



Key figures for Norwegian travel and tourism 2016

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Grünerløkka, Oslo
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Photo on page 2–3
Camping overnight on Uttakleiv Beach, Lofoten
Samuel Taipale
Visitnorway.com



Contents

Record year for the tourism industry	4
1. Key figures	6
2. Norway's share of international tourism	9
3. The tourism year 2016	19
4. Expenditure linked to trips in Norway	39
5. Holiday and leisure tourists in 2016	45
6. Perceptions of Norway as a holiday destination and views of visitors	57
7. Norwegians on holiday	69
8. The congress segment	73
9. Innovation Norway in brief	74
10. Methods	75
11. Definitions	76

Record year for the tourism industry

Despite terrorism and unrest in many places, people's wanderlust is growing. Norway also saw a marked growth in the number of foreign tourists.

1.24 billion tourist arrivals made 2016 another record year for international tourism. This is an increase of 4% compared with 2015, which is equivalent to 46 million more travellers crossing national borders with at least one overnight stay. This means that every seventh person in the world crossed a national border in 2016. The number of tourists visiting Norway is also growing.

The rise in the number of trips across national borders demonstrates the robustness of the industry. Despite economic and political unrest, terrorism and natural disasters, people are increasingly interested in experiencing new places and cultures. The competition for tourists is global. The world has shrunk and almost every nook and cranny is now accessible to many travellers.

Tourism is a key to economic growth and new jobs. It is an important contributor to greater prosperity the world over. Figures from the World Travel & Tourism Council (WTTC) show that in 2016, one in every fifth new job was in tourism. Tourism is regarded as all activities people participate in outside their normal place of residence – irrespective of purpose. This means that tourism includes all trips, both holidays and business travel.

Rapidly growing tourism

Figures from the WTTC show that the tourism industry

was an important contributor to the world economy in 2016 – for the sixth year in a row. While global GDP grew by 2.5% in 2016, the tourism industry grew by 3.1%. With its contribution of USD 7,600 billion, tourism accounts for 10.1% of global GDP. In Norway, tourism accounts for 4.2% of GDP. No fewer than 292 million people the world over work in the tourism industry. This is one in ten, which makes the industry one of the world's largest employers. The corresponding figure for Norway is somewhat lower. Here, one in every fifteen employees works in the tourism industry.

Selling dreams and cultural understanding

The tourism industry is more than just an industry. It sells the dream of experiencing new places, meeting people and self-realisation. Whether the purpose of travelling is a holiday or business, everyone wants to feel welcome and get on with the locals. Therefore, it is important that tourism does not spoil the environment or nature, or the quality of life enjoyed by those who live in the destination.

Tourism produces greater prosperity, economic growth and jobs, but also brings with it challenges. The economic benefits of tourism are not shared equally. Nor are they in Norway. The tourism industry in Norway is largely seasonal, with more than half of all overnight stays in the summer months of May to August. Some regions of the

Margrethe Helgebostad
Market insight, tourism



Photo: Astrid Waller/Innovation Norway

country can experience periods when there are too many tourists, while others would welcome more. In 2016, the number of commercial overnight stays rose by 5%, with no less than 65% of this rise in the summer months.

The UN has declared 2017 the International Year of Sustainable Tourism for Development. Special attention is being paid to three areas based on the UN's 17 Sustainable Development Goals: "Decent work and economic growth", "Responsible consumption and production" and "Life below water".

Simplified key figures

The purpose of the key figures brochure is to provide a straightforward introduction to the key figures for Norwegian tourism. Here you can read about how Norwegian tourism is developing in a global perspective and the importance of the tourism industry to the Norwegian economy and jobs. The brochure also contains information about the tourists that come here and how Norway is perceived abroad.

Most of the data in the key figures brochure comes from surveys conducted by Innovation Norway. The Tourism Survey provides a lot of information about Norwegian and foreign tourists in Norway. It is a year-round, nationwide survey in which both Norwegian and foreign leisure and

business travellers are interviewed. One important goal is to document the importance of the tourism industry to the Norwegian economy. The results are also used to promote Norway as a holiday destination and develop the Norwegian tourism product. Innovation Norway also conducts weekly surveys in seven main markets in order to learn how various target groups view Norway as a holiday destination and how likely they are to choose to visit Norway. These surveys provide us with data on why people go on holiday, what it would take for them to book a holiday in Norway and whether our marketing campaigns are having the desired effect.

Assignment from the government

The letter of assignment from the Norwegian Ministry of Trade, Industry and Fisheries states: "Innovation Norway will collect and compile statistics, further develop market data and other analyses and documents that are relevant to the tourism industry as well as actively communicating evidence about markets and international trends to the tourism industry." Only a small part of this is included in this brochure. More detailed information and full reports can be found on Innovation Norway's website: innovasjonnorge.no/reiseliv/markedsdata.

Enjoy the read!
Margrethe Helgebostad

1. Key figures

TOURISM is becoming steadily more important to the Norwegian economy, but the tourism industry is still less important in Norway than it is in many other countries.

The number of tourists visiting Norway is rising and they are spending more than before.

Total tourism consumption reached almost NOK 160 billion in 2015, according to preliminary calculations by Statistics Norway. After a few years of moderate expenditure, demand from tourists rose and in 2014 total tourism consumption amounted to more than NOK 150 billion. While Norwegian tourists' expenditure was relatively stable, foreign tourism consumption increased noticeably during the period.

More foreign tourists to Norway

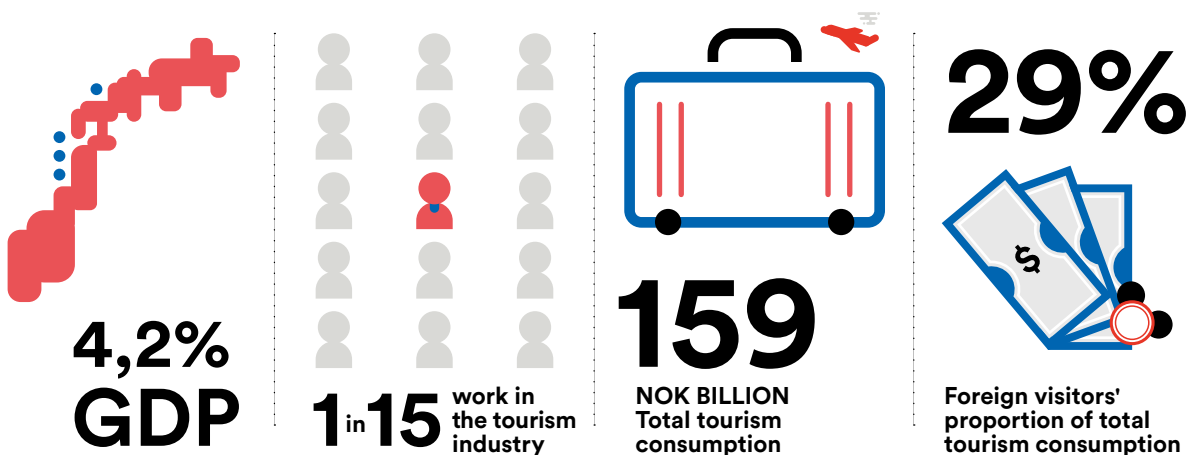
Foreign tourists spent around NOK 45 billion in Norway in 2015, according to preliminary calculations. Their tourism consumption in Norway accounted for 28.6% of total tourism consumption, compared with 26.3% in 2013.

Tourism is less important in Norway than it is on average for the rest of the world

Figures from Statistics Norway show that the tourism industry's share of Mainland Norway's GDP was 4.2% in 2015, compared with 4.1% in 2014. Moreover, the Tourism Satellite Account shows there were 158,400 full-time equivalents in the tourism industry. This means that the tourism industry accounts for 6.9% of employment in Mainland Norway. Broadly speaking, this means that one in 15 people work in the tourism industry.

Figures from the WTTC show that the corresponding figures for the world are that one in every tenth full-time equivalent is in tourism and that the tourism industry accounts for a 10% share of the global economy.

The importance of tourism to Norway



The figures for 2016 were not available at the time the report went to print. Jobs in the tourism industry represent 158,400 full-time equivalents.

Source

Statistics Norway

Key figures

	2010	2011	2012	2013	2014	2015	2016	Change from 2015 to 2016
Commercial* overnight stays	28,540,497	29,074,313	29,914,832	29,243,016	30,306,594	31,653,839	33,114,132	5%
Norwegian commercial overnight stays	20,637,311	21,230,072	21,974,364	21,551,330	22,152,158	22,825,068	23,387,248	2%
Foreign commercial overnight stays	7,903,186	7,844,241	7,940,468	7,691,686	8,154,436	8,828,771	9,726,884	10%
Share of foreign commercial overnight stays	28%	27%	27%	26%	27%	28%	29%	4%
Share of commercial overnight stays in hotels	64%	66%	66%	68%	67%	68%	68%	0%
Share of holiday and leisure overnight stays in hotels	48%	49%	48%	48%	48%	51%	52%	2%
Cabin rental overnight stays								
Norwegian cabin rental overnight stays	257,569	228,683	283,046	276,100	292,219	323,118	n/a	n/a
Foreign cabin rental overnight stays	869,715	829,188	705,421	825,495	888,966	751,912	n/a	n/a
Norwegian holiday and leisure travel								
All holiday and leisure travel domestically and abroad	17,540,000	17,320,000	17,000,000	19,190,000	19,140,000	17,880,000	17,320,000	-3%
Holiday and leisure travel in Norway	11,510,000	10,610,000	9,590,000	11,590,000	11,670,000	10,660,000	10,820,000	2%
Holiday and leisure travel abroad	6,030,000	6,710,000	7,410,000	7,600,000	7,480,000	7,230,000	6,530,000	-10%
All holiday and leisure overnight stays domestically and abroad	90,660,000	91,510,000	93,180,000	99,660,000	105,280,000	95,280,000	95,610,000	0%
Holiday and leisure overnight stays in Norway	43,540,000	39,460,000	35,390,000	43,970,000	45,180,000	39,860,000	43,340,000	9%
Holiday and leisure overnight stays abroad	47,120,000	52,050,000	57,790,000	55,700,000	60,090,000	55,420,000	52,260,000	-6%
Cruise tourism								
Number of visiting cruise passengers	410,000	457,000	588,000	620,000	574,000	511,000	658,882**	n/a
Number of day visitors from cruises to Norwegian ports	1,744,099	2,040,166	2,573,335	2,996,114	2,667,362	2,494,921	2,700,000	8%
Number of cruise ship port calls to Norwegian ports	1,647	1,678	2,066	2,187	1,985	1,787	1,809	1%

* Generic term for overnight stays in commercial accommodation such as hotels, campsites, cabin villages and youth / family hostels.

** The exact figure for the number of visitors in 2016 was provided by the Norwegian Coastal Administration's SafeSeaNet, while in previous years the figures were estimates.



2. Norway's share of international tourism

NEW RECORD for global tourism in 2016.

There were 1.24 billion tourist arrivals in 2016, according to figures from the World Tourism Organization (UNWTO). This is an increase of 4% compared with 2015, which is equivalent to 46 million more travellers crossing national borders with one overnight stay or more. This means that one in seven people in the world cross a national border in 2016. International tourist arrivals have seen annual growth of 4% or more since 2010. The traffic in 2016 was the highest ever measured and the UNWTO expects this growth to continue in 2017.

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One in seven people in the world crossed a national border in 2016.

More tourists to Norway

Europe was the continent that saw the weakest growth at 2%. Nevertheless, Europe is the most visited continent and more than half of all international tourism trips were made to a European country.

Inbound tourism trips in Europe were not evenly distributed and Western Europe and Southern Europe in particular saw weak growth. Inbound tourism trips to Northern Europe rose by 6%, thanks in large part to the 12% increase in inbound tourism trips to Norway.

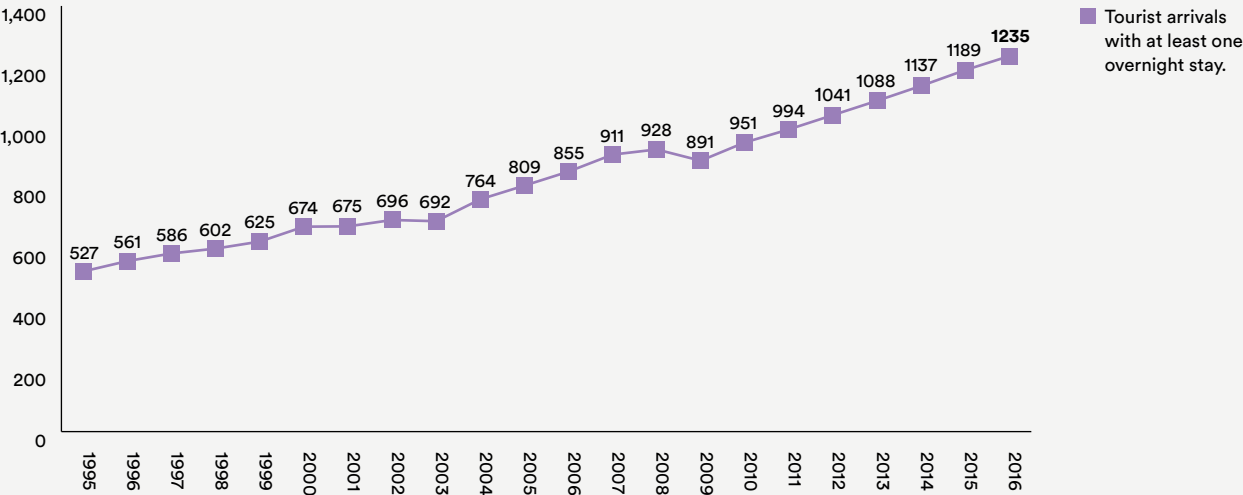


There were **1,235 billion** tourism trips across national borders with at least one overnight stay in 2016.

New record for global tourism

International tourist arrivals

Figures in millions



Source [The World Tourism Organization \(UNWTO\)](#)

The tourism industry – an important contributor to greater prosperity through economic growth and jobs

Europe the most visited

Accounting for more than half of all arrivals, Europe is still the most visited continent and, historically, it always has been. Nevertheless, Europe's share is decreasing when seen in a longer perspective. In 2014, Europe's market share was 52%, while in 1980 it was 63%. If we are to believe the UNWTO's predictions, other parts of the world will prove more attractive in the future. Forecasts show that in the run up to 2030, Europe will lose shares to Asia, the Pacific countries, the Middle East and Africa.

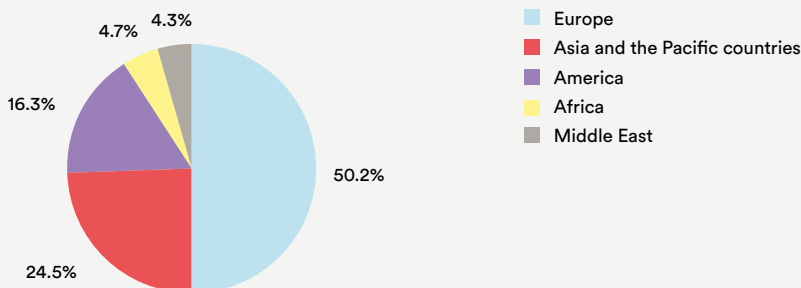
The tourism industry is one of the fastest growing industries in the world

Figures from the WTTC show that 2016 was the sixth year in a row in which tourism was an important contributor to the global economy. While global GDP grew by 2.5% in 2016, the tourism industry grew by 3.1%. With its contribution of USD 7,600 billion, the industry represents 10.1% of global GDP.

Holiday traffic is driving volume

Of the total amount of USD 7,600 billion, 76.8% comes from leisure and holiday travel and 23.2% from business travel, according to figures from the WTTC.

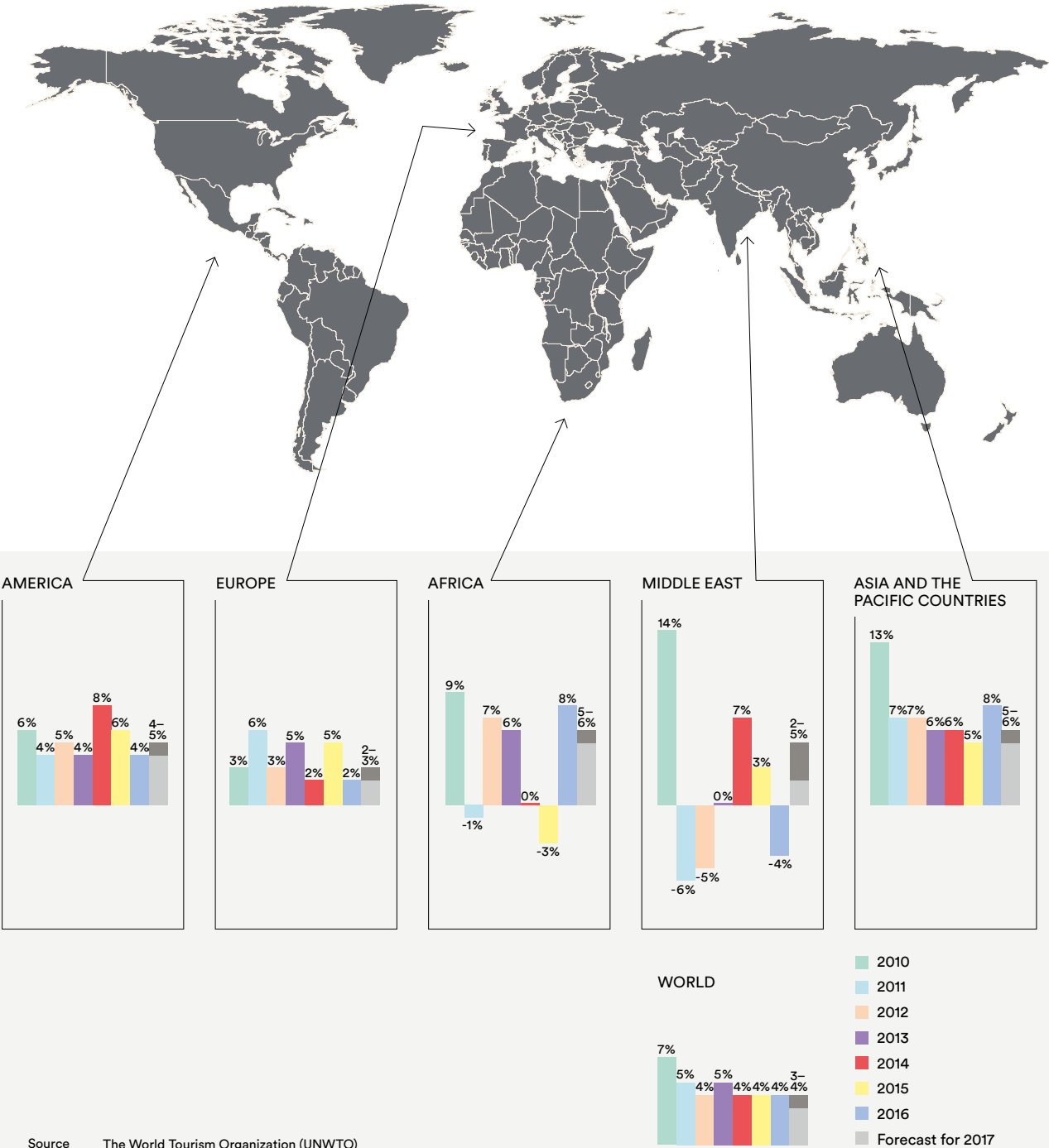
Breakdown of international tourist arrivals in 2016



Source [Tourist arrivals with at least one overnight stay](#)
The World Tourism Organization (UNWTO)

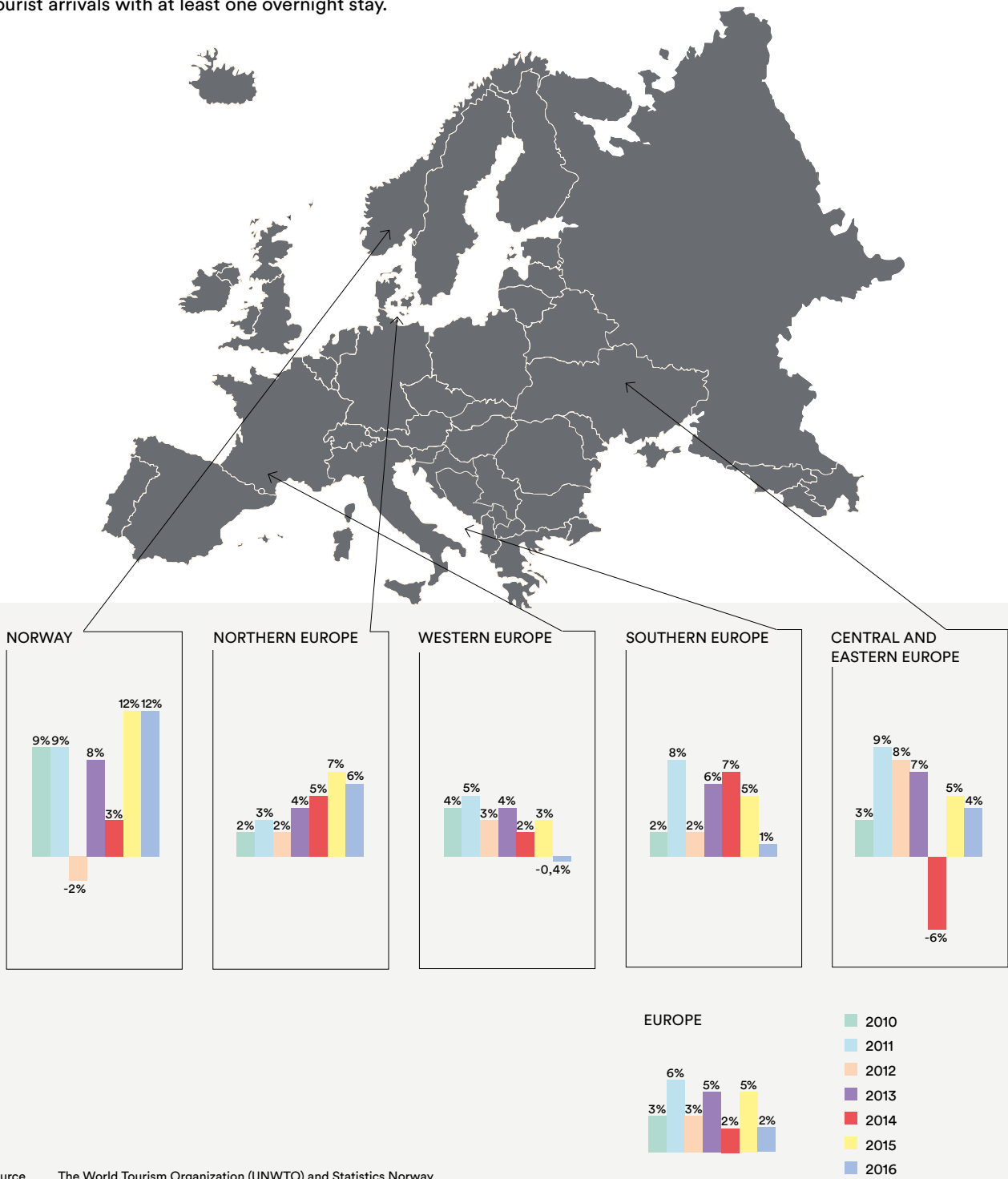
Changes in the number of tourist arrivals globally

Tourist arrivals with at least one overnight stay.



