

2020

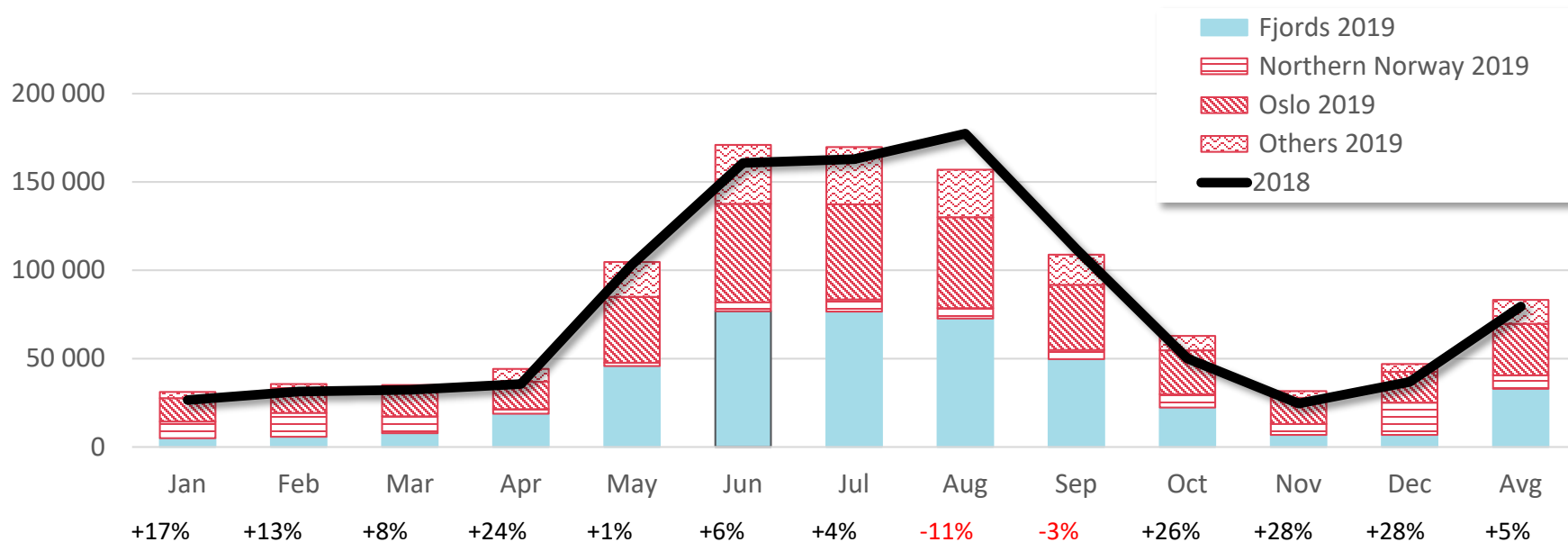


Market insight

Asia and New Developing Markets

Visitor Statistics Asia 2019

2019 vs 2018

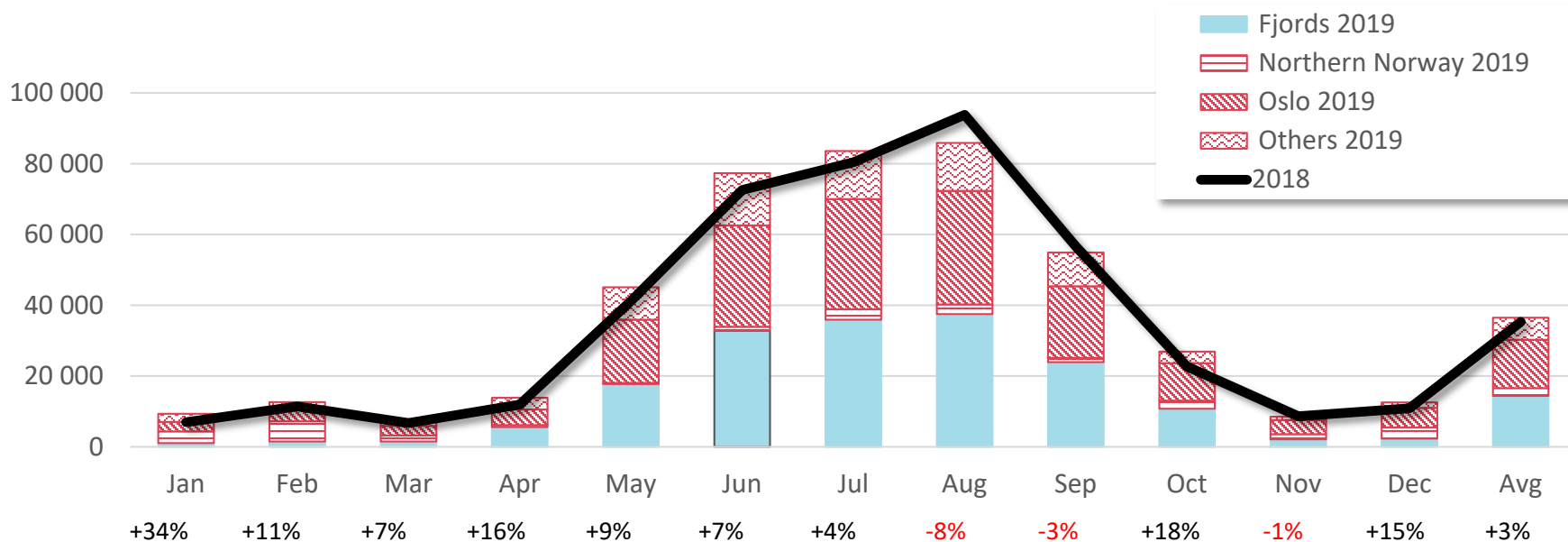


ASIA trender 2020

- Skyscanner's APAC Travel Trends report shows slow travel as the type of trip that is most desired by travelers in 2020 (22 percent of searches). Like the slow food movement, slow travel prioritizes not just a more leisurely way to travel — think long walks and non-scheduled activities — but also mindfulness of the tastes, colors, and local characteristics a destination offers.
 - The highest percentage of Asian travelers who yearn for slow travel in 2020 are South Koreans (31 percent), Hong Kongers (29 percent), Taiwanese (28 percent), and Japanese (27 percent)
- Trips inspired by social media, which was among the top motivators for travel in 2018, recorded the biggest drop of 44 percent this year. Instead, JOMO (Joy of Missing Out) has replaced FOMO, with searches for less-crowded destinations such as Uzbekistan and Georgia at second highest (14 percent), tying in with solo travel searches.
- The number of Asian travelers indicating that they would like to travel more sustainably in 2020 jumped 82 percent from 2019, according to Skyscanner. These include choices that mitigate the environmental impact of travel such as offsetting carbon emissions, visiting destinations that are culturally and environmentally responsible, supporting local establishments, and only taking public transport, walking, or cycling to better experience the destination.

Visitor Statistics China 2019

2019 vs 2018



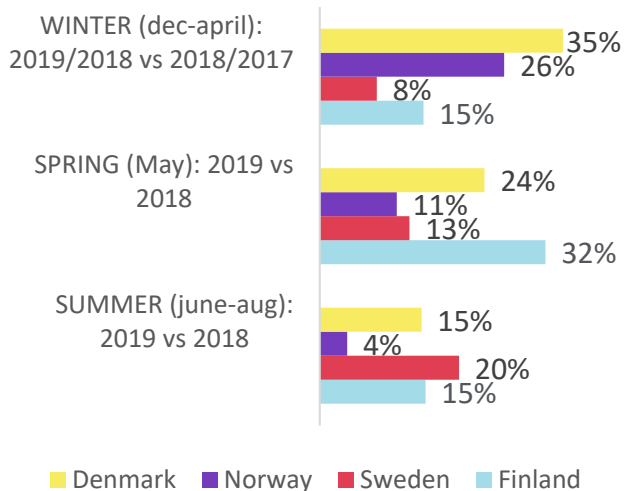
Chinese Travel in the Nordic

Development in seasons 2019 vs 2018

Denmark has had the strongest growth in winter 2018/2019

Finland has had the strongest growth in spring 2019

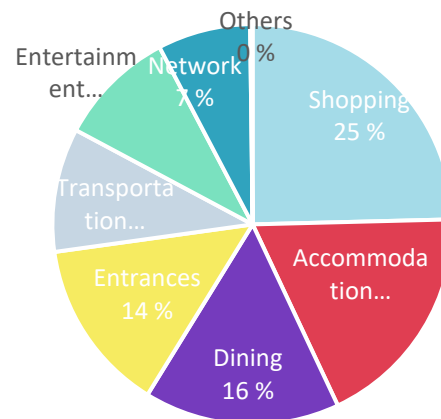
Sweden has had the strongest growth in summer 2019



Travel Spendings

China remains the world's largest spender and source market since 2012 but outbound spending per capita still low due to huge population.

