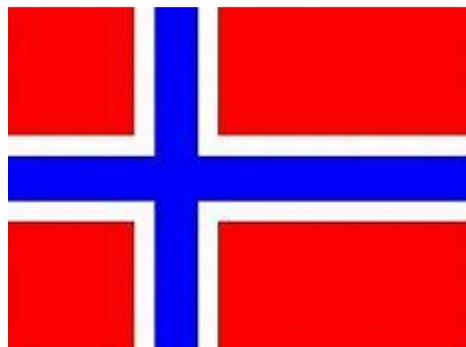


Discover England Fund Experiential Activities Research Country Summary

Norway



Interest in Activities



Which experiential activities appeal most to travellers from Norway

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
1	Experience life 'behind the scenes'	63%	2
2	Distillery or brewery experience	68%	1
3	Street food tour and tasting	62%	3
4	Guided nature experience	50%	5
5	A spa experience	58%	4
6	A remote wellness retreat	49%	6
7	Vineyard tour and tasting	40%	9
8	Cookery class	47%	7
9	Photography class	38%	10
10	Chocolate making class	41%	8
11	Shadowing experience	21%	24
12	Baking school	38%	11

Rank across all inbound markets	Experiential Activity	% Interest in doing in England	Rank
13	Authentic craft workshop	33%	13
14	Cheese making class	30%	15
15	Street art	29%	18
16	Fossil hunting	31%	14
17	Foraging experience	28%	20
18	Mindfulness or meditation class	36%	12
19	Guided fishing experience	29%	19
20	Volunteering or working holiday	30%	16
21	A yoga experience	30%	17
22	A pilates experience	28%	22
23	A homeopathic experience	23%	23
24	A tai chi experience	28%	21

 Indicates where ranking is lower (+4 from inbound markets)

 Indicates where ranking is higher (-4 from inbound markets)



