

**Summary:**

# Norwegian Foreign Visitor Survey 2007

## About six million visitors in 2007

5.9 million foreign visitors came to Norway in 2007. Of these, about 4.3 million stayed at least one night while 1.3 million came on day trips. An additional 332,000 came on day visits as cruise passengers.

Of those visitors from abroad that stayed overnight, about one million were on business and 3.26 million on holiday. The total number of guest-nights spent in Norway by visitors from abroad was 29 million; holidaymakers were responsible for 83 per cent of guest-nights.

Most of the incoming tourism occurred in the summer season (May–September). Of foreign visitors who stayed at least one night, 72 per cent arrived in the summer and 28 per cent arrived in the winter season (January–April).

In 2007, the number of foreign *holiday travellers* staying at least one night increased by five per cent, and the total number of guest-nights for holiday travellers increased by seven per cent.

Holidaymakers from abroad stayed mainly in four types of accommodation: homes of friends and relatives (30 per cent), hotels (23 per cent), cabins (21 per cent) and campsites (20 per cent).

The bulk of *business trips* to Norway were made by visitors from Sweden, Germany, the UK, Denmark and the USA. Nearly half of the business-related guest-nights were spent in hotels or related accommodation. 2007 saw a continuing growth in the number of business trips made to Norway.

## Winter season 2007

The number of foreign visitors staying overnight in Norway during the winter season 2007 (January–April) was five per cent up from 2006, at about 1.05 million. There was a corresponding increase in the total number of guest-nights spent in Norway during the winter season by visitors from abroad. A substantial growth in the number of guest-nights for business travellers was also registered.

Table A shows some key figures for winter traffic in the period 2005–2007.

Table A: Foreign business and holiday travel in Norway, winter seasons 2005–2007 (in thousands). Border registration upon departure from Norway.

	2005	2006	2007	Change in per cent 2006–2007	2007			
					By road	By ferry	By air	By rail/bus
<b>Arrivals in total</b>	1 283	1 357	1 405	3	624	263	487	32
- Day trips	339	364	360	-1	250	62	46	3
- Overnight stays	944	993	1 045	5	374	200	441	29
-- arrivals, business trips	259	273	307	12	55	18	226	8
-- arrivals, holiday trips	685	720	738	3	319	182	216	21
<b>Guest-nights in total</b>	5 274	5 518	5 767	5	1 709	1 315	2 595	148
- Guest-nights, business trip	994	1 082	1 284	19	174	116	939	55
- Guest-nights, holiday trips	4 280	4 436	4 483	1	1 535	1 199	1 656	93

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A few countries are of vital importance for winter tourism in Norway: Denmark, Sweden and, to a lesser degree, Germany and Great Britain. The number of guest-nights spent in Norway by visitors from Finland has increased by about 15 per cent, but the number of guest-nights spent by visitors from Denmark, Great Britain and the Netherlands has decreased.

In the winter season 2007, 330,000 foreign *ski tourists* stayed overnight in Norway, and were responsible for a total of 2.2 million guest-nights. Although its share has decreased, Denmark remains the most largest market here.

## Summer season 2007

Table B presents the volume and distribution of foreign tourist arrivals and guest-nights in Norway in the summer season (May–September) 2007.

Table B: Foreign business and holiday travel in Norway, summer season (May–September) 2007 (in thousands). Border registration upon departure from Norway.

	Total	By road	By ferry	By air	By rail/bus
<b>Arrivals in total</b>	3 162	1 404	619	1 088	51
- Day trips	608	473	90	39	5
- Overnight stays	2 554	931	528	1 049	46
-- arrivals, business trips	427	70	42	307	7
-- arrivals, holiday trips	2 128	861	486	741	39
<b>Guest-nights in total</b>	19 814	5 489	5 406	8 612	307
- Guest-nights, business trips	2 307	355	294	1 605	53
- Guest-nights, holiday trips	17 507	5 134	5 112	7 007	254

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Norway received about 3.16 million visitors from abroad during the 2007 summer season. These visitors spent 19.8 million guest-nights in the country. About 2.5 million visitors stayed at least one night in Norway, while 608,000 arrived on day trips.

Of those visitors from abroad spending at least one night, 83 per cent were holidaymakers and 17 per cent business travellers. Holiday visitors spent a total of 17.5 million guest-nights in Norway, while the corresponding number of business guest-nights amounted to 2.3 million.

About 1.4 million foreign visitors travelled by road, 1.09 million by air, 620,000 by ferry and about 50,000 by rail or bus. The holidaymakers from the close markets (Sweden, Finland, Denmark and Germany) utilised road and ferry connections most frequently, whereas foreign business travellers and the holidaymakers from the more remote markets travelled mainly by air.

