



Telemark
COUNTY COUNCIL



A very short presentation of:

- Telemark
- Tourism strategies
- The Viking Route

DVA AGM in Estonia April 24-27. april



From the whetstone quarries in Eidsborg. Foto: Trygve Ask



EXPERIENCE TELEMAR

www.visittelemark.com



TELEMAR

- Visit Telemark is the official destination management organization for the Telemark region in Norway
- They promote Telemark as a top travel destination for both domestic and international visitors
- Their goal is to increase tourism in and to Telemark by showcase the region's diverse natural beauty, rich cultural heritage, and exciting activities
 - 10 employees
- 124 shareholders. Telemark county council is one



Promoting Telemark as a Leading Travel Destination

As the key **destination marketing and management organization** for Telemark, Visit Telemark plays a crucial role in communicating and distributing the Telemark brand to both existing and potential visitors



Natural Beauty: Telemark is known for its diverse landscape, including majestic mountains, deep valleys, lush forests, an extensive archipelago, and clear lakes and rivers.

Cultural Heritage: Telemark has a rich cultural heritage, with traditional crafts such as wood carving, “rosemaling”, and “bunad” sewing, as well as historic buildings and museums that showcase the region's history.

Culinary Experiences: Telemark offers unique culinary experiences based on local ingredients and food traditions, including fresh seafood from the coast, artisan cheese from mountain farms, cider and apple juice from self-producing farms in Frukthbygda, and locally produced handcrafted products.

Activities and Experiences: Telemark offers a wide range of outdoor activities and experiences, including hiking, skiing, cycling, paddling, fishing, and skiing activities, appealing to adventure-seeking travelers and nature lovers.

Sustainability and Local Identity: Telemark is committed to sustainable tourism and supports local communities and businesses through initiatives that promote local economic development, preservation of natural and cultural heritage, and accessibility to universally designed activities.



