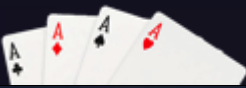


TROMSØ

where your arctic adventure begins





EUROPEAN 7th OPEN CHAMPIONSHIPS & YOUTH CHAMPIONSHIPS Tromsø 2015



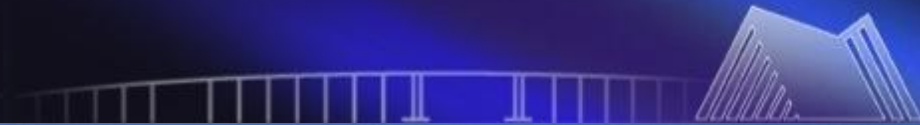
Open Championship June 27th – July 11th
Youth Championship July 18th – July 26th

Photo: Bård Løken © Destinasjon Tromsø



**NORSK
BRIDGEFORBUND**

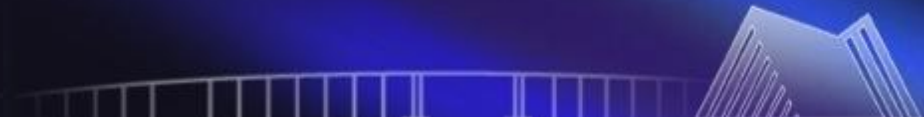




Welcome to Tromsø



7th EUROPEAN
OPEN CHAMPIONSHIPS
Tromsø 2015

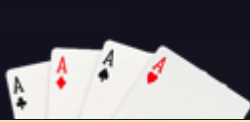


MIDNIGHT SUN

May 10th – July 26th – THE SUN SHINES 24/7



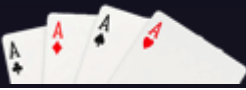
7th EUROPEAN
OPEN CHAMPIONSHIPS
Tromsø 2015



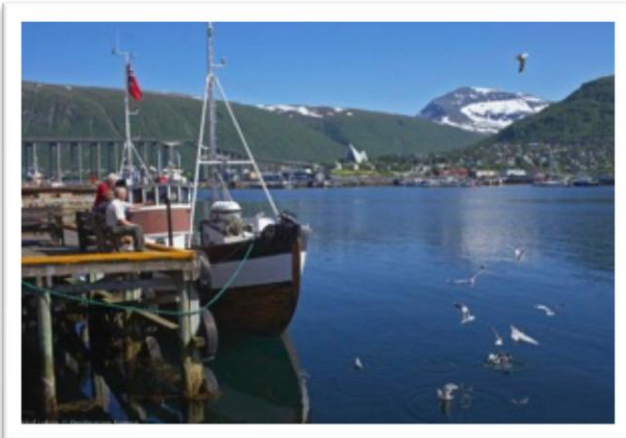
**PERFECT
VIEW**



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Urban city, spectacular scenery





