Norway
Inbound tourism overview

Annual visits*

Seasonal spread of travel* (2017)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>24%</td>
<td>24%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Global ranking for inbound visits to the UK in 2017

#16


Purpose of travel* (2017)

<table>
<thead>
<tr>
<th>Holiday</th>
<th>VFR**</th>
<th>Business</th>
<th>Study</th>
<th>Misc</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>20%</td>
<td>21%</td>
<td>1%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Annual visitor spend*

Global ranking for inbound spend in the UK in 2017

#19

Departure & destination airports*** (2017)

14 UK airports

8 Norwegian airports

Average flight seats per week*** (2017)

32,963

Average length of stay* (2017)

5 nights

Sources: *International Passenger Survey (IPS), **Visit friends and/or relatives, ***Apex (direct, non-stop flights only).
Norway
Visitor profile

**Key demographics** (2017)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-15</td>
<td>3%</td>
</tr>
<tr>
<td>16-24</td>
<td>13%</td>
</tr>
<tr>
<td>25-34</td>
<td>23%</td>
</tr>
<tr>
<td>35-44</td>
<td>23%</td>
</tr>
<tr>
<td>45-54</td>
<td>21%</td>
</tr>
<tr>
<td>55-64</td>
<td>13%</td>
</tr>
<tr>
<td>65+</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Visitors' origin** (2013)

Visits in 000s | % share of visits
---|---
Vestlandet | 232 | 35%
Sørlandet | 47 | 7%
Oslo | 244 | 37%
Østlandet | 94 | 14%
Midt-Norge | 34 | 5%
Nord-Norge | 16 | 2%
Other / unknown | 173 | 1%

**Visitor profile**

- **Norway**
  - Market snapshot
    - Vestlandet: 232 | 35%
    - Sørlandet: 47 | 7%
    - Oslo: 244 | 37%
    - Østlandet: 94 | 14%
    - Midt-Norge: 34 | 5%
    - Nord-Norge: 16 | 2%
    - Other / unknown: 173 | 1%

**Key demographics**

- ** Buzzseekers**
  - Primarily 18-39 age group, dominance of singles, pre-family couples and young professionals. Youthful and adventurous mind set. Active, enjoy travelling and exploring foreign cultures.

- **Explorers**
  - Mainly 50+, singles, couples and empty nesters that have time and are flexible travellers. Mature and open-minded with high interest in culture, arts and history. Enjoy variety of holidays from seaside, lakes & mountains to spa & wellness to city breaks and themed group travel.

**Priority market segments & attributes**

**Travel companions** (2016)

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spouse/Partner</td>
<td>43%</td>
</tr>
<tr>
<td>On their own</td>
<td>7%</td>
</tr>
<tr>
<td>With children under 16</td>
<td>10%</td>
</tr>
<tr>
<td>With friends</td>
<td>35%</td>
</tr>
<tr>
<td>With other adult family members</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Top influences in visiting Britain** (2016)

1. Word of mouth
2. Price comparison websites
3. Accommodation provider/hotel website

**Top three activities in the UK** (2007-2017)

- Dining in restaurants
- Going shopping
- Going to the pub

**Holiday booking habits** (2016)

- Online: 86%
- By phone: 6%

Applicable to people who visited Britain and booked their transport to Britain and accommodation together.

**Sources:**
- National Passenger Survey (IPS)
- VisitBritain/Ipsos 'Decisions and Influences' research

**97%** of Norwegian visitors were “likely” or “extremely likely” to recommend Britain in 2015*

**87%** of Norwegian visitors were repeat visitors in 2015*

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*International Passenger Survey (IPS), **VisitBritain/Ipsos ‘Decisions and Influences’ research (Applicable to people who visited Britain).