

Markedsoppdatering 2 2023

Kina

India

Japan

Sør-Korea

SEA

 Norway

ASIA

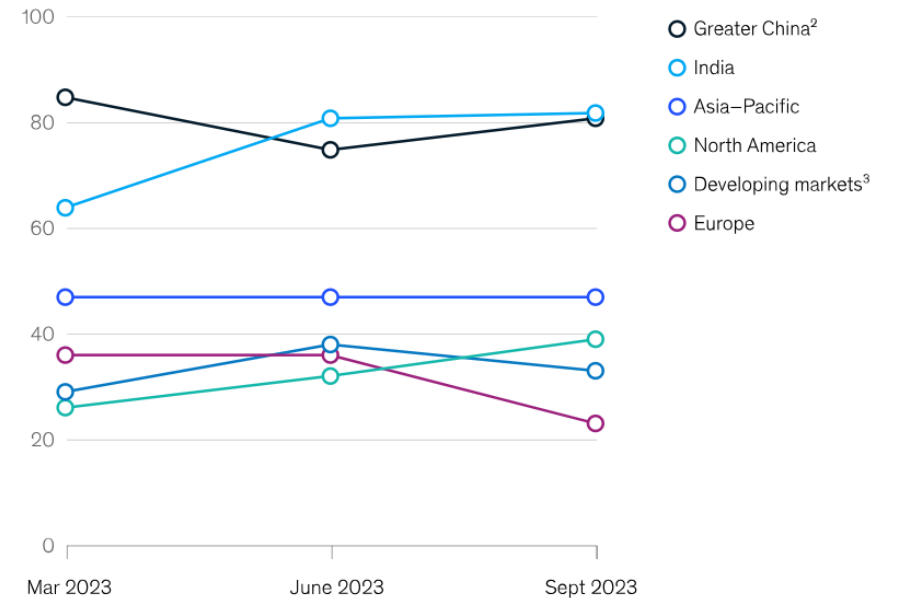
- Asia is becoming the world's next «majority»
- This majority position gives Asia an opportunity to influence and shape a new era not only for its own economies but for the world
- Major Asian economies are now considerable new centers of economic power. China now is the world's second-largest economy, Japan the third, and India the fifth.

• Source: McKinsey

Economic conditions outlook during turbulent times, September 2023

In Europe, economic expectations for the next six months have turned more negative, while responses in India and North America have become brighter.

Respondents who say economic conditions in their home countries will improve over next 6 months,¹ % of respondents



¹Respondents who answered "the same" or "worse" are not shown. In Mar 27–31, 2023, n = 871; June 5–9, 2023, n = 1,044; Aug 31–Sept 8, 2023, n = 997.

²Includes Hong Kong and Taiwan.

³Includes Latin America, the Middle East, and North Africa.

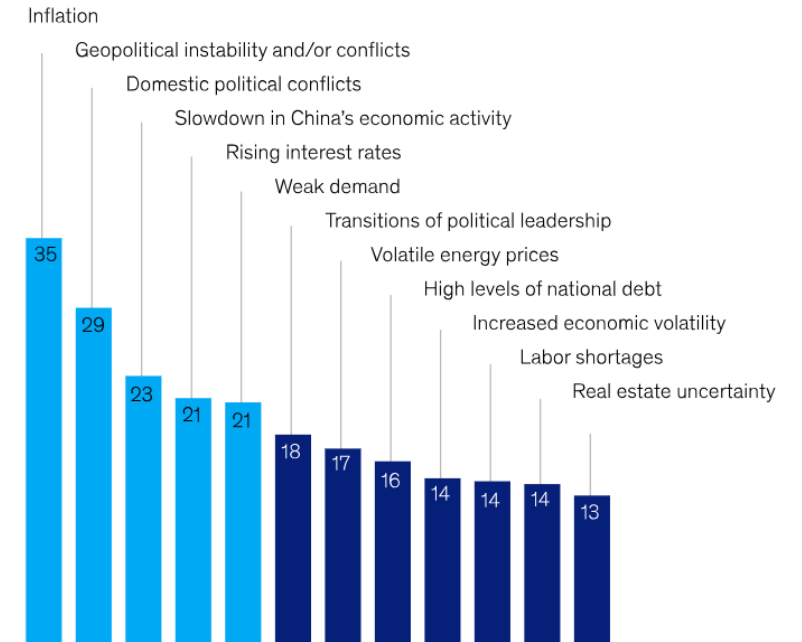
Source: McKinsey Global Surveys on economic conditions, 2023

Perceived top economic risks, Sep23

Inflation is top of mind as an economic risk, particularly in Europe, while respondents in Asia–Pacific are focused on China’s economy.

Potential risks to economic growth in respondents’ countries, next 12 months,¹
% of respondents, by office location

Overall (n = 997)



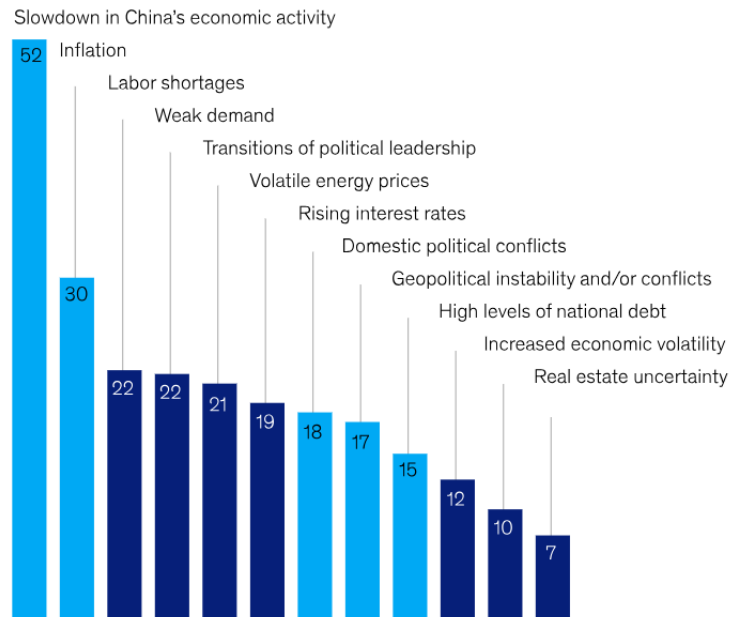
¹Out of 18 risks that were presented as answer choices.
Source: McKinsey Global Survey on economic conditions, 997 participants at all levels of the organization, Aug 31–Sept 8, 2023

Perceived top economic risks, Sep23

Potential risks to economic growth in respondents' countries, next 12 months,¹
% of respondents, by office location