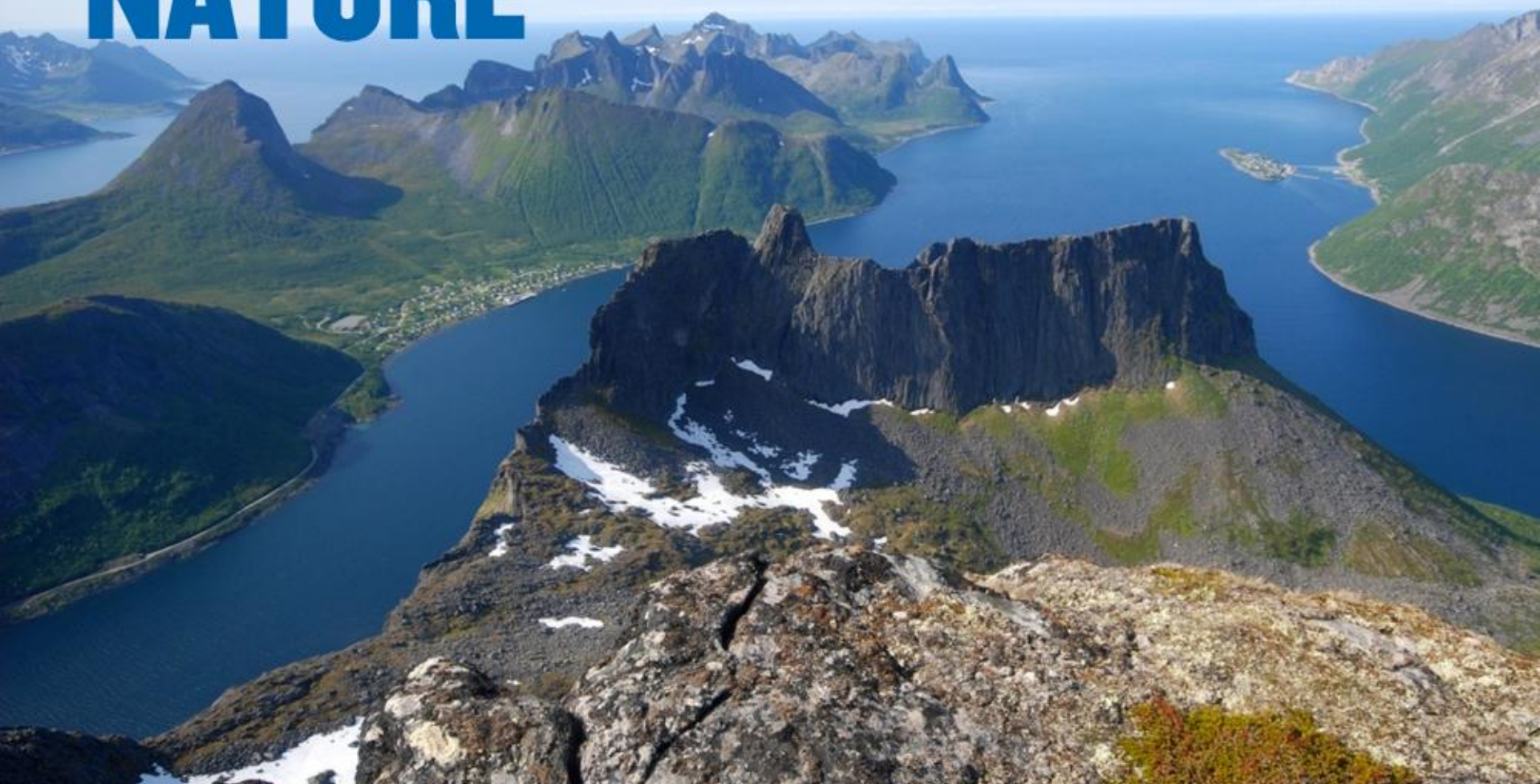
Easy access



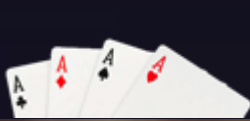
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SPECTACULAR NATURE

