

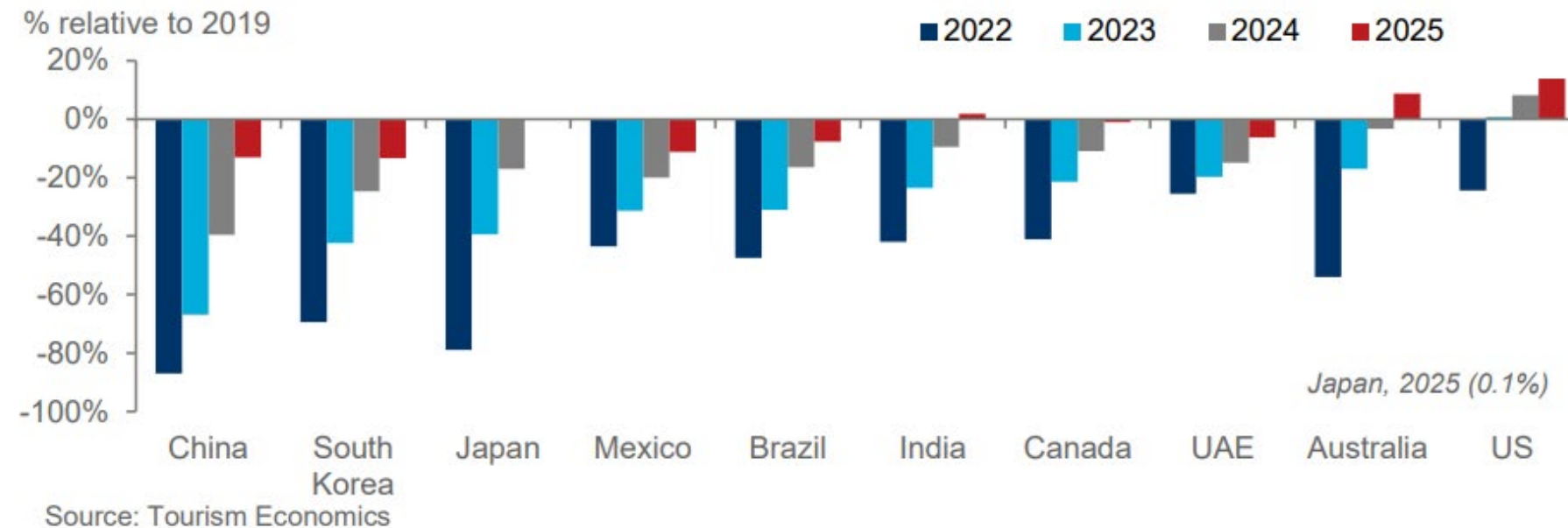
Markedsinnsikt 1.halvår 2024

Kina
India
Japan
Sør-Korea
SEA
Australia

Asia

Gjenreising av reiser til Europa

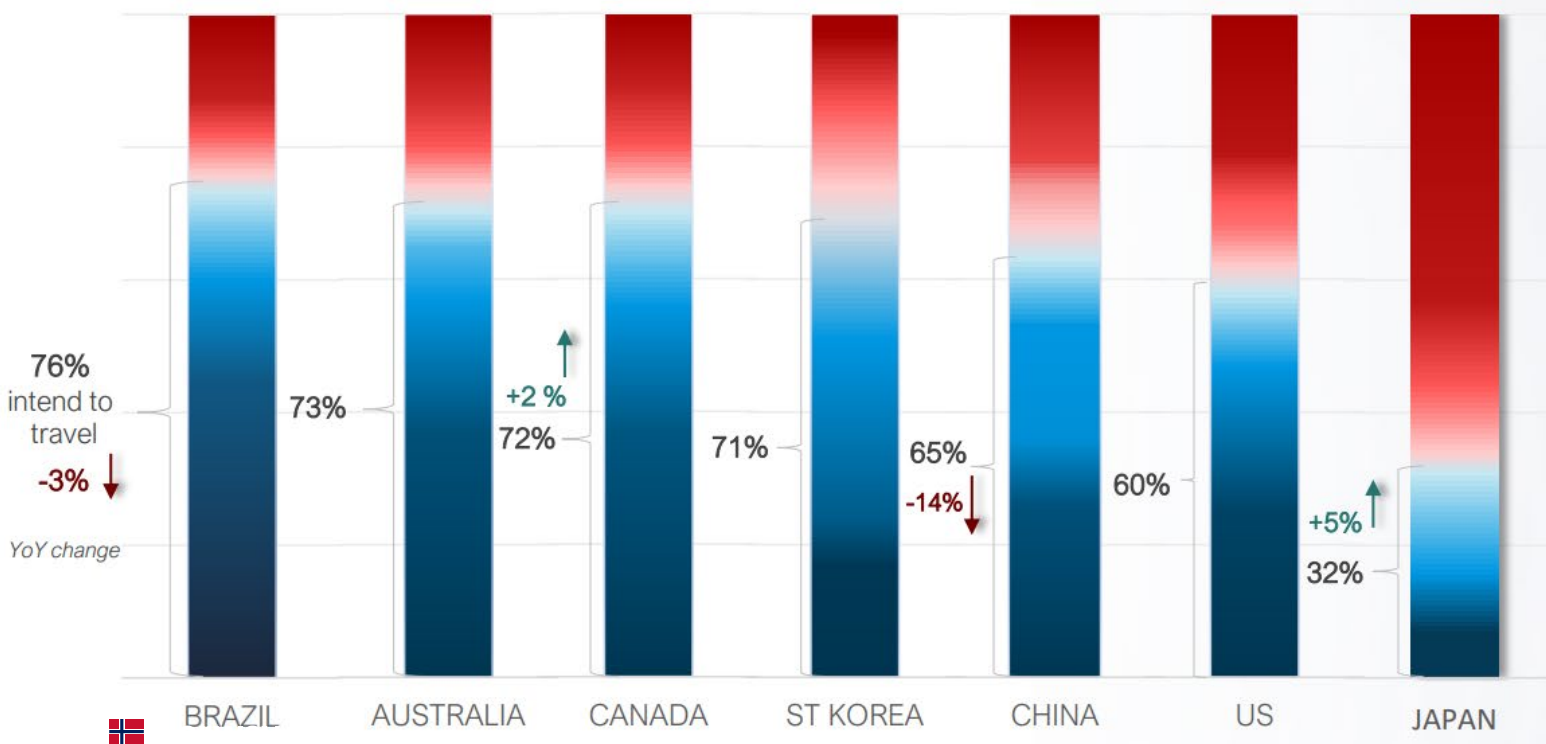
Recovery of Outbound Visits to Europe by Key Long-Haul Source Markets



