of applicants to university level, Nordland (The Directorate for Higher Education and Skills, 2023)

However, if we look at Norway as a whole, there are much more opportunities to get education within culture and arts and the number of applicants is close to 40% from total number of applicants (Figure 3.7). Number of applicants is falling as well, yet not so dramatically as in Nordland (by 11%).

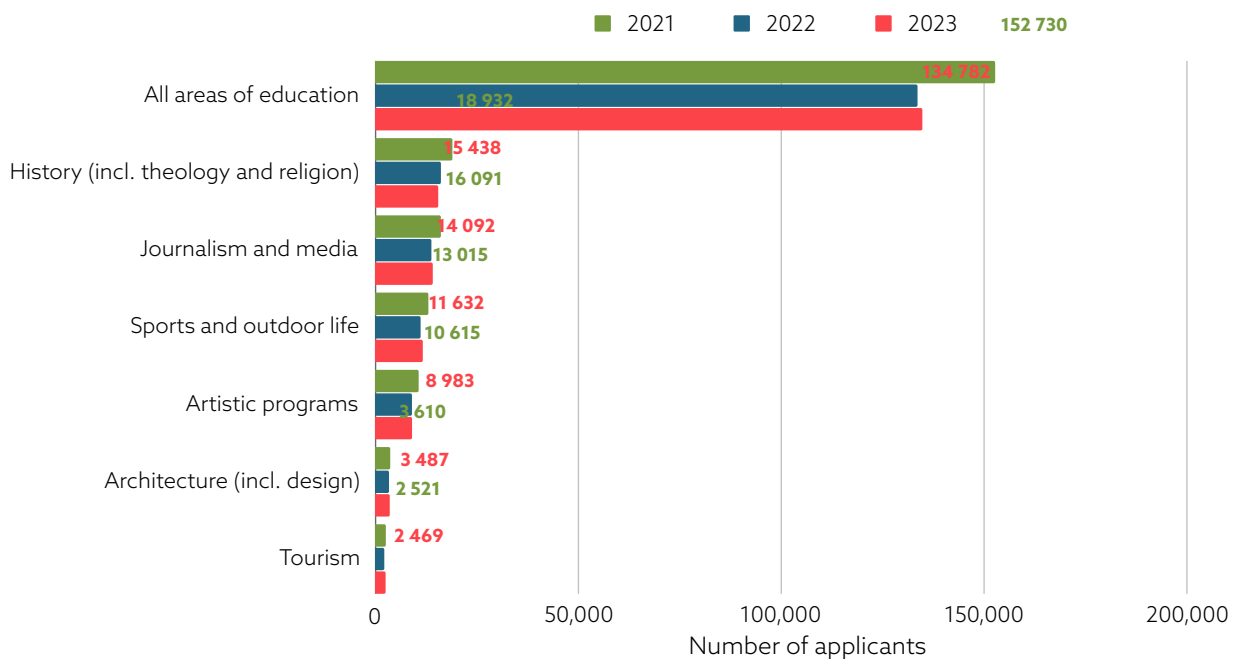


Figure 3.7. Total number of applicants to university level, Norway (The Directorate for Higher Education and Skills, 2023)

Going from the number of applicants to the actual number of students, Figure 3.8 shows the picture in Norway. We see that the share of students in art-related faculties to the total number of students in Norway fluctuates from 13% to 12%. For example, if we take pre-covid 2018 year, there are a bit more than 36 000 students studying in art-related faculties to the total of 275 610 students. However, of these 36 000

students only 920 are from Nord University, which is around 0,3% from the total number of students. In 2023 the situation is even worse and only 0,2% of students in art-related faculties are studying in Nord University. In addition, we should keep in mind that almost half of these students are studying in Levanger campus, that is located in the South-Trøndelag county.

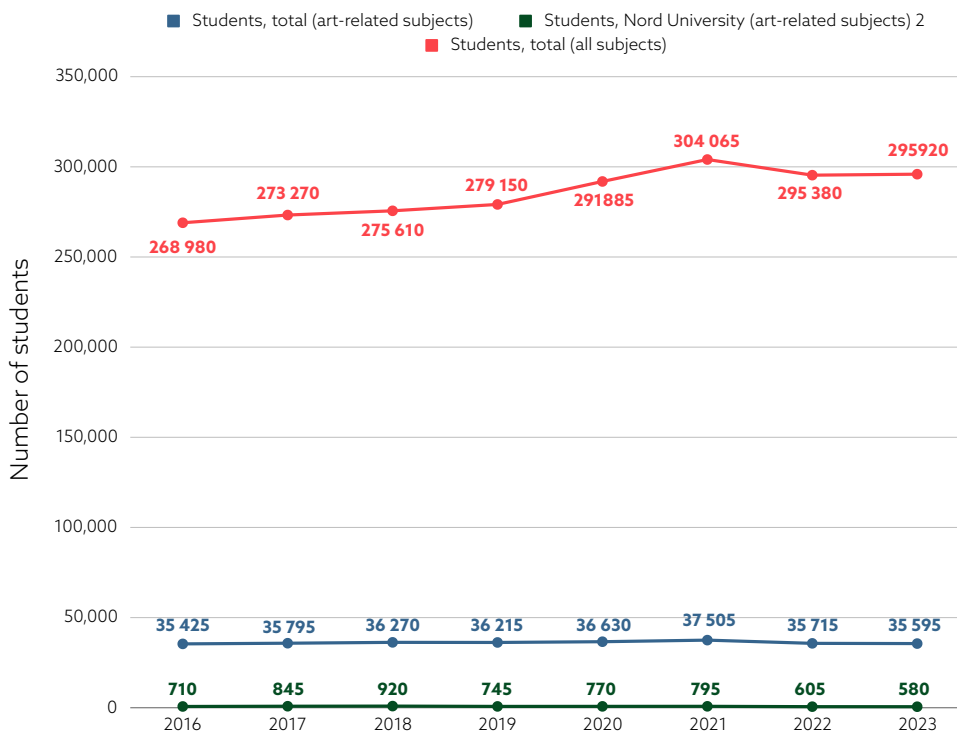


Figure 3.8. Total number of students, Norway and Nordland (The Directorate for Higher Education and Skills, 2023)

High schools (videregående skole) in Bodø and Nordland typically offer general education programs that include arts and cultural subjects as part of the curriculum. According to the report on high schools educational offer structure in Nordland (Kunnskapsgrunnlag for videregående opplæring i Nordland, 2020), if we look at VG1 (the first high school year), sport and outdoor life programs are most popular from cultural subjects and can be found almost in each out of 19 high schools in Nordland (Table 3.3). While offer of artistic and media education is more limited and can only be found in the largest schools.

Apart from the below-mentioned offer, Bodø School of Music and Performing Arts offers lessons to children and adults of all ages (Bodø Kommune, 2023a), yet mostly focus on school-age children. They offer classes in music, visual art and drama. There are 24 cultural schools (kulturskoler) around Nordland, where students can receive instruction in a wide range of artistic disciplines, including music, dance, theater, and visual arts. As Table 3.4 shows, around 13% of school-aged children visit cultural schools, however the total number of students is decreasing.

*Table 3.3. Culture-related educational offer in high schools in Nordland
(Kunnskapsgrunnlag for videregående opplæring i Nordland, 2020)*

High Schools in Nordland (VG1)	Sport subjects, incl. alpine skiing and outdoor life	Art, design, architecture	Media and Communication	Information technology and media production	Music, dance, drama with music
Brønnøysund vgs.				+	
Sandnessjøen vgs.	+				
Mosjøen vgs.	+				
Mosjøen vgs. ad Hattfjelldal					+
Polarsirkelen vgs.	+		+		+
Meløy vgs.					
Bodin vgs.	+	+	+	+	
Bodø vgs.					+
Fauske vgs.	+				
Saltdal vgs.					
Knut Hamsun vgs.	+				
Knut Hamsun vgs. avd Steigen					
Narvik vgs.	+				
Andøy vgs.					
Sortland vgs.	+				+
Sortland vgs. avd Øksnes					
Hadsel vgs.				+	
Aust-Lofoten					
Vest Lofoten	+				

Table 3.4. Student places in cultural schools, Nordland (SSB, 2023, Table 12061)

	2016	2017	2018	2019	2020	2021	2022
<i>Children aged 6-15 in the municipality's cultural school (percentage)</i>	14,2	13,5	13,3	13,6	13,4	12,9	12,9
<i>Pupils in the municipality's cultural school (number)</i>	4 727	4 497	4 390	4 740	4 222	4 220	4 311
<i>Student places in the municipality's cultural school (number)</i>	5 444	5 499	5 440	5 624	5 072	5 130	5 153

Bodø and Nordland host various cultural events, workshops, and exhibitions throughout the year, providing opportunities for individuals of all ages to engage with the arts and culture.

The job market for cultural professionals in Nordland/Bodø is quite limited. In 2022 there were 162 job announcements in art, sport and culture category (NAV, 2023, Arkiv - Ledige stillinger. 2022). This is less than 4% of total job announcements (4198 in 2022) country-wide (see Table 3.5). Generally, we see that the number of job announcements in Norway in art, sport and culture varies during 2012-2022 with a boom in 2016, which followed by a huge decline in 2017 and a stable growth afterwards.

Table 3.5. Workplace announcements by job category in Norway (sum throughout the year), (NAV, 2023, Ledige stillinger)

Job Category	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<i>Jobs within the arts, sports and culture</i>	1467	1342	1297	1 298	3143	1 861	2425	3 071	N/A	3066	4198

3.3. Creative industries

The overall supply of cultural activities is often (but certainly not always) organized through formal organizations and firms. Thus, official registers provide a valuable and reliable source of information on cultural supply. Arguably, most of the major cultural activities are reflected in turnover, sales or employment numbers for some organizations and firms. In the official registers where every organization reports the industry code(s) they belong to, cultural supply is scattered across several code groups (SSB (2022). NACE industry classification), see Appendix 1 for an overview over the classification we use in our report. NACE industrial classification has never been meant for separating cultural supply as a single well-defined sector. However, sectoral statistics may provide an insight into the relevant importance of different segments of culture in the region.

Visitor infrastructure is described in another section because it is impossible to separate the culture-related part of this sector, and the total sector is much bigger than other culture-related sectors. Due to the same reason religion is not included into this sectoral overview.

Creative industries are the largest sector of cultural activity measured both in economic terms and by number of employees (Figure 3.9). Different attractions, such as libraries, archives, museums, are the second largest employer among the culture-related organizations and firms.

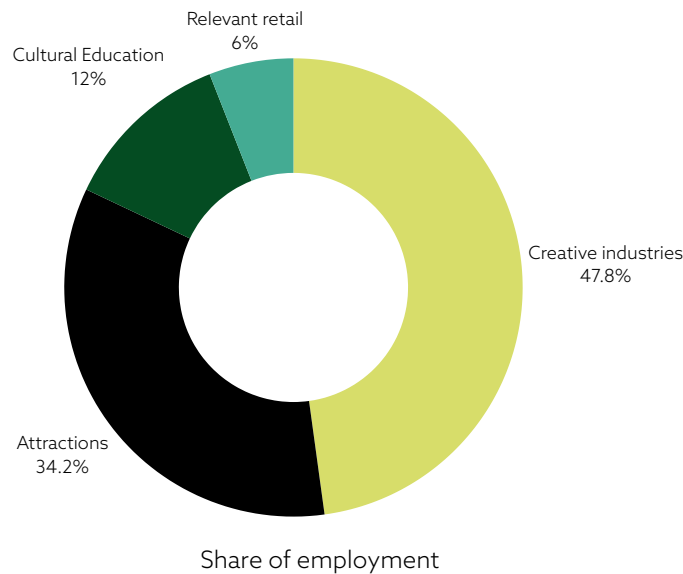


Figure 3.9. Creative industries, attractions, cultural education and retail in Nordland in 2021 (Brønnøysund Register Center, 2023)

Figure 3.10 gives more detailed information on cultural sector composition in Nordland. The two largest categories in the regions' cultural system are "libraries, archives, museums, botanical/zoological gardens" and "creative arts and entertainment activities". The next four categories are "cultural education", "publishing", "design, photography and translation" and "video, TV and sound production". The categories are grouped in the following way: 1) Attractions are libraries, archives, museums, gardens, 2) Creative industries are creative activities, arts, entertainment, design, photography, translation, video, tv, sound production, programming, broadcasting, publishing, printing and architecture, 3) cultural education consists of only one category, and 4) Relevant retail includes sale of books, music etc. in specialized shops.

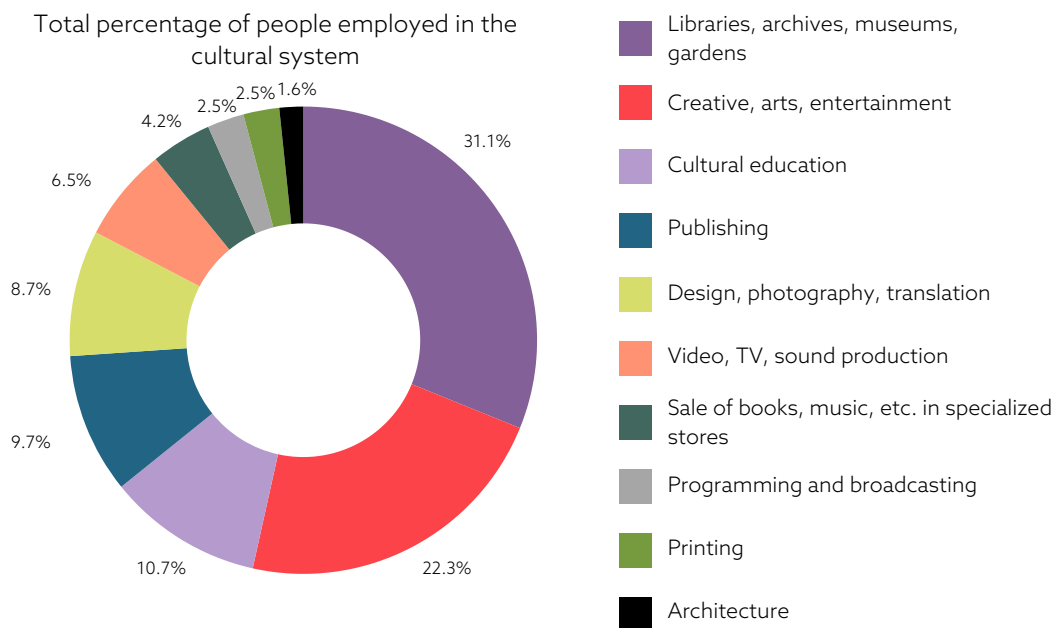
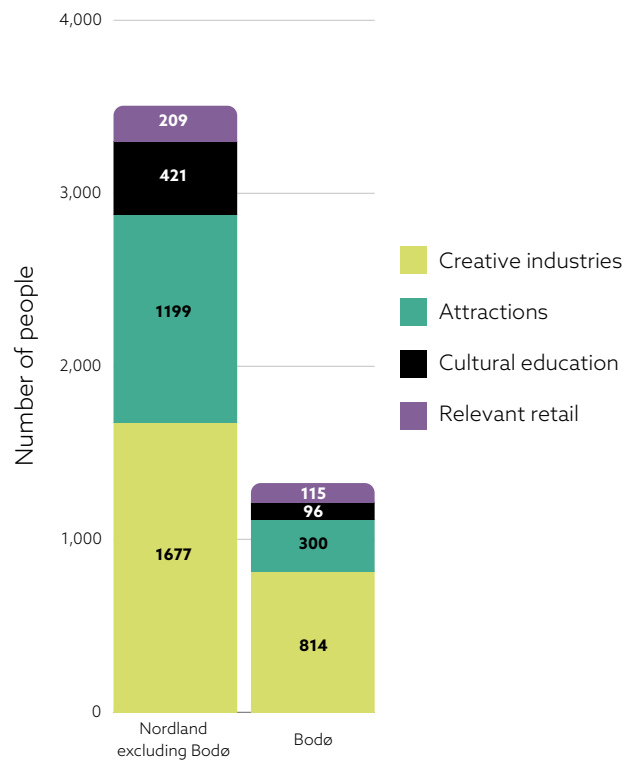


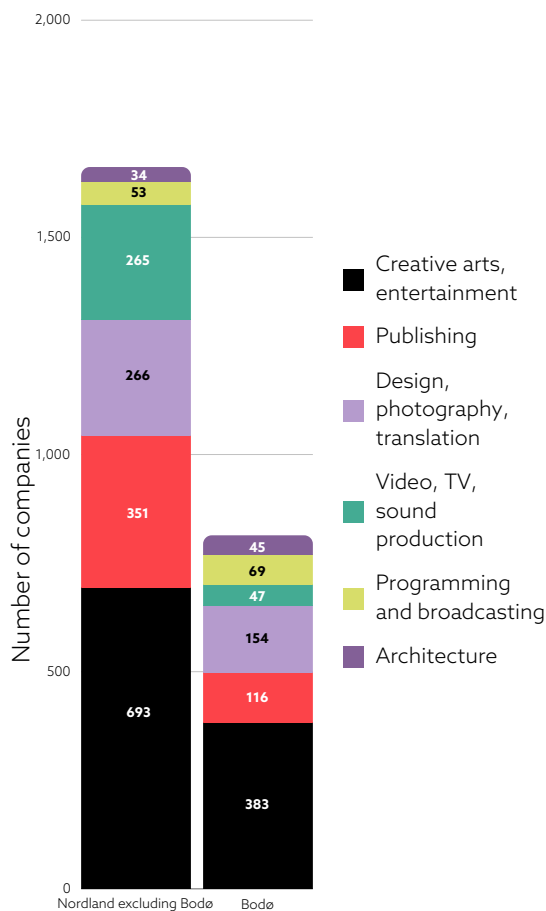
Figure 3.10. Detailed overview of cultural system in Nordland, (Brønnøysund Register Center, 2023)

Figure 3.11 below shows the number of employees in various sectors in two regions - Bodø and Nordland without Bodø.

Figure 3.11. Sector composition of cultural system in Nordland (excluding Bodø) and Bodø (2021, by number of employees) (Brønnøysund Register Center, 2023)

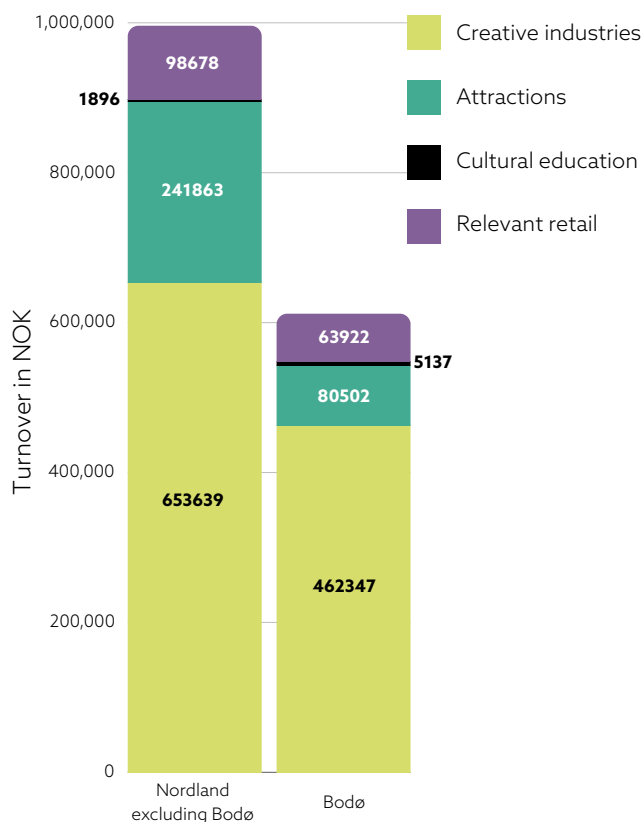


To set the employment numbers in perspective, the cultural system as we define it employs about 2.9 % of total number of employees in Nordland. The respective number for Bodø is 4,7 %.



Creative industries are the most heterogenous sector among the cultural sectors described in this paragraph. The figure below Figure 3.12 presents a more detailed look at this sector which is dominated by creative activities, arts and entertainment. Other significant branches are 1) publishing, 2) design, photography and translation, and 3) video, TV and sound production.

Figure 3.12. Creative industries in Nordland (excluding Bodø) and Bodø (2021, by number of employees) (Brønnøysund Register Center, 2023)



In terms of turnover, Figure 3.13 indicates that cultural industries in Bodø generate more than a third of turnover in Nordland. Creative industries are more commercially oriented compared to, for example, museums and municipal art/music schools. Thus, attractions and cultural education are relatively small in terms of turnover while still being an important employer.

Figure 3.13. Sector composition of cultural system in Nordland and Bodø (2021, by turnover, in NOK 1000) (Brønnøysund Register Center, 2023)

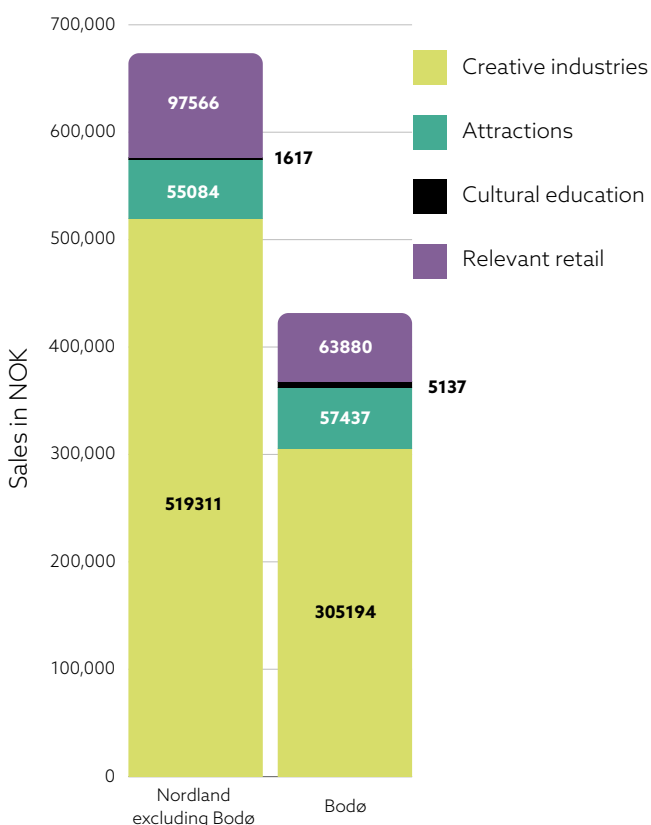


Figure 3.14 illustrates that also in terms of sales (a part of turnover generated only by the organization's core activity), creative industries are the largest sector of culture. Attractions that generate turnover are mostly located in Bodø.

Figure 3.14. Sector composition of cultural system in Nordland and Bodø (2021, by sales, in NOK 1000) (Brønnøysund Register Center, 2023).

Statistics Norway reports number of employed aggregated to such a high level that it is impossible to separate the cultural sectors out. However, the number of firms and organizations is reported for some branches relevant to the cultural sector. There are more establishments in the branch "creative, arts and entertainment activities" than in accommodation and food/beverage (see Figure 3.15 below).

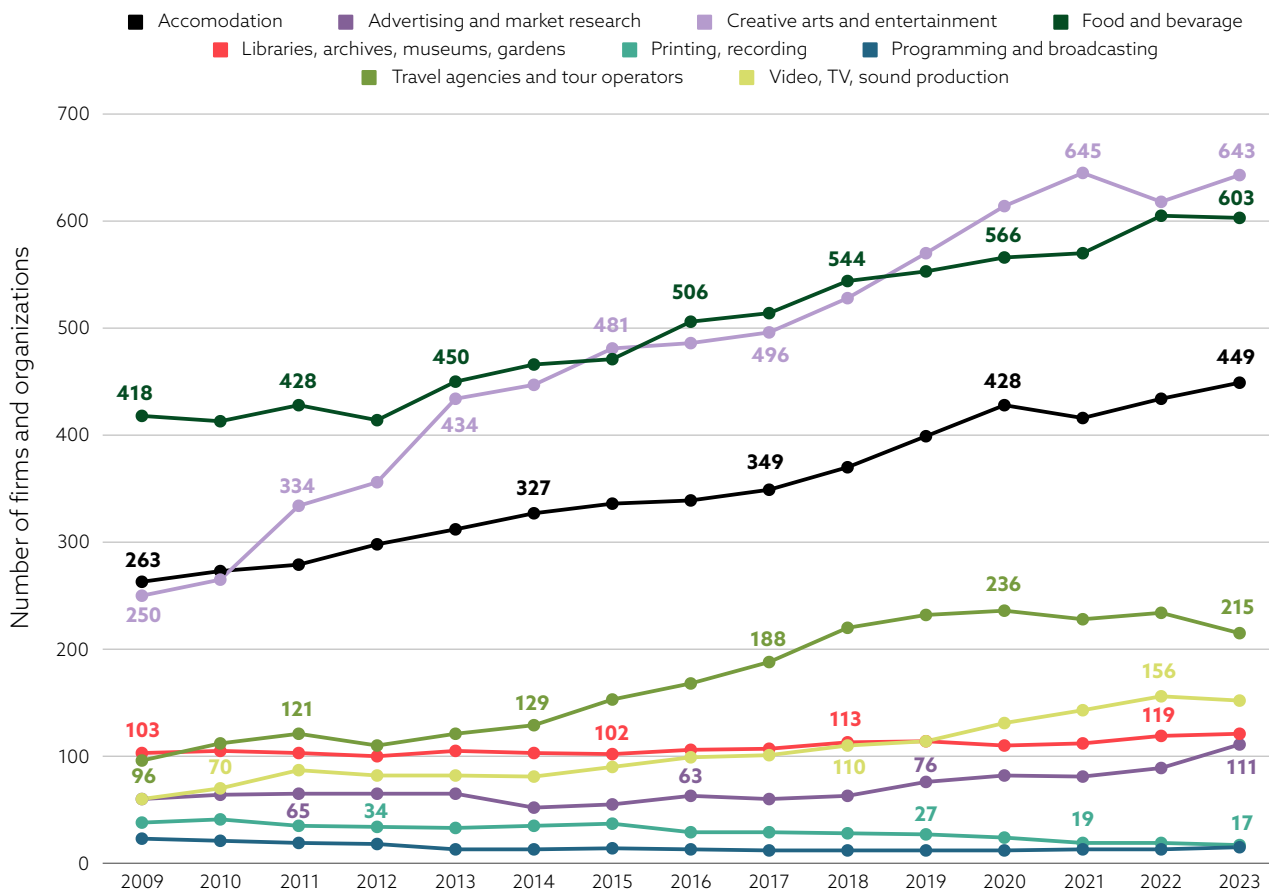


Figure 3.15. Number of firms and organizations in Nordland in 2009 – 2023 (SSB, 2023, Table 07091).

The graph in Figure 3.15 indicates greatest growth in creative industries, arts and entertainment firms in Nordland from 2009 till 2023. The graph illustrates that the number of firms in creative industry, arts and entertainment is growing steadily and is the largest category among all other organizations. Some decline is observed throughout the years in categories "printing and recording" and "programming and broadcasting". The number of travel agencies and tour operators has decreased after the COVID-19 outbreak. Other sectors are growing.

Proportions between different branches are approximately the same in Bodø and in the rest of Nordland (Figure 3.16).

The largest three categories are "food and beverages", "creative industry, arts and entertainment" and "accommodation". The share of "accommodation" is less significant for Bodø than in Nordland.

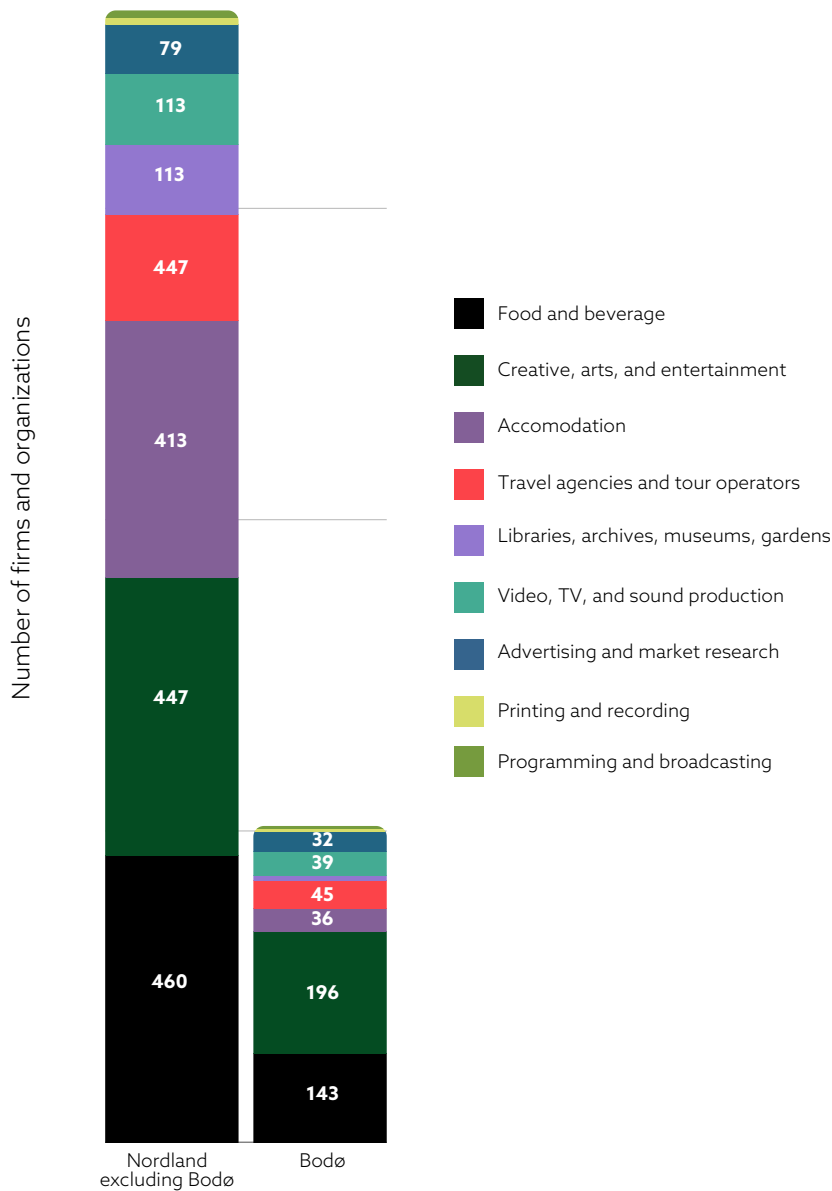


Figure 3.16. Number of firms and organizations in Bodø and Nordland in 2023 (SSB, 2023, Table 07091)

3.4. Visitor infrastructure

Over the years, Nordland has gained recognition as a destination for tourists seeking unique experiences in the lap of nature. However, to sustain and maximize the potential of tourism in the region, it is essential to continually develop and improve visitor infrastructure. One of the key aspects of visitor infrastructure is transportation. Visitors can access the region by car or train, airports, and ferries. Nordland has nine passenger airports – in Leknes, Svolvær, Stokmarknes, Andenes, Mosjøen, Røst, Mo i Rana, Bodø and Harstad/Evenes – that connect the region with other cities in Norway (see Figure 3.17).



Figure 3.17. Passenger airports in Nordland (Opplysningen 1881, 2023)

There are only a few international destinations available from/to Bodø (usually, seasonal charter flights) and one seasonal direct flight to Helsinki, Finland (operated in June-August 2023 with possible prolongation of its operation next season). In addition to the aviation infrastructure, ferries and boats are widely used for, for example, connecting the mainland to islands like the Lofoten archipelago (see Figure 3.18). Nordland stands as a prime example of a region blessed with natural beauty and cultural richness. However, local and regional administrations recognize the need to invest in visitor infrastructure that enhances accessibility, sustainability, and overall visitor experience. There are available car rental services in Bodø, ranging from bigger international companies like Sixt, AVIS, Budget, Hertz and Europcar, and smaller local car rentals. However, car rental prices in this region (as in other regions of Norway) are often much higher than in other European countries.

