

AVINOR'S APPROACH: A SENSE OF PLACE

The core function of our airports is to provide access to everything Norway has to offer. Avinor's aspiration is to seamlessly pair regional identity with the commercial offering, creating coherence within an unobtrusive environment where passengers can relax.

Fully aware that every airport terminal touchpoint influence passenger well-being and their willingness to engage with the commercial offering, our goal is to create a seamless and stress-free journey — naturally integrating commerce as part of the overall airport experience.

Oslo Airport is Norway's main airport and welcomes more than 27 million travellers every year.

THE GATEWAY TO NORWAY

Oslo Airport, the central hub in Avinor’s 43-airport strong network, connects you to an unparalleled variety of experiences that includes deep fjords, high peaks, immersive architecture and truly unique cultural phenomena.

Viewpoint Snøhetta, Dovre



Reine, Lofoten



Narvik mountain



Woodnest, Odda



Via Ferrata, Loen



Preikestolen, Stavanger

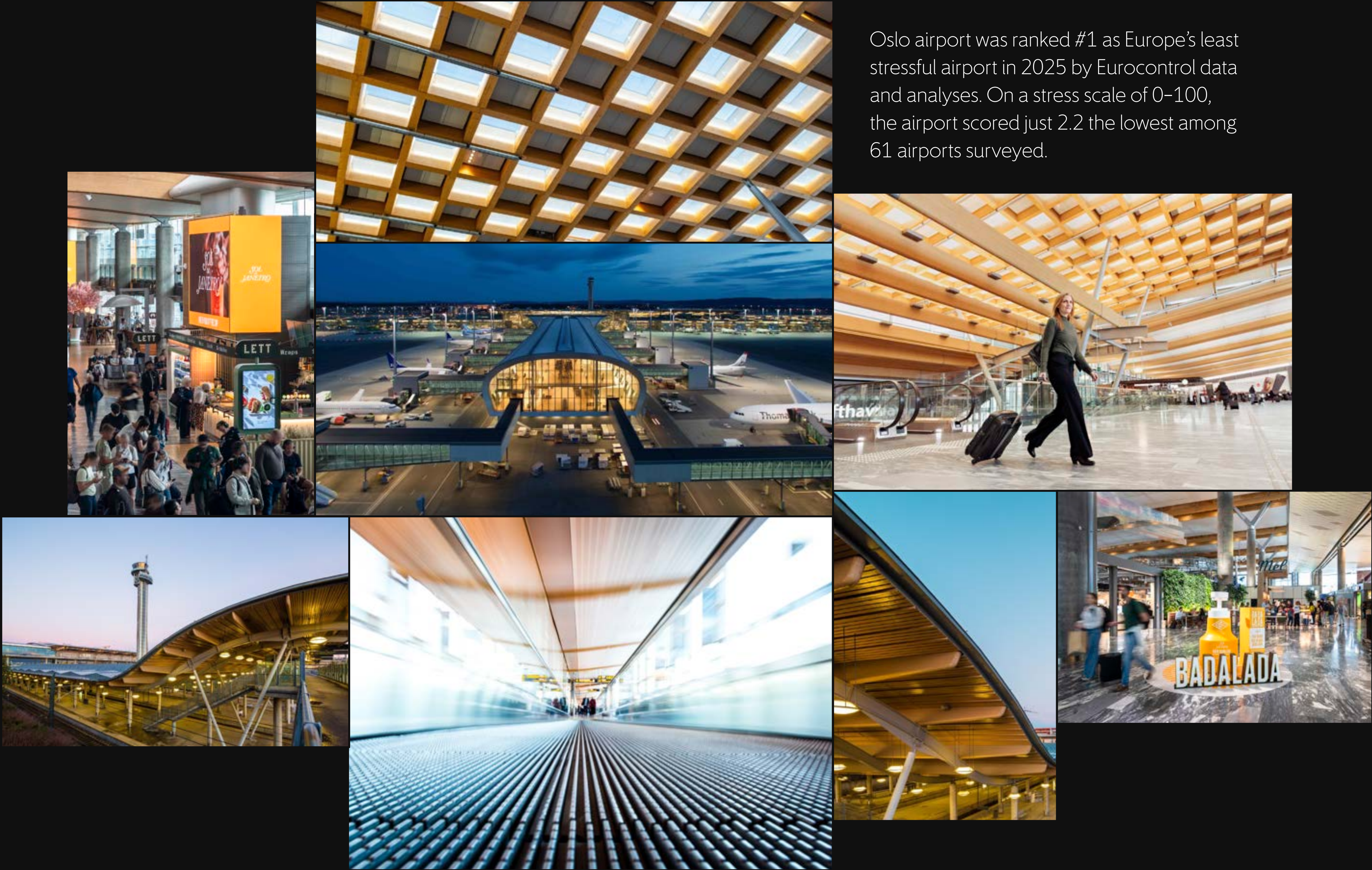


Juvet Landscape hotel, Valdalen

OSLO AIRPORT GARDERMOEN

THE AIRPORT

Oslo airport was ranked #1 as Europe’s least stressful airport in 2025 by Eurocontrol data and analyses. On a stress scale of 0-100, the airport scored just 2.2 the lowest among 61 airports surveyed.



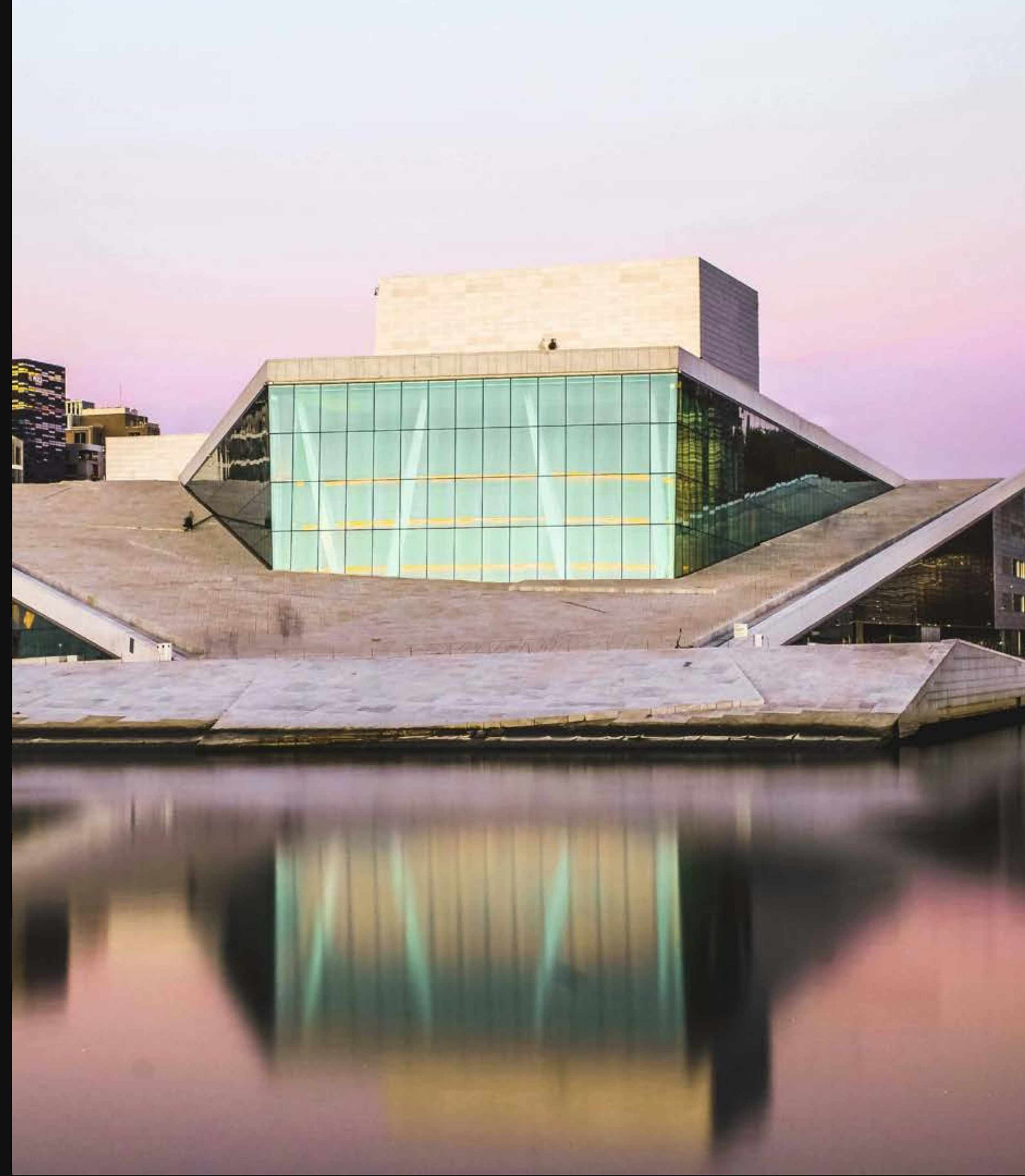
SENSE OF PLACE AT OSLO AIRPORT GARDERMOEN

