Norway

Inbound tourism overview

Annual visits*

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</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>649,000</td>
<td>739,000</td>
<td>774,000</td>
<td>838,000</td>
<td>874,000</td>
<td>771,000</td>
<td>700,000</td>
<td>722,000</td>
<td>673,000</td>
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</tbody>
</table>

% Share of nights:
- High: 17%
- Medium: 43%
- Low: 40%

Global ranking for inbound visits to the UK in 2018

#16

Seasonal spread of travel* (2018)

- Jan–Mar: 16%
- Apr–Jun: 28%
- Jul–Sep: 26%
- Oct–Dec: 31%

Purpose of travel* (2018)

- Holiday: 45%
- VFR**: 23%
- Business: 22%
- Misc: 10%
- Study: 0%

Regional spread of travel* (2016-2018)

UK airports:
- 20

Norwegian airports:
- 8

Average flight seats per week*** (2018)

33,518

Average length of stay* (2018)

4

VisitBritain

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Sweden

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VisitBritain

Consumer website: visitbritain.com

Corporate website: visitbritain.org

Image library: visitbritainimages.com

Trade website: trade.visitbritain.com

Media centre: media.visitbritain.com

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Global ranking for inbound spend in the UK in 2018

#19

2018 average spend per visit

£586

International Passenger Survey (IPS) by ONS, ***Apex (non-stop routes only).
Norway
Visitor profile

Key demographics* (2018)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Share</th>
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<tbody>
<tr>
<td>0-15</td>
<td>2%</td>
</tr>
<tr>
<td>16-24</td>
<td>10%</td>
</tr>
<tr>
<td>25-34</td>
<td>21%</td>
</tr>
<tr>
<td>35-44</td>
<td>22%</td>
</tr>
<tr>
<td>45-54</td>
<td>21%</td>
</tr>
<tr>
<td>55-64</td>
<td>12%</td>
</tr>
<tr>
<td>65+</td>
<td>5%</td>
</tr>
</tbody>
</table>

Visitors' origin* (2018)

- Nord-Norge: 19% (High)
- Vestlandet: 175,000 (28%)
- Østlandet: 77,000 (12%)
- Østlandet: 288,000 (46%)
- Sørlandet: 32,000 (5%)
- Nord-Norge: 19,000 (3%)
- Other / unknown: 42,000 (7%)

Priority market segments & attributes

**Buzzseekers**
Dominance of singles, pre-family couples and young professionals. Youthful and adventurous mind set. Active, enjoy travelling and exploring foreign cultures.

**Explorers**
Mainly 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.

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
- Shopping
- Going to the pub

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Travel companions* (2017)

- On their own: 34%
- Spouse/Partner: 24%
- With children under 18: 17%
- With adult friends: 16%
- With other adult family members: 14%
- With business colleague(s): 6%

Top motivations for choosing Britain for a holiday** (2016)

- Cultural attractions
- Ease of access to the country
- Ease to get around in the country
- Easy to plan/organise
- Vibrant cities

Holiday booking habits** (2016)

- Online: 86%
- By phone: 6%

Sources: * International Passenger Survey by ONS, ** VisitBritain/Ipsos 'Decisions and Influences - research (Applicable to people who visited Britain).