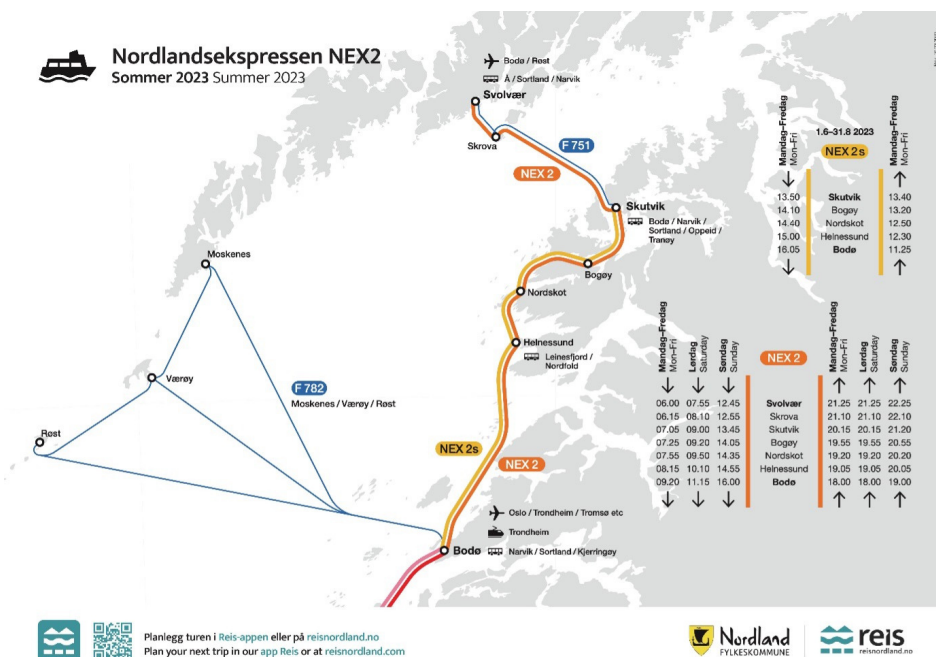


Figure 3.18. Sea routes between Bodø and Lofoten Islands (Reisnordland, 2023)

In addition to the classical ferry connections that are essential in the county of Nordland where many inhabitants live on or close to islands, the area is also connected to the Norwegian coastal express "Hurtigruten" that goes from Bergen in the south-western part of the country to Kirkenes in the north. It is however noteworthy that (for Bodø) there has been a significant steady decline in the passenger numbers that go on land. While there were on average more than 2,000 passenger per month that left Hurtigruten in Bodø in 2006, this number decreased to 1,100 in 2013 and just about 900 in 2019. In 2022 the number has gone down to 600 (Bodø Kommune, 2023c).

On the contrary, the development of the cruise tourism (in Bodø) is moving in a positive direction, having increased from 5 cruise ships in 2010 to 34 in 2020. In 2022, following the time of corona the number of cruise ships was back to 29, with a total number of about 28,000 passengers. The goal of Bodø municipality is to increase the number of cruise ship visits to 40 by 2025 (Bodø Kommune, 2023c).

Nordland's hospitality industry often emphasizes the natural beauty of the region. There is a variety of accommodations, including boutique hotels, cabins, and guesthouses, that offer stunning views of the fjords or the Northern Lights in winter. There is a selection of hotels ranging from budget-friendly options to more upscale establishments. Some well-known hotels in Bodø include the Scandic Havet, Clarion Collection Hotel Grand Bodø, and Radisson Blu Hotel Bodø, among others. For budget-conscious travelers, there are hostels and Bed and Breakfasts (B&Bs) facilities (often family-run establishments) available in Bodø and the rest of Nordland. Hostels like Bodø Hostel & Motel provide affordable dormitory-style and private rooms, making them a popular choice for backpackers and budget travelers. Vacation rentals, including apartments and cottages, can be found in and around Bodø. Websites like

Airbnb and local vacation rental agencies offer a variety of options for those seeking a home-away-from-home experience. In the surrounding areas of Bodø, especially in the beautiful nature of Nordland, you can find cabins and campgrounds. These are popular among outdoor enthusiasts who want to be close to hiking trails, fishing spots, and other natural attractions.

The figure below presents accommodation capacity in Bodø counted in number of beds. It shows that from 2016 more people stay in hotels and similar establishments, while staying in camping sites and hostels becomes less in demand.

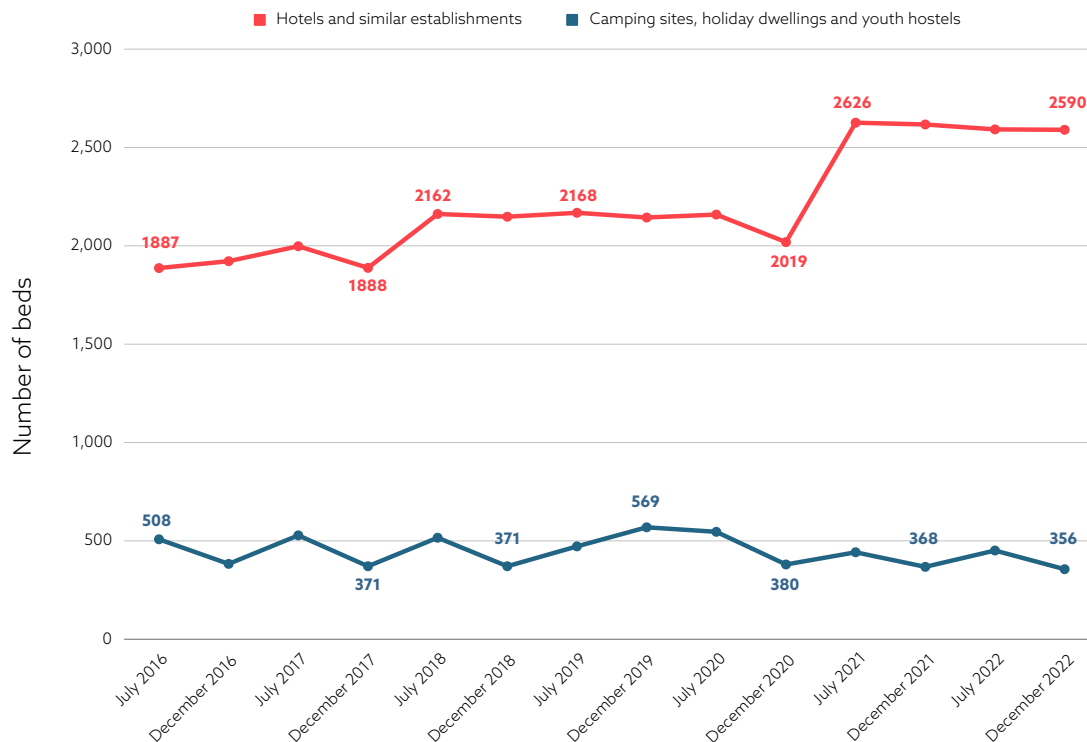


Figure 3.19. Accommodation capacity in Bodø, 2016-2022, number of beds (SSB, 2023, Accommodation)

This report has a more detailed section on the demand of culture and the potential reasons for why people are visiting the region. However, it is also from the perspective of the cultural supply system relevant to analyze the economic activity beyond mere accommodation capacity, as it reflects the attractiveness of the city as a multifaceted destination and its potential for strategic planning in tourism and local commerce. As such, the following figure (Figure 3.20) highlights the seasonal trends in travel for leisure, business, and participation in courses or conferences. It shows that there are some clear trends throughout the year when it comes to the visitors that come to Bodø. In turn, hotel capacity is largely occupied by visitors that come for leisure activities or their vacation during the summer months of June, July and August. While the tourism activity is held up at a high level throughout the entire year, the figure shows that during the rest of the year there is more business activity, and particularly may and November are popular times to hold courses or conferences in the city.

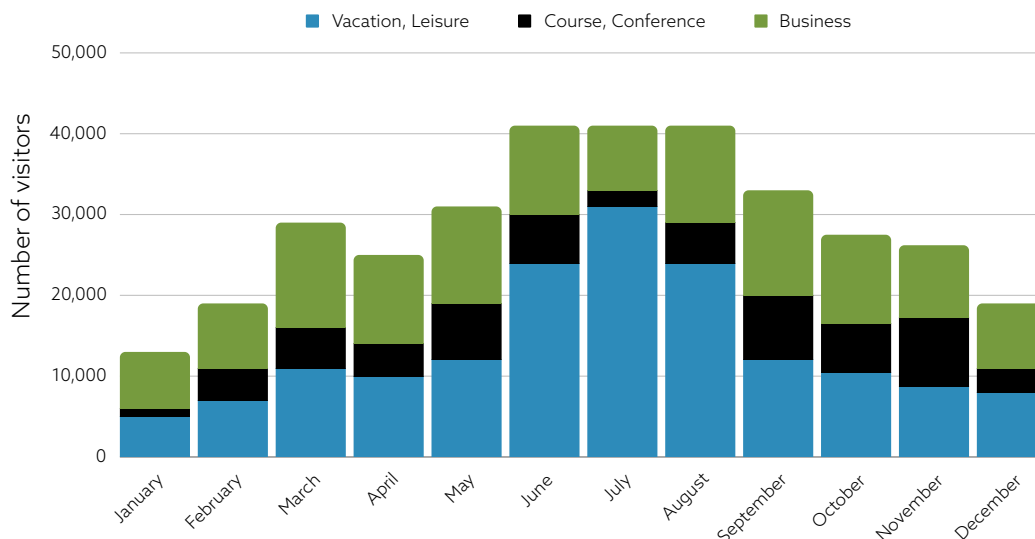


Figure 3.20. Hotel accommodation in Bodø, by "a reason to go" (Innovasjon Norge, 2023b)

In addition to the previous findings on the tourism industry, it is inherent that there have been changes in the market and the places that people want to visit in the region, due to the limitations that were imposed due to the corona virus. As such, the following Figure 3.21 highlights the fact that during the years 2019-2021 there has been a massive shift of visitors away from the Lofoten islands to the area of Helgeland and it will be interesting to monitor if this shift will reverse itself in future statistics, or whether it should be accommodated in the visitor infrastructure in the future.

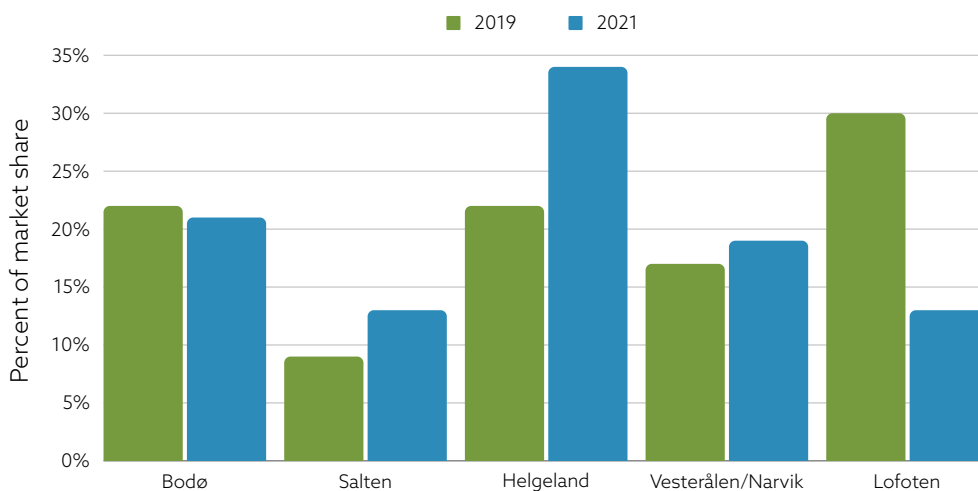


Figure 3.21. Market share of the tourism industry in Nordland 2019 vs. 2021 (Innovasjon Norge, 2023b)

3.5. County and city attractions

Nordland is known for its exceptional seafood, including fresh fish, shrimp, and other marine delicacies. Number of restaurants in the county has increased from 162 to 326 between 2011 and 2021 (SSB, 2023, Table 08165). This rapid growth is, however, does not exceed the national average growth for the restaurant industry. Many hotels and restaurants in the region serve locally sourced seafood dishes, allowing guests to savor the flavors of the Norwegian coast. To immerse visitors in the local culture,

some accommodations may organize events or workshops related to Sami culture, traditional Norwegian music, or other aspects of Nordland's heritage. Nordland, being in the Arctic Circle, offers excellent opportunities to witness the Northern Lights. Some hotels and resorts offer Northern Lights packages with dedicated viewing areas or guides to enhance guests' chances of seeing this natural phenomenon.



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In the summer, Nordland hosts various cultural festivals and events, which can attract tourists. These events often feature music, art, and traditional Norwegian celebrations. Some hotels and guesthouses may incorporate local art and handicrafts into their decor, providing guests with a sense of the region's artistic and cultural heritage.

Nordland offers a wide range of cultural attractions and activities, including museums, cinemas, libraries, national parks and other natural attractions and outdoor activities. Nordland is a popular destination for domestic and international travelers (especially, Lofoten islands). Tourists come to see the Northern lights in the winter season and midnight sun in the summer. Nordland has many valuable cultural monuments and cultural environments (Nordland Fylkeskommune, 2023c). This includes all types of traces, from the first people who lived here almost 12,000 years ago, until today.

3.5.1. Cultural Heritage

Cultural heritage encompasses the legacy of physical artifacts and intangible attributes of a group or society inherited from past generations, maintained in the present, and for the future generations. It includes everything from monuments, landscapes, and historical places to practices, expressions, knowledge, and skills that were passed down through generations. As a dynamic and ever-evolving concept, cultural heritage is not just a testament to human creativity and resilience but also a vital resource for learning, inspiration, and cultural exchange. The long-term preservation of the cultural heritage in Nordland is a collaborative effort, involving municipalities, museums, voluntary organizations, and importantly, the owners of these cultural monuments.

Nordland county is working on regional strategies that should identify the most significant heritage sites in all of the regions. As of the end of 2023, there are two of these strategies published: cultural heritage for Lofoten and cultural heritage for Southern Helgeland. The report for Lofoten was completed already in 2007 and

identified 156 historic sites in the municipalities of Røst, Værøy, Moskenes, Flakstad, Vestvågøy and Vågan. The report from Southern Helgeland identifies 129 historic sites and environment that were particularly worth highlighting in the municipalities of Bindal, Sømna, Brønnøy, Vega and Vevelstad.

The total list of cultural heritage sites in Nordland is very extensive and exceeds the limits of this report, however, it is noteworthy that Nordland has one cultural heritage site that is recognized as UNESCO world heritage:

Vegaøyan (recognized in 2004): For ten thousand years, this archipelago of islands (80 of which were inhabited, today it is only Omnøy that is inhabited on a constant basis), islets, and reefs has been shaped by the enduring practices of fishing and hunting. Particularly notable is the tradition of eider duck farming, a livelihood predominantly managed by women, involving the collection of eggs and down from wild eider ducks. This tradition was already described in documents that were found from the end of the 8th century and has been an important source of income for the inhabitants of the coast in Helgeland (Nordlandsatlas, 2023).



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In addition to that, the cultural environment of Henningsvær is recognized as national cultural heritage. Fishing, alongside agriculture and industry, has historically been one of the three main pillars of Norway's economy. The rich history of fisheries is an important part of the country's cultural heritage, yet it has received limited recognition and visibility in terms of preservation.

The Lofoten fishery, to which this particular fishing village is connected, has played and continues to play a significant role, both nationally and internationally. This underlines the importance of acknowledging and conserving the fishing heritage as a vital part of Norway's cultural and economic history (Nordlandsatlas, 2023).

Focusing on the city center of Bodø, the following illustration shows data compiled by the Nordland county administration. It highlights that there are many different types of cultural heritage that are worth preserving. Particularly, there is a high number of living houses in the city center that represent cultural heritage (denoted by the yellow triangles), in addition to several archeological sites (denotes by the violet squares with "R").

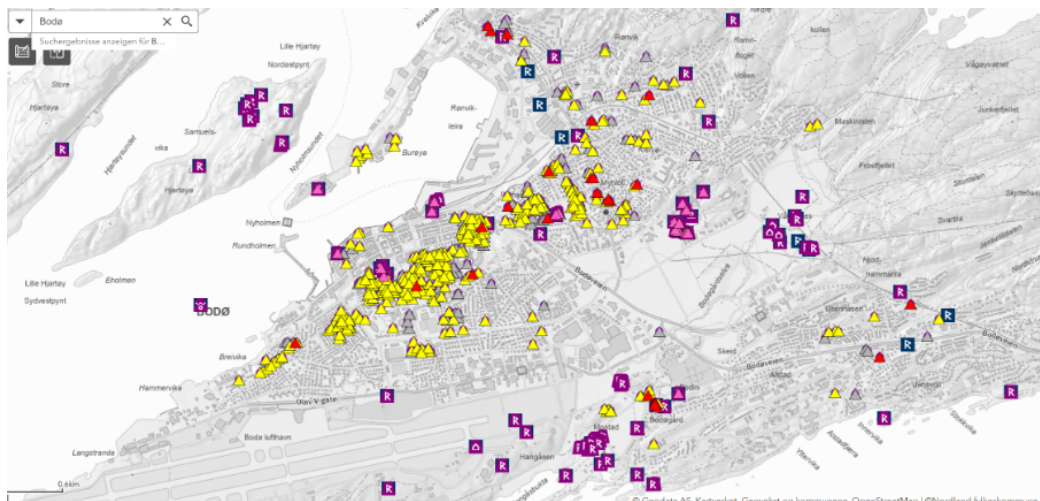


Figure 3.22. Cultural heritage sites in the city center of Bodø (Nordlandsatlas, 2023)

3.5.2. Museums

In Nordland, the strategic focus of museums aligns with the overarching objective to showcase the region's distinct coastal heritage, representing 25% of the total coastline in Norway. This emphasis is integral to the county's broader cultural and economic agenda, where museums are envisaged not only as repositories of historical artifacts but as dynamic platforms for cultural exchange and learning, reflecting a modern approach to cultural heritage management (Stortinget, 2021).

The county of Nordland (as well as the rest of Northern Norway) is struggling with appropriate funding of museums from the central government and as such their strategy for museums includes advocating for equitable distribution of cultural funding and prioritizing significant projects like SKREI and The Whale.

1. SKREI, set to open in 2026, is a center dedicated to experiences and knowledge about the Lofoten fishery, particularly Norway's most important fish, the Arctic cod, or skrei. It goes beyond the traditional framework of a museum, offering a space where visitors can learn, sense, experience, and understand the significance of the Lofoten fishery which has been vital both culturally and economically for Norway (Museum Nord, 2023, SKREI).
2. The Whale, expected to open in the first half of 2026, is a unique attraction in Andøy, Vesterålen, renowned as one of the best places in the world to see whales. Unlike traditional museums or nature centers, The Whale merges elements of science, art, and natural history to create an exciting learning arena for all ages (The Whale, 2023).

These initiatives are key to enhancing regional cultural identity and economic vitality. In addition, the proposed expansion of Nordnorsk Kunstmuseum in Bodø exemplifies the county's commitment to fostering a diverse and vibrant cultural sector, positioning museums as pivotal in driving regional cultural and economic development (Stortinget, 2021).

The following table presents the current museums that are established in the county of Nordland:

Table 3.6. The list of museums in Nordland (Kulturdirektoratet, 2023)

Museum Entity	Description	Number of Museums
<i>Museum Nord</i>	Museums in the Ofoten, Vesterålen, and Lofoten	21
<i>Foundation Nordlandsmuseet</i>	Museums in 9 municipalities in the Salten area	19
<i>Foundation Helgeland Museum</i>	Museums in 18 municipalities in the Helgeland area	18
<i>Gállogieddi Samisk Friluftsmuseum</i>	Outdoor museum displaying Sami culture	1
<i>Vega Verdensarvsenter</i>	World Heritage Center	1
<i>Norsk Luftfartsmuseum</i>	National museum for civil and military aviation	1
<i>Foundation Narviksenteret</i>	Foundation for war and conflict research	1
<i>Stiftelsen Árran</i>	Institution for Lule Sami culture	1
<i>Total</i>		63

The Nordland Museum (Nordlandsmuseet) consists of 19 smaller museums, which are located in different cities in Nordland. One of the largest parts of this foundation is the Bodø City Museum. It has four permanent exhibitions: The Lofoten Fisheries, a Sami exhibit, a Viking treasure, and an exhibition about Bodø's history from 1816 to 2000. In addition, the most recent national institution to open as part of the Nordland Museum was The Norwegian Jekt Trade Museum (opened in 2019). The Norwegian Aviation Museum is the largest aviation museum in the Nordic countries, covering around 10,000 square meters (110,000 sq ft). Situated in Bodø, the building is shaped like a huge propeller and contains both a civil and a military collection of aircraft.

Below are the figures that show total museum visits and activities for all museums in Nordland, as well as visits and activities in the Norwegian Aviation Museum in particular (Kulturdirektoratet (2023). Rapport 'Museene i 2022').

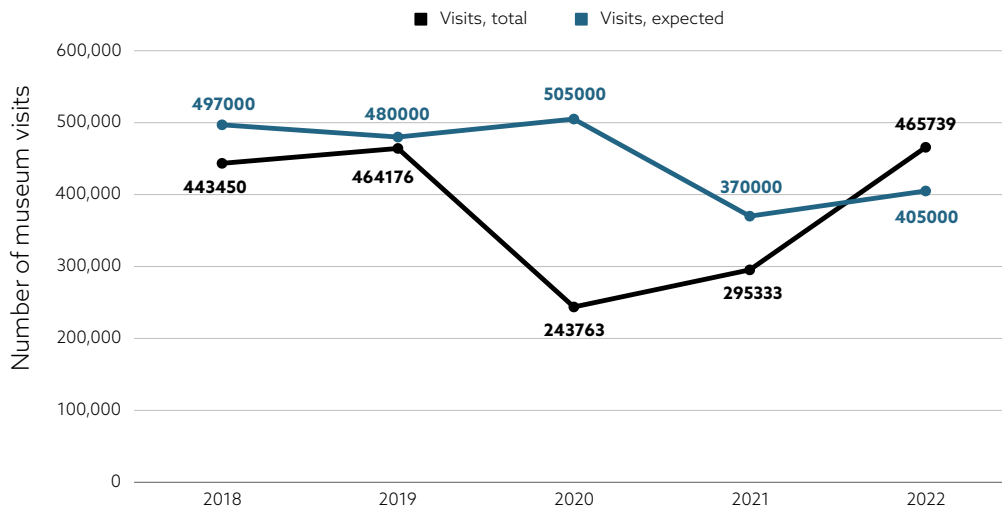


Figure 3.23. Total museum visits in Nordland (Kulturdirektoratet, 2023)

Figure 3.23 shows how Covid outbreak influenced museum visits in Nordland. We see a huge gap between expected visits, which were calculated based on previous annual reports and museum statistics, and actual visits in 2020, which became smaller in 2021 and how in 2022 total visits exceed expected visits, when Covid restrictions were lifted in Norway.

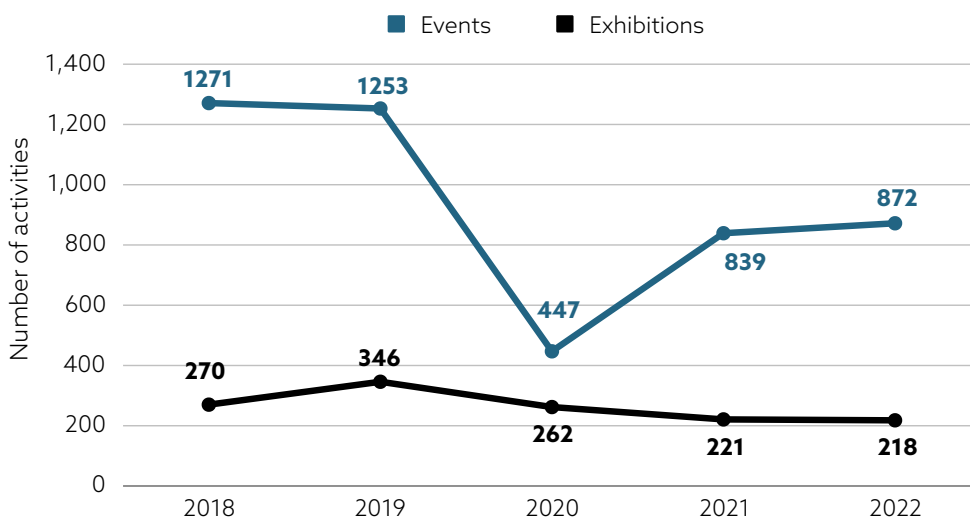


Figure 3.24. Number of activities in all museums in Nordland (Kulturdirektoratet, 2023)

The same trend is visible from Figure 3.24. The number of activities (which expect people participation) dropped from 1253 in 2019 to 447 in 2020. Still the number of activities did not recover and stays far below pre-Covid numbers.

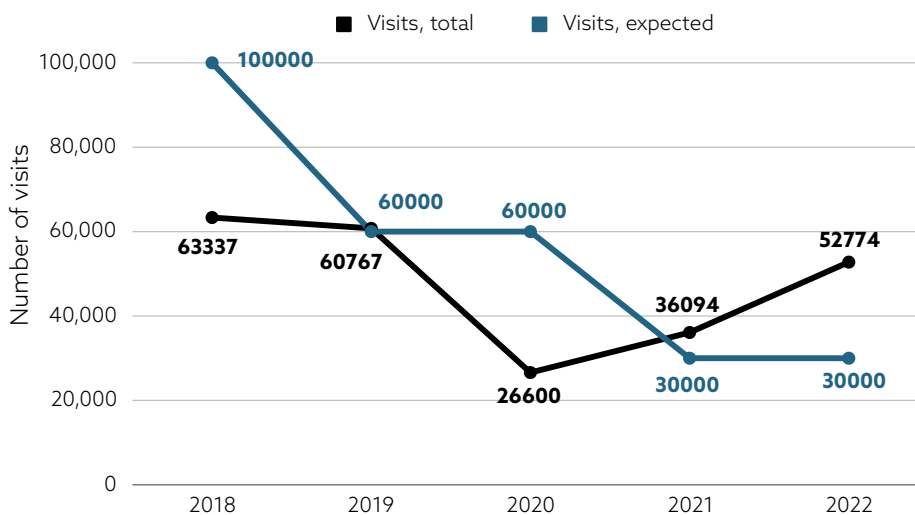


Figure 3.25. Number of visits to Norwegian Aviation Museum in Bodø (Kulturdirektoratet, 2023)

The same trend is visible in the Norwegian Aviation Museum (Figure 3.25), with a large gap between expected and actual visits in 2020, yet a larger surpass of actual visits over expected in 2022 (almost 75% more visitors than was expected).

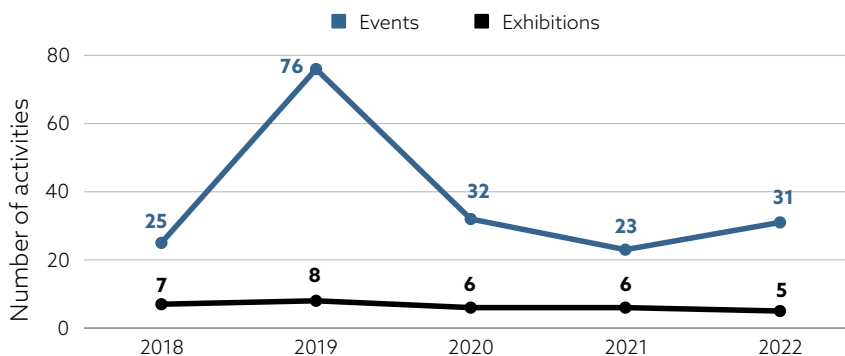


Figure 3.26. Number of activities in Norwegian Aviation Museum in Bodø (Kulturdirektoratet, 2023)

The number of activities in the Norwegian Aviation Museum (Figure 3.26) does not follow the trends exhibited on the previous figures. Considerable increase in events took place in 2019 and dropped in the first Covid year, yet it was still higher than in 2018.

3.5.3. Cinemas

According to the association "Film & Kino" (Film & Kino, 2022), the decentralized cinema structure in Norway results in most cinemas being small-scale establishments. The majority of these cinemas feature just a single screening room, and approximately three-quarters of all cinemas across the country have either one or two screening rooms. However, a trend of renovations and new constructions is gradually changing this landscape with an increasing number of cinemas with multiple screening rooms.

At the same time, while the cinemas across the country are relatively small, it leads to a good spread of cinemas across the municipalities, with 49% of all municipalities in Norway that have their own cinema. In Nordland, there were 15 cinemas in the county of Nordland in 2022, including:

1. Aurora kino, Narvik
2. Brønnøy kino
3. Bøhallen kino, Bø i Vesterålen
4. Fram kino - KA, Bodø
5. Glomfjord kino
6. Kulturbadet Kino, Sandnessjøen
7. Kulturfabrikken Sortland KF
8. Lysbøen kino, Ramberg
9. Meieriet kino, Vestvågøy
10. Mosjøen kino - KA
11. Rana komm. kino - KA
12. Stokmarknes kino
13. Svolvær Filmteater
14. Træna kino
15. Vega kino, Vega

Fram Kino in Bodø was the first cinema in Norway. It was started in the year 1908. The number of people visiting cinemas in the region has been decreasing over the last years, starting from 2016. Especially low attendance is observed during 2020-2021 and is explained by the COVID-19 restrictions. The Table 3.7 and figures below present key numbers and trend on cinema visits as well as total sales in cinemas in selected cinemas in Nordland.

Table 3.7. Cinema visitors in Nordland County and Bodø, number of people (SSB, 2023, Table 11817)

	Cinema visits (number)							
	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>2021</i>	<i>2022</i>
<i>Nordland</i>	389838	441806	388651	392758	338007	152215	191139	290306
<i>Bodø</i>	126053	132892	116582	118861	107566	47003	59167	88450

Number of visits								
Kino	2017	2018	2019	2020	2021	2022	2023	Trend
Fram kino, Bodø	94 586	100 158	84 597	38 813	43 613	69 653	85 438	
Rana kino	49 550	49 598	38 440	18 122	21 239	32 513	38 826	
Aurora kino, Narvik	28 292	31 139	18 790	12 223	15 327	20 685	25 825	
Kulturbadet kino, Sandnessjøen	19 194	19 605	15 472	7 399	6 304	13 306	15 452	
Meieriet kino, Vestvågøy	14 714	18 002	14 505	6 376	8 841	12 890	14 992	
Mosjøen kino	23 367	24 807	19 711	9 889	11 841	13 952	14 981	
Kulturfabrikken, Sortland	16 597	17 927	12 384	5 349	6 610	11 783	13 366	
Fauske kino	11 568	11 533	7 936	4 627	4 253	5 814	11 688	
Stokmarknes kino	12 770	12 235	8 233	4 660	4 658	8 580	10 647	
Svolvær Filmteater	10 749	11 385	8 865	3 938	5 637	8 164	9 081	

Figure 3.27. Number of cinema visits, 2017-2023 (October), Nordland (Film & Kino, 2023)

Sales in NOK								
Kino	2017	2018	2019	2020	2021	2022	2023	Trend
Fram kino, Bodø	10 666 157	11 559 708	9 514 872	4 245 847	5 191 736	8 502 486	11 309 989	
Rana kino	5 334 990	5 810 196	4 613 946	2 085 767	2 550 629	3 996 616	4 816 793	
Aurora kino, Narvik	2 792 419	3 269 562	2 010 909	1 413 184	1 676 325	2 670 490	3 278 229	
Kulturbadet kino, Sandnessjøen	2 173 960	2 227 666	1 773 363	778 142	745 890	1 452 384	1 703 338	
Meieriet kino, Vestvågøy	1 271 270	1 755 725	1 376 490	595 195	858 279	1 405 830	1 586 570	
Mosjøen kino	2 416 056	2 611 265	2 135 775	995 544	1 340 795	1 484 439	1 725 622	
Kulturfabrikken, Sortland	1 563 125	1 860 405	1 289 795	494 199	694 358	1 259 384	1 435 076	
Fauske kino	1 125 015	1 191 240	829 400	486 986	433 778	677 329	1 331 938	
Stokmarknes kino	1 165 570	1 228 420	804 656	415 807	464 140	874 201	1 052 887	
Svolvær Filmteater	1 023 715	1 154 370	852 860	385 010	557 795	813 449	908 629	

Figure 3.28. Total sales in cinemas, 2017-2023 (October), in Norwegian Kroner, Nordland (Film & Kino, 2023)

3.5.4. Theatres, Performing arts, Concerts, Festivals

The theater and opera statistics for Norway in 2022 present a nuanced picture of the cultural landscape (Norsk Kulturindeks, 2023b). Across the country, there were 7261 performances, averaging 1.34 shows per 1000 inhabitants. In Nordland, a notable divergence from the national trend is observed. The region hosted 429 theater shows, equating to 1.79 performances per inhabitant, which is 33% higher than the national average.



