

Oppdatering UK 22. november 2024

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Agenda

1. Oppdatering økonomi
2. Forbruker trender
3. Briter i Norge
4. Reiselivstrender

Hva har skjedd siden sist?



Ny leder for Conservatives – Kemi Badenoch



Nytt Statsbudget



Økonomien i UK

- **Inflasjon** i UK har økt litt denne måneden. I september hadde vi den laveste inflasjonen på tre år (1.7%). Men i **Oktober steg den til 2.3%** - det høyeste nivå på 6 måneder
- **Oppgangen** drevet av høyere energi priser
- Prisene på mat fortsetter å øke og er nå 2.3% høyere enn oktober i fjor.
- Kostnadsnivået på varer og tjenester har gått opp med **hele 24% siden 2020**
- Arbeidsledighet har **steget til 4.3%** og **lønnsveksten** de siste tre månedene er på **4.8%** - vokser raskere enn inflasjon

UK inflation at 2.3% in October 2024

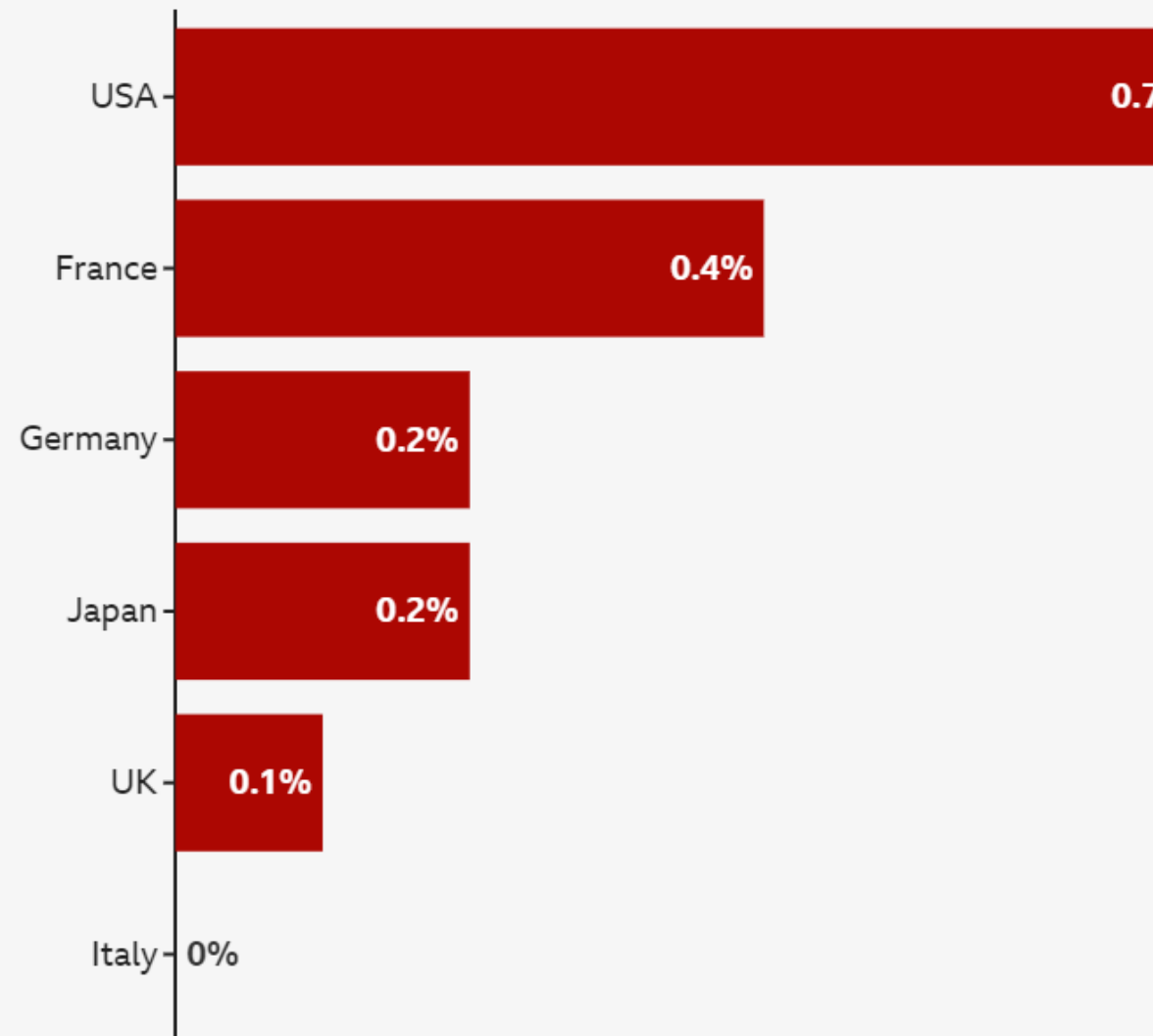


Økonomien i UK - Vekst og Renter

- UK hadde en vekst i GDP på **kun 0.1% i Q2**
- En av grunnene til den svake veksten var en nedgang i service industrien pga bekymringer rundt budsjettet
- Målet til regjeringen er at UK får den **raskest voksende økonomien i G7** men akkurat nå ligger vi på 5.plass.
- **Renten i UK har gått ned og ligger nå på 4.5%**
- Bank of England har indikert at **rentene vil fortsette å gå ned** så lenge inflasjon er under kontroll.
- Boligmarkedet fortsetter å styrke seg og prisene har økt med 2.9% det siste året

UK economic growth lags behind other wealthy nations

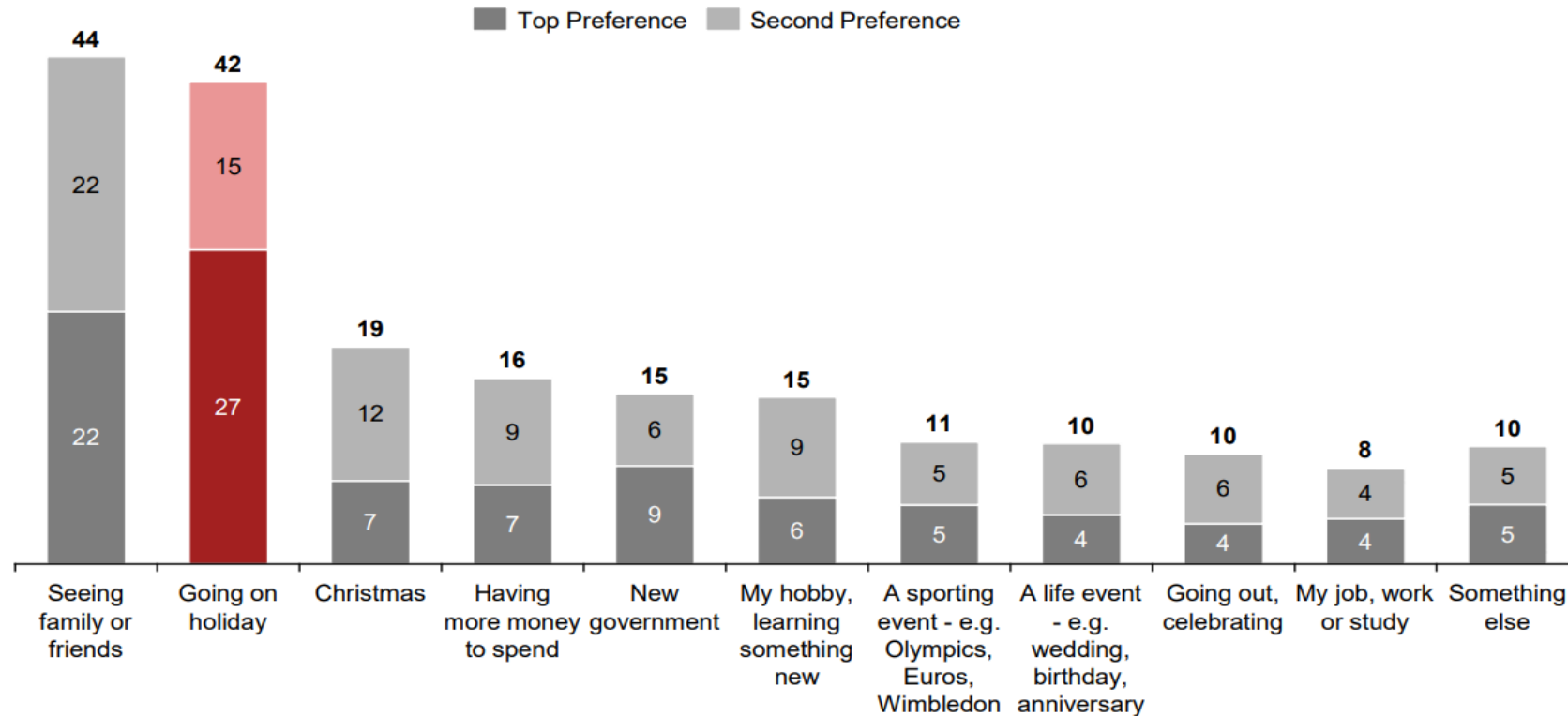
Quarter-on-quarter growth in real GDP, three months to Sep 2020



