

Inbound COVID-19 Sentiment Tracker

Market Snapshot – Norway

Read the full report for Wave 4 here (PDF, 8MB)



Norway Market Summary

Wave 1: 2nd-16th Dec 2020

Wave 2: 24th Mar - 6th Apr 2021

Wave 3: 23rd Aug - 6th Sept 2021

Wave 4: 10th-23rd Feb 2022 All data is from Wave 4, unless stated



Travel intentions

33%

19%

43%

37%

20%

36%

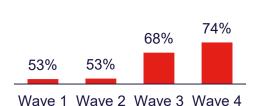
40%

19%

28%

Wave Wave Wave Wave

Intending to travel abroad for leisure*



Planning stage

■Trip booked

■ Destination

■ Trip planned

chosen

■ Intend to

travel

16%

35%

Journey purpose



Travel preferences

Top activities



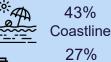
Top Travel Companions



Top Accommodation



Destination types





52% Large city



Small/midsized city/town



33% Will roam around

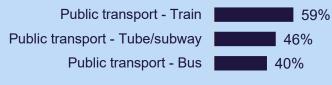


11% Mountains or hills



22% Country/ village

Top modes of transport within Britain



Top modes of transport to Britain





81%

consider

Europe

Among Britain intenders:

15%

consider

Britain

Among leisure trip intenders:

57% consider England 32% consider Scotland 27% consider London 10% consider Wales











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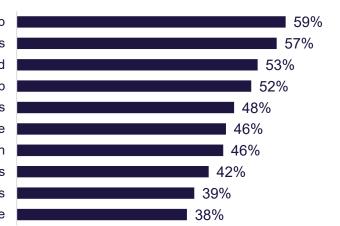
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Travel Concerns – for travel to Britain*

Extra admin involved with new policy/rules during the trip
Other people not following COVID-19 policies/procedures
Access to healthcare if I contract COVID-19 abroad
Contracting COVID-19 during my journey/trip
Costs of mandatory COVID-19 tests
Change in quarantine requirements on my return home
Limited / restricted experiences at destination
Accessibility of affordable air fares
Locals' attitude towards international tourists
Affordability of robust travel insurance



Travel attitudes**

4			
I would be happy to take a pre-trip covid-19 test should that be required	82%		3 <mark>%</mark> 16%
I would be comfortable using public transport within the destination	74%		4% 23%
I will favour international destinations closer to my home country	55%	11%	34%
I will delay my next international trip until Omicron is under control	54%	5 <mark>%</mark>	41%
I will look for less crowded places, even if I miss attractions	54%	<mark>7%</mark>	39%
Booking through a travel agent is a safer option at the moment	54%	12%	34%
I will favour destinations I have been before rather than new places	47%	7%	46%
I will favour local destinations instead of traveling internationally	46%	<mark>6%</mark>	48%
I will think more about sustainability when planning future holidays	43%	9%	47%
I will be intending to take fewer but longer holidays	39%	14%	46%
I will leave booking until later/last minute	38%	3%	54%
■ Agree ■ No opinion ■ Disagree			









^{*%} very & somewhat concerned

^{**%} completely & somewhat agree