

Business Prospect

Commercial operation of Selje Prestegard:
Café, accommodation, culture, tourism
and other activities.



Stad municipality:
Selje, February 2024



Regionalt pilegrimssenter Selje





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Commercial business operator at Selje Prestegard

Do you want to contribute to creating a vibrant parsonage that preserves the past and is accessible to visitors and locals in Selje? If so, we would like to talk to you, and listen to your ideas.

We need a commercial business operator to run a café, manage the accommodation and other activities at Selje Prestegard.



Vision

Selje Prestegard should be a warm, inclusive place where everyone is welcome: pilgrims, tourists and locals. A place where you feel at home, and a social gathering point for everyone in Selje.



Mission

Facilitating local business value.
Short-travelled and untravelled.



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Selje Prestegard

Selje Prestegard is perhaps one of the country's most idyllic preserved courtyards, located in the middle of the village of Selje.

The parsonage is located within a short distance of Seljesanden beach, a grocery store as well as sanitary facilities. The guest harbor and the stop for cruise tourists are nearby too. You can arrive by public transport (bus or speedboat) and visit Selja Monastery by boat. This is a natural stopping point for travellers.

The buildings currently house the Regional Pilgrim Center Selje, which is one of four regional centers along the coastal pilgrimage route between Egersund and Trondheim. The Pilgrim Center welcomes traveller's and facilitates collaboration, historical storytelling and business activities along the route.



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Selje Prestegard today

Stad municipality leases the rectory from the Church Property Agency (OVF) for the purpose of general use.

Stad municipality is seeking a partner to develop commercial operations at the rectory, such as a café, accommodation, and possibly other businesses. The use must be adapted to the historic buildings and involve collaboration with the pilgrimage center.

Stad municipality has approved the change in use of the rectory from residential to commercial.



Selje as a tourist destination

Selje is a small village undergoing strong development as a tourist destination. Selja Monastery had approximately 6000 visitors in 2023 with Klosterbåten (Monastery Boat).

The development of the cruise industry in Nordfjord in recent years has contributed to a strong increase in visitors.

The planned Seljesanden Hotel and the Stad Ship Tunnel will likely lead to a large influx of travellers to Selje in the future.

The promotion of Selja Monastery and the sensational grave, found at Seljesanden, will help put Selje even more as a destination for culture and history.



What are we looking for?

We are looking for a commercial business partner who can operate a café and manage accommodation, develop new concepts and fill the parsonage with activity and energy.

The main house in the parsonage dates to the 18th century. There are six bedrooms with a capacity for 12 beds for accommodation, beautiful furnished living rooms, and a kitchen suitable for café operations and events. The parsonage has a large garden with several protected buildings such as a smokehouse, a schoolhouse, a castle room, and a storehouse. The oldest buildings date back to the 17th century.

We want your ideas for how the interplay of these elements can be exploited commercially, and build a concept for tourists, pilgrims and the local population.



Who are you?

Perhaps you have experience from restaurant and hotel management or other tourism businesses?

Perhaps you have experience in cultural industry, art or history communication?

Perhaps you have a concept related to nature and outdoor life, yoga, retreat or something else that can harmonize with the pilgrimage center and the village?

Perhaps you have ideas for other businesses that can fit into the historical environment in the parish.

We can offer...

- A unique historical environment in the heart of the tourist destination Selje.
- Possibility of operating Selje tourist information with a subsidy from the municipality.
- E-bikes for hire, in return you need to care for their maintenance.
- Six bedrooms with the possibility of up to 12 beds with simple accommodation for pilgrims and others, with a shared bathroom (to be upgraded in spring 2024).
- Modern meeting room facility for hire.
- Great furnished stoves for café operation and hire for closed parties and happenings.
- A kitchen and laundry room.
- Loan of crockery for up to 20 people.
- Grand piano for concert activities, by agreement with Venner av Selja Kloster (Friends of Selja Monastery).
- Loan of outdoor furniture and large garden.
- Operation of the website www.seljeprestegard.no
- Division of fixed expenses according to distribution key between the municipality, the pilgrimage center and the commercial operator of the parish.
- Close collaboration with Selje regional pilgrimage centre.