Travel is a top priority for consumers in the rest of 2024...

Top areas people are looking forward to in remainder of 2024

% respondents



...across all age groups

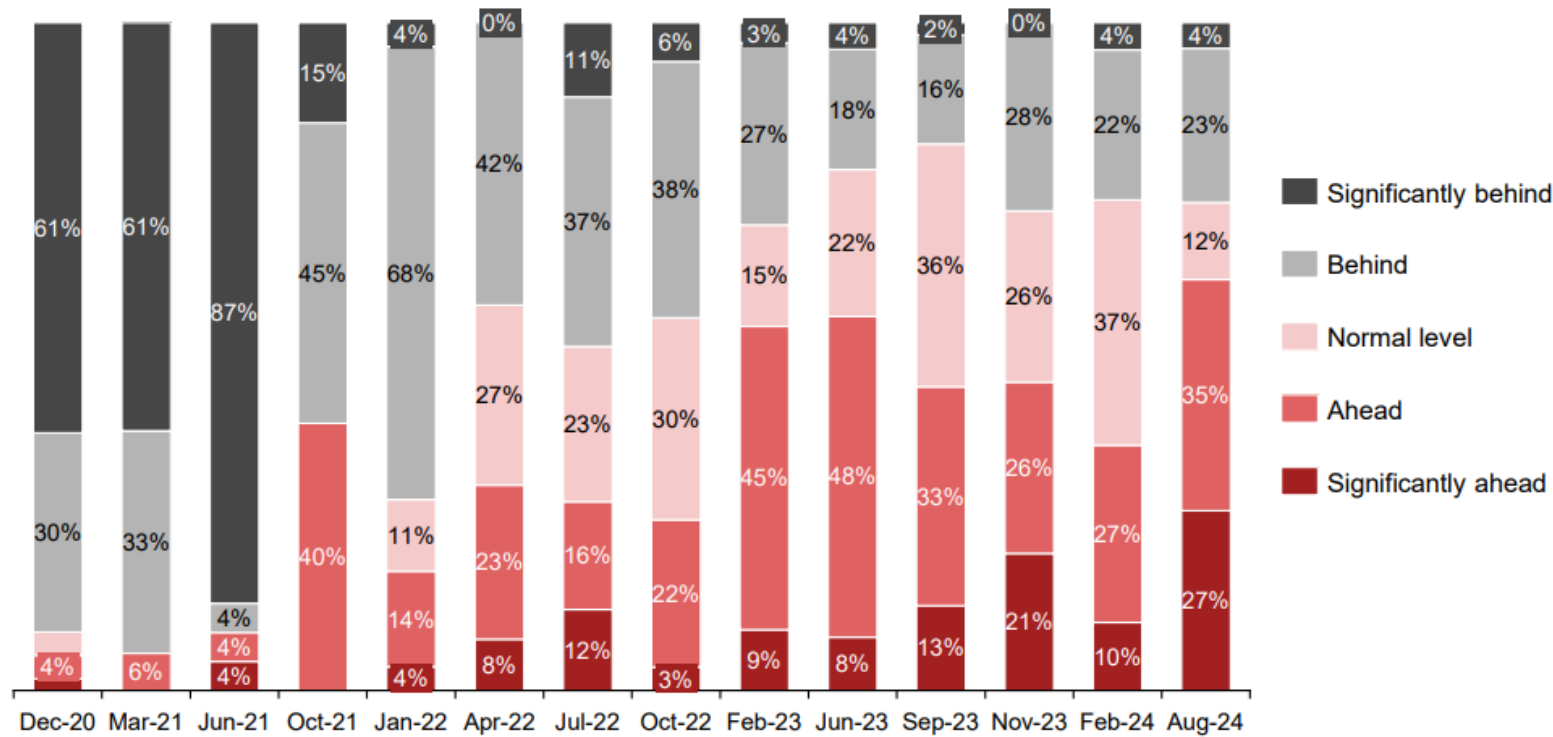
Top areas people are looking forward to in remainder of 2024 – by age group