Changes in the number of tourist arrivals in Europe and Norway

Tourist arrivals with at least one overnight stay.



International tourist arrivals at Norwegian hotels

In 2016, there were 4.1 million international tourist arrivals at Norwegian hotels. This is 438,000 more than in 2015 – an increase of 12%.

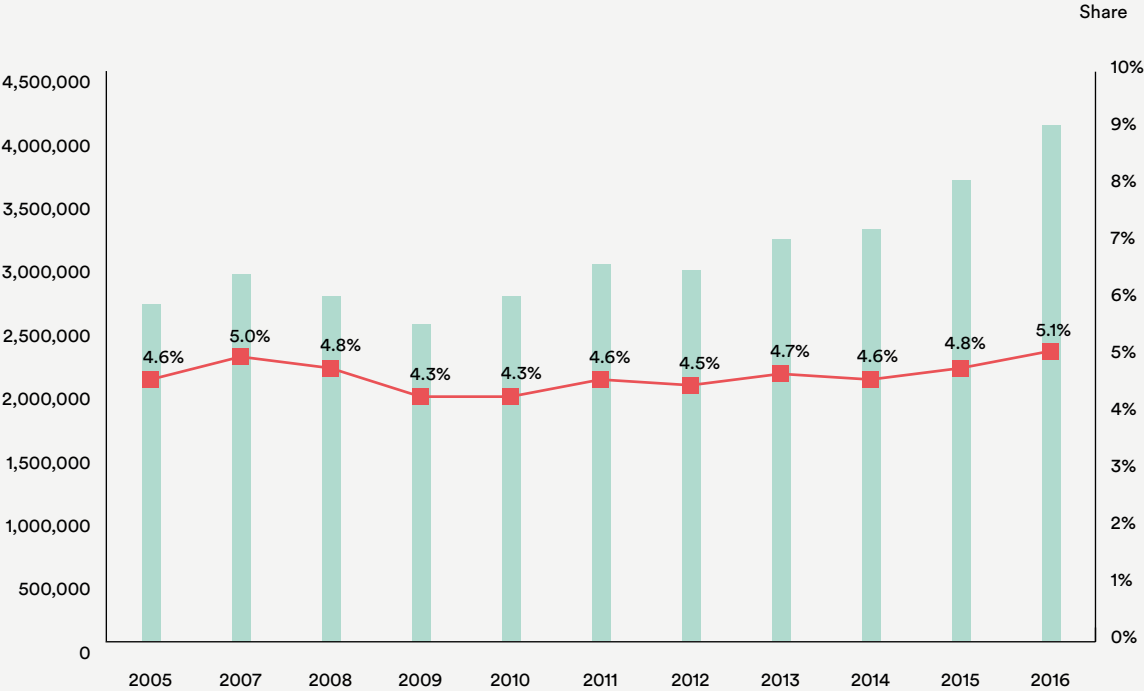
This is far higher than the average growth for the world, which was 4%. It is also significantly better than our neighbouring countries in Europe and, even closer,

Northern Europe. The average inbound growth in Europe was weak in 2016 at just 2%. Inbound tourism trips to Northern Europe rose by 6%.

For the second year in a row, Norway took shares of international tourism and accounted for a greater share of inbound tourism trips to Northern Europe in 2016.

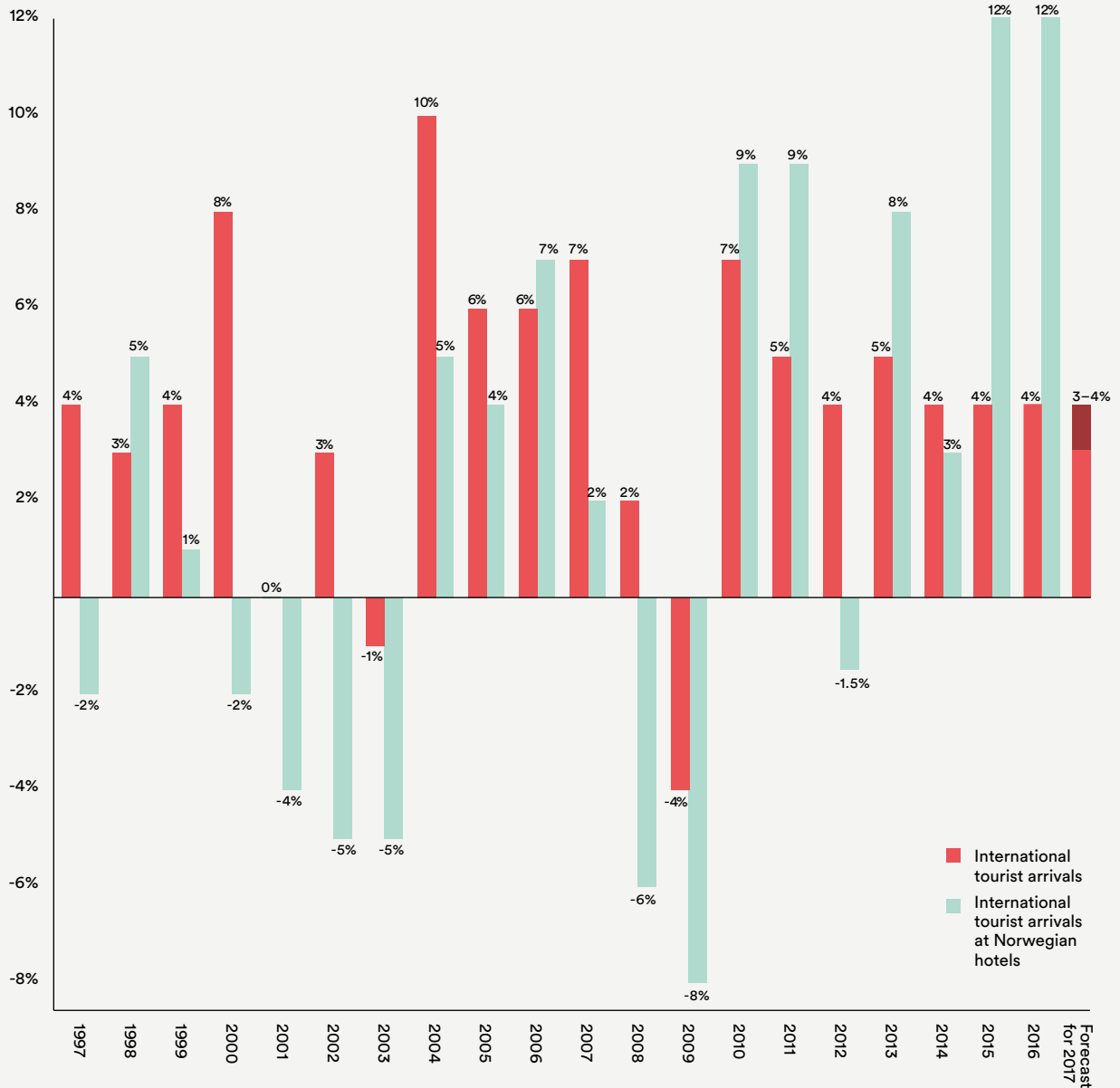
International tourist arrivals at Norwegian hotels and Norway’s market share in Northern Europe

- International tourist arrivals at Norwegian hotels
- Norway’s share in Northern Europe



Tourist arrivals with at least one overnight stay
Source The World Tourism Organization (UNWTO) and Statistics Norway

International tourist arrivals



Some events and acts of terrorism

2001, 11 September

Al Qaida terrorists attack the USA. 2,982 people die. An economic recession follows.

2003

The USA invades Iraq. SARS epidemic in Asia kills 506 people in May. The epidemic is contained by July.

2004, 1 March

Train bombings in Madrid. 191 people die.

2005, 7 July

Suicide bombers on the London Underground. 52 people die.

2008

The financial crisis develops from the middle of the year.

2009

Swine flu (H1N1-virus) spreads from April.

2010

Volcanic eruption in Iceland in April.

2011, 22 July

Terrorist attacks in Norway. 77 people die.

2015, 19 August

Terrorists attack tourist attraction in Istanbul, Turkey.

13 November

Terrorists attack various locations in Paris. 130 people die.

2016, 22 March

Terrorists attack the airport and metro station in Brussels. 56 people die.

14 July

Terrorist attacks the promenade in Nice. 86 people die.

19 December

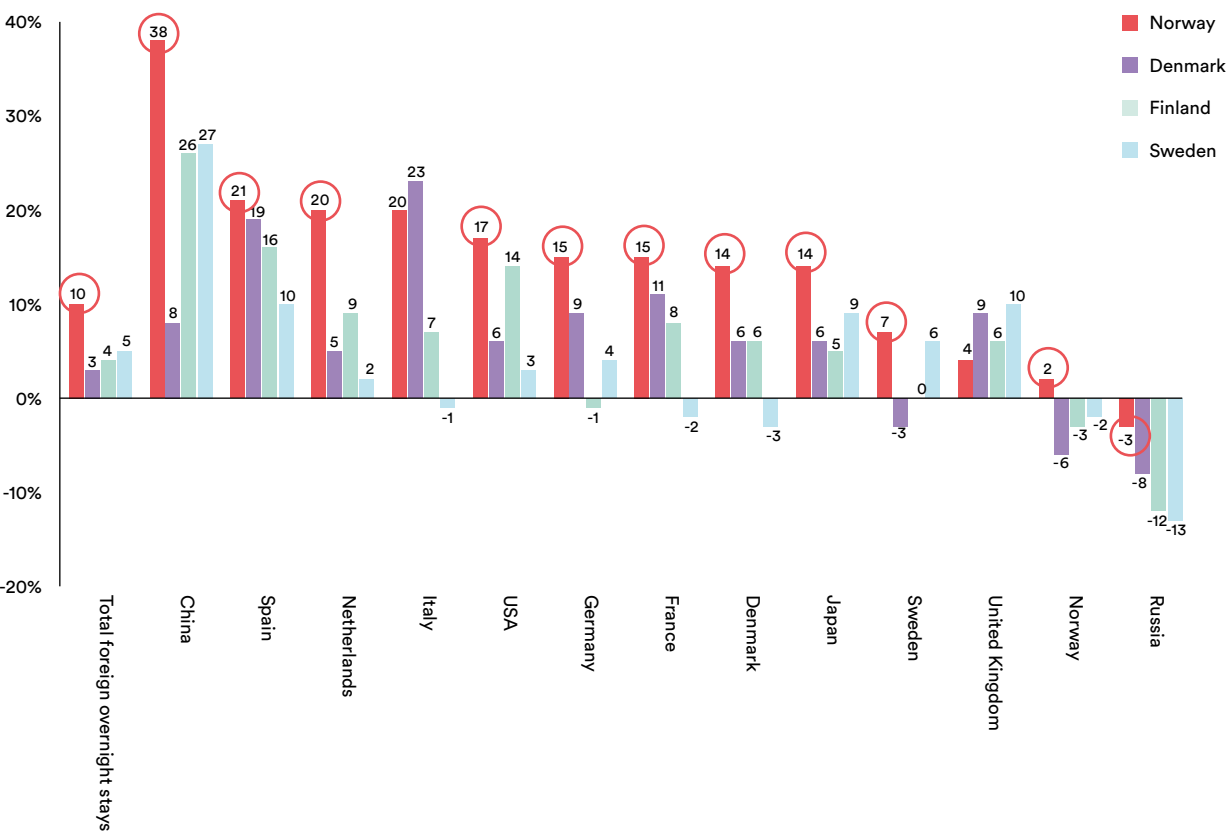
Terrorist attacks the Christmas market in Berlin. 12 people die.

Several terrorist attacks during the year in Turkey. The airport, a shopping street and a nightclub are among the targets in Istanbul. More than 100 people die.

Norway sees the highest percentage growth in foreign overnight stays

Compared with our neighbouring countries, Norway saw the highest percentage growth in foreign overnight stays in 2016. This trend was seen in many markets. It is also worth noting that Norway saw the lowest decrease in overnight stays from Russia.

Change in foreign overnight stays



Source [TourMis](#) ○ has been placed where Norway saw the highest percentage growth in commercial overnight stays.





3. The tourism year 2016

THERE WERE 33 MILLION overnight stays in commercial accommodation in Norway in 2016. This is an increase of 5%, or 1.5 million overnight stays, compared with 2015.

Norwegian overnight stays rose by 2%, while foreign overnight stays rose by 10%. At the same time, foreign arrivals at hotels increased by 12%, according to figures from Statistics Norway. The number of arrivals in Norway increased more than in the rest of the world, which means that, for the second year in a row, Norway took a larger share of international tourism.

The World Tourism Organization (UNWTO) highlights three factors that affected international tourism in 2016. These are the fear of terrorism, exchange rates and low oil prices. These are also factors that may have contributed to more people choosing to travel to Norway. At the same time, Innovation Norway's Tracker Survey shows that interest in holidaying here has increased significantly, which Norwegian tourism has benefited from in the last few years.

The fear of terrorism has not, however, stayed people's wanderlust. Figures from the UNWTO show that international tourist arrivals increased by 4% in 2016. 1.24 billion trips across national borders is a new record. The growth was unevenly distributed, with destinations viewed as safe seeing the biggest increases.

Surveys conducted by IPK International show that Norway is generally viewed as a safe destination. The second factor the UNWTO highlights is exchange rates. Both the euro and the American dollar were relatively strong throughout

2016 in relation to many other countries' currencies. This also applies to the Norwegian kroner. A comparison of the trade-weighted exchange rate index with the growth in foreign overnight stays in the summer month of July shows a clear correlation. This means that a weak Norwegian kroner results in more foreign overnight stays at hotels.

The third factor that affected international tourism in 2016 was low oil prices. Not that flights were necessarily cheaper, but many people have more money in their pocket when the price of oil falls.

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The growth in Norway was greater than in the rest of the world, which means that, for the second year in a row, Norway took a larger share of international tourism.

A weaker Norwegian kroner made Norway a cheaper holiday destination and more competitive

The currency effect

For the last few years, the Norwegian kroner has been relatively weak against the euro, pound, American dollar and the Danish and Swedish kroner. Tourism is an export industry, which benefits from a weak Norwegian kroner exchange rate. Norway's ability to compete can be measured using the trade-weighted exchange rate index. A rise in this index means a weaker kroner, making Norway more competitive, and vice versa. The weaker the kroner exchange rate, the more competitive Norway is. This in turn means that foreign tourists get more for their money in Norway.

There is also a clear correlation here. When the kroner exchange rate goes down, foreign overnight stays go up.

2008 and 2009 were exceptions, since much of the world was impacted by the financial crisis.

The low kroner exchange rate has made Norway more competitive in the last few years. Compared with the summer season of 2013, Norway's competitiveness had increased by 21% in July 2016.

A weaker Norwegian kroner exchange rate means more foreign overnight stays

Overnight stays and the trade-weighted exchange rate index 2006-2016



Overnight stays in July are used to isolate holiday traffic from business traffic, which cannot be influenced.
Source: Statistics Norway and Norges Bank

A year of terror

People still want to travel in spite of the fear of terrorism in many places. However, the growth was not evenly distributed. Destinations that are viewed as safe are, naturally enough, visited more than “less safe” places. Norway and the Scandinavian countries were generally viewed as safe at the time the survey was conducted.

The analysis company IPK International conducted a survey in 42 countries at the start of 2016 to discover the impact

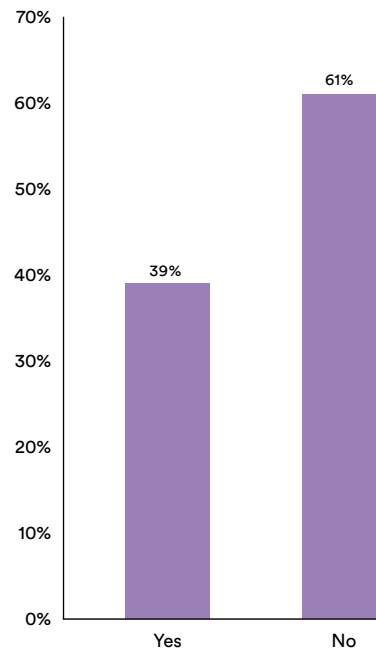
of terrorism on international tourism. Not surprisingly, the results show that destinations that have seen acts of terrorism were considered the least safe. However, after acts of terrorism, neighbouring countries were also considered unsafe.

To the question: “Are current terror attacks and terrorism warnings influencing your travel plans for the next 12 months?” 39% responded “yes”.

Question: “Are current terror attacks and terrorism warnings influencing your travel plans for the next 12 months?”

Of those who responded that the fear of terrorism does have an impact, their responses were as follows:

- 24% would still go on an international holiday, but to a safe destination.
- 6% would only travel in their own country.
- 9% would not go on holiday.



Travel plans for the next 12 months

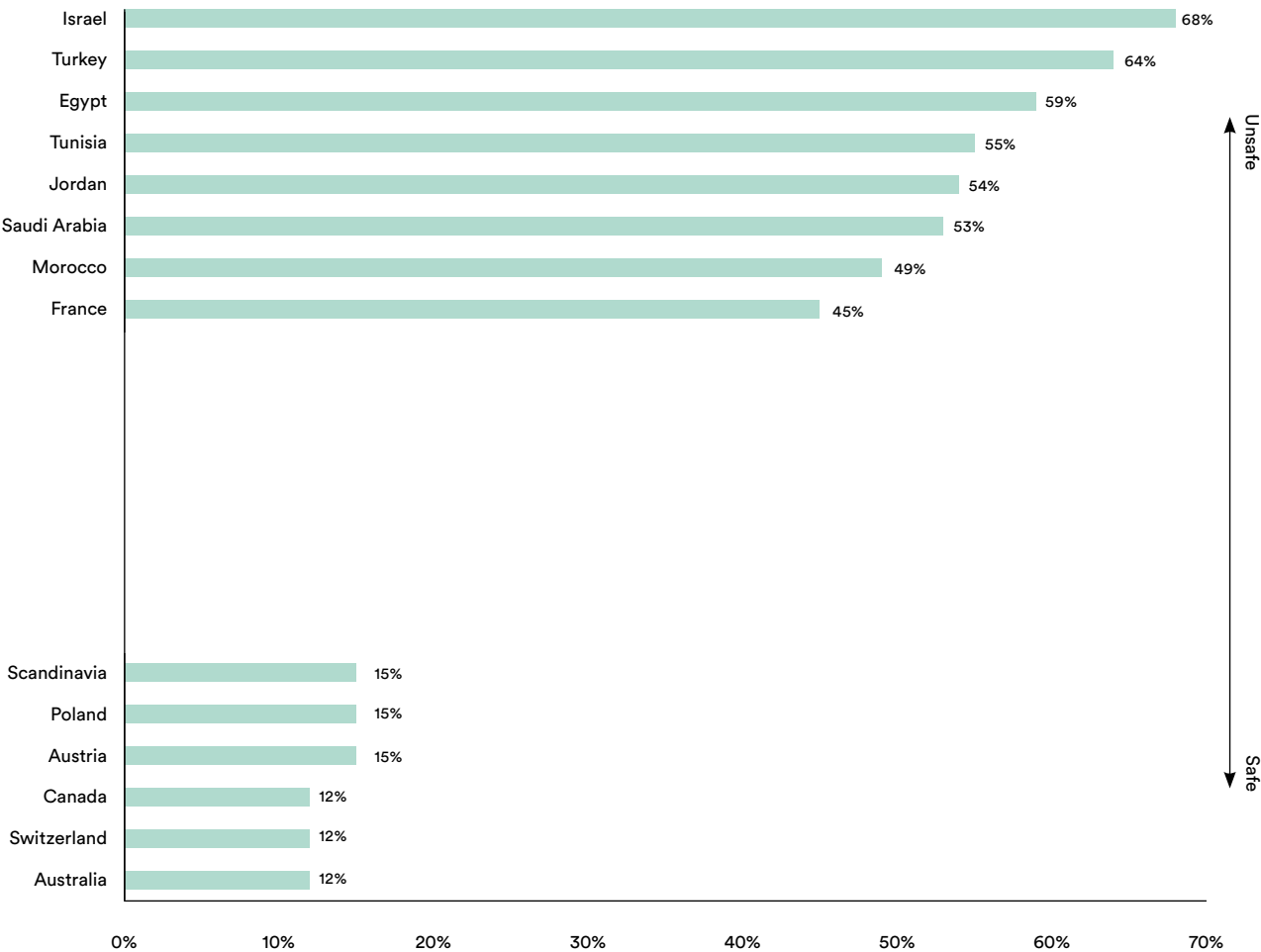
IPK's surveys shows that destinations such as Australia, Switzerland, Canada, Austria, Poland and Scandinavia were viewed as the safest destinations in the world in 2016.

