

# **SPECIAL EVENTS in NATURE**

How do event managers use nature to add value to event experiences?

**EVENTS in  
NATURE**

**INSIGHTS  
from  
NORWAY**

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# SPECIAL EVENTS

**Important part of experience economy**

**A quintessential experience product**

**Growing number, diversity and complexity of special events**

# NATURE-BASED EVENTS

Any kind of public outdoor event (e.g. musical festival, sport competition, food fair, etc.) taking place in predominantly unmodified natural environment.

Growing number of nature-based events, in line with a general trend of interest in nature in leisure context

Overlaps with nature-based tourism and recreation

**Outdoor/  
NBT events**



**NBT and Outdoor  
recreation**

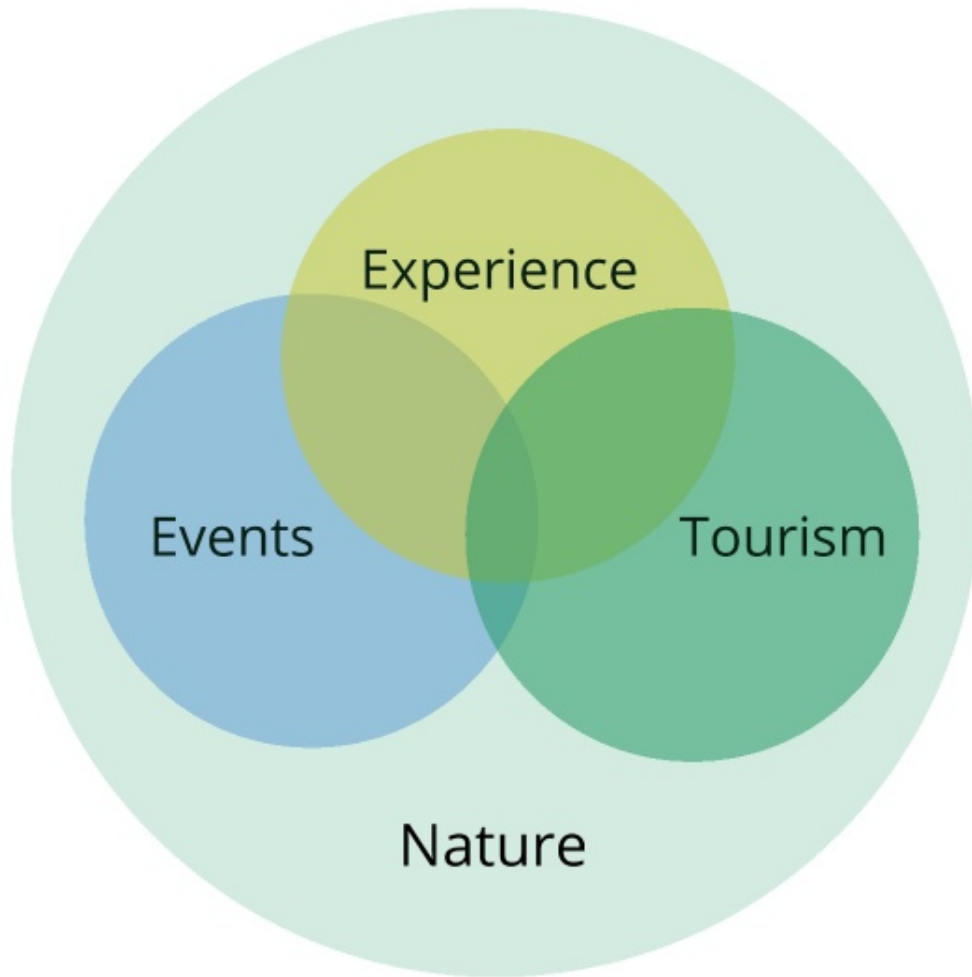
# HOW DO EVENT MANAGERS USE NATURE FOR EVENT EXPERIENCES?