	All adults	18-24	25-34	35-44	45-54	55-64	65+
1	Family & friends	Holidays	Family & friends	Holidays	Holidays	Holidays	Family & friends
2	Holidays	Family & friends	Holidays	Family & friends	Family & friends	Family & friends	Holidays
3	Christmas	Having more spending money	Having more spending money	Christmas	Christmas	Christmas	New government
4	Having more spending money	Job or study	Christmas	Hobbies	Having more spending money	New government	Christmas
5	New government	Christmas	Hobbies	Sporting event	Hobbies	Having more spending money	Hobbies



Most businesses are seeing bookings ahead of 2019 levels, although there remains some variability

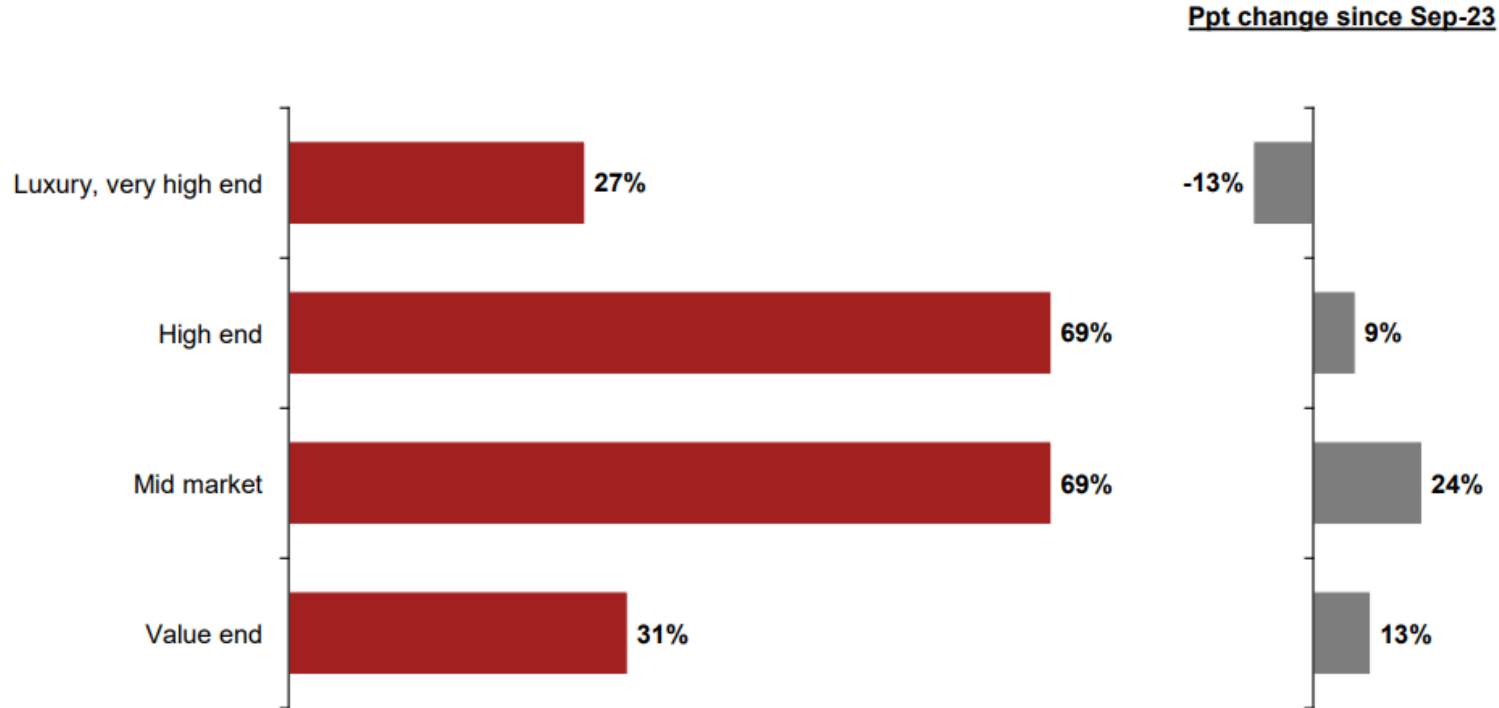
What levels of demand are you seeing for 2024 holidays compared to 2019?
% of respondents



