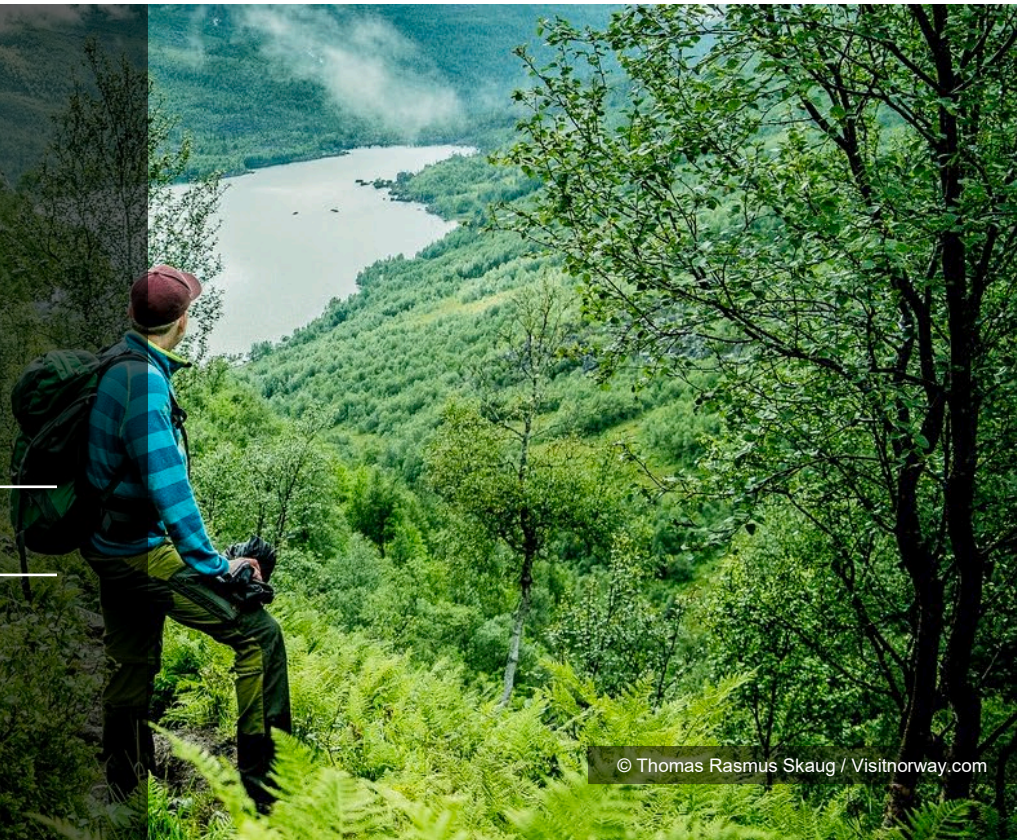


Norway's attractiveness as a holiday destination

Tracking Norways brand in European markets – 2012-2019

Visit Norway





Norway's attractiveness as a holiday destination amongst tourists with children

Norway is seeing a very strong increase in attractiveness amongst English tourists with children

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not, - and 10 is that you definitely will, be going on holiday to Norway.

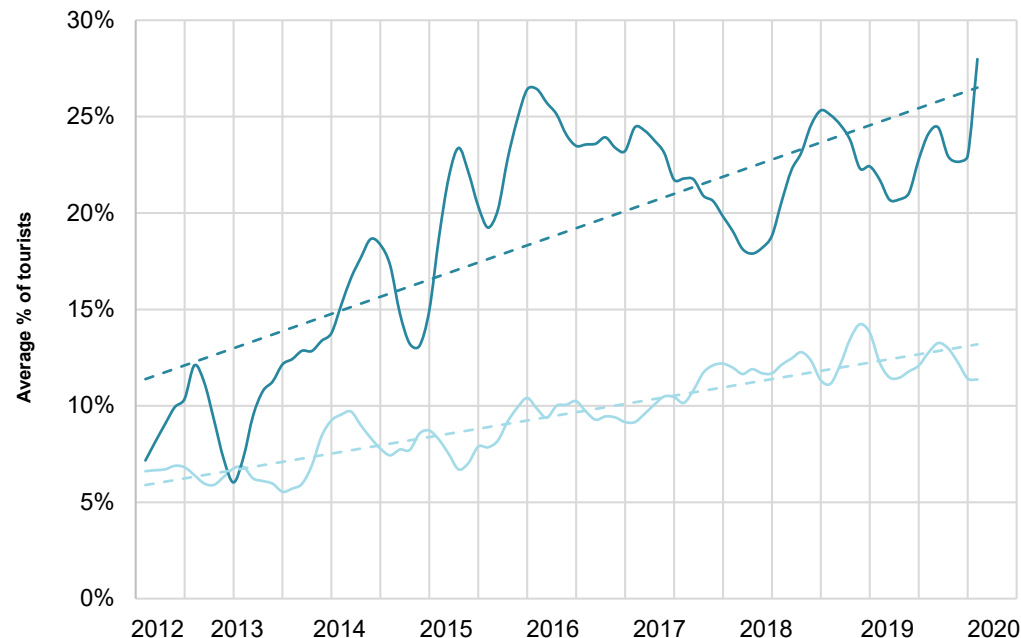


Tourists with children under 18 years



Tourists without children under 18 years

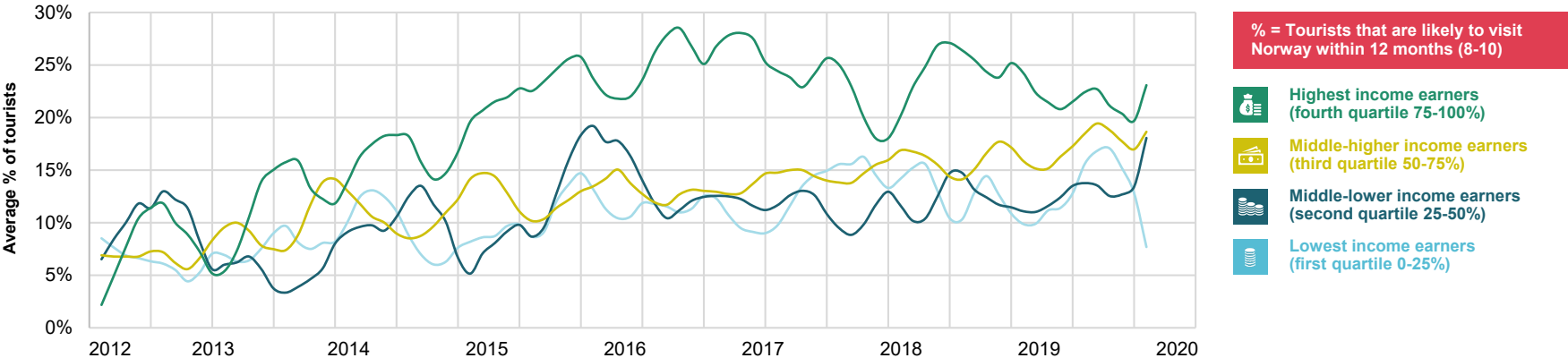
% = Tourists that are likely to visit Norway within 12 months (8-10)