LONG-HAUL TRAVEL INTENTIONS FOR 2024 MAINTAIN POSITIVE TRAJECTORY, MATCHING LEVELS REPORTED IN 2023

In 2024, intention for overseas travel is generally positive across studied markets, with particularly high levels of positivity among Brazilians, Australians, Canadians, and Koreans. While these findings largely align with last year's results, there is a positive shift in Japan, where an additional 5% of respondents now express an intention to travel long-haul. In contrast, China stands out as the only market witnessing a significant 14% decrease in the number of individuals planning long-distance travel in 2024.

Intention to travel long-haul in 2024 (% of respondents)*



Respondents are asked to use a slider ranging from 1 to 100 to express their intention to travel long-haul in 2024. A rating of 1 indicates a definite negative response, while a rating of 100 signifies a definite positive response.

Do you plan to travel outside your region of residence in the next 12 months, either for personal or professional purposes?

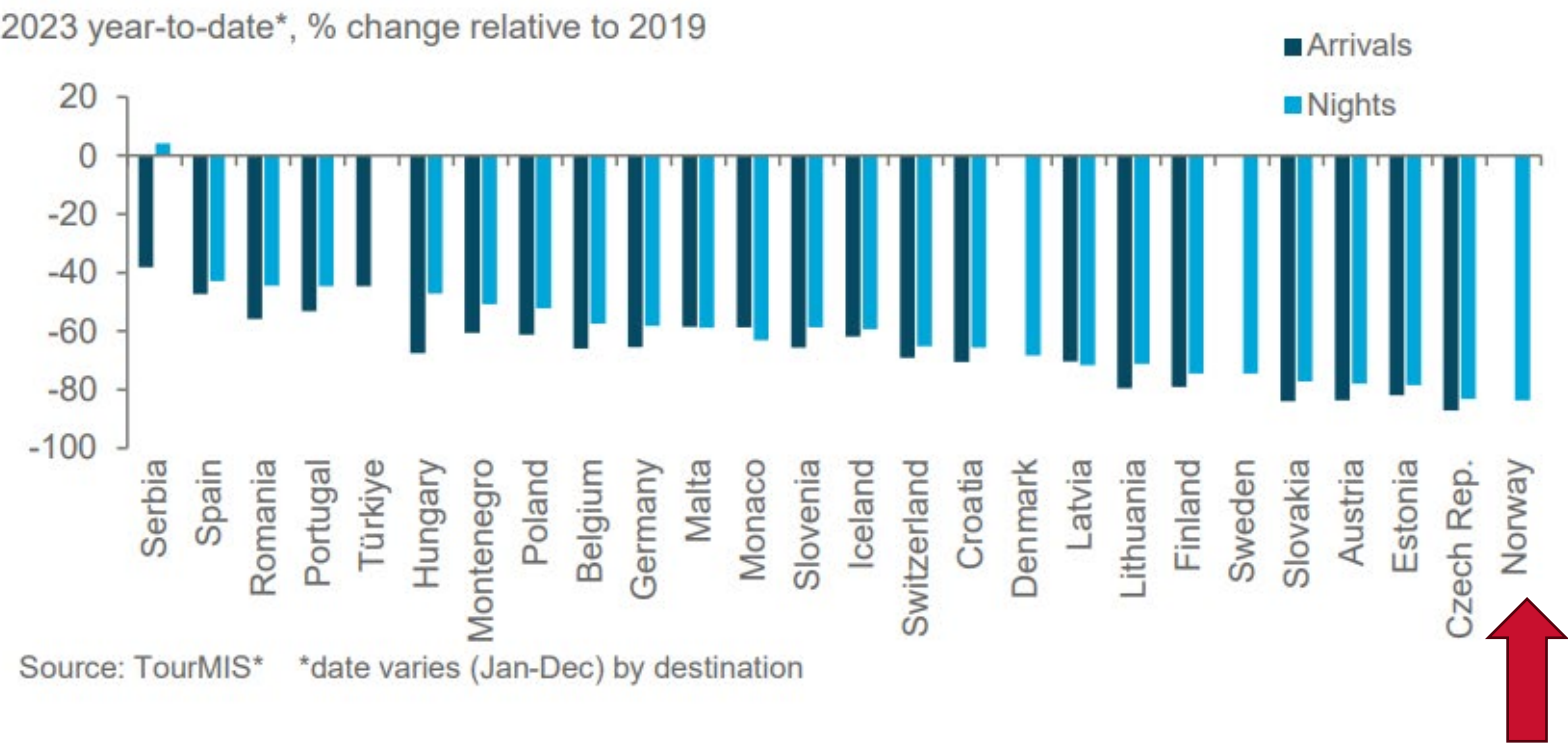


China

- Roadshow in October FULLY BOOKED!