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However, this higher frequency of performances did not translate into proportional audience engagement. The total attendance in Nordland was 37,679, or 0.16 visits per inhabitant, marking a 29% decrease from the national average. The region also saw an equal number of 429 dance performances, highlighting a diverse cultural offering. It is noteworthy that (besides Oslo that has by far the largest share of the market), the number of theatre performances in Nordland were consistently growing even during the year of Corona, as indicated by the following illustration:

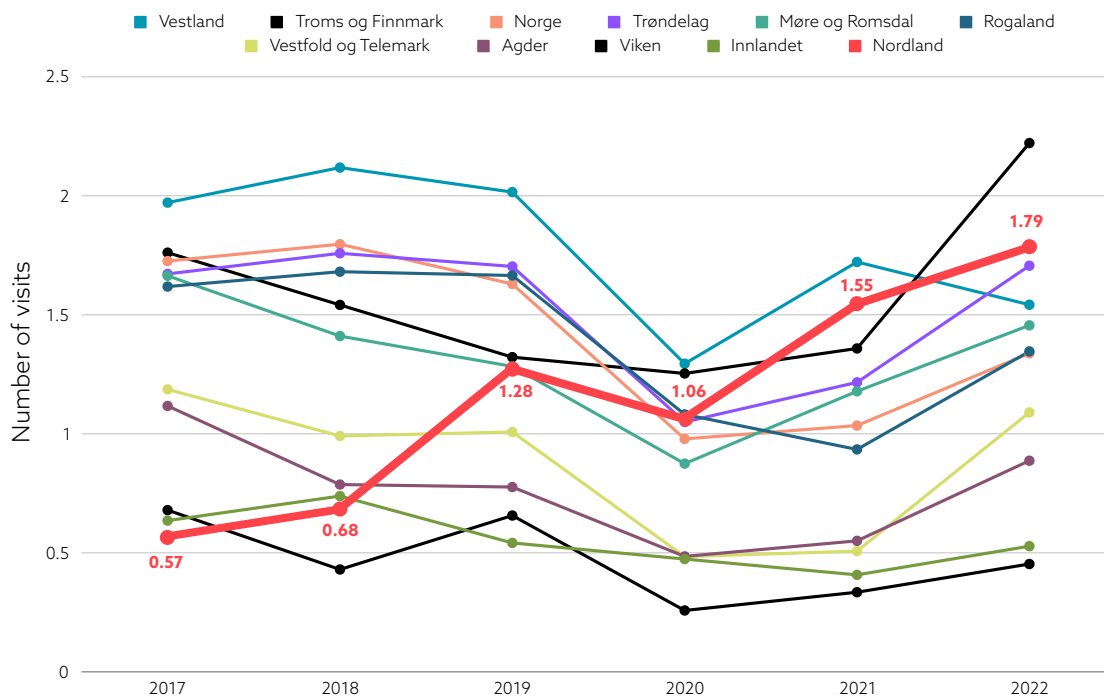


Figure 3.29. Visits of theatre performances per 1000 inhabitants, Norway (Norsk Kulturindeks, 2023b)

Looking closer at the theatre performances within Nordland, the following table indicates that the Norland theatre had by far the largest market share with 316 performances and attracting close to 26,000 visitors.

Table 3.8. Performances and visitors in theatres in Nordland (Norsk Kulturindeks, 2023b)

Theatre	Performances	Visitors
Nordland Teater	316	25987
Riksteatret	41	7264
Figurteatret	38	1998
Turnéteatret i Trøndelag	10	493
Hålogaland teater	3	452
Åarjelhsaemien Teatere	8	420
Carte Blanche	3	368
Teatret Vårt	3	250
Beaivvá Sámi Násunálateáhter	3	141
Grenland Friteater	1	140
Teater Manu	1	89
Samovarteateret	2	77

In addition to that, the data that is provided by Telemarksforskning (2023) allows for a more detailed analysis of the different performances that were performed in the different municipalities in Nordland. The following illustration show that, while all of the municipalities had either concerts, theater performances, festivals, or other forms of entertainment, there were large discrepancies in both the number of these performances and the income that is generated from these. In turn, Hamarøy had the highest number of performances per 1000 inhabitants, particularly when it comes to theatre performances and festivals, closely followed by Vega and Gildeskål (with the highest number of concerts). At the same time, most of the sales are generated in the municipality of Bodø, where especially concerts generated more than 20 million NOK in 2022.

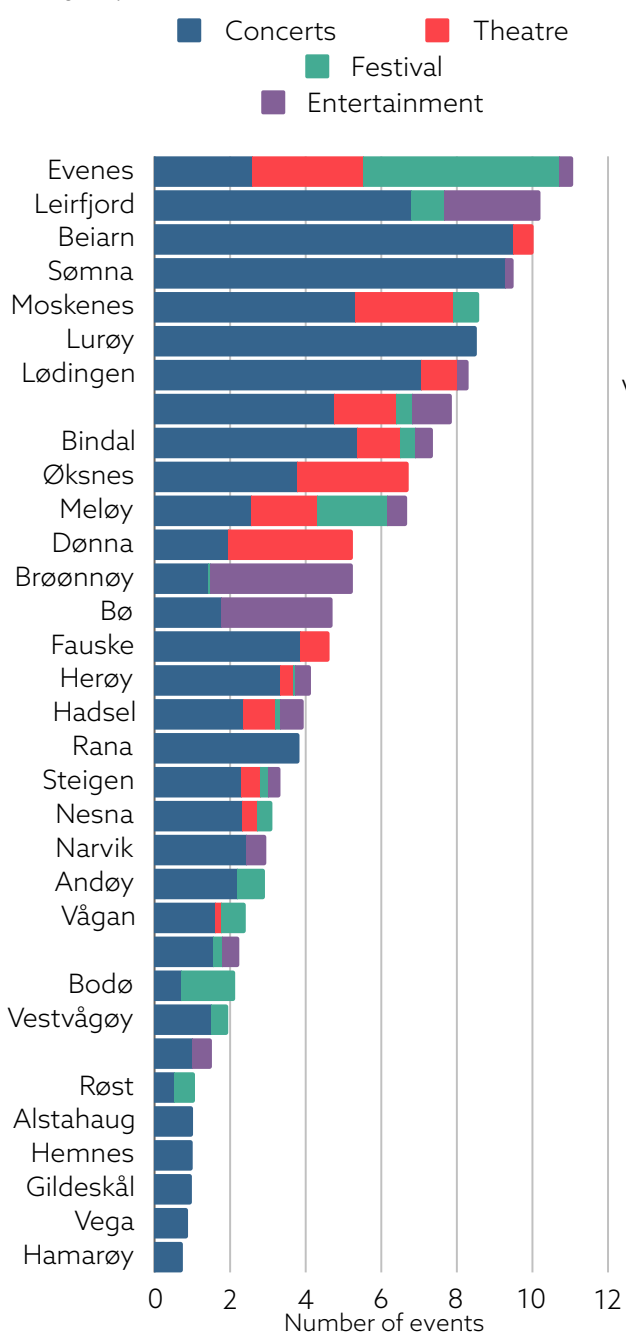


Figure 3.30. Number of events in theatres per 1000 inhabitants, Nordland (Norsk Kulturindeks, 2023b)

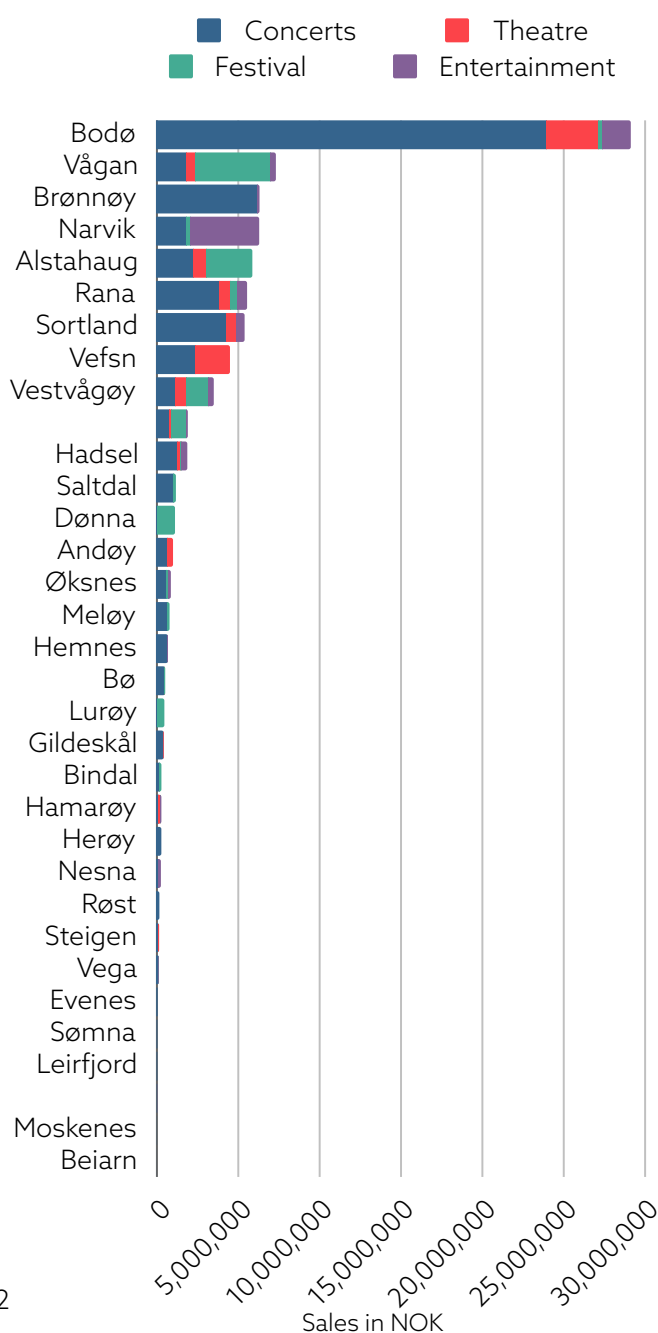


Figure 3.31. Sales from events in theatres, Nordland, Norwegian Kroner (Norsk Kulturindeks, 2023b)

Bodø is host to the cultural festivals Nordland Musikkfestuke, Parkenfestivalen and the Opptur festival every summer, as well as Bodø Film festival, Det Vilde Ord (literature festival), Bodø Biennale and Bodø Jazz Open – just to name a few popular arrangements. Bodø hosts world's famous singers and bands, such as concerts by AHA (1 February 2020), or Sting (18 June 2017). Jazz and rock festivals are also an important part of cultural life in Nordland and in Bodø. Appendix 2 provides an overview over all music festivals in Nordland in 2023.

3.5.5. Libraries, archives, cultural centres

In Norway, the public library system, financed through public funds and managed by the municipalities, consists of 356 libraries with a total of 641 branches (Norsk Bibliotekforening, 2022). In 2021, public libraries in Norway welcomed 17.5 million visitors and loaned out 11.2 million books, with 37% of the population and 58% of children between the ages of 9 and 15 visiting a library that year. This underscores the role of libraries as essential cultural and educational hubs.

Further, the library ecosystem in Norway is supported by libraries that are managed by the county administrations as well as specialized libraries, such as school libraries for primary and secondary education students and academic and research libraries affiliated with higher education and research institutions. The National Library of Norway plays a particular important role in this system as it is responsible for collecting, preserving, and disseminating Norwegian media across all types. As such, it is shaping and implementing national library policy and promotes the development of libraries across Norway through the allocation of project funds (Norsk Bibliotekforening, 2022).

At the same time, according to SSB, the number of public libraries in Nordland is falling and today the number is lower comparing with the pre-COVID years (Figure 3.32). However, the number of participants in public libraries' activities was growing year after year, except the drop during the COVID, and now the number is more comparing with the pre-COVID years Figure 3.33.

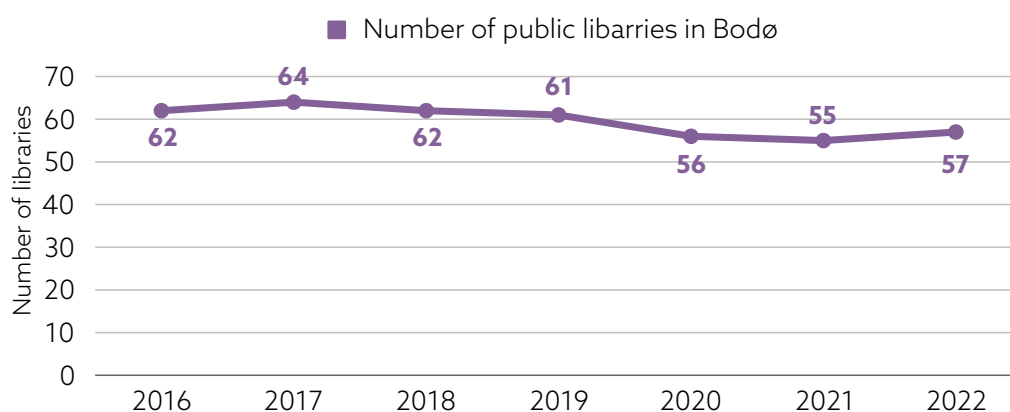


Figure 3.32. Number of public libraries in Nordland (SSB, 2023, Table 11758)

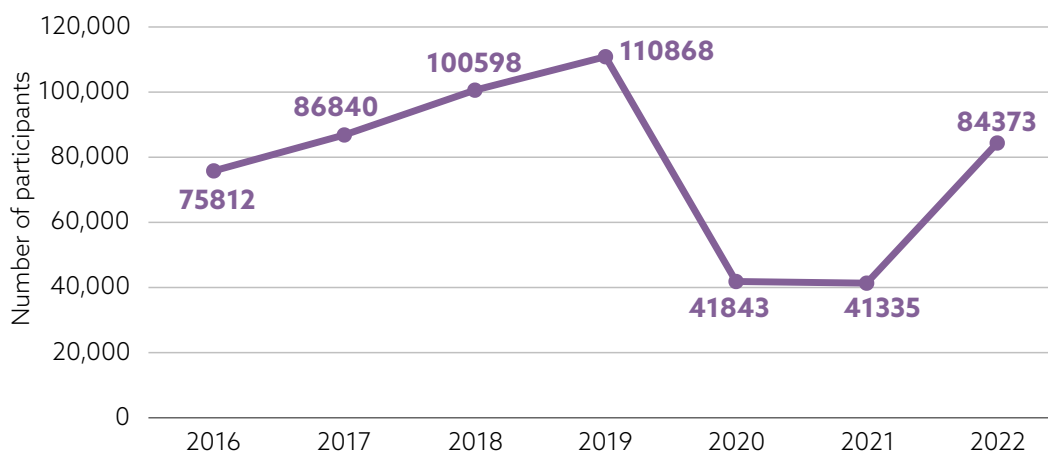


Figure 3.33. Number of participants in activities performed by public libraries in Nordland (SSB, 2023, Table 11758)

Many of the libraries in the region also act as cultural centers and meeting spots for different groups of the population. For instance, the new cultural center “Stormen” (The Storm) was opened in 2014 in Bodø. It contains a library, a concert hall and theater. Knut Hamsun Centre is a museum and educational centre in Hamarøy in Northern Norway dedicated to the life and work of the writer Knut Hamsun, opened for the public in June 2010.



Photo: Stormen / Ernst Furuhatt, 2015

3.5.6. National parks and zoos

National parks preserve the biodiversity of the country, while offering a glimpse into untouched and pristine environments. In Nordland county, there are 9 national parks from Børgefjell on the border to the county of Trøndelag, through Lomsdal-Visten, Saltfjellet-Svartisen, Junkerdal, Láhko, Sjunkhatten, Rago, to Lofotodden at the edge of Lofoten and Møysalen near the border to the county Troms, these parks represent a diverse array of landscapes and ecosystems. The following illustration shows the geographical spread of these national parks.

The following table includes more detailed information about the national parks that we have in the region and what they are most famous for.

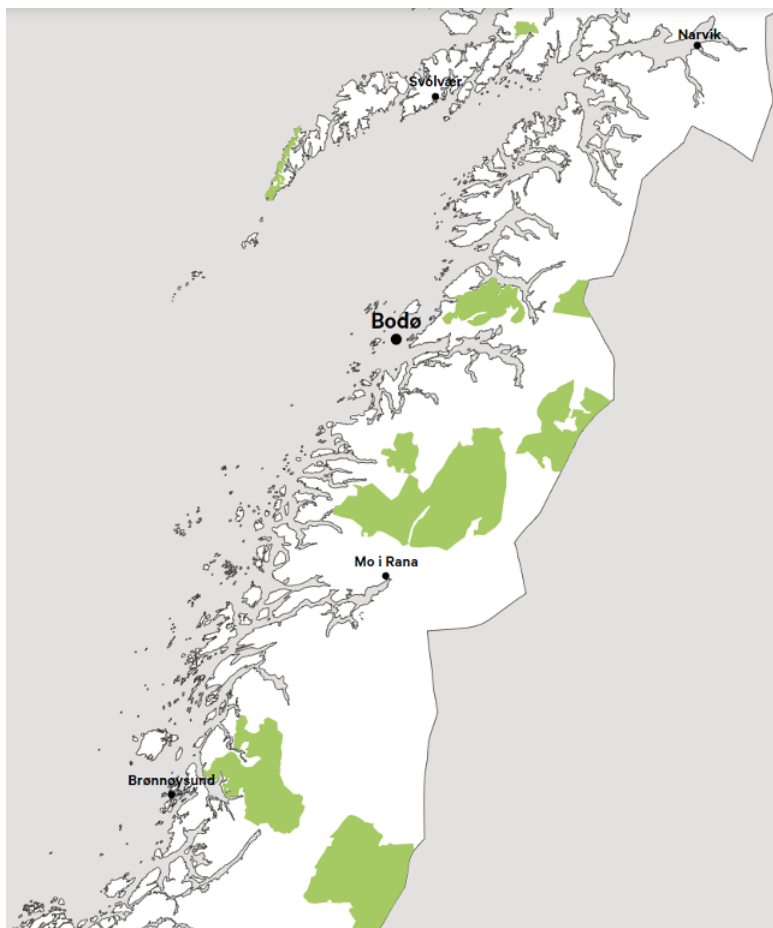


Figure 3.34. Overview of the national parks in Nordland (Norges Nasjonalparker, 2023)

Table 3.9. National parks in Nordland (Nordland Nasjonalparksenter, 2023)

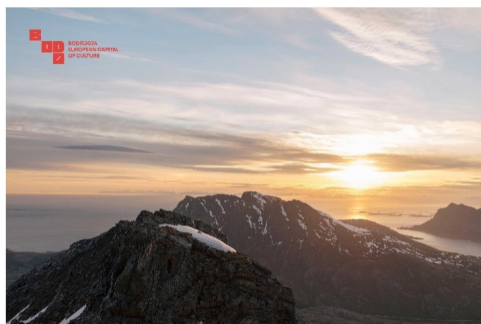
National Park	Key Information
<i>Saltfjellet-Svartisen</i>	Features steep mountains to lush valleys, with Svartisen glacier covering a fifth of the park, rich in flora and fauna
<i>Junkerdal</i>	Home to a rich variety of plants and animals, with a deep history of Sami culture and traditions
<i>Rago</i>	Among Europe's top ten national parks, known for its dramatic landscapes and unspoiled wilderness
<i>Sjunkhatten</i>	Adjacent to Bodø, known as 'The Children's National Park', with wild rivers and almost untouched mountain areas
<i>Láhko</i>	Showcases Norway's largest alpine karst landscape with unique ecosystems, including calcareous lakes
<i>Lomsdal-Visten</i>	From fjord to mountain, known for its varied landscape and challenging but unique watercourse nature
<i>Børgefjell</i>	One of Norway's oldest national parks, a vital habitat for the endangered Arctic fox and diverse landscapes

<i>Møysalen</i>	One of Norway's smallest national parks located on Hinnøya, featuring the prominent Møysalen mountain
<i>Lofotodden</i>	Unique landscape with narrow, high mountain ranges surrounded by open sea and deep fjords

The county of Nordland does not have any zoos. However, there are several educational centers that focus on the marine life and aquacultural industry in the region. The most noteworthy are:

1. The Lofoten Aquarium - offers an immersive experience into the aquatic life of the local sea areas around Lofoten, showcasing a variety of marine species including sea cucumbers, halibut, and a specific aquarium for skrei (Arctic cod). Additionally, it emphasizes interactive and educational experiences such as otter and seal feedings, making it a center dedicated to both educating the public about marine biodiversity and promoting conservation awareness (Museum Nord, 2023, Lofotakvariet).
2. Salmon Center Gildeskål - The center's primary focus is on disseminating knowledge about aquaculture based on factual information and research. It was recently renovated and features now state-of-the-art facilities, including an indoor aquarium that offers a 360-degree view of salmon and a tactile pool for children to interact with marine organisms (Salmon Center Gildeskål, 2023).

3.5.7. Outdoor activities and sports



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Given Nordland's spectacular landscapes, outdoor activities play a significant role in the hospitality sector. Hotels and resorts frequently offer packages that include activities like hiking, fishing, kayaking, skiing, and wildlife safaris to cater to nature enthusiasts and adventure seekers. Nordland, with its stunning landscapes of fjords, mountains, and forests, is a county deeply intertwined with nature.

Nature does not merely exist as a backdrop in the local Northern-Norwegian culture; it is an integral part of the nation's identity, history, and way of life. The relationship between nature and culture in Norway is a unique and profound one, shaping everything from art and literature to daily customs and national values. To understand the role of nature in Norwegian culture, one must first appreciate the country's geography. Norway's dramatic landscapes have played a significant role in shaping the culture and mindset of its people.

Northern-Norwegian culture is closely tied to outdoor activities. The concept of "friluftsliv," which roughly translates to "open-air life," is deeply ingrained in the way of

life. It involves spending time outdoors, often in remote wilderness areas, and is seen as a way to connect with nature, find inner peace, and foster physical and mental well-being. Figure 3.35 illustrates the areas suitable for outdoor activities and walking routes. For example, over 90% of Bodø's natural area is suited for all kinds of activities, including walking tours, hiking, fishing, kayaking, etc. It also illustrates the so-called "kulturstier" (cultural trails) near Narvik (another large city in Nordland).

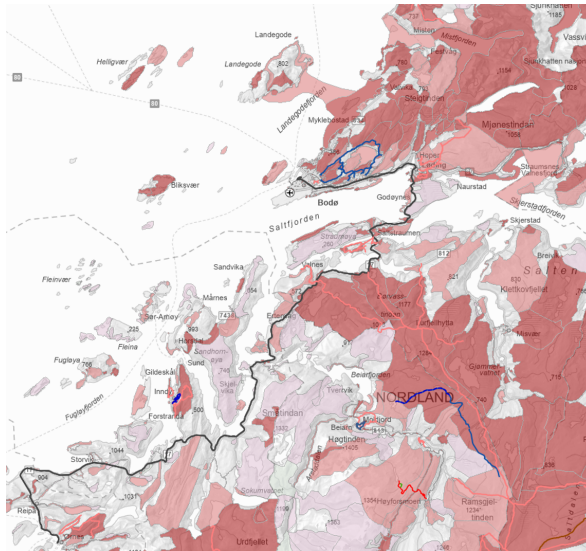


Figure 3.35. Outdoor life in Nordland (Nordlandsatlas, 2023)

Norway's cultural calendar is also marked by events that celebrate nature (Figure 3.36). One of the most famous is "Midtsommer" or "St Hansaften" (Midsummer), a joyful celebration of the summer solstice. Nature also has a significant impact on the Norwegian diet and culinary traditions. With an abundance of fresh seafood, game, and berries, Norwegian cuisine is deeply rooted in the country's natural resources. Staples like salmon, cod, and reindeer are not only a source of sustenance but also a source of national pride.

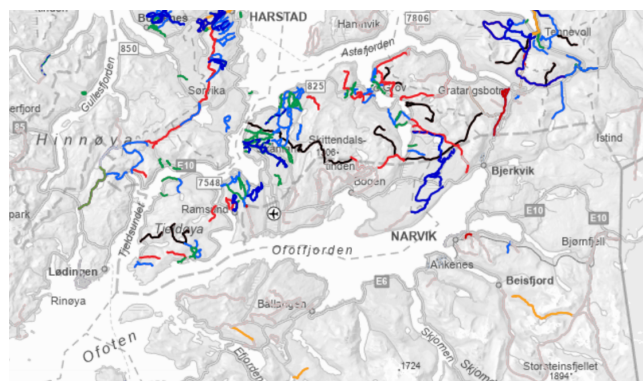


Figure 3.36. Examples of cultural heritage routes in Nordland (Nordlandsatlas, 2023).

Being active and staying close to the nature is one of the priorities of local people in Nordland. Employers often challenge their employees to commute by walking or cycling. "Ti på Topp" ("Top ten") is a competition/challenge and one of the good examples that stimulate people going to the mountains. The idea of this initiative is involving people using an electronic platform for registering their hiking tours. In this way, people compete about how many peaks they had reached during the year, how many km were passed and what heights were reached (in summary). "Top ten" are

well-arranged tours for entire families, friends and colleagues throughout all county. Figure 3.37 shows how many visits particular mountain tops had since the launch of tracking at this electronic platform. In 2023, "Top ten" in Bodø had 2503 registered participants with 17 popular hiking tops and 36.360 check-ins.

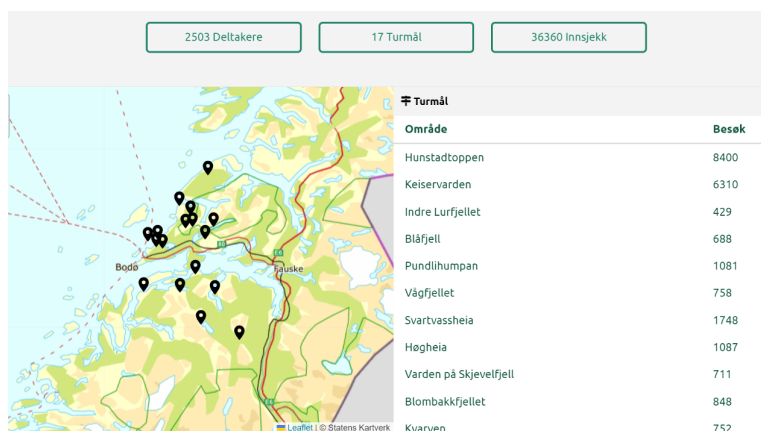


Figure 3.37. Most popular hiking destinations around Bodø (Tipåttopp, 2023)

Nature permeates every aspect of Norwegian life, from art and literature to recreation, cuisine, and environmental values. In a world where urbanization and technology often separate people from the natural world, Norway stands as a testament to the enduring and enriching relationship between culture and the environment. However, based on the Telia data (Telia, 2023) and analysis of grids around the three popular mountain tops in Nordland - Junkerfjellet, Valnesfjord Helseportsenter, and the Skimountain in Narvik - we have observed that after the lockdown the level of engagement into hiking tours has dramatically decreased (see Appendix 3).



Figure 3.38. Svartisen - Europe's most accessible glacier (Visit Bodø, 2023)

Winter sports (first of all skiing) are very popular in Nordland. However, football and handball are becoming more and more popular as well. Nordland's and Bodø's main professional team is the football club Bodø/Glimt, playing in Eliteserien, the top division of football in Norway, of which they are the current champions and have been playing in the 2022-23 UEFA Europa League (Figure 3.24). In addition to Bodø/Glimt, Bodø has had several teams at national top level, including Grand Bodø (women's football), Junkeren (women's handball) and Bodø HK (men's handball).

Inherently, given its status as the strongest football team of Norway for the past 3-4 years has resulted in a lot of attention for the team Bodø/Glimt (including articles in the foreign press, see figure 3.39) and the city of Bodø. During the 2022 season of the "Eliteserie", Glimt has attracted 163,270 visitors to the Aspmyra Stadium, which results in positive spin-off effects for the inner city of Bodø. The club has many supporters from Nordland who need to come to the city via various types of transportation, as well as supporters of opponent teams that often need both transportation, food, and accommodation in the city (Bodø Kommune, 2023c).



Figure 3.39. Article about Bodø Glimt in the New York Times (Smith, 2020)

The most well-known sporting arena in Bodø is Aspmyra Stadion, which in addition to being the home of Bodø/Glimt has hosted international matches. Also, the multi-purpose indoor Bodø Spektrum contains full-size football and handball courts, as well as several swimming and bathing facilities. There are organized teams for around 40 types of sports in Bodø alone.

3.5.8. Impact of Covid-19

During the covid pandemic, the cultural field was hit hard. The report "Art in Numbers" (Rambøll) for 2020, shows a national decline in income for the music industry of 33 per cent from 2019 to 2020. For the performing arts, this figure is as much as 53 per cent from 2019 to 2020. Surveys show that one in five employed in the sector, occupational status changed from the start of the pandemic (Menon Economics, 2020). A report by Askvik, et al. (2022) shows that the cultural sector is among the industries in society that have experienced the greatest negative effects of restrictive measures during the pandemic. Especially the parts of the cultural sector that are based on a physical audience, such as performing arts, museums and music, the loss of income has been large.

Also, in Nordland the level of activity has been greatly reduced during the pandemic, which is shown, among other things, through a strong reduction in the number of applications to the county council project funds for culture, and generally postponed and canceled events and projects. From autumn 2022, the number of applications started to increase somewhat again. Among other things, volunteering in the cultural field has greatly weakened during the pandemic. At the national level, municipalities and county councils highlight recruitment as by far the biggest challenge for the cultural sector in the future (Rambøll 2021). The apostasy in the professional art and the field of culture means that the overall activity, innovation and diversity in the cultural offer is important to be able to weaken significantly in the coming years.

3.6. Lottery

Lottery and gambling are important parts of the cultural systems as they are part of the local culture, but also part of the funding system to other local cultural organizations. According to the "Regulation on Grants to Societal and Humanitarian Organizations from the Gaming Profits of Norsk Tipping" (Lovdata, 2022), 18% of the profits of the regulated lottery system "Norsk Tipping" should be distributed to societal and humanitarian organizations that correspond to the legal requirements to take part in the funding process. As such, in 2023 Norsk Tipping will distribute 968,9 million Norwegian kroner to societal and humanitarian organizations. Essential services, including Norges Røde Kors, Redningsvesenets selskap, and Norsk Folkehjelp receive a fixed allocation of the funding. However, many other cultural organizations can receive funding, underscoring the substantial financial importance of the lottery system in Norway.

According to The Norwegian Gambling and Foundation Authority (Lotteri- og stiftelsestilsynet, 2023), the regulated gambling market in Norway experienced a 6% increase in net turnover in 2022, a significant recovery attributed to the lifting of COVID-19 restrictions that had previously dampened the industry's performance. The absence of these restrictions enabled the gambling sector to increase its sales return to more traditional operations.

Similarly, online gambling in Norway has seen a steady increase in user engagement, particularly with Norwegian regulated games. In 2022, the trend stabilized, however, it is noteworthy that there has been a notable decline in the use of illegal operators, which fell from the previous 4-5% to 2.5-3.4%. For comparison, the regulated "Norsk Tipping", which competes with illegal operators, attracted 15,5% of online gamblers, and 2,9% played at "Rikstoto" (Lotteri- og stiftelsestilsynet, 2023).

The average expenditure per Norwegian adult on regulated gambling was around 13,000 NOK in 2022, with a net spending of 2,700 NOK when accounting for paid out winnings. Additionally, the gambling behavior survey that is performed each quarter by Sentio Research Norge AS reveals distinctive patterns: number games, scratch

cards like Flax, and reverse vending machines are the most popular, while terminal games and ship games see less participation. Men tend to diversify their gambling activities more than women, who prefer scratch cards and lotteries. Age-wise, older players gravitate towards number games and Norsk Rikstoto, with younger demographics exploring a broader array of gaming options (Lotteri- og stiftelsestilsynet, 2023).