Asia-Pacific

(n = 105)

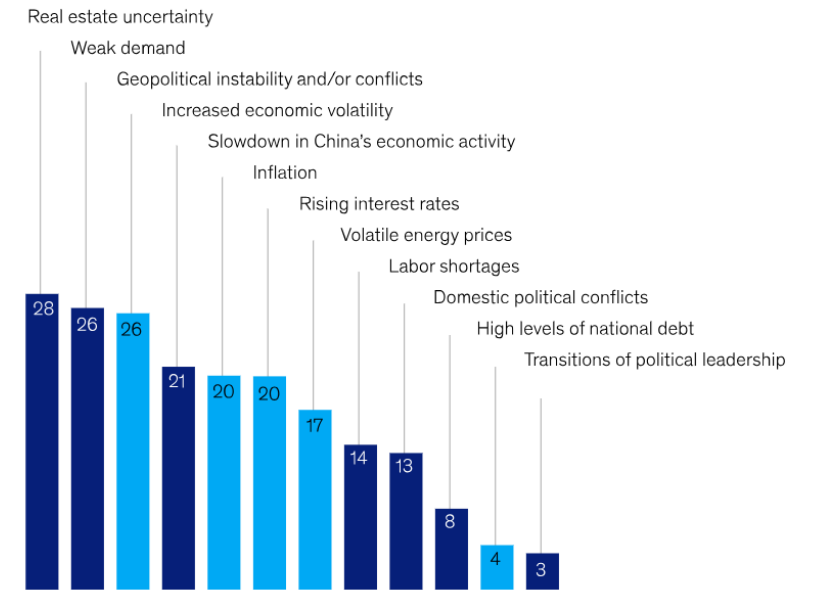


¹Out of 18 risks that were presented as answer choices.
Source: McKinsey Global Survey on economic conditions, 997 participants at all levels of the organization, Aug 31–Sept 8, 2023

Potential risks to economic growth in respondents' countries, next 12 months,¹
% of respondents, by office location

Greater China²

(n = 107)



¹Out of 18 risks that were presented as answer choices.

²Includes Hong Kong and Taiwan.

Source: McKinsey Global Survey on economic conditions, 997 participants at all levels of the organization, Aug 31–Sept 8, 2023

McKinsey & Company

McKinsey & Company

Perceived top economic risks, Sep23

Potential risks to economic growth in respondents' countries, next 12 months,¹
 % of respondents, by office location

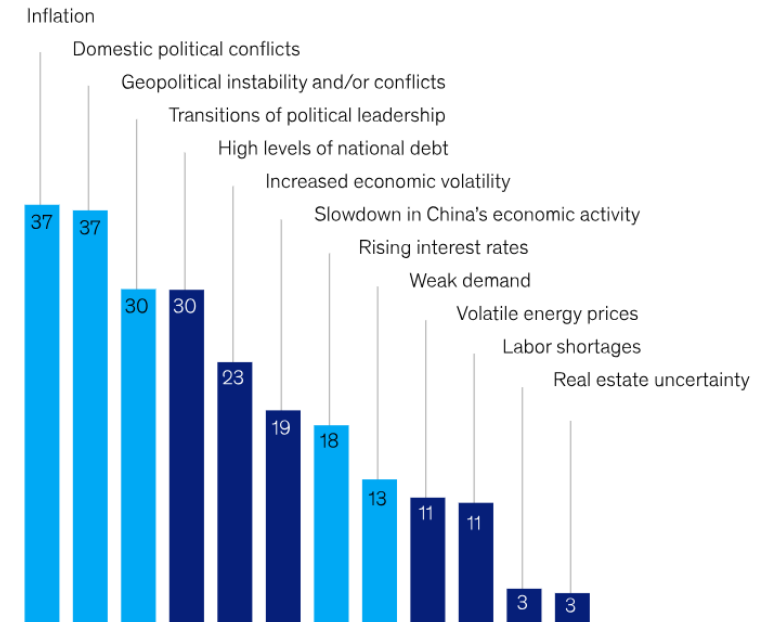
India (n = 88)



¹Out of 18 risks that were presented as answer choices.
 Source: McKinsey Global Survey on economic conditions, 997 participants at all levels of the organization, Aug 31–Sept 8, 2023

Potential risks to economic growth in respondents' countries, next 12 months,¹
 % of respondents, by office location

Other developing markets² (n = 118)

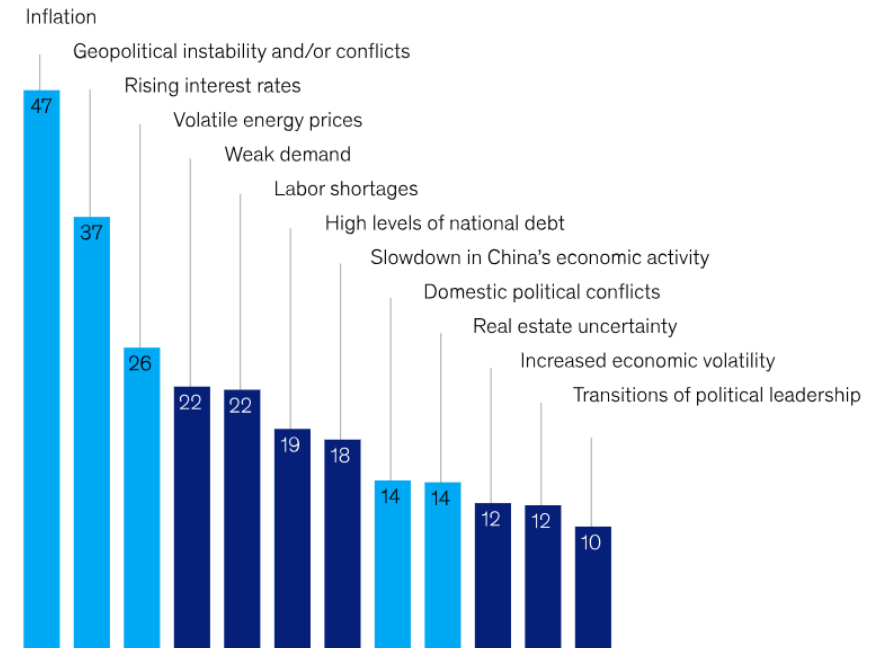


¹Out of 18 risks that were presented as answer choices.
²Includes Latin America, Middle East, North Africa, South Asia, and sub-Saharan Africa.
 Source: McKinsey Global Survey on economic conditions, 997 participants at all levels of the organization, Aug 31–Sept 8, 2023

Perceived top economic risks, Sep23

Potential risks to economic growth in respondents' countries, next 12 months,¹
% of respondents, by office location

