

**Summary:**

# Foreign Visitor Survey 2004

## Year 2004

During the year 2004 a total of 5.8 million foreigners visited Norway. Some 3.5 million guests stayed overnight in the country while 1.15 million were on a day trip. In addition, 1.2 million arrived on day visits as cruise passengers.

There were 800,000 foreign business visitors who stayed overnight in Norway, while the country was visited by 2.7 million holidaymakers from abroad. The total number of foreign guest-nights amounted to 24 million, of which holidaymakers constituted 85 per cent.

The main part of incoming tourism is related to the summer season (May–September), which constitutes 60 per cent of the arrivals of foreign overnight visitors. 25 per cent of arrivals occur in the winter season (January–April).

Visitors from Sweden, Denmark, the UK, the USA and Germany make up the bulk of *business trips* to Norway. Seven out of ten foreign business travellers arrive by air, and about 40 per cent of the business-related guest-nights are spent in hotels or similar accommodation. The number of foreign business travellers showed a considerable increase in 2004, after showing a declining trend in the two previous years.

In 2004, the number of foreign *holiday travellers* and the number of foreign guest-nights both increased by seven per cent. Germany, Sweden and Denmark are the most important foreign source markets for holiday travel to Norway, but also visitors from the UK, the Netherlands and the USA represent significant tourism volumes. The foreign holidaymakers are distributed among the four main types of accommodation: hotel (24%), cabin (22%), camping (20%), and friends and relatives (28%).

## Winter season 2004

There were nearly 900,000 foreign visitors who stayed overnight in Norway during the winter season 2004 (January–April), which means a nine per cent increase compared to the previous year. This 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, Sweden, Germany and to a lesser degree, Great Britain. Table A shows some key figures for winter traffic in the period 2002–2004.

Table A: Foreign business and holiday travel in Norway, winter seasons 2002–2004 (in thousands). Border registration when leaving Norway

	2002	2003	2004	Change in per cent 2002–2003	2003			
					By road	By ferry	By air	By rail/bus
<b>Arrivals in total</b>	1,134	1,136	1,206	6	596	247	328	34
- Day trips	364	335	335	0	249	50	32	4
- Overnight stays	770	801	871	9	347	197	296	30
-- arrivals, business trips	221	215	234	9	47	18	162	7
-- arrivals, holiday trips	549	585	637	9	300	179	134	23
<b>Guest-nights in total</b>	4,433	4,442	4,826	9	1,612	1,313	1,753	148
- Guest-nights, business trips	934	840	950	13	155	123	638	34
- Guest-nights, holiday trips	3,499	3,602	3,876	8	1,457	1,190	1,115	114

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## Summer season 2004

Table B presents the volume and distribution of foreign tourist arrivals and guest-nights in Norway in the summer season (May–September) 2004.

Table B: Foreign business and holiday travel in Norway, summer season (May–September) 2004 (in thousands). Border registration when departing Norway.

	Total	By road	By ferry	By air	By rail/bus
<b>Arrivals in total</b>	3,891	1,264	519	834	68
- Day trips	566	431	89	39	7
- Cruise passengers (day visits)	1,207				
- Overnight stays	2,118	833	430	795	61
-- arrivals, business trips	357	70	33	245	9
-- arrivals, holiday trips	1,761	763	397	550	52
<b>Guest-nights in total</b>	16,890	5,356	4,611	6,529	394
- Guest-nights, business trips	1,916	362	251	1,250	53
- Guest-nights, holiday trips	14,974	4,994	4,360	5,279	341

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A total of about 3.9 million foreigners visited Norway during the 2004 summer season. These visitors spent 17 million guest-nights in the country. About 2.1 million visitors stayed overnight in Norway, while 570,000 arrived on a day trip and 1.2 million as cruise passengers (on day visits).