3.7. Voluntary work

The scope of voluntary work is strong in Norway (Nordland Fylkeskommune, 2023d). According to Statistics Norway, voluntary work contributed to a value creation of around NOK 75 billion in 2017. There are over 80,000 organizations in Norway. Approximately half of the adult population is involved in voluntary work, and there are twice as many members of voluntary organizations as the number of inhabitants in the country. 63% of everyone over the age of 15 has done voluntary work in the past year. 77% of the population is a member of at least one organization and 47% of at least two. 14% are active in two or more organizations. Paid employment in the organizations totaled 91,600 man-years in 2019. A survey of voluntary work in 2017 from the Institute for Social Research estimates that the unpaid effort was equivalent to 142,000 man-years.

The volunteering barometer 2019 (prepared by Volunteering Norway) shows that the proportions for participation and membership are generally high for sports organizations, local environmental and cultural organizations. These are the types of organizations that Norwegians overall invest the most in. Sports organizations together with professional, industry and trade unions are the types of organizations that most people state they are members of. People have to the greatest extent participated in activities organized by sports organizations and local environmental and housing organizations. 36% percent of the total gross product of voluntary and non-profit organizations was within culture, sport and leisure. Sport alone accounted for around 24% of the voluntary man-years. 10% are within the care sector.

According to Statistics Norway, in 2022 there were 655 voluntary teams and associations related to culture and sport, that receive municipal grants (in Nordland). The following illustration gives a breakdown of the membership numbers in different municipalities of Nordland for voluntary associations in the fields of music, crafts, art, and history (Norsk Kulturindeks, 2023a).

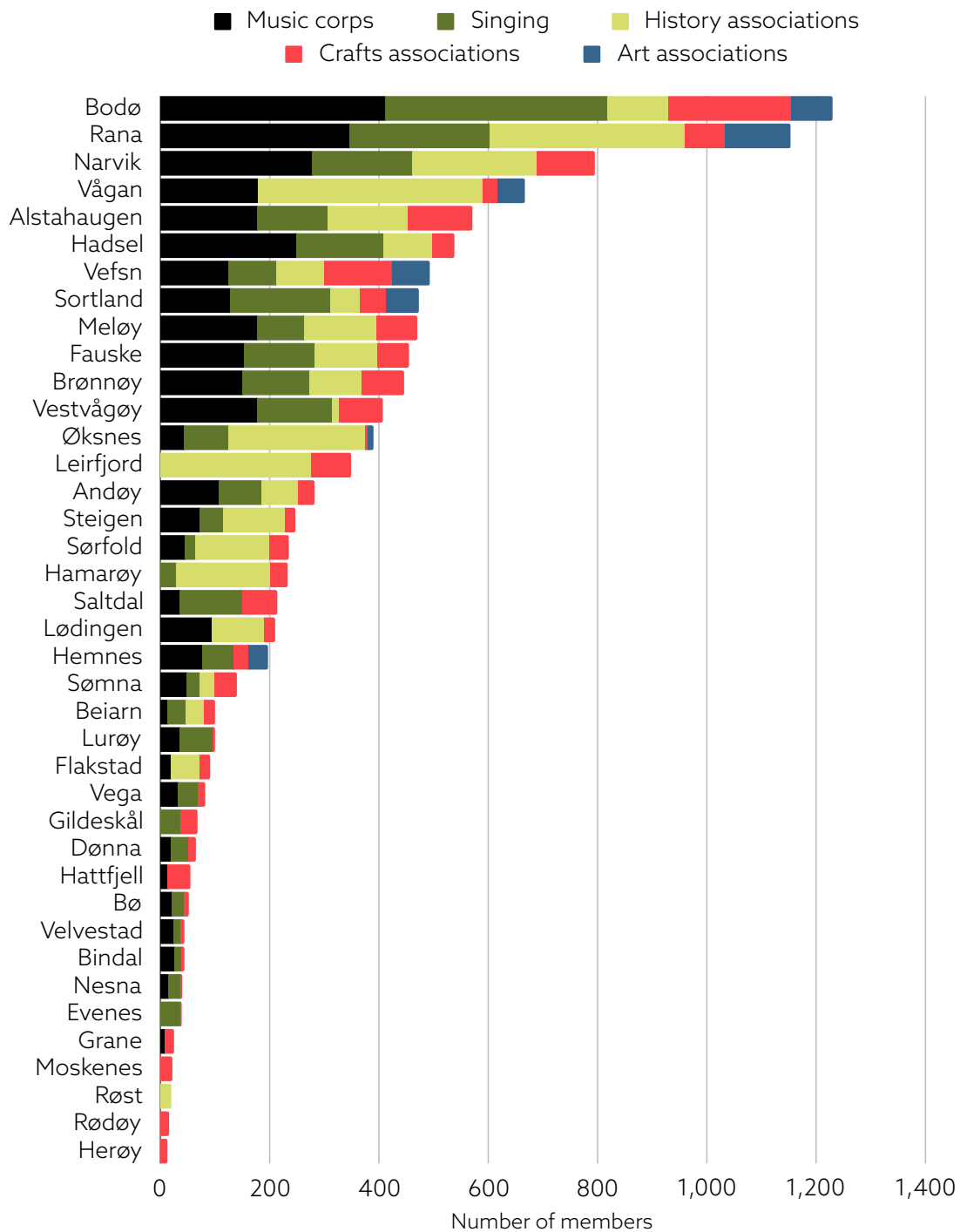


Figure 3.40. The number of members in different voluntary organizations (Norsk Kulturindeks, 2023a)

3.8. Religion and philosophy of life

The indigenous Sámi people, who have inhabited Nordland and neighboring regions for centuries, practiced animistic and shamanistic traditions, which were deeply connected to the natural world. Their spirituality was characterized by a profound respect for nature and its spirits, which played a pivotal role in their daily lives. With the advent of Christianity in Norway in the 11th century, Nordland underwent a significant religious transformation. The Norse gods were gradually replaced by Christianity, and churches and monasteries were established.

In contemporary Nordland, Christianity remains a dominant religious tradition, with various denominations represented. However, Nordland's religious landscape is not monolithic. In recent decades, the region has witnessed increased religious diversity due to immigration and globalization. New religious communities, such as Islam, Buddhism, and Hinduism, have found a place alongside established traditions, contributing to the cultural richness of Nordland. This diversity reflects the region's openness to different religious and cultural backgrounds, fostering interfaith dialogue and understanding.

40 % of Norwegian population reported being religious in 2020. This is a significant reduction compared to 47 % reported in 2011. The religious population is dominated by Lutheran Christianity, with 68.7% of the population belonging to the Evangelical Lutheran Church of Norway in 2019. The Catholic Church is the second largest Christian church at 3.1%. The unaffiliated make up 18.3% of the population. Islam is followed by 3.4% of the population (SSB, 2023, Table 08531).

While less than half of the Norwegian population are religious, the percentage of the population that are formally members of The Church of Norway is still at 64 % (in 2022, down from 72 % in 2015). There is also up to 12,6 % of the population, mainly with immigrant background, that are members in religious and life stance communities outside The Church of Norway. This number has grown from 10,8 % in 2015 but it has been more or less stagnating in the last years, as indicated by the following table:

Table 3.10. Members in religious and life stance communities (SSB, 2023, Table 08531)

	2015	2016	2017	2018	2019	2020	2021	2022
<i>Members of The Church of Norway as a percentage of inhabitants (percent)</i>								
<i>Bodø</i>	81,5	79,9	79,4	78,7	77,6	76,7	73,9	72,4
<i>Nordland</i>	82,8	81,7	81,1	80,5	79,8	79,1	76,8	75,6
<i>Norway</i>	72,7	71,3	70,5	69,8	68,6	67,7	64,9	63,7
<i>Members in religious and life stance communities outside The Church of Norway as a percentage of inhabitants (percent)</i>								
<i>Bodø</i>	6,4	7,0	6,9	7,2	7,3	7,4	-	-
<i>Nordland</i>	5,6	6,3	6,2	6,5	6,5	6,5	-	-
<i>Norway</i>	10,8	11,9	11,8	12,4	12,7	12,9	12,6	12,9

According to this table, Nordland county and Bodø have a larger percentage of Members of The Church of Norway than the national average (72-75 % against 64 %). However, when it comes to religious and life stance communities outside The Church of Norway, it is apparent that Nordland and Bodø have only half of the members, percentage-wise (6-7 % against 13 %).

3.9. Retail, Restaurants, Pubs

Retail and restaurant sectors are integral to the cultural system because they are visible reflections and active shapers of societal norms and values. Retail spaces have the possibility of displaying local customs and can address consumer preferences through their product offerings and marketing strategies. Restaurants, on the other hand, play a crucial role in preserving culinary traditions, while simultaneously adapting these traditions to modern tastes and global influences. Both sectors facilitate social interaction and community building, acting as hubs for social exchange and cohesion. Therefore, the actors that represent these sectors are much more than mere commercial entities as they are dynamic arenas where culture is both exhibited and continually reshaped. As such, they are essential components of the cultural landscape in any region, including Nordland.



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Northern Norwegian food culture is characterized by an abundance of fresh and high-quality ingredients, particularly seafood. The region's culinary traditions feature specialties like Skrei (Arctic cod), tørrfisk (dried fish), and unique Sami dishes utilizing reindeer meat and local herbs. The midnight sun's influence on local produce enhances the flavor and quality of fruits and vegetables, adding to the region's diverse culinary offerings.

According to Visit Norway, the following specialties characterize the Northern Norwegian food culture:

1. Skrei (Arctic cod)
2. Tørrfisk (Dried fish)
3. Bacalao (Tomato-based stew with salted cod and vegetables)
4. Skreimøjle (Cod with liver and roe)
5. Boknafisk (Semi-dried fish)
6. Rødsei/gammelsalta sei (Fermented pollock)
7. Hvalcarpaccio (Thinly sliced whale meat)
8. Various seafood like kråkebolle (sea urchins), muslinger (mussels), blåskjell (blue mussels), kamskjell (scallops), reker (shrimps), and hummer (lobster)
9. Sild (Herring) in various preparations
10. Kongekrabbe (King crab)
11. Reinsdyrkjøtt (Reindeer meat)
12. Bidos (Traditional Sami reindeer soup)
13. Lofotlam (Lamb from Lofoten)
14. Lyngenlam (Lamb from the Lyngen Alps)
15. Muldebær (Cloudberries)
16. Kvæfjordkake (Norwegian national cake)
17. Møsbrømløse (Sweet flatbread from Salten, Nordland)

Bodø municipality has a diverse offering of dining and drinking establishments, reflecting its dynamic cultural and social life (Bodø Kommune, 2023c). As of 2022, there were a total of 174 venues in the central area of Bodø that hold either serving licenses, alcohol licenses, or both. Of these, the city center (Sentrum) has the highest concentration with 85 establishments. In Østbyen, another key area in the inner city, there are 27 places which include notable locations like City Nord, Nordlandshallen, various swimming facilities, and the Aviation Museum. Vestbyen, primarily encompassing Bodø Airport, has 6 venues. The remaining 56 establishments are spread across other areas of the municipality, including Mørkved, Tverlandet, and Kjerringøy. As such, the sector is developing holds an important role for the city as a social and cultural meeting ground for both residents and visitors.

The following table gives an overview of some selected restaurants in the city center of Bodø (Nye Bodø, 2023):

Table 3.11. Overview of selected restaurants in the city center of Bodø

Restaurant	Main Features
<i>Ohma</i>	Asian-inspired cuisine with a menu featuring dim sum, sushi, and original drinks
<i>Larsen Mat & Vinbar</i>	Cozy atmosphere with a focus on small dishes and an extensive wine list
<i>LystPå</i>	Fine dining experience with local ingredients, offering diverse menu packages and wine selections
<i>Bjørk</i>	Italian-inspired dishes combined with local Northern Norwegian ingredients, known for excellent pizza
<i>Hundholmen Brygghus</i>	Gastropub offering quality pub dishes and homebrewed beer, popular as a weekend spot
<i>Pangea</i>	Specializes in Asian street food, including Korean cuisine, with a relaxed atmosphere
<i>Bryggerikaia</i>	Focuses on Northern Norwegian fish and seafood dishes, also known for great burgers
<i>Olivia Ramsalt</i>	Classic Italian dishes with ingredients from Italy, inspired by the port city of Sorrento
<i>Brasserie X</i>	Located in Quality Hotel Ramsalt, offers a seasonal menu inspired by French brasserie traditions
<i>Sakura Fusion</i>	Newest addition in sushi offerings, includes sushi, izakaya, and sushi bowls
<i>Tiger sushi</i>	Popular for its sushi buffet, also offers a variety of sushi and sticks
<i>Påpir</i>	Café by day and dining bar by night, located in Stormen Bibliotek, offers a range of dishes and wines

Sportsbaren	A sports bar with a focus on football, serves burgers, a wide range of beers and drinks
Great Gandhi	The only Indian restaurant in Bodø, offers dishes inspired by Punjab province in India

When it comes to the retail in Bodø, it is noteworthy that there are 2 main areas for inhabitants to do their shopping activities:

1. Bodø City Center, particularly Koch Shopping Center "Glasshuset"
2. Stormyra, particularly the shopping center "City Nord", which is the largest shopping center in Nordland

City Nord has developed into the main destination for inhabitants and attracted 4,658,000 visitors in 2021 with 2,300,000,000 NOK in total sales. In comparison, Koch has attracted 1,359,031 visitors with 471,000,000 NOK in total sales in the same year (Bodø Kommune, 2023c). This trend is also visible for different categories of retail where City Nord has in general a significant higher number of sales than Koch in the City Center of Bodø. The following figure that analyzes different selected retail categories shows that the city center is only stronger when it comes to the hospitality sector. Here, we can clearly see that most of the popular restaurants are located in the city. Beyond that, City Nord has stronger sales in nearly every category.

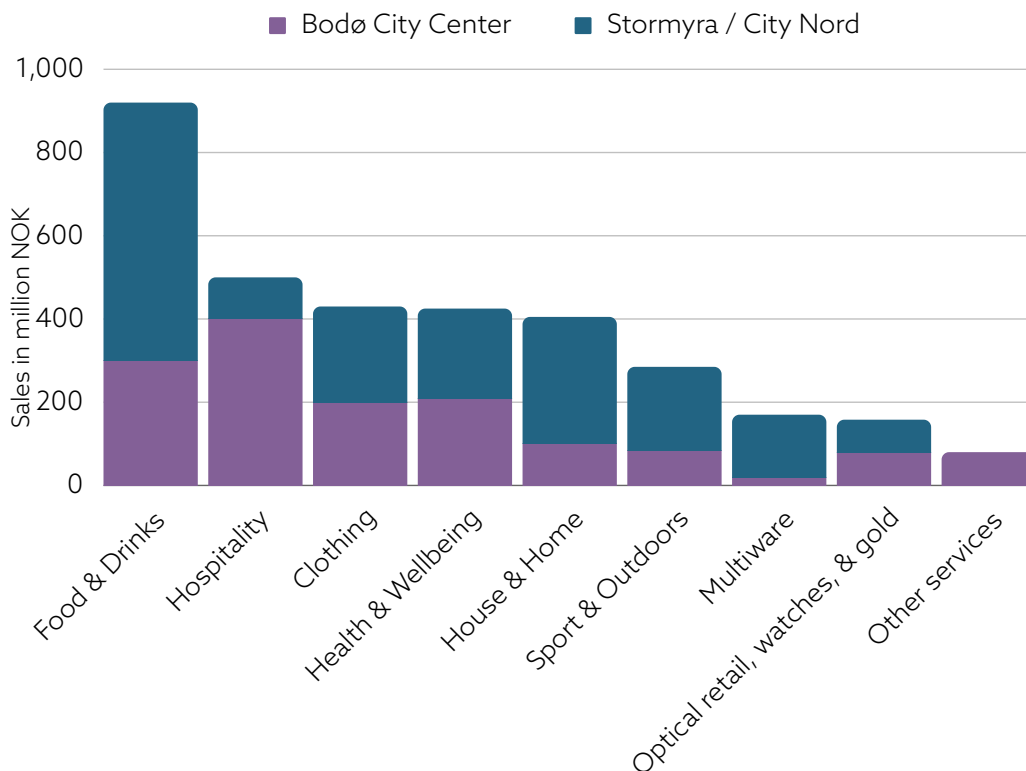


Figure 3.41: Comparison of sales for selected retail categories in Koch and City Nord (Bodø Kommune, 2023c)

One of the most controversial differences and, (perhaps?), an effective attractor for City Nord is the number of available parking spots that are for free, as the shopping center allows all of its customers to park for free for 3 hours on all of its premises (1,300 parking spots in total). In comparison, the city center of Bodø has introduced paid parking during the working days, including Saturday, during the main working hours from 08-18. In total the city center has 1,914 public parking spots available, with 739 parking spots located in the most expensive parking zone 1 (in addition to 49 parking spots for handicapped & 11 parking spots that are particularly designated for electric cars), 694 parking spots in the cheaper parking zone 2 (in addition to 22 parking spots for handicapped & 0 parking spots that are designated for electric cars). A new public parking house was opened in 2019 ("Kvartal 99") with 315 parking spots (+ 10 for handicapped and 20 spots for electric cars) (Bodø Kommune, 2023c).

Beyond the public parking spots in the city center, Bodø has a number of private parking offers that are available for visitors, in total 587: Torggarasjen (280), Sentrumsgarasjen (77), Moloveien (43), Radisson-west (35), Hospital (76), Scandic Bodø (26), Storgata 40 (20) and Smart Hotel (30) (Bodø Kommune, 2023c).

3.10. Perceived quality and external recognition by users of the cultural system (Findings from the biannual national DFØ-survey 2021)

To understand the quality of the current cultural supply in Nordland, we utilized the data that is provided through "The Citizen Survey" that is conducted every second year by the "Norwegian Agency for Public and Financial Management - DFØ". This study is one of the largest surveys of the administration in Norway and provides a basis for assessing the development of public services across different sectors including culture, by measuring how satisfied citizens and users are with their municipality and with the major services/enterprises in the administration. The following figures give an impression about how the perception of the public services related to culture in Nordland has developed during the timeframe from 2010 to 2019.

Figure 3.42 illustrates public sentiment regarding the opportunities to engage in cultural activities within local municipalities. On the X-axis, we have a range of perceptions from "Very bad" to "Very good," with the Y-axis displaying the percentage of respondents who held each view (applicable to figures from 3.42 to 3.47). The data provides key insights into the accessibility and diversity of cultural experiences at a local level and shows that most of Nordland's population consider opportunities to do cultural activities as rather good or very good, while nearly 15% do not have an opinion and other 15% consider that Nordland County provides poor opportunities for cultural activities. Interestingly, on average women evaluate opportunities for cultural activities more positively than men.

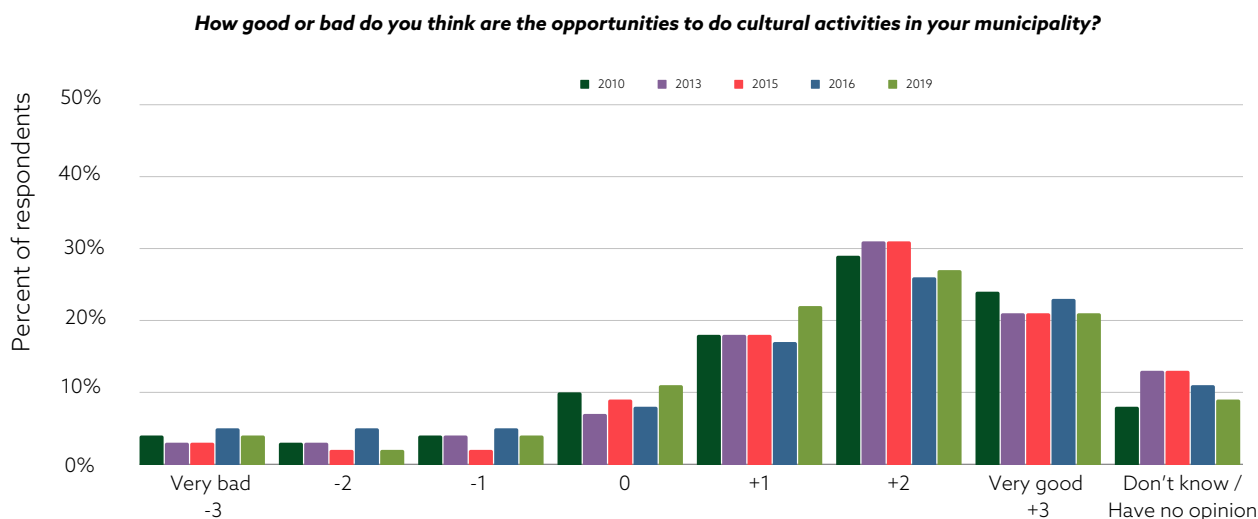


Figure 3.42. Opportunities to do cultural activities (DFØ, 2021)

Figure 3.43 addresses perceptions around the availability of voluntary associations activities and educational courses in local municipalities. Again, with perceptions ranging from "Very bad" to "Very good" on the X-axis and the percentage of respondents on the Y-axis, this graph provides a snapshot into the active involvement and inclusivity of unions and educational programs within communities. It shows that there a generally very positive sentiment towards the opportunities to participate in these activities.

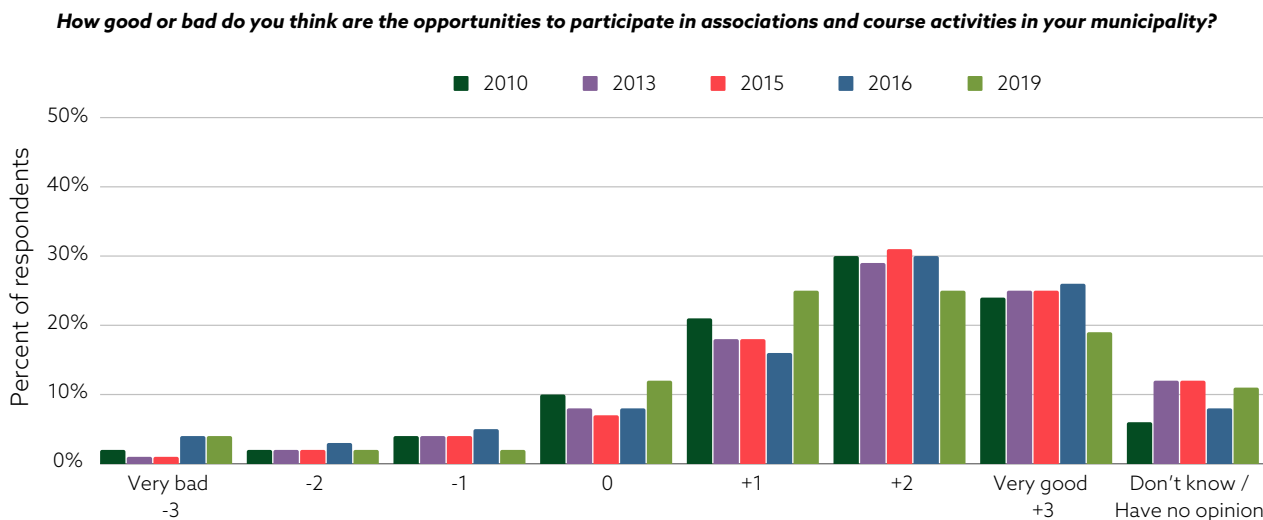


Figure 3.43. Opportunities to participate in union and course activities (DFØ, 2021)

Figure 3.44 presents the public opinion on the availability of museums, art exhibitions, and similar cultural opportunities in local municipalities. The responses provide a valuable insight into the community's cultural infrastructure and the public's access to it. As such, it illustrates that a major part of the population of Nordland thinks that their local municipalities provide good/very good possibilities for visiting museums, art exhibitions and other similar activities. It is, however, noteworthy that there are also close to 10% of the citizens that have very bad impressions of these services, warranting further research as to what the reasons behind these particular impressions might be.

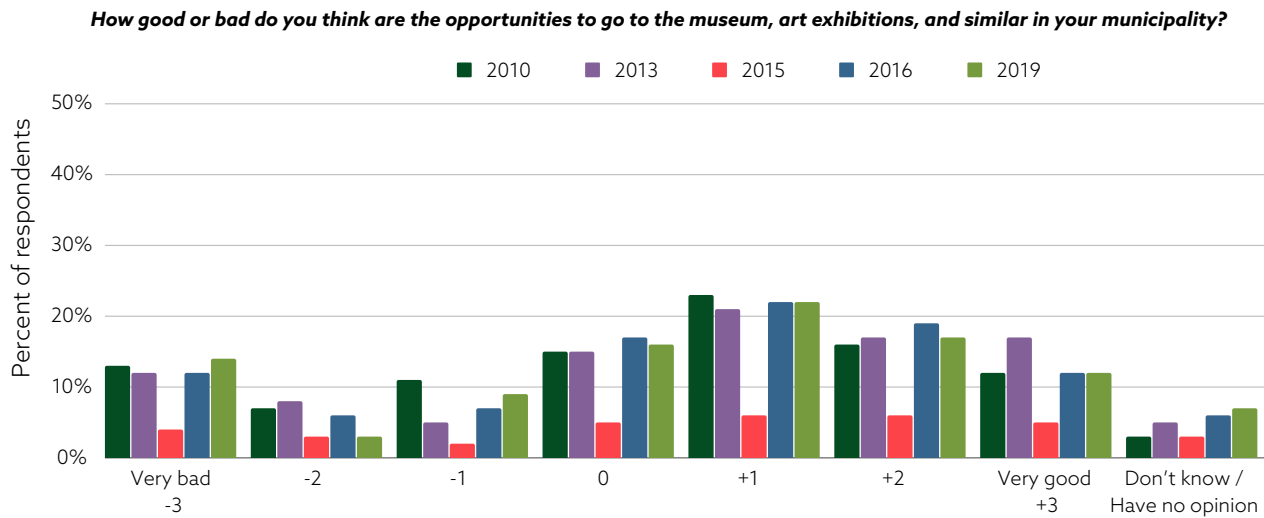


Figure 3.44. Opportunities to go to the museum, art exhibitions, or similar (DFØ, 2021)

Figure 3.45 illustrates the public opinion on the opportunities to participate in sports events in their municipality. The illustration allows us to make inferences about the public’s satisfaction with the variety, accessibility, and frequency of sports events in the municipalities in Nordland. As such, it seems that the opportunities to go to sports events are perceived as either good or very good.

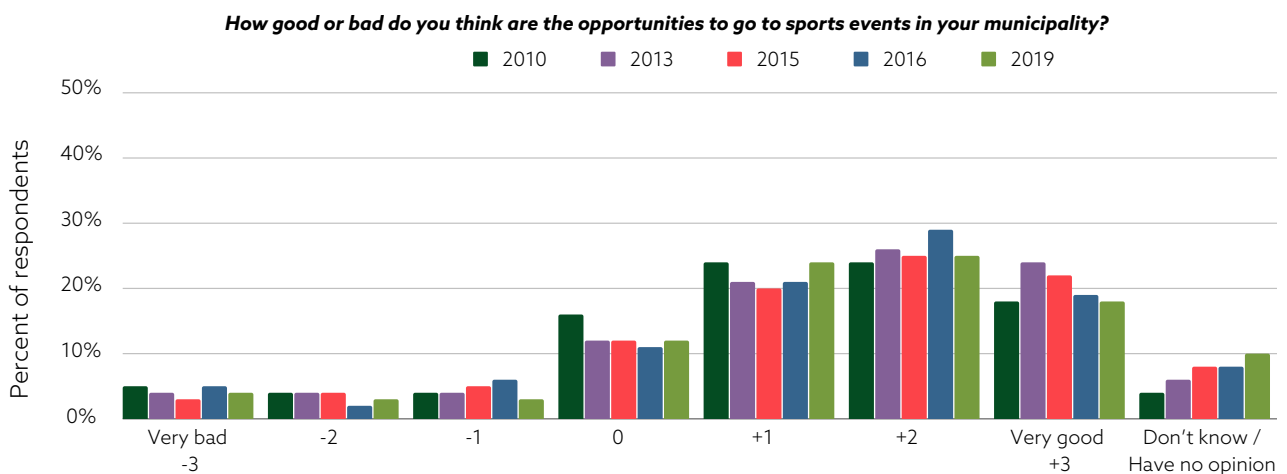


Figure 3.45. Opportunities to attend sports events (DFØ, 2021)

Figure 3.46 captures public perceptions about opportunities for religious participation in local municipalities, including churches, mosques, and other religious institutions. This is important as the responses provide insights into religious freedom, inclusivity, and the diversity of religious establishments within these areas. Similar to the previous findings, the graph shows that the majority of people living in Nordland consider also the opportunities to go to the church, mosque, or similar as good/very good.

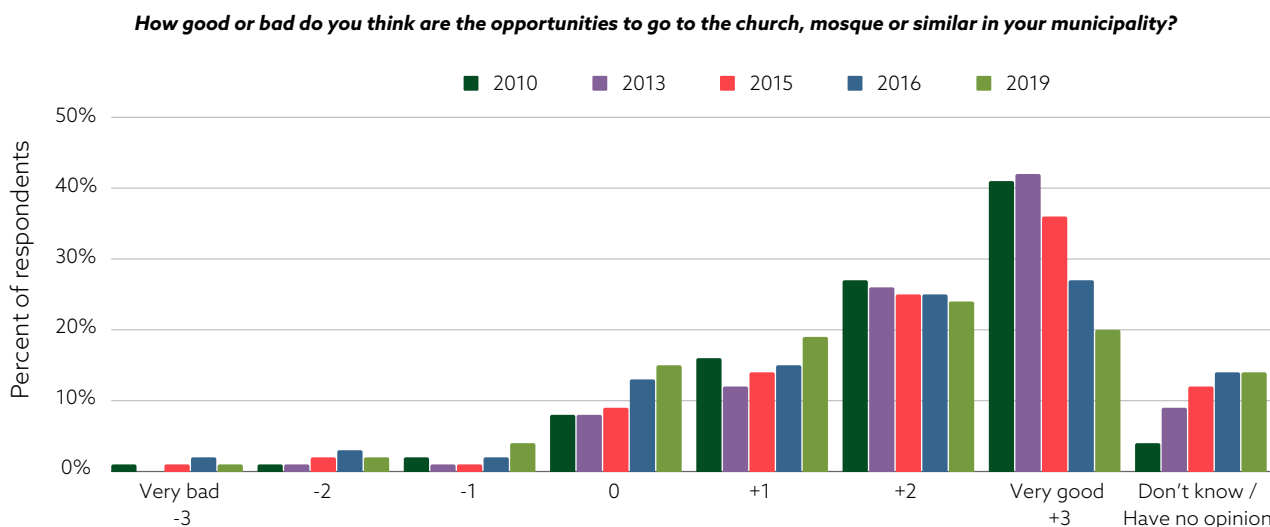


Figure 3.46. Opportunities to go to the church, mosque, or similar (DFØ, 2021)

There are different churches and other religious establishments in the region. However, many residents of Nordland do not belong to any church and consider themselves atheists. Churches are often used as arenas for concerts in Nordland and in Bodø.

Finally, Figure 3.47 presents DFØ’s findings regarding the opportunities to actively engage in sports activities and is essential in understanding the local facilities’ adequacy and the promotion of a healthy lifestyle in the community. It is inherent from the illustration that the overwhelming majority of the citizens in Nordland are positive towards their personal opportunities to engage in sports activities.