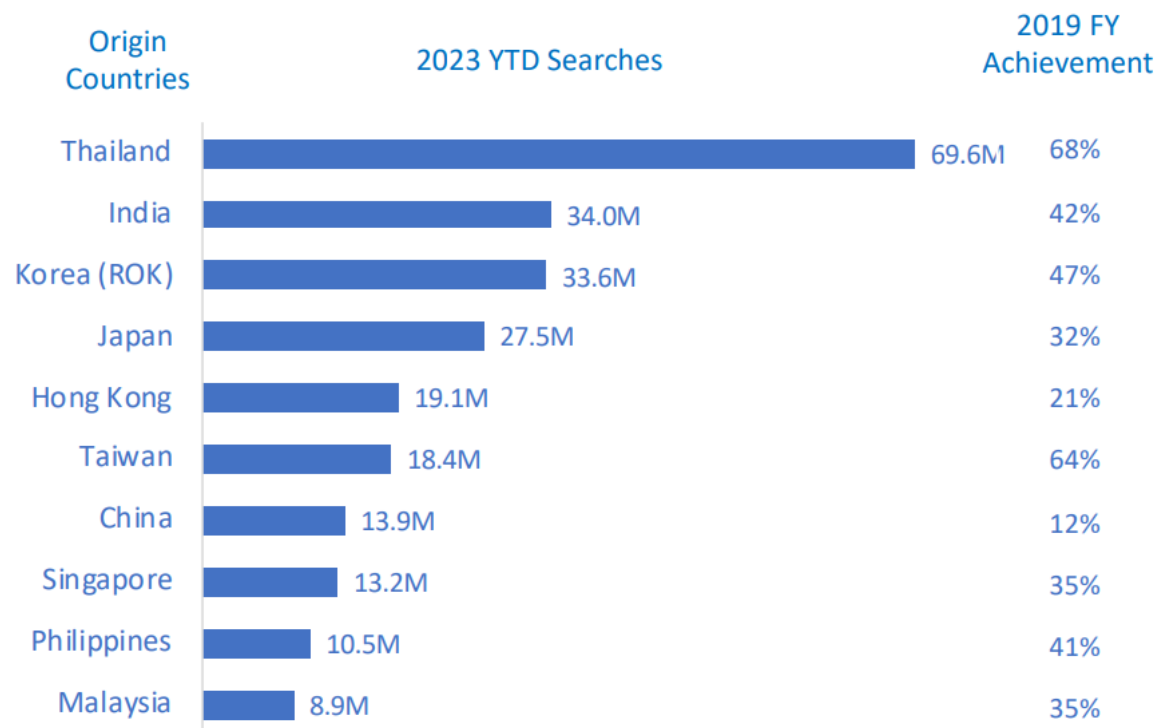
Europe (n = 354)



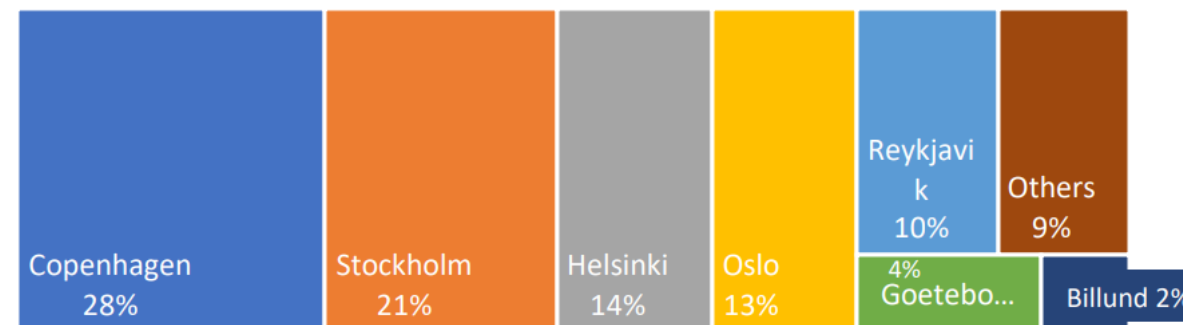
¹Out of 18 risks that were presented as answer choices.
Source: McKinsey Global Survey on economic conditions, 997 participants at all levels of the organization, Aug 31–Sept 8, 2023

Origin Asia: Thai visitors account for most of searches and for the best-recovering performance among the top Asian origins this year

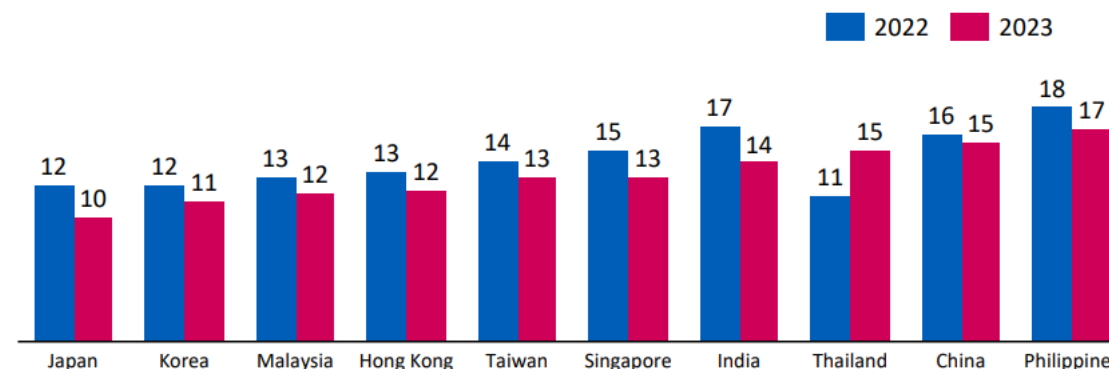
TOP ORIGIN MARKETS SEARCHING FOR THE NORDICS,
2023 YTD absolute volumes and 2019 achievement in %



MOST SEARCHED DESTINATIONS, 2023 YTD share in %



KEY MARKETS LENGTH OF STAY, by days



- Thailand is the top Asian country in number of searches, as well as it is the best recovering 2019 levels among the top ten origins.
- Apart from the capital, Goeteborg in Sweden & Billund in Denmark are the most searched Nordic destinations by Asian visitors.
- Travellers for the Philippines are staying in general one week longer in the Nordics than those from Japan.

