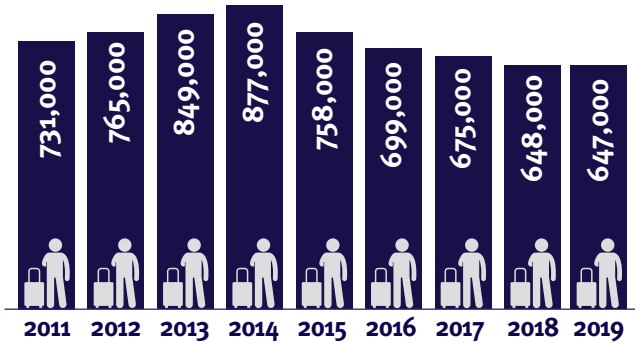




# Norway

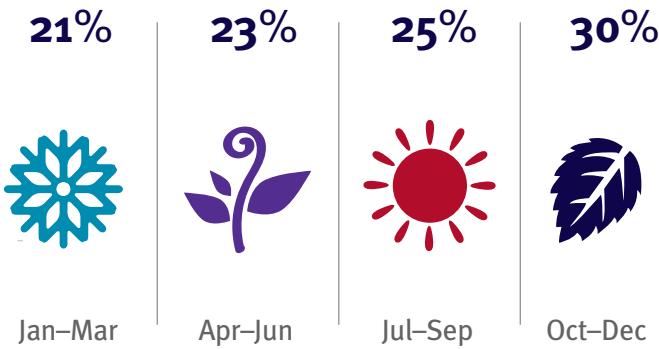
## Inbound tourism overview

### Annual visits\*

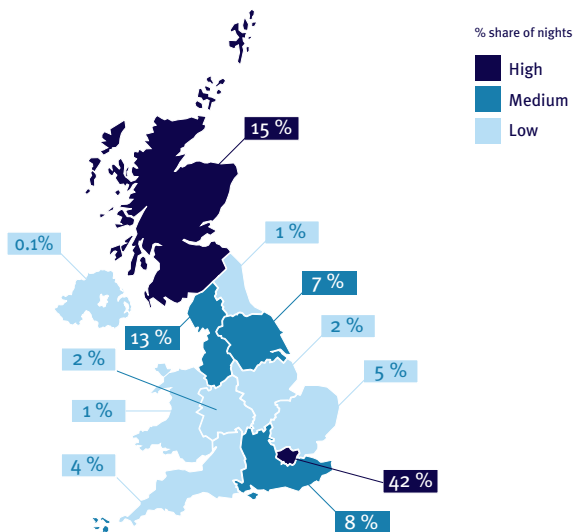


#18 Global ranking for inbound visits to the UK in 2019

### Seasonal spread of travel\* (2019)

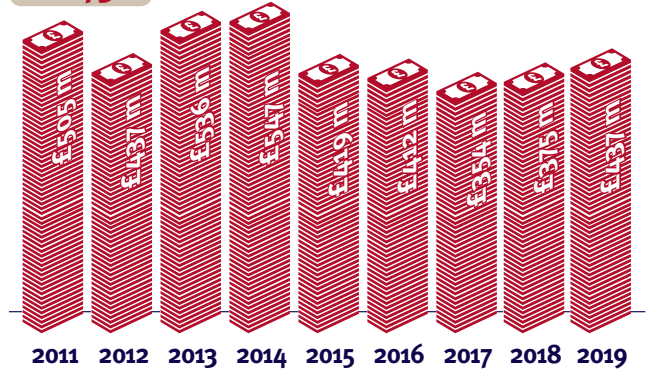


### Regional spread of travel\* (2017-2019)



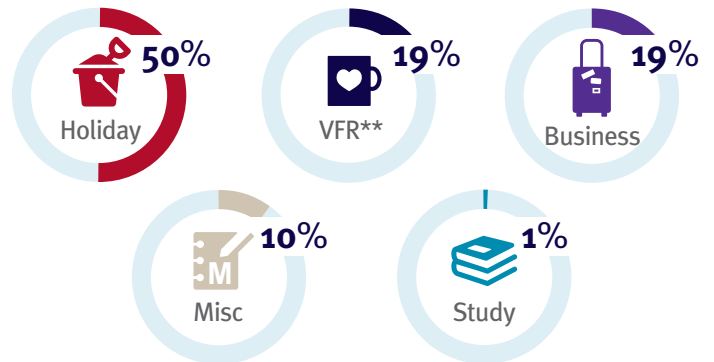
### Annual visitor spend\*

2019 average spend per visit  
**£673**

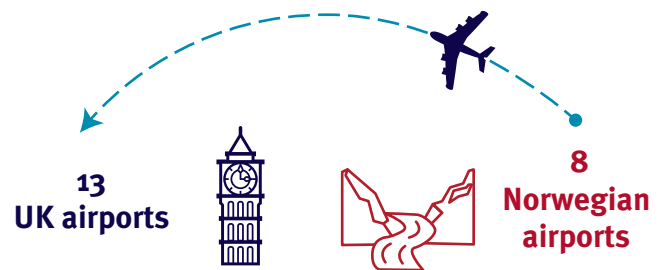


#19 Global ranking for inbound spend in the UK in 2019

### Purpose of travel\* (2019)



### Departure & destination airports\*\*\* (2019)



### Average flight seats per week\*\*\* (2018)

**33,535**

### Average length of stay\* (2018)

**4** nights

\*\*Visit friends and/or relatives.

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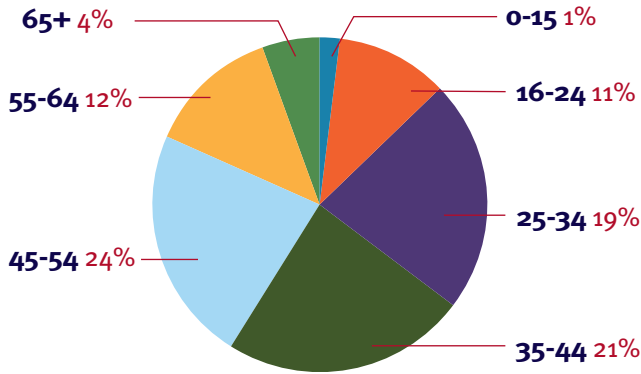