37 % of the worlds international tourism expenditure comes from Asia and the Pacific, up from 24 % in 2010.



Travel Trends – Diversified themes

Top 10 themes of tailor-made trips to Europe



Travel &
Photograph



Culture & History



Nature



Art & Fashion



Family



Hiking



Summer camp



Northern Light



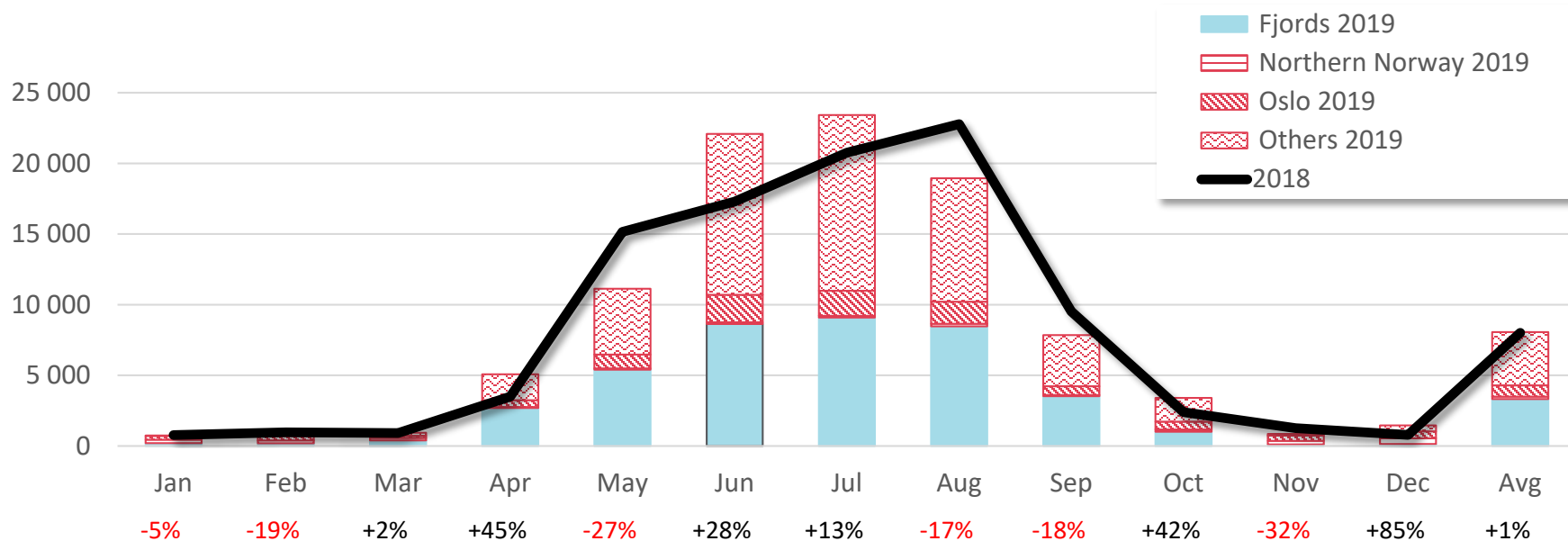
Cruise



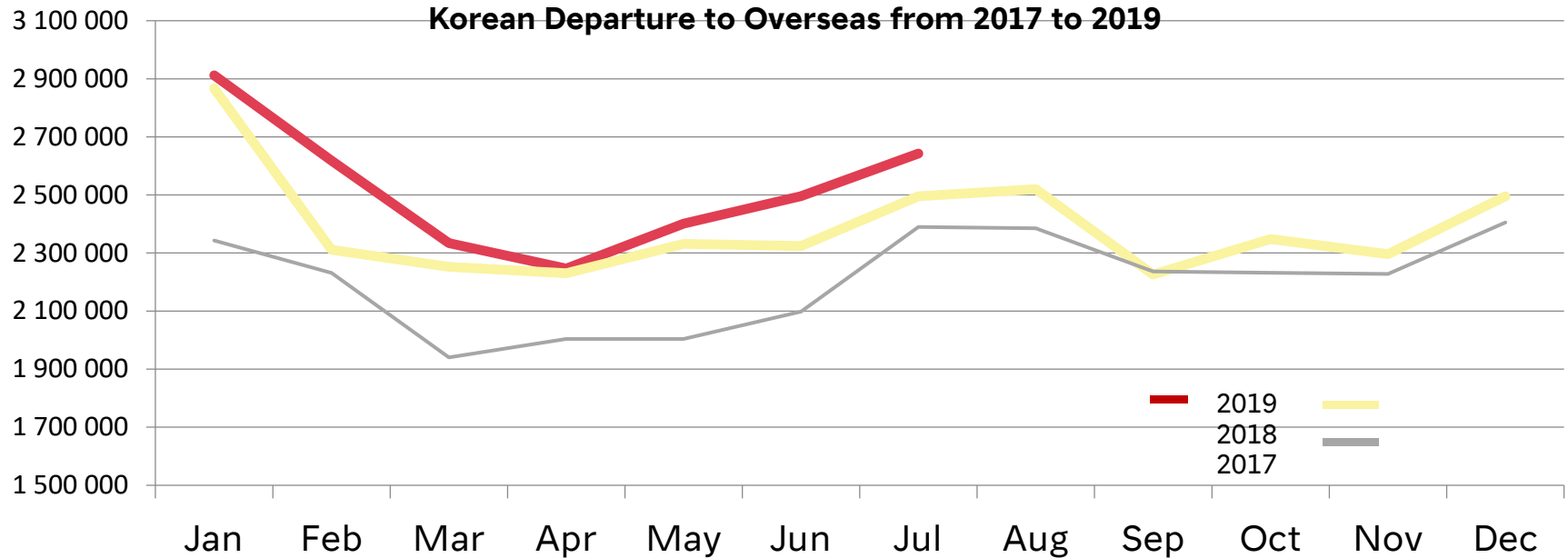
Ski & Spa

Visitor Statistics Korea 2019

2019 vs 2018



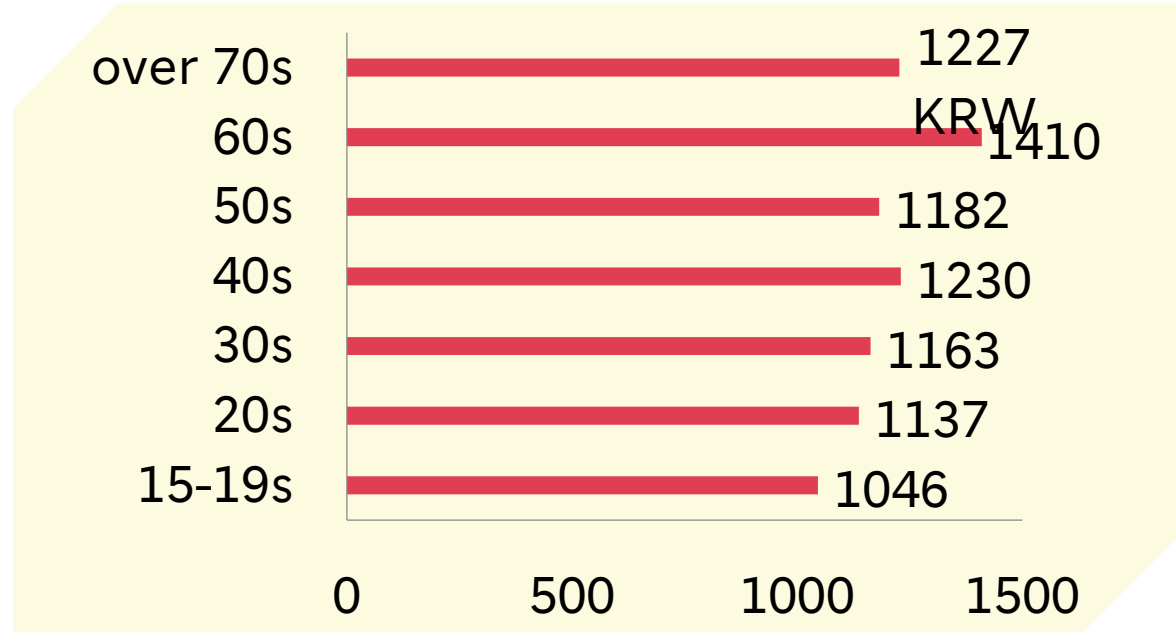
Years flow by Month



