

**Summary:**

## Guest Statistics 1998

Table A presents the volume and distribution of foreign tourist arrivals and guest nights in Norway in 1998:

*Table A: Foreign business and holiday traffic in Norway 1998 (in thousands). Border registration when leaving Norway.*

	Total	By road	By ferry	By air	By rail
<b>Arrivals in total</b>	5 092	2 308	890	1 178	73
- Day trippers	1 164	864	185	108	7
- Cruise passengers (day visits)	643				
- Overnight stays	3 285	1 443	705	1 071	66
-- arrivals, business trips	863	152	87	610	15
-- arrivals, holiday trips	2 423	1 292	619	461	51
<b>Guest nights in total</b>	25 340	8 457	7 248	9 212	423
- Guest nights, business trips	5 431	579	802	3 966	84
- Guest nights, holiday trips	19 909	7 878	6 446	5 246	339
<b>Motor vehicles in total</b>	1 002	830	174		
- Private cars	918	758	160		
- Motor homes	36	31	6		
- Motor vehicles with caravan	30	28	3		
- Coaches	18	13	5		

A total of about 5.1 million foreigners visited Norway in 1998. These visitors spent 25.3 million guest nights in the country. Nearly 3.3 million visitors stayed overnight in Norway, while 1.2 million arrived on a day trip and 640 000 as cruise passengers.

Three of four overnight visitors came on a holiday, and one of four was a business traveller. The holiday visitors spent nearly 20 million guest nights in Norway, and the number of business guest nights amounted to 5.4 million.

Just over 2.3 million visitors travelled by road, 1.2 million by air, 890 000 by ferry and 70 000 by rail. Holiday guests most frequently used road and ferry connections, whereas foreign business travellers tended to travel by air.

Day visitors most commonly crossed the border by road. Visitors from Sweden represented the majority of this type of visitor.

Among those who stayed overnight on their trip, the average length of stay was about eight nights (Table B). The most important source markets for overnight visits are Sweden, Germany, Denmark, UK, Finland, USA and the Netherlands. As many as 900 000 visitors from Sweden spent at least one night in Norway in 1998.

*Table B: Foreign guest nights in Norway 1998 by country of residence and transport mode at the point of leaving Norway. Figures are in thousands except average length of stay, which is in number of nights per person.*

	Total	Length of stay	By road	By ferry	By air	By rail
Total	25 340	7.7	8 457	7 248	9 212	423
Sweden	3 875	4.3	2 762	306	648	159
Denmark	3 578	6.5	1 182	1 706	650	40
Finland	928	4.0	710	0	211	7
United Kingdom	2 299	8.6	74	341	1 871	13
The Netherlands	1 560	11.3	572	557	423	8
Belgium	328	10.3	99		146	2
France	731	9.9	156	102	471	2
Germany	6 666	11.4	2 049	3 878	699	40
Italy	401	10.6	152	33	204	12
Switzerland	437	10.2	79	54	291	13
Austria	249	9.6	110	17	120	2
Spain	265	8.3	116	5	139	5
Other Europe	1 028	9.2	388	122	502	16
USA	2 261	12.9	0	39	2 163	59
Other nations	734	9.8	8	7	674	45

The length of stay varied among the countries of origin. Germany was the largest single foreign market in terms of number of guest nights. However, countries like Sweden, Denmark, UK, USA and the Netherlands were also important source markets for the Norwegian tourism industry.

Persons living in Sweden comprised a great share of arrivals and guest nights associated with business trips, but there was also substantial business traffic from Denmark, USA, UK and Germany.

The neighbouring Nordic countries (Sweden, Denmark and Finland), Germany, the Netherlands, UK and USA dominated the foreign holiday traffic. Within the holiday segment, most arrivals were Swedish (27 per cent) and most guest nights were German (30 per cent).

Holiday traffic by private motor vehicles and coaches represented 72 per cent of all foreign holiday guest nights in Norway. From 1997 to 1998, this traffic increased in terms of the number of both arrivals (2 per cent) and guest nights (3 per cent). Residents living in the neighbouring Nordic countries, in Germany, and in the Netherlands dominated this traffic by road and ferry.

Business and holiday travellers going by motor vehicle, coach or rail spent a total of 16 million guest nights in Norway. These visitors mainly used three different types of commercial accommodation: rented cabin (27 per cent), hotels (23 per cent) and camping at camping sites (21 per cent). In addition, overnight stays with friends and relatives, camping outside camping sites and own/borrowed cabin were used.

Two thirds of the 5.1 million arrivals occurred in the summer period (May – September). Holiday trips were particularly based on the summer season, but

business travellers from distant countries also seemed to prefer the summer for their visits to the country.

Motor tourists touring Norway during the summer season were interviewed in further detail. In previous studies this large segment has revealed a particular interest in experiencing Norwegian nature and landscapes. Among a wide range of natural elements the motor tourist first and foremost seems to be fascinated by the Norwegian fjords. Contrasting landscapes typically also are appreciated, as are clean and fresh air. In addition, foreign tourists seem to enjoy water elements in different forms (waterfalls, lakes and rivers, coast, glaciers, etc).

Most motor tourists prefer to experience nature away from other tourists. They are, to a great extent, in search of peace and quiet. They are also quite interested in nature based activities. They also express interest in visiting regional landscapes with a distinct character, as well as authentic communities.

About one half of the motor tourists stayed overnight in one or two different places in Norway, while one in four stayed in at least eight different places while touring Norway during the summer. The travelling pattern was quite extensive, with the average travelling distance within Norway being 1700 km per vehicle.