Demand is being seen across price segments, and is more balanced than reported this time last year

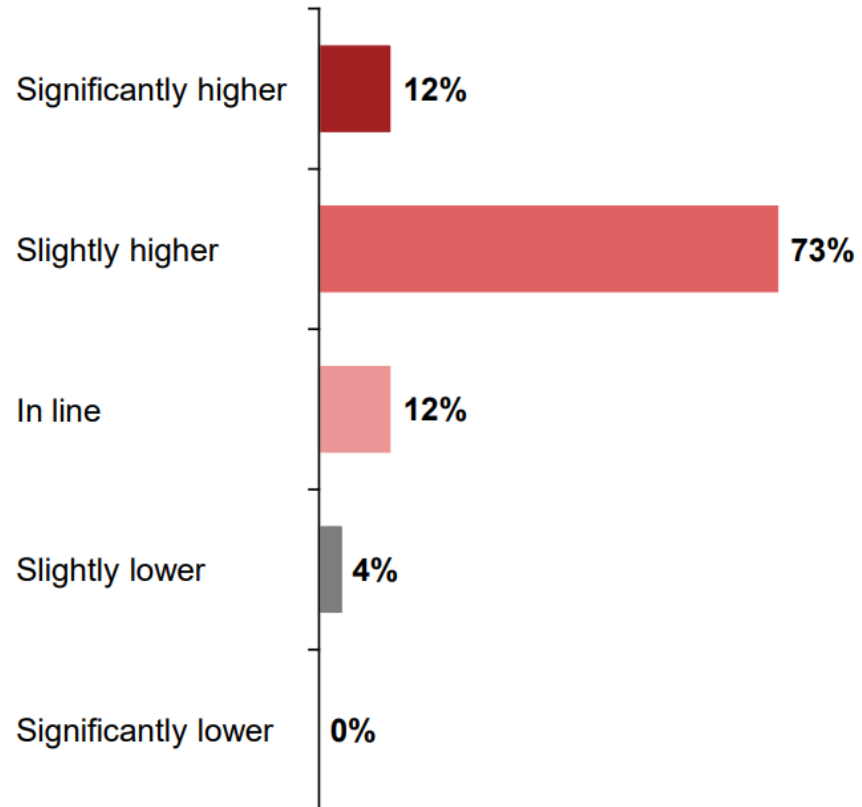
What price segments are you seeing demand for in 2024?

% of respondents (multiple choice)



How is pricing for 2024 holidays compared with 2023?

