

Thomas A. Larsen

HHT forelesning

SOK 2030

14.02.2023

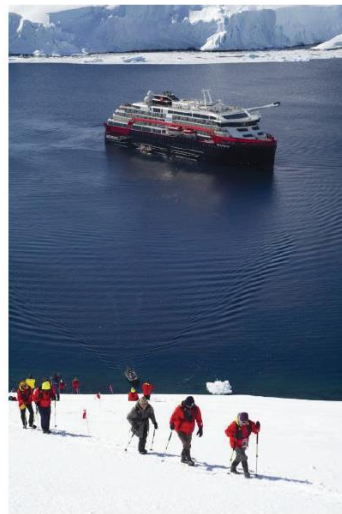


# Hurtigruten Group består av 3 selskaper

Fra oktober 2020



 **HURTIGRUTEN  
NORWAY**



 **HURTIGRUTEN  
EXPEDITIONS**



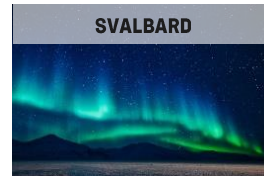
 **HURTIGRUTEN  
SVALBARD**



# Hurtigruten tilbyr ekte opplevelser på over 200 destinasjoner i over 40 land

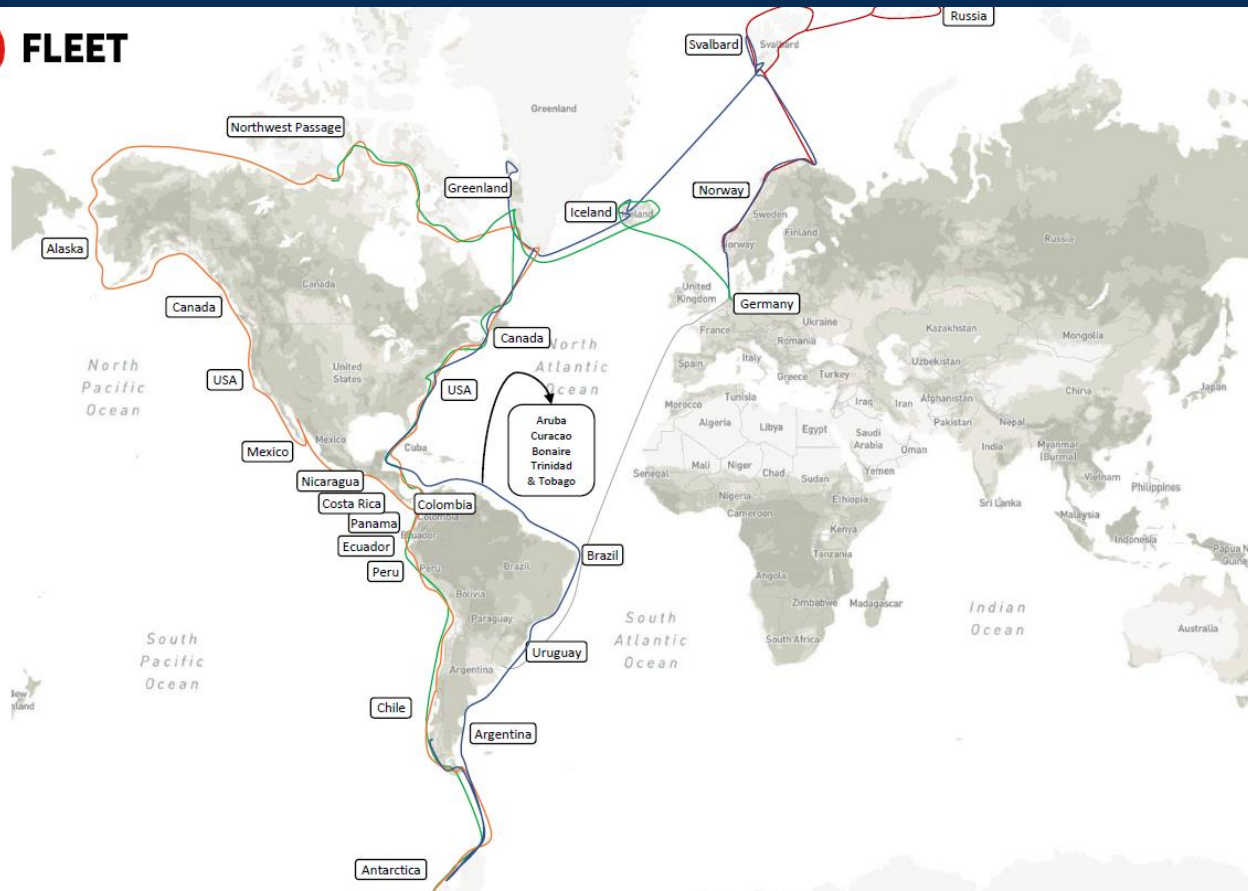
Vi tilbyr vi seilinger og opplevelser på unike destinasjoner over hele verden