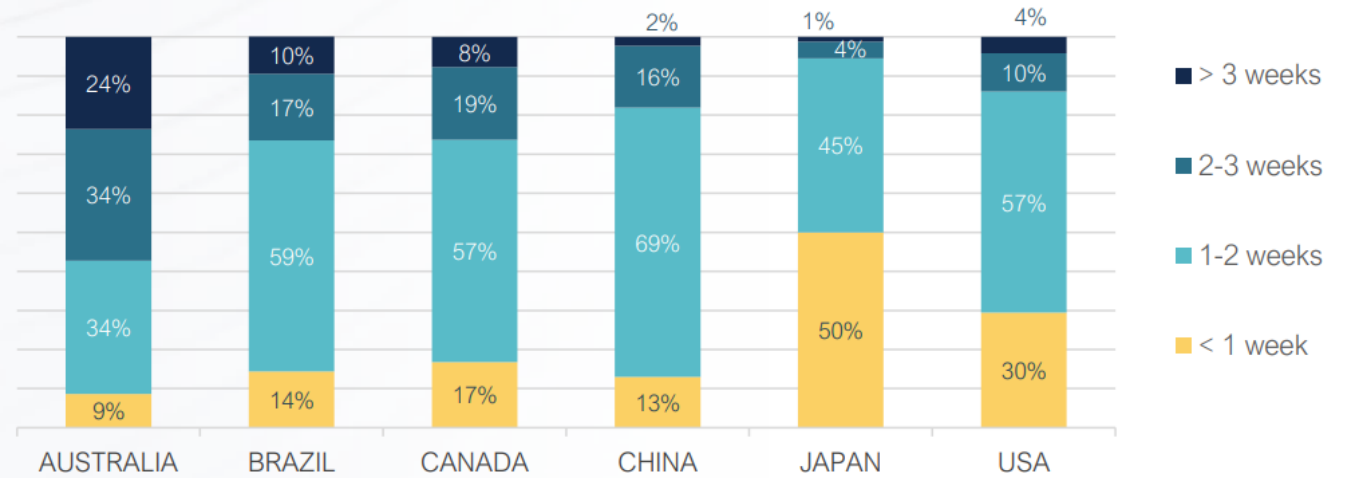


INTENDED LENGTH OF STAY AND ENVISAGED DAILY BUDGET PER MARKET

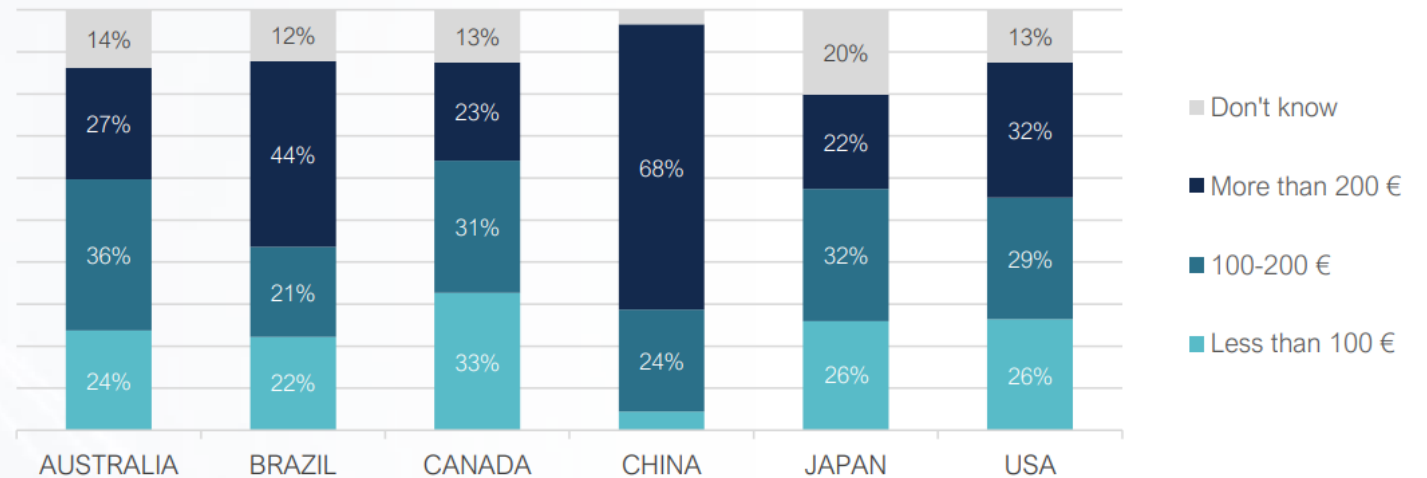
- Australians and Brazilians are most open to extended trips to Europe this autumn as opposed to Japan and the US, where only a small share of respondents (5% and 14% respectively) consider staying more than 2 weeks.
- China re-establishes its status as the biggest spender, planning a daily budget of over 200 euros, potentially indicating a strong interest in premium products and high-end services.