Figures from similar a survey conducted in September 2016 show that the number who state that terrorism will

influence where they are planning to holiday in the next 12 months has increased from 39% to 45%.

Only 10% view Norway as an unsafe destination.

Norway is generally viewed as a safe destination



Source IPK International

Growing interest in Norway as a holiday destination

The preceding pages show that the Norwegian kroner exchange rate has weakened and that Norway is generally viewed as a safe destination, but these are not the only reasons why Norway's share of international tourism is increasing.

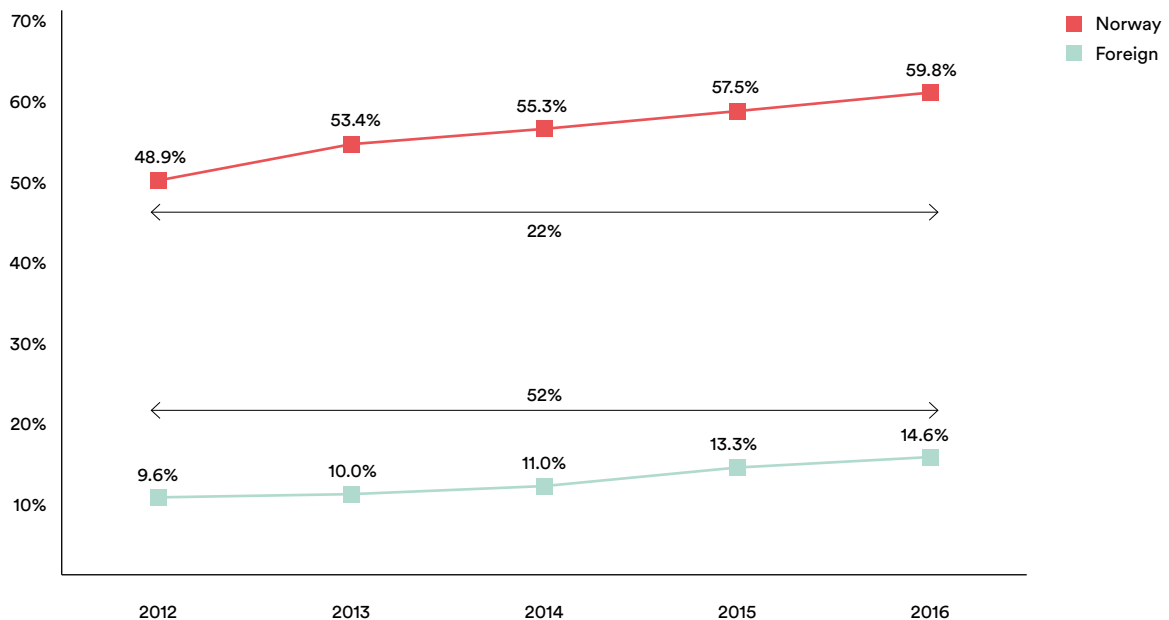
Surveys show that interest in visiting Norway has increased considerably in the last few years. This is evident from both Innovation Norway's Tracker Survey and the fact that online word-of-mouth about Norway as a destination is increasing the world over.

The Tracker Survey is conducted on a weekly basis in most of the main markets in which Norway is promoted as a tourist destination. The survey includes questions about the probability of travelling to Norway and their perception of Norway as a holiday destination. At the same time, the survey also establishes whether the marketing work conducted is providing the desired results.

Norwegians' interest in holidaying in their own country increased by 22% from 2012 to 2016. The corresponding figure for the target group abroad is 52%. Looking just at the growth from 2015-2016, total interest in visiting Norway from important international markets has increased by 10%.

How likely are you to go on holiday to Norway in the next 12 months?

The responses here are taken from those who responded 8, 9 or 10 on a 10-point scale.



Source The group "Foreign" includes people in the target group from Denmark, Sweden, the Netherlands, Germany, the United Kingdom and France.
Tracker Data, Innovation Norway

Increased interest in Norway is reflected in the rise in searches for Norway online

What do people search for when they are interested in holidaying in Norway? Online word-of-mouth about Norway increased by 24% in 2016.

A report prepared by Bloom Consulting and commissioned by Innovation Norway shows the trend in searches for Norway as a tourist nation in 2015 and 2016. The most popular search engines in the world were monitored. These represent 90% of all searches during the period.

Norway was associated with natural beauty in online searches as well. Many people also search for specific product information, such as attractions, destinations, cruises, accommodation and winter activities. At the same time, searches for Norway online are varied.

The report contains 63 main categories, which have a total of 232 sub-categories. The main categories are presented below. For more information about the sub-categories you can read the full report on Innovation Norway's tourism market data pages: www.innovasjon norge.no/vareprat

Most searches from Germany and the USA

There were 5.8 million tourism-related searches for Norway in 2016. This is an increase of 23.5% from 2015. Germany was the market with most searches, closely followed by the USA. Searches from the USA also increased the most, with 162,000 more searches than in 2015. Searches from Germany increased by 123,000, while searches from the UK increased by 102,500, compared with 2015.

Countries that search for Norway the most

	2016	Percentage change 2015–2016
Total number of searches	5,832,851	23.5%
Germany	910,290	15.6%
USA	637,422	34.1%
UK	556,243	22.6%
Spain	435,682	17.0%
France	337,785	15.8%
Netherlands	317,167	17.6%
Italy	314,648	24.6%
Denmark	251,122	9.4%
Sweden	195,356	22.4%
Switzerland	125,644	17.7%
Poland	122,404	11.5%
Canada	115,574	19.6%
Finland	89,772	18.8%
Brazil	87,943	21.1%
Japan	62,556	24.5%
Russia	54,276	19.3%
India	33,253	42.8%
South Korea	23,623	26.8%
China	7,875	26.4%
All other markets	1,154,216	39.5%

The 50 most popular search words in 2016

Search words	Number of searches	Search words	Number of searches	Search words	Number of searches
Natural Wonders	1,977,799	Camping	159,481	Vacation Packages	37,220
Fjords and Glaciers	1,345,077	Angling	156,470	Tours	36,953
Northern Lights	456,077	Hiking	139,310	Hostels	35,699
Tourism Packages and Products	399,714	Skiing	133,982	Short Trips	32,272
Tourism	379,631	Camping	130,341	Historical Sites	30,655
Holiday Packages	362,494	Hotels	107,260	Waterfalls	28,435
Tourism Attractions	351,900	Destinations	88,725	Hostels	27,299
Travel	339,548	Things to Do	88,540	Special Events	26,877
Cruises	338,816	Ski Resorts	85,611	Ski Accommodation	26,240
Holiday Accommodation	302,960	Adventure and Outdoor	81,097	Trekking	25,599
Winter Sports	287,052	Special Accommodation	65,775	Ski Accommodation Rentals	25,450
Holiday Apartments	277,080	Igloos Ice Hotels	62,845	Cross Country Skiing	24,270
Places to Visit	253,770	Midnight Sun	56,990	Cabins	24,120
Visit	216,200	Tours	53,248	Rural Accommodation	23,874
Fishing	196,191	Islands	48,915	Regions	23,800
Hiking	180,849	Fishing	39,721	Shopping	23,519
Tourism	163,431	Coastline	38,870		

The 50 search words with the greatest growth from 2015 to 2016

Search words	Change 2015–2016	Search words	Change 2015–2016	Search words	Change 2015–2016
Luxury Tourism	614.1%	Restaurants	76.3%	Adventure Park	48.7%
Pyramids	505.1%	Flea Markets	75.0%	Galleries	47.1%
Gambling	413.3%	Hot Spring	64.5%	Kayaking	45.3%
Luxury Resorts	327.3%	SPA Accommodation	64.5%	Honeymoon	44.2%
Airport Accommodation	260.0%	Day Trips	64.3%	Entertainment Parks	43.0%
Towns	158.3%	Ballets	63.5%	Ice Skating	42.7%
Beer Tourism	127.3%	City Centre	62.5%	Cities	42.5%
Luxury Hotels	122.8%	Luxury Accommodation	61.8%	5 Star Hotels	42.4%
Beach Hotels	120.0%	Natural Wonders	57.1%	Safari	42.1%
Religious Tourism	117.4%	Zoo	55.7%	Hotels	42.0%
Temples	113.0%	Tree House Hotels	54.8%	Vacation Packages	40.9%
All Inclusive Resorts	88.9%	Aquapark	54.4%	Performing Arts	40.6%
Spa and Beauty Treatment	84.0%	Theme Park	50.5%	Nature Reserves	40.3%
Ski Hotels	83.7%	Things to Do	50.0%	Camping	39.9%
Airbnb	81.0%	Fashion Events	50.0%	Northern Lights	39.1%
Jungles and Rainforests	77.6%	Camping	49.3%	Scuba Diving	39.0%
Gastro Activities	77.5%	Waterfalls	48.7%		

New record in commercial overnight stays

There were 33 million overnight stays in commercial accommodation in 2016. This 5% increase represents 1.5 million more overnight stays. Norwegian overnight stays rose by 2%, while foreign overnight stays rose by 10%.

2016 was the second year in a row in which the number of overnight stays grew well in both the summer and the winter season.

Business traffic increased slightly compared with 2015, but it was the holiday traffic that really contributed to the growth in 2016 as well. 52% of all hotel overnight stays were linked to a holiday, compared with 51% in 2015.

Even though the majority of all overnight stays are Norwegian, the share of foreign overnight stays increased by 12% from 2013-2016.

Markets in which Innovation Norway promotes tourism

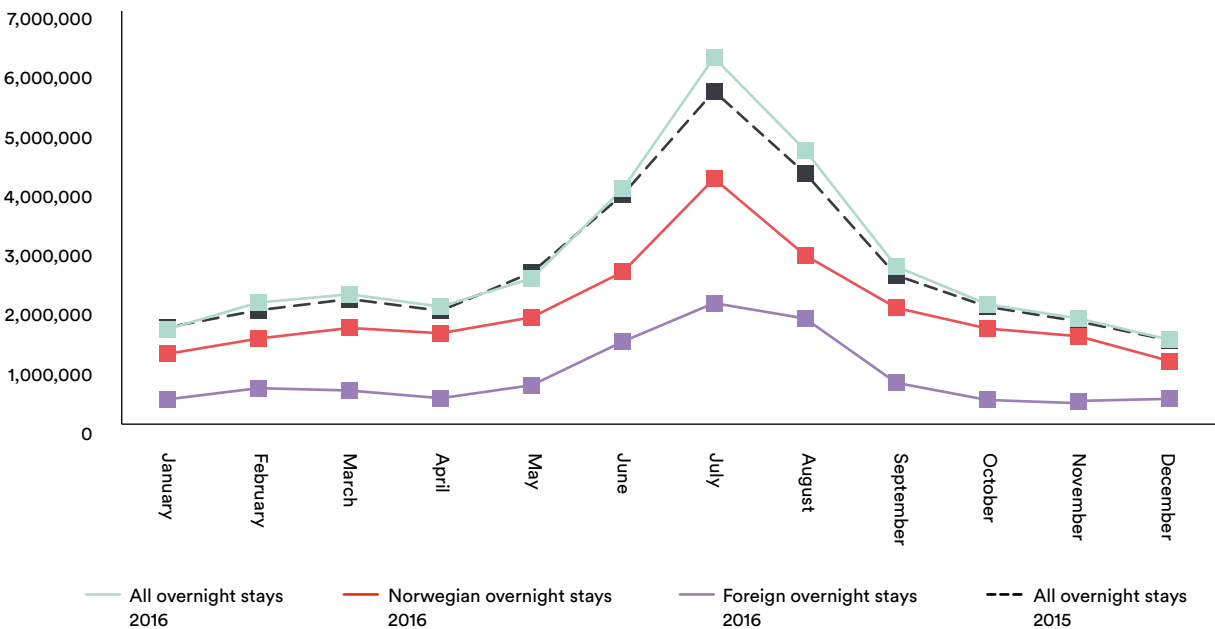
	2007	2010	2011	2012	2013	2014	2015	2016	Change 2015–2016	Change 2007–2016
Total	28,663,930	28,540,497	29,074,313	29,914,832	29,243,016	30,306,594	31,653,839	33,114,132	5%	16%
Norway	20,338,157	20,637,311	21,230,072	21,974,364	21,551,330	22,152,158	22,825,068	23,387,248	2%	15%
All foreign	8,325,773	7,903,186	7,844,241	7,940,468	7,691,686	8,154,436	8,828,771	9,726,884	10%	17%
Germany	1,703,050	1,637,206	1,594,621	1,511,995	1,309,550	1,388,978	1,459,808	1,687,582	16%	-1%
Other Europe	983,010	1,017,721	1,083,138	1,154,970	1,223,290	1,402,358	1,596,411	1,620,977	2%	65%
Sweden	912,915	958,838	932,923	1,022,597	999,339	1,040,168	1,097,231	1,189,888	8%	30%
Denmark	1,006,816	914,053	841,484	865,597	835,121	741,241	749,517	828,916	11%	-18%
UK	755,172	520,428	519,471	570,316	581,496	614,876	704,508	734,876	4%	-3%
Netherlands	873,342	799,515	742,328	677,831	519,989	539,733	567,343	658,478	16%	-25%
USA	330,727	315,436	315,376	303,279	303,199	397,801	425,295	496,626	17%	50%
China	70,694	68,133	91,715	93,532	161,878	176,767	287,153	392,529	37%	455%
Other Asia	154,269	165,183	194,350	212,297	257,614	287,063	364,921	385,833	6%	150%
France	291,826	318,280	309,784	301,197	285,525	301,889	326,866	372,107	14%	28%
Spain	313,766	245,638	253,607	194,069	174,862	200,441	253,590	304,303	20%	-3%
Italy	228,275	222,540	200,287	166,257	164,254	191,390	196,785	235,288	20%	3%
Japan	115,962	104,014	101,124	119,558	103,882	91,091	98,203	111,579	14%	-4%
Russia	130,434	172,811	186,401	198,201	211,805	181,196	108,086	105,285	-3%	-19%
South Korea	40,609	38,008	45,272	62,167	57,042	56,825	71,381	88,157	24%	1%

Greatest increase in the summer

Of the 33 million commercial overnight stays in 2016, 17.3 million, or 52%, were in the summer months of May-August. From 2015 to 2016, the number of commercial

overnight stays increased by 1.5 million, and 950,000 of these were in the summer months. The increase in the summer months corresponds to 65%.

Commercial overnight stays

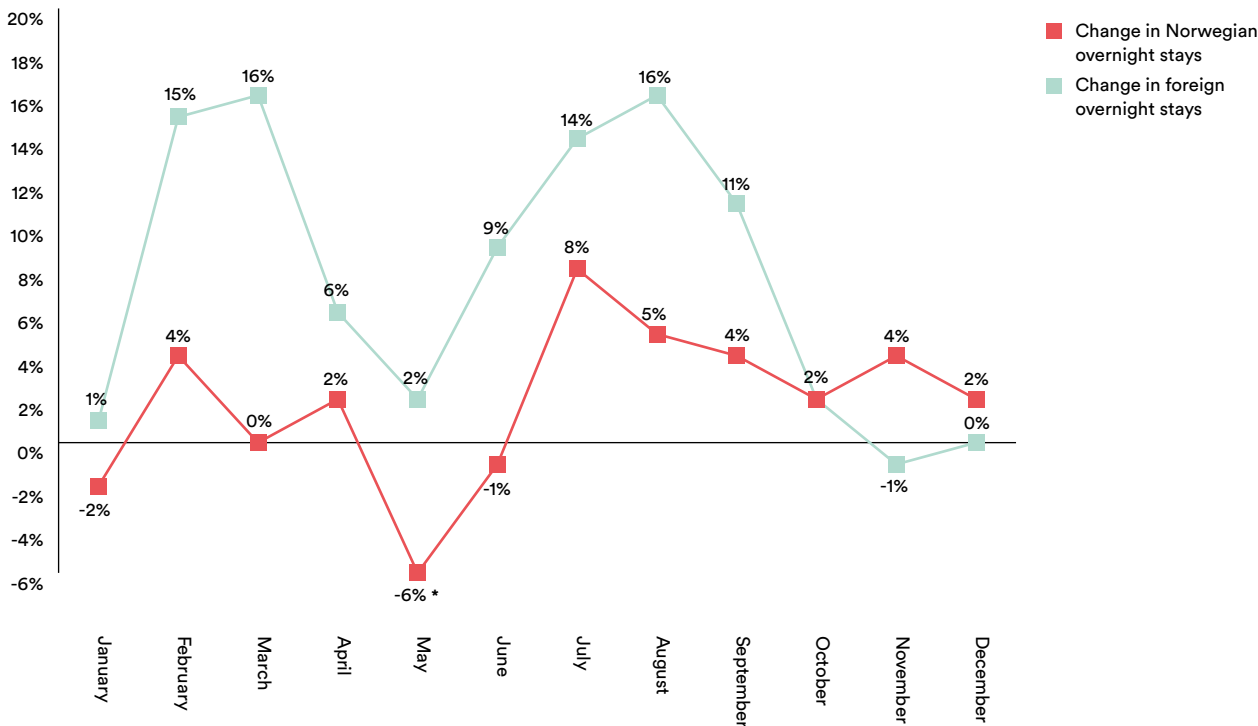


Good increase in both Norwegian and foreign overnight stays

2016 saw a good increase in both Norwegian and foreign overnight stays throughout almost the entire year. Norwegian overnight stays fell by 6% in May because of the hotel strike between 24 April and 20 May. While Norwegians

had fewer commercial overnight stays, the hotel strike did not stop the growth from abroad. The slight fall in the number of foreign overnight stays in November broke the string of consecutive monthly rises since May 2014.

Change in commercial overnight stays by month



* Hotell strike in May
Source: Statistics Norway

Some markets are lagging behind

In 2016, nearly all of the markets in which Innovation Norway promotes tourism saw good growth. The exception was Russia. After years of continuous growth in Russian overnight stays, this changed in 2014. This was because the economic crisis in the country weakened Russians' purchasing power. Not unexpectedly, the number of international tourist trips also fell.

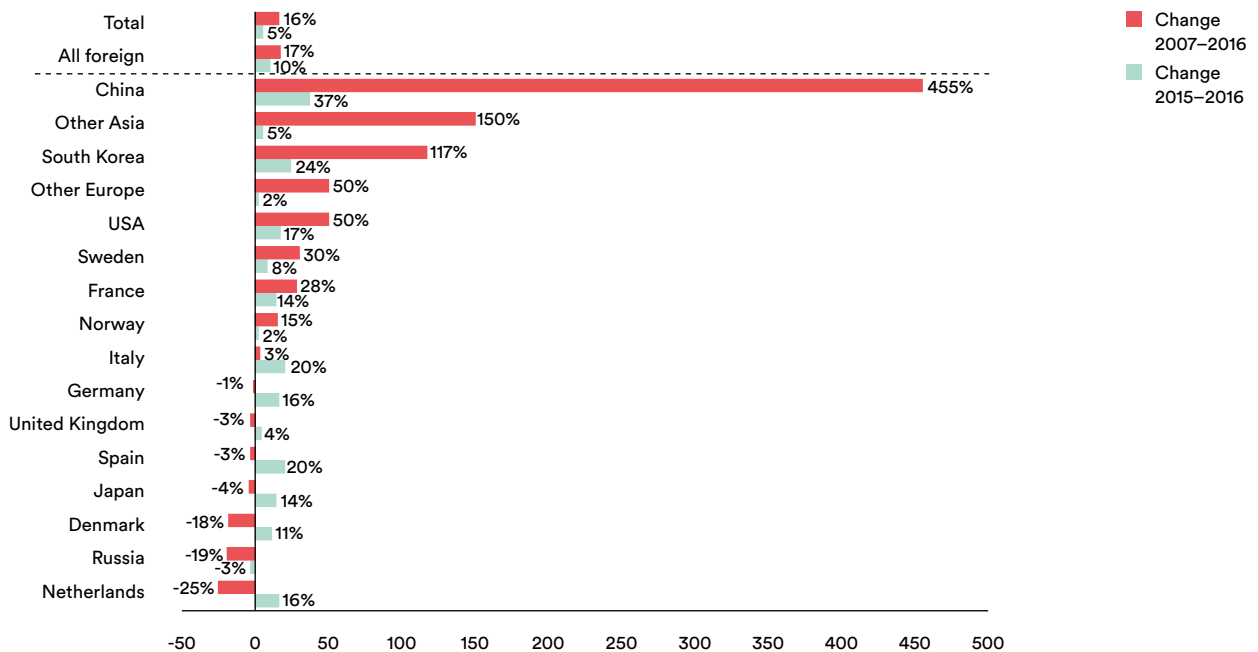
The number of commercial overnight stays has increased by 16% from 2007 to 2016. The increase for Norwegian tourists was 15%, while the increase for foreign tourists was 17%. In spite of the good growth from abroad, the number

of overnight stays from a number of markets is still below what it was prior to the financial crisis. The financial crisis that started in mid-2008 led to a drop in the number of foreign overnight stays.