Norway's attractiveness as a holiday destination by income group

Norway is consistently more attractive as a destination amongst higher-income earners in England

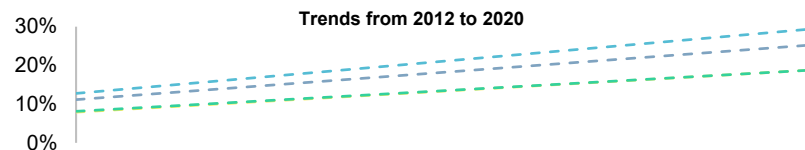
How likely is it that you will go on holiday to Norway in the next 12 months?
Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.





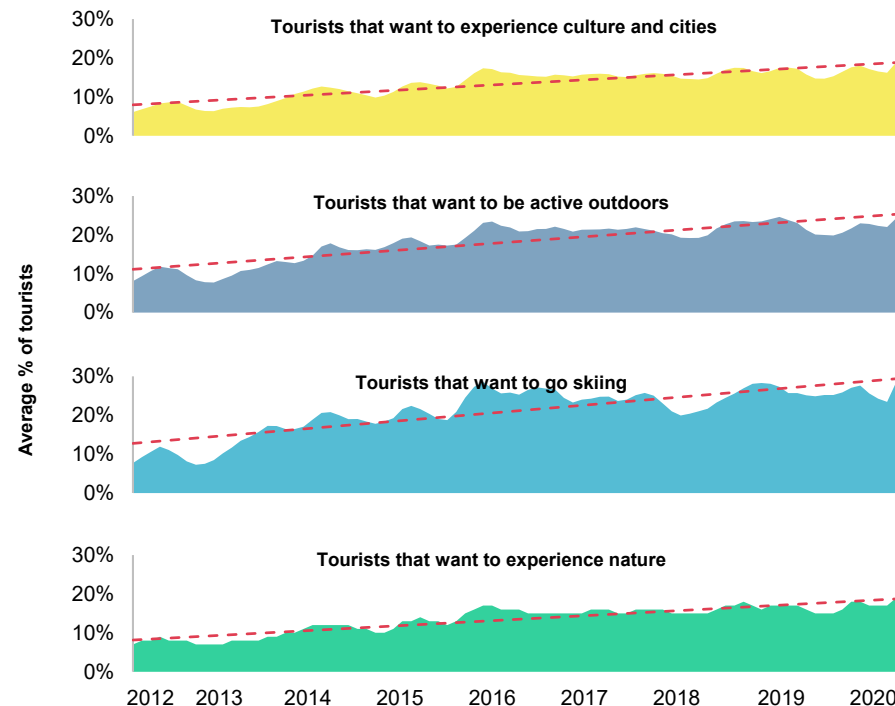
Norway's attractiveness as a holiday destination for tourists with different motivations

Norway is seen as a more likely holiday destination for those that want to go skiing and/or do other outdoor activities



How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.



Norway's attractiveness as a holiday destination amongst tourists with children

**A lot of fluctuations –
however there seemed to
be a difference in 2015-2016
which has since vanished**

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not, - and 10 is that you definitely will, be going on holiday to Norway.

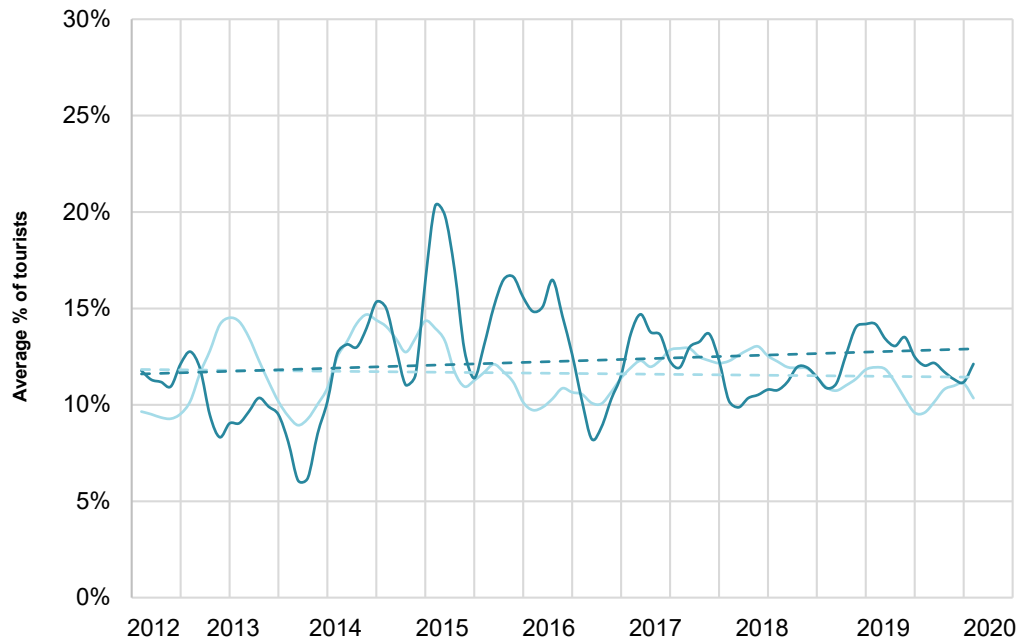


Tourists with children under 18 years



Tourists without children under 18 years

% = Tourists that are likely to visit Norway within 12 months (8-10)