## Lack of research

*Natural capital, or natural resources serving as a basic prerequisite for outdoor events, tends to be overlooked in the event research literature (Mykletun, 2009)*

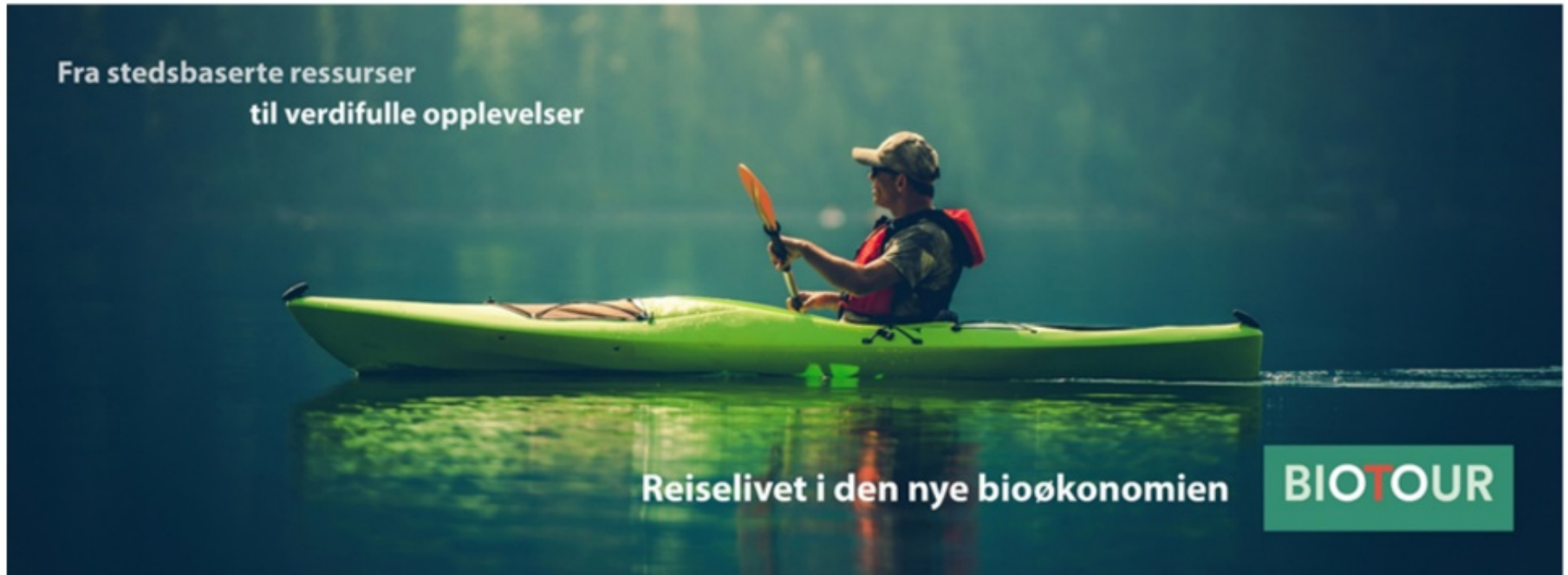
**Nature in event studies - nature as *force majeure*, and environmental impacts of events.**

**Theoretical insights from NBT and outdoor recreation can greatly contribute.**



# BIOTOUR

From place-based natural resources to value-added experiences:  
Tourism in the new bio-economy



# Case study themes

CASE A. Composite adventure experiences

CASE B. The genuine wildlife experience

CASE C. The pathfinder experience

CASE D. The event experience

<https://www.nmbu.no/biotour>

# EVENTS - a growing phenomenon in Norway.

Lack of comprehensive information about nature-based event sector

Lack of information about the role of nature in the nature-based event experience

[See our festival guide and calendar >](#)

## A GROWING HUNGER FOR FESTIVALS

Norwegians have proved a steady appetite for most types of festivals, and travellers from abroad also flock to many of the same events.

Norway offers more than 900 festivals to match most tastes, in the fields of music, sports, food, film, theatre, literature, and more.

Summertime is by far the biggest festival season, but there are interesting events going on all year round, all over the country.