Norwegian and Swedish overnight stays have seen good growth in the last few years, and overseas markets like Asia and the USA have become more important to Norwegian tourism. When it comes to Southern Europe, Spanish overnight stays are still 3% below where they were. So are the number of overnight stays from large volume markets such as Germany, Denmark, the Netherlands and the UK.

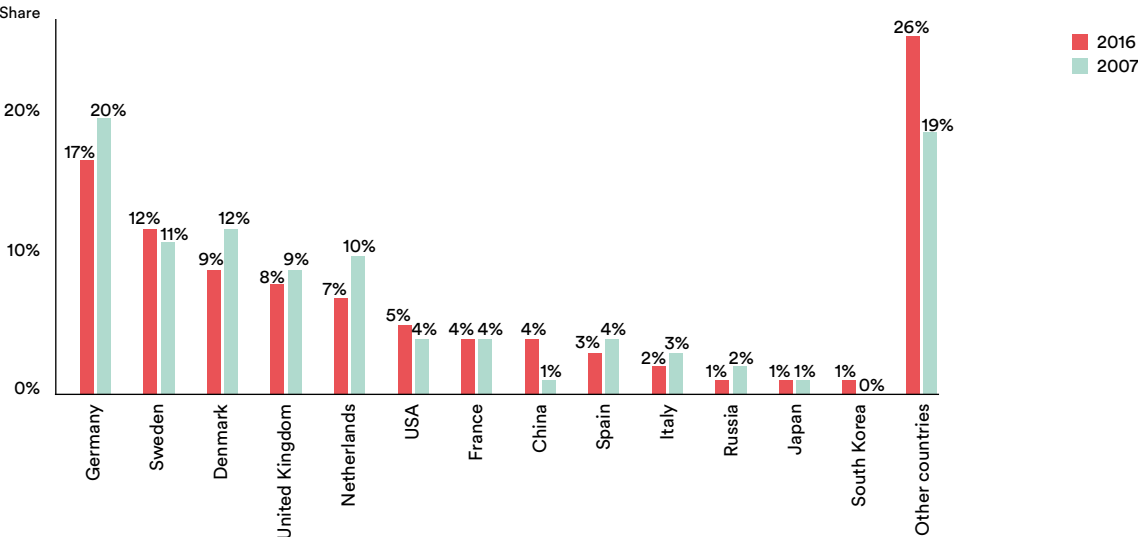
Change in commercial overnight stays 2015-2016 and change in 2007-2016

The graph is sorted by the magnitude of the change in the period 2007-2016



The number of foreign overnight stays increased from 8.3 million in 2007 to 9.7 million in 2016. This corresponds to an increase of 17%, or 1.4 million more overnight stays. The growth comes from all markets, but the composition of overnight stays has become more complex and the share from “Other countries” is increasing. This is from markets where Innovation Norway does not promote Norway as a tourist destination.

Composition of the foreign overnight stays in 2007 and 2016



Source Statistics Norway

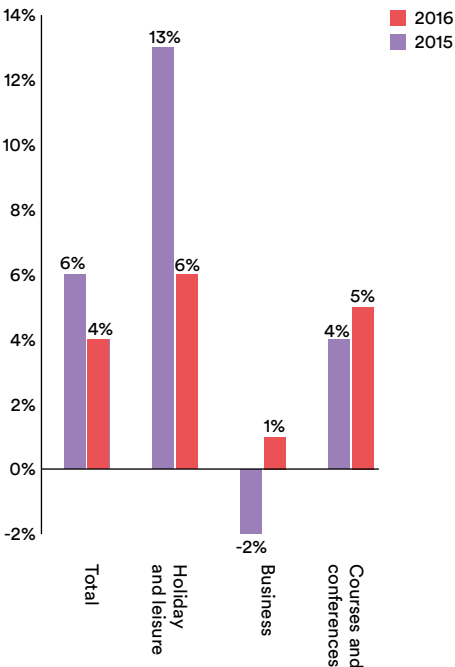
The growth in overnight stays was due to holiday and leisure traffic

In 2016, there were 22.6 million hotel overnight stays. This is an increase of 4% from 2015.

The growth was largely due to 6% more holiday-related overnight stays. This means that holiday and leisure traffic drove the growth in overnight stays in 2016 as well.

The number of course and conference overnight stays increased by 5%, while business traffic increased by 1% and failed to regain the ground it lost in 2014 and 2015 when business traffic fell dramatically due to less activity in the oil sector.

Percentage change in hotel overnight stays and purpose of overnight stay



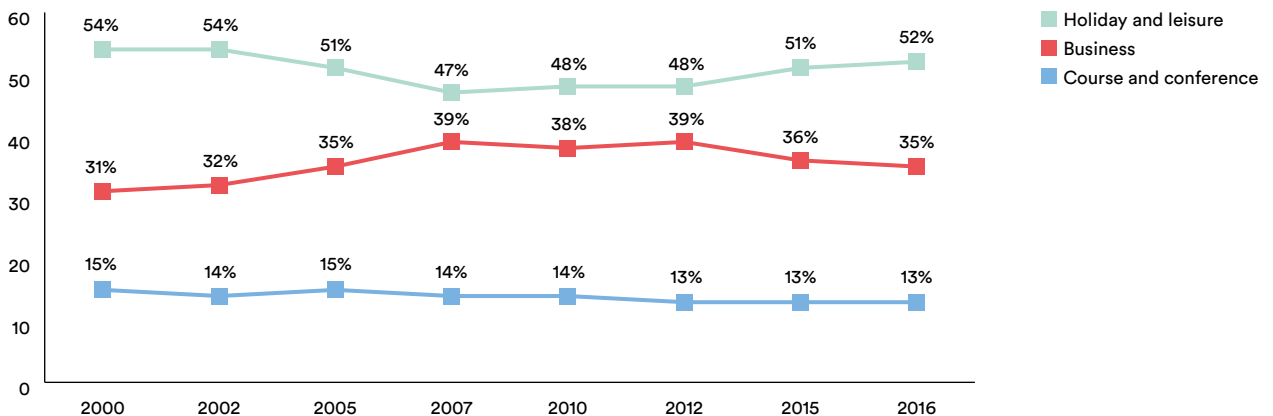
Composition of hotel overnight stays by purpose

The number of overnight stays has increased from 16.4 million in 2000 to 22.6 million in 2016, which is an increase of 38%.

The share of holiday and leisure-related overnight stays has more or less been dominant for the entire period.

In the same period, the number of Norwegian overnight stays has increased by 40% and the number of foreign overnight stays by 33%.

Composition of hotel overnight stays by purpose, 2000-2016



Fjord Norway largest

The fact that many people associate Norway with fjords is not news. Innovation Norway's Tracker Survey shows that Norway is associated with fjords, nature and mountains – in that order. You can read more about this on page 57. Fjord Norway was also the region with the largest share of foreign overnight stays in 2016.

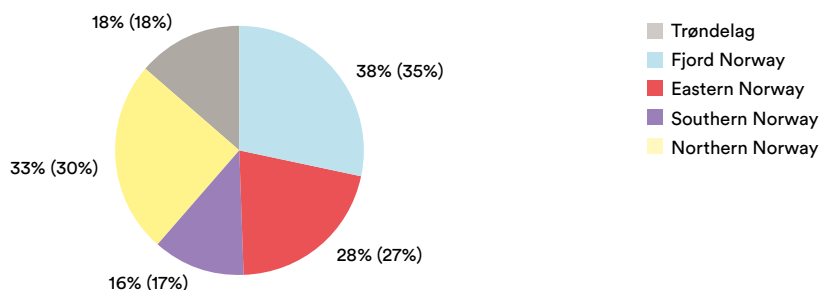
When Norway is divided up like this, it is no surprise that it is Eastern Norway, with its seven counties, that saw the largest growth with 367,450 more foreign overnight stays in 2016. Next comes Fjord Norway, with its four fjord counties, with 308,600 more foreign overnight stays. Northern Norway can look back on a year with 189,500 more foreign overnight stays, compared with 2015.

What makes Fjord Norway so special is that they have the largest number of foreign overnight stays during the year, but both Fjord Norway and Northern Norway increased their share in foreign overnight stays in 2016.

The number of Norwegians who holiday in Norway is still greater than the number of foreigners. The ratio in 2016 was 71% Norwegian and 29% foreign, measured in terms of overnight stays. The corresponding figure for Fjord Norway shows that the share of foreign overnight stays was 38%, compared with 35% in 2015. The figure for Northern Norway was 33% foreign overnight stays, compared with 30% in 2015. Next comes Eastern Norway with 28%, Trøndelag with 18% and, finally, Southern Norway with 16% of all overnight stays in 2016 were foreign.

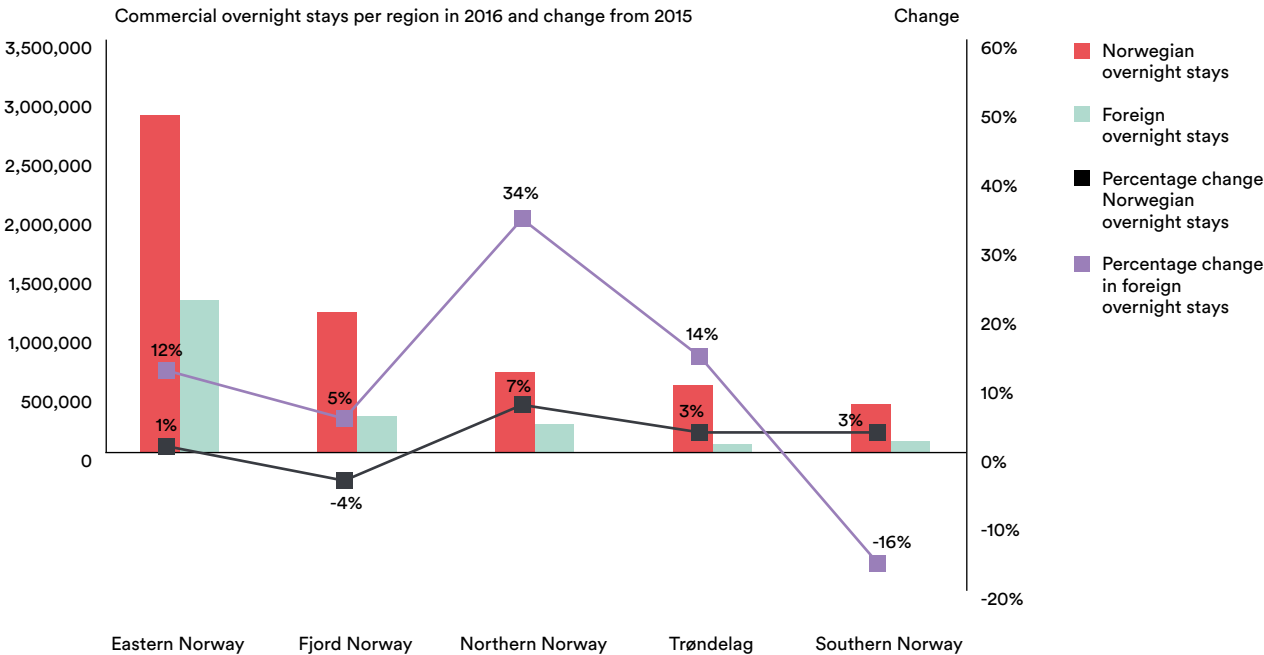
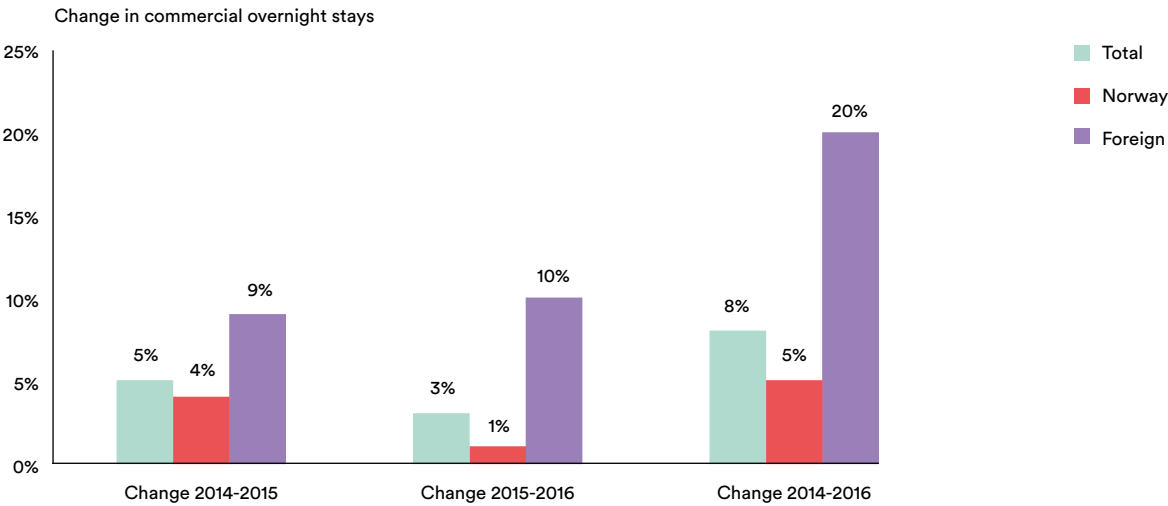
Share of foreign commercial overnight stays per region 2016

Figures in brackets show the share in 2015



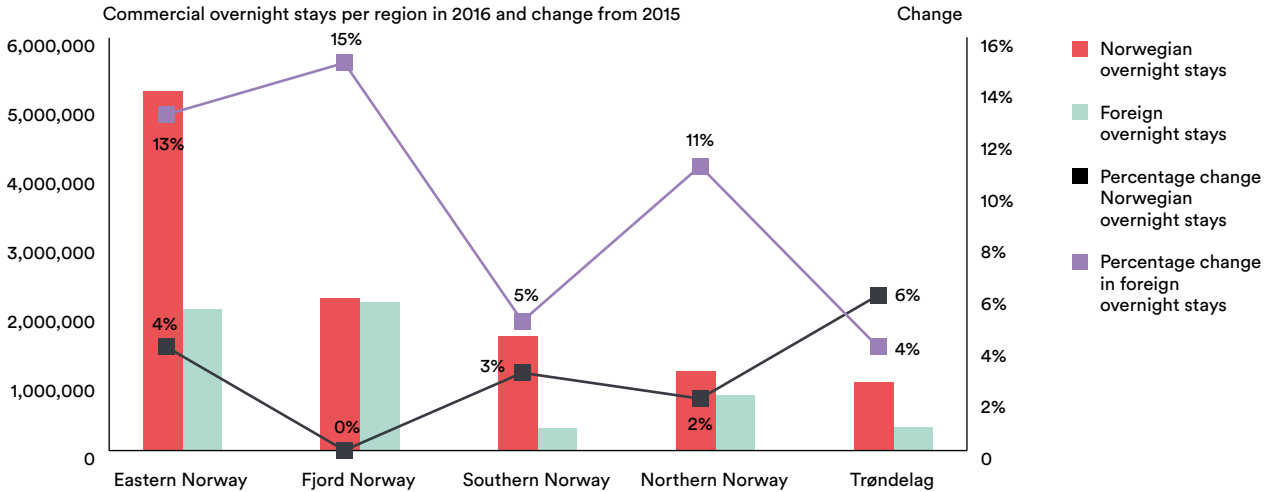
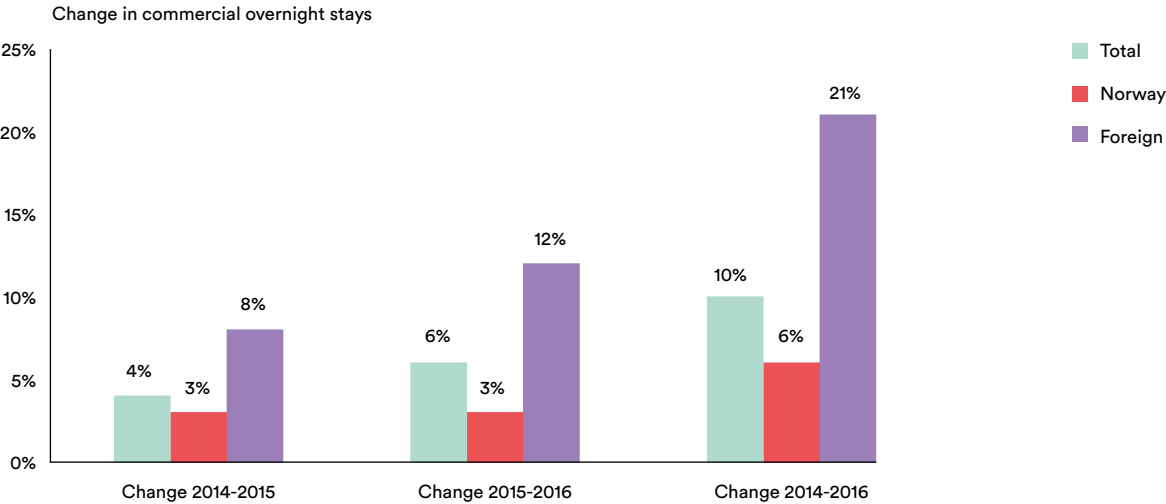


Winter season



Winter season: January – April
 Source Statistics Norway

Summer season



Summer season: May – August
Source: Statistics Norway

Total volume across regions

The map shows commercial overnight stays and expenditure per region in 2016.

Figures from the Tourism Survey show that total tourism expenditure in connection with trips to Norway is estimated to be NOK 84.1 billion for 2016, and figures from Statistics

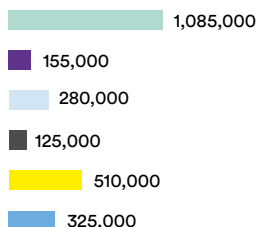
Norway show that there were 33 million overnight stays in commercial accommodation.

A large share of total tourism expenditure was spent in the capital

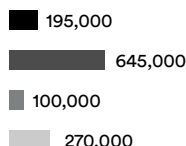
NOK 21.7 billion, or 26%, of total tourism expenditure was spent in Oslo and Akershus. Next come the fjord counties with a share of 23%. The counties in Eastern Norway,

NORTHERN NORWAY, total expenditure NOK 12,2 billion

Norwegian: 2,48 mill. overnight stays

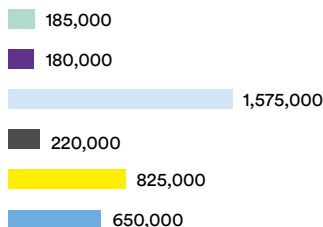


Foreign*: 1,21 mill. overnight stays

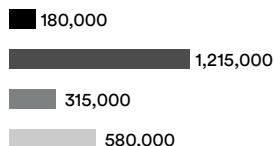


FJORD NORWAY, total expenditure NOK 19,2 billion

Norwegian: 3,64 mill. overnight stays

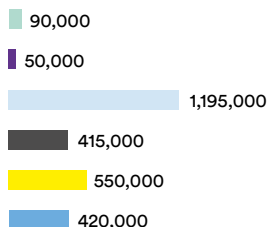


Foreign*: 2,29 mill. overnight stays

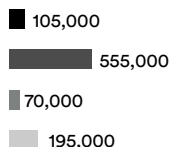


SOUTHERN NORWAY, total expenditure NOK 7,0 billion

Norwegian: 2,72 mill. overnight stays



Foreign*: 0,92 mill. overnight stays



* The foreign markets are categorised by the key main markets. This means that "Other Scandinavia" consists of Denmark and Sweden, "Other Europe" consists of Germany, the Netherlands, the UK, Southern Europe, Russia and Poland, while "Other outside of Europe" consists of the USA and Asian markets (China, Japan and South Korea).

excluding Oslo and Akershus, represent a share of 21% and Northern Norway 15%. The smallest share of expenditure was in Southern Norway and Trøndelag, with 8% each.

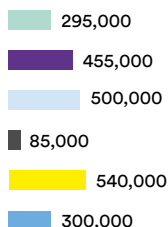
Statistics Norway's accommodation statistics show overnight stays per nationality, but only the Tourism Survey provides information about where in Norway the Norwegian tourists staying

commercially actually live. Northern Norway and Fjord Norway are the regions with most overnight stays by their own inhabitants. In 2016, 44% of all Norwegian overnight stays in Northern Norway were by someone living in the region, while the corresponding share in Fjord Norway was 43%. Naturally enough, only 5% of all Norwegian commercial overnight stays in Oslo and Akershus were by someone living in the region.