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We envision that you...

- Have a strong and realistic plan for running a cafe, manage accommodation and any other businesses at Selje Prestegard.
- Have knowledge of laws and regulations regarding business operations and requirements, in relation to food inspection, fire inspection for accommodation etc.
- Have experience in the hospitality role.
- Are creative and sees possibilities.
- Have strong control of your finances.
- Have excellent collaboration skills.
- Is an experienced mediator and market professional.
- Is a good storyteller.
- Can present a professional concept and budget.





Regionalt pilegrimssenter Selje

Please send your operating concept for Selje Prestegard before the 18th of March.

Attachments:

- CV and references
- Tax certificate for the last three years
- Budget and financial plan

Contact person:

Tonje Ramse Trædal, Manager of Regional Pilgrim Center Selje

Email: tonje.traedal@stad.kommune.no

tel. 92 62 95 12

www.seljeprestegard.no

www.pilegrimsleden.no

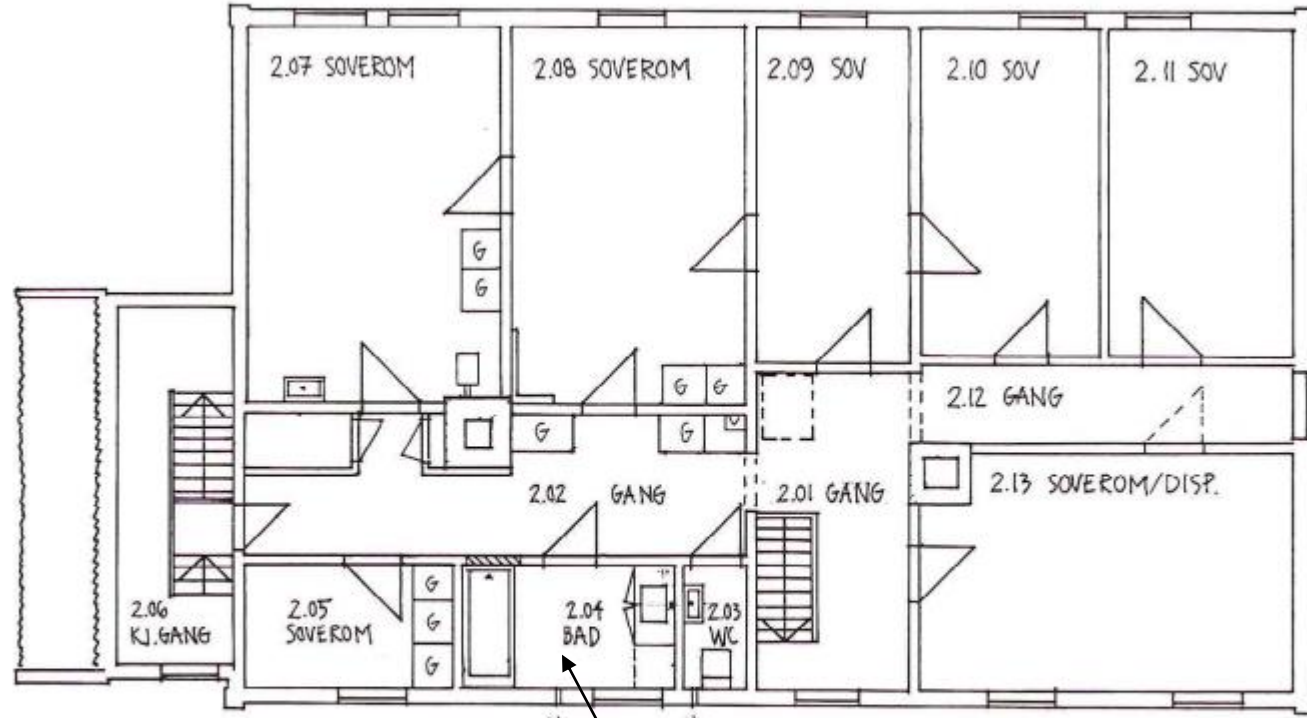




Selje
preste
gard

Regionalt pilegrimssenter Selje

Main house 2nd floor. Accommodation



PLAN AV 2. ETG.

