Institute of Transport Economics
Norwegian Centre for Transport Research

ENGLISH Summary

Economic impact analysis of tourism in Suldal

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Tourism in Suldal is growing, as we can see from figures related to the number of overnight stays and the number of full-time equivalents (FTEs) in the tourism industry, which have increased since the weider economic impact analysis was conducted in 2019.

The number of people employed in the sector has increased by 22, representing a rise of approximately 11%, which is highly impressive and likely exceeds the population growth in the economically active segment of the population.

Furthermore, we are seeing growth in the number of overnight stays, particularly in the Airbnb segment. This increase may, of course, be due to a shift from rentals via Finn.no to Airbnb. We have accounted for duplicate entries in our data. From the report written I 2019, the number of guest nights via Airbnb was around 5,600, while our numbers from 2024, it is approximately 11,000, including other rentals via Finn.no, which is somewhat lower.

We also see a marked increase in total overnight stays, with more than 8,000 additional nights from 2019 to 2024.

The previous ripple effect analysis did not specify whether the tourism-related turnover figures were calculated before or after VAT, nor how the calculations were conducted. This makes it difficult for us to make a direct comparison with our own data.

However, as a general observation, we note that the figures appear robust and show positive development compared to what we believe were the figures in the previous analysis. Based on our analysis, it seems that tourism in Suldal is on a positive trajectory, and that significant efforts are being made to ensure favourable conditions for continued growth and sustainable tourism.

We wish you the best of luck moving forward!