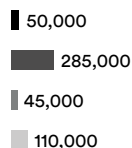


TRØNDELAG, total expenditure NOK 6,5 billion

Norwegian: 2,18 mill. overnight stays



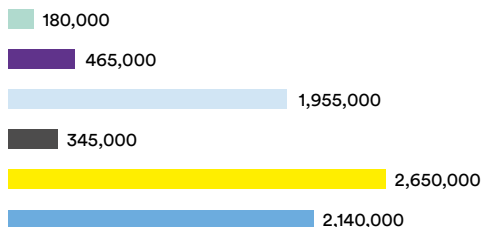
Foreign*: 0,49 mill. overnight stays



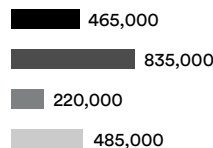
- Northern Norway
- Trøndelag
- Fjord Norway
- Southern Norway
- Eastern Norway
- Oslo and Akershus

EASTERN NORWAY, total expenditure NOK 17,5 billion

Norwegian: 7,74 mill. overnight stays



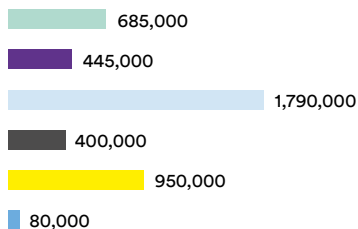
Foreign*: 2,01 mill. overnight stays



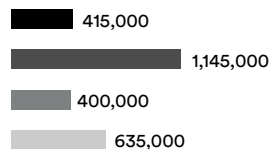
- Other Scandinavia
- Other Europe
- Other outside of Europe
- Other countries

OSLO and AKERSHUS, total expenditure NOK 21,7 billion

Norwegian: 4,35 mill. overnight stays



Foreign*: 2,59 mill. overnight stays





4. Expenditure linked to trips in Norway

TOURISTS staying in commercial accommodation and on Hurtigruten significantly increased their expenditure in 2016.

Figures from the Tourism Survey show that tourists' total expenditure in connection with trips to Norway is estimated to be NOK 84.1 billion for 2016. This is an increase of 23% from 2015.

Norwegian tourists accounted for expenditure of NOK 56 billion, while foreign tourists spent NOK 28 billion. Expenditure in connection with holidays accounted for NOK 42.7 billion, while NOK 41.3 billion came from business travel in 2016.

Why has expenditure increased?

Expenditure is calculated on the basis of average daily expenditure and the number of commercial overnight stays.

The number of commercial overnight stays increased by more than 1 million from 2015 to 2016. At the same time, the average daily expenditure of Norwegian holidaying tourists increased from NOK 1,450 kroner in 2015 to NOK 1,665 in 2016. Similarly, foreign holidaying tourists increased their daily expenditure from NOK 1,855 in 2015 to NOK 2,240 in 2016.

Overall, it is the increase in Norwegian tourists' expenditure that had the greatest impact because there are more Norwegian tourists. Norwegian overnight stays account for 71% of all overnight stays. Most of this growth was driven by the 2% increase in overnight stays and Norwegians' higher daily expenditure. At the same time,

there were 10% more foreign overnight stays, with foreign markets with high average daily expenditure especially seeing an increase.

Norwegians spend the most in Norway

Not surprisingly, it is Norwegians who spend the most in Norway. This applies to both business travel and holiday and leisure travel. Norwegians accounted for 67% of all expenditure in 2016, compared with 69% in 2015.

The expenditure figures shown here are for tourists who stayed in commercial accommodation and on Hurtigruten. Tourists who only stay in private accommodation or accommodation not included in the official statistics are not included in the figures here. The figures here cover about half of the expenditure included in the Tourism Satellite Account published by Statistics Norway; nevertheless, they provide a very good indication of trends in Norwegian tourism.



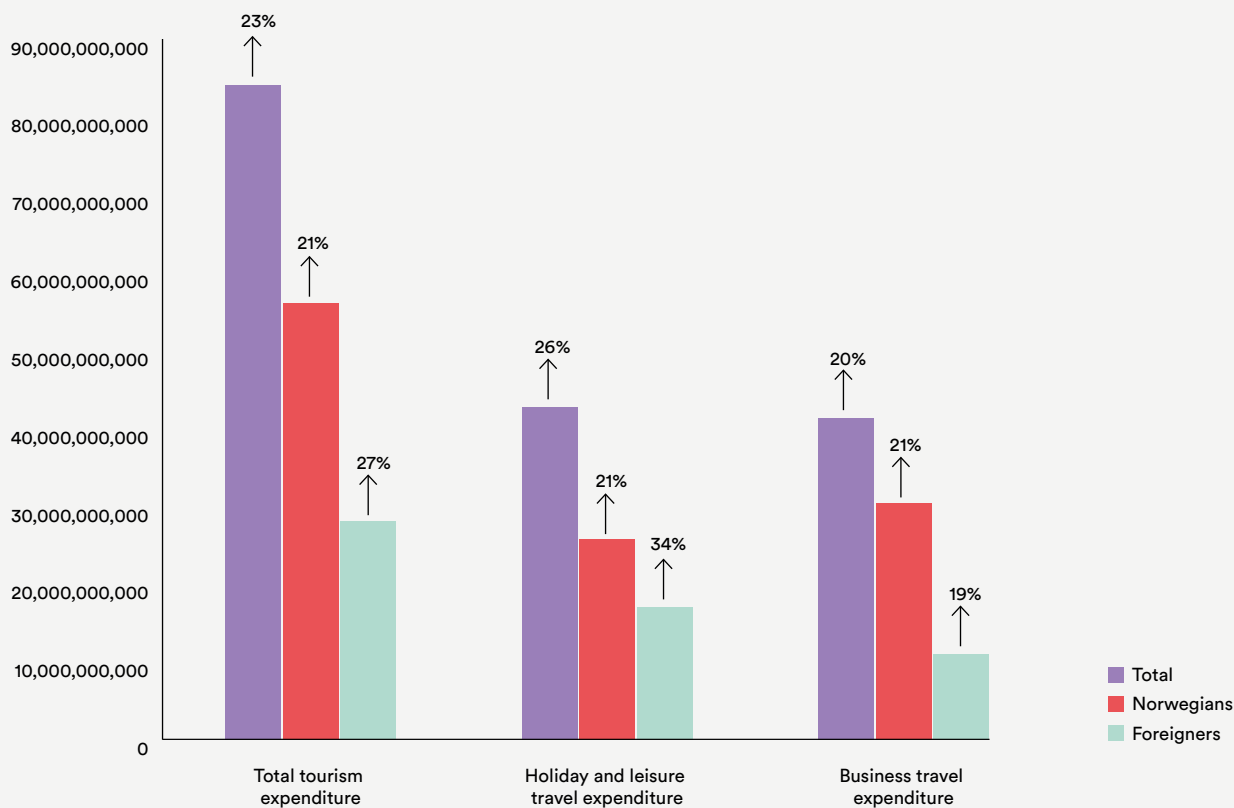
The total expenditure of tourists in connection with trips to Norway is estimated to be NOK 84.1 billion for 2016.

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Of the total expenditure of NOK 84.1 billion, NOK 42.7 billion was expenditure related to holiday and leisure travel. This is 26% more than in 2015.

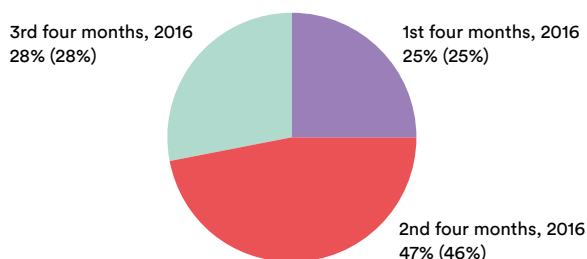
Expenditure of tourists who stayed in commercial accommodation and/or on Hurtigruten in 2016

The graph shows total tourism expenditure and expenditure by either holiday and leisure travel or business travel. The arrows indicate the change from 2015.



Source The 2016 Tourism Survey, Innovation Norway

Total expenditure of NOK 84.1 billion per four-month period



Source

Figures in brackets show the share in 2015
The 2016 Tourism Survey, Innovation Norway

Expenditure estimates for holidaying tourists 2016

Market	Expenditure per holiday stay per travel party	Daily expenditure per person	Expenditure per holiday stay per person	Total expenditure
Norwegian holidaymakers	NOK 27,205	NOK 1,665	NOK 10,005	NOK 25,710,000,000
Swedish holidaymakers	NOK 44,160	NOK 1,875	NOK 13,635	NOK 1,335,000,000
Danish holidaymakers	NOK 31,165	NOK 1,470	NOK 10,605	NOK 960,000,000
German holidaymakers	NOK 78,815	NOK 1,720	NOK 25,220	NOK 3,140,000,000
Dutch holidaymakers	NOK 50,280	NOK 1,260	NOK 19,145	NOK 720,000,000
British holidaymakers	NOK 64,305	NOK 2,505	NOK 21,775	NOK 1,345,000,000
American holidaymakers	NOK 100,745	NOK 3,630	NOK 34,925	NOK 1,125,000,000
French holidaymakers	NOK 135,900	NOK 3,515	NOK 44,155	NOK 940,000,000
Spanish holidaymakers	NOK 109,410	NOK 2,700	NOK 21,880	NOK 625,000,000
Italian holidaymakers	NOK 76,600	NOK 2,920	NOK 31,275	NOK 495,000,000
Chinese holidaymakers	NOK 119,595	NOK 3,275	NOK 13,185	NOK 1,120,000,000
Swiss holidaymakers	NOK 79,240	NOK 2,195	NOK 33,445	NOK 690,000,000
Other European holidaymakers	NOK 47,240	NOK 1,945	NOK 18,660	NOK 1,560,000,000
Other holidaymakers from outside of Europe	NOK 174,285	NOK 3,395	NOK 29,690	NOK 3,005,000,000
All foreign holidaymakers	NOK 86,520	NOK 2,240	NOK 24,080	NOK 17,060,000,000
All holidaymakers	NOK 42,485	NOK 1,855	NOK 14,125	NOK 42,770,000,000

The expenditure estimates are for holidaymakers who spent one or more overnight stays in commercial accommodation and/or on Hurtigruten

Source

The 2016 Tourism Survey, Innovation Norway

Activities increase expenditure

The average daily expenditure of a Norwegian holiday tourist was NOK 1,665 in 2016, compared with NOK 1,450 in 2015. The Tourism Survey found relatively large differences in expenditure depending on which activities are important and deciding factors in their decision to holiday in Norway.

The expenditure of Norwegians who stated that “saltwater fishing” was an important activity during the holiday was

54% above the average expenditure. This corresponds to daily expenditure of NOK 2,564 in 2016. Next come those interested in culture, who generally spent more on a daily basis in 2016 than others. This is especially true for those who stated that experiencing the local culture and way of life, local food, modern art, or theatre, ballet, concert or opera performances was important. The Norwegian holidaymakers with the lowest daily expenditure were those prefer hiking, cycling, skiing and amusement parks. Their daily expenditure was below average at NOK 1,665.

Daily expenditure by activity (undertaken or planned). Norwegian holidaymakers

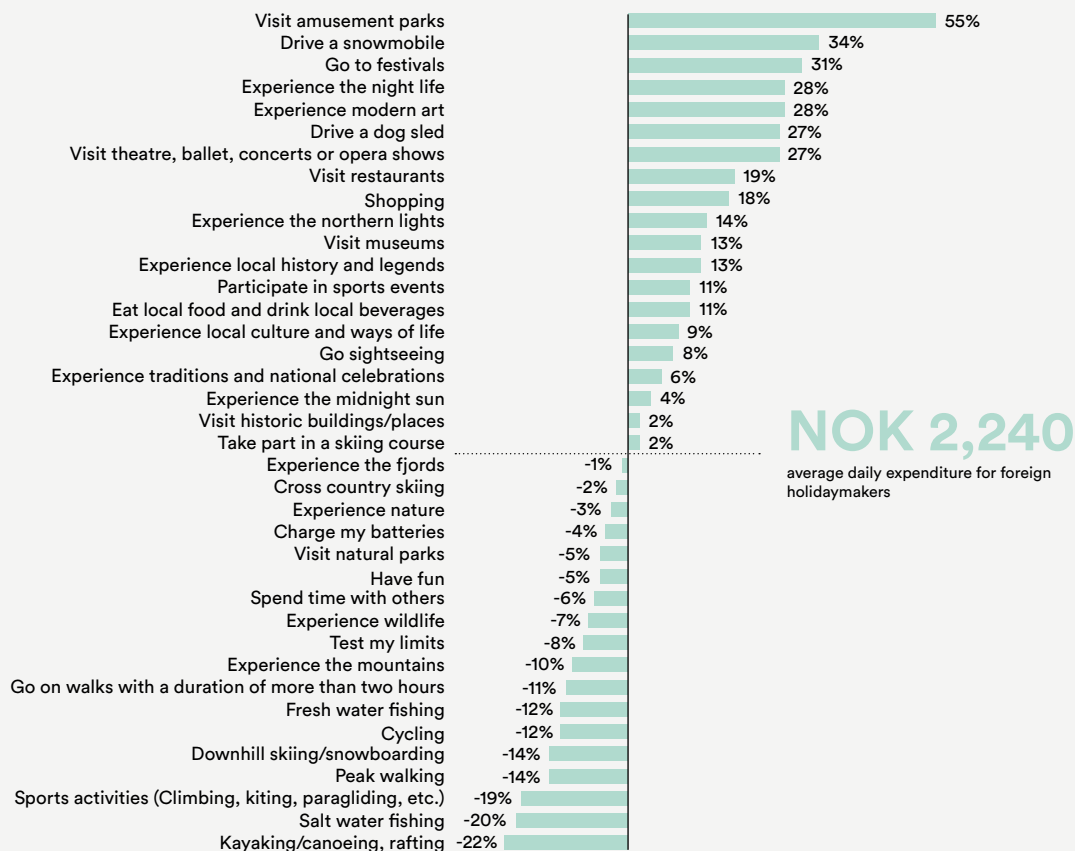


Large differences in the expenditure of foreign holidaymakers

Foreign holidaymakers' expenditure varies more than that of the Norwegians. In 2016, the average daily expenditure for a foreign holidaymaker was NOK 2,240, compared with NOK 1,855 in 2015. Those with the highest average expenditure were those who wanted to visit an amusement park, drive snowmobiles, go to festivals, experience the nightlife and modern art, go dog sledding or go to theatre, ballet, concert or opera performances.

At the bottom, with daily expenditure 22% lower than the average, we find those who said kayaking/canoeing and rafting were an important and deciding factor in their decision to holiday in Norway. Their expenditure was around NOK 1,747 per day.

Daily expenditure by activity (undertaken or planned). Foreign holidaymakers







5. Holiday- makers in 2016

THE NUMBER of tourists visiting Norway is steadily rising, and they are staying longer. Many also want both action-filled holidays and a good range of cultural activities.

While the typical tourist in Norway wants to have fun and experience the fjords and mountains, they also want to visit historic buildings and places. They want to experience the local way of life and culture, and to try the local food and drink. The good news is that the number of tourists is growing and that they are spending more days in Norway.

”

Regardless of where the tourists come from, they would highly recommend a holiday in Norway to others.

Regional differences

By looking at tourists' travel habits and behaviour, they can be divided into stationary tourists and touring tourists. This gives us an indication of whether staying in a region was the main goal of the holiday or whether it was part of a tour of Norway.

Northern Norway has a very high share of stationary tourists who stay in the region for a long time. Half of all the tourists can be called stationary tourists and Northern Norway was thus the region of Norway with the highest share of this category of tourist in 2016. The smallest category was the share of touring tourists who were in the region for a short stay.

If the distribution of regional tourists in Northern Norway is compared with the other regions of Norway, significant differences can be seen between them. Northern Norway, Eastern Norway, Southern Norway and Fjord Norway had the largest shares of stationary tourists, unlike Oslo and Trøndelag where touring tourists on short stays dominated.

Fjord Norway had a relatively even distribution of the four types of regional tourists. The region had just as many stationary tourists as touring tourists. Stationary tourists spent more than half of their holiday in the region, while touring tourists spent less than half of their holiday in the region. Relatively few stationary tourists had fewer than three overnight stays in the region.

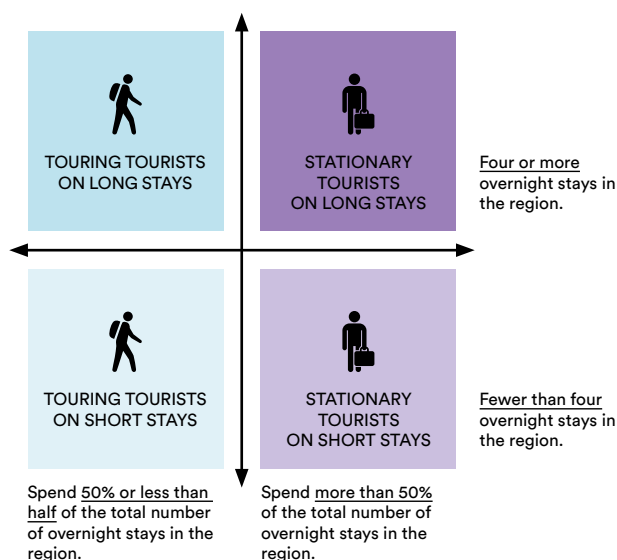
Those who visited Oslo and Akershus were different from the other holidaymakers in Eastern Norway, which is why they are a separate category. Oslo and Akershus had a slightly higher share of touring tourists than stationary tourists. Touring tourists on short stays especially account for a large share. Compared with the other regions, this was also the region with the most touring tourists on short stays in 2016.

The tourists in Trøndelag were also generally touring tourists on short stays in the region. Four out of ten of the regional tourists can be called touring tourists. The other three types of tourists were almost equally distributed, with stationary tourists making up the smallest share.

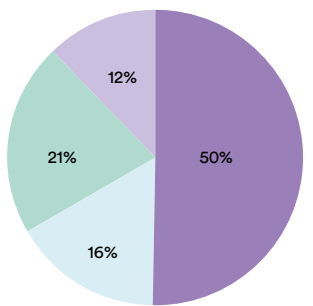
Regional tourists in Norway consist of all holidaymakers with a minimum of one overnight stay in the aforementioned regions and these can be roughly divided into four different types of regional tourist:



THE FOUR DIFFERENT TYPES OF HOLIDAYING TOURISTS

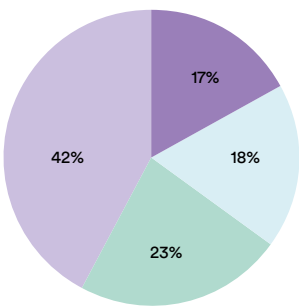


Northern Norway



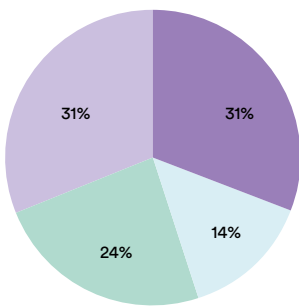
- Touring tourists on short stays
- Touring tourists on long stays
- Stationary tourists on short stays
- Stationary tourists on long stays

Trøndelag



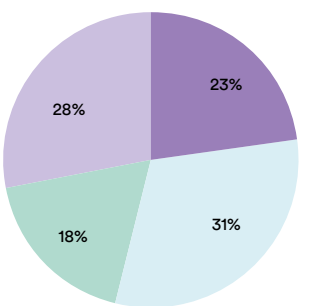
- Touring tourists on short stays
- Touring tourists on long stays
- Stationary tourists on short stays
- Stationary tourists on long stays

Fjord Norway



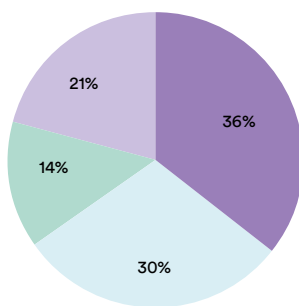
- Touring tourists on short stays
- Touring tourists on long stays
- Stationary tourists on short stays
- Stationary tourists on long stays

Southern Norway



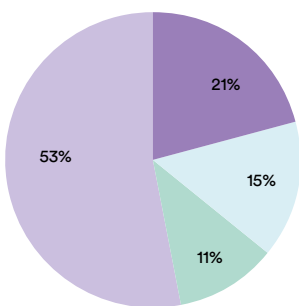
- Touring tourists on short stays
- Touring tourists on long stays
- Stationary tourists on short stays
- Stationary tourists on long stays

Eastern Norway (excluding Oslo og Akershus)



- Touring tourists on short stays
- Touring tourists on long stays
- Stationary tourists on short stays
- Stationary tourists on long stays