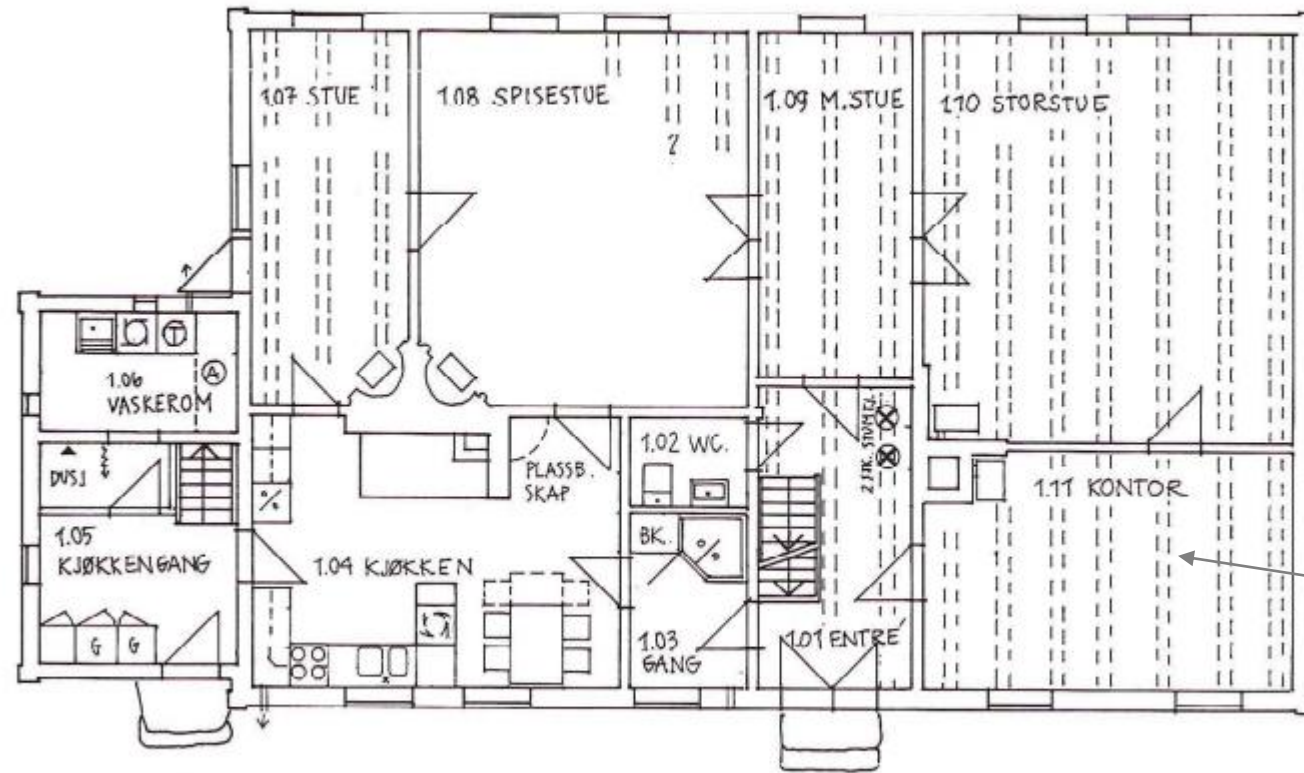
Bathroom will be
upgraded during
spring 2024



Selje
preste
gard

Regionalt pilegrimssenter Selje

Main House 1st floor. Kitchen, living and dining rooms.



