

Summary:

Norwegian holiday and expenditure survey winter 2009

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Author(s): Eivind Farstad and Petter Dybedal
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This report is based on a nationwide representative survey on domestic holiday trips in Norway during the winter of 2009. The survey comprises complete questionnaires from 3,000 respondents. An average Norwegian domestic winter holiday trip lasts about half a week (3.6 nights). The average number of persons in the travel party/expenditure unit was 2.8. Total consumption was about NOK 1,700 per holiday guest per trip, which equals about NOK 480 per guest night. There are significant variations in expenditures by type of trip and type of destination. Expenditures per day were more than NOK 900 in major cities and about NOK 320 in rural areas. The obvious explanation is that visits in rural areas are dominated by second home trips (NOK 310 per day), visiting friends/relatives (NOK 434) and camping holidays (NOK 328), while city visits more often imply hotel accommodation, with estimated expenditures of NOK 960 per day (in average for the whole country). Expenditures also vary by mode and purpose of travel, length of stay and by socio-economic composition of the travel party, which again is related to type of trip/type of destination.

This study documents the expenditures of domestic holiday tourists in Norway during the winter season of 2009. The study includes consumer expenditure aspects related to main forms of accommodation, transport mode, purpose of travel, as well as travel destination aspects. A key objective has been to provide new expenditure figures for development of regional tourism satellite accounts (RTSA) for Norway. This survey is a part of the TOURIMPACT research project, which is funded by the Research Council of Norway through the Tourism Policy Program. This is the second interim report from the project.

The data collection was carried out in March and April 2009 as an Internet based survey provided by the Norstat bureau of market analysis. The sample was drawn from the population of individuals who had made a holiday with at least one night's stay in Norway between 1st January and 15th April. The nationwide survey included 3,000 households. The survey covers holiday travels to all counties in Norway in the winter season of 2009. Business travelers are not included,

The survey reveals that an average Norwegian domestic winter holiday trip lasts about a half a week (3.6 nights). The average number of persons per travel party/expenditure unit was 2.8. Each travel party accounted for 10,2 guest nights on average.

The travel parties in the survey spent on average approximately NOK 4,900 on the trip, corresponding to NOK 1,700 per person and about NOK 480 per guest night.

The holiday expenditures are influenced by a number of factors related to both the trip itself and the holiday travelers.

Second home/cabin visits, visiting friends or family and organized group travels are typical low expenditure trips; while shopping trips and activity-based holidays show the highest total costs per guest night, as shown in Table A.

Table A: Expenditures of Norwegian tourists by main purpose of travel. NOK per guest night.

Main purpose of the trip	Average expenditure	Number of nights on the trip	N	Percentage of sample
Visiting family/friends	451	3.7	1028	34.6%
Second home visit	259	3.7	968	32.5%
Skiing holiday (alpine/cross country)	589	3.5	421	14.2%
Activity/attraction/event	1131	2.6	265	8.9%
Organized group travel	421	5.5	34	1.1%
Shopping/purchasing trip	1645	2.6	77	2.6%
En route to or from abroad	1074	3.1	48	1.6%
Other purposes	1048	2.9	134	4.5%
Total	479	3.6	2975	100.0%

From table B, it appears that visits to one of the major cities in Norway usually entail greater expenditures per guest night than visits to smaller towns or rural areas.

Table B: Expenditure of Norwegian tourists by type of destination for the journey. NOK per guest night.

Type of destination	Average expenditure	Number of nights on trip	N	Percentage of sample
Large city (Oslo, Bergen, Trondheim, Stavanger/Sandnes)	904	3.3	632	21.2%
Medium city	593	3.4	350	11.8%
Small town / village	484	4.1	570	19.2%
Sparsely populated areas	322	3.7	536	18.0%
Mountains / forests / wilderness	351	3.4	887	29.8%
Total	479	3.6	2975	100.0%

Factors that influence level of expenditures are obviously inter-related. The variation of expenditures by type of destination shown in table B must be considered in view of, in particular, purpose of travel (table A) and type of accommodation (table C). Low cost trips like second home visits mainly take place in rural areas, so does to a large degree visits to family and friends. Correspondingly, hotel or B & B accommodation is much more common for visits in urban areas than in rural areas, while low cost commercial accommodation like camping and rented cabins is more common in rural areas.

Accommodation in hotels, guest houses, hostels and the like generally implies a higher total expenditure per guest night than private accommodation with friends and relatives or in owned or borrowed holiday home (Table C).

Table C: Expenditures of Norwegian tourists by the main type of accommodation on the trip. NOK per guest night, and per person.