Oslo and Akershus



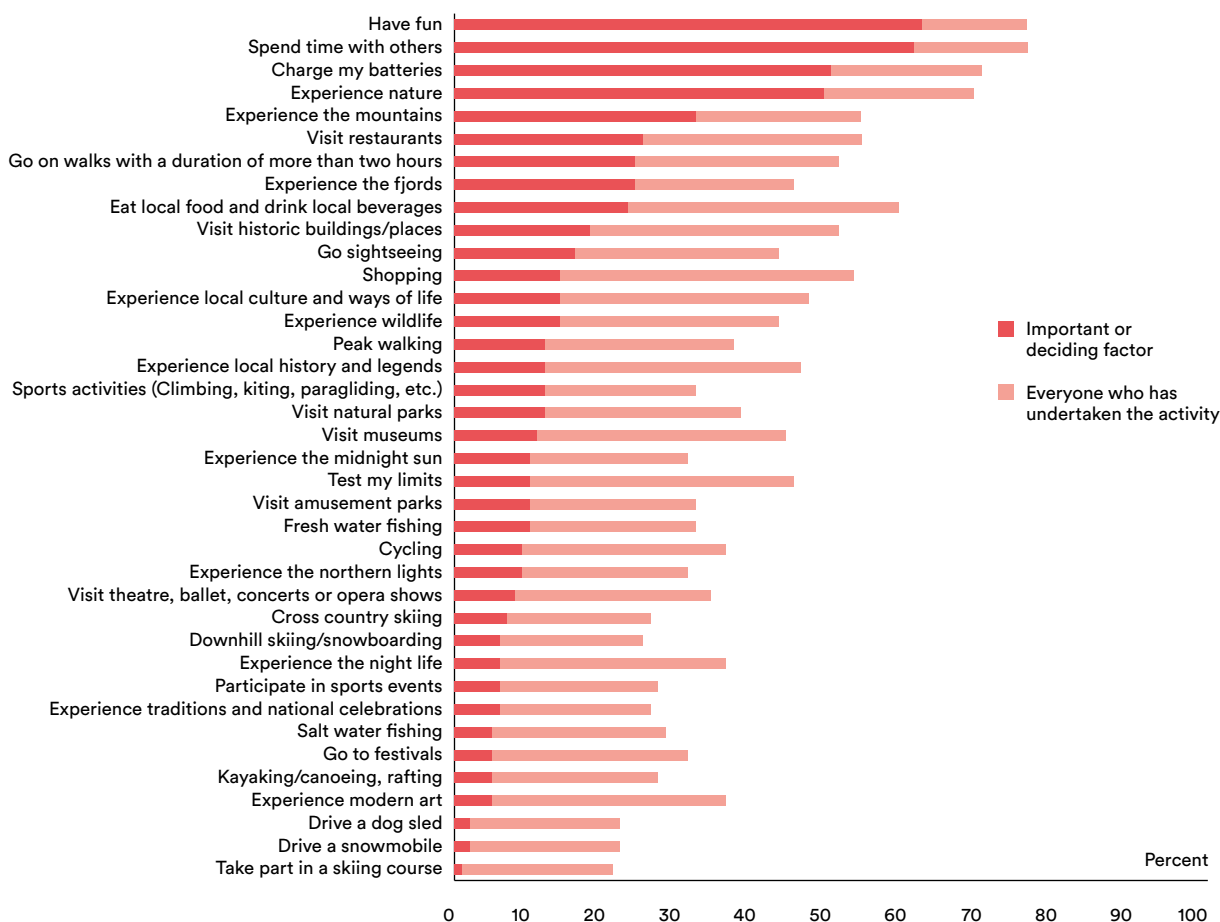
- Touring tourists on short stays
- Touring tourists on long stays
- Stationary tourists on short stays
- Stationary tourists on long stays

Source The 2016 Tourism Survey, Innovation Norway

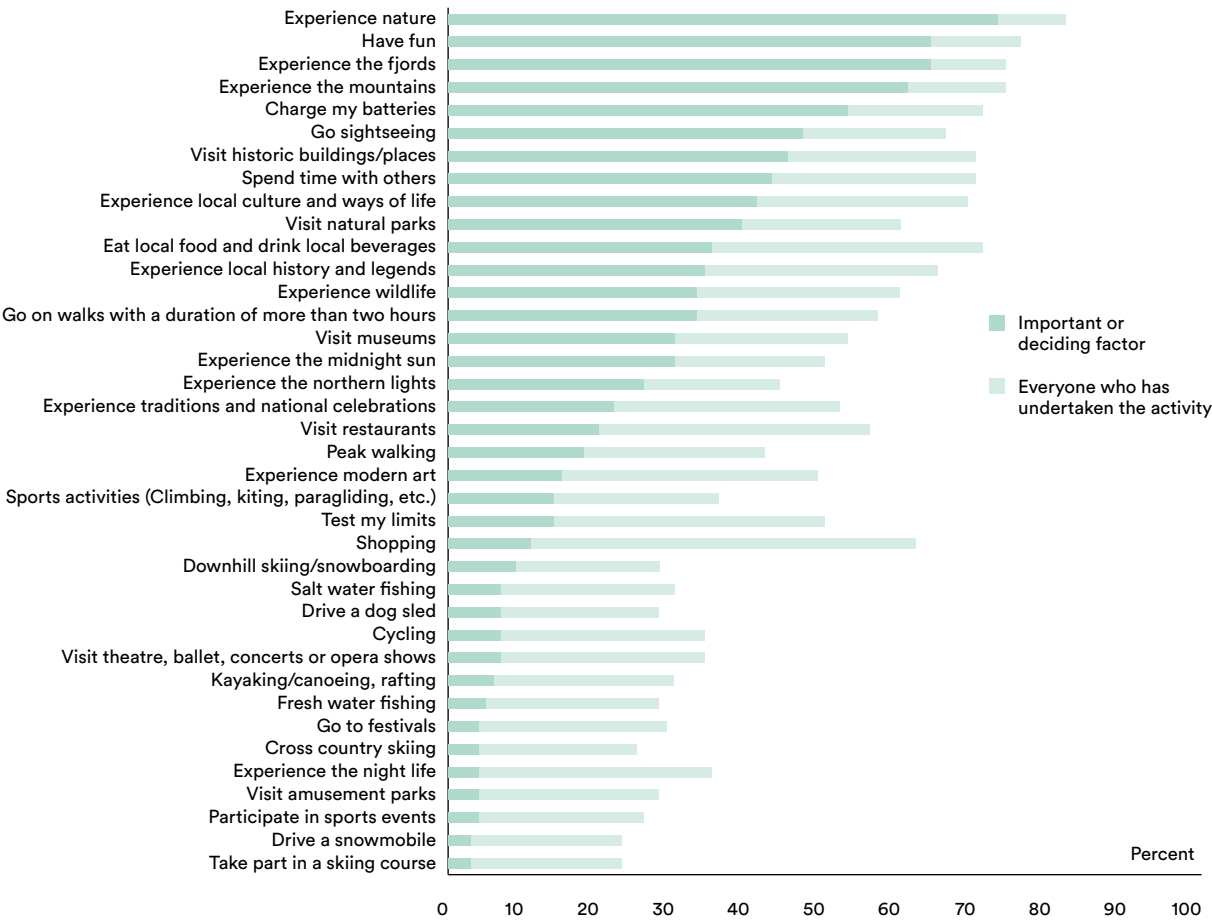
Like active holidays

The Tourism Survey asks tourists what activities they have undertaken or plan to undertake. At the same time, Innovation Norway asks whether the activity was an important or deciding factor in their decision to holiday in Norway. As the following pages show, the average tourist wants to see and do a number of things. When we ask whether the activity was an important or deciding factor as regards their stay, the responses are slightly different. See the responses in the darker field in the graphs. The graphs showing the responses from the foreign and Norwegian holidaymakers are sorted by what were important or deciding factors in their decision to holiday in Norway.

Activities among Norwegian holidaymakers



Activities among foreign holidaymakers



Source The 2016 Tourism Survey, Innovation Norway

Yes thank you, both

The typical tourist in Norway takes part in a number of activities. They want to have fun, recharge their batteries and experience the landscape with its fjords and mountains, but they also want to visit historic buildings and places, experience the local way of life and culture, and taste local food and try local drinks. Even though there may be regional differences, the vast majority come to Norway to experience the landscape and outdoor activities.

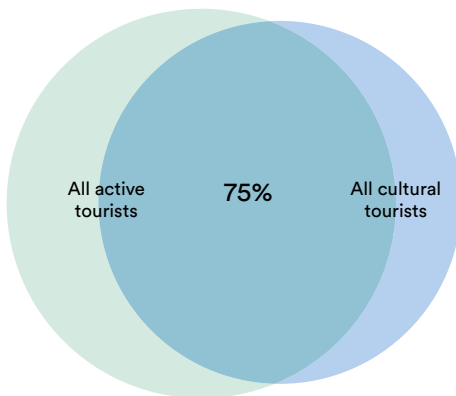
Active cultural tourists

The figures below show a large overlap between the two types of holidaying tourists, cultural tourists and active tourists, respectively. In particular, many cultural tourists can also be defined as active tourists. While the figure on the left shows the overlap between all tourists who can

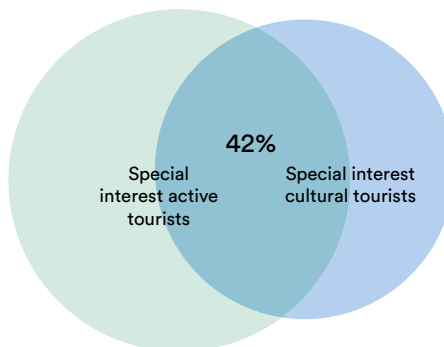
be defined as either active or cultural tourists, the figure on the right shows the overlap between the two special interest tourist groups.

There is a large overlap between all cultural tourists and all active tourists, while the overlap is significantly smaller for the special interest tourists. While around three quarters of all active and cultural tourists belong to both groups, only just over four out of ten of the special interest tourists belong to both groups. Common to both categories is the fact that cultural tourists are more likely to overlap with the active tourists, rather than the other way around. This means that a larger share of holidaymakers must be characterised as active tourists rather than cultural tourists.

All tourists



Special interest tourists



Longer stays

The average tourist is here for more than a week

The average duration of a holiday in Norway was 7.6 days in 2016. This is almost half a day longer than in 2015. This means that the increase in commercial overnight stays in 2016 was due to a combination of more tourists coming and those who came staying longer.

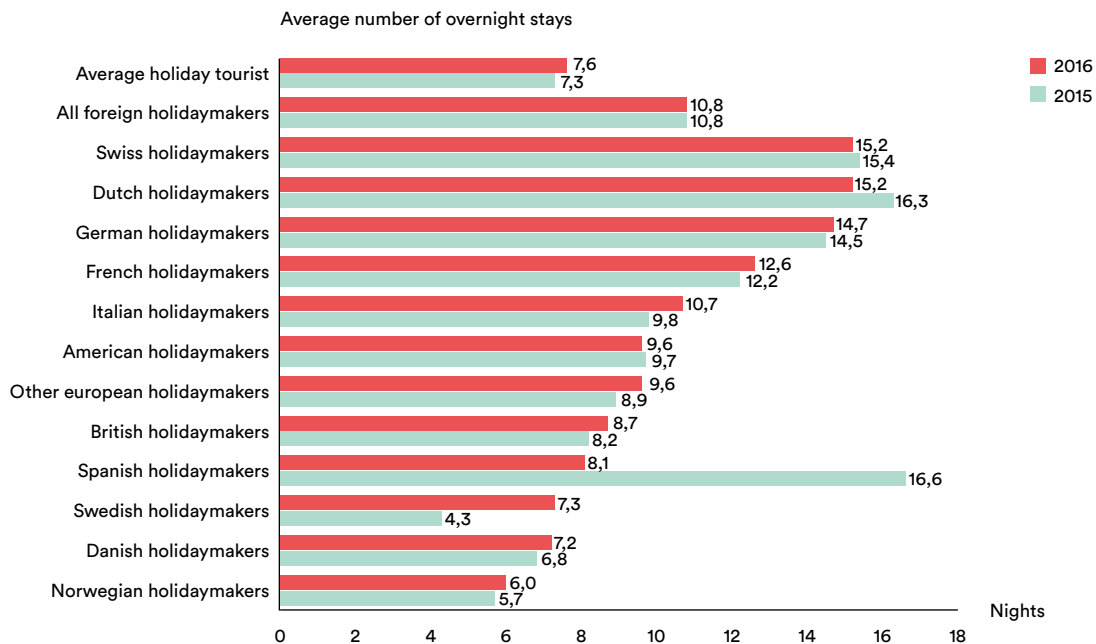
Tourists from a number of markets are staying longer

The crucial reason why the average stay was longer in 2016 was that holidaymakers from large volume markets, such as Norwegians, Germans, Swedes and Brits, spent longer here on holiday than they did in 2015.

Swiss, Dutch and German tourists stay the longest

What characterises holidaymakers from these countries is that, on average, they holiday in Norway for more than two weeks.

Duration of stay

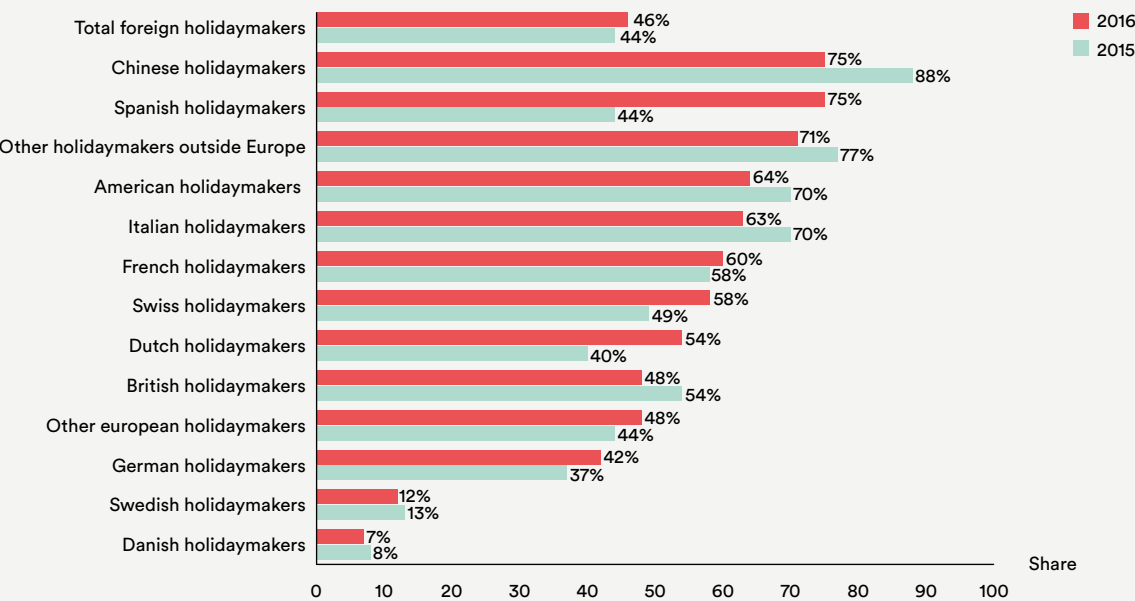


Larger share of first-time visitors in 2016

A good mix of first-time visitors and repeat visitors who return year after year is good for a holiday destination. In 2016, 54% of the foreign holidaymakers had holidayed in Norway before, while 46% were visiting Norway for the first time. This is an increase of 5% from 2015. In comparison, the share of first-time visitors in 2014 was 42%.

Most first-time visitors come from countries outside Europe, but holidaymakers from Southern Europe also made their mark. 2016 saw good growth in the number of first-time visitors from countries such as Switzerland, the Netherlands and Germany. Danes and Swedes are loyal holidaymakers who return year after year.

Share of first-time visitors among holidaymakers

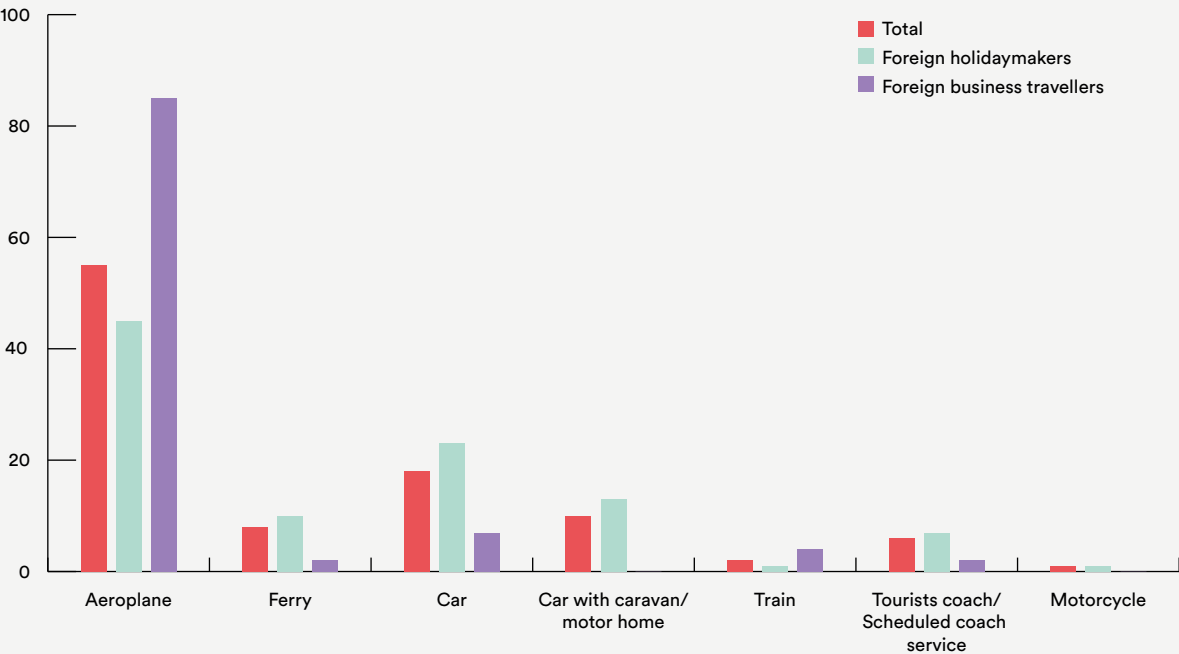


Most people arrive in Norway by air

55% of all those who spent one overnight stay or more in commercial accommodation or on the Hurtigruten arrived in Norway by air.

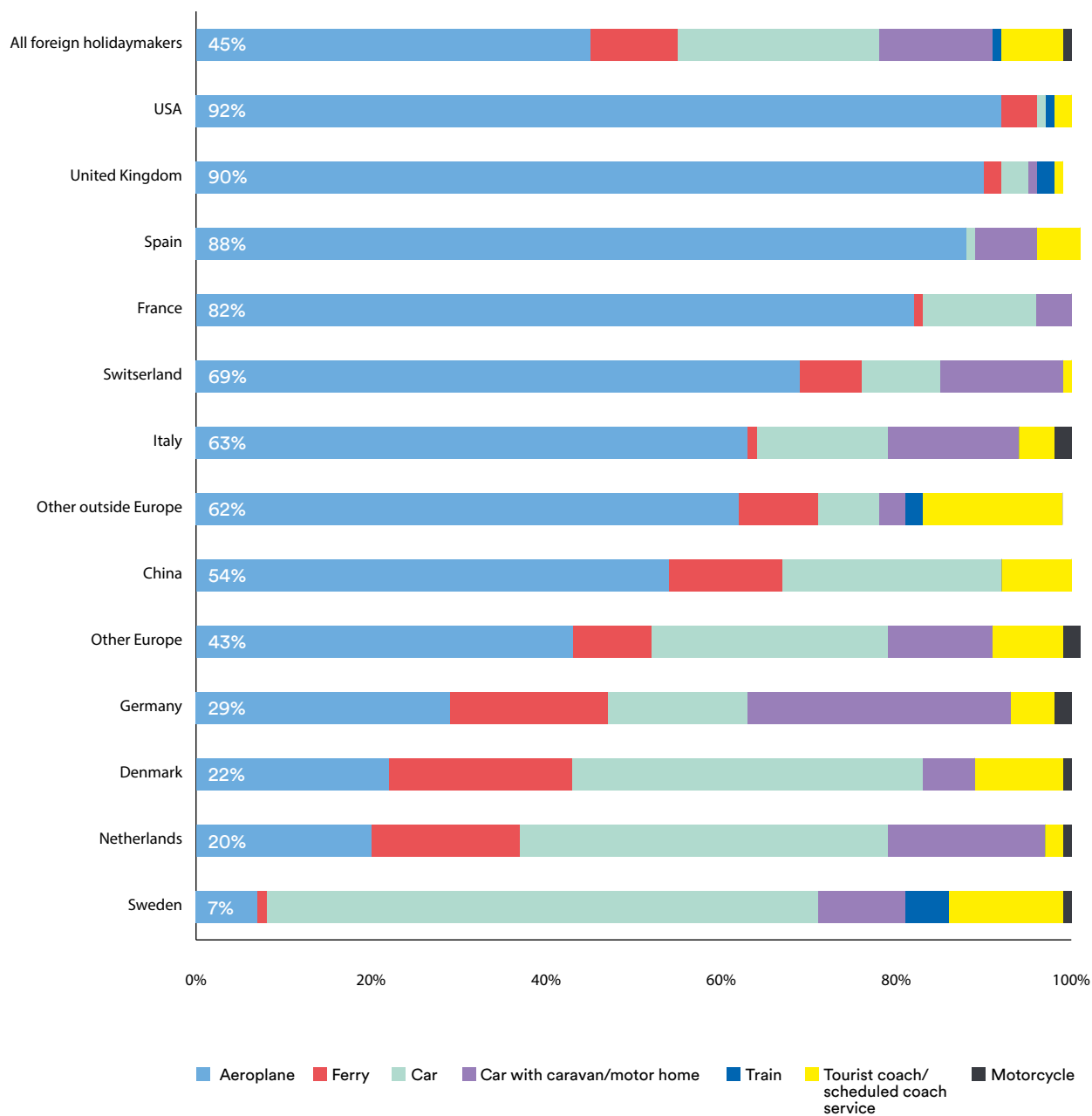
The share for foreign business travellers was 85%, while 45% of holidaymakers arrived in the country by air.

Means of transport to Norway by holidaymakers and business travellers



Source The 2016 Tourism Survey, Innovation Norway

Means of transport to Norway for holidaymakers per nationality



Source The 2016 Tourism Survey, Innovation Norway





6. Perceptions of Norway as a holiday destination and views of visitors

FJORDS, MOUNTAINS AND NATURAL PHENOMENA top the list of what foreigners associate with Norway.