Consumer website: visitbritain.com  
Corporate website: visitbritain.org  
Image library: visitbritainimages.com  
Trade website: trade.visitbritain.com  
Media centre: media.visitbritain.com



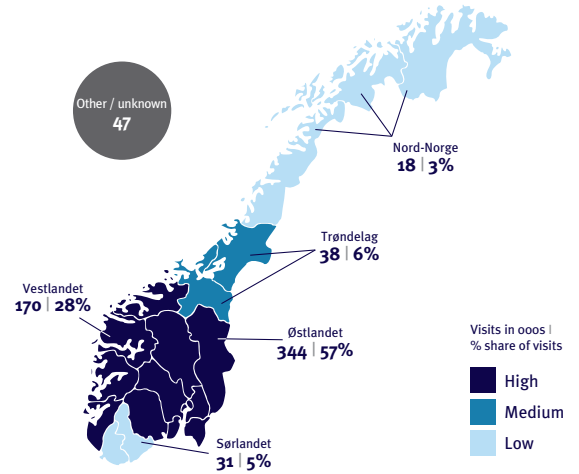
# Norway

## Visitor profile

### Key demographics\* (2019)



### Visitors' origin\* (2018)



### 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.

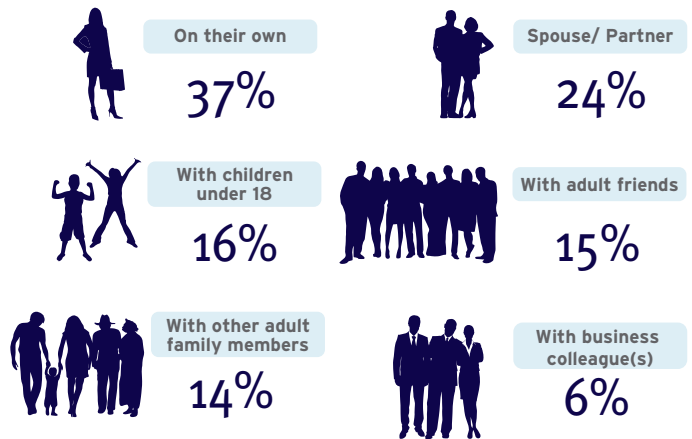
### Top influences in visiting Britain\*\* (2016)



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



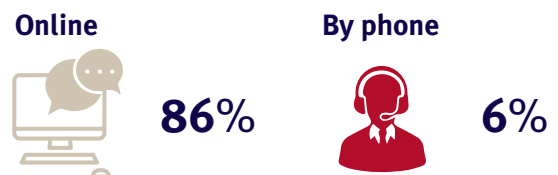
### Travel companions\* (2017)



### 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)



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

**98%** of Norwegian visitors were "likely" or "extremely likely" to recommend Britain in 2017\*

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