LENGTH OF STAY



DAILY BUDGET*

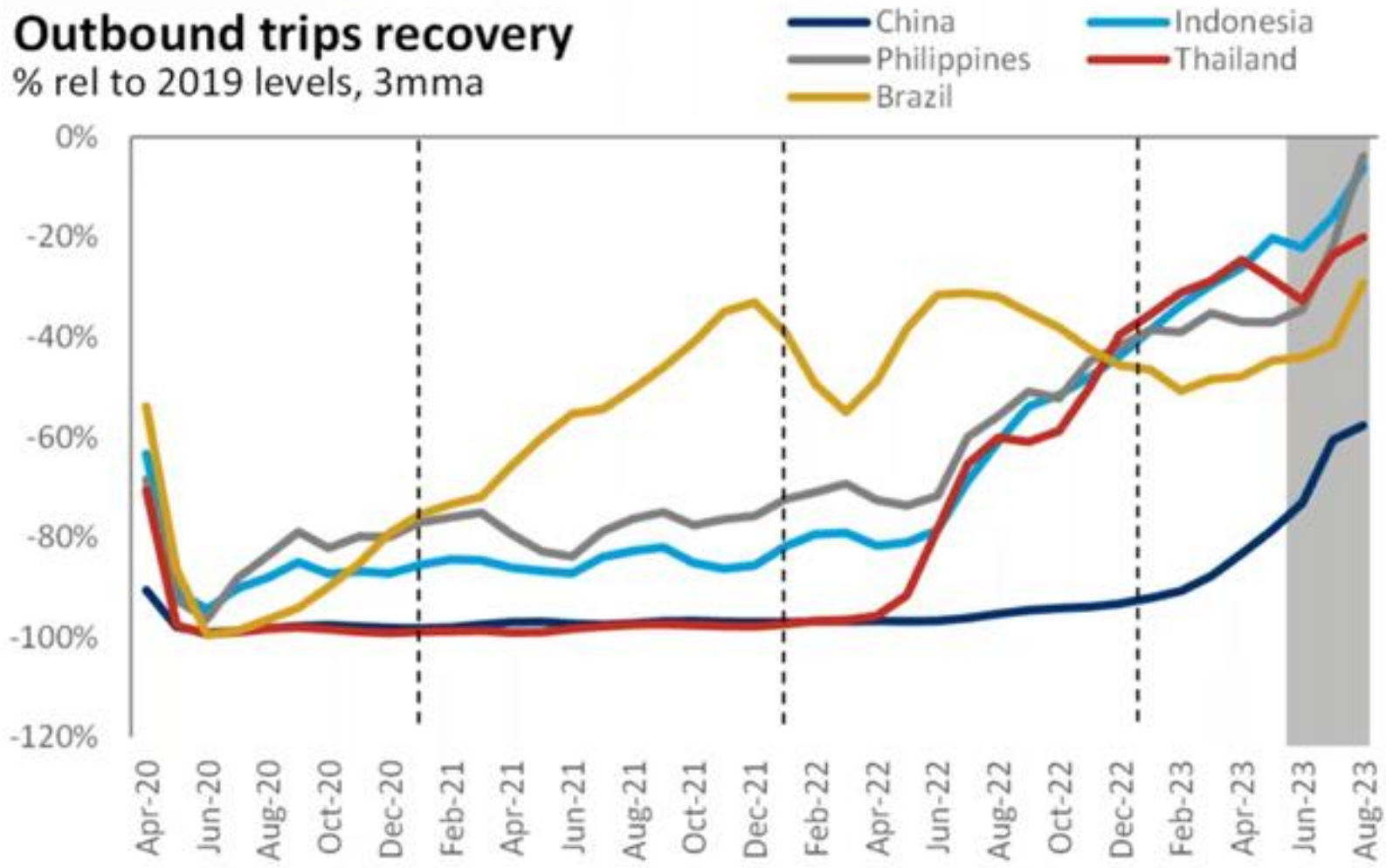


*The intended expenditure is per person, per day, including accommodation, food and other activities - excluding flight tickets to Europe.

But emerging markets are catching up

Outbound trips recovery

% rel to 2019 levels, 3mma



Source: Tourism Economics, multiple national statistics offices
Note: Data are collated from a sample of countries reporting monthly arrivals by source market.
Grey shaded area indicates smaller sample due to lags in reporting

Asiatiske overnatninger i de nordiske lande, august-tal

Måned	august		
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Sum of Overnatninger	Column Labels		
Row Labels	2022	2023	Udv. 2022-2023
Danmark	39.330	61.275	56%
Indien	5.291	6.411	21%
Japan	3.443	5.857	70%
Kina	4.184	12.175	191%
Sydkorea	2.246	5.375	139%
Øvrige Asien	24.166	31.457	30%
Finland	44.702	66.071	48%
Japan	4.330	11.680	170%
Kina	2.806	12.287	338%
Øvrige Asien	37.566	42.104	12%
Norge	46.397	86.902	87%
Indien	4.997	7.285	46%
Japan	2.718	5.486	102%
Kina	3.409	13.133	285%
Sydkorea	5.655	15.327	171%
Øvrige Asien	29.618	45.671	54%
Sverige	41.331	70.798	71%
Indien	8.597	6.595	-23%
Japan	2.329	5.210	124%
Kina	3.487	15.125	334%
Sydkorea	2.211	8.554	287%
Øvrige Asien	24.707	35.314	43%
Grand Total	171.760	285.046	66%

Måned	aug
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Sum of Overnatninger	Column Labels		
Row Labels	2022	2023	Udv. 2022-2023
Danmark	39.330	61.275	56%
Finland	44.702	66.071	48%
Norge	46.397	86.902	87%
Sverige	41.331	70.798	71%
Grand Total	171.760	285.046	66%

*Øvrige Asien indeholder i Finlands tilfælde også Indien og Sydkorea

År-til-dato: januar-august

Sum of Overnatninger	Column Labels		Markedsandele		
Row Labels	2022	2023	2022	2023	Udv. 2022-2023
Danmark	188.335	302.794			61%
Indien	30.856	51.778	28%	35%	68%
Japan	12.664	26.225	25%	22%	107%
Kina	24.033	55.746	30%	25%	132%
Sydkorea	8.552	22.665	24%	19%	165%
Øvrige Asien	112.230	146.380	21%	18%	30%
Finland	216.566	381.590			76%
Japan	19.439	50.567	38%	41%	160%
Kina	23.735	52.039	30%	23%	119%
Øvrige Asien	173.392	278.984	33%	35%	61%
Norge	185.670	396.499			114%
Indien	26.151	42.672	24%	29%	63%
Japan	8.946	21.594	18%	18%	141%
Kina	14.482	52.612	18%	23%	263%
Sydkorea	16.506	62.186	46%	52%	277%
Øvrige Asien	119.585	217.435	23%	27%	82%
Sverige	210.377	338.936			61%
Indien	53.335	52.934	48%	36%	-1%
Japan	9.726	23.530	19%	19%	142%
Kina	16.973	64.189	21%	29%	278%
Sydkorea	11.007	33.617	31%	28%	205%
Øvrige Asien	119.336	164.666	23%	20%	38%
Grand Total	800.948	1.419.819			77%

Måned	jan-aug
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Sum of Overnatninger	Column Labels		Markedsandele		
Row Labels	2022	2023	2022	2023	Udv. 2022-2023
Danmark	188.335	302.794	24%	21%	61%
Finland	216.566	381.590	27%	27%	76%
Norge	185.670	396.499	23%	28%	114%
Sverige	210.377	338.936	26%	24%	61%
Grand Total	800.948	1.419.819	100%	100%	77%

The markets individually

China

- The situation is getting better day after day with the reopening of Chinese tourism to almost all the major countries in the world. The tension caused by the war and other issues seems to be eased a little bit.
- There is also still Covid in China (new version), but no events are cancelled due to this, and life is as normal



China

At present, the Chinese economy is forecast to grow by 5.1 per cent in 2023 and by 4.6 per cent in 2024. In addition to the post-pandemic recovery, structural overhangs, including rising fiscal constraints given China's higher debt burden, will limit the extent to which an investment-led growth model can be sustained. Additional risks stem from the real estate industry and concerns about the effectiveness of tax spending

China

The willingness of travelling is still strong. With the reopening, we assume the visa application situation will be improved a lot by the end of this year, which will encourage more travelers to choose Europe as their holiday destinations.