OFFICE for Selje
regional pilgrimage
center and tourist
information



Regionalt pilegrimssenter Selje

Visitors 2023 at Selje prestegard



Tourists
1189 persons



Pilgrimage
102 persons



Other visitors
2155 persons

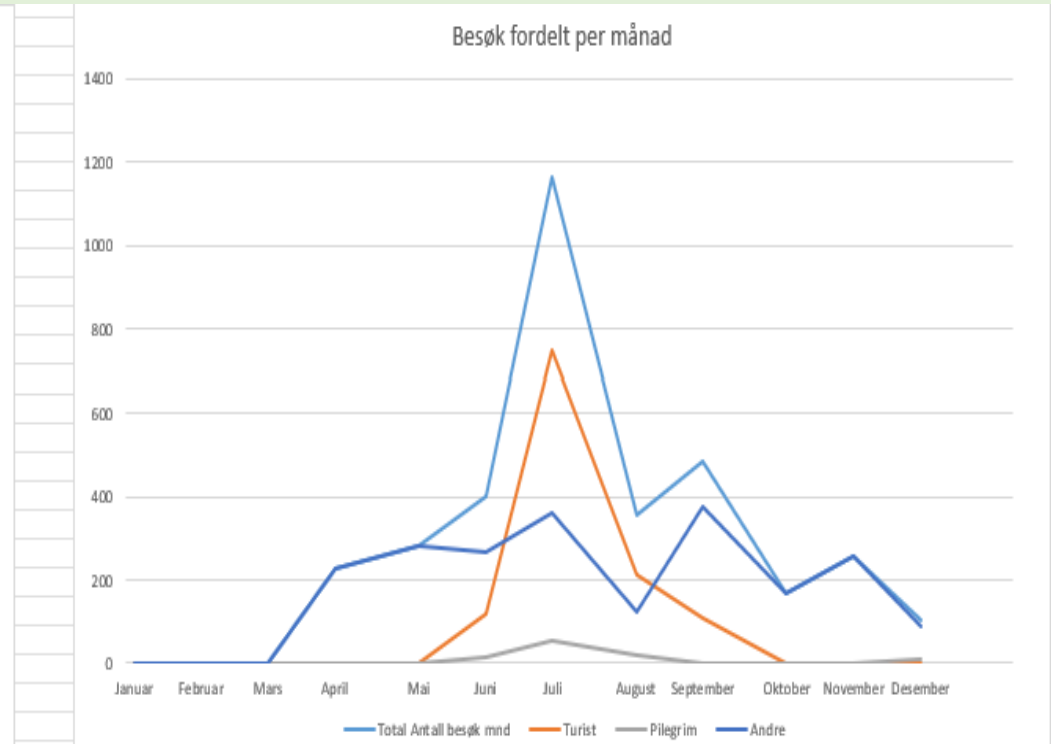
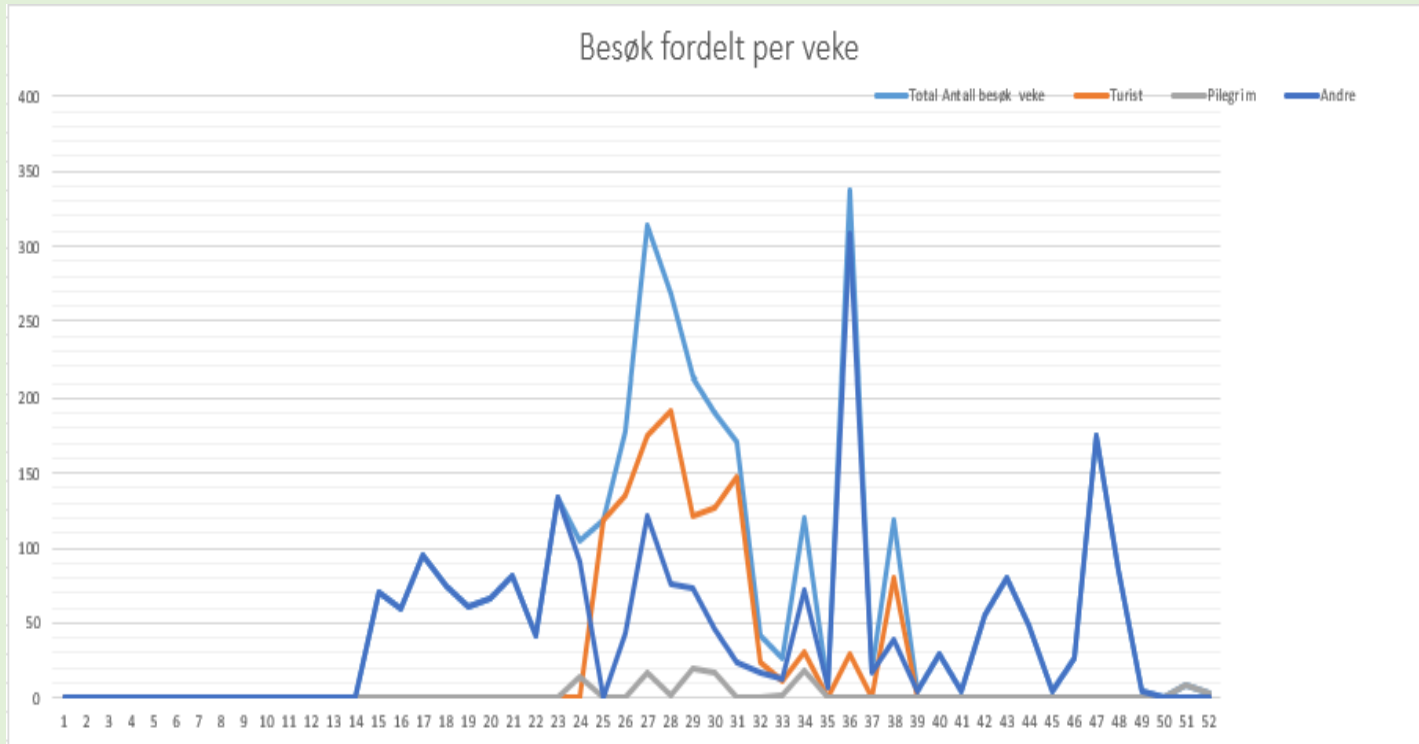