Main type of accommodation*	NOK per guest night	NOK per person	Number of nights on trip	N	Percentage of sample
Hotels, guest houses, etc.	960	3151	3.3	611	20.6%
Bread & breakfast rooms, hostels, tourist cabins	821	2257	3.7	38	1.3%
Camping at camping sites	328	1228	3.3	64	2.2%
Camping outside camping sites	460	1510	3.6	31	1.0%
Cabins/second homes	310	1118	3.8	1181	39.8%
With friends or family	434	1660	2.7	993	33.4%
Other accommodation	1040	2847	2.8	52	1.8%
Total	477	1705	3.6	2970	100.0 %

* "Main type of accommodation" implies that at least 50% of nights are spent in that form of accommodation. All expenditure is allocated to that form of accommodation..

Public transport (including aircraft, train, bus, ferries, ships) is also associated with higher costs per person than the private/individual transport mode such as a car or mobile home (Table D). Lower costs per person per kilometre and shorter travel distance than by for instance airplane may explain some of the differences in spending per guest night in terms of transport cost.

Private car is the dominating form of transportation on domestic holidays in Norway, used by about two thirds of travelers (68 percent).

Table D: Expenditures of Norwegian tourists, by the main means of transport used for travel. NOK per guest night and per person.

The main type of transport*	NOK per guest night	NOK per person	Number of nights on trip	N	Percentage of sample
Individual transport					
Car, van, etc.	394	1326	3.4	2025	68.1%
Caravan	567	2091	3.7	16	0.5%
Car w/camper	338	1635	4.8	16	0.5%
Collective transport					
Airplane	874	3912	4.5	534	17.9%
Bus	567	1713	3.0	103	3.5%
Train	394	2064	5.2	196	6.6%
Boat, ferry, coastal/cruise	691	2352	3.4	67	2.3%
Other transportation	347	631	1.8	18	0.6%
Total	479	1713	3.6	2975	100.0%

* When more than one transport mode, all expenditures of the travel unit has been allocated to the main mode.

Table E provides an overview of expenditure per guest nights and per person by main commodity categories. Transportation cost is the biggest expenditure item, with NOK 110 per day per guest night and NOK 395 for the entire trip per person, followed by accommodation cost with just over NOK 100 per day and about NOK 360 per person. Dining/eating out expenses (food and beverage services) were NOK 74 per person per day, and nearly NOK 270 for the entire holiday trip. The four cost categories traditionally characterized as the "tourism sectors" (accommodation, catering, activities and transportation) combined make up about two thirds (68 percent) of total travel expenditures per person. The last third

comprise groceries (15 per cent, shopping (13,5 per cent) and other expenses (four per cent).

Table E: Expenditures of Norwegian tourists, by expense category. NOK per guest nights, NOK per person, and per cent of total expenditures.

Expenditure category	NOK per guest		Share of spending per person
	night	NOK per person	
Accommodation	102	364	21.2%
Food and beverage	74	266	15.5%
Transport	110	395	23.0%
Groceries	72	257	15.0%
Other shopping	65	231	13.5%
Activities	37	131	7.7%
Other expenses	20	70	4.1%
Total	479	1713	100.0%

The report also presents figures for expenses by guest night and total expenses per person for the 19 counties of Norway. The results show that there are significant geographical differences in total expenditures and in expenses by commodity categories. This is mainly due to two factors. One is that the level of expenses and the composition of commodities purchased reflect the tourism characteristics of each county as regards degree of urbanisation, purpose of trip and the supply of commercial versus private accommodation. The other is that transport expenses increase the costs of visiting counties far away like those in the northern part of Norway for e.g. visitors coming from the Southern part of Norway.

Table F: Expenditures per expenditure item, by destination region. NOK per guest night.

Expenditure category / region	Northern Norway	*Mid-Norway	Western Norway	South East Norway**	Southern Norway***	Oslo	Total
Accommodation	61	93	90	98	77	253	97
Food and beverage	55	67	80	64	46	196	71
Transport	159	152	104	76	59	253	109
Groceries	62	48	75	77	93	41	72
Purchases	72	82	59	50	56	128	64
Activities	25	22	28	44	43	47	36
Other expenses	27	22	16	15	10	50	19
Total	462	485	454	422	384	969	469

* Includes Møre og Romsdal and the two Trøndelag counties.

** Includes Østfold, Akershus, Hedmark, Oppland and Buskerud counties. Figures for Oslo are given separately.

*** Includes Vestfold, Telemark and the two Agder counties.

These considerations also apply to regional expenditure figures, which are presented in table F, broken down on commodity categories. Vacation trips to Oslo imply considerably higher expenditures than for vacations to any other regions in Norway. Other survey results show that trips of short duration tend to entail greater expenditure per guest night (per person per night), while longer trips generally entail greater total expenditure (per person per trip).

Furthermore, there are only small variations in reported expenditure by age, gender, type of travel party/companions, household composition, and household income.

There are also some differences in expenditures on the travel depending on the county of residence of the travellers. Residents in Finnmark (the very North of Norway) have the highest expenditures per trip, more than NOK 3,000 on average per person. An interesting fact is that visitors to Oslo have higher expenditures than residents in Oslo have when visiting other counties.