At Oslo, Norway's primary airport, sense of place is inspired by a combination of many factors, rather than a single defining trait. This airport represents all of Norway, both as a gateway to magnificent destinations and a promoter of Norway's leading brands and food treasures. A leading Nordic city break destination, experiencing Oslo is a world-class fusion of art, entertainment, architecture, gastronomy and nature.

Passenger engagement also links to the airport's strategic position as a gateway to multiple ski destinations within easy reach. Extensive cooperation between Avinor and regional business stakeholders successfully launched Oslo Airport's "Ski Hub" positioning in 2025.

The terminal extension T2 (2017) achieved the world's first BREEAM "Excellent" sustainability rating. The airport's ambience is perceived as harmonious and comfortable, thanks to its modern architecture and calming functionality.

Currently, the airport is focused on realizing our ambition to be **"the leading commercial arena in the Nordics,"** partly through a coherent sense-of-place approach to sense of place.



SENSE OF PLACE HIGHLIGHTS

- Represent and promote Norway's unique destinations, brands, and food treasures.
- Promote the airport as a gateway to world-class regional ski destinations.
- Mirror Oslo's seamless integration of art, architecture, nature, and proud history.
- Reflect Oslo's vitality and multicultural, inclusive personality.
- Embody Norwegians' non-intrusive yet respectful and helpful character traits.
- Support stress-free passenger journeys that encourage commercial engagement.
- Make the commercial offering an integrated and positive part of the experience.
- Harmonize messaging across digital screens, stores, and pop-ups.