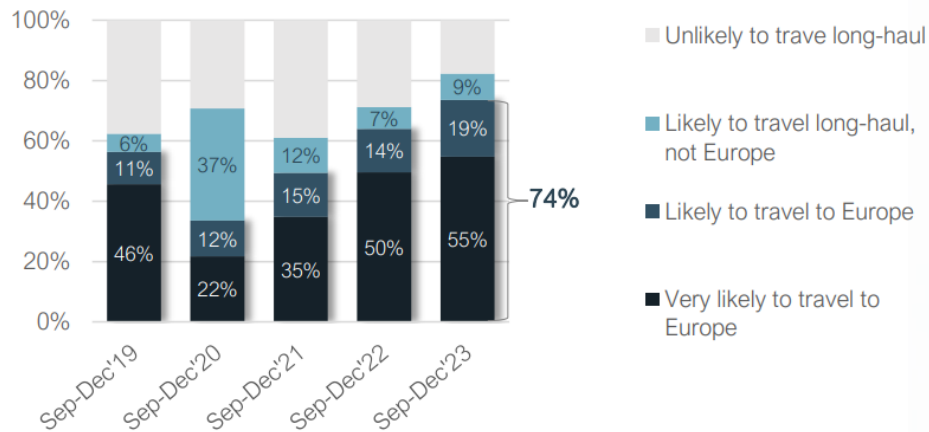
Currently, the small or medium sized groups are popular in the market. And the market share of FIT travelers continue to grow.

According to a report from VISA, 95% of Asian travelers are considering sustainable travel options and willing to pay premium for the sustainable travel products.

Why not Europe?



CHINA



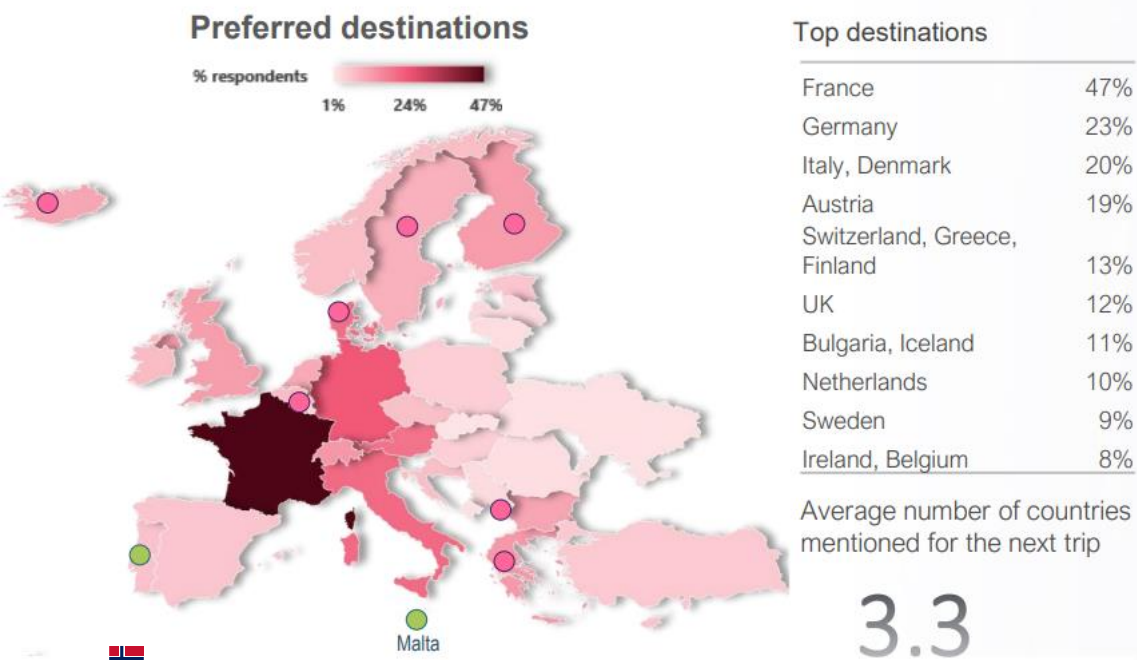
TRAVEL PREFERENCES OF CHINESE RESPONDENTS

Destination: Europe | Travel horizon: September-December 2023

Similar to previous years, Chinese interest in European gastronomic experiences increases as autumn arrives. The younger Chinese (aged 18-34 and 35-49) who plan to visit Europe between September and December 2023 are particularly interested in tasting the local cuisine, embarking on culinary journeys, and taking cooking classes.

Much like the pre-pandemic era, France continues to lead as the top European destination for Chinese travellers, with nearly half of the respondents including it in their next trip. Meanwhile, the Chinese show more openness to less popular destinations, such as Bulgaria, Iceland, Sweden and Ireland, some of which were not on the list of top destinations back in the autumn of 2019.

Regarding modes of transport, an overwhelming majority of Chinese respondents (83%) plan to embark on full-service flights, with an additional 29% considering the prospect of low-cost flights to hop from one European country to another seamlessly.



A significantly higher number of Chinese respondents consider this destination for a trip between September-December 2023 compared to the same period in 2022.

Most wanted types of activities



Preferred transport service to move within Europe



- Air (full service)
- Train (pass)
- Rented car
- Motorhome (campervan, truck camper, etc.)
- Air (low cost)
- Bus / Motor coach
- Train (single / return tickets)

China

General news regarding the B2B sector

- There are many new tour operators coming into the market such as tailor-made tour operators. The volume for each of them is small but they normally offer in-depth travel products to their customers which covers more regions and different seasons.
- The business scale of big wholesalers as a whole is still limited as they are still struggling to go through the financial difficulties due to the Pandemic and the recovery of their business is slow due to the lack of resources such as airlines and land arrangement capacity.
- The demand for Norway is high, but they do need to reestablish their business contact with Norwegian suppliers.

Norway – interest from China

- As tour operators are aiming to get more business for Chinese National Holiday (1st -7th October) and the Spring Festival Holiday (10th -17th February), the winter products with northern lights are the most dominant products in the market.
- The multiple Nordic country products are also popular due to its high efficiency to explore four countries within 1 trip.
- Since Norway is on the approved destination list, the big tour operators have begun to prepare some Norway in-depth travel products for the next year. According to the forecast, the volume of tourists to Norway next year should be much better comparing with this year due to the full reopening.

Air capacity

- In 2024, France will host Olympics, and this is also the reopening of Chinese tourism to the whole Europe - so there will be more flights flying to Europe.
- For the Nordic countries, both Finnair and SAS are still waiting. They have told us they are going to launch the new routes or increase the flight frequency as long as they could see the growth of the demand from the market.

Chinese travellers seek longer trips and more gentle itineraries

A distinct majority of respondents say they want to **stay longer** per trip, with 72 per cent planning to holiday from six to more than ten days in 2023. This brings the average duration per trip to 8.7 days, compared with 8.4 days in 2019. Taking longer holidays is particularly prevalent in the 21 to 25 age group.

