Inbound COVID-19 Sentiment Tracker

Market Snapshot – Norway

Read the full report for Wave 3 here (PDF, 7.6MB)
Norway Market Summary

Travel intentions

Intending to travel abroad for leisure*

- Holiday: 53% Wave 1, 53% Wave 2, 84% Wave 3
- Visit friends or relatives: 37% Wave 1, 37% Wave 2, 14% Wave 3

Journey purpose

- Holiday: 84%
- Visit friends or relatives: 37%
- Other leisure purposes: 14%

Planning stage

- Trip booked: 5% Wave 1, 6% Wave 2, 12% Wave 3
- Destination chosen: 33% Wave 1, 37% Wave 2, 40% Wave 3
- Trip planned: 19% Wave 1, 20% Wave 2, 19% Wave 3
- Intend to travel: 43% Wave 1, 36% Wave 2, 28% Wave 3

Among leisure trip intenders:

- 79% consider Europe
- 12% consider Britain

Among Britain intenders:

- 49% consider England
- 25% consider Scotland
- 21% consider London
- 8% consider Wales

Travel preferences

Top activities

- Dining out: 53%
- Outdoor nature activities: 29%
- Iconic tourist attractions: 29%
- History and heritage: 29%
- Shopping: 27%

Top Travel Companions

- With your spouse/partner: 64%
- With friends: 33%
- Alone: 27%
- With adult family members: 26%
- With children (under 18): 24%
- As part of a tour group: 6%

Top Accommodation

- Hotel chain: 69%
- Bed and breakfast: 40%
- Self catered property: 36%
- Friend’s/family house (free guest): 29%
- Historic house/castle: 28%

Top modes of transport within Britain

- Public transport - Train: 53%
- Public transport - Tube/subway: 37%
- Public transport - Bus: 32%

Top modes of transport to Britain

- Plane – via nonstop flight: 91%
- Plane – via connecting flight: 65%
- Own/rented vehicle – via Channel Tunnel: 35%

Destination types

- Coastline: 38%
- Large city: 49%
- Small/mid-sized city/town: 24%
- Will roam around: 30%
- Mountains or hills: 10%
- Country/village: 15%

*(% definitely & probably) in the next 12 months

Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021
All data is from Wave 3, unless stated
Norway Market Summary

Top travel drivers

...for any international trip

- Removal of quarantine policies in destination country: 34%
- Removal of quarantine policies in home country: 33%
- Your Government's advice on international travel: 32%
- Money-back guarantee should I wish to cancel my trip: 31%
- Decrease in coronavirus cases at destination: 28%

...for a trip to Britain

- Decrease in coronavirus cases at destination: 25%
- Your Government's advice on international travel: 25%
- Removal of quarantine policies in destination country: 25%
- Removal of quarantine policies in home country: 24%
- Money-back guarantee should I wish to cancel my trip: 23%

Travel Concerns – for travel to Britain*

- Other people not following COVID-19 policies/procedures: 71%
- Extra admin involved with new policy/rules during the trip: 67%
- Change in quarantine requirements on my return home: 64%
- Access to healthcare if I contract COVID-19 abroad: 62%
- Contracting COVID-19 during my journey/trip: 58%
- Limited / restricted experiences at destination: 49%
- Affordability of robust travel insurance: 47%
- Costs of mandatory COVID-19 tests: 46%
- Accessibility of affordable air fares: 45%
- Locals’ attitude towards international tourists: 43%

Travel attitudes**

I would be happy to take a pre-trip covid-19 test should that be required: 74% Agree, 5% No opinion, 21% Disagree
I will look for less crowded places, even if I miss attractions: 62% Agree, 5% No opinion, 33% Disagree
I would be comfortable using public transport within the destination: 59% Agree, 7% No opinion, 34% Disagree
I will travel internationally as soon as I can after I get the vaccine: 52% Agree, 9% No opinion, 39% Disagree
I will favor destinations I have been before rather than new places: 52% Agree, 6% No opinion, 42% Disagree
Booking through a travel agent is a safer option at the moment: 51% Agree, 14% No opinion, 35% Disagree
I will favour local destinations instead of traveling internationally: 51% Agree, 6% No opinion, 43% Disagree
I will think more about sustainability when planning future holidays: 43% Agree, 11% No opinion, 46% Disagree
I will leave booking until later/last minute: 43% Agree, 9% No opinion, 48% Disagree
I will be intending to take fewer but longer holidays: 37% Agree, 22% No opinion, 42% Disagree
Due to covid-restrictions, I will have more annual leave to use: 21% Agree, 17% No opinion, 62% Disagree

*% very & somewhat concerned
**% completely & somewhat agree

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