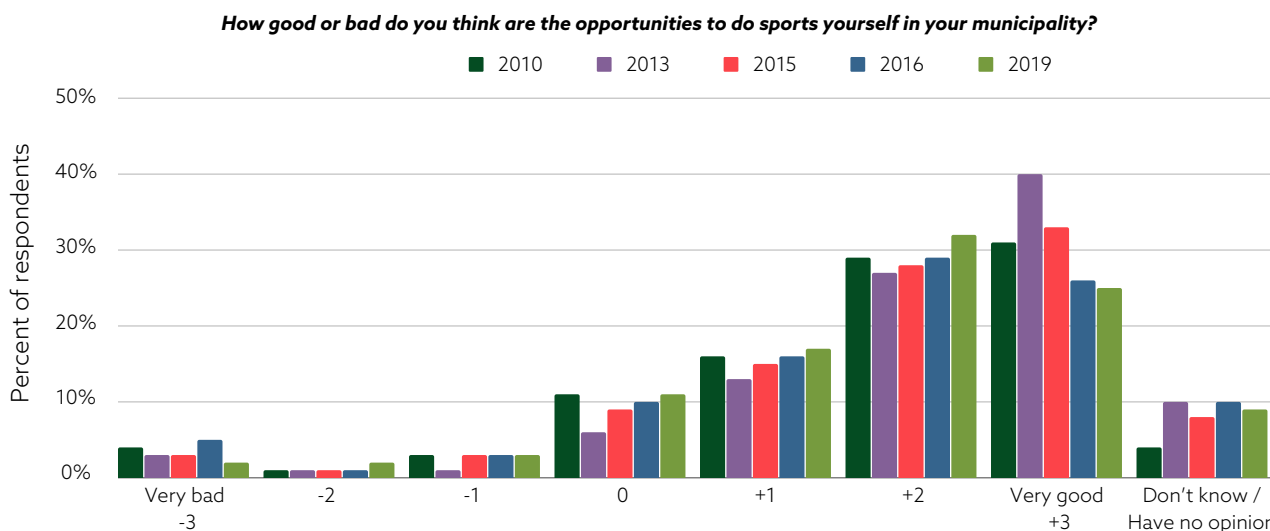


Figure 3.47. Opportunities to do sports (DFØ, 2021)

4. Demand/access and participation in culture



Figure 4.1. Artificial illustration of the participation in culture by the local population (created with DALLE-3)

Cultural participation in Norway has been consistently high for many years, with a strong tradition of public support for the arts and culture. According to the Norwegian cultural barometer 2021, around 75% of the population participates in some form of cultural activity each year (SSB, 2022, Norsk kulturbarometer) and there are numerous festivals and other cultural events that take place throughout the year, which attract both local and international visitors (Visit Norway, 2023). In recent years, there has also been a growing emphasis on making cultural participation more accessible to all members of society, regardless of their background or socio-economic status. This has led to increased efforts to promote diversity and inclusion in the arts, and to create more opportunities for people from marginalized communities to participate in cultural activities (Nordland Fylkeskommune, 2023a).

The following section of this baseline report gives an overview of the perception of the cultural offerings before the inception of the Bodø2024 program. In comparison to the previously presented survey by DFØ, this section provides a more comprehensive analysis of the demand and access and participation in different cultural offerings. Specifically, it analyzes a greater range of specific offerings and more specialized demographics. It offers a broad overview of the consumer perceptions of and attitudes to the culture in general and "bodø2024" within the region, based on the analysis of mass and social media, as well as geospatial analysis.

4.1. The level of interest and attitude expressed by people in the region and the city of Bodø

To evaluate the interest that the residents in the county of Nordland are having in different types of culture, this section is based on preliminary findings from the "People's Jury". The jury consists of about 850 participants that are scattered around Nordland. In addition to that, the Jury includes about 70 participants from other regions in Norway outside of Nordland county. While the jury, in its current state, is not statistically representative for the entire county, the participants represent different age groups, minorities, and geographical areas in the county and the jury gives therefore a good opportunity to learn about the interests of different residents in the county. The following figures give a short overview of the geographical distribution and the age of the participants.

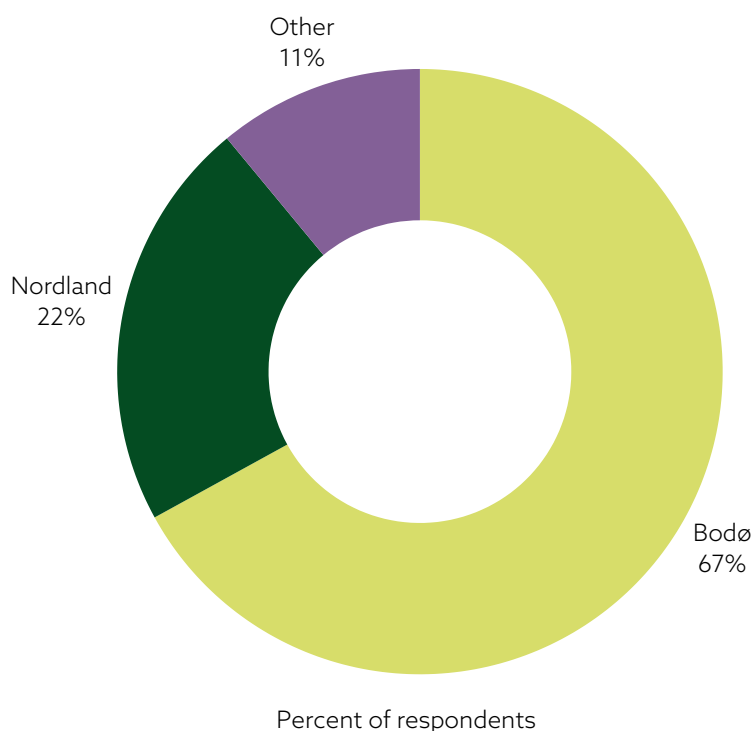


Figure 4.2. The origin of participants (Peoples' Jury, 2023)

The Figure 4.2 shows that there is a much higher number of participants from the city of Bodø than in any other city of Nordland. This issue is grounded in several factors that are difficult to tackle. For instance, it is natural to assume that the highest number of participants comes from the biggest city in the area. At the same time, while Nord University has several departments scattered around the county of Nordland, it is mainly located in Bodø. Inherently, these are limitations for the findings that we can draw from the People's Jury. Yet, we believe that it gives nevertheless a good overview of how people in the area perceive culture.

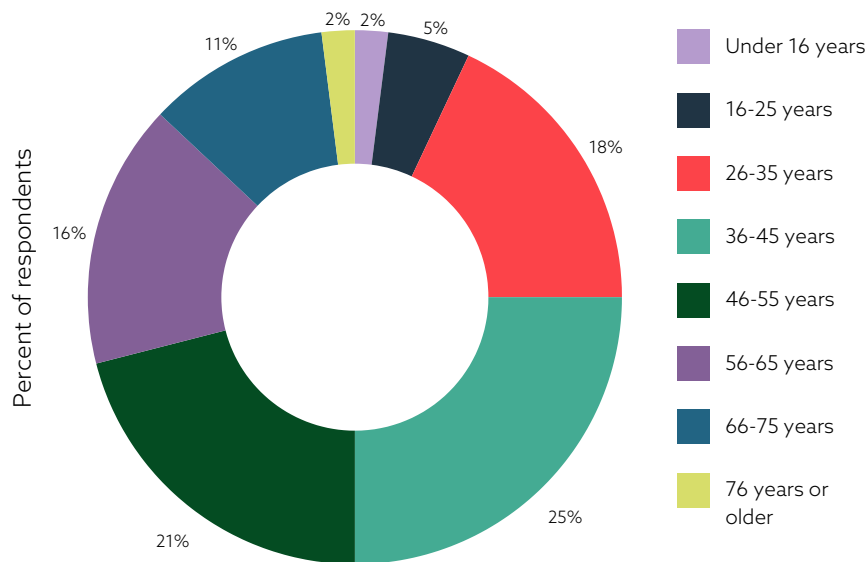


Figure 4.3. Age of the participants (Peoples' Jury, 2023)

A similar issue is related to the age of the participants. While we have achieved a very homogenous distribution of the jury in the age groups between 26-75, we have a smaller number of participants that are under 26. This is partly grounded in the issue that respondents under 16 are not yet allowed to give their consent to participate in surveys and that the process of recruiting them is therefore more tedious than for the other age groups. We hope to solve this issue in the near future, and to also recruit more youngsters for the jury.

4.2. How do people perceive different types of culture?

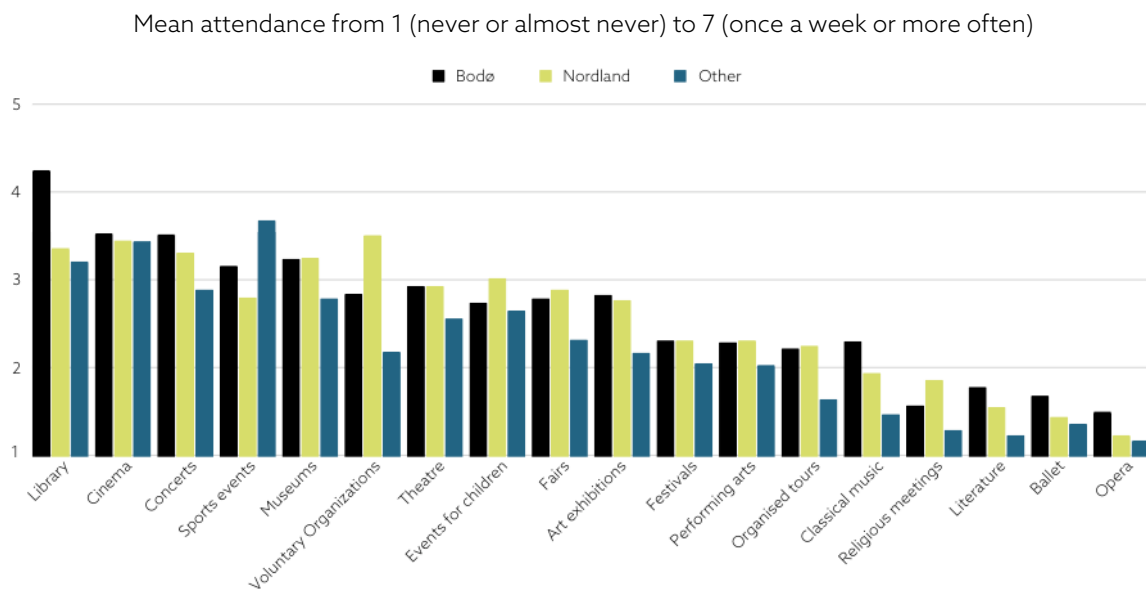


Figure 4.4. The rate of attendance of cultural offerings, by region (Peoples' Jury, 2023)

The Figure 4.4 gives an overview of how often the participants of the people's jury attend different cultural events, on a scale from 1 (never) to 7 (once a week or more often). The findings show that the most popular cultural offering in the city of Bodø is the library, which residents in the city visit more than once per quarter of a year. Clearly, this might be related to the prominence that the library takes in the city center through the relatively recently constructed "Stormen library". The library invites residents in the city to both classical library services, but also to other events where families with children can come and participate in different activities. The library is also a popular place to hold conferences or presentations during which local politicians, researchers, and local residents can come together and discuss different matters that are relevant for the region. As such, it is not surprising that the library is the most frequently visited cultural offering in the city of Bodø.

Besides the library, other popular cultural offerings in the region include museums, concerts, and the cinema. It is interesting to see that the interest for each of those offerings is relatively equal between the different geographical distributions. Most of the other cultural offerings are visited less frequently the further the participants are located away from the city of Bodø. One notable exception to this are meetings with voluntary organizations that appear to be significantly more popular in the districts than in Bodø. One of the reasons for this might be that there is in general a strong sense of community and social engagement in Norway. Particularly in the smaller places, many cultural activities are organized by the local communities, and there is a strong tradition of volunteerism and community involvement in cultural events.

Another factor besides the geographical location of the participants is the age of the respondents. As the Figure 4.5 shows, on a scale from 1 (never) to 7 (once a week or more often), many of the cultural offers are more frequently attended by more senior citizens. This is particularly true for the theatre and classical music events, while events for children, sports events, and the cinema are more popular among the young generation.

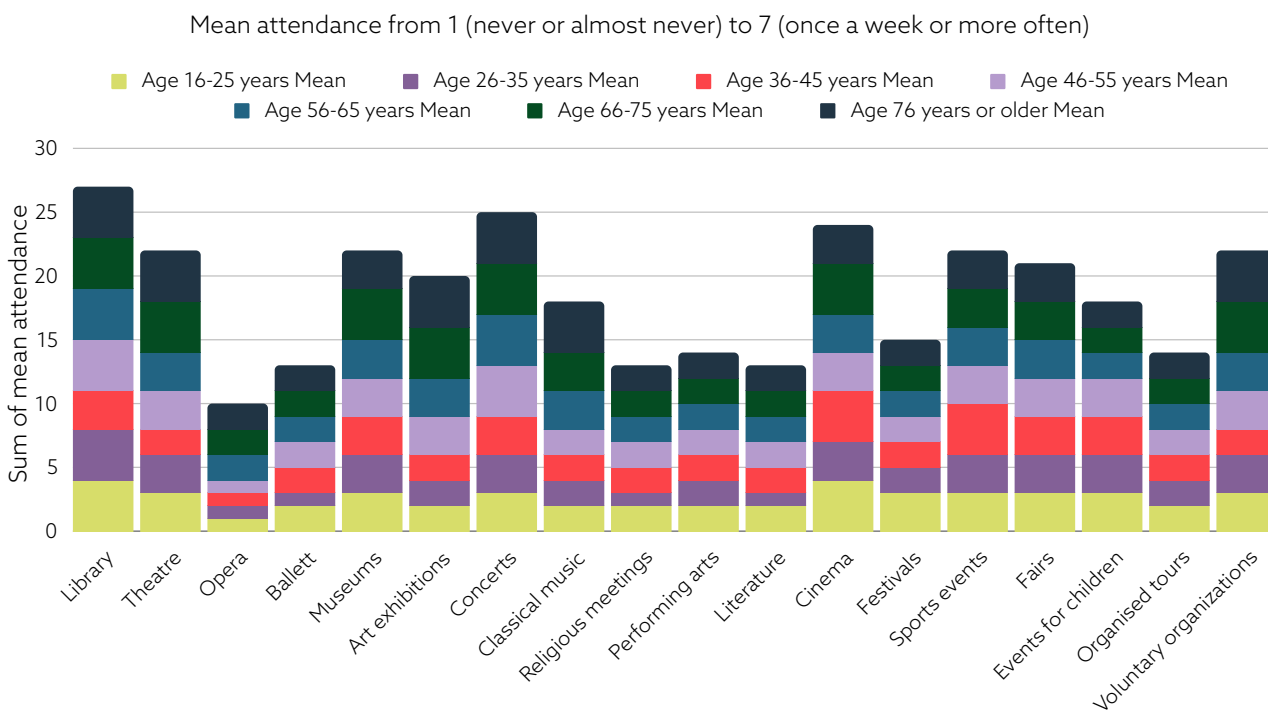


Figure 4.5. The rate of attendance of cultural offerings, by age (Peoples' Jury, 2023)

4.3. How do the findings from the People's Jury compare to national data?

On a general basis, these findings appear to be rather similar to the national data that is collected on a frequent basis by Statistics Norway, which suggest that younger age groups are generally less likely to participate in some cultural activities compared to older age groups.

For example, the percentage of people who attended a live concert or music festival in the past year is highest among those aged 30-44, at around 63%, and then declines steadily among older age groups. Among those aged 16-29, around 50% attended a live concert or music festival in the past year.

Similarly, the percentage of people who visited a museum or art gallery in the past year is highest among those aged 45-66, at around 65%, and then declines among older age groups. Among those aged 16-29, around 46% visited a museum or art gallery in the past year.

Besides the age, there appears to be also a general trend in the population towards a slightly lower level of participation in culture since the early 2010s. For example, according to SSB (2022), Norsk kulturbarometer, the percentage of people who attended a live concert or music festival in the past year fell from 55% in 2010 to 50% in 2018. Similarly, the percentage of people who visited a museum or art gallery in the past year fell from 61% in 2010 to 57% in 2018. These declines are relatively small, but they do suggest that there may be some changes in cultural participation patterns in Norway.

This particular phenomenon is not only true for cultural activities that require the residents to attend certain events, but also for regular free time activities, such as riding bicycles, swimming, or skiing. As the Figure 4.6, that is adapted from SSB, 2023, Sports and outdoor activities, survey on living conditions, shows, there appears to be a general downtrend throughout the past 10 years. Here, the X axis shows the percentage of people participating in an activity. It is worth noting that the data shows several aspects of the participation in outdoor activities where residents of the county Nordland score significantly higher than in the rest of Norway. This is particularly true when it comes to fishing (56%), hiking (57%), making trips with boats (44%), collecting berries or mushrooms in the forest (57%), or camping in nature (35%). Inherently, this is due to the county's geographical location with a coastline that stretches for over 6,500km (taking into consideration all of the fjords and islands in the area). Fishing is one of the strongest cultural heritages in the region and it is therefore not surprising that the amount of time that people spend on the sea in the county of Nordland is a lot higher than in the rest of the country.

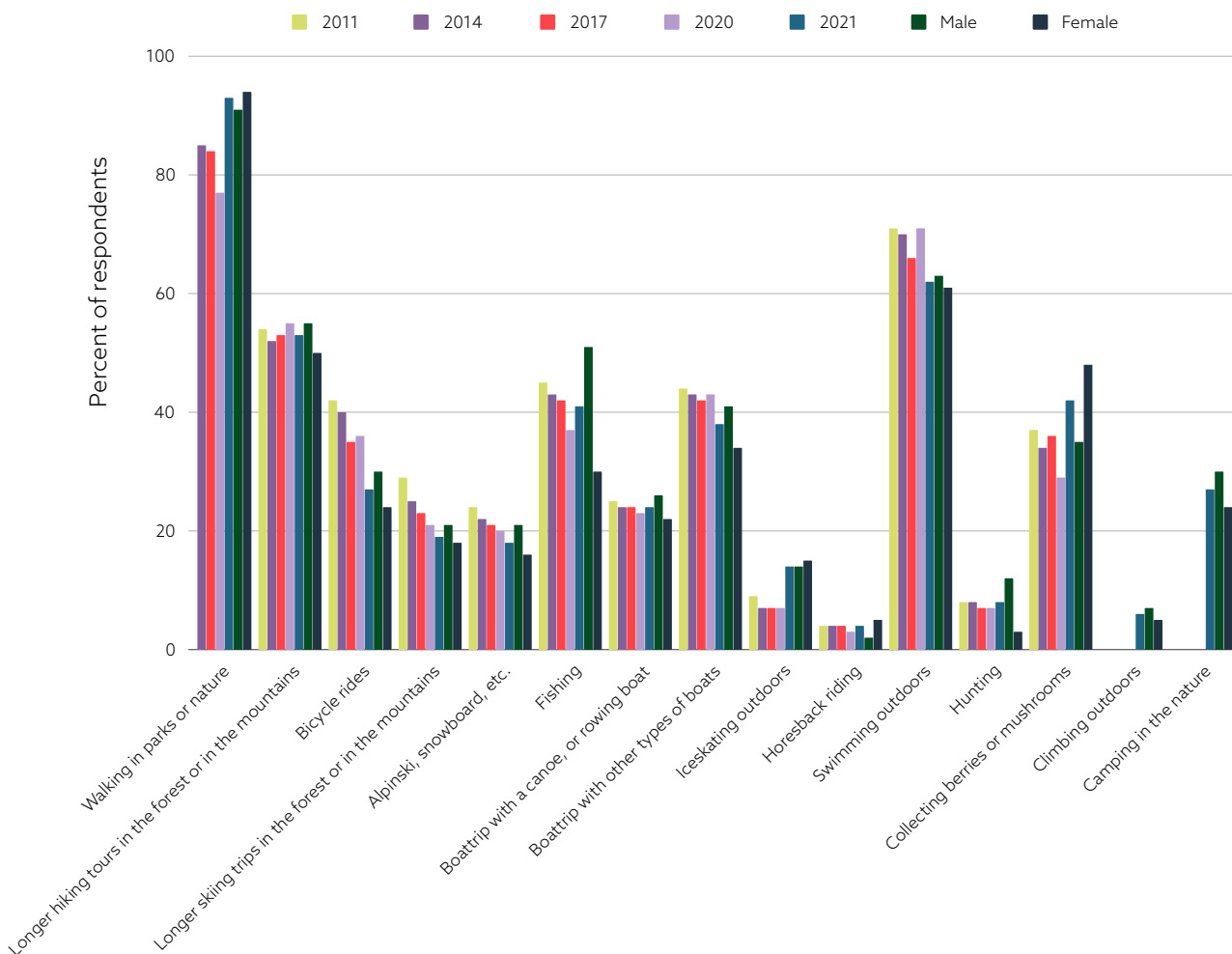


Figure 4.6. Participation in activities outdoors, by year (SSB, 2023, Sports and outdoor activities, survey on living conditions)

4.4. The levels of interest in, and attitude to, culture expressed by people in the city and region

4.4.1. Google Trends

One way of evaluating the interest that people in the region have towards culture is to look at the trends that Google provides for the past years. By analyzing Google search data, the trends can provide valuable insights into what people are searching for and interested in at any given moment. This can be particularly useful for understanding people's interest in culture, as it allows us to track the popularity of various cultural events, activities, and trends over time. By monitoring these trends, individuals and organizations involved in the cultural sector can gain a better understanding of what types of cultural experiences are currently resonating with audiences and can use this information to inform their programming decisions and marketing strategies.

Popular topics and search terms

The analysis of the most search terms in Google search in Nordland within the past 10 years (presented in appendix 4), did not reveal any terms that were directly linked to culture. The searches related to culture were neither among the 25 most searched topics, nor were they among the most searched terms that were typed in Google search. The top search terms that the residents in Nordland were interested in related to the healthcare in the region, weather forecasts, banking, newspapers, translations, travel and television.

At the same time, the rising search terms show that there were some developments during the past 10 years that the residents in Nordland were particularly interested in. These came with the technological advancements of products, such as online shopping, new software, such as Kahoot, or new products such as the iPhone. Given that these are global developments, it might not be surprising that these were also among the top searches for the citizens in the county Nordland.

The results show that most of the categories are influenced by global trends, such as the issuing of new books, or new games that would top the queries in most of the other regions of the world. However, there are some exceptions to this that are very unique for the residents of Nordland. For instance, in the category literature one of the trending searches relates to "påskekrim", which translates to "Easter crime". This is a very popular tradition in Norway and relates to the fact that many Norwegians use the opportunity to read crime literature during their Easter holidays.

In the category "News", we find many of the most popular news outlets in the area, such as Avisa Nordland, or the national newspaper "VG". However, it is also possible to see a general trend that soccer is a popular term to search in the region, particular

relating to the British Premier league and the Norwegian Eliteserie. The soccer team of the city Bodø, "Bodø Glimt", has been able to celebrate a number of titles throughout the past years and has been able to play on an international level rather successfully. Inherently, this success translated also in an increase in interest for the residents in Nordland.

The category "Games" shows that there is a high interest in gaming consoles, such as the Playstation, Xbox, and Nintendo Switch, as well as many of the most popular games worldwide. However, it also reveals that there is a surprisingly high interest in crosswords and gambling pages.

Finally, the category "Travel" shows that the residents of Nordland are mostly interested in their local environment as they search for ferry connections. However, it also reveals that there is some interest in cultural events like the Parken festival in Bodø, or journeys to the Lofoten islands. In addition to that, there is an intriguing trend towards Norwegian TV entertainment shows, such as "Ikke lov til å le på hytta" (translates to: "Try not to laugh at the cottage") or "Ex on the beach".

Geographical popularity of topics and search terms

In addition to the previous trends, Google Trends allows for an analysis of different particular search terms and in which municipalities in the county Nordland they were most popular. The Table 4.3 in appendix 4 gives an overview over the term "culture", presented in both the Norwegian ("kultur") and the English spelling ("culture") during the past 5 years (from May 13, 2018 to May 13, 2023). Here, we can see that the highest interest in culture was in the municipality of Nesna. This could be attributed to specific cultural initiatives or events that took place in Nesna during the given time period. Further investigation would be necessary to find this out in detail. Bodø follows Nesna, with interest levels almost 50% lower.

If we look at the different topics that related to the search term "culture", it appears that searchers were mostly interested in defining 'culture', exploring arts, and understanding different languages. Besides that, people were interested in culture in relation to religion or indigenous cultures, such as the Sami, who are native to the county Nordland.

Interestingly, even though "bodø2024" did not appear, the term "european capital of culture" emerged among the top searches related to culture. Yet, upon closer examination, it appears that this interest is concentrated predominantly among residents in the city Bodø. Inherently, this could suggest that the residents of Bodø have a broader interest in the events related to the European Capital of Culture program in response to e.g. increased promotions within the city. At the same time, it could also indicate that residents from other districts in Nordland are less engaged with the program.

Analysis of Newspaper articles and Social Media

Another way of evaluating the interest in culture in the region is to look at the number of newspaper articles that have been published on a given topic in the area. The media plays a significant role in shaping public opinion and influencing people's perspectives on various topics, including culture. They can create awareness and provide valuable insights into cultural events, trends, and activities happening locally and globally. Media articles can also influence people's interests and participation in cultural activities, such as concerts, exhibitions, and festivals (Happer & Philo, 2013).

Moreover, media articles can provide valuable data and insights into people's preferences and interests related to culture (Bogart, 2017). By analyzing media coverage and articles related to specific cultural events, it is possible to gain insights into the level of interest and engagement among the public (Happer & Philo, 2013).

Our main goals were to measure the amount and range of coverage, understand the dominant public sentiment, and identify common themes within the coverage. To achieve this, we utilized BuzzSumo, a comprehensive content analysis tool. With an index of 8 billion pieces of content and over 300 trillion engagements, BuzzSumo provides a vast repository of social engagement data. The platform scans millions of new articles and social posts daily, making it a reliable resource for identifying popular content across various niches (Linehan, 2023).

For our specific research on Bodø2024, we employed BuzzSumo's search functions, targeting terms like "Bodø2024", "European Capital of Culture 2024", and "Bodø Culture". We limited our search to articles published within the last five years leading up to this report. Given that BuzzSumo tracks content from 195 countries and supports analysis in over 170 languages, we ensured a global scope and diversity for our data (Linehan, 2023).

Once the data was collated, it encompassed specific elements such as publication date, source, author, article link, and various social media engagements, including Facebook likes, shares, comments, Twitter shares, Pinterest pins, and Reddit upvotes (Linehan, 2023). We then exported this data in a CSV format using BuzzSumo's export feature.

Recognizing the potential for errors and redundancies in raw data, we underwent a data cleaning process. This involved removing duplicates and ensuring consistency in formatting, using both manual checks and software tools.

For the qualitative content analysis, we reviewed the articles, classifying content based on common subjects and themes. BuzzSumo's Content Analyzer not only tracks written content but also provides insights into various content types such as videos, newsletters, podcasts, press releases, interviews, and infographics (Linehan, 2023). This diverse content classification, based on headline words and on-page

elements, enriched our analysis and offered a clear perspective on the global discussion surrounding Bodø2024.

In addition to the data provided by BuzzSumo that is particularly rich for the description of social engagement and social media, in addition to the international recognition of the program, we utilized the Retriever Research tool (2023) to get a precise overview of the newspaper articles that are published locally in Norway.

The following sections provide an overview of the way how both culture and the term "Bodø2024" are presented in the local and the international press.

4.4.2. Culture in the local Norwegian media articles

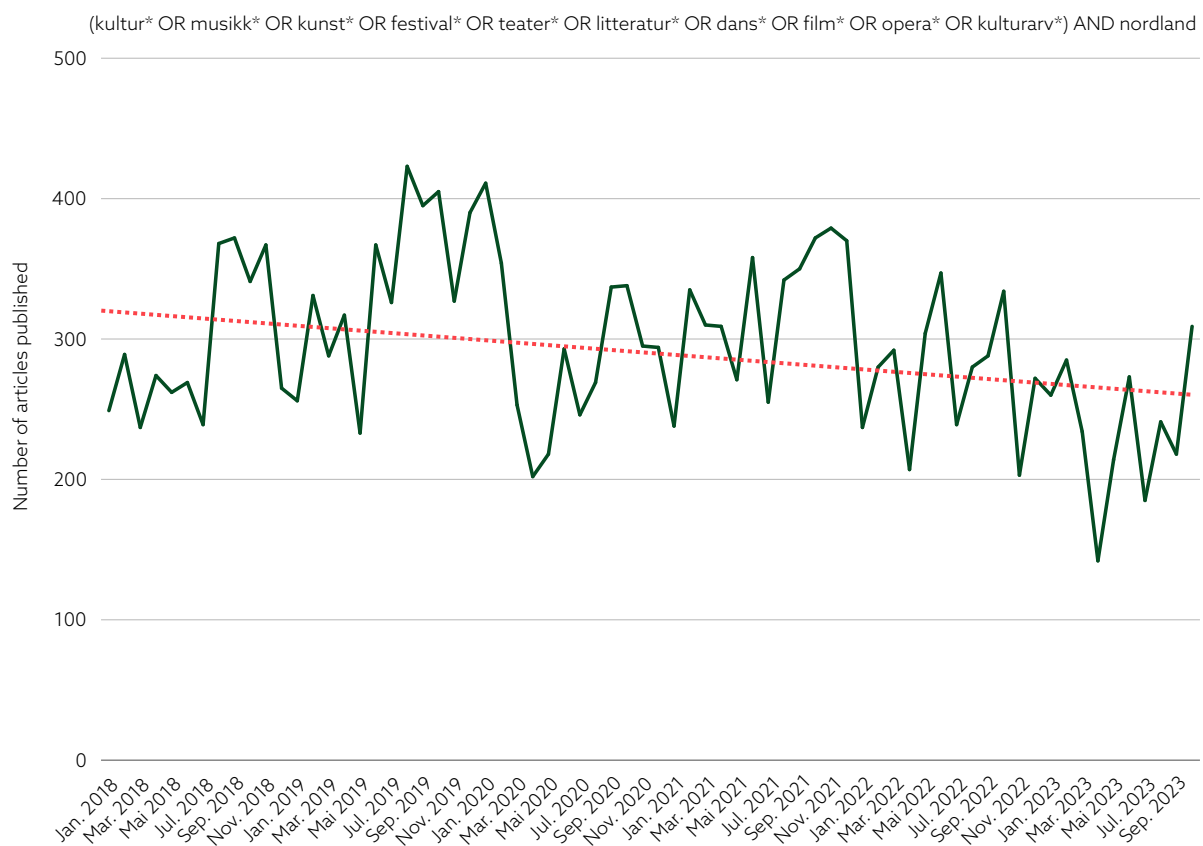
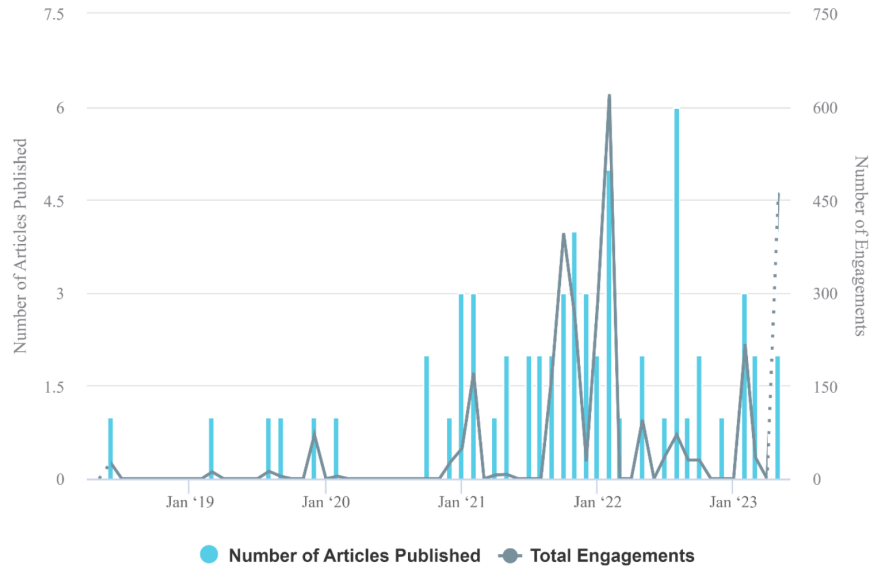


Figure 4.7. Newspaper articles with regard to different categories of culture in Nordland (Retriever Research, 2023)

Between January 2018 and the end of October 2023, there have been a total of 20,734 articles published in Norwegian newspapers that contain both any of the keywords kultur*, musikk*, festival*, teater*, litteratur*, dans*, film*, opera*, kulturarv*, and the keyword "nordland" and are categorized with the tag "culture and entertainment" (Retriever Research, 2023). The Figure 4.7 shows that there has been a noticeable decrease in the coverage of culture related themes in the more recent years, with the peak of culture related newspaper articles in the middle of 2019.