In terms of their travel spend, survey respondents in the top 20 percentile of wealth are willing to spend an average on RMB 284,000 (US\$43,388) in 2023. The **increase in travel budget** is more evident in the 36+ age group, as well as those from Tier-1 cities.

More than one third of respondents also plan to **fly in first or business class**, while one in two choose to stay in **upscale or luxury hotels** on their next leisure trip.

The report also highlights how **slow travel is a priority** for respondents, with a **focus on the quality** of their travel experience rather than the quantity of elements included. More than 70 per cent of respondents desire slow, recuperative travel over an itinerary filled with activities.

Travellers want **cultural immersion** so they can **experience living like locals** (58 per cent), to take more road trips (56 per cent), to take better care of themselves (56 per cent), and to attend more events (51 per cent) in their future holidays.



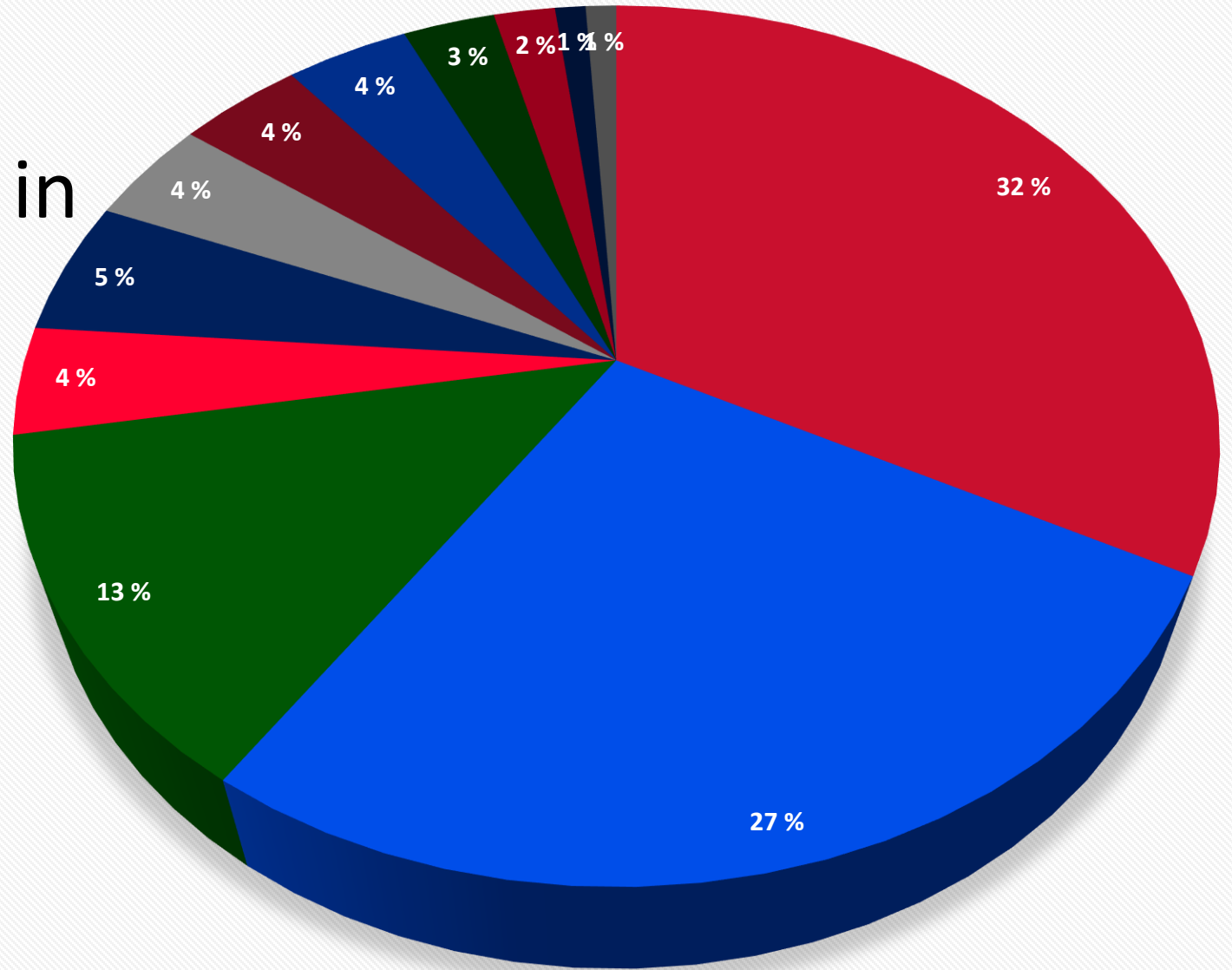
Culinary experiences remain a strong driver for leisure travel, but for 60 per cent of respondents, natural scenery is their first priority, particularly amongst those aged 36+ (69 per cent). Chinese outbound travellers are also looking to incorporate wellness into holidays (56 per cent), while one third would prefer experiences including camping, hiking, outdoor adventures and cultural immersion. Shopping remains a popular holiday activity, but interest in this wanes over younger age groups.

Holidays in China

- China is a difficult country to get a grip on when it comes to paid vacation to employees. Employees who have worked for a company for a continuous year are entitled to five days' leave. The number of days after that, can vary from 5 up to 25-30 days depending on which company you work for, what skills you possess and how long you have worked.
 - Foreign companies in China have more flexible rules and normally offer more paid vacation to their employees.
 - "Golden Week", which falls on National Day, has become the peak season for travel and tourism
- New Years Day: 1/1
 - Spring Festival: 9-15/2
 - Qing Ming Jie: 4-5/4
 - 1st of May: 29/4-1/5
 - Dragon boat Festival: 10/6
 - Autumn Festival: 17-18/9
 - National Day: 1-7/10 (Golden Week)

China

Where do they travel in Norway?



India

- Political situation in India is very stable at the moment. India will go for elections in the month of May 2024. In the last 6 months, there was some political instability in the North East which does not impact any economic business environment or tourism opportunities



Tourism mood has been upbeat inspite of increased air fares for both domestic and international travelers.

Indian travelers are both open to staying longer in the destination and experiencing authentic activities. A certain segment of the travelers is also looking forward to try the local cuisine.