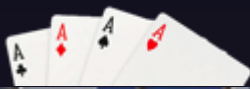


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Tromsø 2015



WORLD'S NORTHERNMOST





TROMSØ NIGHTLIFE



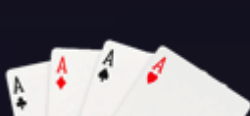
June at 01:12 hours



SPECIAL DINNER VENUE



7th EUROPEAN
OPEN CHAMPIONSHIPS
Tromsø 2015

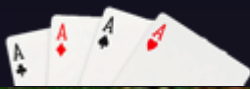


ARCTIC SUMMER



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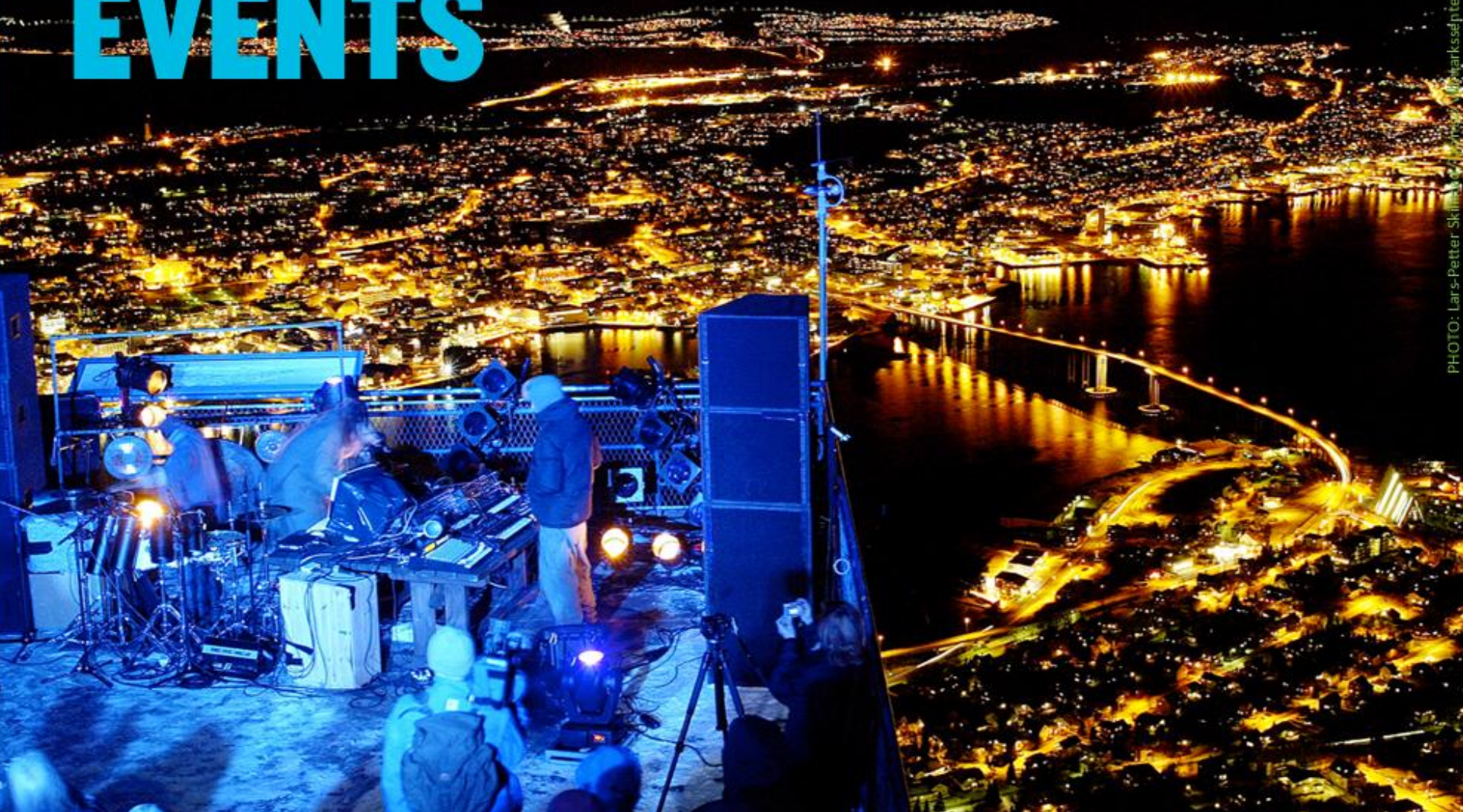
ARCTIC CULTURE



7th EUROPEAN
OPEN CHAMPIONSHIPS
Tromsø 2015



ARCTIC EVENTS





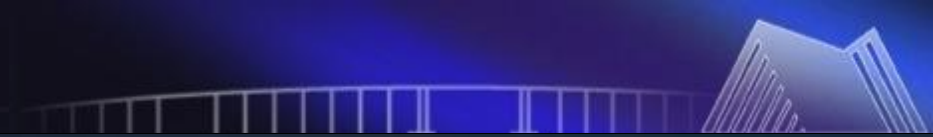
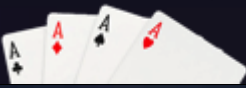
CHESS OLYMPIAD

