Travel sentiment from Norway

53% Intend travelling abroad for leisure (% Definitely + % Probably)
- For holiday: 88%
- To visit friends or relatives: 21%
- For other leisure purposes: 13%

Top travel drivers
- Your Government’s advice on international travel: 43%
- The availability of a vaccination treatment against coronavirus: 33%
- Removal of quarantine policies in destination country: 32%
- A significant decrease in coronavirus cases at destination: 31%
- Removal of quarantine policies in home country: 31%

73% of international leisure trip intentions consider Europe among them.
- 21% consider Britain...
- 35% in Scotland
- 85% in England
- 13% in Wales
- 41% in London

Planning stages
- 40% Plan to travel at some point
- 22% Top envisaged but destination not decided
- 19% Destination chosen but not booked
- 9% Trip booked

Attitudes to travel
- 69% I will look for less crowded places to visit, even if it means missing must-see attractions.
- 51% I will leave booking until last/last minute.
- 52% I will favour destinations I have been before rather than new places.
- 51% I will favour local destinations in my home country instead of travelling.
- 65% I would be comfortable using public transport within the destination.
- 36% I will be intending to take fewer but longer holidays.

Top booking channels
- Direct with airline/flight operator (44%)
- Through a travel agent or tour operator online (37%)
- A travel comparison website (23%)

Top activities (% Very interested)
- Dining in restaurants/bars: 47%
- Exploring history and heritage: 25%
- Self-driving tours: 24%
- Outdoor nature activities: 22%
- Visiting iconic tourist attractions: 22%

Destination types
- 42% Large city
- 23% Small/medium-sized
- 45% Coastline
- 23% Room around, visiting many types of places
- 9% Countryside or village
- 7% Mountains or hills

Accommodation
- Hotel chain: 67%
- Bed and breakfast: 32%
- Self-catered property: 32%
- Friends/family house as a free guest: 28%
- Private rental such as Airbnb: 23%

Travel party
- With your spouse/partner: 68%
- With friends: 33%
- With adult family members: 31%
- With children (under 18): 23%
- Alone: 22%
- As part of a tour group: 8%