

Magma Geopark, a sustainable Geopark: “Less philosophy more money”

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Magma Geopark (MG) is a non-profit organization supported by 5 municipalities and 2 Counties. 90% of the budget actually is coming from public funds: it will change in 2016 when MG needs to be economically sustainable and run independently from the public money. Then is time for less philosophy and more money! Last year MG developed a strategy plan, which includes the marketing strategy from 2014–2020. Essentially the strategy is developing into three main directions: developing products, building up a strong tourist offer and increase the fund raising practices. Magma products consist mainly of T-shirts, Poster Presentations, pictures and the MG honest guide, available at MG web shop. The establishment of an efficient tourist offer in MG includes: the guide trips; the food offer; the exhibition; the outdoor activities; the visibility and the use of the ICT technologies. MG is working to implement all of these aspects: raising the number of the guide trips thanks to the Geoguide project that allow it to educate more than 20 people as a Geopark guide; increasing the Geopark visibility building up 32 panels since 2010. Through the MG app and its contents (TurfHunt and Smart Guide) MG aims to make the Geopark more attractive, the food offer and the Virtual exhibition are in the plan for next year and they will make the visit in MG even more attractive for tourists. The outdoor activities and itineraries are promoted through tailored channels like: Region Stavanger, Northern Georoutes and MG web pages, and the most common social media. Participation in ITB will increase the MG marketing possibilities. MG has successfully applied to several international and local funds and the fundraising action will be furthermore strengthening in the future. Among the main funds: NORA, Nordplus, CIP, RUP, Bank Fudnation and the Ministry of Local Government and Regional development.

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