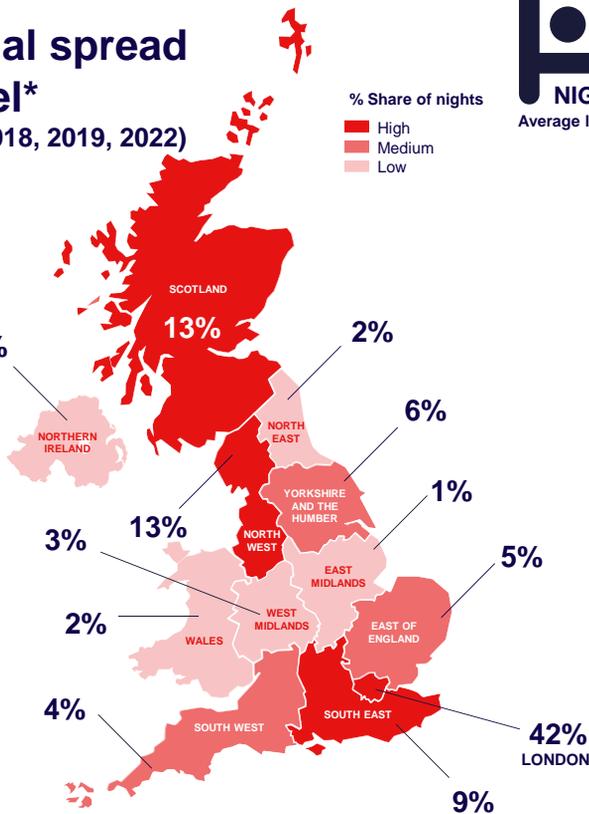




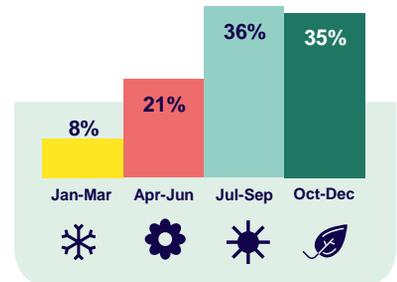
## Regional spread of travel\* (average 2018, 2019, 2022)



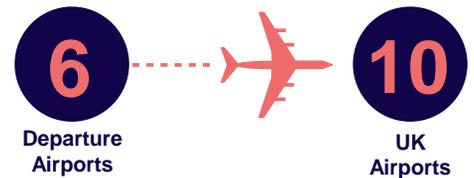
82% of Norwegian holiday visits are repeat visits, who come to the UK on average **7 times** in a 10-year period, with their spending worth a total of **£4,196** over this time.



## Seasonal spread of travel\* (2022)



## Departure & Destination Airports\*\* (2022)



## Purpose of travel\* (2022)



Sources: \*International Passenger Survey (IPS) by ONS, repeat visits stated exclude UK nationals, 2015. All spend is stated in nominal terms. \*\*Apex as of August 2023.



Consumer website: [visitbritain.com](http://visitbritain.com)  
 Corporate website: [visitbritain.org](http://visitbritain.org)  
 Image Library: [assets.visitbritain.org](http://assets.visitbritain.org)  
 Trade website: [trade.visitbritain.com](http://trade.visitbritain.com)  
 Media centre: [media.visitbritain.com](http://media.visitbritain.com)

### VisitBritain

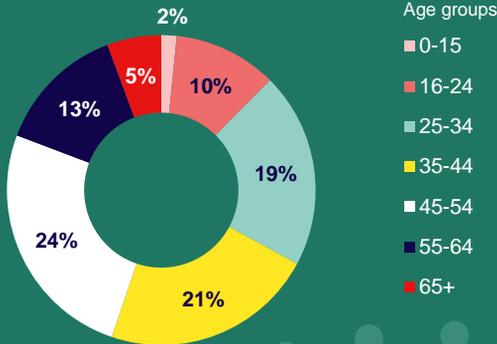
c/o British Embassy  
 Skarpögatan 6-8  
 11593 Stockholm - Sweden