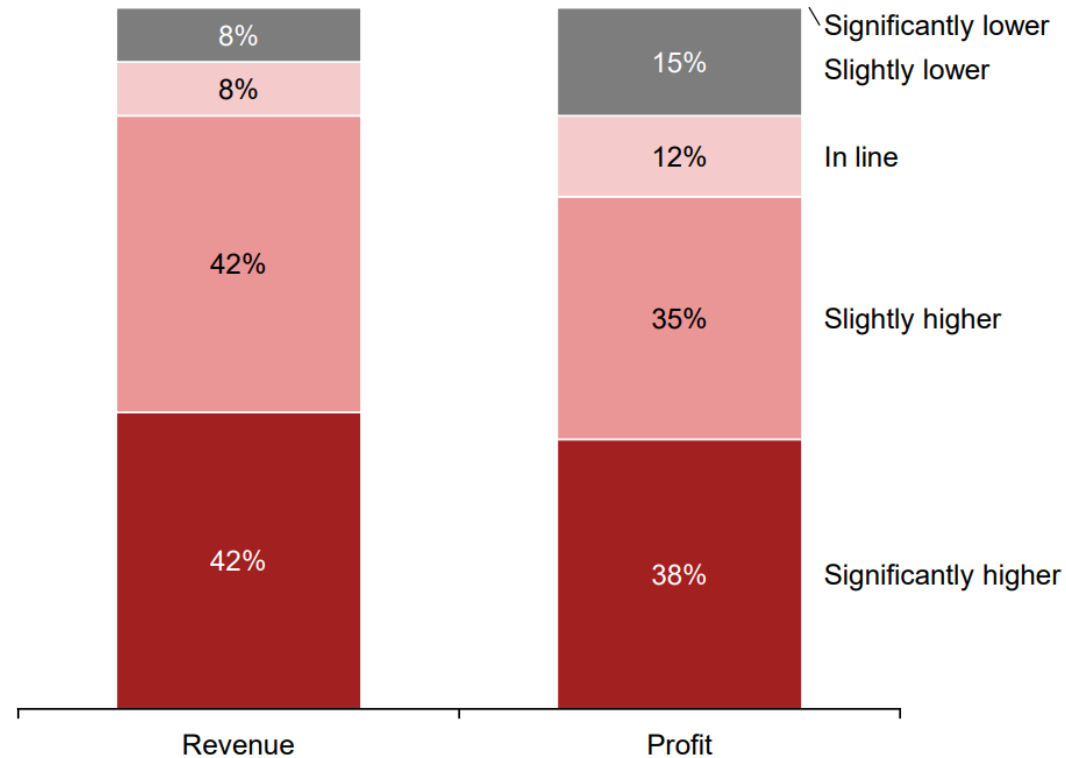
% of respondents



Revenues and profits are expected to be higher overall, although there is some variability across companies

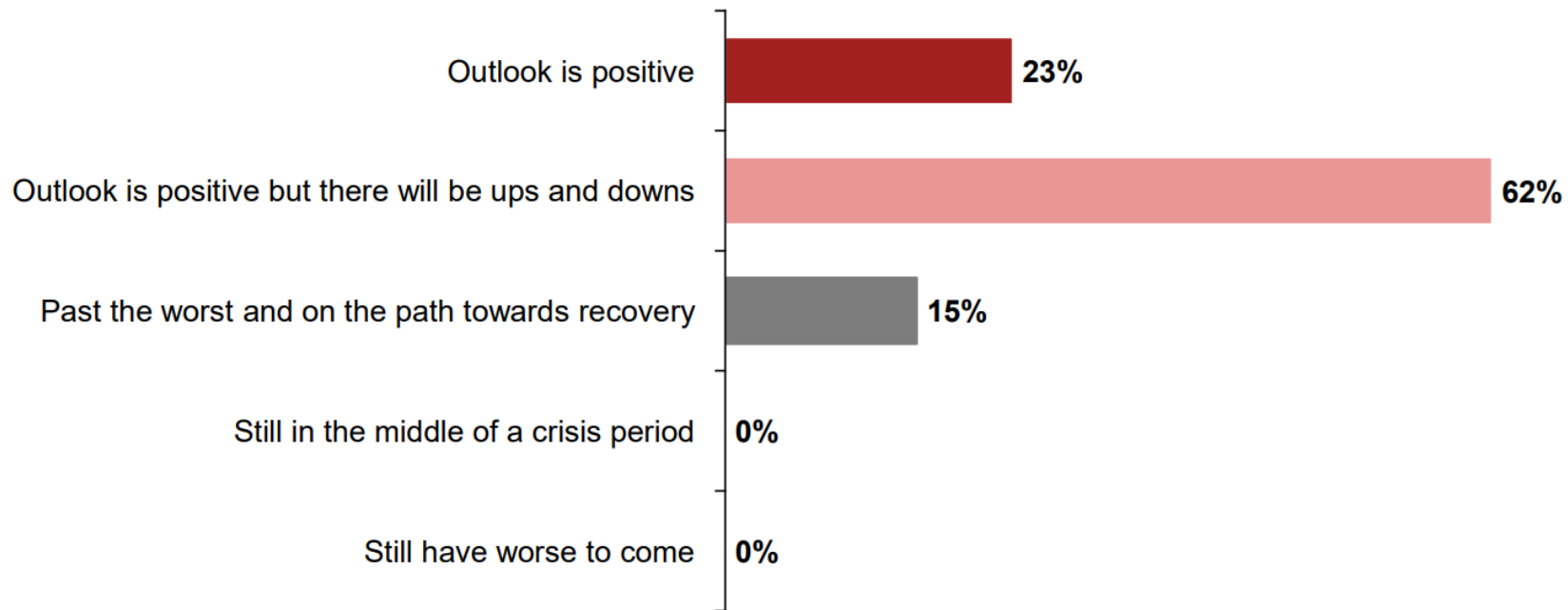
What are your expectations for revenue and profits in 2024 vs 2023?