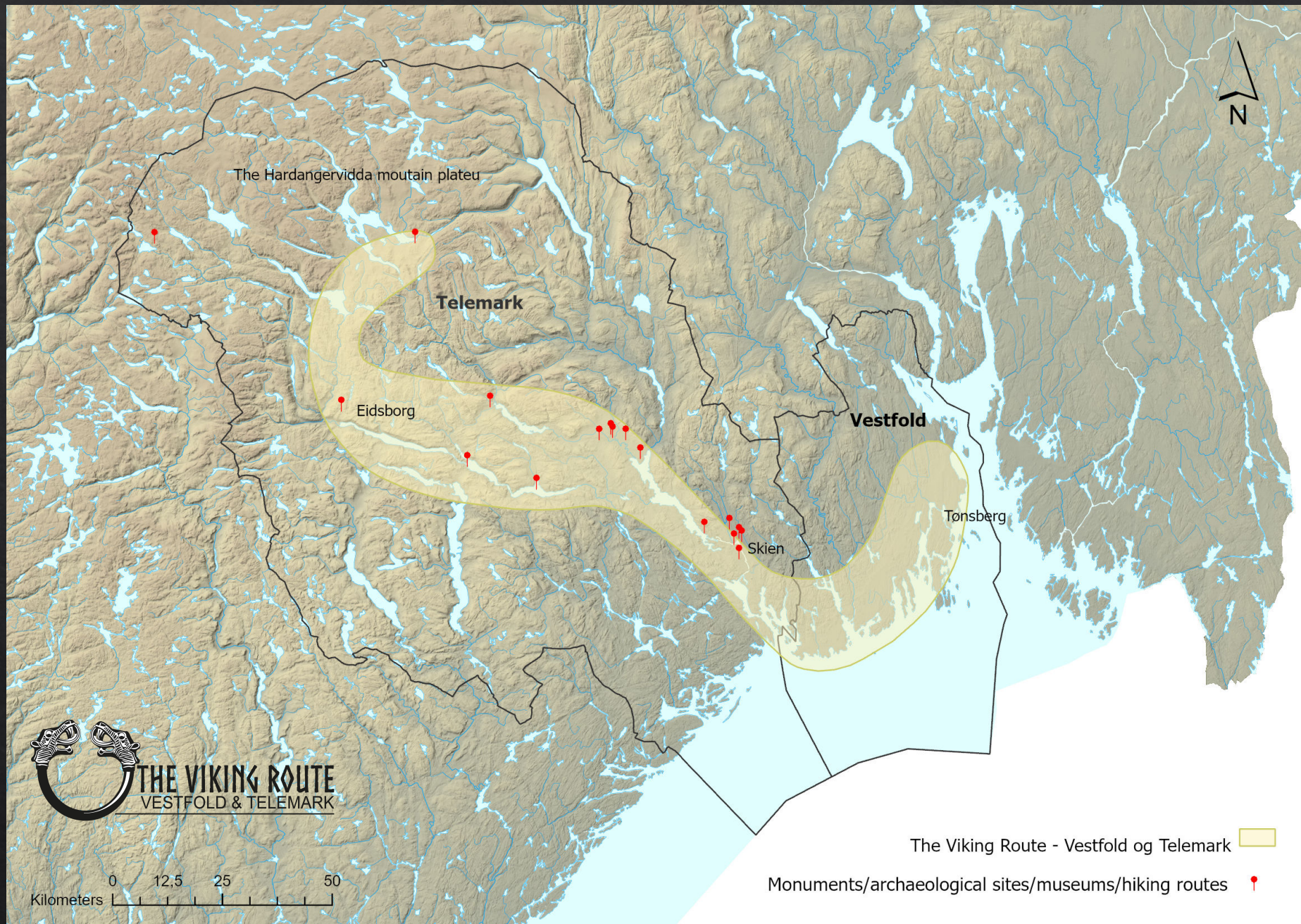


WINTER WONDERLAND

NORDIC FOLKLORE AND MYTHOLOGY

SLOW TRAVEL

LAKES AND MOUNTAINS



The Oseberg ship burial



The farmers from Telemark were reputed to be contentious and 'bloodthirsty' not hesitating to take the lives of both priests and bailiffs if it suited them. The hand axe was in frequent use, and the knife was loose in its sheath!

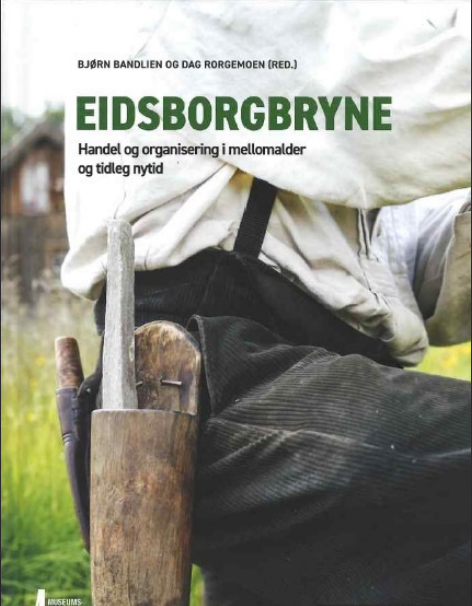
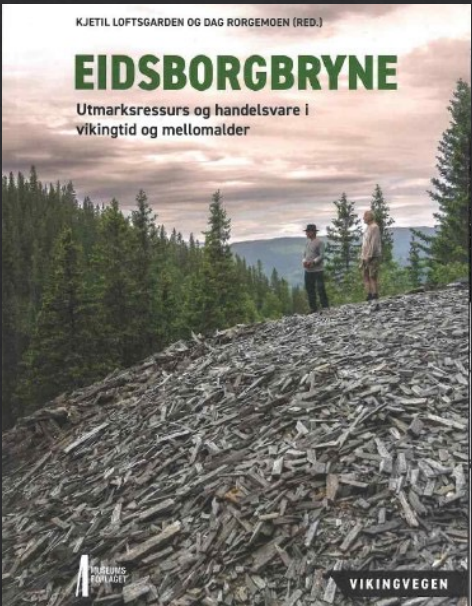


Map published in 1644 depicts Southern Norway, with Telemark shown as an uncharted white space. From the map collection of the National Library of Norway




Academic seminars

2021–2025 (2026?)



Vikingtid i Midt-Telemark




To be published 2025

Det eldste Grenland
Vikingtid og tidlig middelalder



To be published 2025

Outfield resources



To be published 2026



Outfield resources



Iron extracted from bog iron ore



Reindeer skins, hides, and antlers



Sheep's wool for sails and clothing



Falcons traded to the courts of Europe



Whetstone from the quarries in Eidsborg



Farmland resources



Cereal crops



Flax linen



The burial ground of the chieftains/petty kings of Grenland

Foto: Telemark fylkeskommune



Kapitelberget – The remains of a convent church from around 1050



The Cave Church of St. Michael



The burial ground at Gåra



The Eidsborg whetstone quarries



The Eidsborg Stave Church



Hunting/trapping installation

An aerial photograph of a historical settlement, likely a Viking-era site, nestled in a valley. The settlement features several wooden buildings, including a large barn and a cluster of smaller houses. A wooden pier extends into a body of water, with a longship moored alongside it. The surrounding landscape is lush with green fields and dense forests. In the background, a large, forested hill rises. The sky is blue with scattered white clouds.

Faret

-
A central place with Christian graves dated to ca. 930-950 AD and a stave church built around the year 1000 AD



Welcome to Telemark!



Telemark
FYLKESKOMMUNE

Thank you!

mona.rasmussen@telemarkfylke.no

line.grindkasa@telemarkfylke.no

telemarkfylke.no