Chinese Visits and Overnights to Select Destinations



China

Trends in the market

- The group size is getting smaller and tourists begin to pursue activities, cultural exchanges, unique experiences.
- There are still many 4-Nordic country products but we see the increase of in-depth travel products in the market.
- Besides the group travels, the FIT travels are getting more and more popular and many young people like to travel on their own and they normally do many activities and prefer longer stay in one destination. But the visa application of FIT travelers are still quite easy to be rejected in practice due to their “flexibility” of the travel plan which make the visa officer questions about their purpose of travel. (For the visa officers in the Northern China, it is ok as they do understand how the young people travel. But for the visa officers in Eastern and Southern China, it was very difficult for them to believe that Chinese people will spend a lot of money to travel to Norway to find tranquility in the nature instead of busy sightseeing.)

China

Trends in the market 2

- Women lead leisure travel in China.
 - This spike in spending is notably led by older millennial and Gen X women — born in the 1970s and 1980s. They're hailed as the "absolute main force" in the travel consumer market, surpassing younger cohorts in spending power.
- Alpine destinations in Switzerland and Austria are benefitting from a growing enthusiasm for winter sports in China.
 - The number of skiers in China has risen fast. Ski resorts in China recorded 19.83 million visits in 2022/23, a 66 percent increase compared to the 11.95 million visits in 2014/15

China

Tour operators/Travel agents

- There are many small new tailor-made or influencer-type operators entering markets after the pandemic.
- The tailor-made operators are normally small companies but they are focusing on in-depth travel program for their clients.
- Influencer-type operators are normally using their own influence on SoMe platforms to organize their followers to travel with them which might be illegal as they may not have the license to organize the trip but many young people join in this kind of trips.
- Majority of the tour operators are optimistic about the Nordic market this year as it is the second year of the recovery and sales networks, staff and operations begin to return to normal status.
- Due to the sport events in France and Germany this year, the price for western Europe is very high and the booking is full, so many tour operators in China are looking for selling more Nordic products, which is very good for us. For Norway, the interests for winter is higher and higher

China

Financial situation and impact on travel

- The travelling desire is very strong which could be seen from the data of the travelling of the Spring Festival Holiday but mostly short haul destinations.
- As for long haul destinations, only the intermedium to high end market products are selling well but the total volume for this market segment is limited.
- For low-budget group market, 2024 is expected to be another difficult year as the general income for this market segment is affected a lot by the sluggish economic recovery of China.

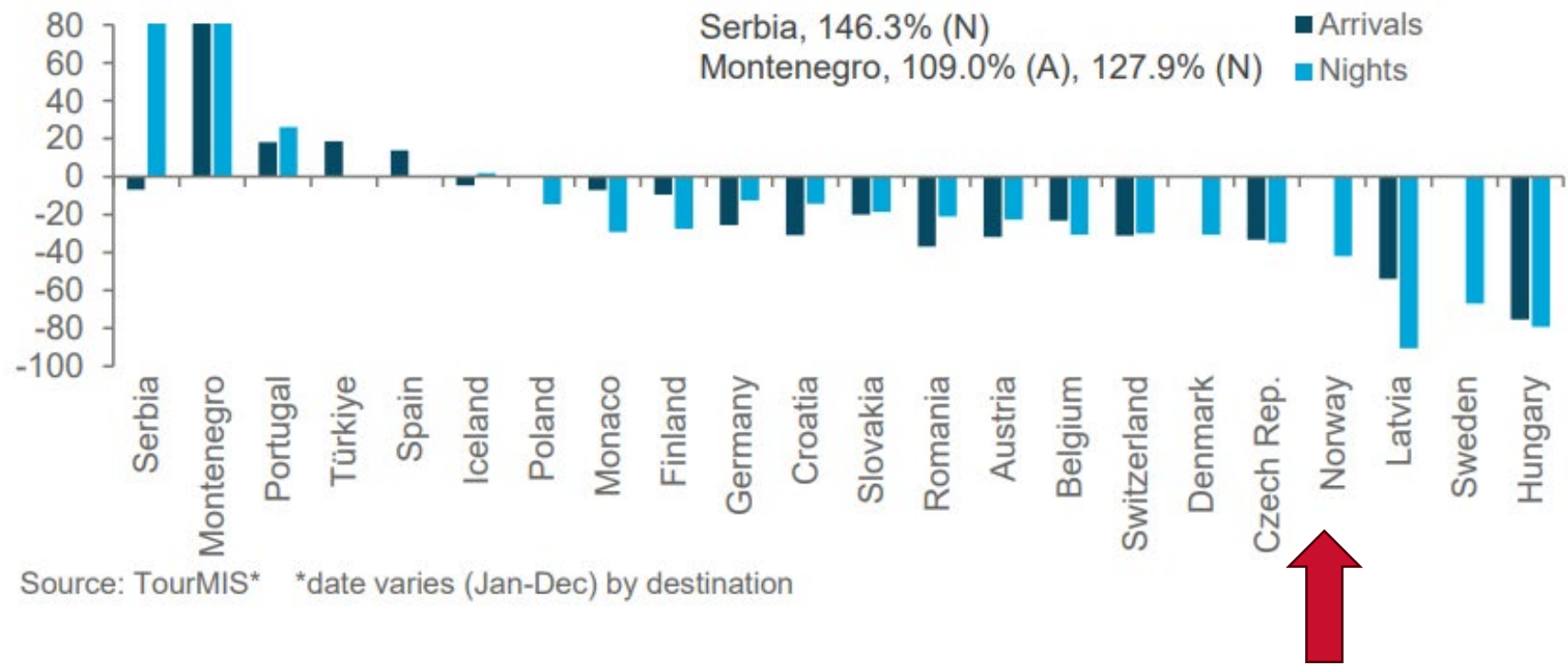
India

- We must promote winter tourism, Christmas and Sapmi culture
- Familiarisation & study visits for Team India including product update, hotel inspections and training on itinerary development



