

**Summary:**

# Norwegian Foreign Visitor Survey 2006

## Total year 2006

During 2006 a total of more than seven million foreigners visited Norway. More than 3.9 million guests stayed overnight in the country while 1.3 million were on a day trip. In addition, 1.8 million arrived on day visits as cruise passengers.

Currently, increasing air travel is the main reason for the growth in total number of visitors from abroad. While the number of overnight visitors travelling by ferry was reduced by 2 per cent and the number of overnight visitors travelling by road was about the same compared to 2005, the number of overnight visitors travelling by air increased by fully eight per cent in 2006.

There were 940,000 foreign business visitors who stayed overnight in Norway, while the country was visited by 3.0 million holidaymakers from abroad that stayed at least one night. The total number of foreign guest-nights amounted to 26 million, of which holidaymakers represented 83 per cent.

The main part of incoming tourism is related to the summer season (May–September), which constitutes two thirds of the arrivals of foreign overnight visitors. 20 per cent of arrivals occur in the winter season (January–April).

Visitors from Sweden, Germany, the UK, Denmark and the USA make up the bulk of *business trips* to Norway. Three out of four foreign business travellers arrive by air, and nearly half of the business-related guest-nights are spent in hotels or similar accommodation. The number of foreign business travellers increased in 2006 whereas the growth in guest nights was even higher as a result of longer stays.

In 2006, the number of foreign *holiday travellers* increased by three per cent, but the number of foreign guest-nights decreased by one per cent. Germany, Sweden and Denmark are the most important foreign source markets for holiday travel to Norway, but also visitors from the UK, USA and the Netherlands represent significant tourism volumes. The foreign holidaymakers are distributed among the four main types of accommodation: hotel (23 per cent), cabin (24 per cent), camping (19 per cent), and friends and relatives (28 per cent).

## Winter season 2006

There were about 990,000 foreign visitors who stayed overnight in Norway during the winter season 2006 (January–April), which means five per cent increase compared to the previous year. A substantial growth was registered for

the number of business travellers as well as for the number of holidaymakers from abroad.

Four countries are of vital importance for tourism in Norway in winter: Denmark and Sweden, and to a lesser degree Germany and Great Britain. Table A shows some key figures for winter traffic in the period 2004–2006.

*Table A: Foreign business and holiday travel in Norway, winter seasons 2004–2006 (in thousands). Border registration upon departure from Norway.*

	2004	2005	2006	Change in per cent 2005–2006	2006			By rail/bus
					By road	By ferry	By air	
<b>Arrivals in total</b>	1 206	1 283	1 352	5	617	272	440	23
- Day trips	335	339	364	7	253	67	43	2
- Overnight stays	871	944	988	5	364	206	398	21
-- arrivals, business trips	234	259	273	5	52	17	198	6
-- arrivals, holiday trips	637	685	715	4	312	189	200	15
<b>Guest-nights in total</b>	4 826	5 274	5 493	4	1 631	1 398	2 349	115
- Guest-nights, business trips	950	994	1 080	9	168	125	745	42
- Guest-nights, holiday trips	3 876	4 280	4 413	3	1 463	1 273	1 604	73

TØI rapport 864/2006

## Summer season 2006

Table B presents the volume and distribution of foreign tourist arrivals and guest-nights in Norway in the summer season (May–September) 2006.

*Table B: Foreign business and holiday travel in Norway, summer season (May–September) 2006 (in thousands). Border registration upon departure from Norway.*

	Total	By road	By ferry	By air	By rail/bus
<b>Arrivals in total</b>	4 765	1 378	524	1 006	52
- Day trips	628	475	109	37	7
- Cruise passengers (day visits)	1 800				
- Overnight stays	2 337	903	415	969	49
-- arrivals, business trips	415	70	31	304	10
-- arrivals, holiday trips	1 922	833	384	665	40
<b>Guest-nights in total</b>	17 421	4 964	4 147	7 981	329
- Guest-nights, business trips	2 202	359	235	1 546	62
- Guest-nights, holiday trips	15 219	4 605	3 912	6 435	267

TØI rapport 864/2006

A total of about 4.75 million foreigners visited Norway during the 2006 summer season. These visitors spent 17.4 million guest-nights in the country. About 2.3 million visitors stayed overnight in Norway, while 630,000 arrived on a day trip and 1.8 million as cruise passengers (on day visits).

Some 82 per cent of the overnight visitors from abroad were holidaymakers, and 18 per cent were business travellers. Holiday visitors spent 15.2 million guest-

nights in Norway, and the number of foreign business guest-nights amounted to 2.2 million.

About 1.4 million foreign visitors travelled by road, one million by air, 524,000 by ferry and about 52,000 by rail or bus. The holidaymakers from abroad utilised road and ferry connections most frequently, whereas foreign business travellers mainly travelled by air.

