

Spitsbergen Airship Museum
PB 644
9171 Longyearbyen



Longyearbyen, 26.01.07

To whom it may concern,

The marketing and promotion company Svalbard Tourism, *Svalbard Reiseliv AS*, functions as secretariat for Svalbard Tourist Board, *Svalbard Reiselivsråd*. As per today the tourist board represents 50 members, all tourism and tourism-related companies operating in Longyearbyen and around Svalbard. The board thus represents companies concerned with the traditional tourism businesses, such as tour operators and accommodation providers, as well as companies that are indirect providers of tourism services, such as the local bank and telecompany.

One of Svalbard Tourist Board's main tasks is to focus on issues that ensure and facilitate local tourism development within the framework set by the Norwegian Government's high environmental standards. The majority of itineraries provided for visitors to Svalbard include spending time in the main settlement of Svalbard, Longyearbyen. Providing new attractions for these visitors would contribute prolonging their scheduled visits.

Based on the Svalbard Airship Museum description, provided by Mr. Stefano Poli in December 2006, Svalbard Tourist Board is positive to the project as described. We believe that an increased offer of activities and attractions in Longyearbyen would enhance the tourism experience throughout the year.

Yours sincerely,

Tove Eliassen
Tourism Manager