Source: Experiences Research 2019

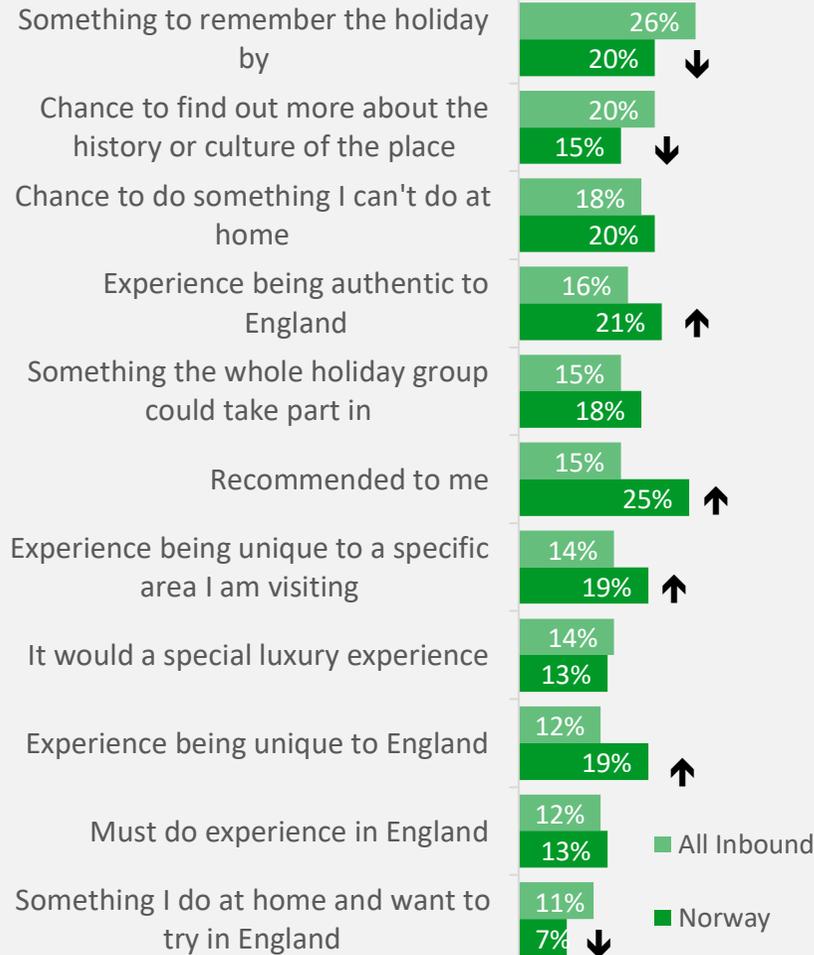




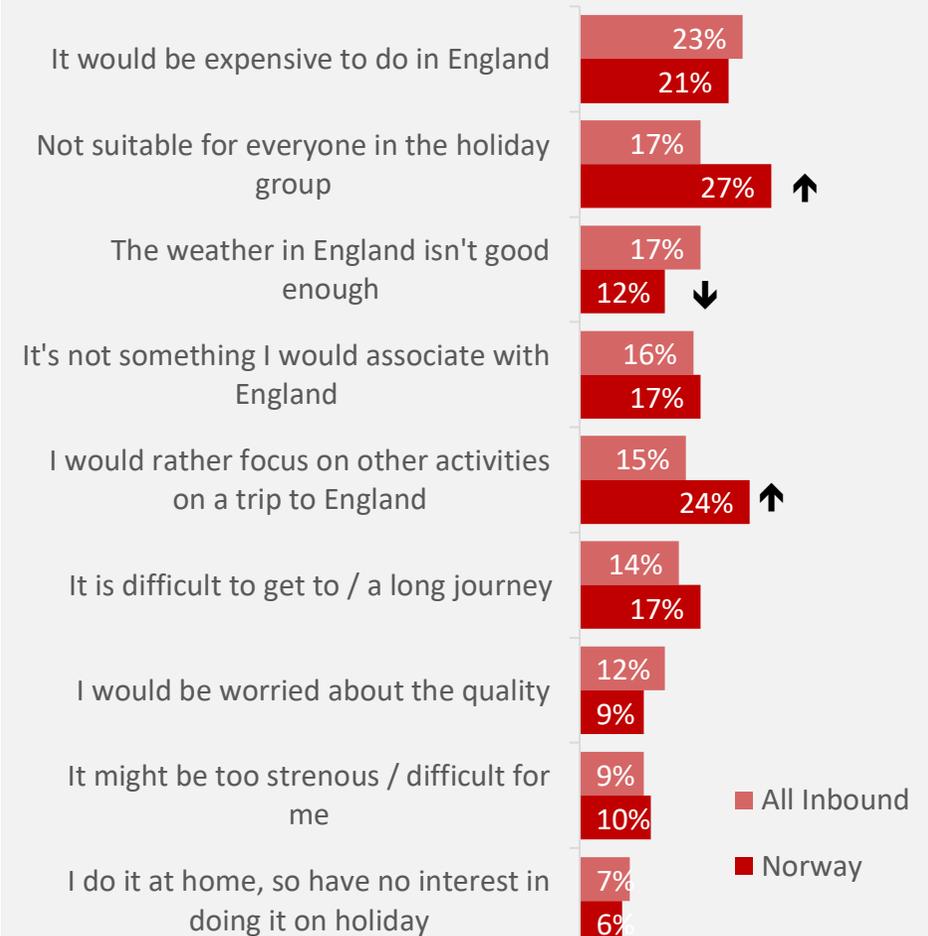
What would encourage Norwegian visitor participation in experiential activities



