

Summary:

Expenditures by foreign visitors to Norway in 2005

This study documents the expenditure by foreign visitors to Norway in the winter and summer seasons of 2005. The study deals with visitors who stayed overnight in Norway and that left Norway by air, rail or by car, and where the main purpose of travel was vacation, visiting friends and relatives or shopping. The consumption expenditure of foreigners on business trips to Norway by air was also analysed.

This report is based on the Foreign Visitor Survey 2005, a representative sample survey carried out by the Institute of Transport Economics. Occupants travelling in 2,264 cars (approximately 6,600 persons) and 787 persons that had stayed overnight and left Norway by air, by rail or by bus were interviewed during the summer season. These had all been on a holiday trip, including visiting friends and relatives. In addition, 312 persons on business travels who had stayed overnight and left Norway by air were interviewed.

Results for the winter season are based on questionnaires filled in by 1,393 groups of people on holiday (approximately 4,900 persons) travelling by car and 1,261 persons who had travelled by air, by rail or by bus. Of the 1,261 persons, 716 were on holiday and 546 on a business trip.

A separate study of a sample of foreign cruise ship passengers going ashore in Norway has also been carried out. However, no study of consumption expenditure by other day visitors to Norway has been carried out. Nor has the consumption expenditure of foreigners visiting Norway by coach been studied.

The winter season 2005

The average consumption expenditure per tourist travelling by car was approximately NOK 4,100 during the winter of 2005, corresponding to NOK 643 per guest night (1 NOK=appr. €0.12). The expenditure per guest night for those visiting friends and relatives was somewhat lower than the average, while the expenditure of those on a holiday or on a leisure trip (excluding skiing holidays) was somewhat higher than the average. Among tourists travelling by car, the Swedes spend less than the Danes or Germans. This is mainly due to less prepaid expenses, as Swedish tourists do not need to go by ferry when travelling to Norway.

Expenditures vary by the main choice of accommodation. People that stay in hotels or rent a cottage spend on average NOK 4,500 on their whole sojourn.

People that stay in their own cottage or in a borrowed cottage spend on average NOK 3,000. Those that stay with relatives and friends spend the least, on the average NOK 1,500.

For the part of expenditure which is paid while staying in Norway, it has been feasible to apportion the costs to consumption categories. Forty per cent of expenditure is on various leisure activities, but considerable amounts are spent on accommodation and on purchase of groceries, nearly a fifth on each of these categories.

Tourists that travel by air when visiting Norway spend on average more than motor tourists. While the latter spent NOK 643 per guest night, the corresponding expenditure of tourists arriving by air was approximately NOK 1,300. Both prepaid expenses and expenses paid in Norway were higher for airborne tourists than for motor tourists.

The summer season 2005

Foreigners on vacation in Norway in the summer 2005 spent on the average NOK 718 per day. This suggests a decrease since 2002, when the corresponding figure was estimated as NOK 761. In 2005, prepaid expenses were NOK 324, whereas NOK 394 were paid during the sojourn in Norway.

The expenditure per guest night was considerably higher for holidaymakers who travelled to and from Norway by air than for motor tourists, see table A. This was the case both for prepaid expenses and for expenses paid in Norway. Inter alia, this is explained by holidaymakers arriving by air having a shorter stay in Norway than people travelling by car.

Table A: Average expenditure per day for foreign holidaymakers in the summer seasons of 2002 and 2005, by transport mode at departure and time of payment (NOK).

	Prepaid expenses	Paid in Norway	Total expenditure per day
2002 Motor tourists	154	384	538
2005 Motor tourists	152	342	494
2002 Tourists travelling by air	548	774	1 322
2005 Tourists travelling by air	632	479	1 111

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Holidaymakers who mainly stay overnight in hotels show the highest expenditure, estimated to a total expenditure per day of NOK 1,070 for motor tourists and NOK 1,450 for tourists travelling by air, see table B. Those with the lowest expenditure are holidaymakers staying with friends and relatives, with a total daily average of NOK 350 and NOK 530 respectively for motor tourists and for tourists travelling by air.