Korean departures to overseas have been gradually increasing over last three years.

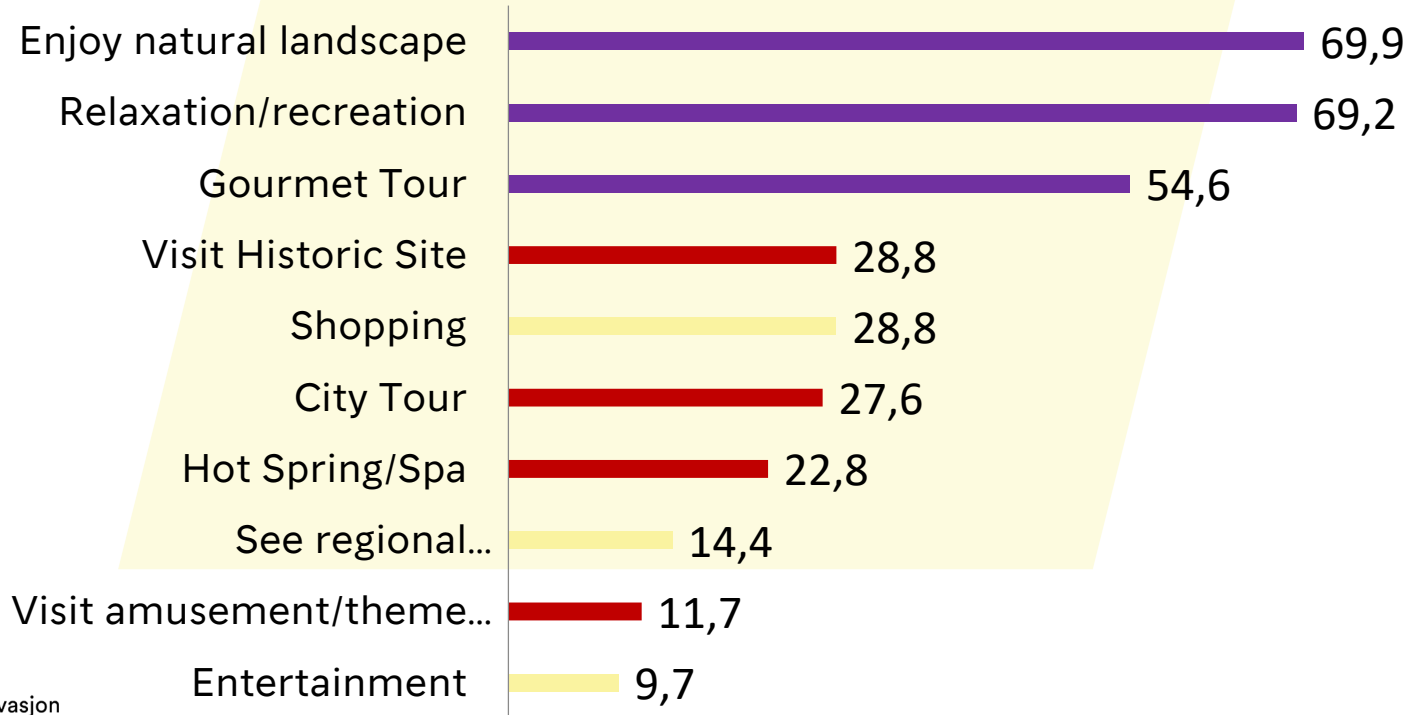
Average travel expenditure

The average expenditure of overseas traveler per trip was 1,195 thousand won.
(Unit: Thousand won)



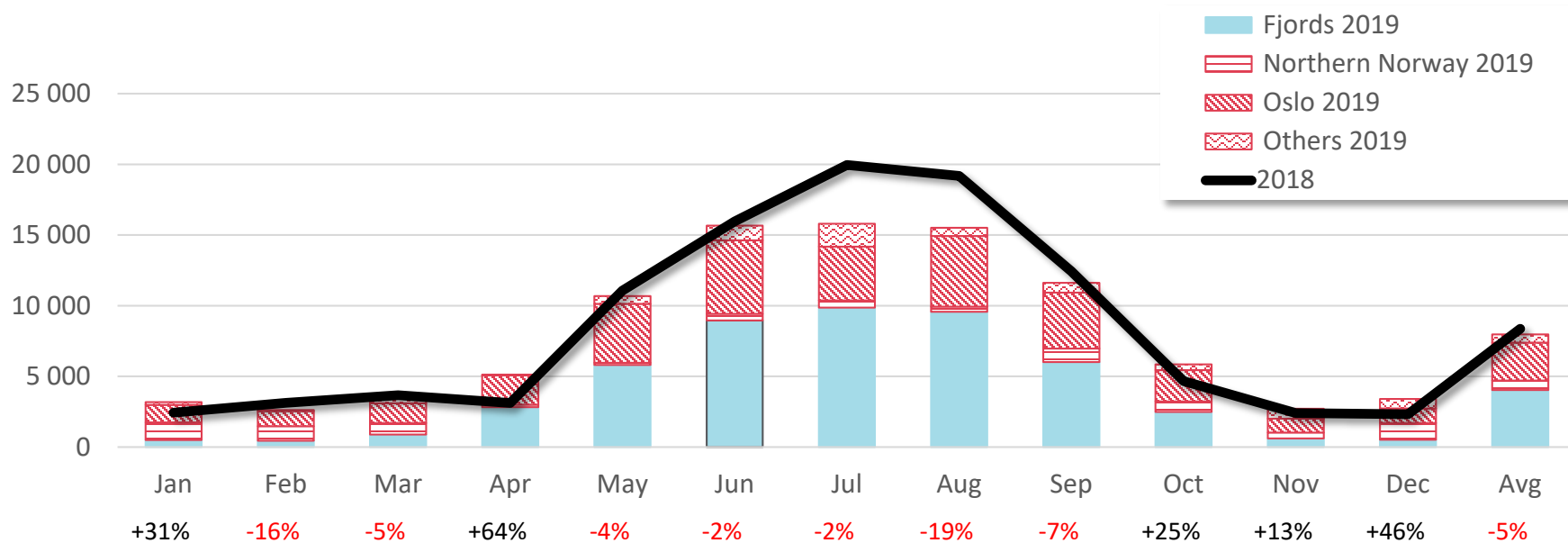
Destination Selection

Regarding activities at the overseas travel, 'Enjoy natural landscape'(69.9%), 'Relaxation/recreation'(69.2%) was shown to be the highest, followed by 'Gourmet tour'(54.6%), 'Visit historic sites'(28.8%), 'Shopping'(28.8%), etc.