Indian Visits and Overnights to Select Destinations

2023 year-to-date*, % change relative to 2019



India

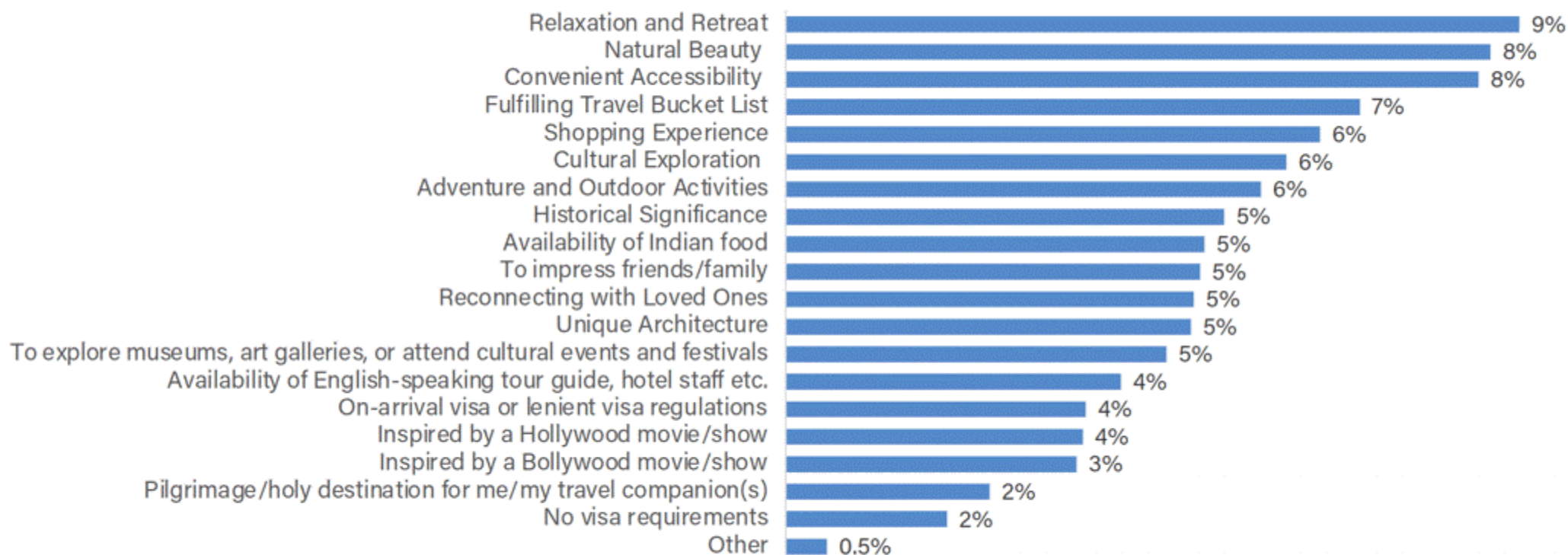
Trends in the market

- Northern Light holidays has been a big trend in 2024
- Consumers are looking for historic cafes, high-end restaurants, or sky bars, and iconic hotels and luxury accommodations
- It is election year in India, and this affects travel time. Bookings are staggered from mid April to early June. We are likely to see bookings on shorter notices and concentrated to June to September.

India

Indian travelers and their primary motivation for visiting their dream destination

Reasons for wanting to visit the dream destination



N = ~1,000 (Domestic travelers N = 672; International travelers N = 518)
Source: Skift Research India on the Move. Survey was conducted in August 2023.

innovation
research

India

Tour operators/Travel agents

- There has been many new companies in the tourism sector that have emerged as expected with the burgeoning tourism growth in India.
- Several companies have included Europe in their offerings. Companies that offer adventure, self-drive, holidays for seniors, etc.
- A few names of companies that emerged are: Holiday Tribe, Adventure Overland, Cruise Trip, World Travel Studio, You Go Trip, Joy-N-Crew, OnePlus Holidays, Travel Unravel, Travel4 Seasons, Arago Travels, etc.
- 2024 seems like the year with the most promotions for Europe across digital and print media.
- Thomas Cook, Make My Trip and several other important operators expect 2024 to exceed targets in number of travellers and revenues. They are expanding their operations and opening new offices in both Tier I and Tier II cities

India

Financial situation and impact on travel

- Rise of middle class, increase in domestic tourism, and equally rise of luxury tourism are some of the indicators of the growing Indian economy (can also be read out from the trends in the market in previous ppt slide)
- India's GDP growth continues to be one of the highest in the world [approx. 7%]
- Foreign direct investment in India hovered around 20 billion

Japan

- the economy is expected to continue recovering at a moderate pace with the improving employment and income situation, supported by the effects of the policies
- attention should be given to price increases, the situation in the Middle East and fluctuations in the financial and capital markets. In addition, full attention should be given to the economic impact of the 2024 Noto Peninsula Earthquake