At the same time, the following Figure 4.8 indicates that the engagement that the newspaper articles received on social media platforms has clearly increased starting in the end of 2020. In this regard, it is apparent that particularly the corona year 2022 has seen a strong engagement with the media, with several articles that had more than 300 engagements on social media platforms.



BuzzSumo

Figure 4.8. Published newspaper articles related to the keyword "kultur" in Nordland, 2018-2023 (BuzzSumo, 2023)

Despite the fact that there is a generally decreasing attention towards cultural themes in the media as indicated by the previous illustration 4.6, the following graph that is based on the sentiment analysis of social media engagements shows that for the keyword "kultur" there is a tendency towards positive reactions (Figure 4.9):

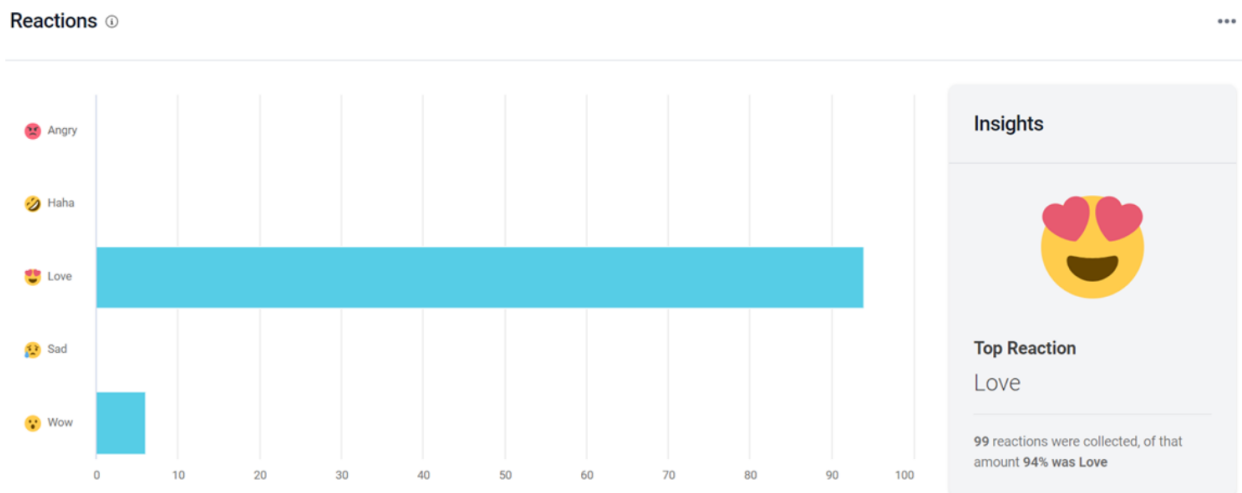


Figure 4.9. Allocation of reactions to newspaper articles with the keyword "kultur", 2018-2023 (BuzzSumo, 2023)

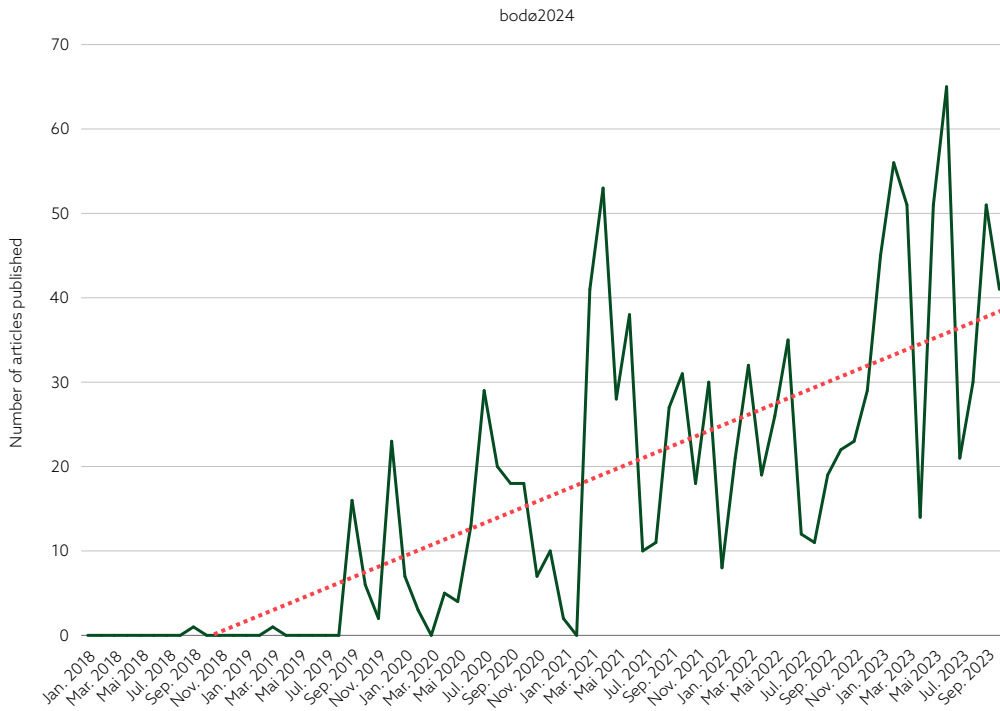


Figure 4.10. Newspaper articles regarding the title year "Bodø2024" (Retriever Research, 2023)

The title year Bodø2024 (keyword: "bodø2024") has been mentioned in 1154 Norwegian newspapers articles between January 2018 and October 2023, out of which 611 were particularly concerned with the organization Bodø2024 (Retriever Research, 2023). Figure 4.10 indicates that there has been a general increase in the number of articles published over the years since 2018, with peaks in both the middle of 2021 and 2023.

The keyword "bodø2024" has a higher engagement on social media than the more general categories of culture in Nordland. The following illustration 4.11 shows that starting from 2022, there were several newspaper articles that received more than 600 reactions on different platforms, with some articles exceeding 2000 engagements.

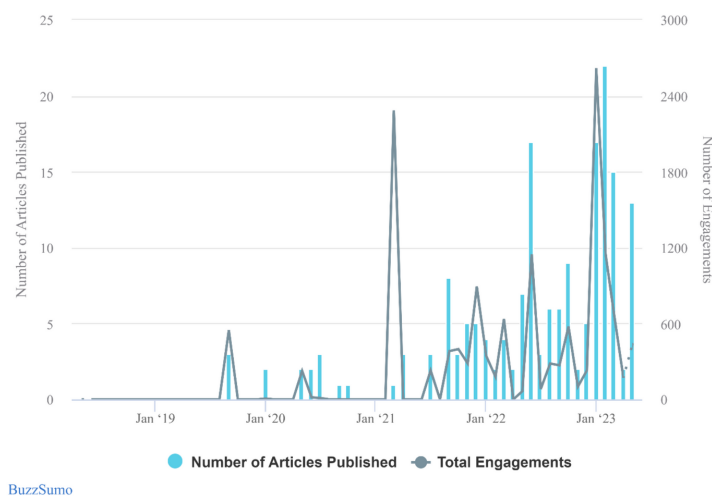


Figure 4.11. Published newspaper articles related to the keyword "bodø2024", 2018-2023 (BuzzSumo, 2023)

The reactions towards the articles with the keyword "Bodø2024" on the other hand have been more diverse, with a tendency towards negative reactions (Figure 4.12). It is however noteworthy, that these results are flawed by the relatively low amount of articles, where one of the articles (from the beginning of 2021) has received a very large amount of reactions. This article was related towards the former program director of Bodø2024 who left the program shortly after signing her contract. The fact that she still received her salary for several months despite her decision to leave, led to a very negative perception within the general population. This is then also reflected in the reactions, where many react "angry".

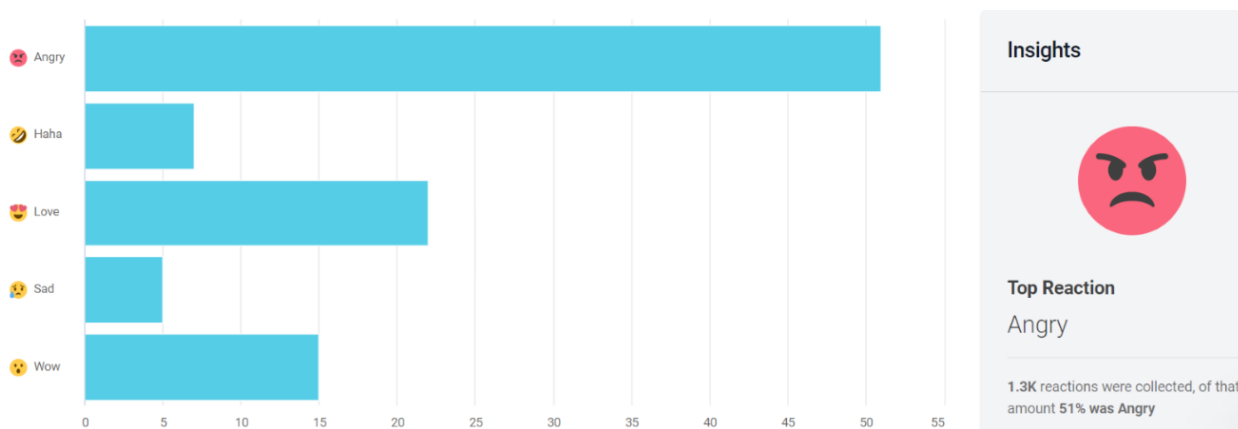


Figure 4.12. Allocation of reactions to newspaper articles with the keyword "bodø2024", 2018-2023 (BuzzSumo, 2023)

In comparison, the reactions for the past 2 years have a much more positive tendency as the Figure 4.13 shows:

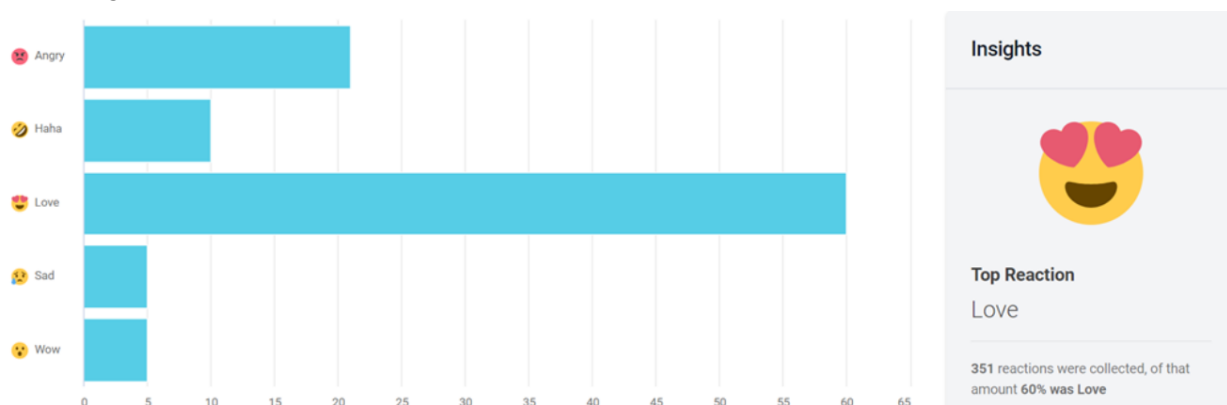


Figure 4.13. Allocation of reactions to newspaper articles with the keyword "bodø2024", 2021-2023 (BuzzSumo, 2023)

4.4.3. Culture of Nordland in international media articles

With the inception of Bodø2024 as the European Capital of Culture, also the international press has started taking notice of the cultural offerings of Nordland. The media coverage has highlighted the diverse range of events, festivals, and activities that take place throughout the year, showcasing the vibrant and dynamic culture of the region. While the total amount of international newspaper articles is still low, with just 25 articles published so far, their impact is significant as the reactions to the two top articles exceed the number of engagements of the national news outlets by far.

Respectively, the article "Bodø be the first European Capital of Culture north of the Arctic Circle" that was published by lonelyplanet.com, and the article "Norway's Bodø Unveils Arctic-Themed European Capital of Culture Program For 2024" published by forbes.com have received 6100 and 1600 engagements.

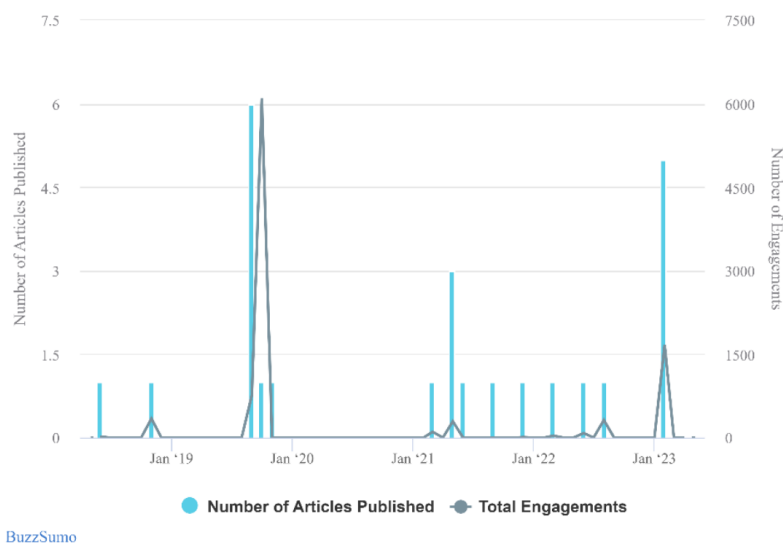


Figure 4.14. Published international newspaper articles concerned with the culture in Nordland, 2018-2023 (BuzzSumo, 2023)

Given their enormous impact on the international audience, those two articles are also decisive for the current perception of culture in Nordland with the program Bodø2024 in the center:

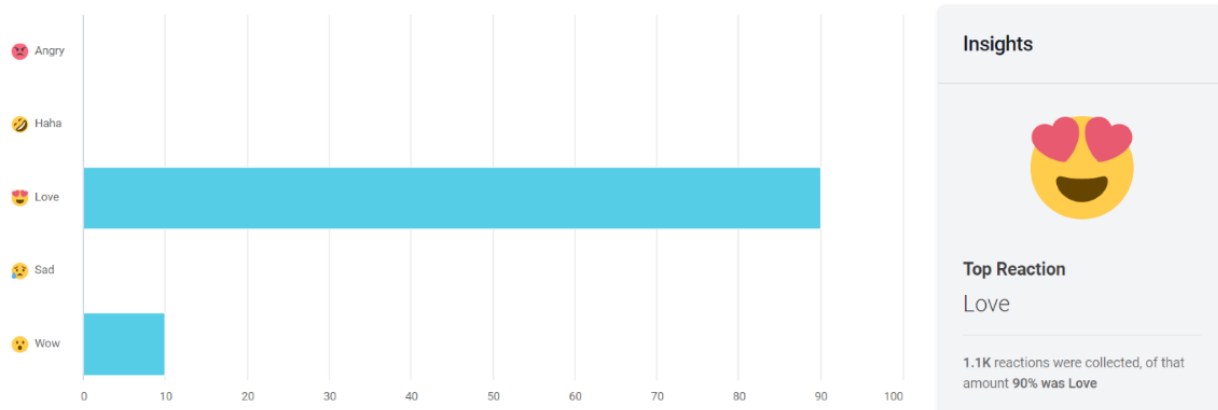


Figure 4.15. Allocation of reaction to international newspaper articles, 2018-2023 (BuzzSumo, 2023)

4.4.4. What is the media interested in?

Given the importance that media has for shaping public opinion on certain topics (McLuhan, 1964), it is relevant to not only look at the engagement that the articles cause, but also the topics that they deliver to the wider public. For this purpose, an in-depth sentiment analysis of the different newspaper articles was conducted and different topics, including events, funding, community engagement, infrastructure, and the potential impact of political changes were revealed. Overall, the findings that are presented in table 4.1 identify a mix of positive and negative impression of the program that go beyond the previously identified broader clusters.

On one side, there was an overwhelming positive sentiment regarding the official opening ceremony, community engagement, economic impact, cultural performances, and the project's environmental considerations, as they generated excitement, community involvement, and long-term cultural benefits. On the other side, there was some negative sentiment regarding the resignation of the artistic director and the resulting disagreement over the artistic strategy of the program, potential financial mismanagement and overspending, as well as potential disruptions and costs related to improvements of the infrastructure and outdoor events.

*Table 4.1. Newspaper articles sentiment analysis
(made by the Monitor2024 research team)*

Topic	Positive Sentiment Indicators	Negative Sentiment Indicators
Official Opening	Queen's presence, successful planning, large audience, local culture, diverse performances, Arctic Philharmonic Orchestra, young North Norwegian musicians	None identified
Resignation of Mette Kaaby	None identified	Abrupt resignation, disagreement over artistic strategy, significant severance payout, potential financial mismanagement, loss of artistic director
Program Announcement	Anticipation, excitement, community engagement, unveiling of program, diverse cultural activities	Criticism of expenses, perception of exclusivity in guest selection
Volunteer Day	Community involvement, local culture, creation of network, international food, local music performances, recognition of volunteers	None identified
Funding and Budget	Investment in culture and the arts, financial support for diverse cultural activities	Overspending, potential for financial mismanagement, high severance payout, potential waste of funds
Community Engagement	Local involvement, volunteerism, new network creation, diverse activities for community members, community excitement	None identified
Cultural Performances	Diverse performances, local artists, Arctic Philharmonic Orchestra, young North Norwegian musicians, outdoor performances	None identified
International Involvement	International visitors, global recognition, international food, international music performances	None identified
Infrastructure Improvements	Improved facilities, new concert hall, outdoor stages	Potential disruptions, costs, potential financial mismanagement

Environmental Considerations	Nature-based experiences, green initiatives, outdoor performances, use of natural surroundings	None identified
Cultural Legacy	Long-term cultural benefits, continuation of cultural activities post-2024	None identified
Economic Impact	Increased tourism, local spending, financial investment in culture and arts	Costs, potential for financial mismanagement, potential waste of funds
Youth Involvement	Youth engagement and participation, young North Norwegian musicians, involvement in performances	None identified
Educational Opportunities	Learning experiences related to culture and the arts, opportunities for young musicians	None identified
Art Exhibitions	Diverse exhibitions, local artists, Queen's interest in visual art	None identified
Cultural Diversity	Multicultural experiences, international involvement, diverse cultural activities	None identified
Music Performances	Diverse performances, both local and international artists, Arctic Philharmonic Orchestra	None identified
Outdoor Events	Nature-based experiences, use of local natural resources, outdoor performances, outdoor opening show	Potential disruptions due to weather, high spectator capacity
Local Businesses	Increased local spending, business opportunities, potential influx of tourists	Disruptions due to events, potential for increased costs
Public Spaces	Use of public spaces, community engagement, outdoor performances, public cultural activities	Potential disruptions, concerns about maintenance and cleanliness
Impact of the EEA agreement on Bodø2024	Positive recognition, potential funding support, concerns over potential impact of political changes	Potential challenges and uncertainty if EØS-Agreement is altered or terminated

Plotting this analysis according to the number of indicators that had a positive connotation compared to those that were perceived negative, clearly shows a rather positive tendency of the perception of the program in the newspapers:

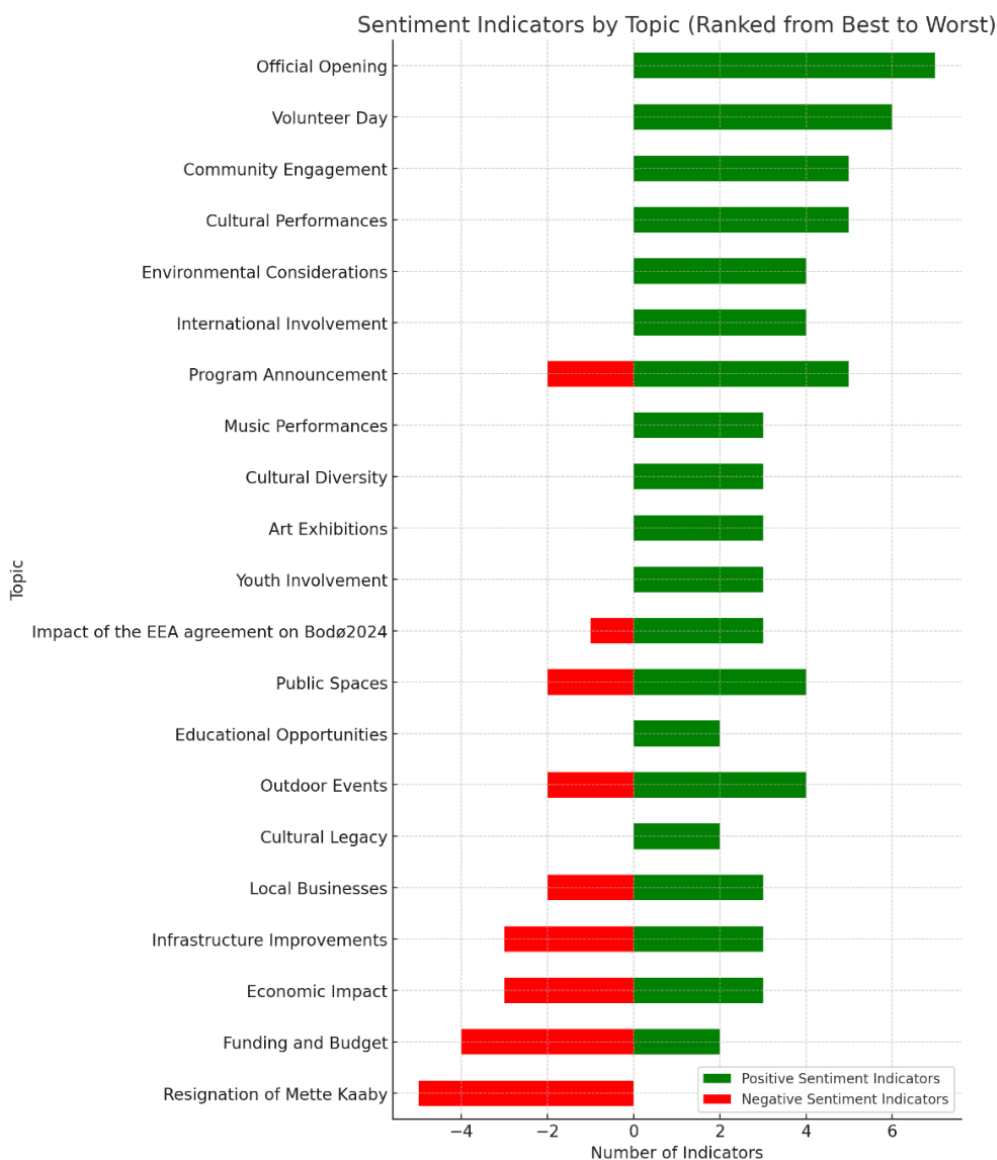


Figure 4.16. Sentiment indicators by topic (developed by the Monitor2024 research team)

4.5. The geographical origin of audiences - National and International

As discussed in previous sections of this baseline report, the number of tourists coming to the region is generally increasing, with foreign tourists accounting for more than 31% of Norway's total consumption. Looking at the consumption that tourists spend during their journeys in Norway, most of the expenses are related to air transport, food and beverage services, accommodation services, travel agencies and tour operators. At the same time, expenses that are related to cultural and entertainment services are less significant. The Figure 4.17 gives a more detailed overview over how tourists are spending their money during trips in Norway:

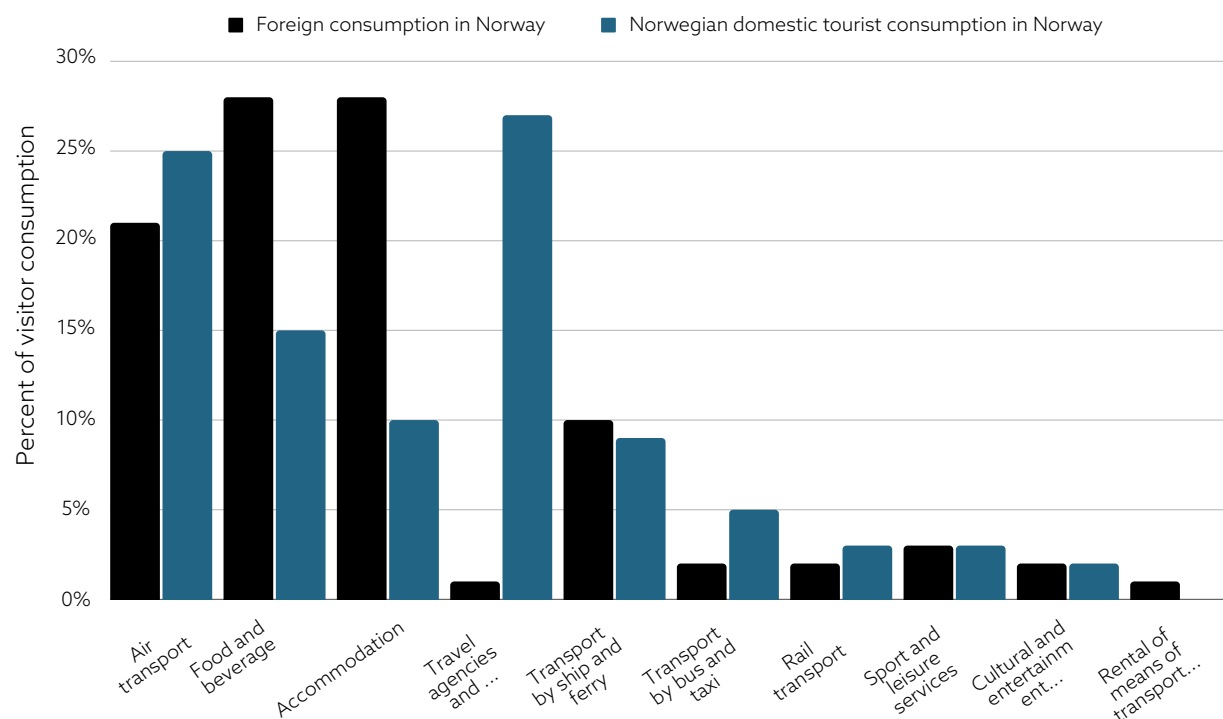


Figure 4.17. Distribution of tourist consumption, spring 2023 (Innovasjon Norge, 2023a)

4.5.1. Where do the visitors come from and what are they interested in?

According to the information that is available from Visit Norway (Innovasjon Norge, 2023a), travel expectations are on the rise and approaching pre-pandemic levels. The number of people planning to travel abroad in the next 12 months has increased from 49% before the summer season of 2022 to 59% now, which is the highest level of travel intention measured since the outbreak of the pandemic in all countries except Germany.

However, travel plans are still being affected by various factors, including price increases, unpredictability, war, COVID, and the climate crisis. As a result, many travelers are looking for cheaper options to save money on their vacations. At the same time, interest in traveling to Norway has increased in all countries, with nature experiences being a top priority for the majority of travelers. There is a higher interest in experiencing fjords, mountains, Northern Lights, and cruises among those considering Norway this year compared to last year. However, interest in city and cultural experiences is slightly lower.

The Figure 4.18, which is based on recent findings from spring 2023 (Innovasjon Norge, 2023a), highlights some of the characteristics that citizens of Great Britain, Germany, Sweden, Denmark, the Netherlands, and France, who are planning to visit Norway

within the next 3 years perceive as the most representative for why they are considering the journey:

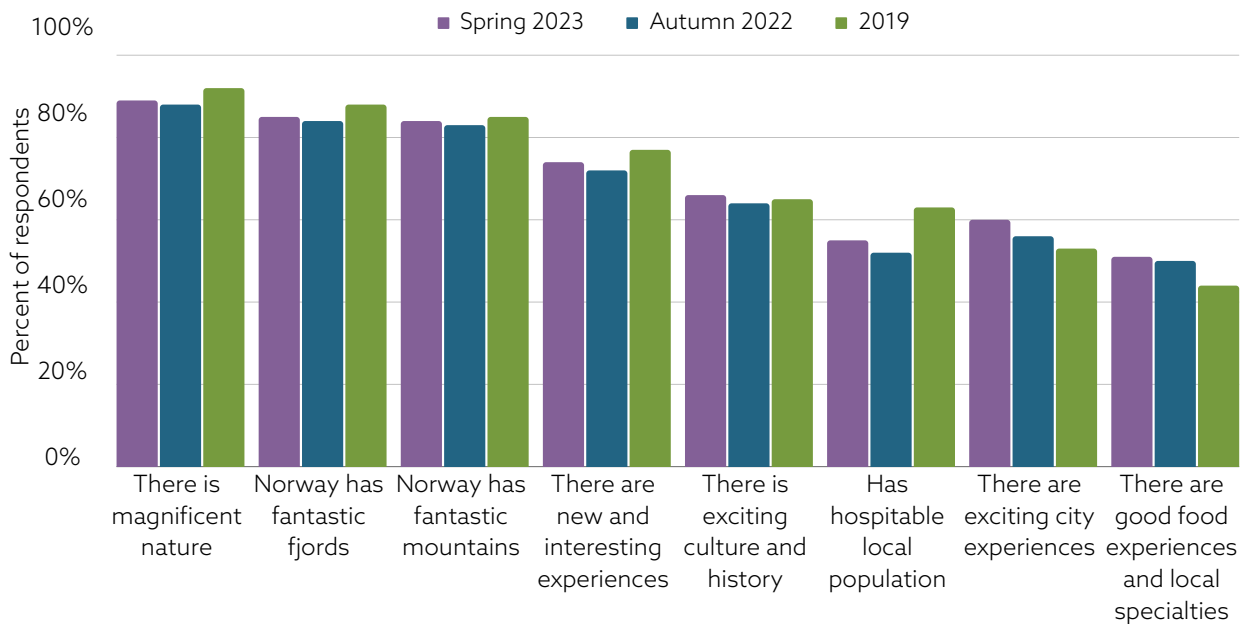


Figure 4.18. Characteristics of the brand «Norway» (Innovasjon Norge, 2023a)

As such, it is inherent that Norway is mostly known for its nature with fjords and mountains. At the same time, the illustration shows that there has been a slight change in the perception of the cities in Norway, as well as the perception of the people in the country. While the Norwegian cities are becoming more interesting for the visitors from Europe, it seems as though the hospitality of the Norwegian people is perceived worse after the Corona pandemic. It is, however, worth noting that there is a difference in the perception in the different age groups. The report clearly states that younger respondents were far less interested in the Norwegian nature and more positive towards the experiences that they might have in the cities, including both food experiences and experiences with the hospitality of the Norwegian residents.

In addition to the previous findings, the report (Innovasjon Norge, 2023a) allows for the creation of four different cluster of tourists that are interested in different experiences in Norway:

Cluster 1: Mostly interested in the nature and hiking

- Germany & Netherlands
- 51 years and older
- No kids
- Interested in food culture
- Experience the fjords / coast
- Nature experiences during the summer
- Visit known nature attractions

Cluster 2: Mostly interested in the winter, including Northern lights

- France
- 41-50 years old
- Male
- Sightseeing in Oslo
- Cottages in the mountains

Cluster 3: Cruise and winter sports

- Great Britain
- 18-40 years old
- Families with kids
- High income
- Interested in architecture
- Interested in experiencing a lot of snow

Cluster 4: Culture

- Sweden & Denmark
- Female
- Low income
- Interested in museums, galleries, and cultural attractions
- Participate in concerts, festivals, cultural arrangements
- City experiences
- Experience historical cultural places
- Experience Norwegian mountains

4.6. The geographical origin of audiences - Regional and local

The geographical origin of the audiences for cultural events on a more regional and local level is difficult to evaluate as there are no updated statistics for the county of Nordland. However, data from mobile phone users can give valuable insight into the behaviors and movements of residents within a particular area. It is possible to better understand how people move around a city or a region by analyzing location and call data. One can also identify patterns and trends that are common in their daily lives.