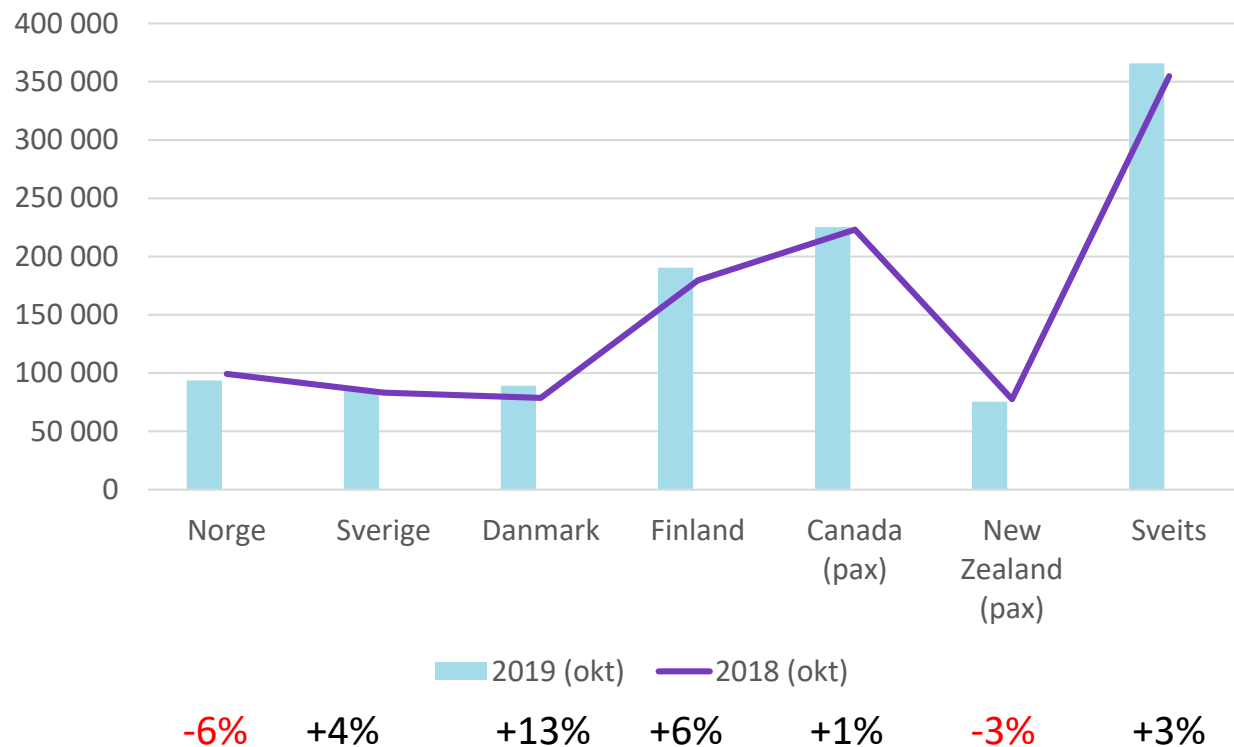


Visitor Statistics Japan 2019

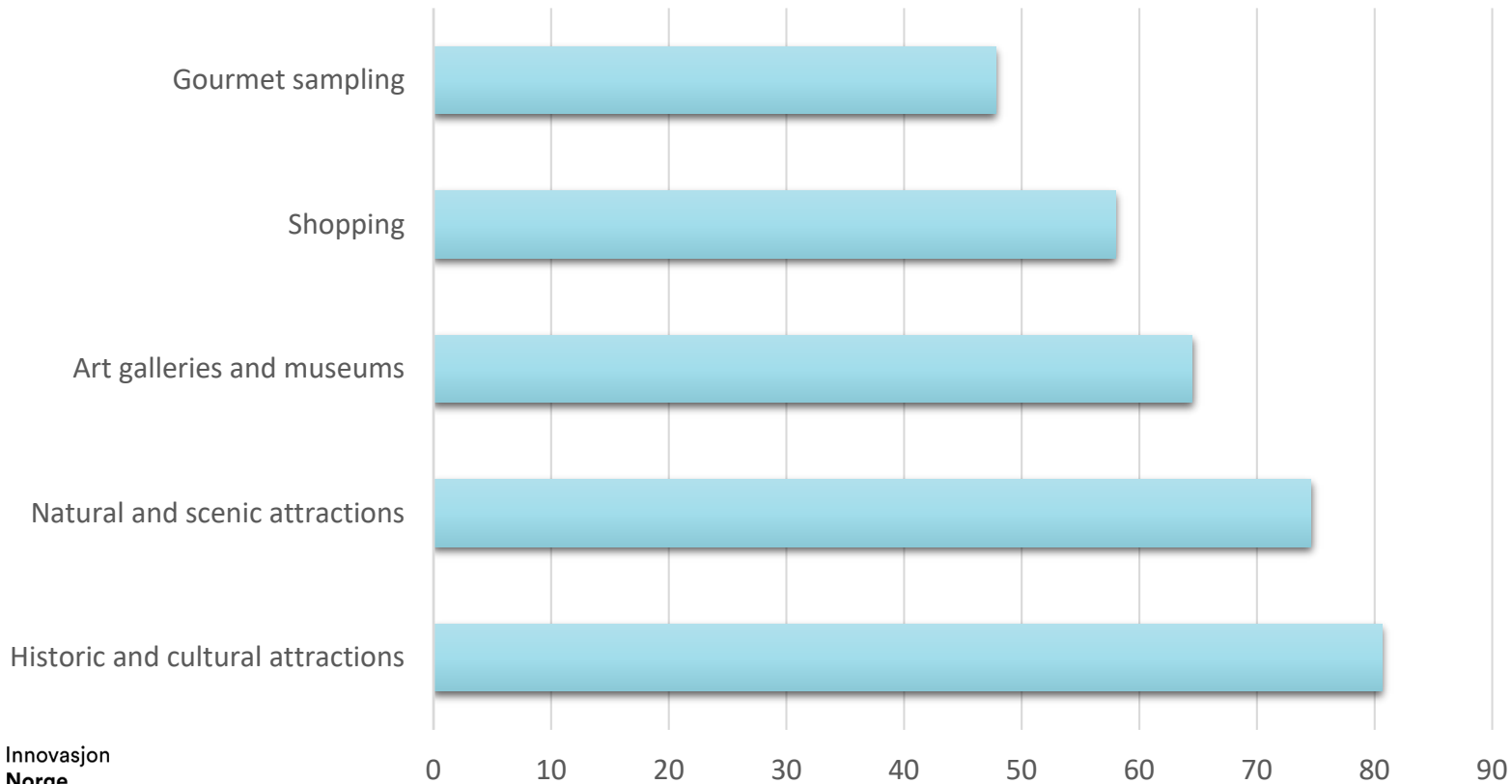
2019 vs 2018



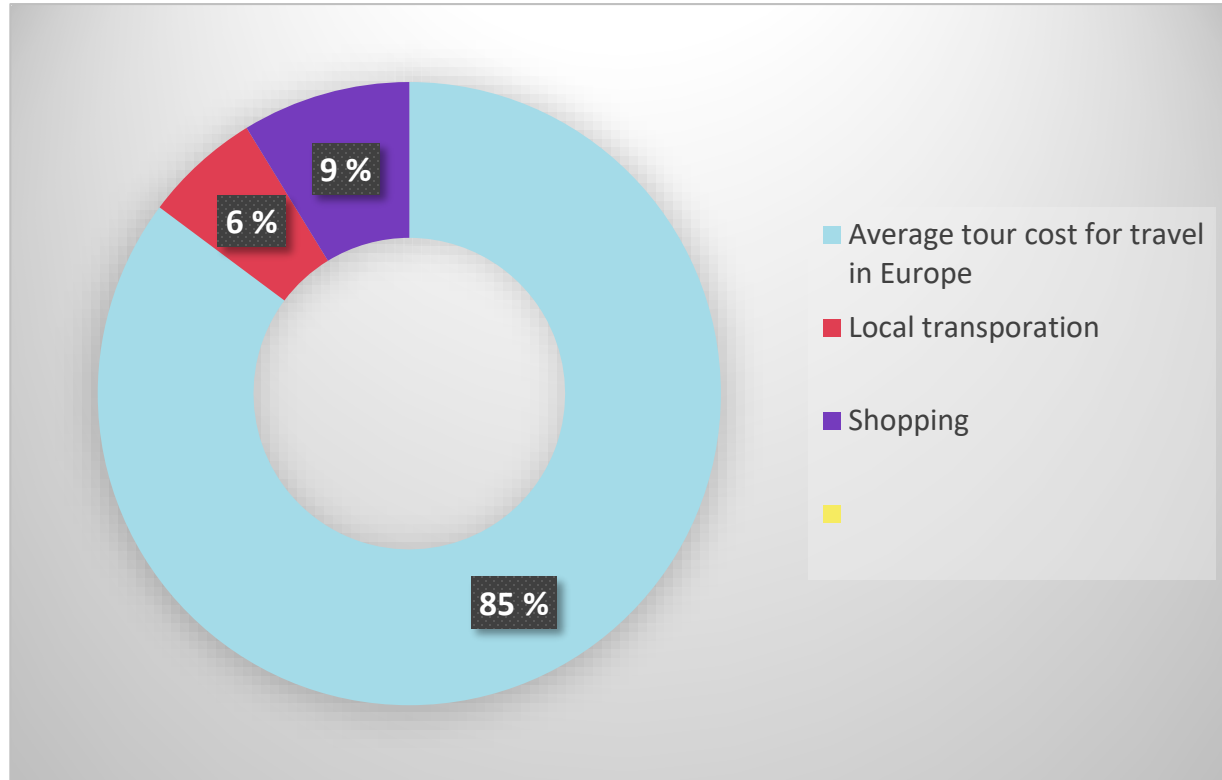
Market situation: Norway vs other destinations