*Table C: Foreign guest-nights in Norway, summer season (May–September) 2007, 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	19 814	7,8	5 489	5 406	8 612	307
Sweden	2 180	4,3	1 477	122	432	149
Denmark	1 582	6,8	362	813	383	24
Finland	689	3,5	580	1	105	3
United Kingdom	1 407	7,0	53	231	1 114	9
The Netherlands	1 503	10,1	496	637	363	7
Belgium	265	9,9	47	40	177	1
France	859	9,0	161	28	665	5
Germany	4 810	10,1	1 277	2 637	876	20
Italy	430	8,4	116	18	291	5
Switzerland	304	8,4	76	22	197	9
Austria	161	7,8	91	11	57	2
Spain	470	9,0	44	7	417	2
Poland	800	10,6	409	50	341	0
Russia	301	10,1	90	0	208	3
Other Europe	1 251	9,3	208	355	671	16
USA	1 387	11,1	0	22	1 345	20
Japan	121	4,6	0	0	119	2
Other nations	1 294	9,7	2	412	851	29

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Those who stayed overnight in Norway during the summer season 2007 stayed for an average of 7.8 nights (Table C), compared to 7.7 nights in the summer of 2006. The total number of arrivals among visitors who stayed overnight increased by eight per cent. Germany and Sweden were by far the largest single foreign markets in terms of the number of guest-nights. However, countries like Denmark, Finland, Great Britain, the USA and France were also important markets for Norwegian tourism.

Stays by visitors from abroad were distributed among the four main types of accommodation: hotels (27 per cent), friends and relatives (23 per cent), camping (20 per cent) and cabins (16 per cent), (table D). Hotels were equally popular among foreign ‘motor tourists’ (registered upon departure by ferry and road) and

foreign 'air tourists' (registered upon departure by air, rail and scheduled bus). Air tourists stayed with friends and relatives more than the other visitors did.

In the summer season of 2007, 2.1 million foreign *holiday travellers* stayed overnight in Norway, an increase of seven percent on 2006. The average length of stay in the summer was 8.2 nights. In the summer German holidaymakers made up the largest proportion of arrivals to Norway (26 per cent) and were responsible for most guest-nights (4.5 million).

The number of *foreign 'motor tourists'* (registered upon departure by ferry and road) increased by six per cent in the summer of 2007. 1.35 million motor tourists stayed overnight in Norway, and were responsible for about 60 per cent of all foreign holiday guest-nights in Norway. The average stay was 7.6 nights, an increase from the summer of 2006. The number of guest-nights was the highest total spent by this group since 1998.

In 2007 Norway was visited by 49,000 motor home vehicles, the highest ever number and an increase by 25 per cent from the summer of 2006. In contrast the number of visiting tour coaches decreased with 18 per cent.

The number of foreign 'air tourists' (registered upon departure by air, rail and scheduled bus) increased by nine per cent in 2007. 780,000 air tourists stayed overnight in Norway, and were responsible for about 40 per cent of all foreign holiday guest-nights in Norway. The average length of stay by these visitors was 9.3 nights, a decrease from 2006, but the actual number of guest-nights spent by them in Norway was 7.3 million, an increase of seven per cent over 2006. Great Britain and Germany were growing markets here.

Table D: Percentage of foreign guest-nights for all guests, by type of accommodation. N = Number of guest-nights in summer season (May–September) 2005–2007 (thousands).

	2005		2006		2007		
	Total	Total	Total	By road/ ferry	By coach <sup>1)</sup>	By rail/bus	By air
Total	100	100	100	100	100	100	100
(N)	(17 449)	(18 388)	(19 814)	(9 996)	(899)	(307)	(8 612)
Hotel	29	26	22	16	90	14	31
Pension, hostel etc. <sup>2)</sup>			5	3	0	11	5
Camping on campsite	16	17					
Rented cabin on campsite <sup>2)</sup>			8	11	9	3	4
Tent, motor home vehicle etc. on campsite <sup>2)</sup>			12	20	0	4	2
Free camping	5	6	5	7	0	7	1
Rented cabin	11	15	12	19	0	3	4
Own/borrowed cabin	5	4	4	5	0	4	3
Friends, relatives	23	23	23	13	0	39	36
Other	11	9	9	6	1	15	14

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<sup>1)</sup> Insecure numbers due to few observations.

<sup>2)</sup> The category "Pension, hostel etc." is part of "Hotel" in 2005 and 2006, and all types of camping on campsites are included in camping at campsite in 2005 and 2006.

Business and holiday travellers spent a total of 19.8 million guest-nights in Norway during the summer period (Table D). These visitors used mainly three types of commercial accommodation: hotels (22 per cent), camping on campsites

(12 per cent) and rented cabins (12 per cent). They also stayed with friends and relatives (23 per cent), or used pensions/hostels, rented cabins on campsites, borrowed or visited their own cabins or used free camping. Among the foreign motorists, tent/motor home vehicles on campsites and rented cabins were the most frequently used accommodation. Coach tourists stayed mostly in hotels, while visitors going by air, rail or bus spent the nights mainly in private homes or hotels.

The number of *foreign business travellers* increased by two percent in the summer of 2007. The average stay was longer, and the growth in the number of guest-nights increased by three per cent over 2006. The airplane was the most important mode of transportation. Sweden and Germany were by far the largest single foreign markets in terms of number of guest-nights. However, countries like Great Britain, the USA and Denmark were also important markets for the Norwegian tourism industry. Foreign business travellers preferred to stay in hotels or accommodation provided by the employer.