Innovation Norway conducts weekly surveys in Norway, Sweden, Denmark, the UK, Germany, the Netherlands and France. Their purpose is to discover the perception of Norway as a holiday destination and the likelihood of the respondents visiting Norway on holiday. Among other things, the respondents are asked to write down the first thing that comes to mind about Norway as a tourist destination and holiday experiences in Norway. They are then asked to give their opinion on a number of statements related to holidaying in Norway.

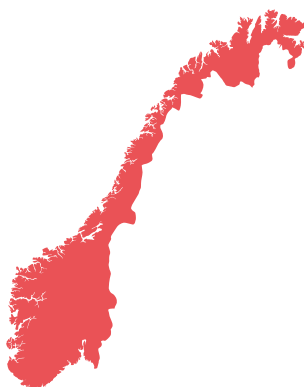
Scenic Norway

The strongest association that most people have to Norway is fjords. Many people associate Norway with nature, fjords, mountains, cold and the northern lights. Many people also think of Norway as being a good place to pursue outdoor activities.

At the same time, the survey shows that more people will come here if they think that a holiday in Norway offers something more. The fact that a holiday in Norway can also offer exciting city life, culture and history, good food and local specialities is a plus.

During the last two years, more people have agreed with the statement that Norway is a suitable place for good food and local specialities, exciting city life and stimulating culture and history. In the same period, Norway has also strengthened its position as a country with good opportunities for cycling, hiking in the countryside and winter activities such as skiing and snowboarding.

The word cloud is based on the following question: "What is the first thing that comes to mind when you think of Norway as a travel destination and holiday experiences in Norway?"



Top-of-mind results on Norway as a tourist destination

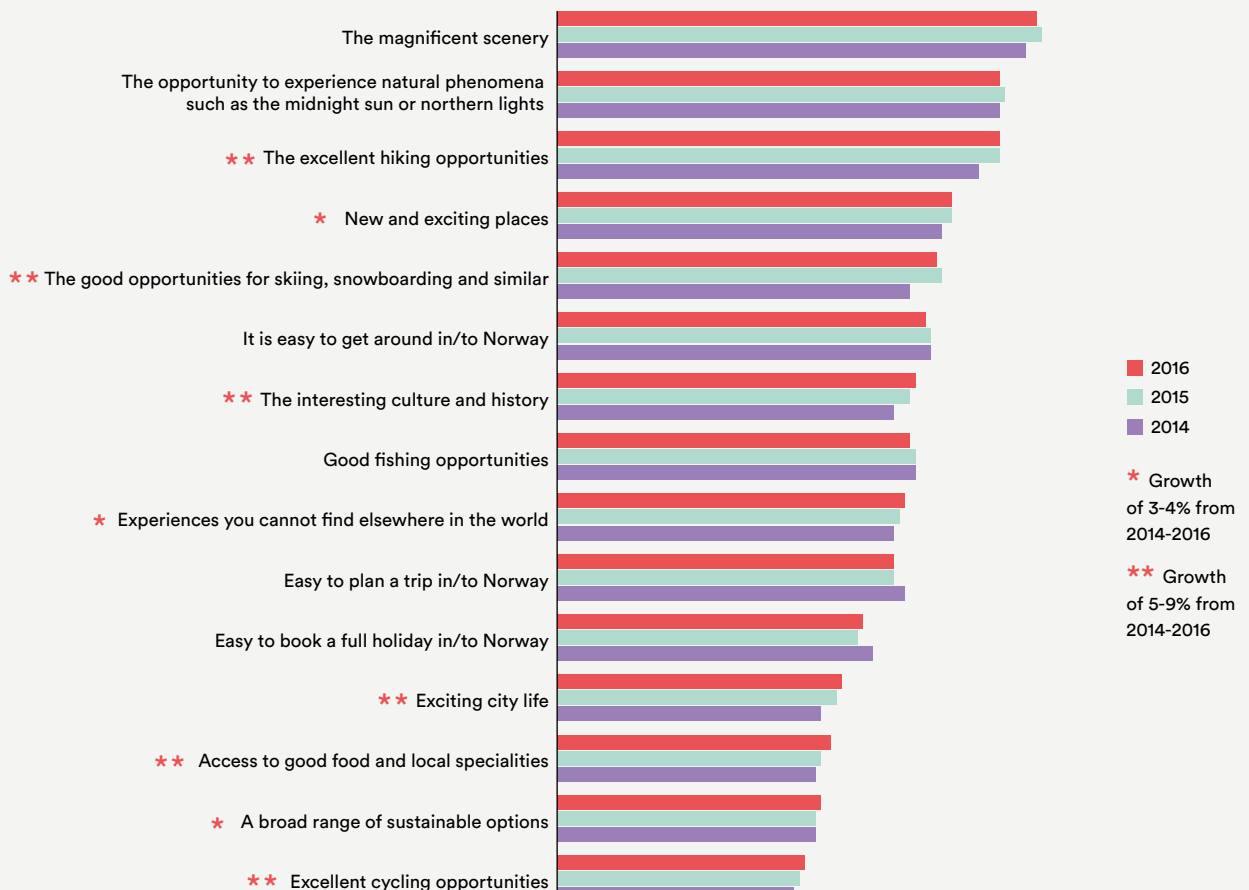


What characterises a holiday in Norway?

In order to find out what the target group thinks characterises a holiday in Norway, they are asked: "The following statements may characterise a holiday in Norway. Indicate how well each statement corresponds to the impression you have of Norway." The response options

are as follows: Completely agree, agree, neither agree nor disagree, disagree, completely disagree and don't know. People who responded completely agree or agree are regarded as agreeing with the statement and are included in the statistics here.

What characterises a holiday in Norway?



Satisfied with their holiday in Norway

Norwegian and foreign holidaymakers are generally satisfied with their holiday in Norway and would highly recommend a holiday in Norway to others.

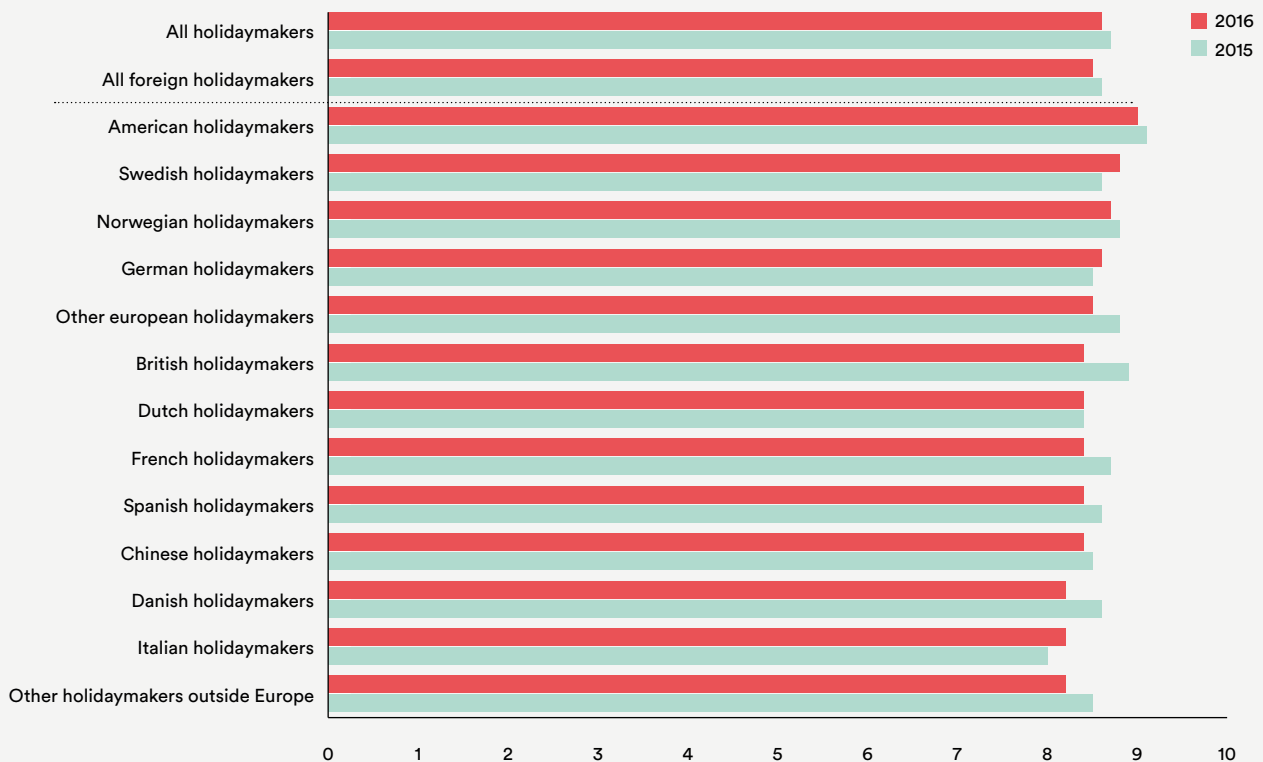
The travellers expect attractions and sights, activities, cultural experiences, and food and drink with local roots. The tourists want to be surprised, inspired and involved. They want to meet people and experience the atmosphere in the places they visit.

On the following pages, you can read the holidaymakers' evaluation for 2016. Do we deliver?

At the same time, it is interesting to compare this evaluation with the expectations of those who are highly likely to visit Norway in the near future.

Satisfaction with holiday in Norway per market

The graph is sorted by best score in 2016



Falling satisfaction

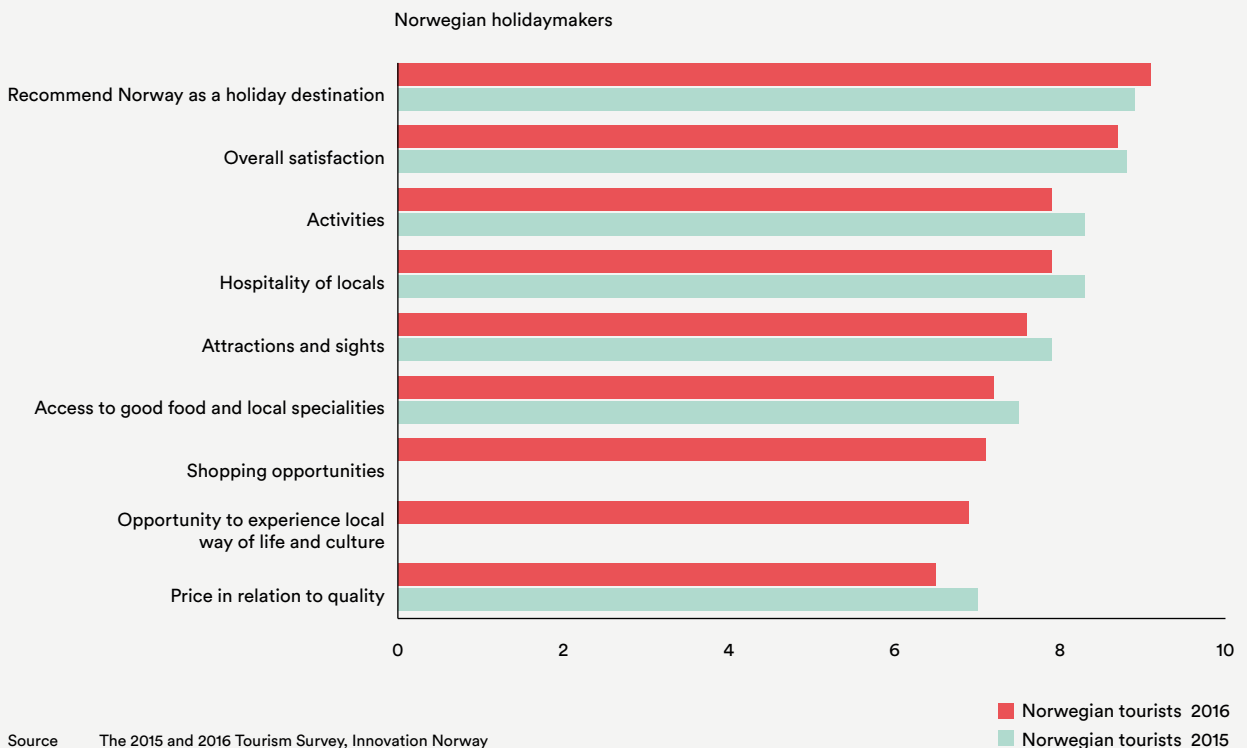
Overall satisfaction fell among both the Norwegian and the foreign holidaymakers in 2016. Among the foreign holidaymakers, average satisfaction fell from 8.7 in 2015 to 8.6 in 2016. The drop in satisfaction was seen in several markets, while holidaymakers from Sweden, Germany and Italy were more satisfied in 2016.

If we are going to inspire, we have to live up to expectations. And preferably exceed them!

Even with a weaker exchange rate, Norway is not a low-cost country. Many people experience having to dig deep into their pockets when visiting Norway. That is why they also expect us to deliver quality. There is cause for concern given that the Tourism Survey shows that it was the relationship between price and quality that declined the strongest in 2016. Norwegian tourists scored this 8% lower in 2016 and foreign tourists 10% lower.

Satisfaction of Norwegian holidaymakers with various aspects of their holiday

The graph is sorted by best score in 2016. There were two new statements in 2016, which is why figures for 2015 are missing.





Satisfaction of foreign holidaymakers with various aspects of their holiday

The graph is sorted by best score in 2016. There were two new statements in 2016, which is why figures for 2015 are missing.



What good holidays are made of

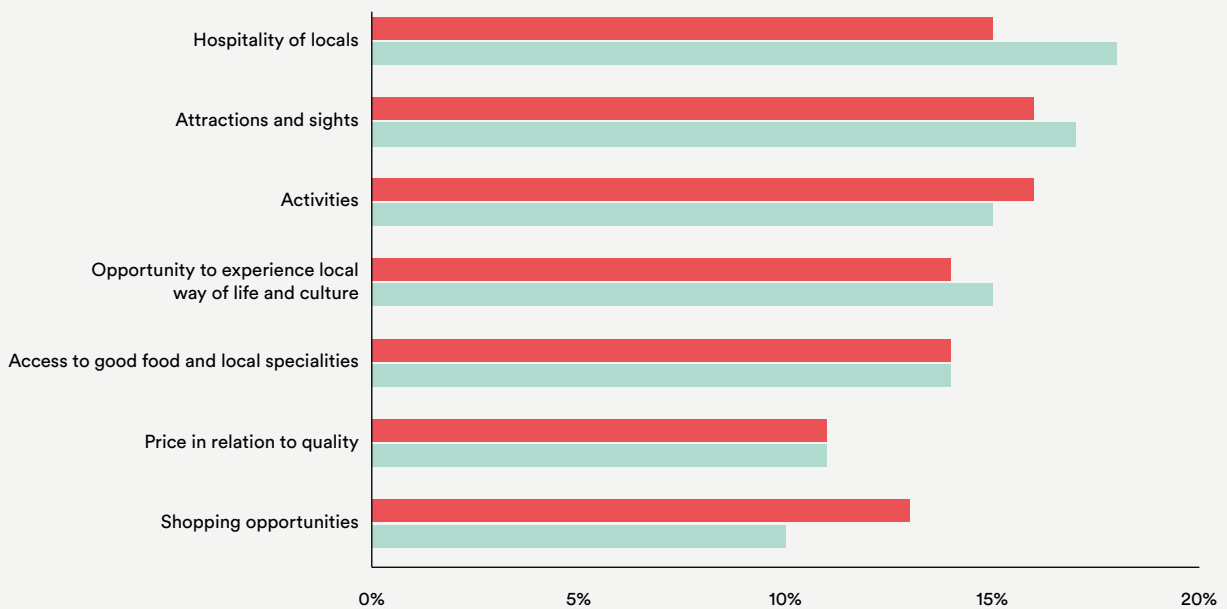
How tourists evaluate the various parts of their holiday is one thing, how a good or poor evaluation of individual aspects affects overall satisfaction is quite another.

Analyses show that the dimension that has the greatest impact for foreign tourists is the degree of hospitality. 18% of

satisfaction can be attributed to welcoming locals. It is also important that attractions and sights are viewed as good. Next come activities and the opportunity to experience the local way of life and culture. Meeting the locals is also important for Norwegian tourists, but activities, attractions and sights are most important to them.

What leads to good overall satisfaction

The graph is sorted by the responses from foreign tourists





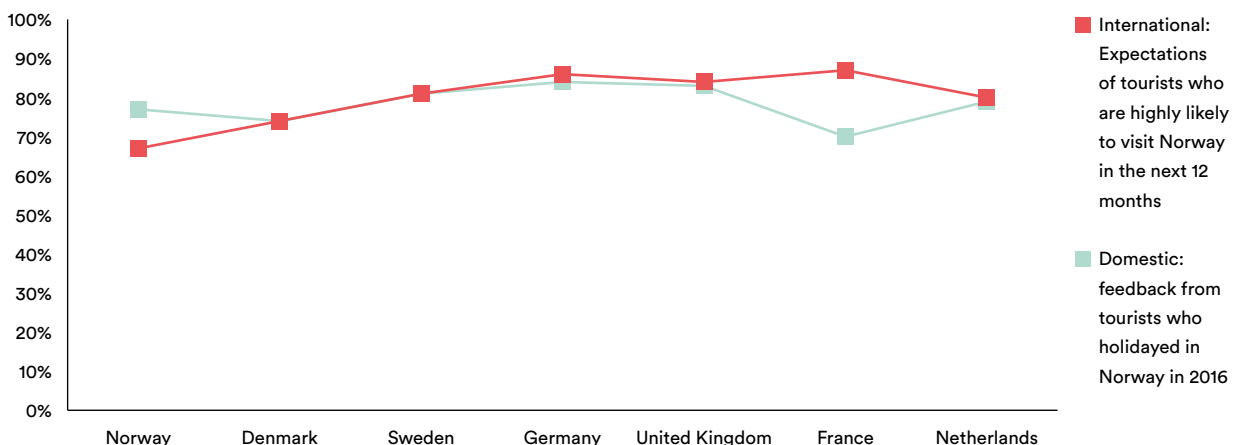
There is a gap between what tourists expect from a holiday in Norway and the experiences of those who have been here

The analysis on page 63 shows what a holiday in Norway must deliver in order for holidaymakers to be satisfied with their visit. The survey was conducted among those who are highly likely to holiday in Norway in the next 12 months and tourists who have already been here.

The four most important dimensions are presented below. Here the experiences of tourists who have already visited are compared to the expectations of those who would consider visiting on holiday. Even though there are differences between the markets, the sum of expectations prior to a holiday in Norway is higher than a holiday in Norway manages to deliver.

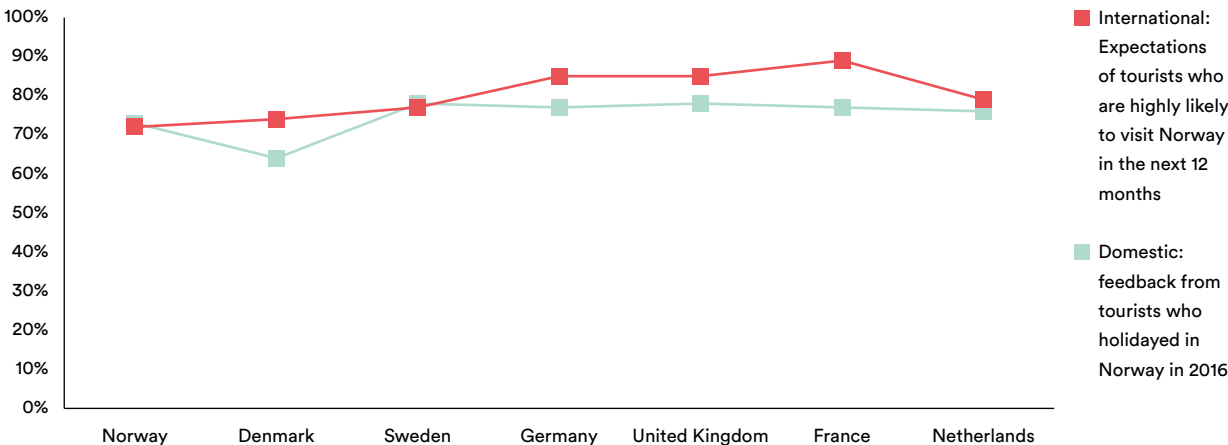
Welcoming locals

One of the most important things for foreign tourists is meeting friendly locals. Unfortunately, it is apparent that potential visitors to Norway from Germany, the UK, France and the Netherlands have higher expectations as regards meeting locals than a holiday manages to deliver. Norwegians are the group that is most pleasantly surprised.



Attractions and sights

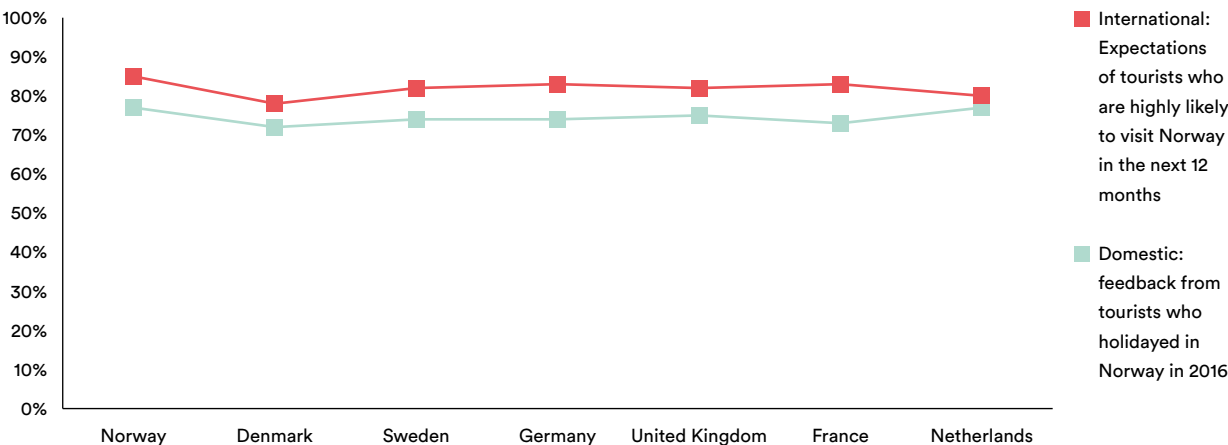
After meeting the locals, the attractions and sights on offer give rise to the greatest expectations. The expectations here are high across all markets. Again, it is the Norwegian and Swedish tourists who have the lowest expectations in advance and who are pleasantly surprised.