Market situation: top 5 activities

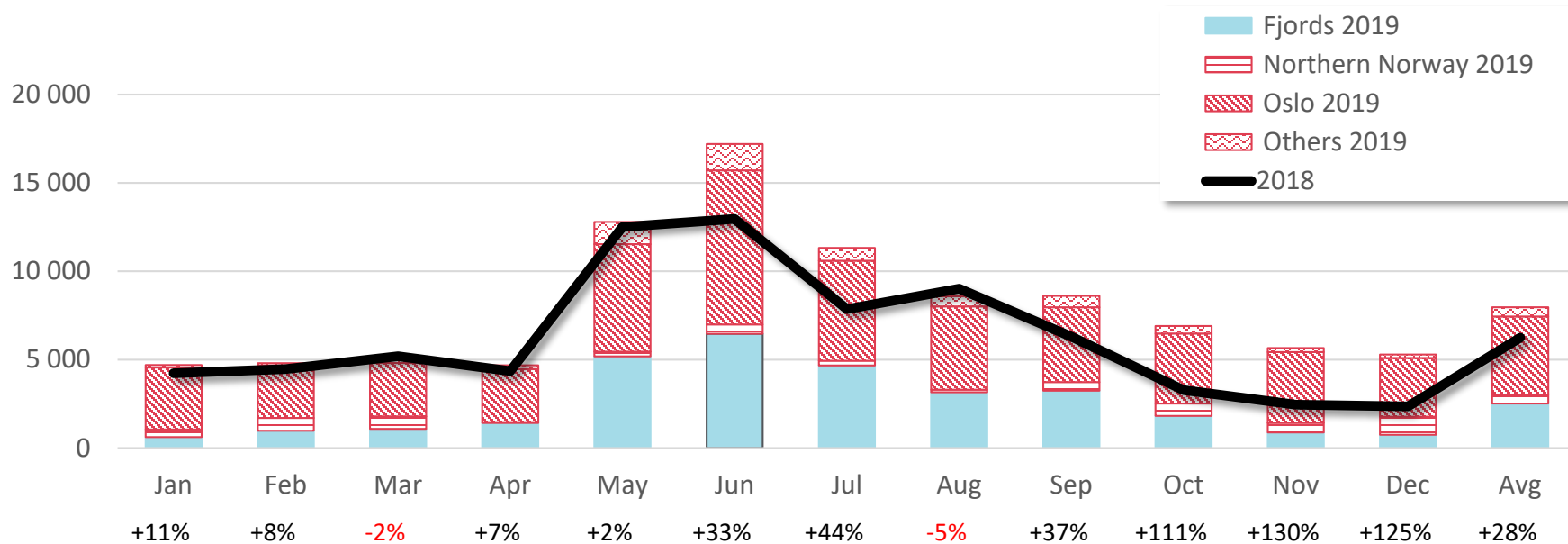


Market situation: expenditure



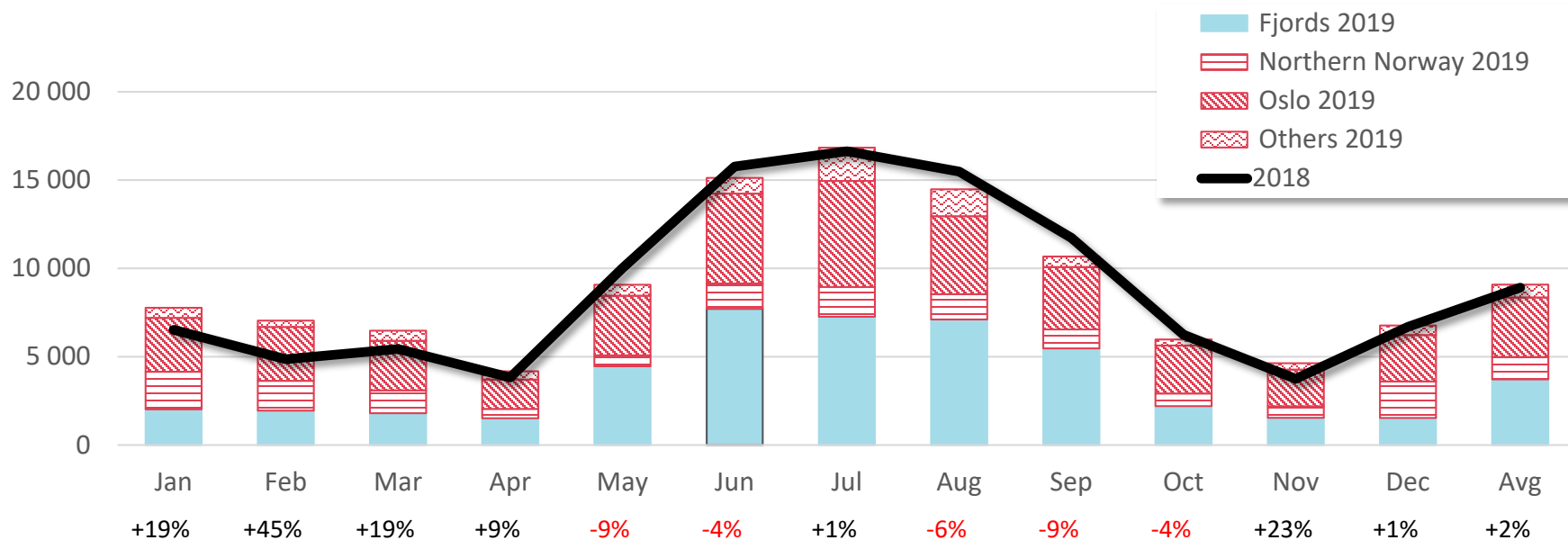
Visitor Statistics India 2019

2019 vs 2018



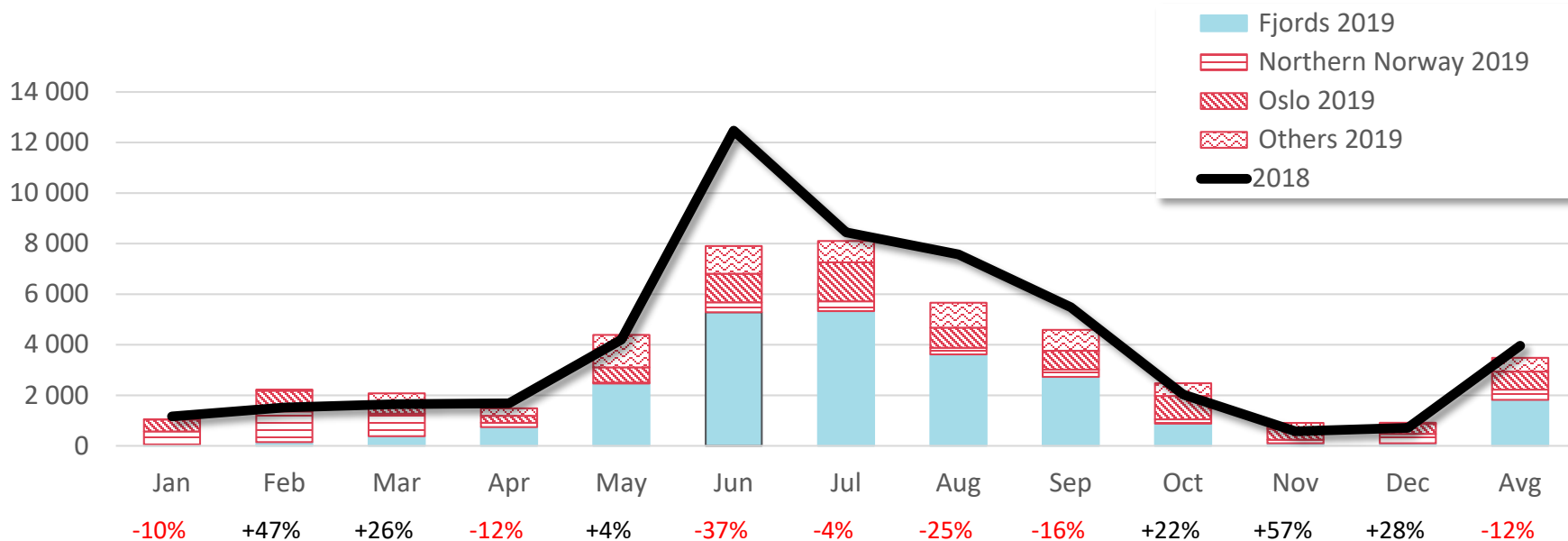
Visitor Statistics Australia 2019

2019 vs 2018



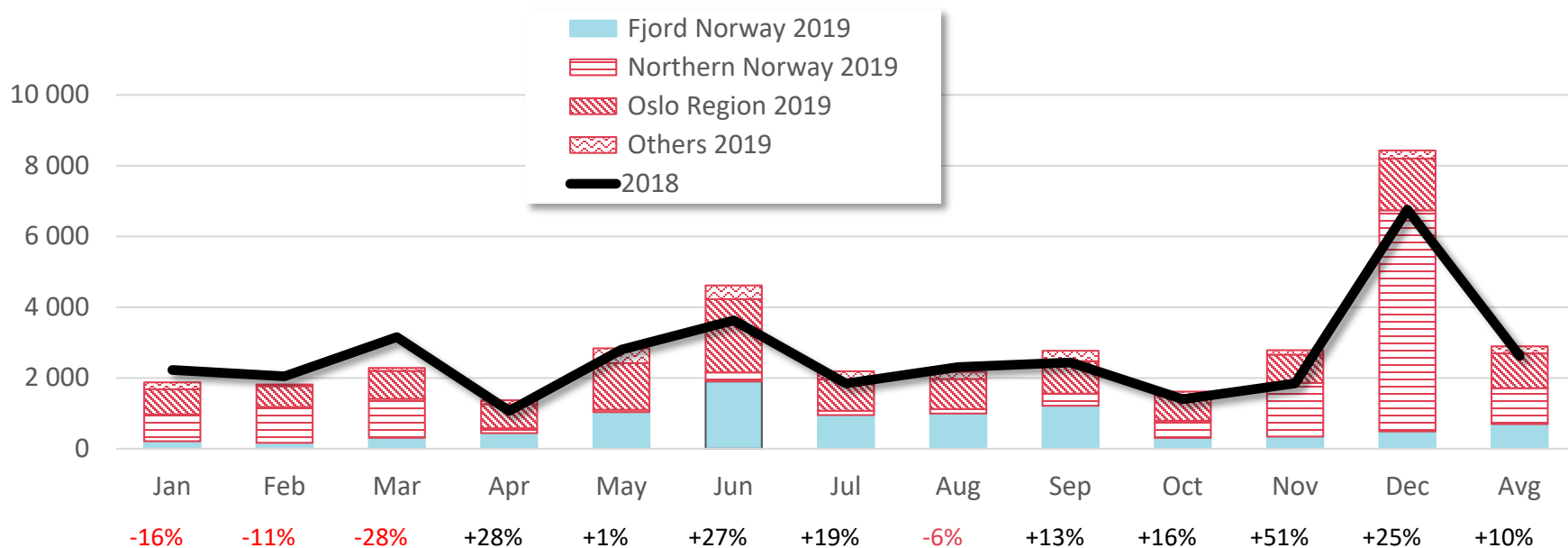
Visitor Statistics Taiwan 2019

2019 vs 2018



Visitor Statistics Singapore 2019

2019 vs 2018



Trends

- Rest and relax vacation a top priority for Singaporean travellers
- Opting for more off-beaten-path destinations
- Travellers are increasingly opting for more exotic destinations