**Jessica Lithén**  
 Travel Trade & Media Manager Nordics

Jessica.Lithen@visitbritain.org



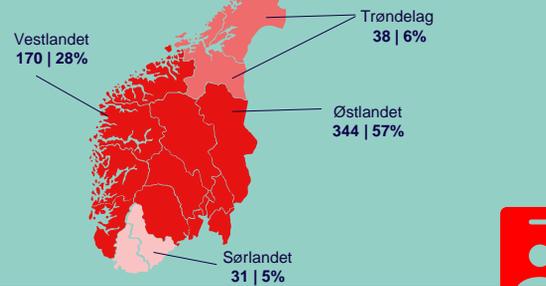
### Key demographics\* (2022)



### Visitors' origin\* (2018)

Visits in 000s | % Share of visits

High  
Medium  
Low



### Top drivers for destination choice\*\*\* (2022)

- 1 Offers good value for money
- 2 Is good for relaxing, resting, recharging
- 3 Is a welcoming place to visit
- 4 Easy to get around once there
- 5 Easy to get to



### Perceptions of Britain\*\*\* (2022)

Top associations with Britain:



### Top sources of inspiration\*\*\* (2022)

#1



Bargain deals on airfares or tours

#2



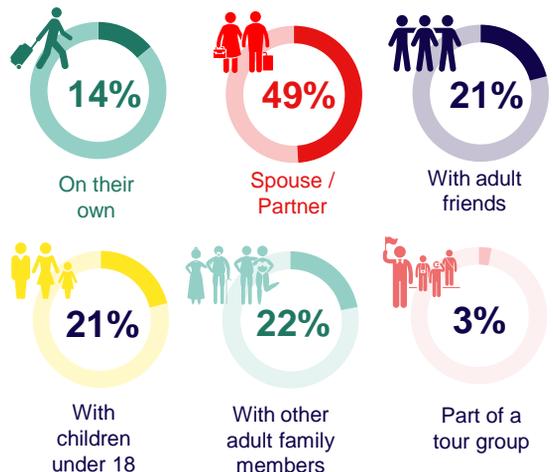
Friends or family (in person)

#3



Social media of friends/ family

### Travel companions\*\*\* (2022)



Sources:

\*International Passenger Survey (IPS) by ONS

\*\*\* VisitBritain/Kubi Kalloo MIDAS research project 2022

### Top 5 activities desired on a holiday/short break abroad

- 1 Enjoy fine dining experiences
- 2 Experience coastal places and scenery
- 3 Explore local food and beverage specialties
- 4 Visit famous/iconic tourist attractions and places
- 5 Experience city life

Share who state holidays benefit their wellbeing

66%

### Top 5 sustainable actions by visitors to Britain<sup>1</sup>

- 1 Buying local when I can
- 2 Using public/ greener transport
- 3 Visiting places outside of peak season
- 4 Visiting less well-known places/ attractions
- 5 Choosing options that allow me to 'live like a local'

### Likelihood to combine Britain with other destinations



Travel only to Britain



Combine a trip to Britain and other places in Europe



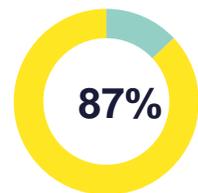
Undecided



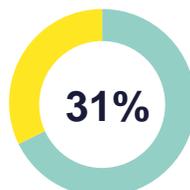
Share of Norwegian visitors "likely" or "extremely likely" to recommend Britain\*



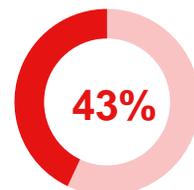
Share of Norwegian visits which were repeat visits\*



Share of Norwegian travellers with accessibility requirements



Share of Norwegian travellers who book all trip elements separately



**Sources:**

\*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015  
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers <sup>1</sup> based on previous visitors to Britain