NORWAY 2014
TROMSØ



**NORSK
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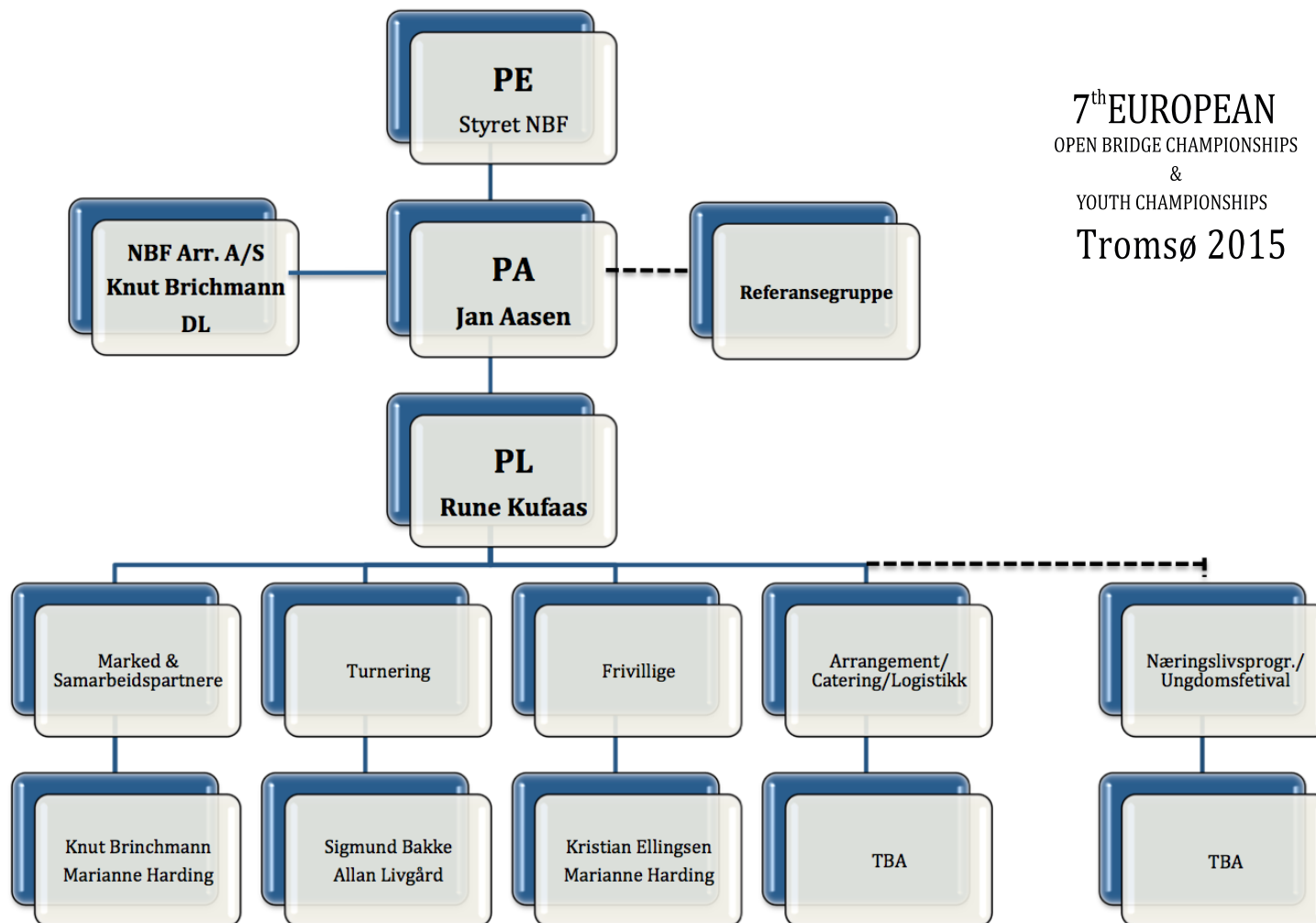
Planning & Organizing

Photo: Bård Løken © Destinasjon Tromsø

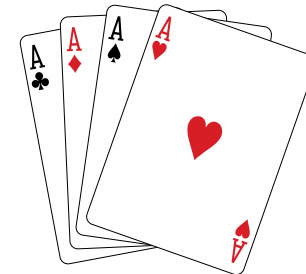


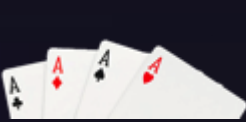
**NORSK
BRIDGEFORBUND**





7th EUROPEAN
OPEN BRIDGE CHAMPIONSHIPS
&
YOUTH CHAMPIONSHIPS
Tromsø 2015

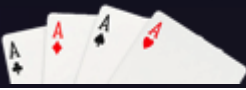




Unique situation for Tromsø – and NBF

- Assigned two years ahead of championship
- Regional authorities are enthusiastic
- Close cooperation with local tourism industry, hotels and other industries
- Chess Olympiad effect (august 2014)
- Taking position as “The City of Mind Games”
- Create AIDA for Bridge in Norway! 😊





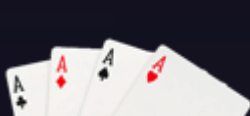
Marketing & information

- How to get there – PRICE
- Where to stay – PRICE
- What to eat – PRICE
- What to drink – PRICE
- (The venue / entry fees – PRICE?)



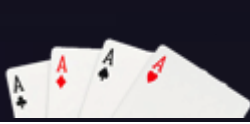
Marketing & information

- **Goal:** Packages ready to book by spring 2014
- Cooperation with Airlines, capacity/prices, possible charter operations from European Hubs?
- Hotel deals, different segments (allotments made)
 - Price range from approx. 70 € - 140 €
- Meal concepts (lunch) for participants
- Optional packages (to do & to see)
- Web, Facebook, newsletters (launch of webpage www.bridge.ec2015.no)
- Distribution of deals, information etc. through EBL, European NBOs, NBF (national), other partners