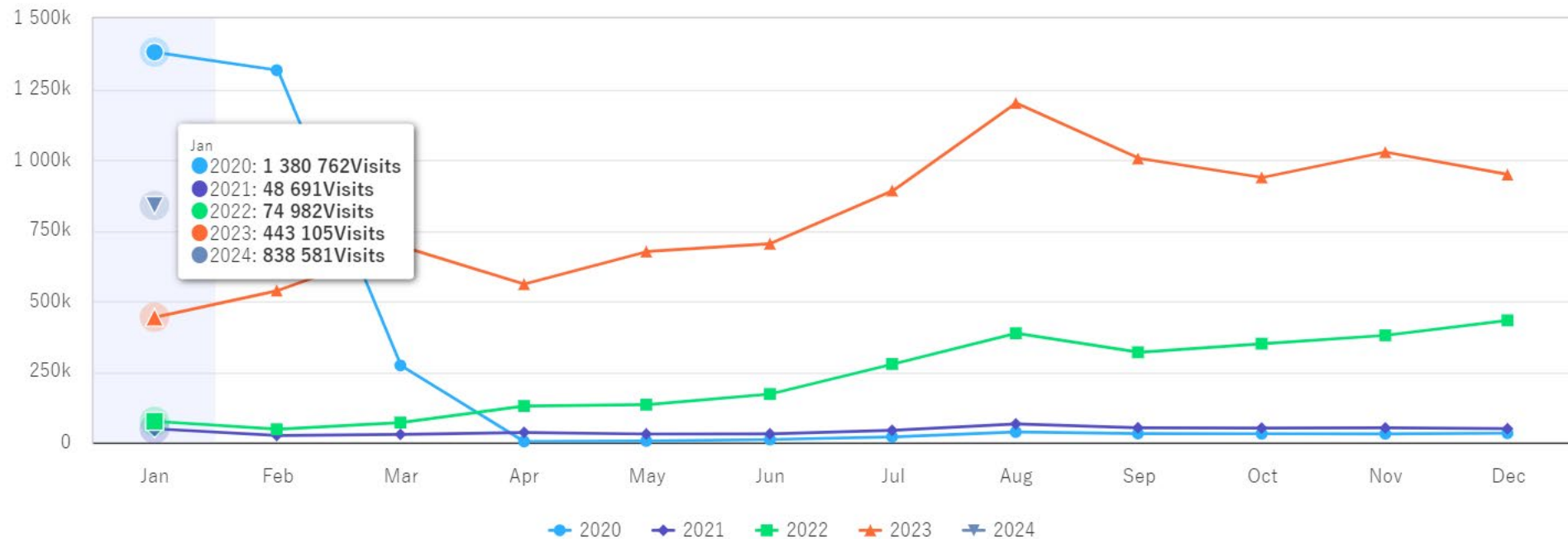
Japan

Outbound tourism

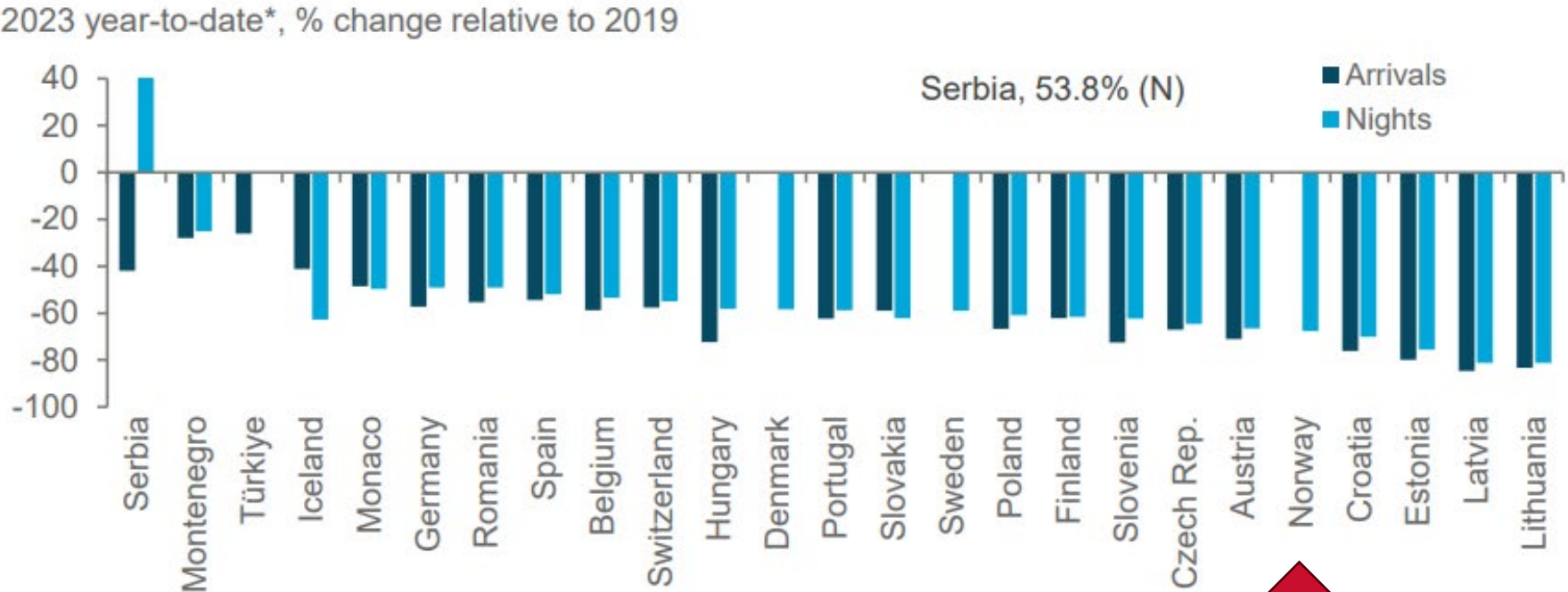
Japan-bound Statistics

Japanese outbound tourists Statistics

Japanese Economic Trend



Japanese Visits and Overnights to Select Destinations



Source: TourMIS* *date varies (Jan-Dec) by destination



Japan

Air capacity

- Air capacity has not fully recovered to pre-Covid times, however, under normal market conditions, capacity should recover to pre-Covid numbers moving forward.
 - Specifically for Northern Europe, SAS will increase connectivity from the present 3 flights per week to 4 flights per week starting at the end of April 2024. However, this will return back to 3 flights per week from ultimo October 2024.
 - Finnair will have 24 flights per week during the high season 2024. Daily flights between Tokyo Haneda-Helsinki, daily flights between Tokyo Narita-Helsinki, 6 flights per week between Osaka Kansai-Helsinki. The 24 weekly flights includes the resumption of Nagoya-Helsinki, starting from ultimo March 2024. There will be 4 flights per week for this sector. The Nagoya flight is seasonal during 2024, but Finnair plans to make it an all year connectivity starting from the high season 2025.
 - ANA will start flying daily between Tokyo Haneda and Stockholm Arlanda from either Q3 or Q4 2024.

Japan

Tour operators/Travel agents

- New players:
 - Two of the participants of to this year's NTW, Sky Crew Travel and Greenbio Corporation are trying to include more of Norway into their product portfolios. Both companies are servicing the burgeoning FIT market
- General status about the most important operators
 - The Japanese outbound market is returning, albeit slowly. Major players such as JTB, Club Tourism and Hankyu are indicating the summer season is seeing good booking trends.
 - Attention is brought to attention that Kuoni Tumlare, the major DMC for the Nordic region, is shifting its focus more on Western Europe rather than the Nordic region. This seems to be a result from the merger where Kuoni has taken on a more dominant role.
- Trends in travel patterns:
 - All players are still selling Scandinavian roundtrips, but it is conspicuous that some major players, such as Hankyu, is also selling mono-Norway products

Japan

B2B seminar

• Hankyu (12.mars)

- 10 Days 4 Nordic Countries (FI/DK/NO/SE using AY) (total 2 nights in NO. 1 night in the Hardangerfjord area and 1 night in Bergen)
- 8 Days 3 Nordic Countries (NO/SE/FI using AY) (total 2 nights in NO. 1 night in either Flåm or Lærdal, 1 night in Oslo)