MESSAGES TO AMPLIFY



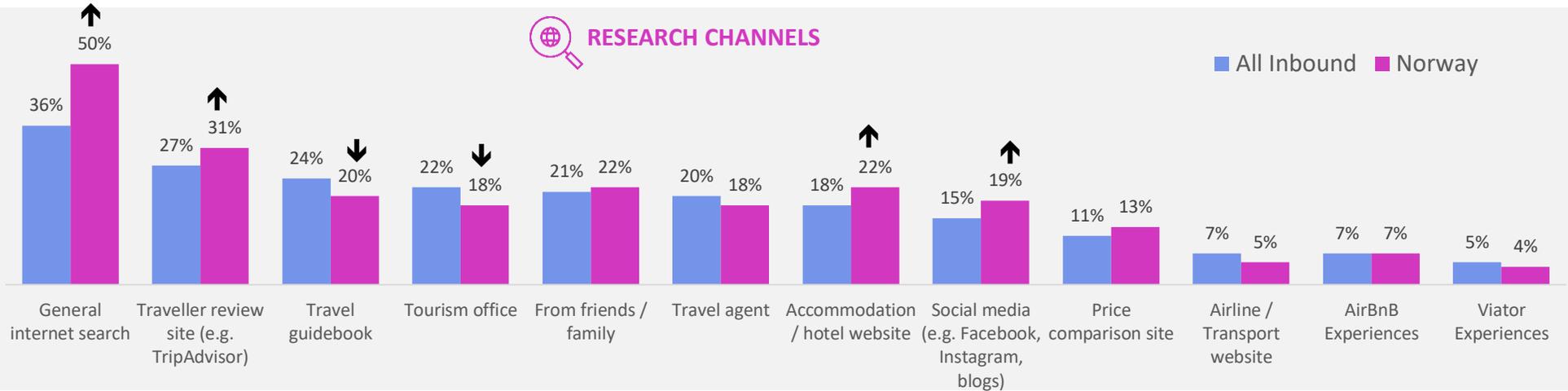
BARRIERS TO ADDRESS



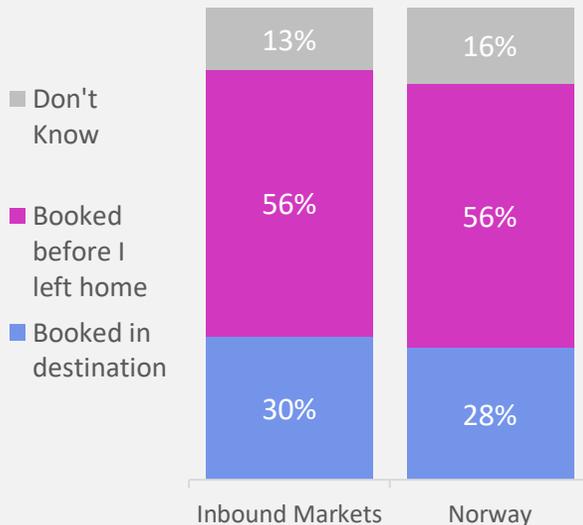


What information sources are used and how visitors from Norway book experiential activities

RESEARCH CHANNELS



BOOKING BEHAVIOUR



Before I left home I booked ...	Inbound Markets	Norway
As part of package	24%	26%
Directly with provider	16%	20% ↑
Through a third party	16%	10% ↓

In Destination I booked ...	Inbound Markets	Norway
Directly with provider	20%	22%
Through a third party	11%	6% ↓