[www.visitnorway.com](http://www.visitnorway.com)







<https://www.thearctictriple.no/>

Velkommen til Bodøfestivalen 14.-17. juli 2019

# Omgitt av opplevelser

KJØP BILLETT

<https://www.bodofestivalen.no/>

# PREIKESTOLEN MARATON 20. SEPTEMBER 2019

## VERDENS VAKRESTE PADLEFESTIVAL: 21-27.7.2019

<https://www.seakayakingnorway.com/padlefestivalen>

HISTORIER DEG I DAG



<http://operafest.no/en/home-en/>



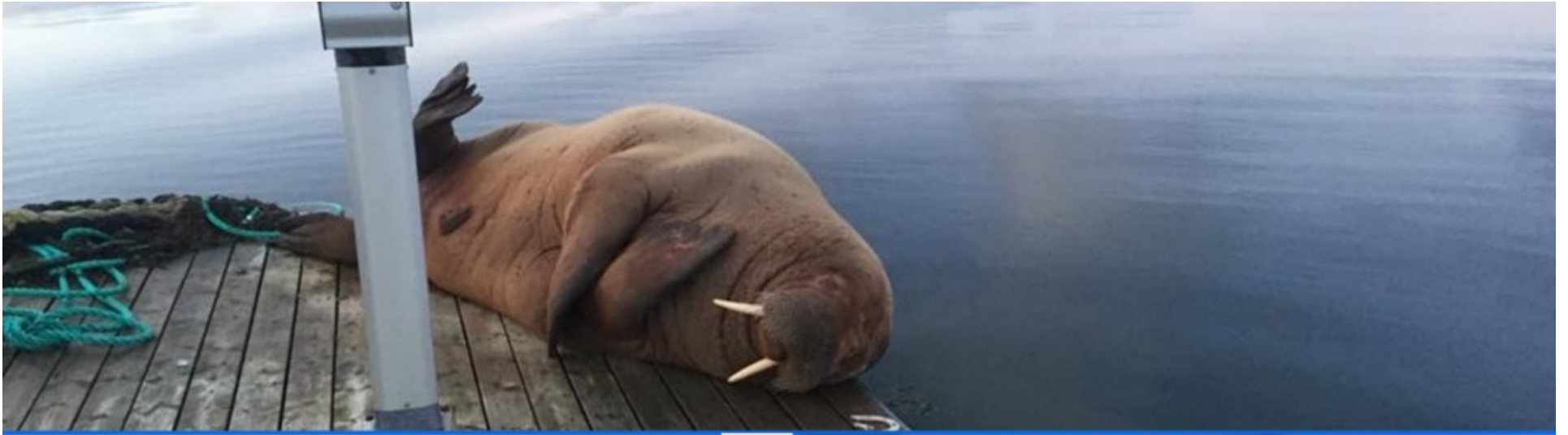


<http://www.frikar.com/no/kompani/verk/draumefangaren/>



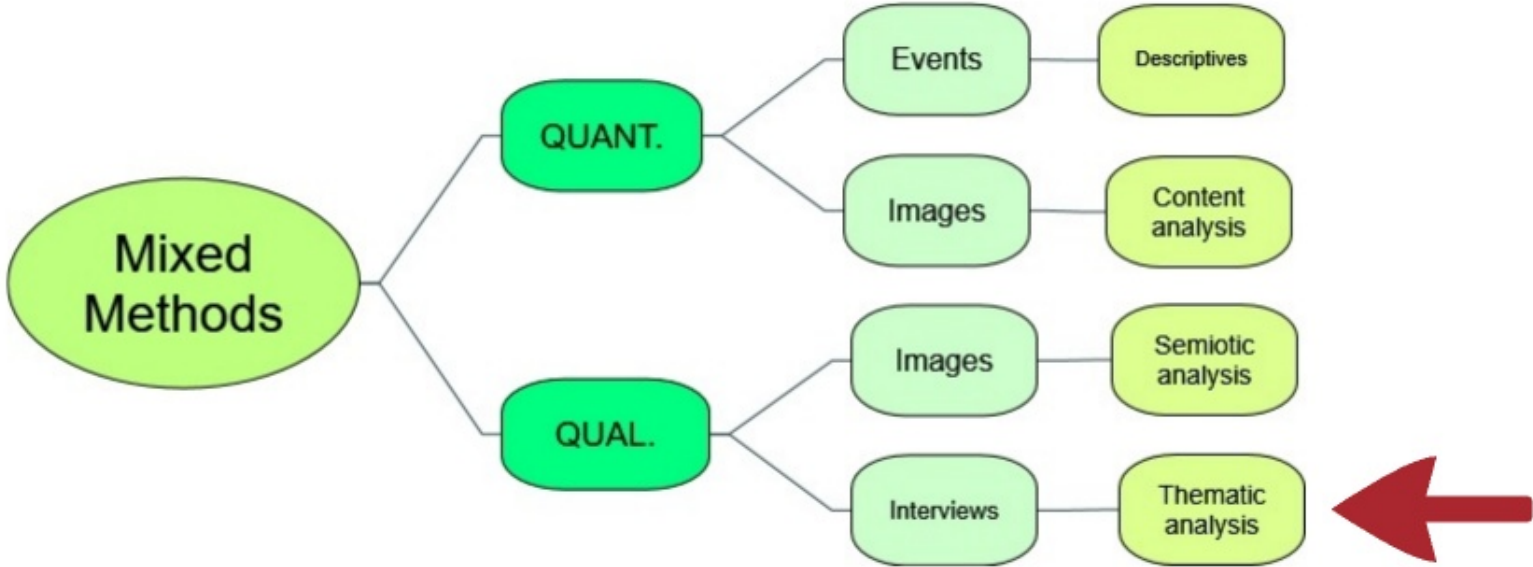
<https://www.icemusicfestivalnorway.no/>