Monastery Boat
6000 passengers



Distribution of visits to Selje Prestegard throughout the year 2023

Regionalt pilegrimssenter Selje





















Repercussions connected to the Stad Ship Tunnel

On the following pages you will find some extracts from the final report for the preliminary project for effects linked to the Stad Ship Tunnel.

This is a collaboration between Stad Vekst, Vanylven Utvikling and Måløy Vekst. Here you will find several figures for visits to the region.

On the next page you will also find a link to download the entire report from the pages of Stad municipality



**Selje
preste
gård**

Regionalt pilegrimssenter Selje

Link to the complete report to be downloaded from Stad municipality website:
<https://stad.kommune.no/f/p1/i1c8482df-8867-4257-b8e5-c5912a01c134/sluttrapport-ringverknader-stad-skipstunnel.pdf>

Sluttrapport Ringverknader knytt til Stad skipstunnel

FORPROSJEKT

Stad Vekst


Måløy Vekst

VANYLVEN  **UTVIKLING**

G GER



Reiselivsstatistikk

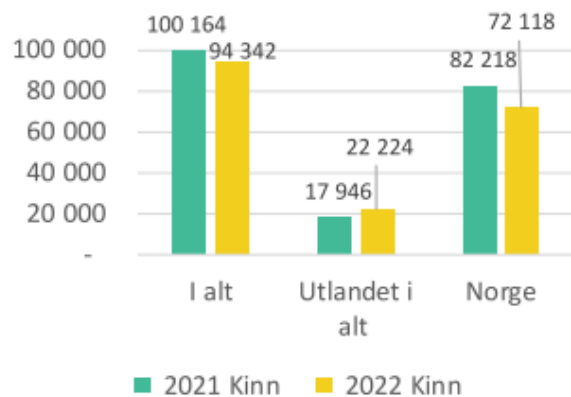
I oversikta over reiselivsstatistikk har vi tatt med tala frå Bremanger kommune i tillegg til Kinn, Vanylven og Stad. For besøkande er Bremanger ein naturleg del av destinasjonen rundt Stad Skipstunnel og tilbodet og aktørane i Bremanger og Kalvåg bør vere ein integrert del av arbeidet med å utvikle tilbodet rundt Stad.