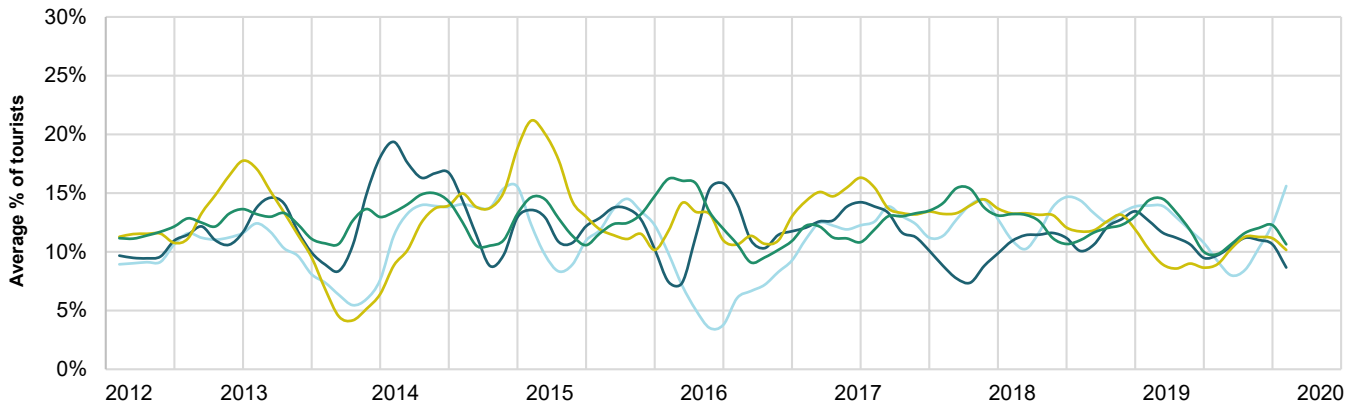


Norway's attractiveness as a holiday destination by income group

There is basically no difference in Norway's attractiveness between income groups in Denmark

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.



% = Tourists that are likely to visit Norway within 12 months (8-10)



Highest income earners
(fourth quartile 75-100%)



Middle-higher income earners
(third quartile 50-75%)



Middle-lower income earners
(second quartile 25-50%)



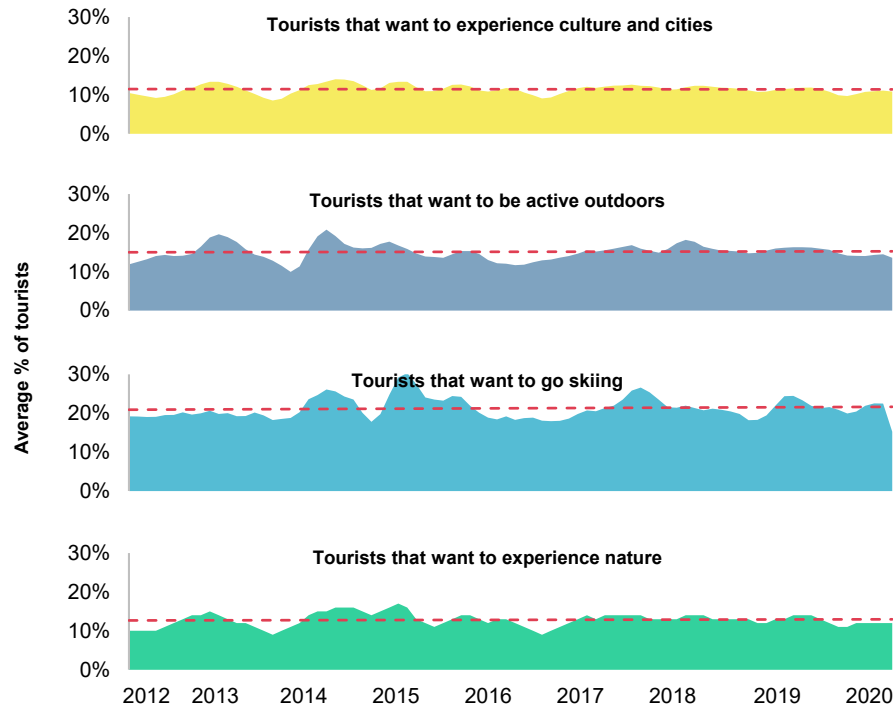
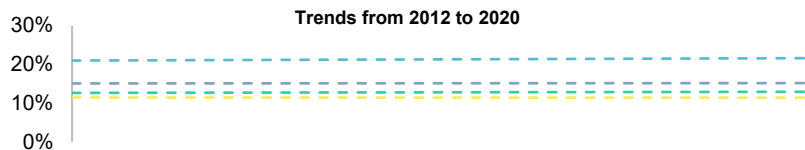
Lowest income earners
(first quartile 0-25%)

Norway's attractiveness as a holiday destination for tourists with different motivations

Norway's attractiveness amongst all motivations is generally stable in Denmark

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.



Norway's attractiveness as a holiday destination amongst tourists with children

Norway is seeing a strong increase in attractiveness amongst Dutch tourists with children

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not, - and 10 is that you definitely will, be going on holiday to Norway.

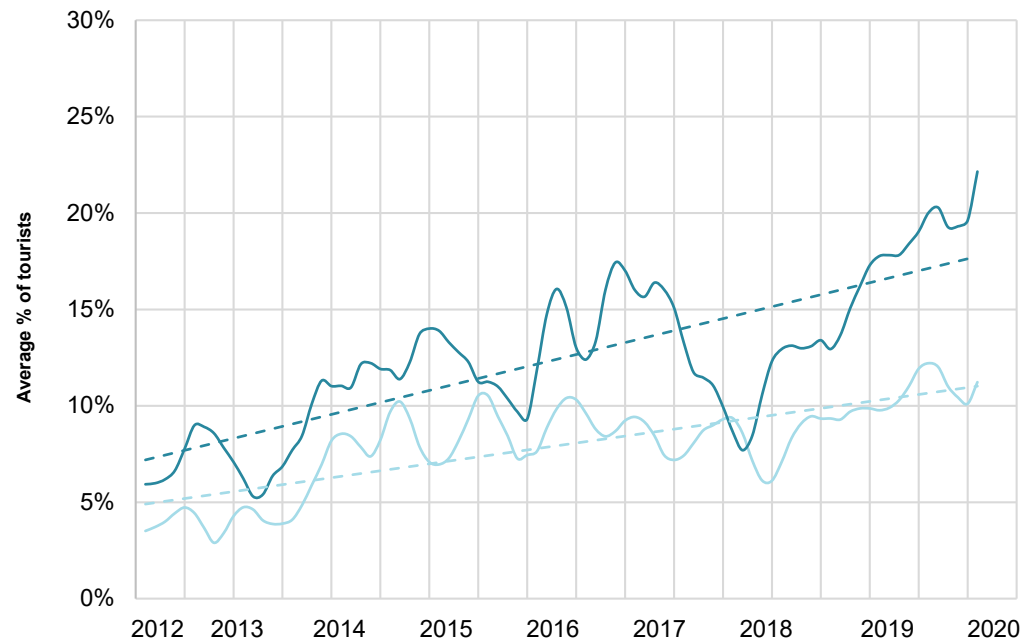


Tourists with children under 18 years



Tourists without children under 18 years

% = Tourists that are likely to visit Norway within 12 months (8-10)