% of respondents



There is widespread positivity over the outlook for the market, albeit with ups and downs expected

The market environment for travel has been challenging (COVID, cost of living pressures, geopolitical issues etc). What do you think of the outlook for the travel industry?
% of respondents



UK Travel Industry

- Relief as EU Entry-Exit System (EES) launch pushed back again
- 2024 so far, a great year for Norway
- Iceland uncertainties
- Many of our TOs are looking to expand their Norway portfolio
- Food and culture continue to be of great importance
- The average Brit intends to go away five times in 2025



Kommersielle overnattinger September 2024

	SEPTEMBER									JANUAR-SEPTEMBER	
	2019	2020	2021	2022	2023	2024	%-endring 2023/2024	%-endring 2019/2024	andel 2024	2024	%-endring 2019/2024
I alt	2 786 254	1 826 921	2 630 427	3 054 172	3 126 756	3 244 081	4 %	16 %	100 %	31 876 248	9 %
Norge	2 018 340	1 622 126	2 177 979	2 298 704	2 254 765	2 237 116	-1 %	11 %	69 %	21 268 060	7 %
Utlandet i alt	767 914	204 795	452 448	755 468	871 991	1 006 965	15 %	31 %	31 %	10 608 188	12 %
Tyskland	125 636	60 702	141 857	172 078	188 744	207 303	10 %	65 %	21 %	2 234 771	22 %
USA	95 579	12 778	25 056	99 938	121 217	144 431	19 %	51 %	14 %	1 062 412	28 %
Sverige	66 350	27 324	48 443	68 902	75 229	87 494	16 %	32 %	9 %	1 050 215	11 %
Storbritannia	49 842	18 731	17 451	46 626	50 893	56 566	11 %	13 %	6 %	603 535	13 %
Nederland	34 062	5 227	37 582	62 099	57 738	52 162	-10 %	53 %	5 %	837 582	15 %
Danmark	31 631	14 995	29 185	38 126	39 988	41 882	5 %	32 %	4 %	752 049	15 %
Frankrike	21 883	1 840	14 799	28 472	31 825	37 180	17 %	70 %	4 %	484 022	17 %
Spania	27 121	3 317	8 345	24 671	25 233	32 234	28 %	19 %	3 %	293 385	-6 %
Sveits	15 657	1 559	9 806	19 822	23 900	27 049	13 %	73 %	3 %	310 806	41 %
Kina	58 342	359	673	2 055	10 985	24 953	127 %	-57 %	2 %	158 995	-62 %
Italia	13 490	3 879	11 383	14 619	15 444	20 749	34 %	54 %	2 %	297 785	22 %
Australia	12 122	154	518	6 369	13 329	16 261	22 %	34 %	2 %	106 910	0 %
Belgia	10 333	1 140	11 413	11 430	17 208	13 807	-20 %	34 %	1 %	203 177	37 %
Østerrike	6 584	1 211	5 883	7 928	9 776	11 171	14 %	70 %	1 %	126 088	25 %