Svalbard Skimaraton 2019  
27/4 – 2019

# Research design



# RESULTS



# General overview



**562** event websites

The importance of nature in the event experience was evaluated as:

**High** in 17% of the cases;  
medium in 32%;  
and low in 51%.

Geographically, the events were distributed as:

North Norway - 30%;  
East Norway - 29%;  
Fjord Norway - 25%;  
Mid Norway- 8%;  
South Norway - 8%.

	<b>Event type</b>	<b>Percent from the total</b>
1.	Other cultural events	26
2.	Music	19
3.	Other sports	13
4.	Skiing	12
5.	Trail running/hiking	12
6.	Food	6
7.	Running	4
8.	Cycling	3
9.	Theater	3
10.	Mountain biking	2

# Qualitative insights



## 22 Interviews with event managers from the 'high' subsample

### Questions

- Event experience design
- Ways of and reasons for integrating nature into event experience design
- Cognitive, affective, conative dimensions of experience with respect to nature
- Using nature in event experience representation and promotion

Item	Year	Length	Problems
1	2001	10 min	10 min
2	2002	10 min	10 min
3	2003	10 min	10 min
4	2004	10 min	10 min
5	2005	10 min	10 min
6	2006	10 min	10 min
7	2007	10 min	10 min
8	2008	10 min	10 min
9	2009	10 min	10 min
10	2010	10 min	10 min
11	2011	10 min	10 min
12	2012	10 min	10 min
13	2013	10 min	10 min
14	2014	10 min	10 min
15	2015	10 min	10 min
16	2016	10 min	10 min
17	2017	10 min	10 min
18	2018	10 min	10 min
19	2019	10 min	10 min
20	2020	10 min	10 min
21	2021	10 min	10 min
22	2022	10 min	10 min