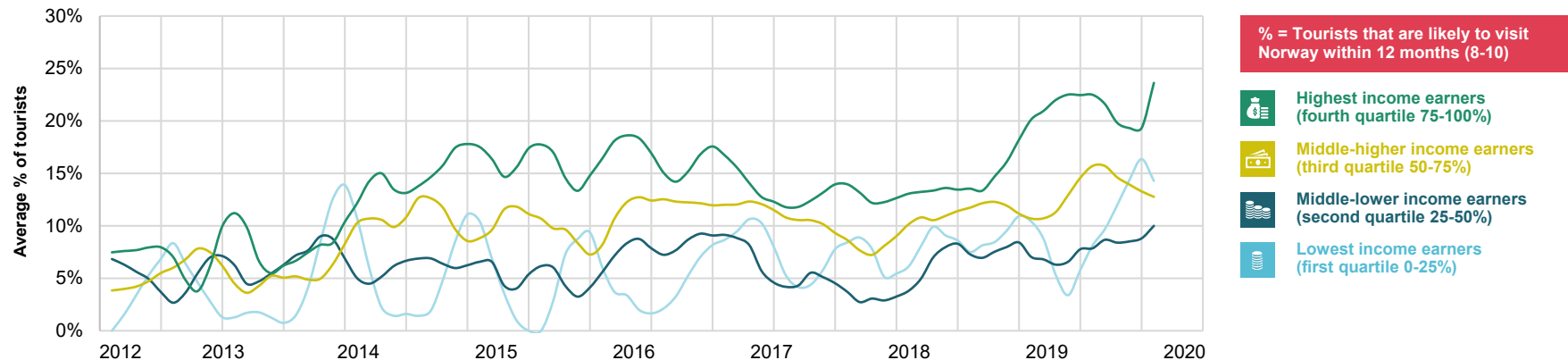


Norway's attractiveness as a holiday destination by income group

Norway is consistently more attractive as a destination amongst higher-income earners in the Netherlands

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.

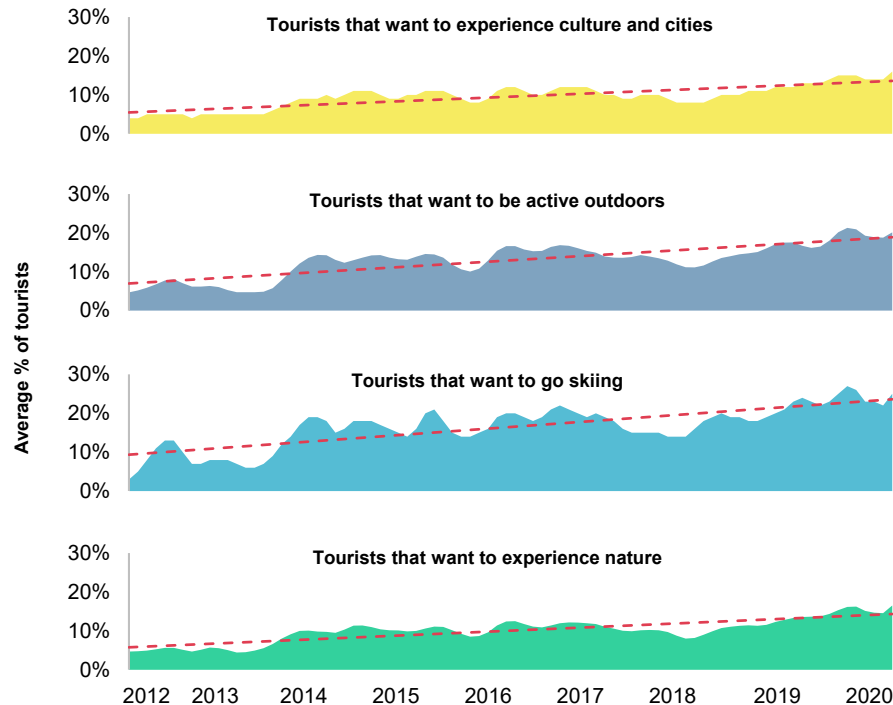
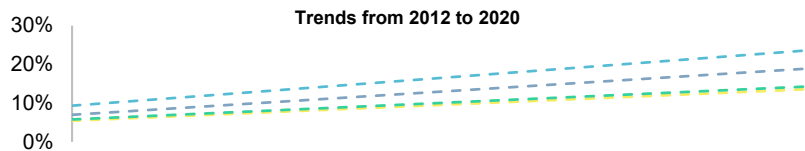


Norway's attractiveness as a holiday destination for tourists with different motivations

Norway is seen as a more likely holiday destination for those that want to go skiing and/or do other outdoor activities

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.



Norway's attractiveness as a holiday destination amongst tourists with children

Norway is seeing a very strong increase in attractiveness amongst French tourists with children

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not, - and 10 is that you definitely will, be going on holiday to Norway.

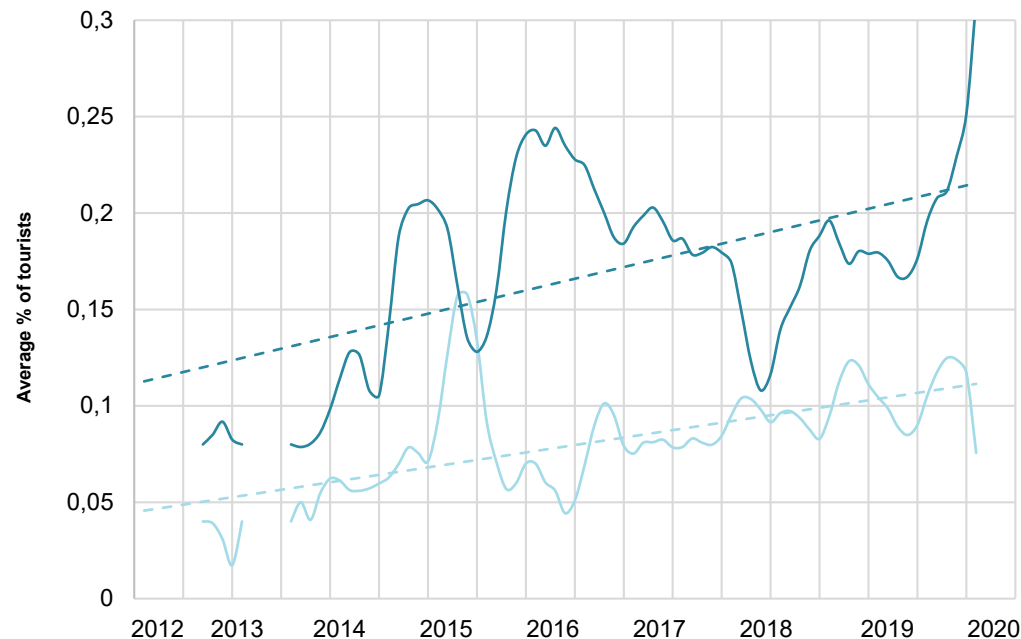


Tourists with children under 18 years



Tourists without children under 18 years

% = Tourists that are likely to visit Norway within 12 months (8-10)