OSLO AIRPORT GARDERMOEN

ART AND GASTRONOMY



OSLO AIRPORT GARDERMOEN

CITY AND NATURE



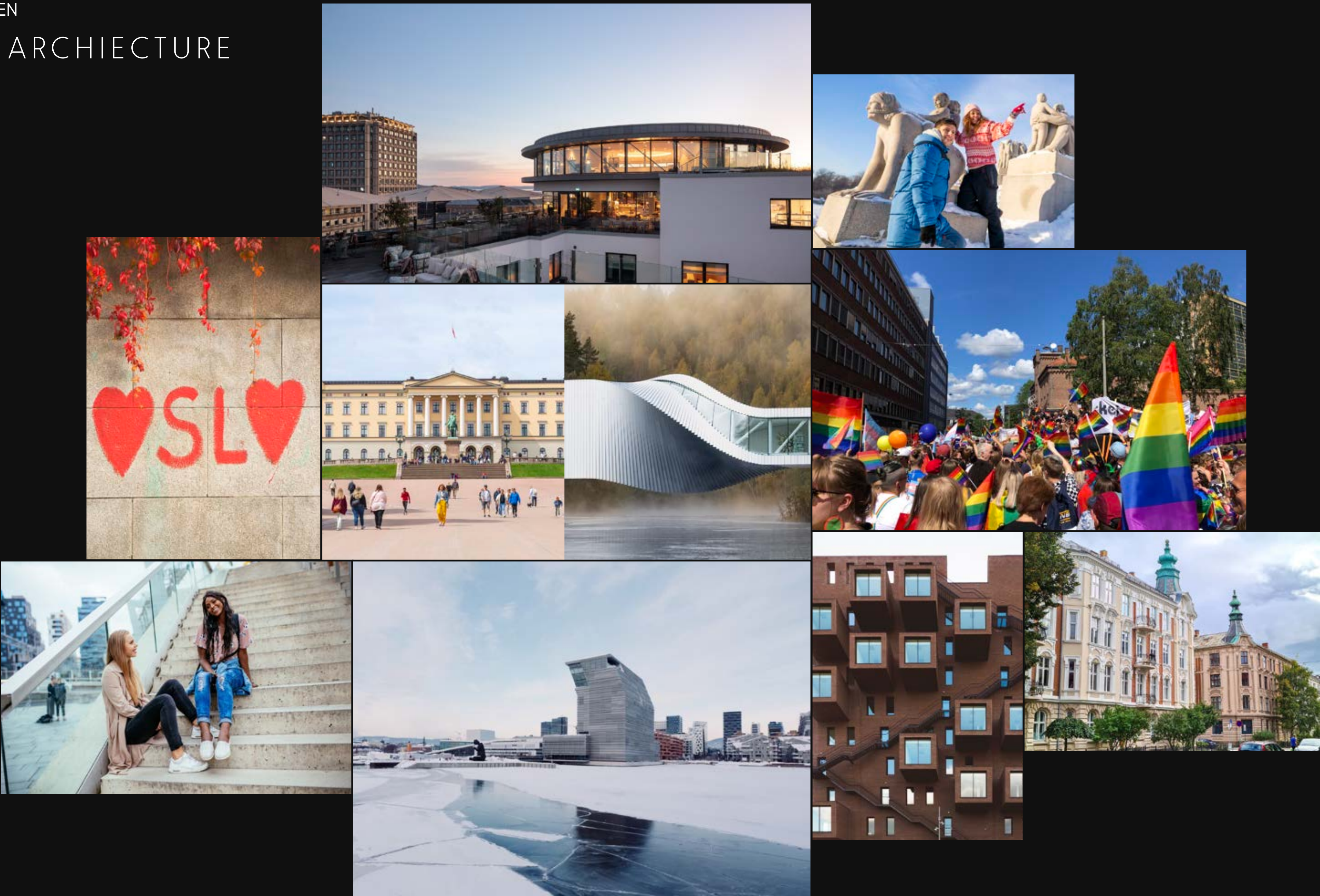
Condé Nast Traveller. The best cities in Europe:
2025 Readers' Choice Awards. #2. Oslo, Norway

This city is one of two halves. On the one hand, there's a world of fast-growing technology, experimental design and otherworldly architecture which feels better suited in a sci-fi film. On the other hand, Oslo is a city enveloped by dense forests and shimmering fjord waters. These landscapes may be contrasting, but they are seamlessly intertwined, so expect a varied city break itinerary like no other.



OSLO AIRPORT GARDERMOEN

PEOPLE AND ARCHIECTURE



OSLO AIRPORT GARDERMOEN
SKI DESTINATIONS



Norway: the surprising
answer to every parent's
Easter ski holiday nightmare
- The Telegraph





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PHOTO CREDITS

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