Kommersielle overnattinger per måned 2023

	January	February	March	April	May	June	July	August	September	October	November	December
Danmark	70,049	139,730	95,115	36,850	38,132	74,890	139,586	83,978	39,988	33,654	24,490	49,213
Sverige	70,043	70,781	76,720	69,158	75,858	117,503	243,213	139,621	75,229	59,651	50,315	50,110
Frankrike	12,853	24,397	21,968	18,339	33,667	70,311	112,934	120,746	31,825	18,441	12,800	20,871
Italia	9,122	12,664	15,152	11,217	9,193	25,582	49,847	105,373	15,444	12,167	9,607	13,005
Nederland	24,526	28,092	24,352	23,535	62,494	191,638	270,812	273,735	57,738	20,827	14,473	26,706
Storbritannia	43,457	66,017	52,429	53,446	46,100	77,844	75,652	81,568	50,893	38,758	34,991	56,040
Spania	8,487	9,455	10,999	16,967	24,665	34,950	52,986	85,693	25,233	13,348	11,019	14,664
Tyskland	46,584	61,438	65,934	68,194	169,545	440,567	581,596	515,438	188,744	70,123	34,942	57,644
USA	38,046	44,785	52,590	48,905	97,016	164,830	195,583	177,973	121,217	65,563	49,517	53,134

UK er et viktig marked for Norge:

- Reiser året rundt
- Kommer for en rekke typer ferier: Citybreaks, Nordlys og vinteraktiviteter, Hurtigruten/Havila, alpinski, natur og kultur
- Kort flytur og mange nye direkte ruter
- Bruker penger på hotel, mat og aktiviteter – NOK 2015 per døgn

Consumer Travel Trends

An aerial photograph of London, England, featuring the River Thames and the Tower Bridge. The city skyline is visible in the background, with numerous skyscrapers and buildings. The lighting suggests a late afternoon or early morning setting, with a warm, golden glow. The text "Consumer Travel Trends" is overlaid in the top left corner in a large, white, sans-serif font.

TravelZoo's 5 key trends for next year

- Growth in multi-gen trips for quality family time
- Growth in historical and cultural trips
- Expedition explosion (cruise)
- Fewer Planes, More Trains
- V.A.T. = Value Added Travel



Luxury Travel Trends



Silver Bullet Wellness

As wealthy consumers go to ever-greater lengths to increase their longevity and optimise their abilities, the desire for fast-tracking achievements is giving rise to hyper-specific 'cures' and upgrades for body, mind and soul.

The background of the entire page is a photograph showing the silhouettes of two women dancing. They are positioned in the foreground, with their bodies and hair catching the light from a low sun, creating a warm, golden glow. The sky behind them transitions from a deep orange near the horizon to a soft purple and blue at the top. The overall mood is romantic and evocative.

Mood Boarding

Instead of focusing on destinations, intuitive luxury advisors are recognising the value in first understanding how travellers want to feel in that place, and then designing the itinerary.

XZ Beta Travel

In 2025, the first “Beta Babies” will be born, giving rise of a new generation of young families with Gen Z parents, often travelling with Gen X grandparents.





F**k-it Lists

The antidote to 'bucket lists', a carpe diem attitude is driving more spontaneous, frivolous, fun and liberating experiences that are about getting out of your comfort zone and embracing adventure.

Wander Women

Regardless of age, the rising popularity of solo female travel highlights the way independent women want to explore destinations on their own terms – and without paying single supplement penalties.

Memoirs in Motion

Luxury travellers are increasingly casting themselves in their own personal documentaries, generating demand for professional film crews who can accompany them on special journeys and expeditions.



TRAVEL

Are “Coolcations” The Future Of Travel?

BY JULIA ESKINS

17 September 2024

Spørsmål? Ta kontakt!

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