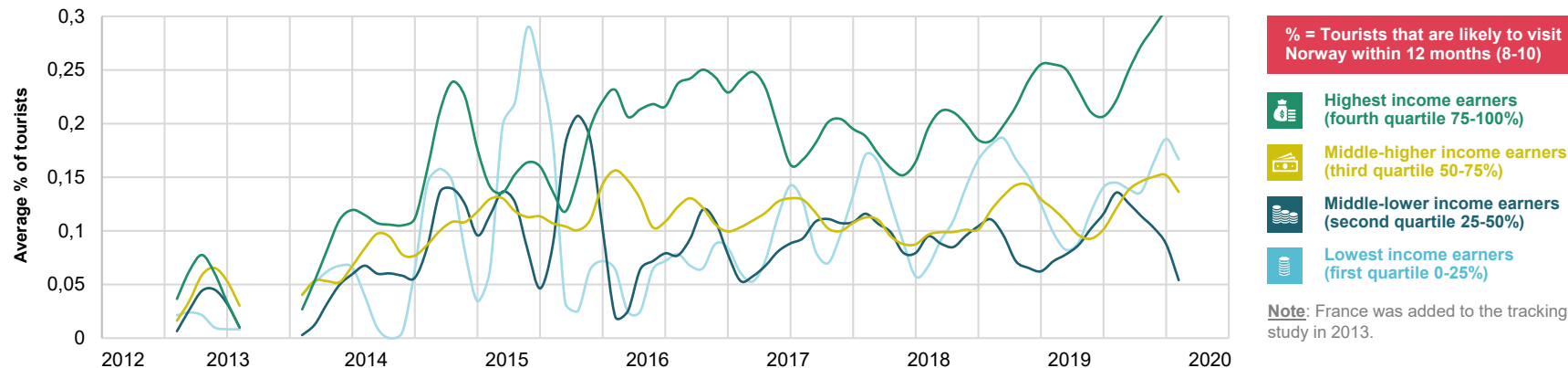
Note: France was added to the tracking study in 2013.

Norway's attractiveness as a holiday destination by income group

Norway is consistently more attractive as a destination amongst higher-income earners in France

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.

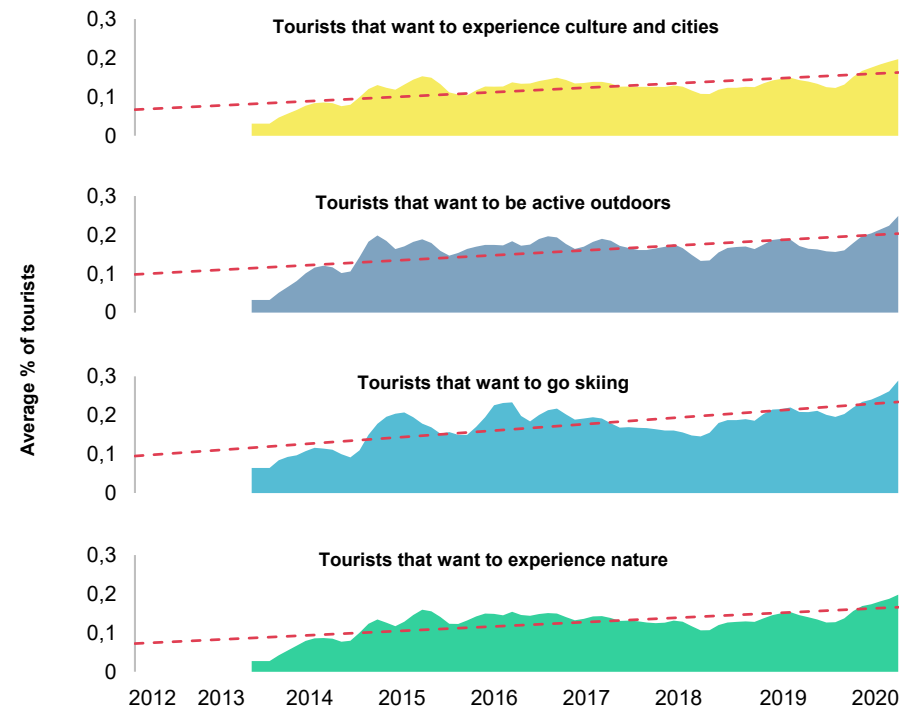


Norway's attractiveness as a holiday destination for tourists with different motivations

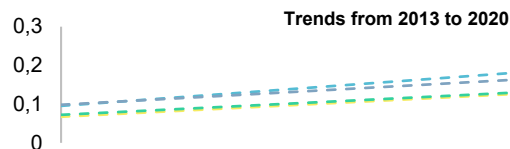
Norway is seen as a more likely holiday destination for those that want to go skiing and/or do other outdoor activities

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.



Note: France was added to the tracking study in 2013.



Norway's attractiveness as a holiday destination amongst tourists with children

Norway is seeing a very strong increase in attractiveness amongst German tourists with children

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not, - and 10 is that you definitely will, be going on holiday to Norway.