I 2022 var det like mange dagsbesøk på cruise som kommersielle overnattingar i regionen. I 2023 er truleg cruise utan samanlikning størst. Den kraftige volumveksten på cruise gjer det mogleg å utvikle og teste ut tilbod som også kan bli ein del av tilbodet til andre besøkande. Veksten i cruisetrafikken kan difor bli eit springbrett til å utvikla destinasjonen om det ikkje går på beskostning av opplevingane til andre besøkande og innbyggjarane.

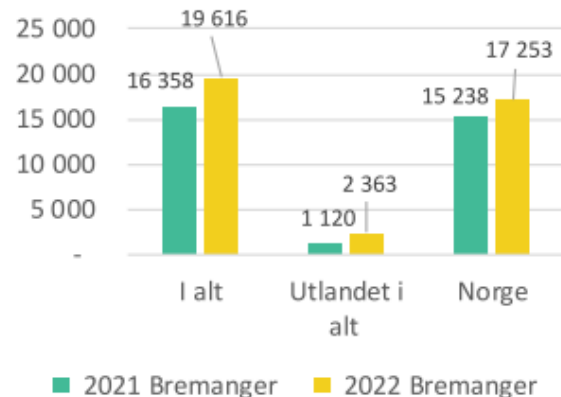
Tilbodet i regionen er lite utbygd, mange held stengt utanfor sommarsesongen og det er truleg eit større tilbod av private feriehus og hytter enn av kommersielle overnattingsstader som hotell, campingplassar, gjestehamner og tilsvarande.

Gjestedøgn

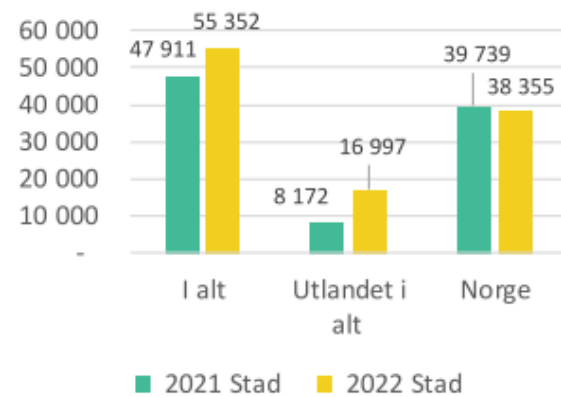
Gjestedøgn Kinn



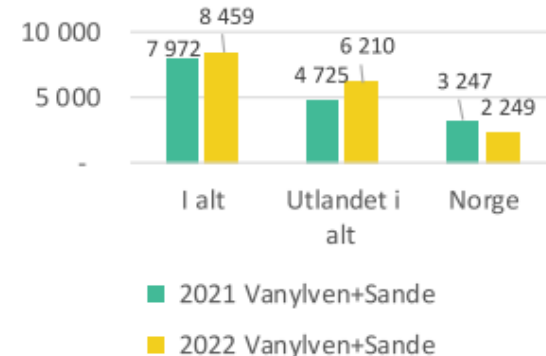
Gjestedøgn Bremanger



Gjestedøgn Stad



Gjestedøgn Vanylven og Sande



Kinn

Betydelig færre nordmenn i 2022 førte til en nedgang i gjestedøgn samlet sett. Færre senger på hotellene i august (fra 787 til 747)

Bremanger

Eneste område med økning av nordmenn. Økt overnattings-kapasitet fra 2021 til 2022 (fra 169 rom/leiligheter/hytter til 209 juli)

Stad

Økt overnattings-kapasitet fra 2021 til 2022 (fra 161 rom/leiligheter/hytter til 172 juli – camping og hyttegrend har fått mer kapasitet)

Vanylven og Sande

Vanylven hadde en vekst i gjestedøgn på 6% i 2022 fordi utenlandske gjestedøgn økte med 31%. Kapasiteten var uendret.