- 10 Days NO Mono (highlights: fjords, hiking Preikestolen. Airline: SK) (total 7 nights in Norway. 1 night in Trondheim, 1 night in Ålesund, 2 nights in the Geirangerfjord area, 1 night in the Sognefjord area, 1 night in Bergen, 1 night in Stavanger)
- 8 Days NO Mono (highlights: fjords, visiting "The Twist". Airlines: Qatar) (total 5 night in NO. 3 nights in Oslo, 1 night in the Hardangerfjord area, 1 night in the Sognefjord area)

• HIS Osaka

- One hour online PPT presentation about Destination Norway (for approximately 30 HIS Osaka sales staff. The content of the PPT should focus on the different places the product will visit in Norway (Oslo, Bergen, Sognefjord, Flåm Railway, Bergen Railway, Lindstrøm Hotel)

• CTI

- Nordic 4 countries (12 days): 2 nights in the Geirangerfjord region/1 night in Stalheim
- Nordic 4 countries (10 days): 2 nights in the Hardangerfjord region/2 nights in Lofthus
- Nordic 4 countries (10 days): 2 nights in the Hardangerfjord region/2 nights in Brakanes
- Nordic 4 countries (8 days): 2 nights in the Sognefjord region
- Nordic 3 countries (8 days): 1 night in the Hardangerfjord region
- Denmark/Norway (6 days): 2 nights in Bergen

• JATA

- theme "new destinations (from a Japanese market perspective)"



Japan

Financial situation and impact on travel

- The Tokyo Stock Exchange is reporting highest average stock prices since the late 1980's.
- Major cities, especially Tokyo, is seeing real estate prices increasing significantly, pointing towards positive shift in the economy.
- The central bank has announced to hike interest rates for the first time in 17 years
- Wages in all business sectors are also increasing
- The exchange rate between the JPY and EUR is still disadvantageous for the Japanese consumer

Korea

- Now it is time to introduce not only scenery, but life style and Norway products of high quality



Korea

Trends in the market

- New markets introduced Middle east get high attention.
- Not only nature experiences, but also culture and food
- The travellers wants to experience and learn about the lifestyle, and shopping of items to match this

Korea

Tour operators/Travel agents

- Yellow Balloon is a new agent, selling on FIT.
- Hanjin and Lotte co-operates about charter flights (Korean air) – this means more charters to Norway (April-Sept)

Sør-Korea

Tour operators/Travel agents

- HanJin Kal Tours shared with Lotte Tours
 - 10 charter flights (19.6-21.8)
- Lots of advertising on Home Shopping (TV)
- Winter – Condor Tour
 - Increased interest
 - 9 groups 2023/24 (maybe two more in April)