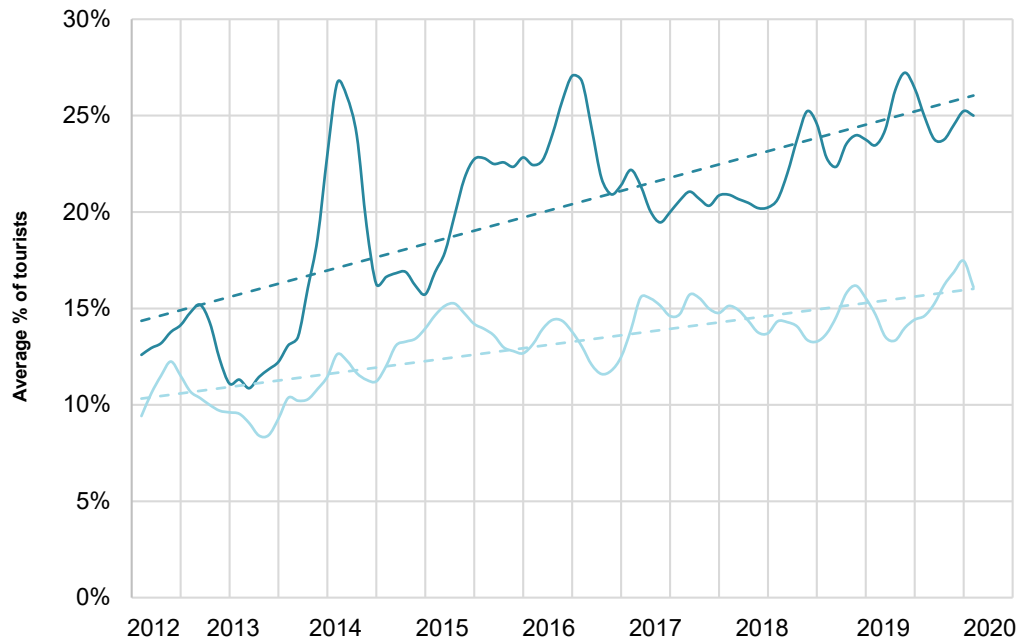


Tourists with children under 18 years



Tourists without children under 18 years

% = Tourists that are likely to visit Norway within 12 months (8-10)

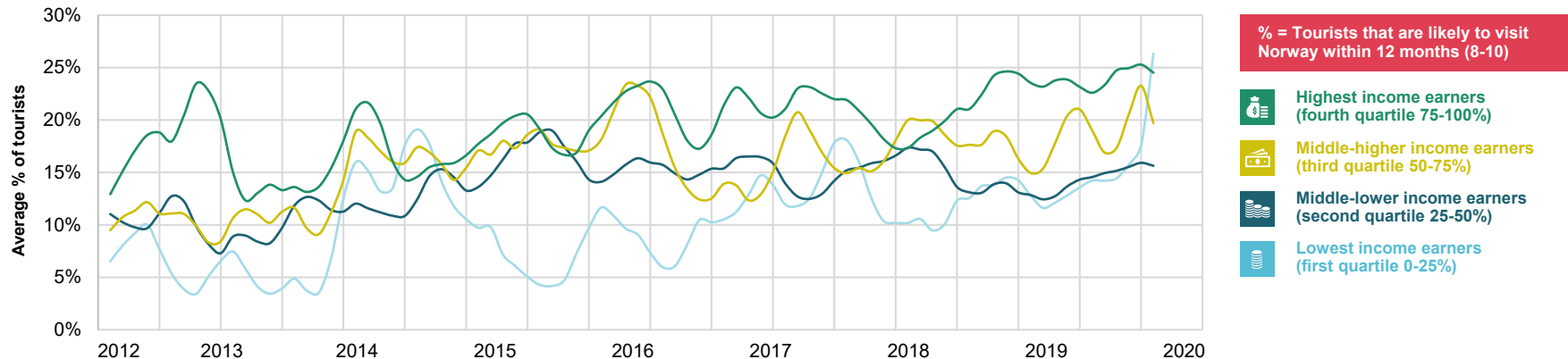


Norway's attractiveness as a holiday destination by income group

Norway is generally more attractive as a destination amongst higher-income earners in Germany, but not by a large margin

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.

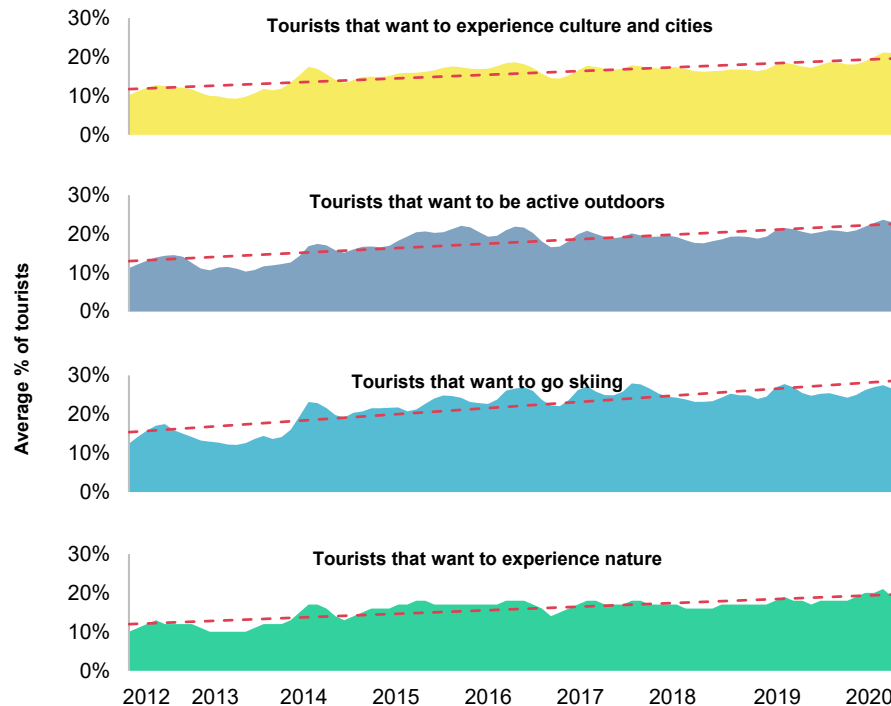
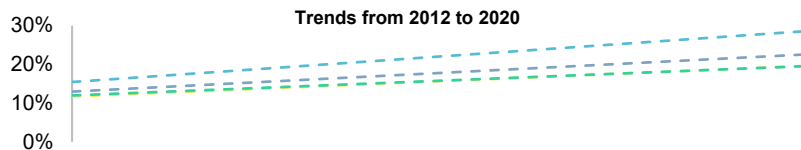


Norway's attractiveness as a holiday destination for tourists with different motivations

Norway is seen as a more likely holiday destination for those that want to go skiing and/or do other outdoor activities

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.





Norway's attractiveness as a holiday destination amongst tourists with children

Not a clear trend in Sweden, but based on the development from 2018 to 2019 it could appear as if tourist's with children find Norway more attractive

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not, - and 10 is that you definitely will, be going on holiday to Norway.