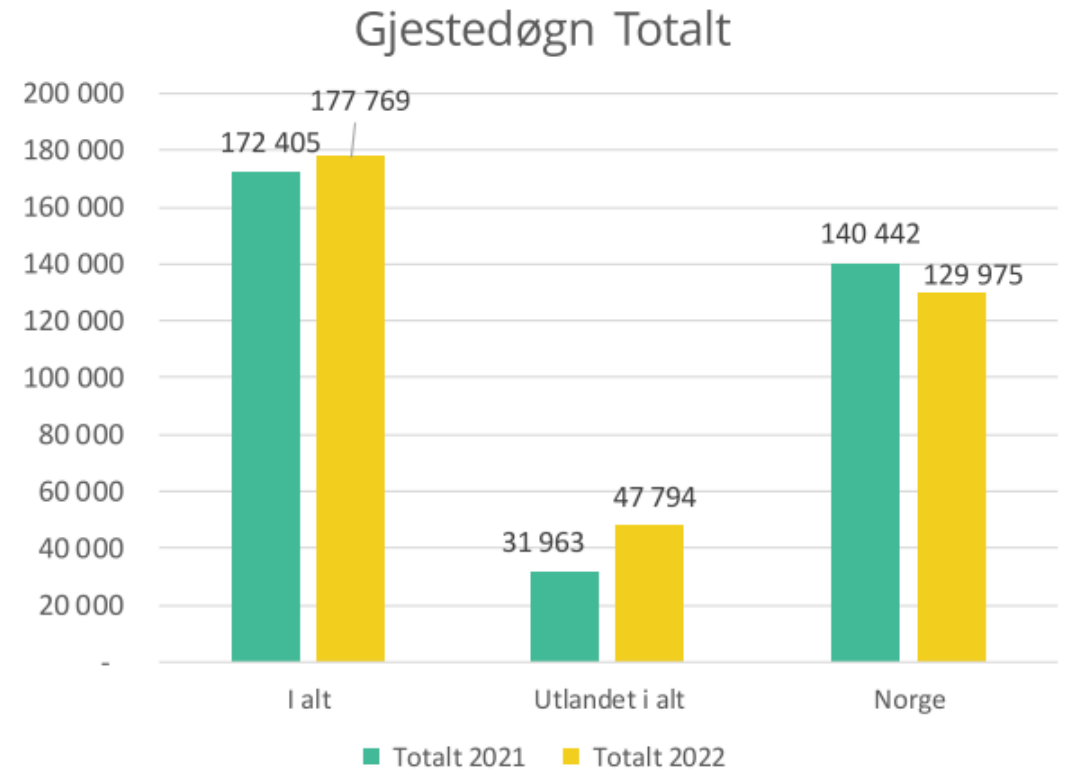
Gjestedøgn

Auke frå utlandet.

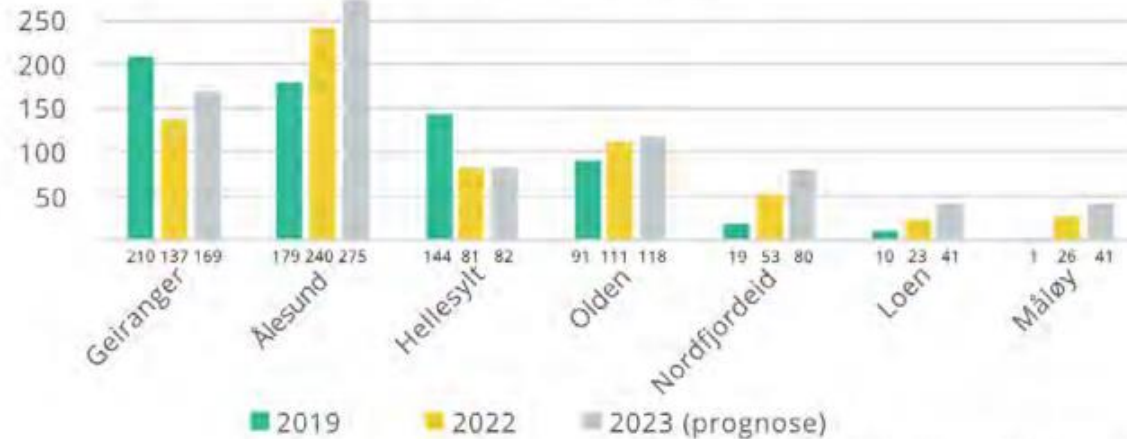
Stadt og Bremanger doblet antall utenlandske gjestedøgn fra 2021 til 2022.