Source The 2016 Tourism Survey and Tracker Data 2016, Innovation Norway

Activities

The highest expectations tourists have concern the opportunities for activities. Activities are also the third most important factor when it comes to foreign tourists' satisfaction with their holiday in Norway. Those who have holidayed here are very satisfied with the activities in Norway. Nevertheless, Norwegians, Danes, Swedes, Germans, Brits, the French and the Dutch have higher expectations concerning activities than what those who have holidayed here experienced.

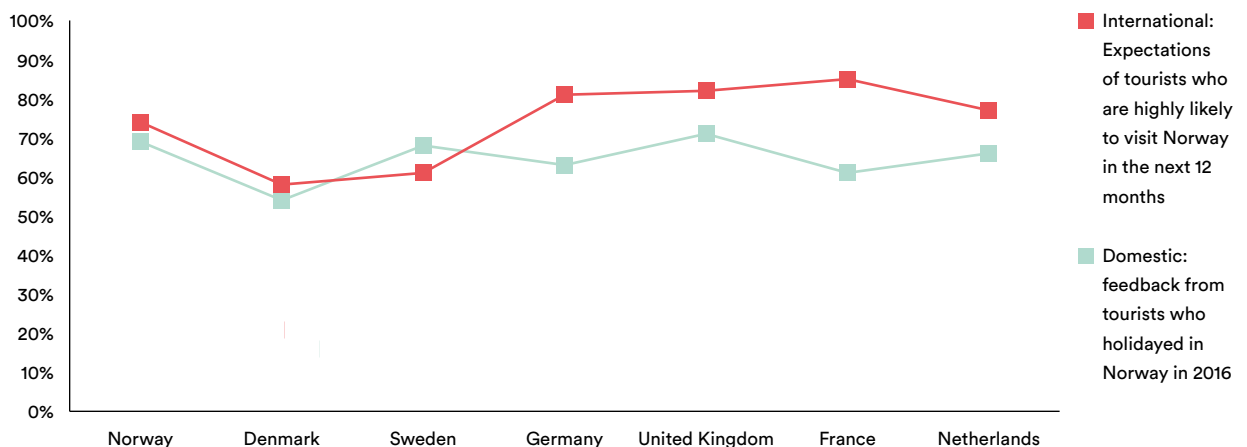


Source The 2016 Tourism Survey and Tracker Data 2016, Innovation Norway



Access to good food and local specialties

Norwegian tourism has some way to go when it comes to offering good food and local specialties. This was the clear feedback from holidaymakers in 2016. Norwegians, Danes, Germans, Brits, the French and the Dutch had higher expectations concerning good food and local specialties than the visitors experienced. Only the Swedes were pleasantly surprised during their visit, because they had lower expectations prior to visiting.



Source: The 2016 Tourism Survey and Tracker Data 2016, Innovation Norway



7. Norwegians on holiday

NORWEGIANS ARE TRAVELLING LESS, and spending less money than before.

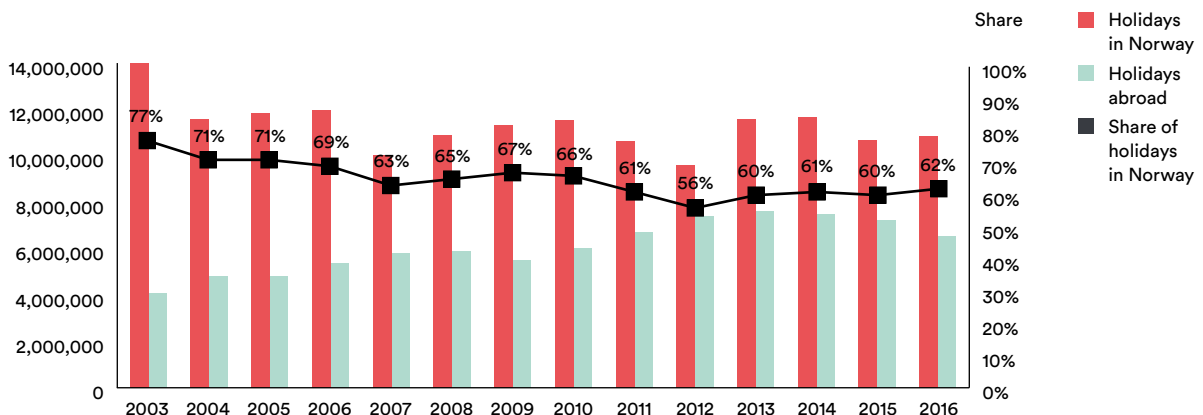
In 2016, Norwegians went on a total of 17.3 million domestic and international holiday trips. This is a drop of 3%, or 560,000 fewer trips than in 2015. The decrease is due to a 10% drop in foreign holidays. The number of holiday trips in Norway rose by 2%. 62% of all Norwegians' holiday trips were in their own country. The Travel Survey includes all types of holiday with at least one overnight stay. It does not matter whether the overnight stay is in commercial accommodation, with family and friends, in Airbnb accommodation, in a rented cabin or holiday home, or in their own or a borrowed cabin.

A small drop in expenditure

Norwegians spent NOK 127.7 billion on holiday trips in 2016. This is down 1% from 2015. The decrease is due to expenditure on foreign holidays dropping by 4% compared with 2015, while expenditure in connection with holidays in Norway rose by 8%. In spite of an 8% rise, Norwegians spend considerably less during a holiday in Norway than they do when abroad.

In 2016, Norwegians spent only 28% of their total holiday budget here at home. That means that NOK 36 billion was spent on holidays in Norway, compared with NOK 91.7 billion on holidays abroad.

Holiday and leisure travel

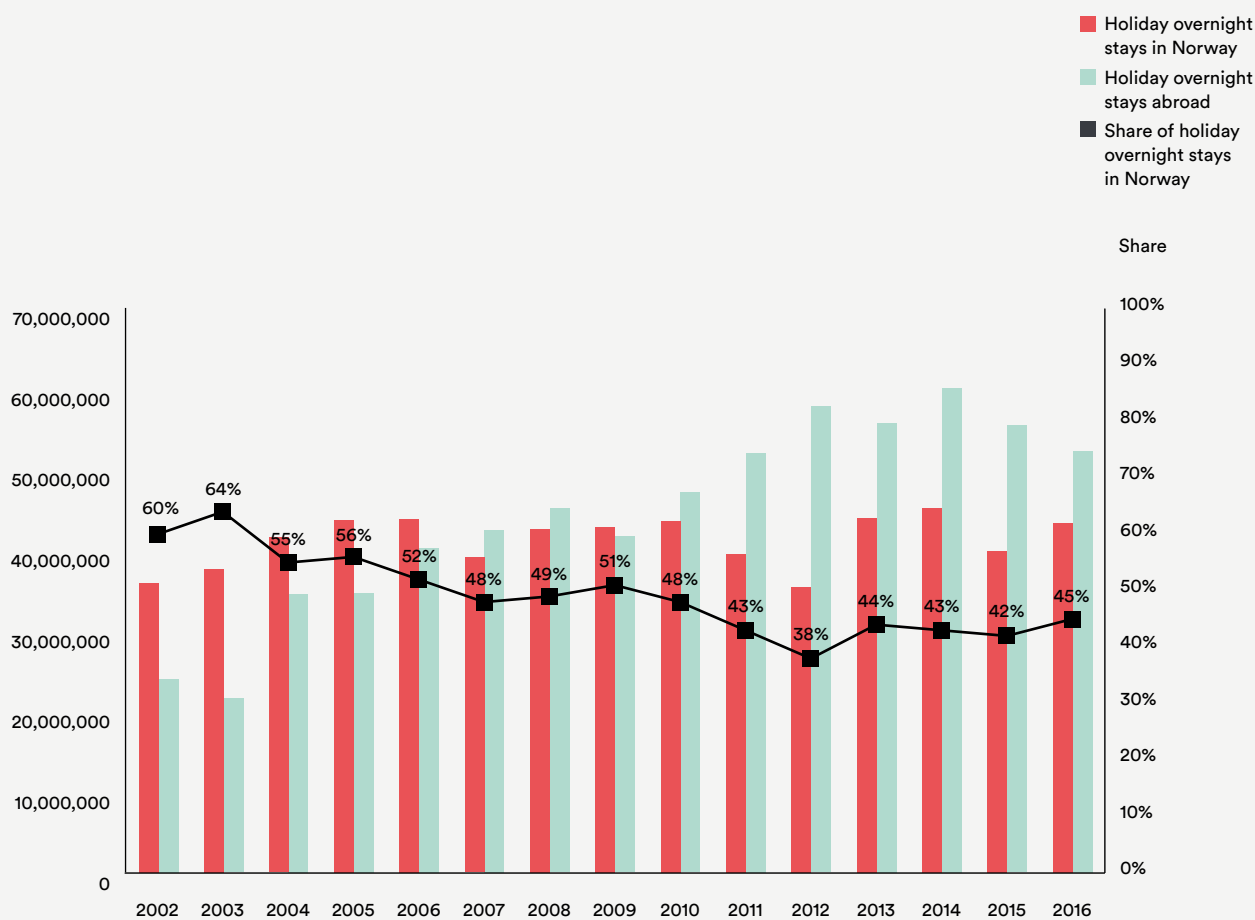


Source: The Travel Survey, Statistics Norway

Drop in overnight stays

The number of holiday overnight stays in 2016 totalled 95.6 million. This is unchanged from 2015, thanks to 9% more overnight stays on holiday trips in Norway. The number of overnight stays on foreign holidays fell by 6%.

Holiday and leisure overnight stays

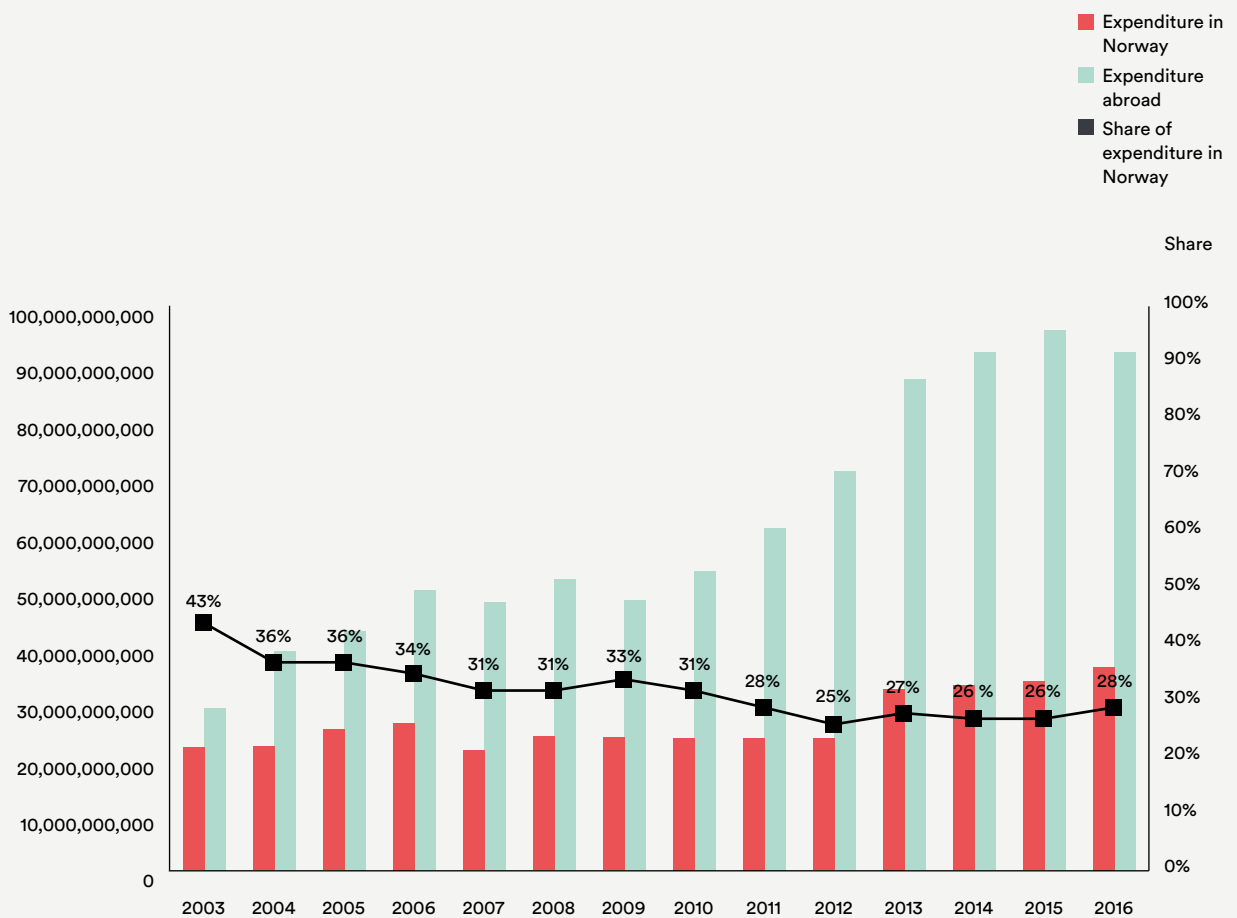


Source [The Travel Survey, Statistics Norway](#)

Rise in expenditure

Over the last 13 years, Norwegians' spending on holidays and leisure travel has risen by 153%, from NOK 50 billion in 2003 to NOK 127.7 billion in 2016. All of this growth was abroad. While Norwegians have spent more money on holidays each year, the proportion spent on holidays in Norway has fallen from 43% in 2003 to 28% in 2016.

Holiday and leisure expenditure



Source: The Travel Survey, Statistics Norway



8. The congress segment

INNOVATION NORWAY is continuing its efforts to attract international congresses and ensure that Norway remains in the top 20 in the rankings.

The efforts to attract international congresses to Norway are aimed at both national academic and research communities and international organisations. For an international congress to be held in Norway, it must be hosted by Norwegians, so much of our work consists of contacting relevant researchers and professors in Norway and trying to motivate and convince them to apply to have “their” congress held in Norway. Parallel to this, we also work on identifying relevant congresses and lobbying international organisations. This is long-term work, which is carried out by NCB (Norwegian Convention Bureau) on behalf of Innovation Norway and others.

The UIA (Union of International Associations) publishes annual statistics for international meetings around the

world. The list includes the number of international congresses and the various countries’ position in the international rankings. The final results for the 2016 congress year will be available in June 2017.

The criteria for a congress being approved for the list include having more than 50 delegates from a minimum of four nations and that the congress alternates from country to country each year.

Norway’s goal is to stay in the top 20 in the global rankings. We have managed this in the last few years after several years of determined work. We ended up in 19th place in 2015, one place higher than the year before. The work to attract international congresses will continue with the same vigour.

Developments in the number of international congresses in Norway for the period 2010-2015 compared with the other Nordic countries

	2010	2011	2012	2013	2014	2015
Norway	188	187	184	196	166	177
Sweden	167	168	179	118	199	140
Denmark	144	134	188	134	148	157
Finland	161	163	179	175	178	163

Position in the international ranking

	2010	2011	2012	2013	2014	2015
Norway	17	17	15	17	20	19
Sweden	18	19	16	28	17	24
Denmark	21	22	14	19	23	20
Finland	19	21	16	18	19	21

The figures for 2016 were not available when this report was printed.

UIA (Union of International Associations).

Source

9. Innovation Norway in brief

INNOVATION NORWAY'S objective is to be the Norwegian State's and the county authorities' main instrument for achieving value-creating business development throughout the country.

With a regional presence both in Norway and abroad, Innovation Norway is uniquely positioned to stimulate profitable business development based on the regions' various preconditions and the opportunities within business and industry.

Innovation Norway has many clients, yet they all require us to contribute to long-term, sustainable value creation in Norway, and to work with companies, both individually and within networks.

Innovation Norway has a broad and complex social assignment. At the core of this assignment lies the expectation of value creation by stimulating to the growth within profitable business development throughout Norway.

Innovation Norway's programmes and services are intended to create more successful entrepreneurs, more companies with growth potential and more innovative business clusters.

Our customer groups range from entrepreneurs, business ventures in the early start-up phase and small businesses to large groups of companies with growth potential in all sectors and industries. Common to all the groups is that they see opportunities in making use of the expertise and assistance that Innovation Norway administers on behalf of a society that attaches importance to new, forward-looking business development.

With its nationwide network of offices, Innovation Norway is able to meet its customers in their business environment. Internationally, customers are served through our offices in the most important markets worldwide.

Innovation Norway is owned by the Norwegian Ministry of Trade, Industry and Fisheries (51%) and the county authorities (49%).

10. Methodology

Expenditure figures

Expenditure figures from the Travel Survey (Statistics Norway) vs. the Tourism Survey (Innovation Norway).

The figures in the Travel Survey reveal much higher expenditure by Norwegian tourists in Norway than is apparent from the Tourism Survey. This is because Statistics Norway reports trips involving all forms of accommodation, whether the overnight stay is in commercial accommodation, in one's own cabin, or with family and friends. The Tourism Survey only includes trips where tourists stayed in commercial accommodation and/or Hurtigruten.

11. Definitions

ARRIVAL: Holiday or business travel with at least one overnight stay.

COMMERCIAL OVERNIGHT STAYS: Overnight stays in hotels, campsites, cabin villages and youth/family hostels.

FOREIGNER: Person who lives outside Norway.

HOLIDAY: Travel for which the main purpose is reported to be:

- visiting family and friends
- holiday and leisure travel, including skiing holidays
- shopping

LONG HOLIDAY: Four or more overnight stays.

NON-COMMERCIAL ACCOMMODATION: Staying with friends and family
Second home-tourism (e.g. own cabin)
Other accommodation (e.g. tent outside a campsite, Airbnb)

NORWAY'S TARGET GROUP: When Innovation Norway markets Norway as a holiday destination, we specifically target people who are interested

in experiences that are typical to Norway; for example, wild, untouched nature, beautiful scenery or outdoor activities such as skiing, walking, sport fishing, cycling or dog sledding. Other examples include local culture, art and ways of life. In surveys such as the Tracker, the respondent must have travelled within the last three years and had at least one overnight stay not paid for by their employer.

OVERNIGHT STAYS: Number of overnight stays during the trip.

REGIONS: Fjord Norway: Møre og Romsdal, Sogn og Fjordane, Hordaland and Rogaland.
Northern Norway: Finnmark, Troms and Nordland.
Southern Norway: Telemark, Vest-Agder and Aust-Agder.
Trøndelag: Nord-Trøndelag and Sør-Trøndelag.
Eastern Norway: Oslo, Akershus, Buskerud, Oppland, Hedmark, Vestfold and Østfold.

SHORT HOLIDAY: One to three overnight stays.

SUMMER SEASON: The period from the beginning of May to the end of August.

THE TOURISM SURVEY: Innovation Norway conducts a nationwide, year-round survey where Norwegian and foreign holiday / leisure tourists and business travellers are interviewed at commercial accommodation providers and on Hurtigruten. Statistics Norway is responsible for selecting the accommodation providers and ports, while the analyses and reporting are conducted by Epinion AS. The reports can be found at innovasjon Norge.no/markeddata

THE TRAVEL SURVEY: A sample survey conducted by Statistics Norway, the purpose of which is to map Norwegians' travel habits in Norway and abroad.

TOURISM SATELLITE ACCOUNT: The purpose of the Tourism Satellite Account is to describe the economic impact of tourism in a way that is comparable and consistent with other parts of the

economy described in the national accounts. The Tourism Satellite Account forms an integral part of the annual national accounts and is compiled by Statistics Norway.

TOURIST / TOURISM: Person/activities of a person who travels and stays in places that are outside their ordinary place of residence, regardless of purpose, for a period of less than one year. People who are employed in the country they are visiting fall outside the scope of this definition.

TOURIST ARRIVAL: Includes figures for holiday, leisure and business travel with at least one overnight stay.

TRACKER DATA: Innovation Norway conducts weekly surveys in the majority of the main markets in which Norway is marketed as a tourist destination. The survey is conducted among people in our target group in Denmark, Norway, Sweden, the UK, Germany, the Netherlands and France. The survey includes questions about the likelihood of the respondent

travelling to Norway and their perceptions of Norway as a tourist destination. At the same time, the survey also indicates whether the marketing work conducted is providing the desired results.

**TRADE-WEIGHTED
EXCHANGE RATE INDEX:**

A nominal effective exchange rate calculated based on the exchange rate of the Norwegian kroner against Norway's 28 most important trade partners.

TRAVEL PARTY: Travel party means people travelling together with shared finances.

UNWTO: World Tourism Organization.

WINTER SEASON: The period from the beginning of January to the end of April.

