

Hurtigruten ASA in Travel and Tourism (Norway)

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Abstracts

Hurtigruten ASA wants to provide a unique experience to the tourist when travelling in Norway. The company wants to continue to invest in promoting itself nationally and internationally as a service that offers deep contact with the local culture and the most impressive scenery. The company wants to consolidate its position as a leading company in exploration cruises in polar waters. Hurtigruten wants to increase profitability and create more value for shareholders, customers and employees.

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