Inbound COVID-19 Sentiment Tracker
Market Snapshot – Norway

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

If you need the data in a different format, please contact research@visitbritain.org
Norway Market Summary

Travel intentions

Intending to travel abroad for leisure*

<table>
<thead>
<tr>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Wave 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>53%</td>
<td>68%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Journey purpose

- Holiday: 84%
- Visit friends or relatives: 30%
- Other leisure purposes: 15%

Planning stage

- Trip booked: 5%
- Destination chosen: 33%
- Trip planned: 40%
- Intend to travel: 28%

Among leisure trip intenders:

- 81% consider Europe
- 15% consider Britain

Among Britain intenders:

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

Travel preferences

Top activities

- Dining out: 55%
- History and heritage: 35%
- Iconic tourist attractions: 34%
- Experiencing local lifestyle: 32%
- Visiting cultural attractions: 30%

Top Travel Companions

- With your spouse/partner: 66%
- With friends: 39%
- With adult family members: 32%
- With children (under 18): 28%
- Alone: 27%
- As part of a tour group: 5%

Top Accommodation

- Hotel chain: 74%
- Bed and breakfast: 41%
- Self catered property: 37%
- Cruise: 31%
- Historic house/castle: 30%

Destination types

- Coastline: 43%
- Large city: 52%
- Small/mid-sized city/town: 27%
- Will roam around: 33%
- Mountains or hills: 11%
- Country/village: 22%

Top modes of transport to Britain

- Public transport - Train: 59%
- Public transport - Tube/subway: 46%
- Public transport - Bus: 40%

Top modes of transport to Britain

- Plane – via nonstop flight: 92%
- Plane – via connecting flight: 64%
- Own/rented vehicle – via Ferry: 34%

*(% definitely & probably) in the next 12 months
### Norway Market Summary

#### Top travel drivers

**...for any international trip**
- Money-back guarantee should I wish to cancel my trip: 40%
- An attractive offer e.g. discounts on flights or accommodation: 38%
- Removal of quarantine policies in destination country: 37%
- Removal of quarantine policies in home country: 30%
- Welcoming locals in destination country: 29%

**...for a trip to Britain**
- An attractive offer e.g. discounts on flights or accommodation: 33%
- Money-back guarantee should I wish to cancel my trip: 30%
- Removal of quarantine policies in destination country: 22%
- Welcoming locals in destination country: 21%
- Your Government’s advice on international travel: 20%

#### Travel Attitudes**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>No opinion</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would be happy to take a pre-trip covid-19 test should that be required</td>
<td>82%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>I would be comfortable using public transport within the destination</td>
<td>74%</td>
<td>4%</td>
<td>23%</td>
</tr>
<tr>
<td>I will favour international destinations closer to my home country</td>
<td>55%</td>
<td>11%</td>
<td>34%</td>
</tr>
<tr>
<td>I will delay my next international trip until Omicron is under control</td>
<td>54%</td>
<td>5%</td>
<td>41%</td>
</tr>
<tr>
<td>I will look for less crowded places, even if I miss attractions</td>
<td>54%</td>
<td>7%</td>
<td>39%</td>
</tr>
<tr>
<td>Booking through a travel agent is a safer option at the moment</td>
<td>54%</td>
<td>12%</td>
<td>34%</td>
</tr>
<tr>
<td>I will favour destinations I have been before rather than new places</td>
<td>47%</td>
<td>7%</td>
<td>46%</td>
</tr>
<tr>
<td>I will favour local destinations instead of traveling internationally</td>
<td>46%</td>
<td>6%</td>
<td>48%</td>
</tr>
<tr>
<td>I will think more about sustainability when planning future holidays</td>
<td>43%</td>
<td>9%</td>
<td>47%</td>
</tr>
<tr>
<td>I will be intending to take fewer but longer holidays</td>
<td>39%</td>
<td>14%</td>
<td>46%</td>
</tr>
<tr>
<td>I will leave booking until later/last minute</td>
<td>38%</td>
<td>8%</td>
<td>54%</td>
</tr>
</tbody>
</table>

#### Travel Concerns – for travel to Britain*

- Extra admin involved with new policy/rules during the trip: 59%
- Other people not following COVID-19 policies/procedures: 57%
- Access to healthcare if I contract COVID-19 abroad: 53%
- Contracting COVID-19 during my journey/trip: 52%
- Costs of mandatory COVID-19 tests: 48%
- Change in quarantine requirements on my return home: 46%
- Limited / restricted experiences at destination: 46%
- Accessibility of affordable air fares: 42%
- Locals’ attitude towards international tourists: 39%
- Affordability of robust travel insurance: 38%

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

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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