- Bucket list – to see one of the wonders of the world (56%), to tantalise their taste buds (38%) and a thrilling vacation (49%)
- Inspired to re-visit loved destinations and explore them in a whole new way



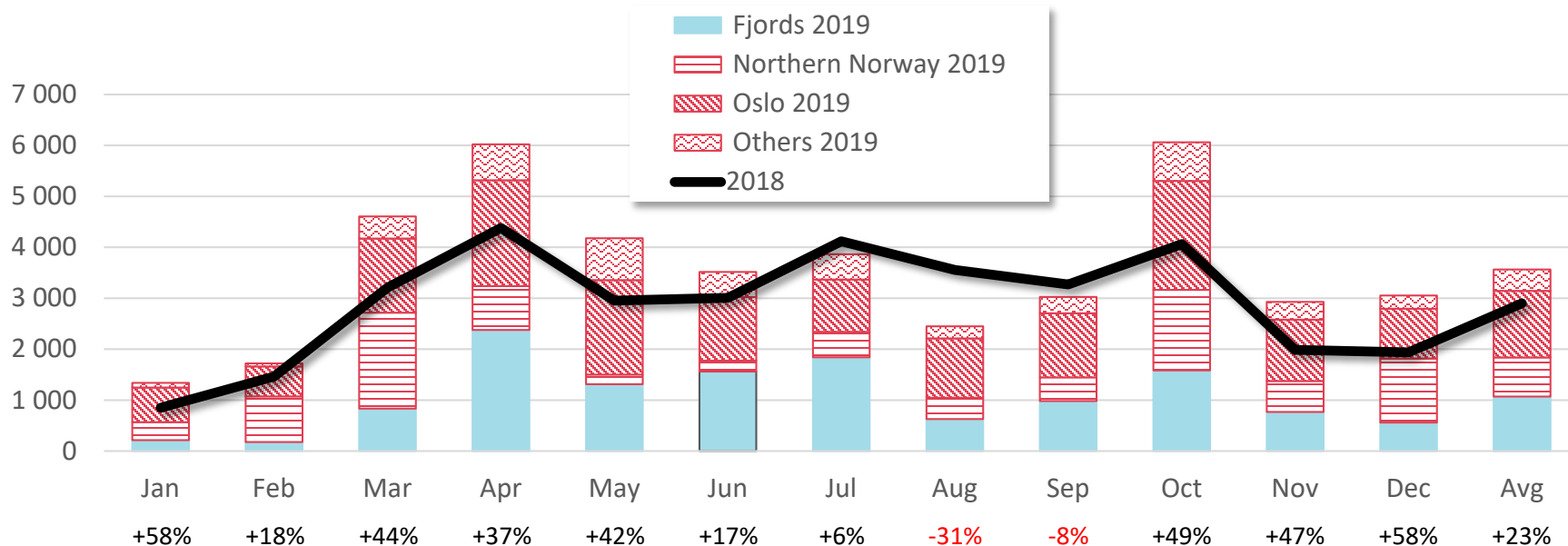
Traveller Behaviour

- Likely to travel with family and friends
- Strong reservations about packaged tours
- Seek novel travel experience
- Price conscious – deal seekers, keep close eye on sales promotion
- Make the most out of every dollar spent
- Invest a lot of time planning elaborate itineraries
- Savvy and sophisticated use of multiple sources