Some 83 per cent of the overnight visitors from abroad were holidaymakers, and 17 per cent were business travellers. Holiday visitors spent 15 million guest-nights in Norway, and the number of foreign business guest-nights amounted to about 1.9 million.

About 1.26 million foreign visitors travelled by road, 830,000 by air, 520,000 by ferry and 70,000 by rail or bus. The holidaymakers from abroad utilised road and ferry connections most frequently, whereas foreign business travellers mainly travelled by air.

Compared with the summer season in the previous year the total number of arrivals of day visitors from abroad experienced a minor decrease, while the total number of arrivals among visitors who stayed overnight increased by seven per cent. Moreover, the total number of foreign guest-nights turned out to be 10 per cent higher than the 2003-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) 2004, 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	16 890	8.0	5,356	4,611	6,529	394
Sweden	1,815	4.4	1,228	168	279	140
Denmark	1,765	7.2	469	834	412	50
Finland	531	3.8	451	1	76	3
United Kingdom	1,080	7.6	27	243	799	11
The Netherlands	1,139	10.7	445	472	217	5
Belgium	197	7.6	52	49	95	1
France	744	8.9	121	59	560	4
Germany	4,844	10.8	1,644	2,526	639	35
Italy	616	8.9	172	21	416	7
Switzerland	291	10.4	71	33	176	11
Austria	203	10.2	118	10	72	3
Spain	423	10.1	42	2	372	7
Russia	148	8.2	56	2	88	2
Other Europe	1,020	8.4	458	122	406	34
USA	1,247	10.3	0	52	1,169	26
Japan	144	4.8	0	0	134	10
Other nations	680	10.6	2	17	619	42

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Among those who stayed overnight in Norway, the average stay was eight nights (Table C). Germany was by far the largest single foreign market in terms of number of guest-nights. However, countries like Sweden, Denmark, the Netherlands, France, the UK 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 the UK, Denmark, the USA and Germany.

In the summer season of 2004, 1.75 million foreign *holiday travellers* stayed overnight in Norway, with an average stay of 8.5 nights. During the summer season, German holidaymakers made up the largest proportion of arrivals (23 per cent) and guest-nights (30 per cent). Sweden and Denmark were also important foreign markets, and together with the Netherlands, the USA, the UK, Finland, France and Italy, these countries represented the bulk of summer holiday travel from abroad.

*Holiday tours by private motor vehicles and coaches* constituted about 62 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 six years, such holiday travel decreased in terms of both number of arrivals and guest-nights, although it has stabilized somewhat during the latest two years.

Half of the 42,000 foreign motor homes visiting Norway in summer 2004 were of German origin. The number of motor homes from abroad has remained relatively stable during the last years, but showed a remarkable increase in 2003 and 2004. The number of vehicles with caravan is estimated to about 27,000 in summer 2004, which represents an increase compared to the previous year. The number of foreign-registered coaches visiting Norway dropped from approximately 9,600 in the summer season 2002 to 8,900 in summer 2004.

*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) 2002–2004 (thousands).*

	2002		2003		2004		
	Total	Total	Total	By car	By coach	By rail/bus	By air
Total (N)	100 (14,273)	100 (15,407)	100 (16,890)	100 (9,039)	100 (928)	100 (394)	100 (6,529)
Hotel, pension, etc.	29	27	26	14	74	21	37
Camping at campsite	18	18	19	32	5	3	2
Camping outside campsite	5	4	5	9	0	3	1
Rented cabin	17	17	13	21	8	3	2
Own/ borrowed cabin	5	4	4	6	0	3	2
Friends, relatives	17	21	23	14	0	51	38
Other	9	9	10	4	13	16	18

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Business and holiday travellers spent a total of 16.9 million guest-nights in Norway during the summer period (Table D). These visitors mainly used three different types of commercial accommodation: hotel (26 per cent), camping at campsite (19 per cent) and rented cabin (13 per cent). In addition, overnight stays with friends and relatives (23 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.