대한민국대표관광레저기업
롯데관광 LOTTE TOUR

자부심이 되는 여행
창립 53주년 특별기획

53
창립 53주년
롯데관광 창립 53주년

KOREAN AIR
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노르웨이

피오르가 빛어낸 대자연의 경이로움!
북유럽 항공일주 9일
가격 **8,290,000** 원부터

선착순 최대 **40만원** 할인!
출발일별 선착순 30명 한정 (~3/24까지)

QR 코드

| 롯데관광만의 품격 특전 |

- 현지 항공이동 2회 탑승으로 편안한 일정 구성
- 청정자연 노르웨이 피오르 속 프리미엄 호텔에서 하룻밤
- 알트레 초호화 럭셔리 크루즈 SEA SIDE 2박 업그레이드
- 피오르에서 하늘까지 세팅! 1011미터 로엔 스카이라이프
- 스몰홀을 전경이 한눈에 EKEN 파노라마 레스토랑
- 전세일정 중 4일을 노르웨이 일정으로 구성, 3대 피오르 포함

게이랑에르 피오르

노르웨이 / 스웨덴 / 핀란드 / 덴마크

유럽팀 **02)2075-3006**

Korea

Financial situation and impact on travel

- No impact towards interest in Norway, as those guests we target has money
- Business class tickets on flight between Korea and Europe/Norway

SEA

- Attending ITB Asia in Singapore 23.-25.Oct with 17 partners
- 2025 need to consider meeting arenas for trade in Singapore, Thailand, Taiwan, Hong Kong and Indonesia

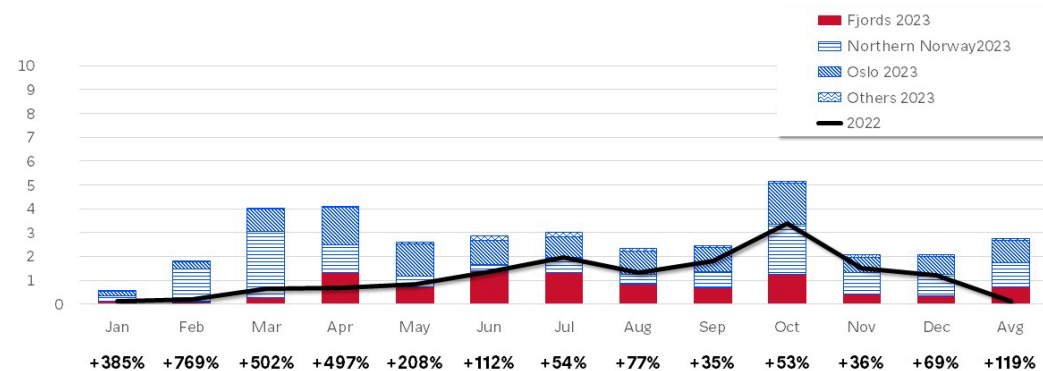


Thailand

High quality market

Room Night Statistics Thailand 2023

Overall 2023 vs 2022



Norway

1

- Main travel months April and October
- Financially GDP up by 3%
- Winter is exotic, many wants to experience the Northern Lights.
- High spenders, books business class
- Thai Airways starts BKK-OSL daily flights from 1st of July
- Norse BKK-OSLO 30.May to 31.Aug and again for Winter

Hong Kong

VisitNorway/STB back in the market

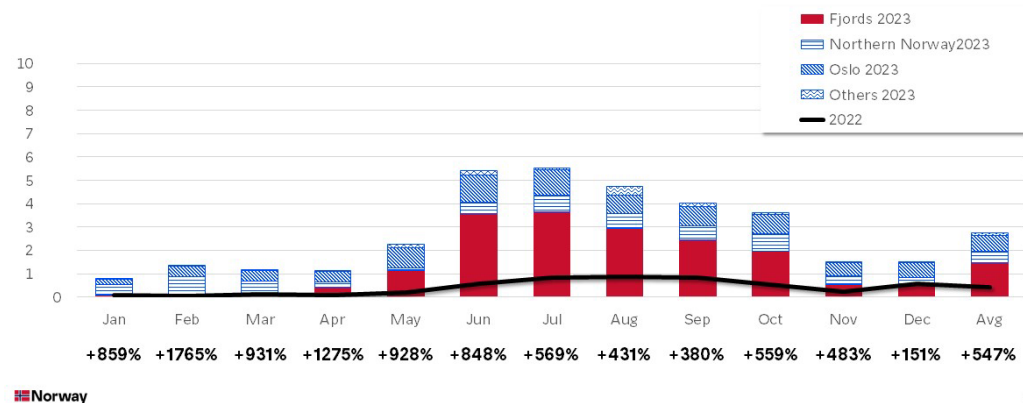
- Jason has visited HK on sales calls to TO for the first time since the pandemic
- Finland has no longer a sales representative here.
- Interest for news from DK and N
- Pressure on the economy, so the travellers who can travel to Europe are from upper class
- Consumers are looking for «new things/places» to experience