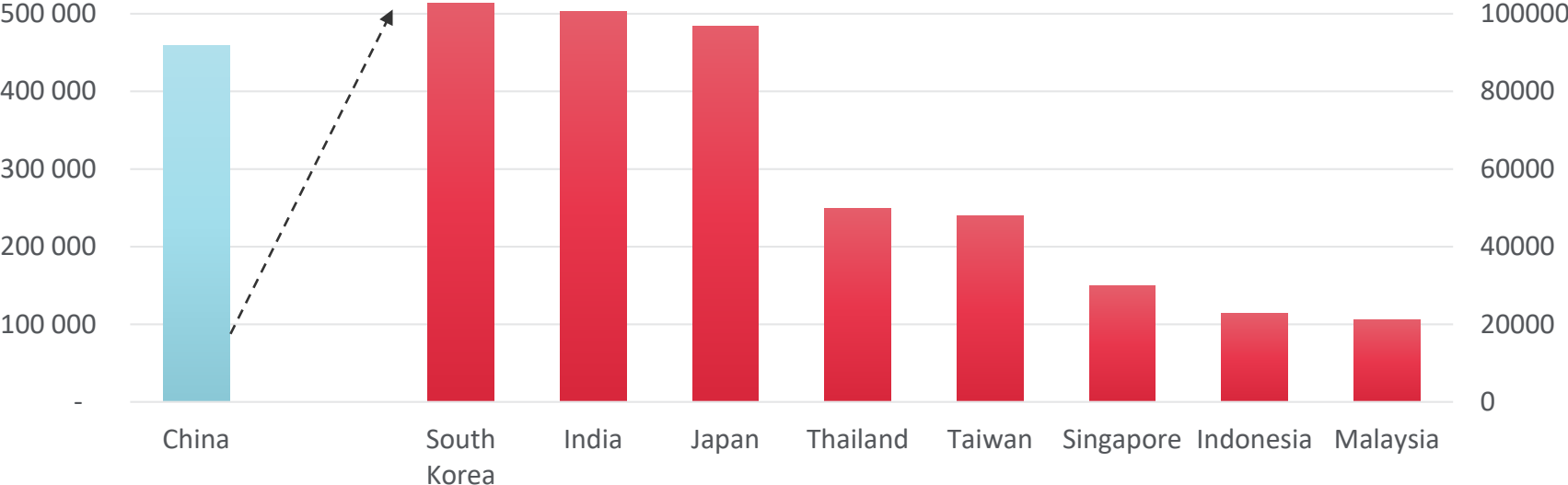
Visitor Statistics Thailand 2019

2019 vs 2018



Thailand's Room Nights Jan-Nov19 vs Peers in Asia

Hotels and Accommodation



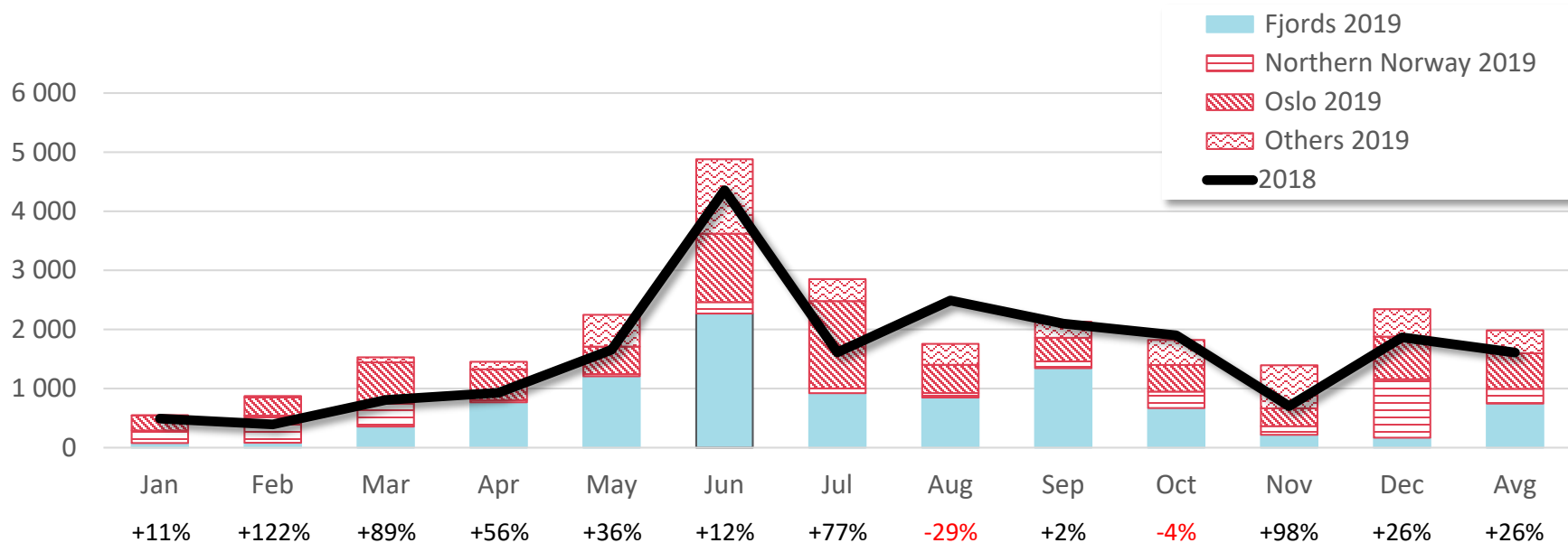
Thai Tourists Travel Motivation and Activities

- Interested to understand cultural diversity
- Like outdoor activities but not too extreme
- Keep visiting the same destinations but willing to try new experiences, food and participate in local festivals
- Different motivation for travel, not afraid to try new things
- Take lots of photos. Sharing photos help encouraging friends to try out the same experience