This information is particularly valuable in the context of cultural development and planning, as it can help to understand how residents engage in cultural events and activities. It is possible to learn more about the most popular activities and events by examining residents' movements during certain time periods, or in relation to specific cultural events. This can also be used to identify new opportunities for engagement and outreach. This section will therefore focus on an analysis of resident engagement based on mobile data, provided by the mobile operator "Telia".

Telia holds a market share of about 45 percent in Norway, and a similar share for foreign visitors. Yet, they have developed a model that aims to display the total number of visitors at a location using an extrapolation algorithm that combines Telia's market share with a dynamic factor to approximate the total number of visitors. It is therefore possible to treat this data as a complete representation of the Norwegian population.

Given that the data focuses on the terms "activities", "trips", and "visits" that could be misinterpreted or misunderstood, it is important to give some definitions of these terms.

Telia defines "activities" as:

"the number of dwells longer than 20 minutes in an area. If a device visited an area multiple times during one day, it is still counted as one daily activity but the durations of the activities are summed up. [...] If people spend more than 20 minutes in several areas during one day, they will create activities in each of the areas and therefore the sum of activities for all areas might exceed the population count. The count represents the full population that is using mobile phones, extrapolated from Telia's users."

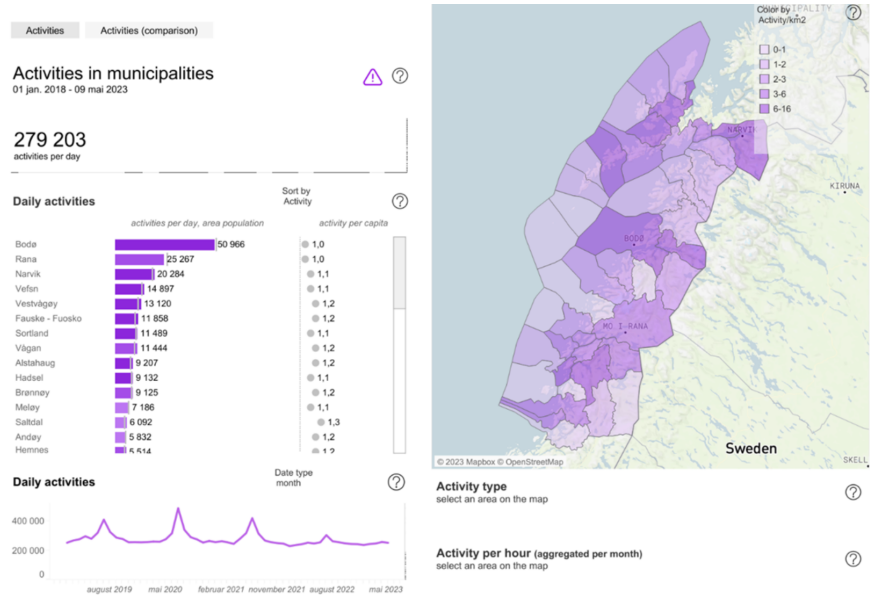
Telia defines a "trip" as:

"a directional movement between two locations. As a general rule, whether a trip will be split in two after a stop depends on the distance travelled and the duration of that stop. The longer the "allowed" duration of the stop before the eventual split of the trip. The shortest stop that end a trip is 10 min while the longest trips have a tolerance of up to 70 min for stopovers. [...] For privacy reason, individual movement is not displayed unless a group of at least 5 (extrapolated) devices share the travel pattern"

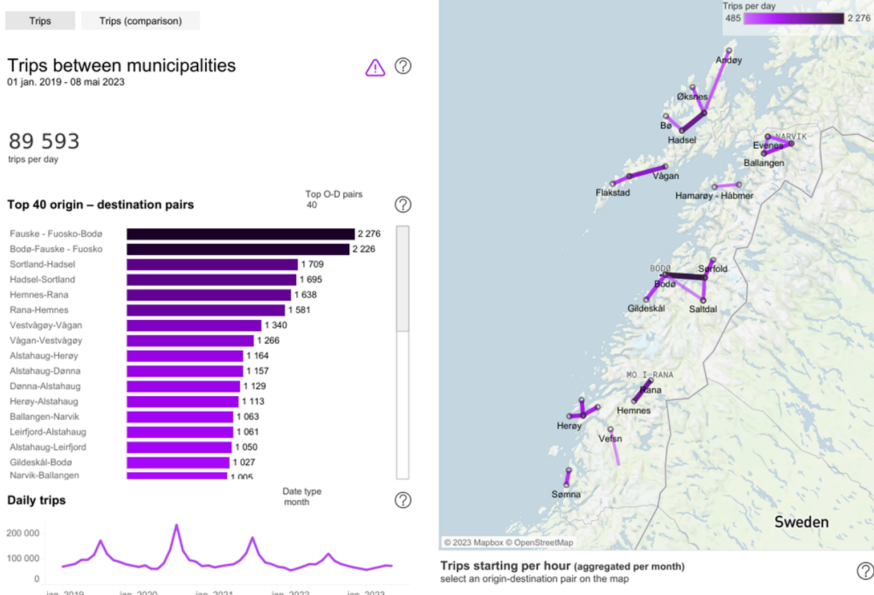
Telia defines a "visit" as:

"an estimated number of people that spent at least 20 minutes in an area (activity area) but start their day in another area (home area). [...] The numbers represent full population extrapolated from Telia's users. For privacy reason, individual movement is not displayed unless a group of at least 5 (extrapolated) devices share the travel pattern. Moreover, anonymization always happens overnight and visitors become 'locals' in the area where they start their day."

The Figure 4.19 gives a broad overview of the activity level in the different municipalities in Nordland. According to the data provided by Telia, the 5 most active municipalities in the county are Bodø, Rana, Narvik, Vefsn, and Vestvågøy. While this clearly represents the differences in population of the different municipalities, it shows also clearly that there are rather many areas in the county of Nordland, where there is very little activity throughout the year. Noteworthy is also the information that there tends to be a spike in activity for the municipalities during the summer, indicating that the regions do receive a significant number of tourists that are travelling through the municipalities.



In addition to this it is also remarkable that due to the large geographical size of Nordland, many of the local residents are travelling within their own local regions. As the Figure 4.20 shows, there are several routes in Nordland that are utilized more frequently, and these routes do not stretch through the entire county. Presumably, this has a strong significance for the execution of cultural projects in the different areas, as many people are travelling within their own regions rather than visiting other regions within the county.



To show more clearly what the significance of cultural projects is for the region, the following sections will present 2 case studies of festivals in the region. Festivals are important as they can have a significant economic impact on their host regions, in addition to the cultural importance they hold. Particularly, festivals have the ability to bring in tourists, create new jobs, and support local business. Festivals can also be used to showcase local culture and arts, which will help promote the area as a cultural tourist destination.

The first case presents the festival “Parken” in Bodø, which is one of the largest cultural events in the county and happens on an annual basis. In contrast to this, the second case focuses on a festival called “Blåfrost”. Blåfrost is located in a small town called Rognan in the municipality of Saltdal and it is therefore interesting to see how the effect is compared to the larger city of Bodø. In addition to that, the festival was recently forced to relocate their events to Bodø in response to administrative issues in the municipality of Saltdal. This allows for a great examination of the effects of an absence from the festival and the importance of the cultural event.

4.7. Case Study 1: Parken 19.-20.08.2022

The “Parkenfestivalen” is an annual music festival held in the city of Bodø. Established in 2006, the festival has grown to become one of the largest and most popular music festivals in the region. It takes place in Rensåsparken, a large public park in the center of Bodø and has gained a reputation for its diverse lineup of artists from a variety of genres, including rock, pop, hip-hop, and electronic music. Given its growing popularity and the fact that it has established itself as a significant cultural institution in the region, it is relevant to look at the different effects that the festival has on the residents of both the city of Bodø and the residents from other districts in the county of Nordland. The Figure 4.21 that are based on data by Telia give an indication of the impact that the festival has on the general activity in the city, including the increase in visitors from other municipalities and counties within Norway.

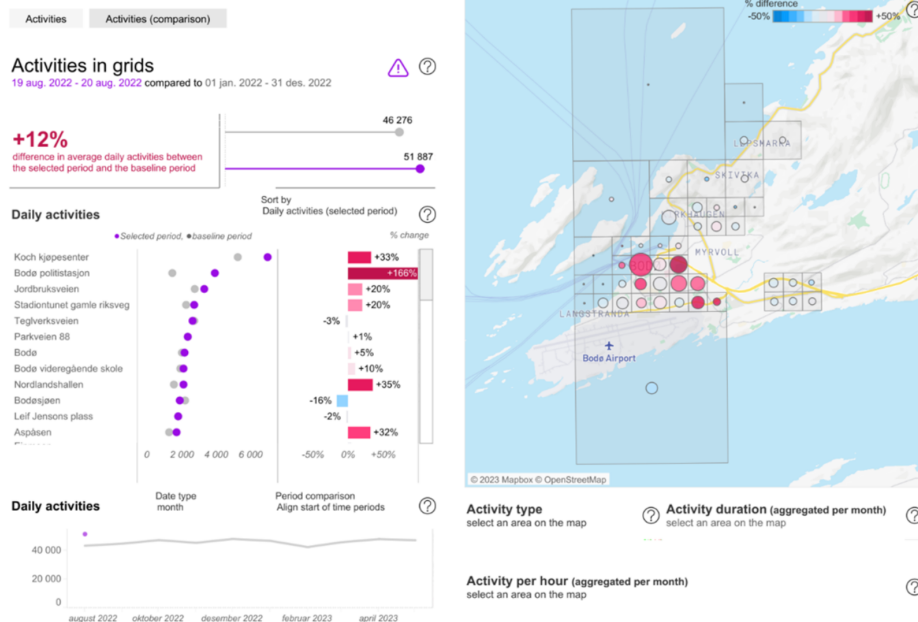


Figure 4.21. Impacts of the Parkenfestivalen (Telia, 2023)

The illustration shows clearly that the festival led to a large increase in activity in the city center of Bodø (12% or 5,500 more registered activities than in the rest of the year). Particularly, the mobile grid that is centered around the police station in Bodø (which is located right next to the park Rensåsparken) has received a significant increase in activity with +166% more activity than during the rest of the year in 2022.

However, also most of the other grids in the city center increased substantially, indicating that the festival was beneficial for most of the businesses in the city, including other cultural arenas such as the local food industry, bars, hotels, and shopping centers.

This finding is strengthened by the fact that more residents of the municipality Bodø were visiting the city center during the time of the festival than they were usually doing throughout the rest of the year. The Figure 4.22 clearly shows that there has been a 6% increase in the number of trips that happened from the different grids in Bodø municipality to the center of Bodø:

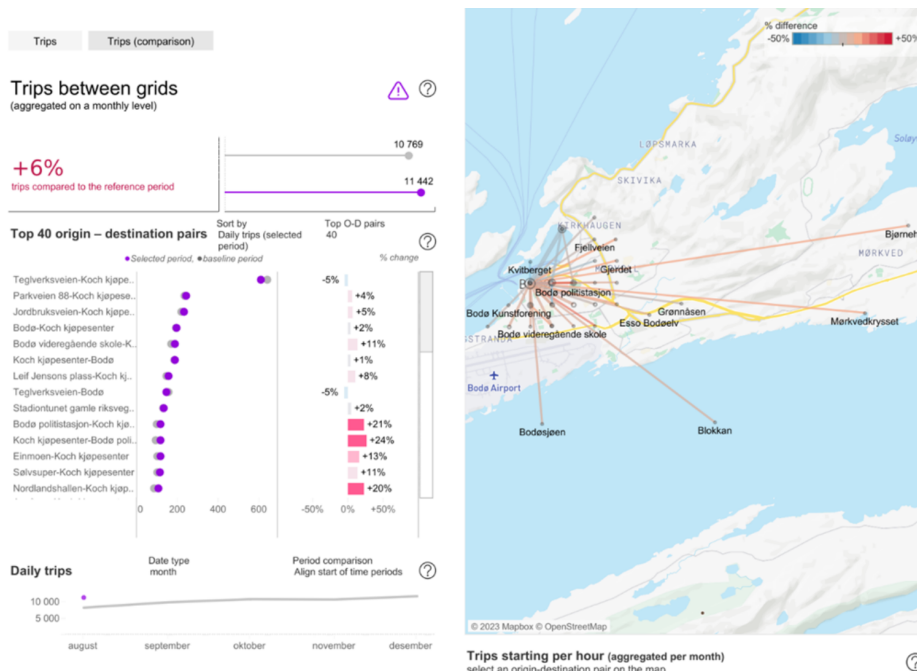


Figure 4.22. Trips during Parkenfestivalen (Telia, 2023)

Looking at the trips that happened between the 18.08-20.08, it is possible to get an understanding of where the guests for the festival came from. In general, the following picture shows that there was an increase of about 21% of travel to Bodø during this time (about 1,500 more trips with travel destination Bodø, than throughout the rest of the year). Inherently, much of the traffic came from municipalities that are in close proximity to Bodø, such as Fauske, Gildeskål, Saltdal, Meløy, Beiarn, Sørfold, as well as municipalities in the Lofoten Islands. However, also municipalities such as Ullensaker (+29%) (where the airport in Oslo is located), Bærum (+50%) (next to Oslo) and Sola (+36%) (where the airport in Stavanger is located) had very significant increases, suggesting that the festival draw many people from other regions of the country as audience.

At the same time, the Figure 4.23 shows also that there are some discrepancies that are difficult to explain solely through the telephone data. For instance, the same time period saw a close to 50% drop in travel activity between Bergen and Bodø. Further qualitative analysis is necessary to investigate what the reasons for such a significant decrease in travel during the festival for this pair might be.

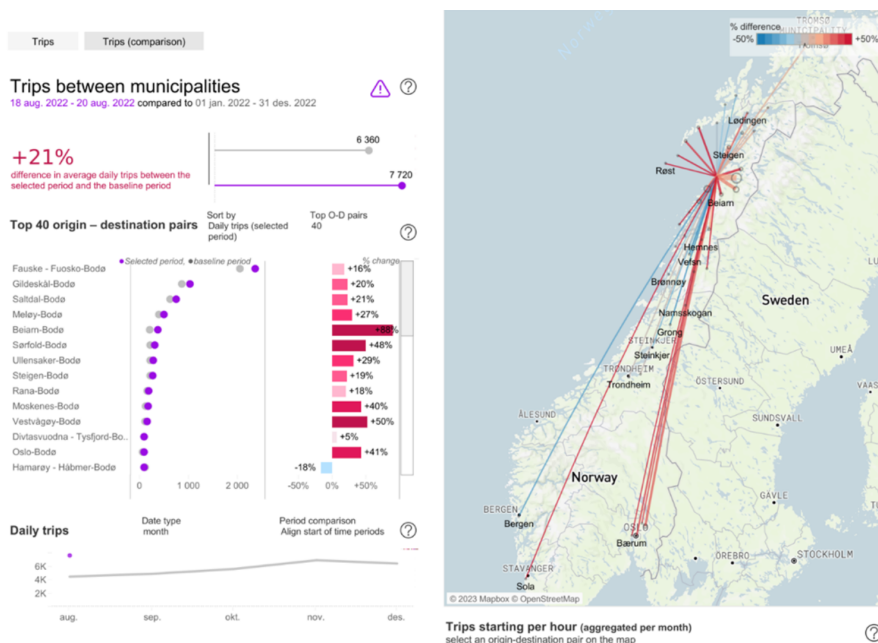


Figure 4.23. Trips between municipalities during Parkenfestivalen (Telia, 2023)

4.8. Case Study 2: Blåfrost 2019

While the previous case related to one of the largest festivals in the region that is located in the administrative center of the county Nordland, it is interesting to also look at the effect that a cultural event such as a festival can have on smaller towns in the county. As such, the second case focuses on the “Blåfrostfestivalen”.

Since its establishment in 2010, the festival in the town of Rognan has established itself as an important cultural event in the region and one of the most anticipated musical highlights of the winter season in Northern Norway. It features a diverse lineup of both Norwegian and international artists as well as an unusual location, the “Slipen” scene, which is a former shipyard. As such, the festival has grown from a local event to a regional and national attraction and has earned a reputation as one of the most unique and exciting events on the Norwegian festival scene.

The Figure 4.24 represents the number of trips that have occurred between different municipalities in Norway and the municipality Saltdal where the festival happened in 2019.

According to the mobile data analysis, there was a significant increase of 36% in trips between different municipalities in Norway during the Blåfrost Festival in Rognan 2019. This suggests that the festival had a significant impact on mobility and travel patterns in the region during that time period.

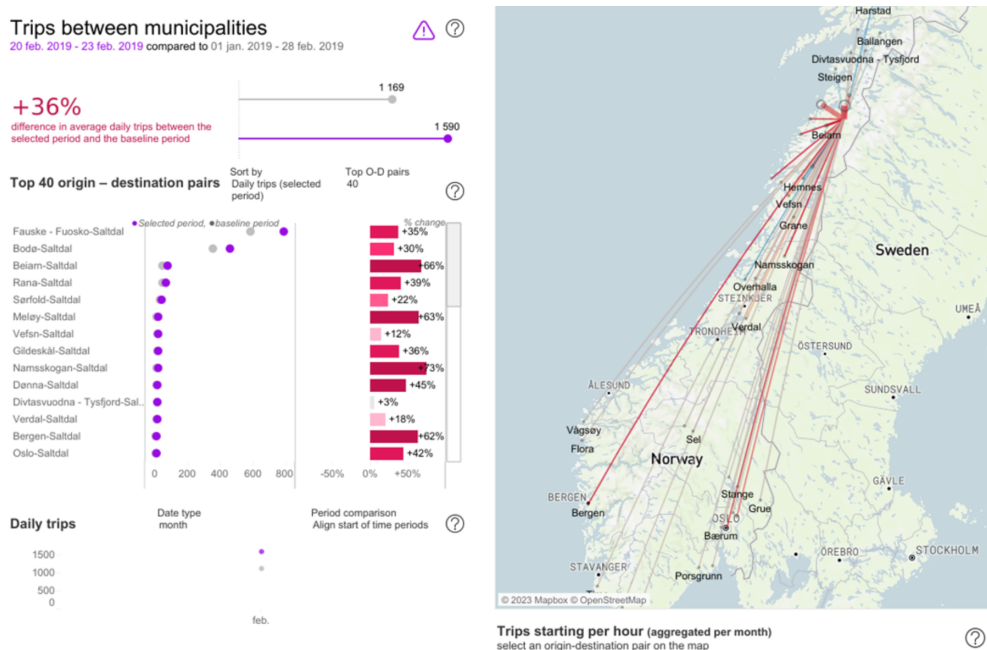


Figure 4.24. Trips between municipalities during Blåfrost (Telia, 2023)

The municipalities of Fauske and Bodø had the highest number of trips, which is not surprising given their location and transport links. However, there was still an increase of 35% and 30%, respectively, indicating that even these established travel routes saw an uptick during the festival.

Interestingly, several other municipalities saw even larger percentage increases in travel during the festival, including Beiarn-Saltdal (+66%), Namsskogan-Saltdal (+73%) and Bergen-Saltdal (+62%). This suggests that the festival had a broader regional impact, drawing visitors from a wider area and potentially boosting the local economy in Saltdal.

A similar conclusion can be drawn when looking at the percentage change of visitors that came from other municipalities within the county of Nordland to Saltdal (Figure 4.25).

Here, we can see that the highest percentage-wise change was for visitors from Namsskogan, Gildeskål and Steigen, which clearly shows that the festival has drawn attention to people from different regions within the county. At the same time, the total number of visits from these municipalities is comparatively low, as we can see that most of the visitors came from either Fauske or Bodø.

Given that the municipality of Saltdal consists not only of the town of Rognan, but stretches over several settlements, including the town of Røklund, as well as the Junkerdal Nationalpark it could be argued that many of those visitors did not actually arrive to Saltdal to participate in Blåfrost during the defined weekend. However, a closer examination of the activity that was happening within the different grids that are located in the municipality show that most of the increase in activity was in fact

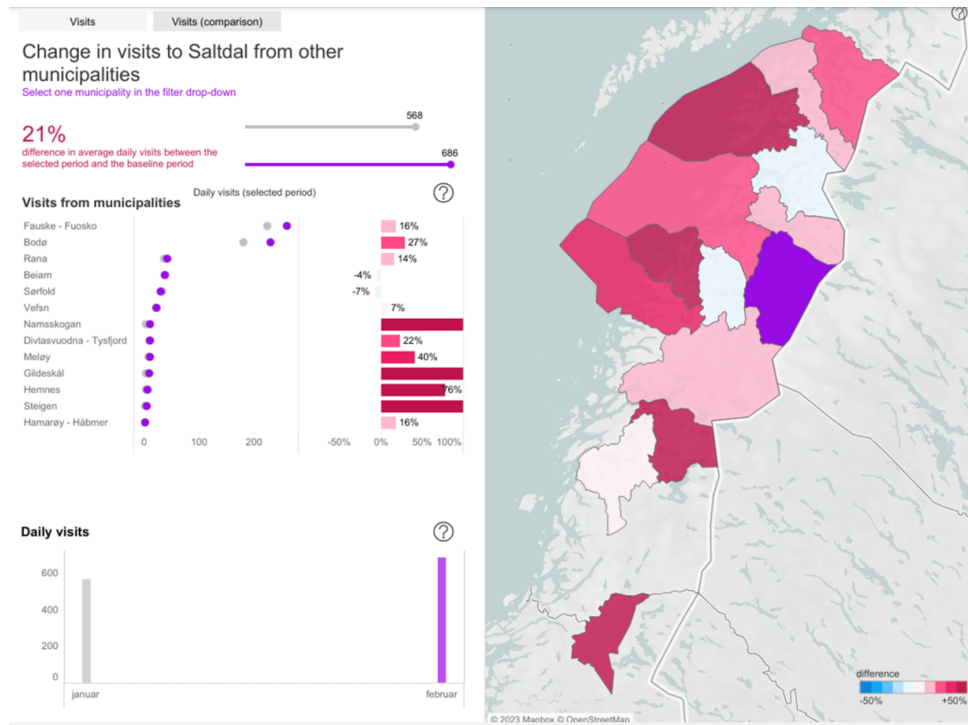


Figure 4.25. Change of visitors to Saltdal during Blåfrost (Telia, 2023)

the town center of Rognan. This is a strong indication of the importance of the festival for the town, as there was a strong increase in activity in most of the towns' center. In fact, the Figure 4.26 shows that the city saw an increase of nearly 1,500 measured activities during the event, which translates to a much more vibrant cultural environment in the town than throughout the rest of the year.

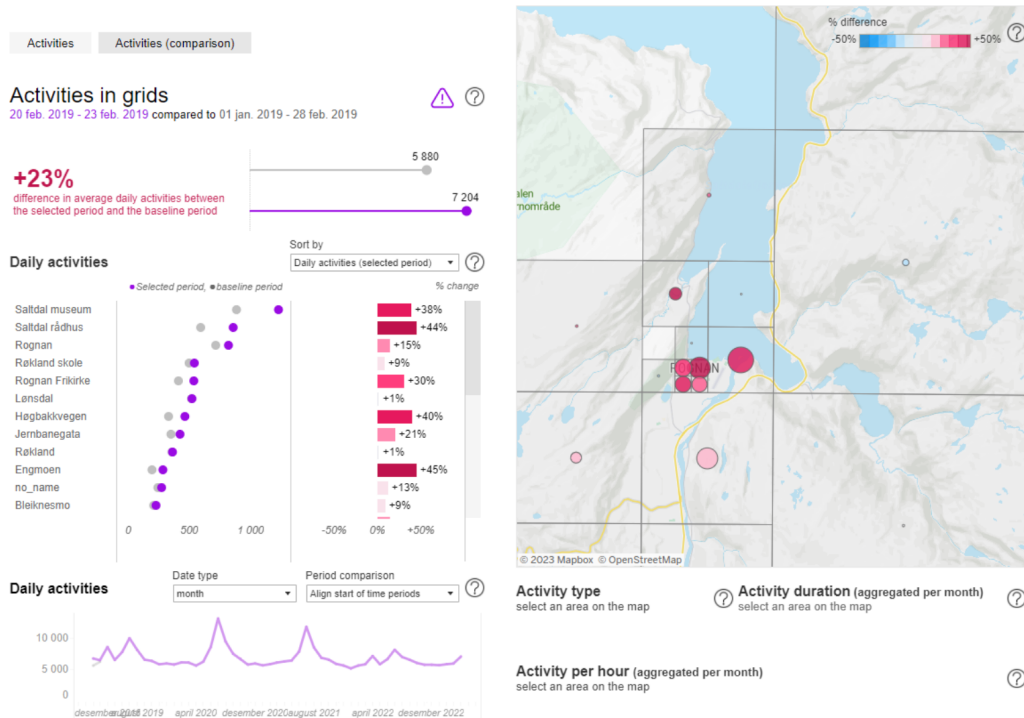


Figure 4.26. Increase in activities during Blåfrost (Telia, 2023)

4.8.1. Closing of the Slipen Scene and move to Bodø as alternative

All of the previous data from the mobile phones provide strong indications of the importance of cultural events like the Blåfrost festival for the small town of Rognan.

However, in June 2022 the local administration of the municipality announced that the Slipen Scene that hosted the festival would be closed for all activities, as it was regulated for industrial purposes and not for cultural activities. Inherently, this caused a problem for the festival, and they had to make a decision to move (at least temporarily) away from the town of Rognan to the bigger city of Bodø in February 2023. It is noteworthy that in the summer of 2023, the final decision was made to cancel Blåfrost as festival for the foreseeable future. The following analysis of the Blåfrost festival in 2023 is therefore the last possible occasion to measure the effect for the municipality Saltdal of moving the festival to the larger city of Bodø.

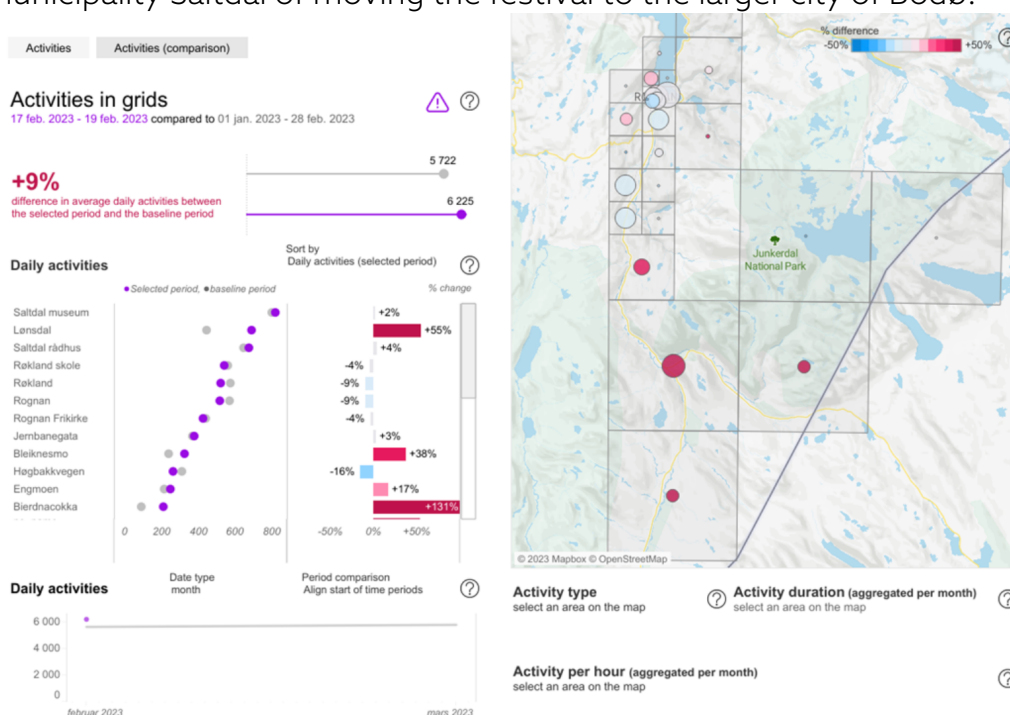


Figure 4.27. Activity in Saltdal without Blåfrost (Telia, 2023)

It is interesting to see that in the absence of the cultural events of the festival, there is a strong rise in the activities that relate to going out in nature. The activity map shows clearly that while the absence of the festival has caused a decline in the activity in the town of Rognan, there is a strong increase in the activity for grids that are located in the Junkerdal national park. Given that the Blåfrost festival is in February, it is likely that this is due to people going skiing in the area.

At the same time, there is a possibility that the data is indicative of an indirect positive effect of the Blåfrost festival for the municipality of Saltdal, as the grids with the highest increase in activity are also located along the road E6. There is therefore a possibility that some of the activity that was caused within the grids at that time was due to traffic that went to or from the city of Bodø and stopping in the scenic environment of the mountains for longer than 20 minutes.

4.9. The impacts of cultural participation on people's quality of life

Culture plays an essential role in shaping our society and enriching our lives (Billington et al., 1991). From art and music to literature and theater, cultural activities provide us with a means of expressing ourselves and connecting with others (Singelis & Brown, 1995). The impact of culture on our well-being is significant, with studies showing that engagement in cultural activities can lead to increased social cohesion (Eriksson, 2023), improved mental health, and enhanced creativity (Wilson et al., 2022). The cultural sector also contributes to the economy through job creation and tourism. Therefore, promoting and supporting cultural activities is vital to ensuring the quality of life for individuals and the overall health of communities (Wilson et al., 2022). The data that is collected through the People's Jury shows that this might be particularly important for the younger generation. As Figure 4.28 shows, younger people between 16-35 have a significantly higher willingness to move away from the area of Nordland, while more established participants are generally more satisfied with their place of residence. Figure 4.29 confirms the same conclusion and shows that more than 40% of people over 56 years old, but only 20% of respondents aged 16-25 would definitely prefer to live where they live now.

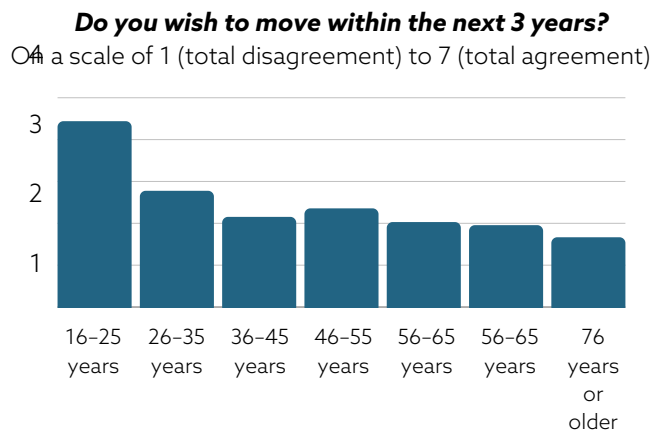


Figure 4.28. Willingness to move from Nordland (Peoples' Jury, 2023)

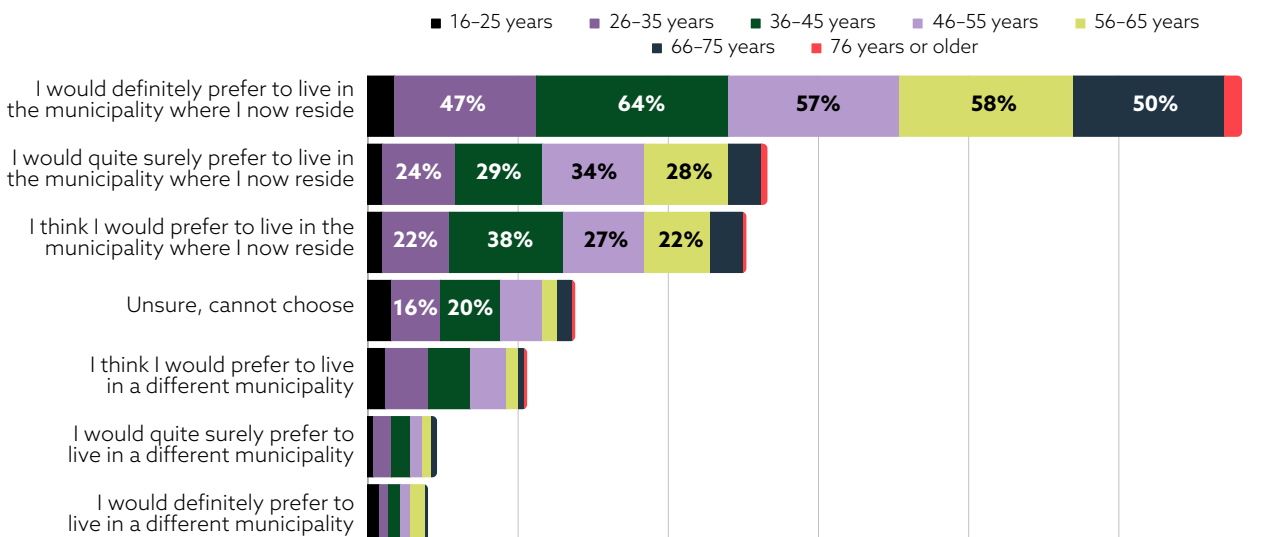


Figure 4.29. Allocation of responses on intention to live in another municipality (Peoples' Jury, 2023)

It also appears as if the current satisfaction with the cultural offering in the municipalities is the lowest for the younger generations and increases with the age (Figure 4.30).