*Nye destinasjoner lanseres løpende*





- AMUNDSEN
- NANSEN
- FRAM
- FRAM EMPTY CROSSING
- SPITSBERGEN



# Kystruteavtalen Bergen - Kirkenes

- Statlig tjenestekjøp siden 1893
- Seilingsrute med ankomsttider, fast antall lugarer/dekksplasser
- Tiårige kontrakter
- Offentlig anbud
- For driftsperioden 2021-2030 blir anbudet delt inn i tre pakker I et forsøk på å oppnå mer konkurranse
- I 2018 ble Hurtigruten tildelt 2 pakker (7 skip) og Havila Kystruten tildelt 1 pakke (4 skip)
- Per 2023 seiler Havila Kystruten med 2 skip





# Revenue management in hurtigruten

“Selling the right cruise - to the right customer - at the right time – the right way”



# Revenue management in Hurtigruten - Inventory



MS RIALD AMUNDSEN



MS FRIDTJOF NANSEN



MS FINNMARKEN



MS TROLLFJORD



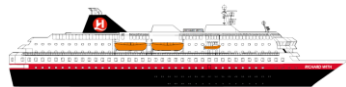
MS MIDNATSOL



MV FRAM



MS SPITSBERGEN



MS RICHARD WITH



MS KONG HARALD



MS NORDLYS



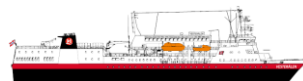
MS POLARLYS



MS NORDKAPP



MS NORDNORGE



MS VESTERAALEN



MS LOFOTEN



MS NORDSTJERNEN

# Revenue management in Hurtigruten - The price model

Local market pricing  
Dynamic pricing  
Competitive pricing  
Offers  
Bundling



## Norwegen: Bergen - Tromsø

- Entdecken Sie im Sommer den Geirangerfjord und im Herbst den Hjørundfjord
- Sehen Sie die spektakuläre Natur an der Küste von Helgeland, auf den Lofoten und in Vesterålen
- Besuchen Sie 21 kleine und große Häfen entlang unserer Küstenlinie
- Nördlich des nördlichen Polarkreises können Sie die Nordlichter (September bis März) oder die Mitternachtssonne (im Sommer) sehen.

**Mehr erfahren**

PREIS AB  
**503 €**



3 TAGE | REGELMÄSSIGE ABFAHRTEN

## Norwegen: Kirkenes - Svolvær

- Sehen Sie die wilde und wunderbare Natur der Finnmark.
- Erleben Sie von Mai bis Oktober den Trollfjord.
- Durchfahren Sie tagsüber die Lofoten und Vesterålen.
- Erleben Sie im Sommer die Mitternachtssonne und sehen Sie im Winter die Nordlichter.