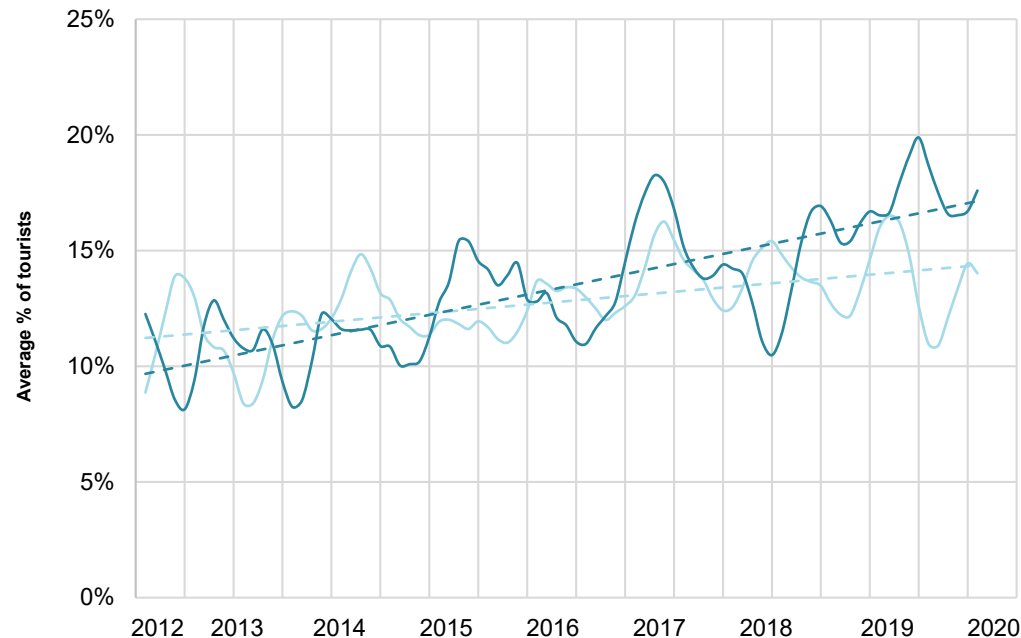


Tourists with children under 18 years



Tourists without children under 18 years

% = Tourists that are likely to visit Norway within 12 months (8-10)



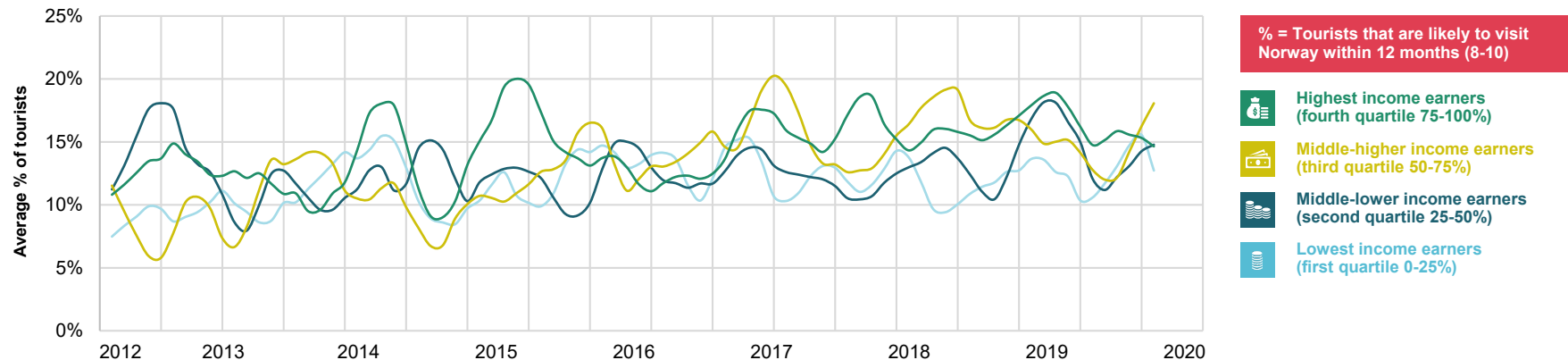


Norway's attractiveness as a holiday destination by income group

There is basically no difference in Norway's attractiveness between income groups in Sweden

How likely is it that you will go on holiday to Norway in the next 12 months?

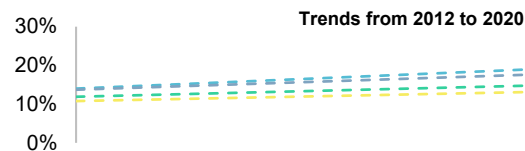
Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.





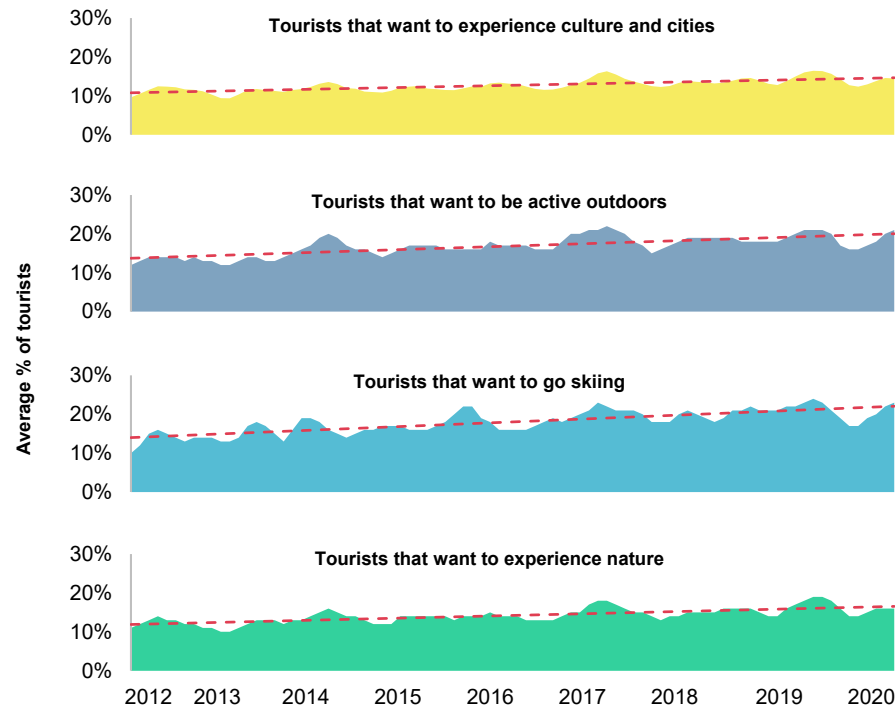
Norway's attractiveness as a holiday destination for tourists with different motivations

Norway is seen as a more likely holiday destination for those that want to go skiing and/or do other outdoor activities



How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.





Norway's attractiveness as a holiday destination amongst tourists with children

Increasing attractiveness amongst domestic tourists in Norway but no real difference between bringing children and not bringing children

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not, - and 10 is that you definitely will, be going on holiday to Norway.