The total number of arrivals of day visitors from abroad in the summer 2006 was about the same level as in the previous year, while the total number of arrivals among visitors who stayed overnight increased by three per cent. The total number of foreign guestnights in summer 2006 turned out to be at the same level as the 2005-figure.

Day visitors crossed the border most frequently by road. The majority of such visitors were Swedes.

*Table C: Foreign guest-nights in Norway, summer season (May–September) 2006, by country of residence and transport mode at the point of departure from 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/bus
Total	17 421	7.4	4 964	4 147	7 981	329
Sweden	2 091	4.3	1 426	135	414	116
Denmark	1 367	6.6	390	550	392	35
Finland	607	3.3	508	1	95	3
United Kingdom	1 408	7.2	32	266	1 100	10
The Netherlands	1 263	10.6	383	502	372	6
Belgium	231	8.6	37	42	150	2
France	824	9.2	145	34	641	4
Germany	4 249	9.9	1 098	2 325	793	33
Italy	383	8.7	84	11	275	13
Switzerland	269	8.4	60	20	181	8
Austria	120	7.5	74	6	34	6
Spain	414	8.2	32	2	376	4
Russia	201	7.4	101	0	98	2
Other Europe	1 784	9.3	593	215	950	27
USA	1 334	11.1	0	2	1 315	17
Japan	137	4.9	0	0	132	5
Other nations	738	7.3	1	36	662	39

TØI rapport 864/2006

Among those who stayed overnight in Norway during the summer season 2006, the average stay was 7.4 nights (Table C), compared to 7.7 in the summer 2005. Germany was by far the largest single foreign market in terms of number of guest-nights. However, countries like Sweden, the UK, the Netherlands, Denmark and the USA were also important markets for the Norwegian tourism industry.

Persons living in Sweden constituted the largest proportion of arrivals associated with *business trips*. There was also substantial business travel from Denmark, the UK and Germany.

In the summer season of 2006, 1.9 million foreign *holiday travellers* stayed overnight in Norway, with an average stay of 7.9 nights. During the summer season, German holidaymakers made up the largest proportion of arrivals and guest-nights. Denmark and Sweden were also important foreign markets, and together with the USA, the Netherlands and the UK, these countries represented the bulk of summer holiday travel from abroad.

*Holiday tours by private motor vehicles and coaches* constituted about 56 per cent of all foreign holiday guest-nights in Norway. Visitors from the neighbouring Nordic countries, Germany, and the Netherlands dominated the arrivals by road and ferry. In the summer seasons over the past seven years, such holiday travel initially decreased in terms of both number of arrivals and guest-nights, although it has grown somewhat during the latest three years.

About 39,000 foreign motor homes visited Norway in summer 2006, which represent a considerable decrease compared to the previous year. 33 per cent of the foreign motor homes were of German origin. The number of vehicles with caravan is estimated to about 19,000 in summer 2006, which represents a slight decrease compared to the previous year. The number of foreign-registered coaches visiting Norway has been fairly stable for the last three years, estimated to approximately 9,000 in the summer season 2006.

*Table D: Percentage of foreign guest-nights for all guests departing Norway by own vehicle, bus, rail or air, by type of accommodation. N = Number of guest-nights in summer season (May–September) 2004–2006 (thousands).*

	2004	2005	2006				
	Total	Total	Total	By road/ferry	By coach	By rail/bus	By air
Total (N)	100 (16 890)	100 (17 604)	100 (17 401)	100 (8 113)	100 (998)	100 (309)	100 (6 846)
Hotel, pension, etc.	26	29	27	13	79	24	35
Camping at campsite	19	16	16	29	2	4	5
Camping outside campsite	5	5	6	9	0	9	4
Rented cabin	13	11	14	25	13	2	4
Own/ borrowed cabin	4	5	4	6	0	1	3
Friends, relatives	23	23	24	15	0	44	34
Other	10	11	9	3	6	16	15

TØI rapport 864/2006

Business and holiday travellers spent a total of 17.4 million guest-nights in Norway during the summer period (Table D). These visitors mainly used three different types of commercial accommodation: hotel (27 per cent), camping at a campsite (16 per cent) and rented cabin (14 per cent). In addition, overnight stays with friends and relatives (24 per cent), own/borrowed cabin and camping outside campsite were used.

Among the foreign motorists, camping and cabin were the most frequently used types of accommodation. The coach tourists mostly stayed in hotels, and visitors going by air, rail or bus mainly spent the nights in hotels or in private homes.

Nearly half of the business travellers from abroad stayed in hotels, whereas foreign holiday visitors were relatively equally distributed among the four accommodation sectors hotel, cabin, camping and friends/relatives.