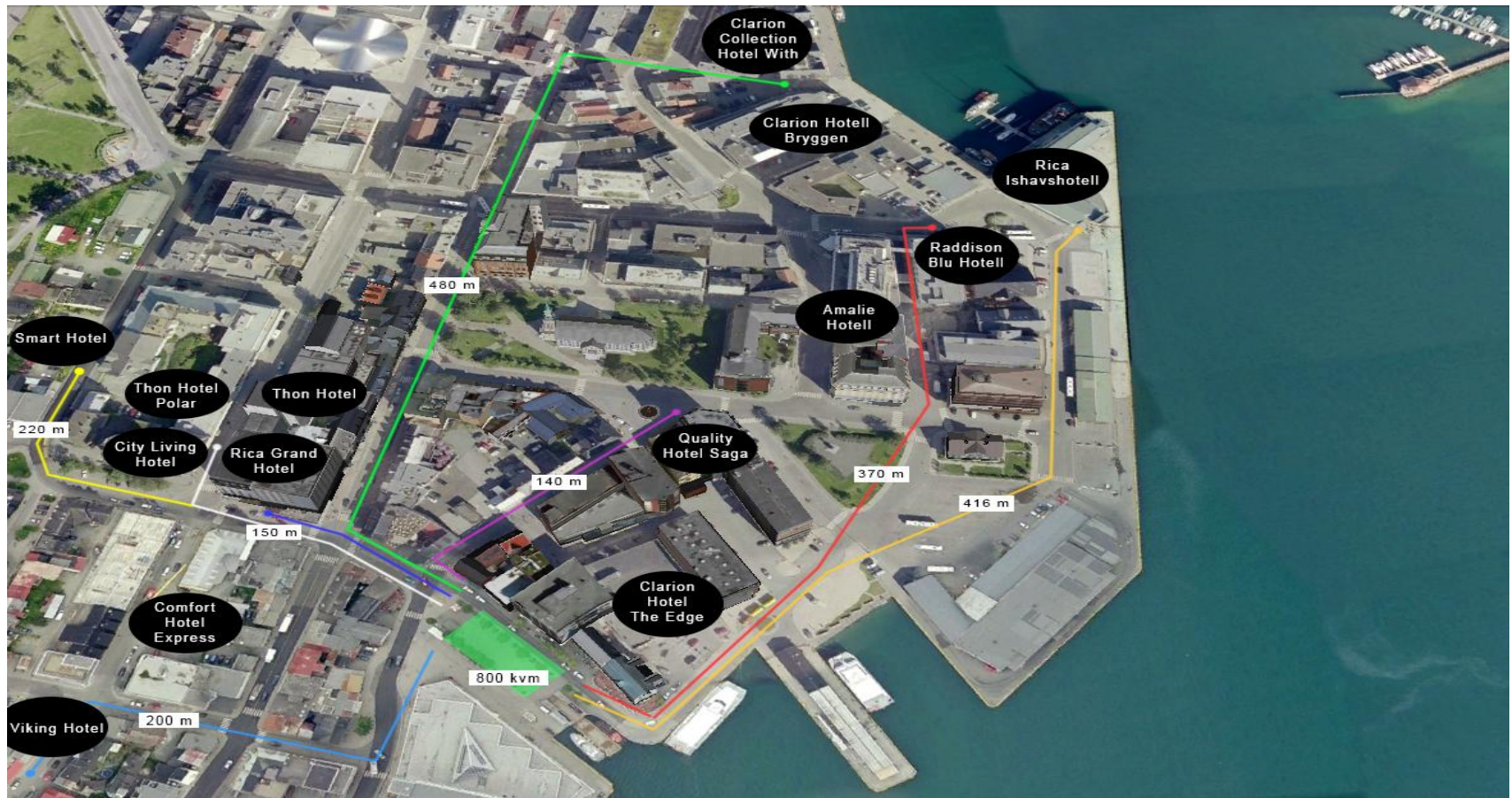


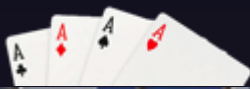
Easy access





Venue in city centre





TROMSØ NIGHTLIFE



June at 01:12 hours

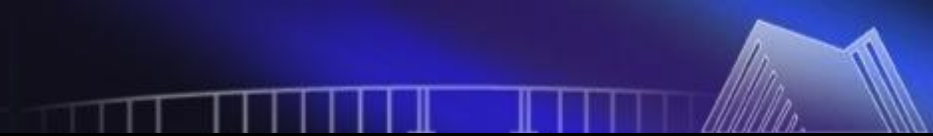
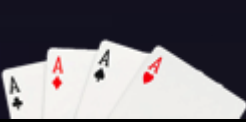
7th EUROPEAN
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See You in Tromsø!



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