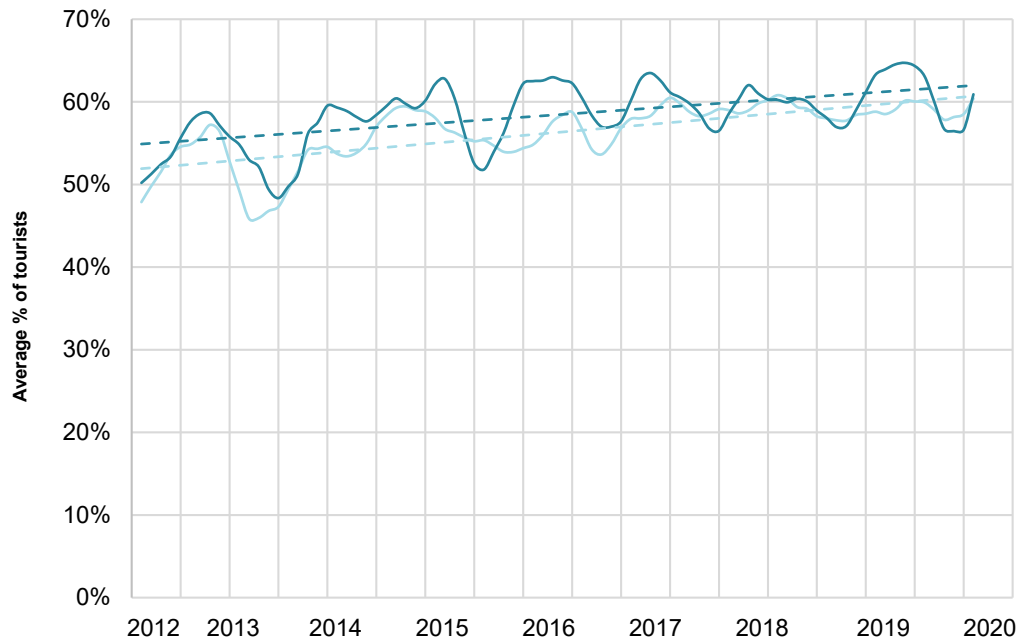


Tourists with children under 18 years



Tourists without children under 18 years

% = Tourists that are likely to visit Norway within 12 months (8-10)



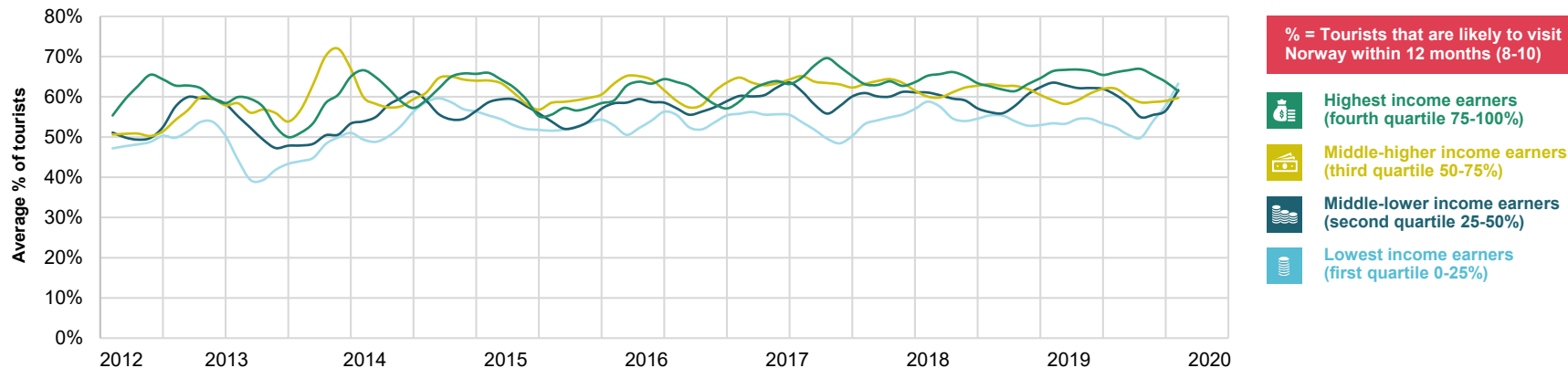


Norway's attractiveness as a holiday destination by income group

No difference in Norway's attractiveness as a holiday destination between income groups of Norwegian tourists

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.



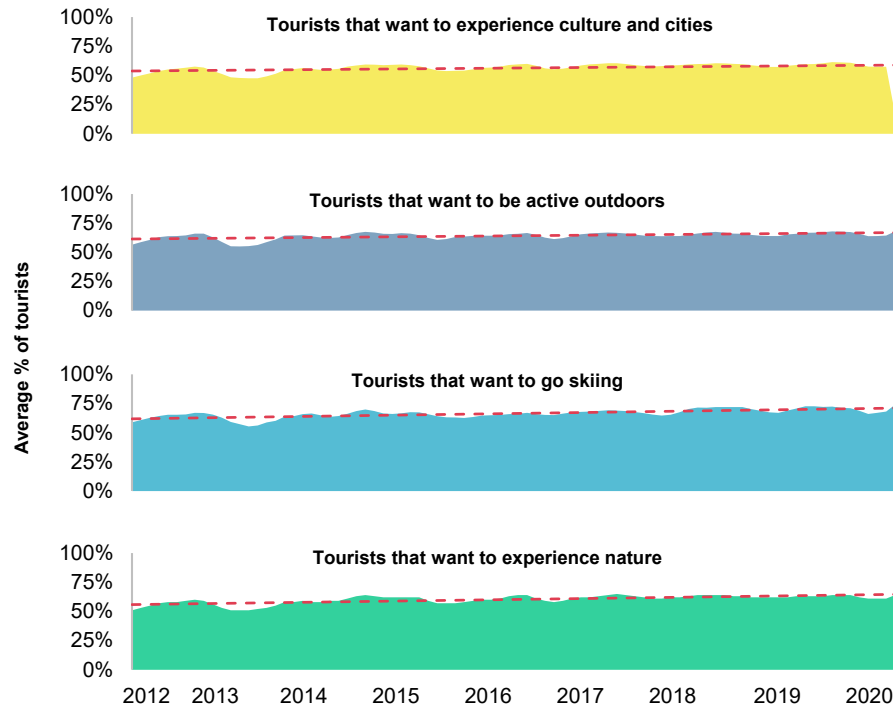


Norway's attractiveness as a holiday destination for tourists with different motivations

Very stable trends in Norway's attractiveness amongst domestic tourists

How likely is it that you will go on holiday to Norway in the next 12 months?

Scale from 0 to 10 where 0 is that you will definitely not - and 10 is that you definitely will be going on holiday to Norway.





Innovasjon
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