	<b>Event</b>	<b>Type</b>	<b>Location</b>	<b>Description</b>
1.	Arctic Sea Kayak Race	Kayaking	North Norway	Kayaking festival involving racing, beginner courses and other activities
2.	Arctic Triple	Triple	North Norway	Cycling and trail running races in the summer, skiing race in winter
3.	Bergen-Voss, Voss-Geilo Sykkelritt	Cycling	Fjord Norway	Cycling races through scenic mountain routes
4.	Draumefangaren	Dance, theater	East Norway	Dance and acrobatic performance in nature
5.	Helterennet	Triple	East Norway	Cycling and running races in the summer, skiing race in winter
6.	Høllafæst	Music	North Norway	Music festival of different genres
7.	Isklar Norseman Xtreme Triathlon	Triathlon	Fjord Norway	Triathlon race (swim-bike-run)
8.	Lofoten Yogafestival	Yoga	North Norway	Yoga festival (both indoor and outdoor activities)
9.	Lom Skifestival	Skiing	East Norway	Ski festival opening ski season
10.	Lysefjorden Vandrefestival	Hiking	Fjord Norway	Hiking festival, includes local food and culture
11.	Opera di Setra	Music	Mid Norway	Opera performance in a traditional farm setting
12.	Peer Gynt på Gålå	Theater	East Norway	Theater performance based on Henrik Ibsen's play 'Peer Gynt'; other cultural events.
13.	Røykenvik Operafestivalen	Music	North Norway	International opera festival by a lake
14.	Sagauka	Theater	Mid Norway	History-themed theater play, other cultural events
15.	Skåla Opp	Trail running	Fjord Norway	Trail running race and hiking to a mountain top, organized in a national park
16.	Steigen Sagaspiel	Theater	North Norway	History-themed theater play
17.	Stokkøya Festival	Music	Mid Norway	Music festival of different genres on an island
18.	Strynefestivalen	Outdoor sports	Fjord Norway	Festival of outdoor sports, includes live music and parties
19.	Svalbard Marathon	Skiing, running	North Norway	Ski marathon in winter, running marathon in summer
20.	Tour des Fjords	Cycling	Fjord Norway	International cycling race (since 2020 to be renamed into Tour of Norway).
21.	Vinjerock	Music	East Norway	Rock music festival, includes outdoor activities adjacent to a national park
22.	Xreid	Trail running	Fjord Norway	Trail running race, is organized in a different location each year

## Nature evokes positive emotional response

Magnificent, powerful, wonderful, spectacular, grandiose, pure, magical....

*It is very powerful nature. There are very high mountains, it is very powerful. People get very impressed. It is very raw... It is also very rewarding because you get a fantastic view once you are at the top.*

*I think the participants have the feeling of being overwhelmed by nature's beauty that they are moving through.*

## Nature provides uniqueness to the event

*When we cycled through a scenic route we realized that it is scenic like none other in Norway, and this must be perfect for an event.*

*It has to have some kind of an X-factor, so that it gives you something. So when you get there you make a stop, take a picture and say: 'Wow, this is really beautiful, this is an amazing experience!'*



## Nature facilitates connectedness and social cohesion

*We try to create a programme where we make a fireplace and we invite politicians outside to sit around the fireplace. We take them to some place where they are not used to, it be makes it more personal outside, by the fireplace. I don't know what happens but we see each other in another way, it is quite magical!*

*One thing that is interesting with Norwegians, they are not very good at saying hello to each other, they are a bit weary of people they don't know. But if you take a trip in the mountains, you meet the same people – and everyone says hello! It is really weird!*

## Nature encourages educative and transformative experiences

*We have a very strict environmental profile with a main goal that no waste should end up in the ocean/nature. If we can't make that happen, we will no longer arrange a festival here. Our main focus is to tell people how woundable the nature and the ocean is, and that we are the reason why its in danger. We also want people to make their own changes.*

*We promote Norseman not as a race but as an experience. We promote it as a life event, not a sport event. When we present our race we emphasize that this is far more about you testing yourself against yourself and nature than against other competitors. If we did not have natural resources we would not have a race.*

# Nature enhances the overall event experience

*Opera is a very grand art form, so in my mind this landscape would be a perfect match, because this grandiose nature requires grandiose music... People get tears in their eyes, because you feel very easy, it is almost like you are meditating, when you are sitting there. And that makes people very vulnerable, so when you put some really high class good music on the top of it, it really makes an impact on the audience.*

*I believe that theater in the nature setting touches people in a much deeper level because of the nature.*

*Nature can be used to create a very different experience. All the impressions get stronger.*

## SUMMARY

<b>Experiential element</b>	<b>Nature in experience design</b>
cognitive	learning opportunities; uniqueness; transformative experiences
affective	positive emotional response; socio-cultural community; transformative experiences; overall event experience enhancement
conative	physical activity; social interaction; new skill development

# Points for discussion

**Carefully designed nature-based event experiences - an emergent high-value commodity**

**Diversification- demand for smaller scale, well-designed, high-value, creative and unique events in nature**

**Growing demand for new, remote, off-beat, unique, memorable locations**

**Need for more research to understand management challenges in event-based nature use**

**Indication of a larger transformations of human-nature relationships?**