**Mehr erfahren**

PREIS AB  
**308 €**



# Revenue management in Hurtigruten - The experience

Unique destinations world wide  
Authentic local communities  
Breath taking nature  
Undisturbed and remote wildlife

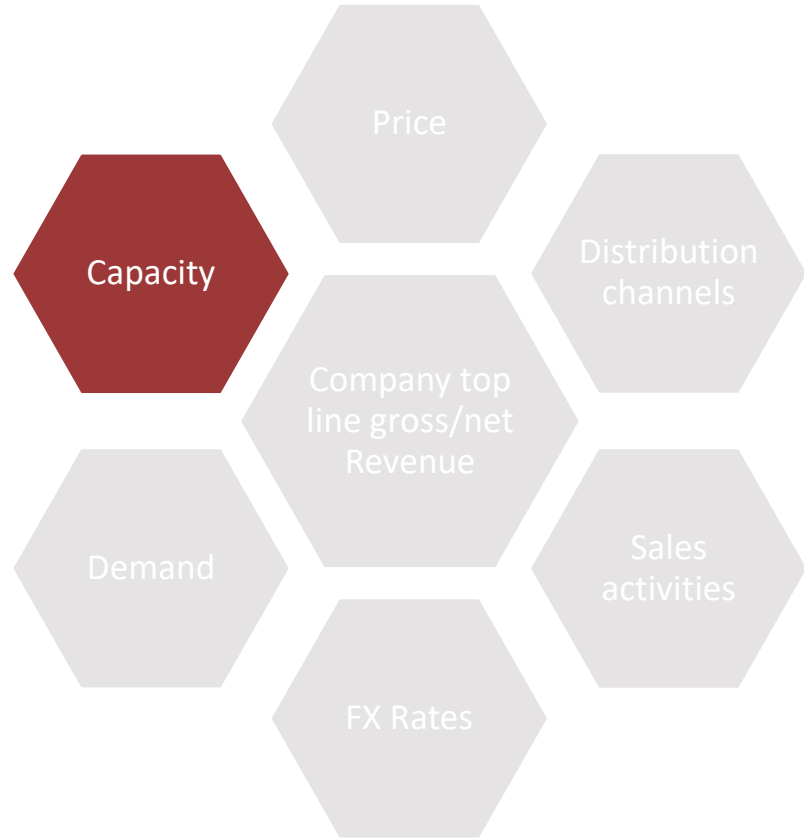


# Revenue management in Hurtigruten - The framework



Revenue own the  
capacity

Product concepts





Competitor  
landscape

Pricing strategies

Revenue  
management tools

Tactical pricing



Demand elasticity

Historic data

Source market  
strategy

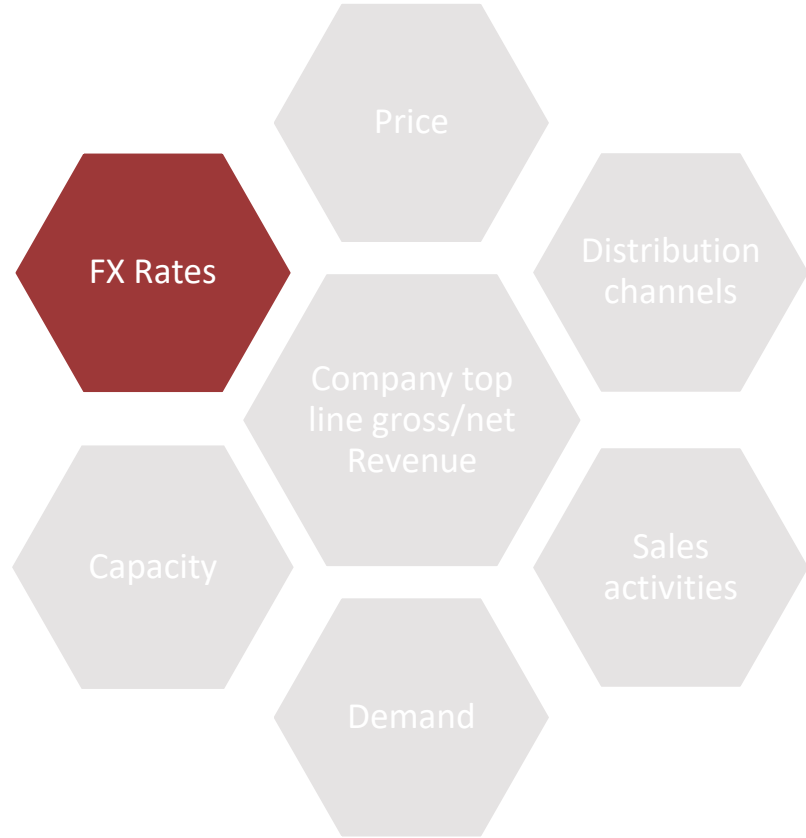
Revenue  
management tools



Price globally or locally

Fixed or live exchange rates

Hedging strategy





Identify  
opportunities

Support local sales  
offices

“Gate-keeper” of  
price and capacity



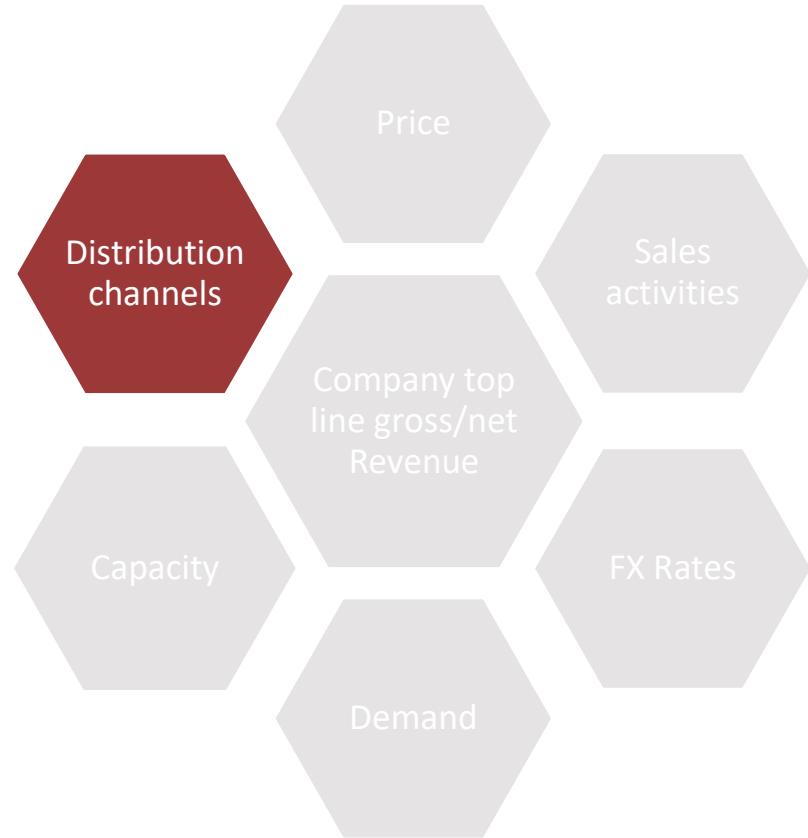
## Acquisition costs

**B2C** – www, emails,  
chat

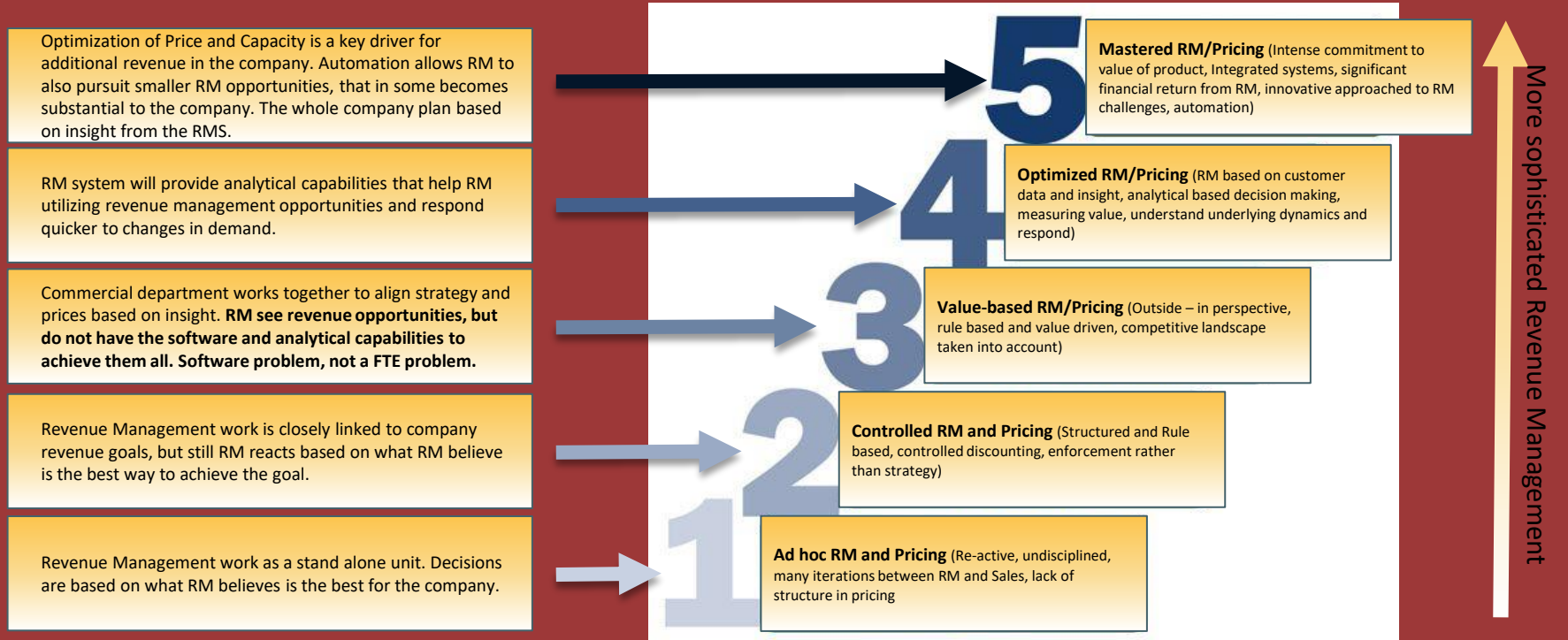