Travel Times

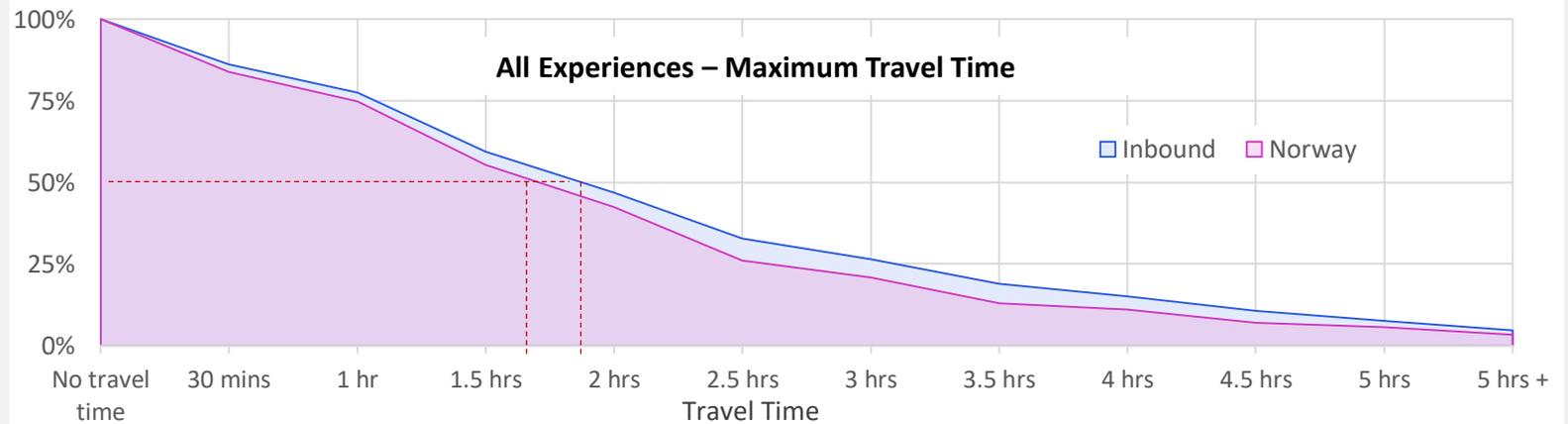
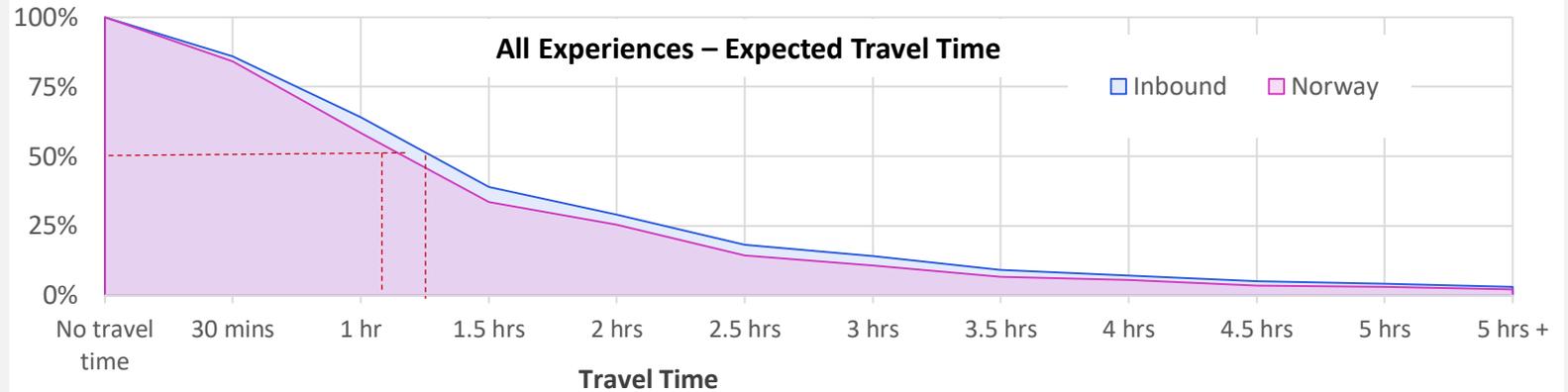


Average time expected to travel to experiences and the maximum acceptable travel time

TRAVEL TIME

Expected and maximum travel time vary for individual experiences.

Further information can be found in the Individual Experience Dashboards



Holiday Preferences

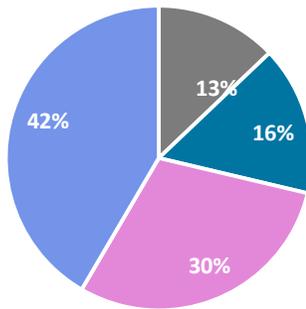


Location and accommodation preferences when participating in experiential activities