Visitor Statistics Indonesia 2019

2019 vs 2018



About Indonesia

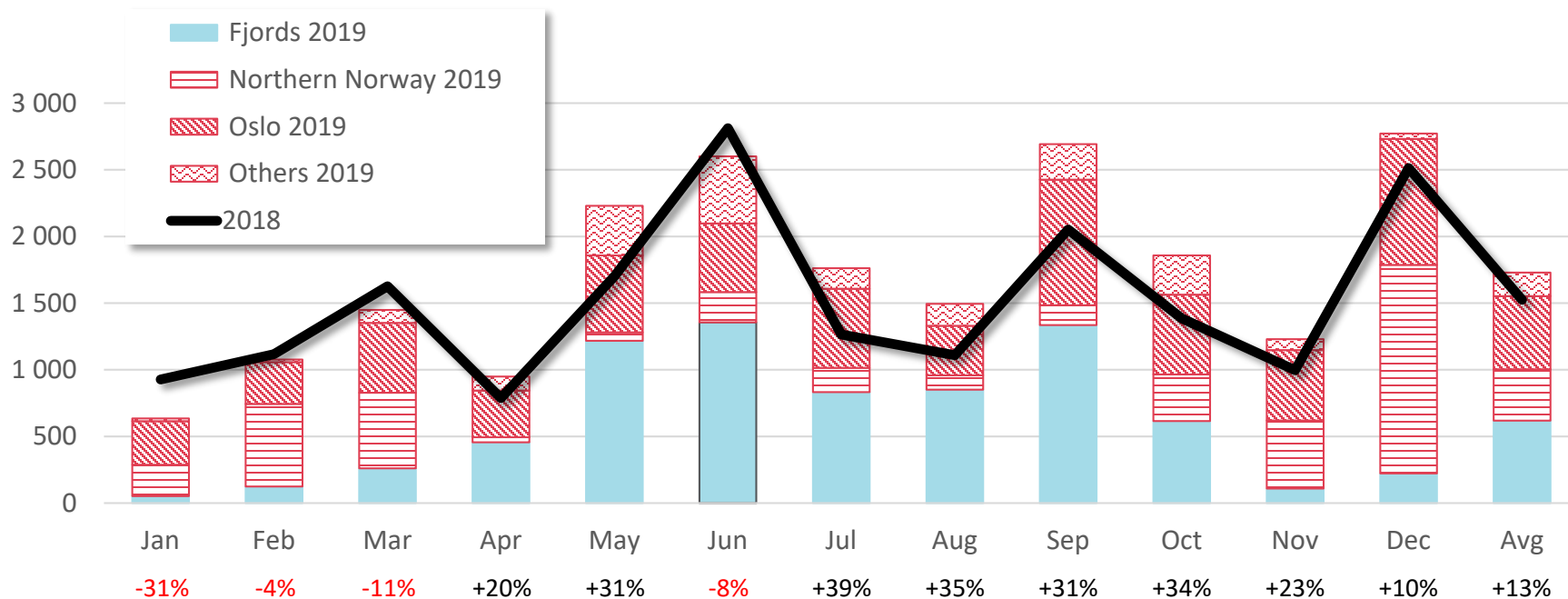
- In Indonesia there are about ca 40 mill with a higher buying power than the average European.
- Norway is well known and has a good reputation amongst Indonesians, much thanks to the status of Norwegian Salmon.

	2014	2015	2016	2017
Indonesians Going Abroad (in million)	8.1	8.1	8.4	9.1
Indonesians Making Passport (in million)	n.a.	2.9	3.0	3.1

- Link: <https://www.indonesia-investments.com/news/todays-headlines/tourism-industry-where-do-indonesians-go-for-their-holiday/item8474>

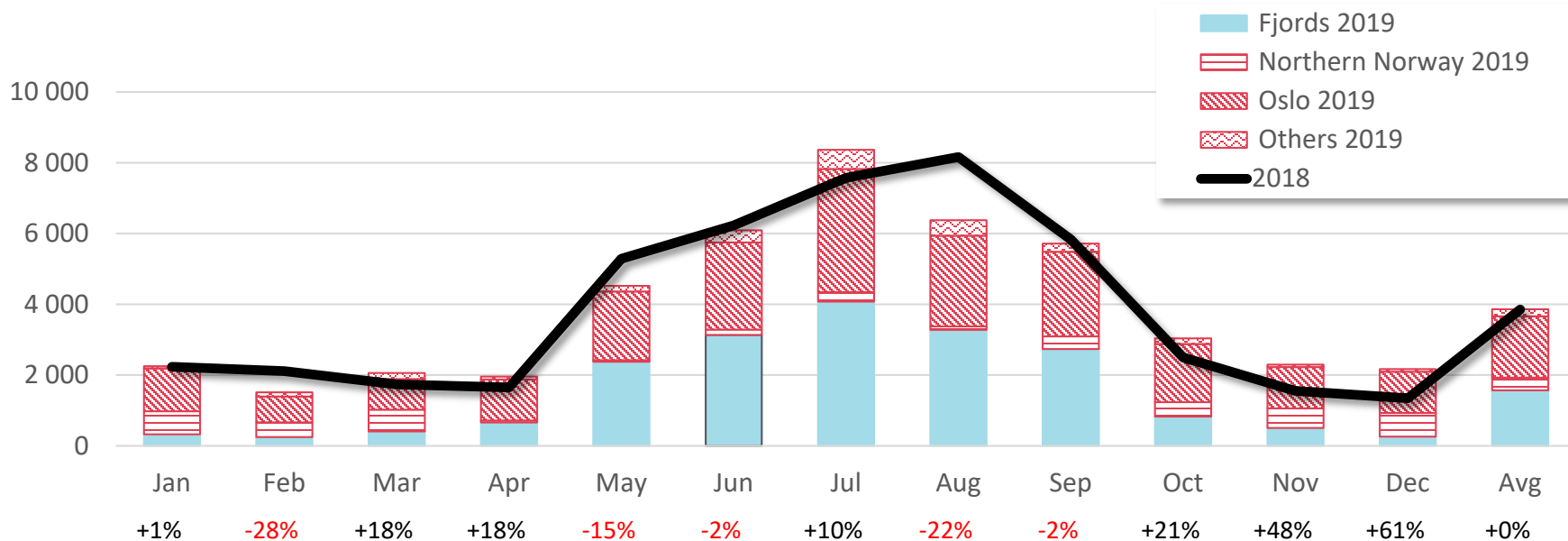
Visitor Statistics Malaysia 2019

2019 vs 2018



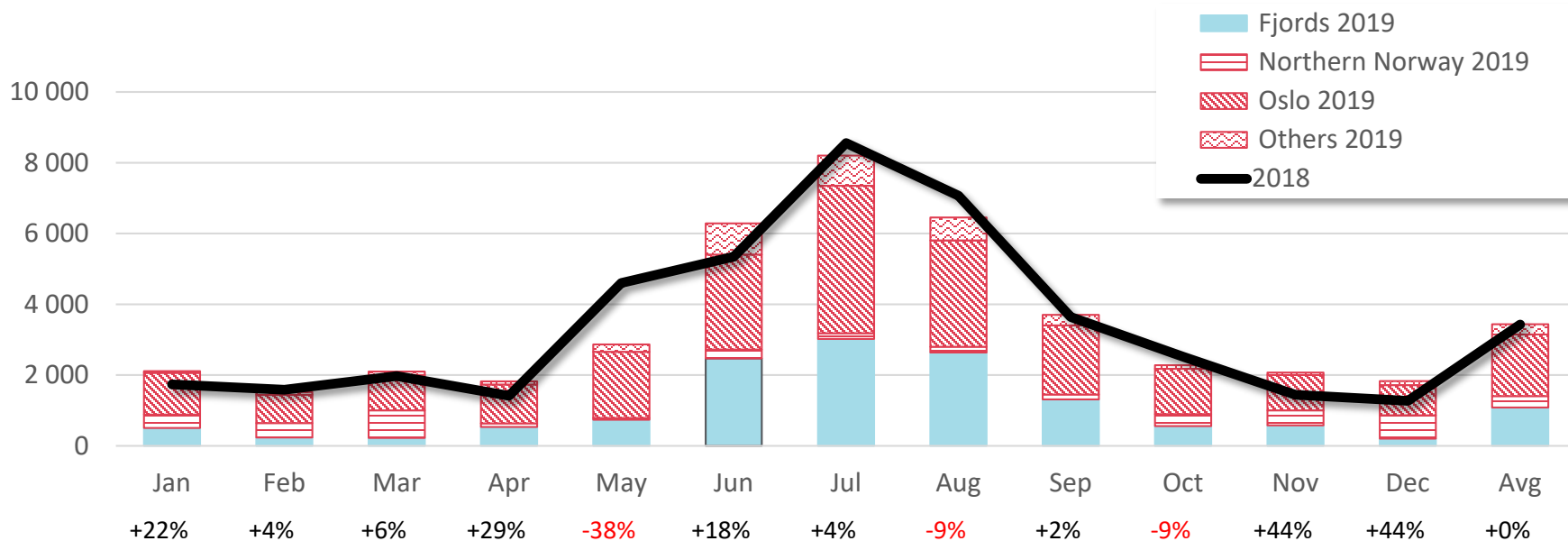
Visitor Statistics Brazil 2019

2019 vs 2018



Visitor Statistics Rest of South America 2019

2019 vs 2018



Activities 2020



Korea/Japan/Indonesia – week 39



China – week 44



India – week 48



For more information – please contact



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