Veksten totalt sett er lav fordi Kinn hadde ein nedgang på 5 prosent. 54% av gjestedøgna i de 4 kommunene er i Kinn kommune.

Stadt har høgst andel utenlandske gjestedøgn med 35 prosent og står for 30% av samlet.



Cruiseanløp 2019 - 2022 i regionen (prognose 2023)

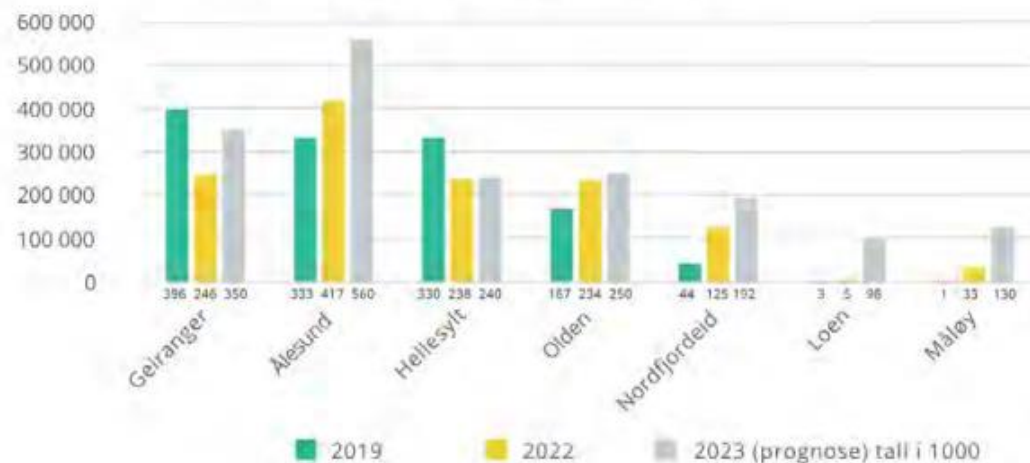


Kilde: Nordfjord havn/Ålesund havn

Prognoser cruise 2023

- Cruiselister på den enkelte havn
- Regne fyllingsgrad på 80-90%
- 80%-90% går i land
- Lågare i hamner som er avhengig av båttransport i land

Cruiseturistar 2019 - 2022 (2023) Nordfjord - Sunnmøre



Gjestene sitt forbruk i regionen

Forbruk turistar med overnatting, dagsbesøkende og cruiseturistar

TALLENE

RESULTATER

Gjennomsnittlig antall overnattinger per person		4
Estimert antall turister		39.193
Antall overnattinger		158.153
Estimert døgnforbruk	kr.	901
Totalt forbruksestimat	kr.	142.558.967

FORBRUKET I DEN VALGTE REGIONEN FORDELER SEG TYPISK SLIK...



HVIS DU HAR ANGITTT CRUISETURISTER, ESTIMERES DERES FORBRUK TIL:

Antall besøk		158.446
Estimert forbruk per besøk	kr.	568
Cruiseturistene sitt totale landbaserte forbruk	kr.	89.997.328

HVIS DU HAR ANGITTT DAGSBESØKENDE, ESTIMERES DERES FORBRUK TIL:

Antall besøk		4.257
Estimert forbruk per besøk	kr.	424
Dagsbesøkende sitt totale forbruk	kr.	1.804.968

Forbruk gjestehamner

TALLENE

RESULTATER

Gjennomsnittlig antall overnattinger per person		4,4
Estimert antall turister		3.427
Antall overnattinger		15.000
Estimert døgnforbruk	kr.	325
Totalt forbruksestimat	kr.	4.875.000

FORBRUKET I DEN VALGTE REGIONEN FORDELER SEG TYPISK SLIK...



Føresetnader:

60 prosent feriereisande, 40 prosent forretning

Overnattingsgjester i gjestehamner har tilsvarende forbruk som norske campingturistar.