INFLUENCE ON HOLIDAY DECISION

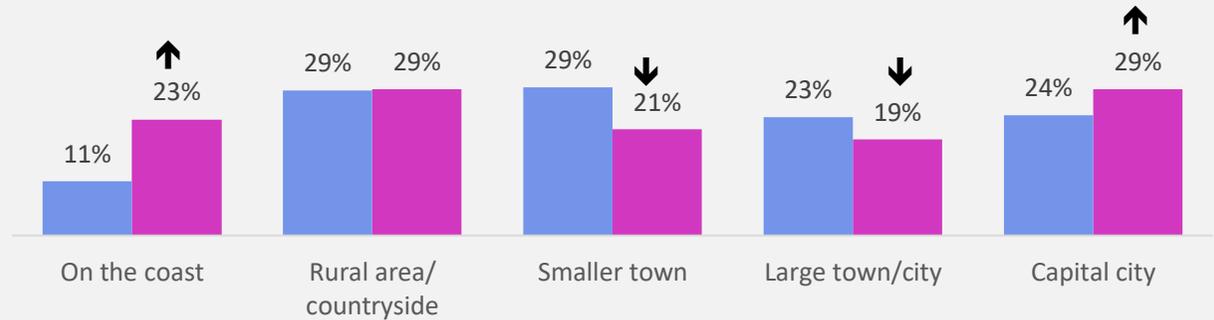
Norway



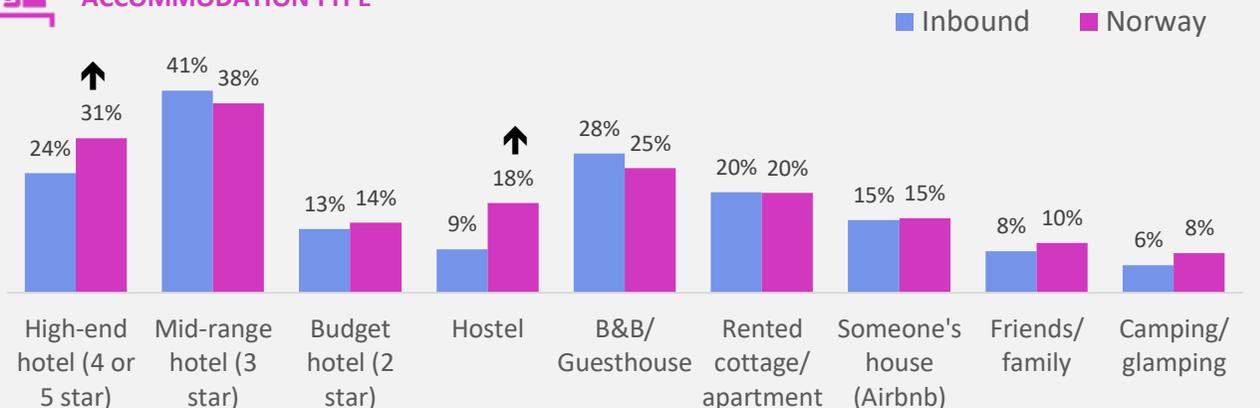
- Main reason
- Significant influence
- Small influence
- No influence



LOCATION TYPE



ACCOMMODATION TYPE



■ Inbound ■ Norway

↑ Notably higher than All Inbound average
 ↓ Notably higher than All Inbound average

COUNTRY SUMMARY

Method summary and full experience descriptions used in the research

Fieldwork January/February 2019, online survey in UK & 10 leading inbound markets, 1000 interviews in each country (Norway/Sweden – 500 in each)

All sample non-rejectors of holiday travel to England

UK – leisure breaks of 2+ nights in England, **Australia, China, US** – Long-haul leisure travellers, **Germany, Spain, France, Italy, Netherlands, Norway,**

Sweden – Short-haul leisure travellers

 Food & Drink Experiences	 Learning Experiences	 Wellness Experiences
Foraging experience – expert led course to find food in the wild	Photography class – learn how to photograph wildlife, scenery or architecture with an expert	A tai chi experience – e.g. at a famous landmark or outdoors
Guided fishing experience to catch and cook your own dinner	Experience life ‘behind the scenes’ – exclusive or unique access to a historic building	A pilates experience - e.g. at a famous landmark or outdoors
Cookery class – learning to cook traditional local specialities	Shadowing experience – go out with a park ranger as they care for the landscape	A yoga experience – e.g. at a famous landmark, outdoors or combined with another sport
Baking school – learn to make regional specialities such as cakes, pastries, bread	Fossil hunting – explore and uncover history with an expert guide	A remote wellness retreat – spend quality time relaxing away from technology
Chocolate making class – learn from expert chocolatiers	Guided nature experience – go bird watching or observe wildlife in their natural habitat	A spa experience – relax with several treatments at a specialist venue
Cheese making class – learn to make local cheese	Volunteering or working holiday – spend time helping to restore or preserve a historic site	Mindfulness or meditation class – learn how to relax and recharge
Street food tour and tasting - with a food expert to guide you	Street art – meet street artists and have a go yourself at a wall mural	A homeopathic experience – e.g. acupuncture, reflexology or osteopathy
Vineyard tour and tasting – discover the wine making process and taste it too	Authentic craft workshop – learn a traditional local craft with an expert (e.g. weaving, pottery, painting)	
Distillery or brewery experience – discover the beer-making or gin-distilling process and taste it too		