As can be expected, expenditure per guest night varies considerably between tourists from different countries. Expenditure per day is lowest for Swedish motor tourists who spend NOK 300 per day, while German motor tourists spend NOK 430 per day and Danish and Finnish tourists travelling by car spend slightly less than NOK 500 per day. French motor tourists have reported the highest expenditure, nearly NOK 800 per day, but there are few French respondents so the

results should be interpreted with caution. As for tourists travelling by air, visitors from Finland, Great Britain and Germany have the highest expenditure per day, not least because tourists travelling by air from these countries have relatively short sojourns in Norway.

Table B: Average expenditure per day for foreign holidaymakers in the summer seasons of 2002 and 2005, by main type of accommodation (NOK)

Main accommodation	Motor tourists			Tourists travelling by air		
	Prepaid expenses	Paid in Norway	Total expenditure per day	Prepaid expenses	Paid in Norway	Total expenditure per day
Hotel	463	608	1,071	816	631	1,447
Rented cottage	247	298	545	-	-	-
Camping	66	343	409	-	-	-
Friends and relatives	93	253	346	209	319	528
All	152	342	494	632	479	1,111

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*Main accommodation requires that the relevant accommodation has been used in at least 60 per cent of the nights stayed in Norway

The distribution of expenditures on various goods and services among foreign tourists during their stay in Norway has also been studied. Both motor tourists and tourists travelling by air spend more than a quarter of their budget in Norway on accommodation. This has not changed from 2002 to 2005. The expenditure shares for restaurant visits etc and for “other purchases” (other than groceries) have increased somewhat from 2002 to 2005, while the share spent on groceries has declined.

The total expenditure per person for the journey to Norway has also been estimated in the study. Average total expenditure for foreign motor tourists visiting Norway in the summer season was nearly NOK 4,500. Nearly two thirds of this, approximately NOK 2,800, was paid while in Norway, while the rest was prepaid. Tourists travelling by air spent on the average nearly NOK 13,300 on their trip to Norway, whereof nearly NOK 9,000 was paid in Norway.

The expenditure of foreign cruise passengers in Norway

In the summer of 2005, a study of foreign cruise passengers in Norwegian ports was carried out. The objective was to estimate the demand created for on-shore business. Altogether 972 passengers in Oslo, Bergen and Tromsø answered a simple questionnaire. The answers indicate that on average passengers spent approximately 440 NOK per visit ashore, but the amount varied by nationality and port of visit. Americans spend the most and British cruise passengers the least, while expenditure was largest in Oslo and smallest in Tromsø. The aggregate expenditure ashore by foreign cruise passengers is estimated at 572 million NOK, of which 310 million NOK come from arranged group excursions and the remaining 262 million NOK are spent by people on individual visits ashore.

Total expenditure by visitors in the summer and winter seasons in 2005

Total expenditures during the winter season of 2005 is estimated at 6.3 billion NOK, whereof 2.9 billion NOK were prepaid. Two thirds of the expenditures are incurred by tourists travelling by air. Denmark is the main market for Norwegian tourism in the winter, followed by Sweden and Germany.

Based on this study the total expenditure by foreign holidaymakers during the summer season (May to September) was estimated at NOK 10.5 billion. More than NOK 4.8 billion of this were prepaid expenses, while nearly 5.7 billion were spent during the sojourn in Norway. In total, tourists travelling by air had higher prepayments than motor tourists, while the expenditure of motor tourists during their stay in Norway was higher than the expenditure of tourists travelling by air. Total expenditure by foreign car tourists in the summer of 2005 was 4.35 billion NOK, while expenditure by tourists travelling by air was nearly 6.2 billion NOK.

If we compare the expenditure in the summer season of 2005 with the equivalent season in 2002, it turns out that it is particularly for restaurant visits and leisure activities that expenditure has increased considerably. On the other hand, holidaymakers spent less money in grocery stores than three years earlier.

Germany is the main market for Norwegian tourism in the summer. Three billion NOK, out of a total expenditure of 10 billion NOK, are incurred by Germans. British visitors and Americans each spent approximate one billion NOK.