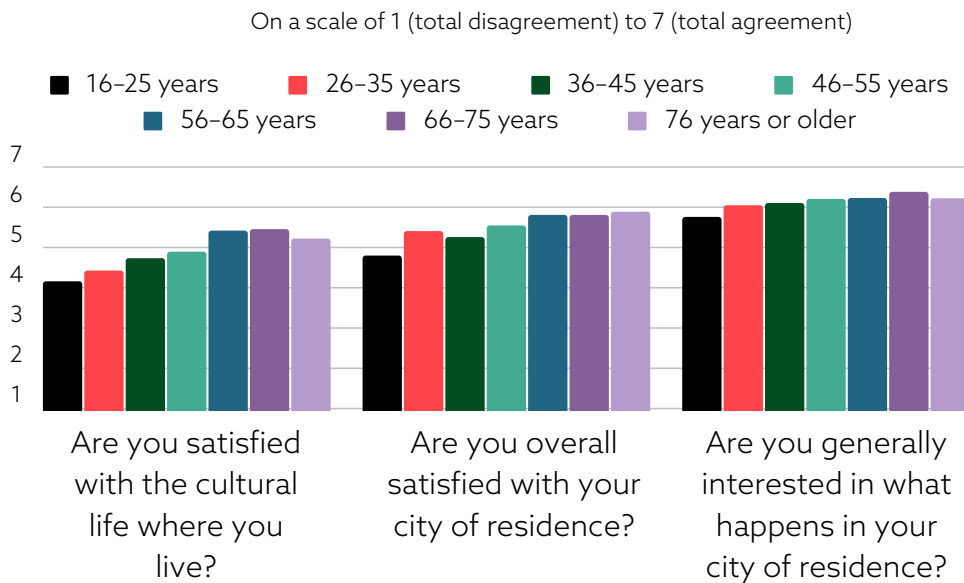


Figure 4.30. Satisfaction with the cultural offering (Peoples' Jury, 2023)

However, the data from the People’s Jury also indicates that the younger generation is in general a lot more positive towards the program of Bodø2024, as they perceive it more exciting, interesting and engaging than any other generation in the jury (Figure 4.31).

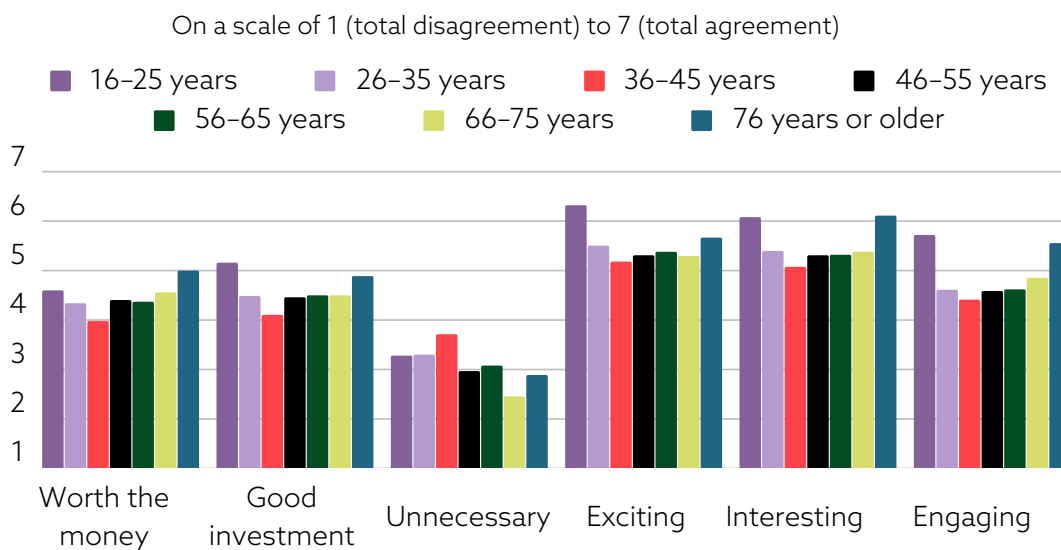


Figure 4.31. Opinions about Bodø2024 (Peoples' Jury, 2023)

4.10 Perception of culture by minorities

Over the past few decades, cultural goals in the Nordic region have focused on promoting inclusion, participation, and diversity. A key example from Norway is the 2011 report, "Kultur, inkludering og deltaking" (Meld. St. 10 (2011–2012)), which is perceived as the "culmination of culture political ambitions – some will say utopia – that culture should be for everyone" (Haugsevje et al., 2016, p.80). However, at the same time, we know that there are significant differences between groups within the population and their use of cultural offerings and previous research (e.g. Mangset et al., 2012) shows that the use of culture offerings is still systematically divided according to social background variables, such as the level of education, ethnical backgrounds, professions and places of living. As such, Haugsevje et al. (2016) suggest that it is important to look at the participation in cultural offerings not only from a national "macro" perspective where it can be challenging to assess inclusion, participation, and diversity.

Based on these suggestions, the following sections that are based on data that were retrieved from the People's Jury, take a closer look at the participation of different groups of the local population in Nordland. Here, we consider particularly the background variables that might define groups of minorities according to previous research (Mangseth et al., 2012).

The following heatmap of the responses within our panel gives an overview of the participation of different people divided by their 1. Age, 2. Gender, 3. Civil Status, 4. Children, 5. Job Situation, 6. Educational level, 7. Ethnicity, 8. Feeling as Minority, 9. Gross Income, 10. Need for assistance.

This heatmap highlights several interesting insights into the local cultural attendance by different groups. For instance, there are several groups that appear to have a generally high attendance in cultural offerings, including:

1. Persons in higher age groups starting from 60 years old
2. Persons who do not identify as either male or female (potentially due to low number of responses)
3. Unemployed
4. Retired
5. European
6. Gross income below NOK 400.000

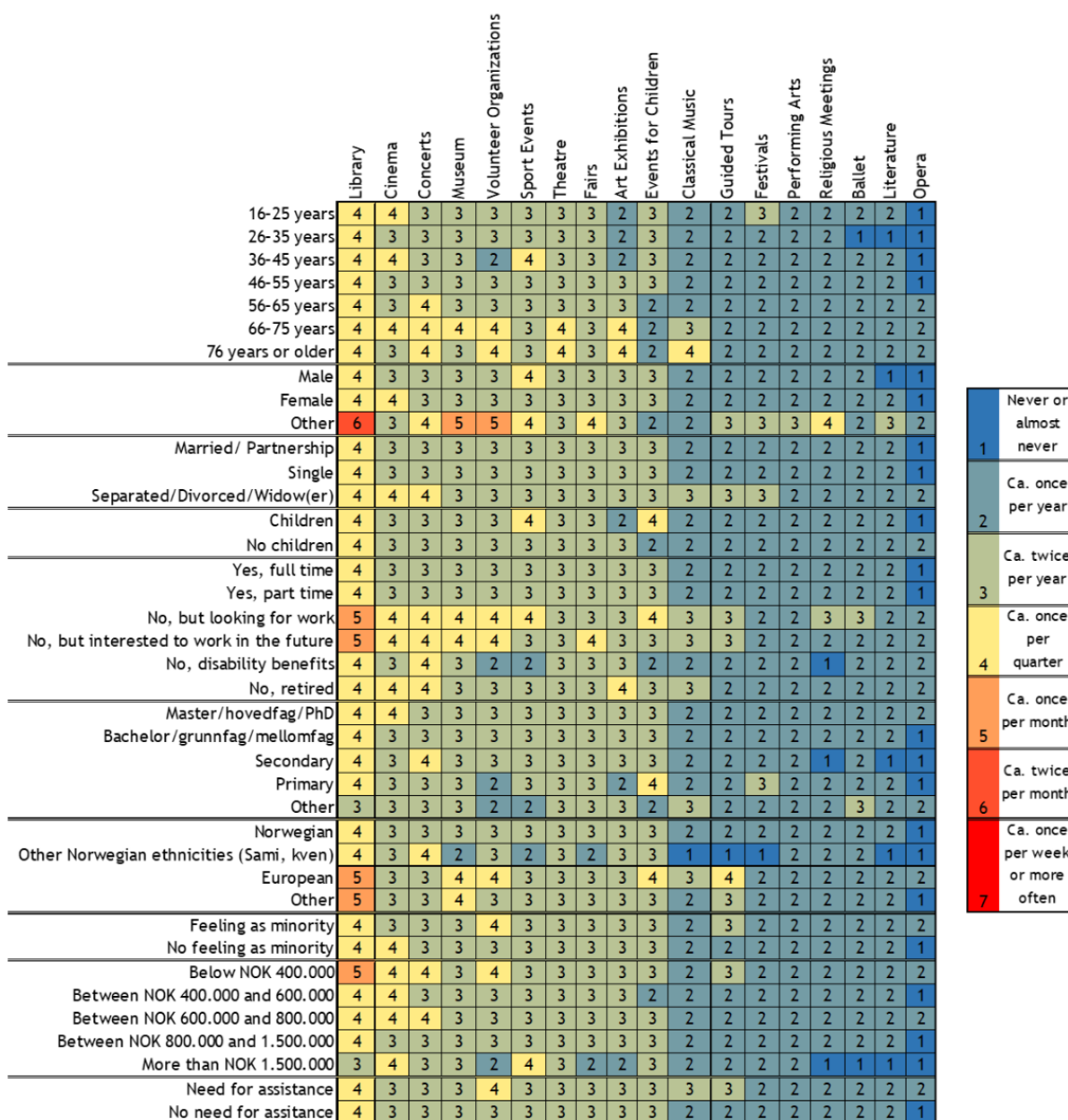


Figure 4.32. Heatmap of mean values for different event types by background variables (Peoples' Jury, 2023)

On the contrary, respondents that are less involved in the current cultural offerings, include:

1. Respondents in the age group 26-35
2. Male
3. Secondary school education level
4. Other Norwegian ethnicity (sami, kven)
5. Gross income above NOK 1.500.000

Inherently, there are differences within these groups and there are certain types of events where respondents of the less engaged groups participate actively, such as concerts, the library, cinema, or sports events. However, overall the map suggests

that these groups participate somewhat less in the current offering.

While the data from the People’s Jury suggests that there are some clear tendencies towards a higher cultural engagement by minority groups in the local population, it is interesting to observe that there are no statistically relevant correlations between the “Feeling as minority” and the different variables that relate to either the current cultural offerings in the municipalities or the program of Bodø2024. At the same time, the accompanying box plot suggests a greater likelihood of people moving from the area within three years if they feel themselves as minorities. It displays the data's median and range, with the box indicating the middle values and whiskers extending to the extremes. This plot reveals that participants from the people's jury who feel like a minority tend to give higher responses than those not identifying as minorities. Although responses vary from 1-7 for both groups, on average, minority-identifying individuals score higher.

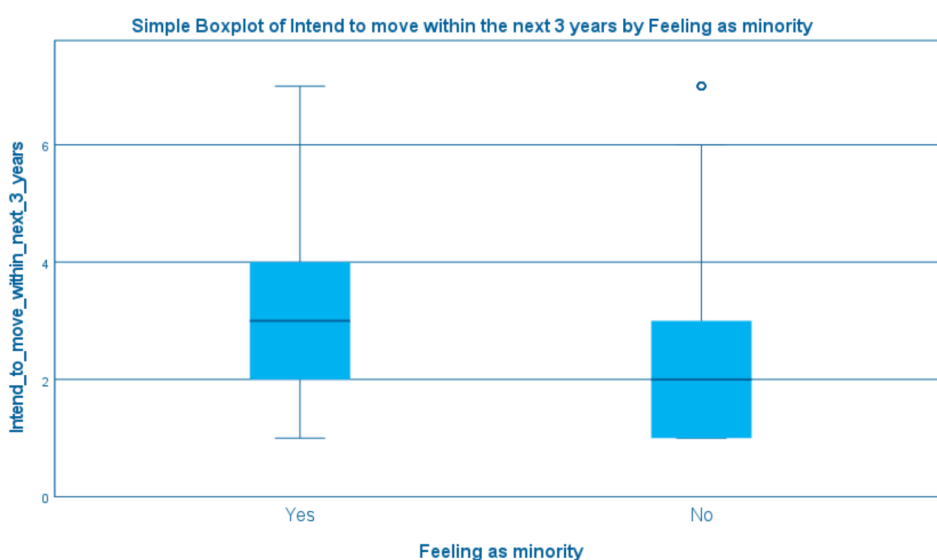


Figure 4.33. Simple Boxplot of the Intend to move within the next 3 years according to the feeling as minority (Peoples' Jury, 2023)

On a more positive note, it is noteworthy that the current cultural offering in the municipalities in Nordland appears to be satisfying. In particular, residents that require special assistance to attend cultural arrangements are significantly more consent with the current offering, as the following box plot diagram shows. Not only is the median higher for the group that needs special arrangements, but the presence of outliers (dots) suggests that there are only very few individuals that score the attractiveness of the cultural life in their municipality as low:

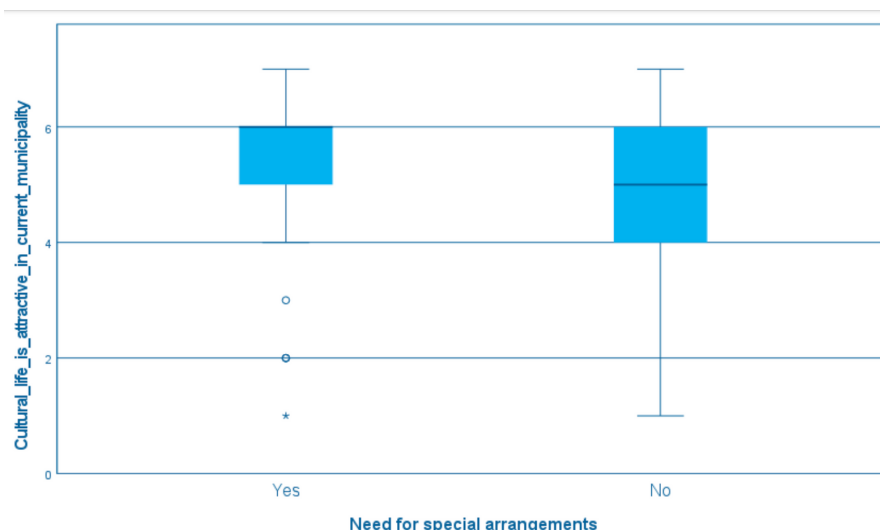


Figure 4.34. Simple Boxplot of the attractiveness of the current cultural offering according to the need for special assistance (Peoples' Jury, 2023)

5. Summary

The "Monitor 2024" baseline report aimed to provide a comprehensive overview of the current cultural environment in the areas of both the county of Nordland and Bodø municipality. The assumption behind this effort was that the program of the European Capital of Culture "Bodø2024" will add a number of new attractions and activities to the field throughout the year 2024 and likely in the years after that. This baseline report might therefore be used as a basis for evaluation.

The report highlights several challenges that the region is currently facing, including the need to make the region attractive for young people and reducing the amount of outmigration. The findings from the baseline report suggest that cultural vibrancy and diversity play crucial roles in attracting and retaining the youth population in the North. Here, the report highlights the important interplay between culture and economy, suggesting that a thriving cultural scene not only enriches community life but also improves the economy through activity in tourism, creative industries, and local businesses. Additionally, the report underscores the importance of cultural participation in enhancing quality of life of residents in the region, evidenced by the positive impacts of cultural events, museums, theaters, and other cultural institutions.

Another aim of the baseline report was to analyze and show the public perception and engagement with culture in the county of Nordland. The report compares local attitudes towards culture with national trends, uncovering unique preferences and challenges that are specific to the region. Here, we showed how different cultural forms are perceived and analyzed the extent of cultural participation, using tools like Google Trends and media analysis to gauge interest and attitudes. The geographical origins of cultural audiences, both local and international, are explored to understand

the reach and appeal of different cultural offerings in Nordland. For this purpose, the report also analyzed two specific case studies, i.e. the Parken and Blåfrost festivals. These festivals were chosen to illustrate the cultural vibrancy that the festivals are creating for the region as well as the effects of what happens when one of them disappears.

Finally, the report addresses the challenges that the sector faced in the light of the COVID-19 pandemic, particularly highlighting its impacts on cultural and economic aspects. As such, it suggests that the pandemic has led to necessary adaptations in the cultural system that may present opportunities for the field in the future. Additionally, the report emphasizes the continued need for strategic development in culture and education, highlighting areas for improvement, especially in terms of cultural diversity and inclusion, particularly concerning minority groups. While these findings are primarily intended to guide the evaluation of the European capital of culture program in 2024, it is possible and intended that it might help other users of this report, including policymakers, cultural institutions, and stakeholders in formulating strategies to enhance the cultural landscape of Nordland.

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Appendix 1: NACE-classification

For the purpose of this study, firms and organizations registered in Nordland and Bodø have been grouped by their NACE-codes according to the following categorization:

1. Creative industries:

- Creative arts and entertainment, including performing artists and operation of art facilities (code 90)
- design, photography and translation (partly code 74)
- architecture and advertising (partly code 73)
- information service activities (partly code 63)
- programming and broadcasting (partly code 60)
- video, tv and sound production (partly code 59)
- publishing (partly code 58)
- manufacture of jewelry and musical instruments (partly code 32)

2. County, region and city attractors:

- libraries, archives, museums, zoological and botanical gardens, and other relevant activities (code 91)

3. Visitor infrastructure: Described separately in other sections.

4. Retail:

- renting of video tapes and discs (code 77.22)
- retail sale of books and music in special shops (partly code 47.6)
- printing (partly code 18)

5. Cultural education capacity and religion:

- cultural education (code 85.52)

More detail on NACE codes is to be found here:

<https://www.ssb.no/en/klass/klassifikasjoner/6>

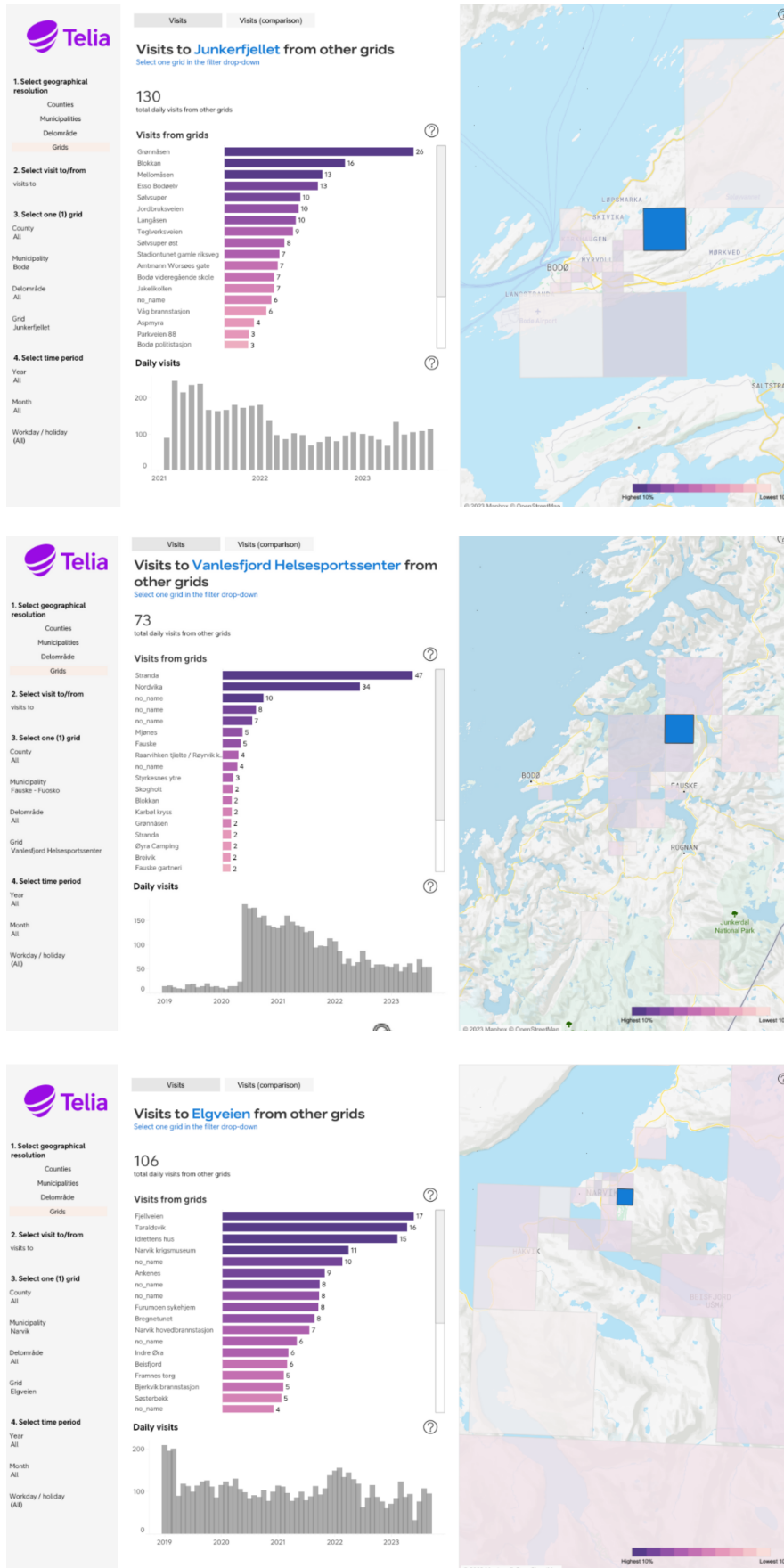
Appendix 2. A list of music festivals in Nordland in 2023

Source: [Festivaler i Nord-Norge 2023 - https://www.nordnorgesguiden.no/festivaler.htm](https://www.nordnorgesguiden.no/festivaler.htm)

Name of Festival	LOCATION
Bodø Jazz Open	Bodø
Vinterlysfestivalen	Mo i Rana
Blåfrostfestivalen	Rognan
Vinterlysfestivalen	Bodø
Vinterfestuka	Narvik
Vm I Skreifiske	Svolvær
Rock Mot Rus	Andenes
Lundkommardagen	Lovund
Torghatten Maraton	Brønnøy
Båtmessa	Sandnessjøen
Stamsund Teaterfestival	Stamsund
Codstock	Henningsvær
Herøydagan	Herøy
Torghattfestivalen	Brønnøy
Alstahaug Maraton	Alstahaug
Granedagene	Grane Kommune
Havna På Kaia	Sandnessjøen
Sjømatfestivalen	Lødingen
Herøydagan	Herøy
Kippermocupen	Mosjøen
Jonsok Til Olsok	Misvær
Hemnes Båt- Og Fjordfestival	Hemnes
Sommer-Melbu	Melbu
Nordlandsbåtregattaen	Terråk
Festspillene Helgeland	Helgeland
Værøydagene	Værøy
Toppenkurset	Mosjøen
Trænafestivalen	Træna
Ballstaddagan	Ballstad
Lofoten Int. Kammermusikkfest	Lofoten
Rootsfestivalen	Brønnøysund
Naustholmen Kajakk & Bluesf.	Steigen
Kystkulturdagen	Lødingen Vestbygd
Reginedagan	Bø
Sagaspilluke	Steigen

Márkomeannu	Evenes
Sjarkenfestivalen	Dønna
Høllafæst	Svolvær
Opptur	Bodø
Kjeldebotn Countryfestival	Kjeldebotn
Kubafestivalen	Svolvær
Trevarefest	Henningsvær
Hemnesjazz	Hemnesberget
Svartisenfestivalen	Mo i Rana
Nordland Musikkfestuke	Bodø
Bryggetreff	Evenes
Gatafestivalen	Fauske
Havnafestivalen	Sandnessjøen
Parkenfestivalen	Bodø
Haikjeften	Narvik
Bobiltreffet På Dverberg	Dverberg
Verket	Mo i Rana
Lofoten Countryfestival	Leknes
Fæsterålen	Sortland
Sortland Jazzfestival	Sortland
Smeltingelen	Rana
Matfestivalen I Lofoten	Leknes
Lofoten Gave Og Håndv.Messe	Leknes
Bodø Int. Orgelfestival	Bodø

Appendix 3. Analysis of grids around the three mountain tops in Nordland (Telia data, 2023)



Appendix 4: Google Trends

When reading the tables that are based on data from Google Trends (2023), it is important to recognize the difference between topics, top search terms, and rising search terms (Google News Initiative, 2023).

- **Topic:** This represents the general subject that people are searching for. It is not necessarily a specific search term, but rather a broad category of interest. For example, "Norway" is a topic that could encompass several individual search terms like "Norway weather", "Norway news", "Norway tourism", etc.
- **Top search terms:** A specific word or phrase that people are most frequently searching for within the given topic.
- **Rising search terms:** Search terms that show a quickly growing popularity. These terms might not be the most searched-for terms overall, but their use is increasing at a notable rate. This could be due to current events, trends, or other factors.

Additional notes:

- **Breakout:** Google uses this to indicate a rate of change that exceeds 5,000%.
- **Search Interest (scale of 100):** This represents how popular a search term is compared to the peak popularity of the term over time, with a score of 100 indicating peak popularity.
- **Change:** This represents the percentage increase in search interest for the "Rising Search Term" over a specified period.

Table A4.1. Google searches in Nordland for the past 10 years

Topic	Search Interest (scale of 100)	Top search terms	Search Interest (scale of 100)	Rising search terms	Change
Bodø	100	bodø	100	helgelendingen	Breakout
Norway	86	vg	65	helsenorge	Breakout
Verdens Gang	77	google	58	værmelding for i morgen	+4,450%
Translation	64	youtube	43	kahoot	+4,400%
Google	62	nrk	41	rusta	+2,350%
.no	62	facebook	40	yr bodø	+2,300%
YouTube	52	translate	35	iphone 6	+1,650%
Facebook	51	Tv	32	zalando	+1,300%
Yr.no	45	Yr	31	digipost	+1,250%
NRK	39	dagbladet	25	helsenorge.no	+1,250%
Norwegian Language	36	finn	22	jollyroom	+1,250%

FINN.no	36	you	18	tui	+1,200%
Television	32	tv2	18	yr mine steder	+1,200%
Google Translate	31	oslo	17	prisjakt	+1,150%
Dagbladet	31	google translate	17	obs bygg	+1,050%
Mo i Rana	30	1881	17	bodø nu	+1,050%
Narvik Municipality	30	lofoten	15	min helse	+1,000%
Avisa Nordland	29	online	15	an-no	+1,000%
Film	29	coop	14	yt	+1,000%
Map	25	An	14	yr mosjøen	+850%
Recipe	24	oversetter	14	dnb nettbank	+850%
Child	23	dnb	14	vg live	+800%
English Language	23	lofotposten	13	coop obs bygg	+800%
Price	23	norwegian	12	mine resepter	+750%
Hotel	21	rana blad	12	postnord	+750%

Table A4.2. Detailed search description in Nordland for the past 10 years

Category: Books & Literature		Category: News		Category: Games		Category: Travel	
Allente	Breakout	værmelding for i morgen	Breakout	genshin impact	Breakout	autopass ferje	Breakout
handmaids tale	Breakout	local guide program	Breakout	warzone	Breakout	family sports club	Breakout
morten hegseth	Breakout	an-no	Breakout	oculus quest 2	Breakout	vy tog	Breakout
norli lesekonkurranse	Breakout	vg. no nyheter	Breakout	coin master free spins	Breakout	ikke lov å le på hytta	Breakout
the handmaids tale	Breakout	blv no nyheter	Breakout	fortnite item shop	Breakout	hurtigruten havn til havn	Breakout
sanditon	Breakout	68 grader nord	Breakout	xbox series x	Breakout	havila kystruten	Breakout
book creator	Breakout	dagbladet-no	Breakout	assassins creed valhalla	Breakout	scandic sortland	Breakout
his dark materials	Breakout	pogoda jutro	Breakout	politiker kryssord	Breakout	vy	Breakout
øyunn krogh	Breakout	yr mine steder	Breakout	tv 2 play	Breakout	parken 2019	+4,650%

ut å stjæle hester	Breakout	vol.no nyheter idag	+4,450%	populære spill i google-doodler	+4,250%	helsenorge	+3,450%
apa 7th	Breakout	الطقس غدًا	+4,200%	battlefield v	+4,100%	wiseflow uit	+2,900%
aschehoug univers	Breakout	yr stokmarknes	+2,850%	item shop	+3,650%	boreal ferge	+2,450%
pixi guide	Breakout	vg-no	+2,500%	prefiks kryssord	+2,800%	flyr	+1,700%
mortal engines	Breakout	weather tomorrow	+2,500%	covid regler	+2,750%	reis nordland	+1,550%
jumanji 2	Breakout	sol-no	+1,800%	google kääntäjä	+2,600%	pent.no narvik	+1,300%
bookis	+4,800%	helsenorge	+1,250%	ps5	+2,400%	ex on the beach	+1,150%
kildekompasset apa 7	+4,650%	premier league kamper	+1,200%	norsk tipping spill	+2,200%	rusta	+1,150%
sus	+4,550%	værmelding	+1,100%	yr steigen	+2,150%	power narvik	+1,050%
the invisible man	+4,200%	nrk-no	+1,000%	skincity	+1,800%	milano narvik	+1,000%
arve juritzen	+4,200%	bodø glimt kamper	+950%	nintendo switch spill	+1,450%	vol-no	+900%
aurelius dumbledore	+4,000%	avisa lofoten	+800%	narvik kommune korona	+1,400%	monter narvik	+850%
opensea	+3,700%	vol-no	+750%	crazy games	+1,300%	yr nesna	+700%
påskekrim 2023	+3,550%	eliteserien tabell	+750%	kryssordhjelp	+1,150%	naf reiseplanlegger	+550%
helene uri	+3,150%	an.o	+700%	nintendo switch	+350%	moskenes camping	+450%
kahoot it	+1,100%	eliteserien	+650%	kryssord	+200%	vol. no	+400%

Table A4.3. Analysis of the topic "culture" for the past 5 years - regional popularity and related topics

Popularity of the Norwegian search term «kultur», by city		Popularity of the English search term «Culture», by city		TOP topics related to the search term "culture"		Popularity of the search term «European Capital of Culture», by city	
Nesna	100	Nesna	100	Definition	100	Bodø	100
Bodø	67	Bodø	55	Art	74	Beiarn	
Rana	64	Sortland	54	Language	58	Alstahaug	
Narvik	55	Brønnøy	51	Society	56	Hemnes	
Vefsn	53	Hadsel	49	Sámi	42	Vågan	
		Vefsn	47	Religion	35	Rana	
		Vestvågøy	45	History	32	Herøy	
		Vågan	44	South Africa	30	Narvik	
		Rana	43	Indigenous peoples	29	Hadsel	
		Alstahaug	40	Sámi languages	27	Vefsn	
		Narvik	39	Aboriginal Australians	27	Steigen	
				Identity	26	Evenes	
				Media	24		
				Climate	22		
				Norwegian Digital Learning Arena	21		
				European Capital of Culture	19		
				Capital	19		
				Māori people	17		
				Socialization	16		
				Project	15		
				Americans	14		
				Christianity	14		
				Cooking	14		