Taiwan

Recovery of market

Room Night Statistics Taiwan 2023

Overall 2023 vs 2022

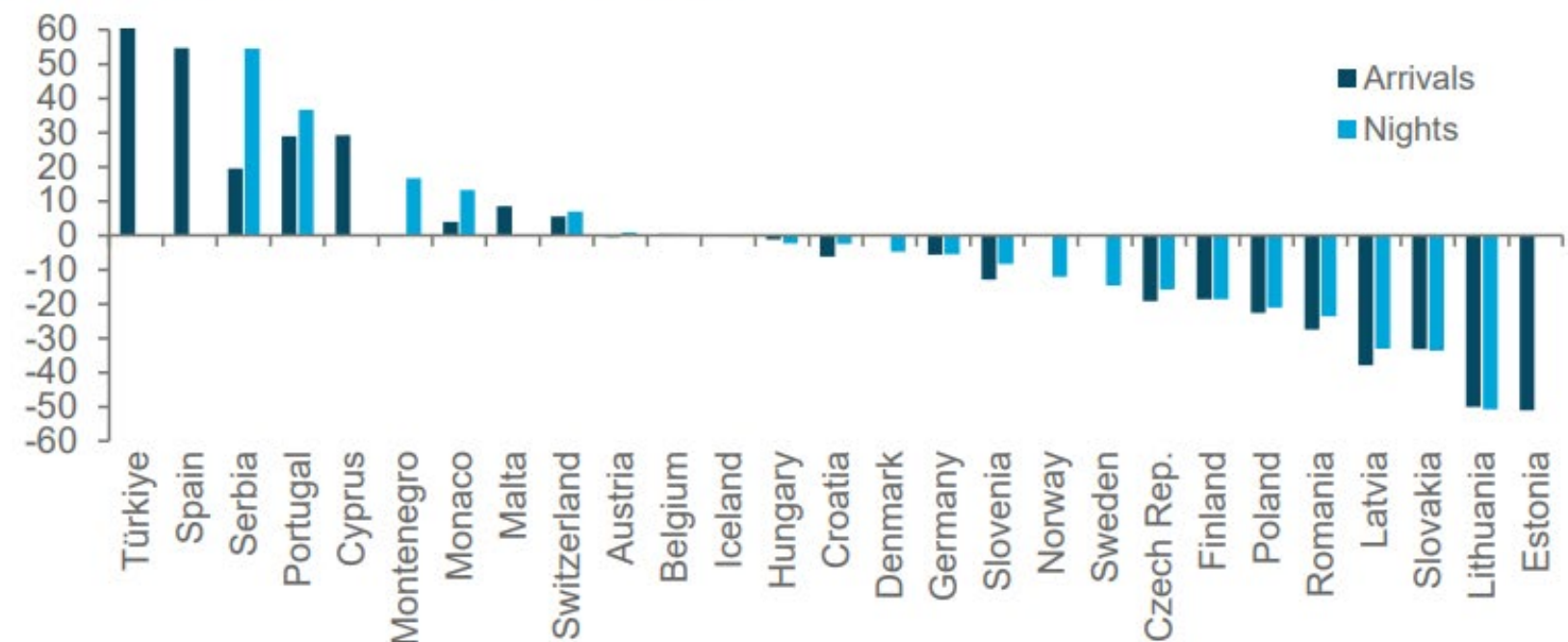


- Since pandemic, recovery has been fabulous (from 2nd half of 2023)
- Lofoten is high on interest from travellers and leading to needed expertise building with TO/TA
- Mono Norway and Duo countries is still very popular
- However, the sales did not skyrocket back to usual due to inflation of both accommodation and land services, adding on with limited flight capacities (no direct flights, connection in Middle East, then enter via Oslo or other neighboring).
- Regardless, at the end of 2023, there is more people talking about Northern Norway, including Lofoten, Svalbard, and the Arctic Cruise. We believe that in the next couple of years, this will be one of the highlights or focus of Taiwanese agents.

Australia

Australian Visits and Overnights to Select Destinations

2023 year-to-date*, % change relative to 2019



Source: TourMIS* *date varies (Jan-Dec) by destination



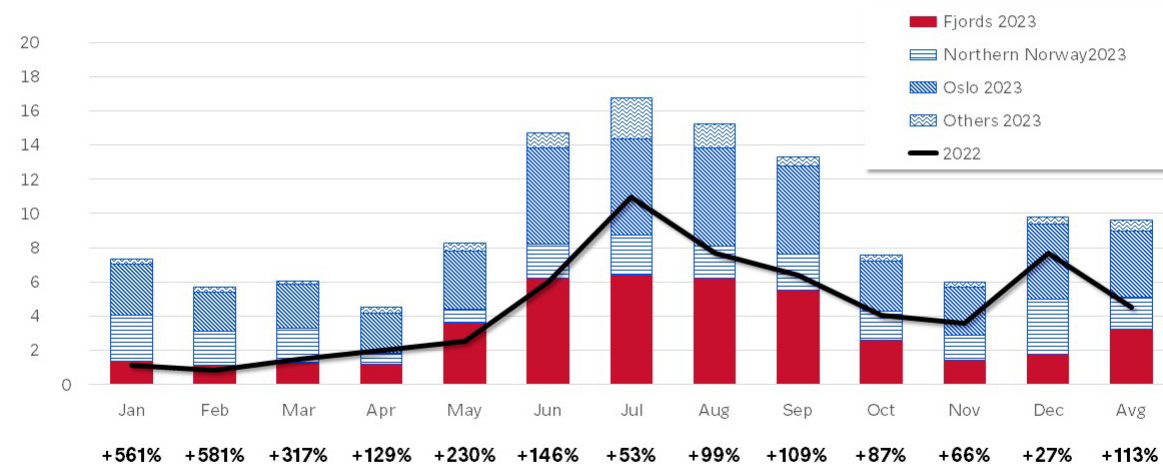
Australia

Norway is a «hot potato»

- Booming with requests from travel operators, press to come and experience Norway, as they have high demand for Norway these days:
 - «Seems like all Australians want to go to Norway now!»

Room Night Statistics Australia 2023

Overall 2023 vs 2022



If you have questions or comments to the Market update, please contact me

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