**B2C** – phone

**B2B** – www, emails,  
chat

**B2B** – phone



# Revenue Management - Step by step





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Handelshøgskolen i Tromsø

**Jakten på inntekten**

En teoretisk analyse i optimering av en monopolists inntekter ved salg av to produkter med avhengighet til samme ressurs

—  
**Mikael Arnesen**  
*Masteroppgave i økonomi og administrasjon*

**UIT**  
THE ARCTIC  
UNIVERSITY  
OF NORWAY

The School of Business and Economics

**The demand for cruise nights offered by Hurtigruten – is there seasonal demand?**

—  
**Egil Høgrenning**  
*Master's Thesis in Economics (30 ECTS) May 2015*

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ARKTISKE  
UNIVERSITET

School of Business and Economics

**Demand analysis of cruises**

—  
**Yana Zykova and Andrej Stokich**  
*Master's Thesis in Economics - June 2017*

NHH

**Predictive Analytics with Web Search Data**

*The case of Hurtigruten Explorer*

**Emil Skøglund Ellefsen**  
**Andreas Hansen Nysæther**

Handelshøgskolen

**Faktorer som påvirker prisen på en cruisereise**

*En empirisk studie av prisdannelsen for Hurtigrutens cruisereiser langs norskekysten*

—  
**Helge Tveit Biti**

**UIT**  
THE ARCTIC  
UNIVERSITY  
OF NORWAY

Faculty of Bioscience, Fisheries and Economics

**The Effect Of Booked Nights On Cruise Ships On The Prices Of Cruises along Norwegian Coast**

*Relationship between number of bookings per night and price of the cruises per night in Norwegian coast*

**Kapetanović, Stefan**  
*Master's Thesis in Economics. June 2017.*

**UIT**  
NORGES  
ARKTISKE  
UNIVERSITET

Handelshøgskolen

**Rett cruise til rett person til rett tid**

*En studie av differensial prisstrategi for Hurtigrutens rute mellom Bergen og Kirkenes*

**Kristina Baryshnikova**  
*Masteroppgave i Master in Economics - desember 2016*

# Norway