As obtaining a Schengen visa across European counties has been time consuming, we noticed that Indian travelers are beginning to plan their vacations upto 90 days in advance

General tourism tendencys

India

General news about the B2B sector

- There has been many new small companies in the tourism sector that emerged post pandemic. Many of them have been travel professionals working in organisation that closed down during that time.
- Challenges: Response time of Norwegian DMCs or activity companies.
- Lack of understanding and planning new products without familiarisation visits Sometimes there could be cultural gaps which must be filled from both sides constantly

Tourism tendencies towards Norway

- Norway has been gaining popularity amongst Europe and also amongst the Scandinavian Countries. There is a visible increase in the length of stay over the previous years
- There is a small percentage of travelers that is beginning to consider Norway for a solo visit
- The tendencies have been towards staying longer in Oslo, Bergen besides several travelers consider extensions to either Stavanger or one of the smaller Fjord towns of Norway.
- There is also an interest in Northern Norway as a destination both for Northern lights & Christmas and extending all the way to Lofoten and Svalbard
- Other products that Indians have shown keenness are hiking, nature walks, sauna with cold water dips
- Indians travel as early as April for summer vacations upto all the way to early September.
- They are now looking at travelling in the winters for Northern Lights and Christmas
- The tour operators expect the following:
 - Prompt and consistent turn-around time for visa
 - Prompt response from DMCs especially when they need to customise high value vacations
 - Familiarisation visits and tourism board support for new product development

Holidays in India

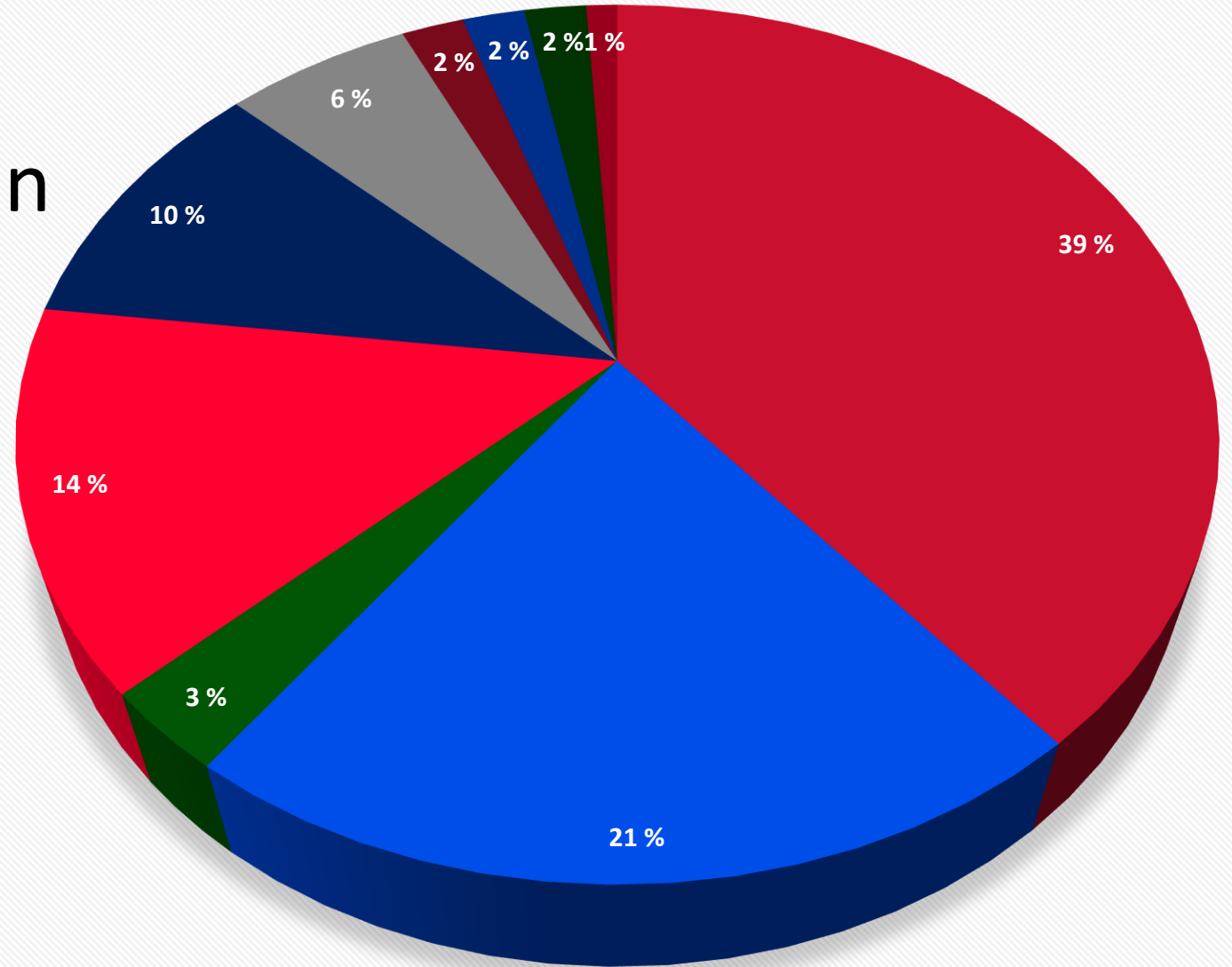
- Indian labor law is mainly federal in nature, i.e. most states have their own laws. Their statutes are similar but not identical. State vacation law generally provides for about 15 vacation days per year. The peculiarity of India is that the employee can choose not to come to work on a certain day without applying for vacation in advance.
 - Summer holidays in India are between late March (South India)/mid-May (Northern India) to early June (South India)/late June (North India). The most common national holidays in 2024 are shown in the table to the right.
- New Years Day: 1/1
 - Pongal: 15/1
 - Republic day: 26/1
 - Guru Ravidas birthday: 24/2
 - Holi: 25/3
 - Good Friday: 29/3
 - Ram Navami: 17/4
 - Mahavir Jayanti: 21/4
 - Independent Day: 15/8
 - Gandhi's birthday: 2/10
 - Diwali: 31/10
 - Guru Jayanti: 18/12
 - Christmas Day: 25/12

India

Where do they travel in Norway?



Norway



South-Korea

- With the increase of the US-China rivalry, South Korea is under increasing pressure to position itself between the US (its traditional security alliance partner) and China (its most important trading partner).



Tourism trends and tendencies

- Reservations for travel products to the Americas and Europe increased 283% compared to last year
- This is included the additional annual leave for Chuseok Holiday (October 4 to October 6), when you can travel for up to 12 days.
- Compared to last August, which was the peak season, reservations for travel products to the Americas and Europe in September increased by 24%. In particular, interest in long-distance travel this holiday season was proven as the US and France ranked in the top 10 popular booking countries
- Train passes and rental cars in Europe are the most frequent booked services

South-Korea

News regarding the B2B sector

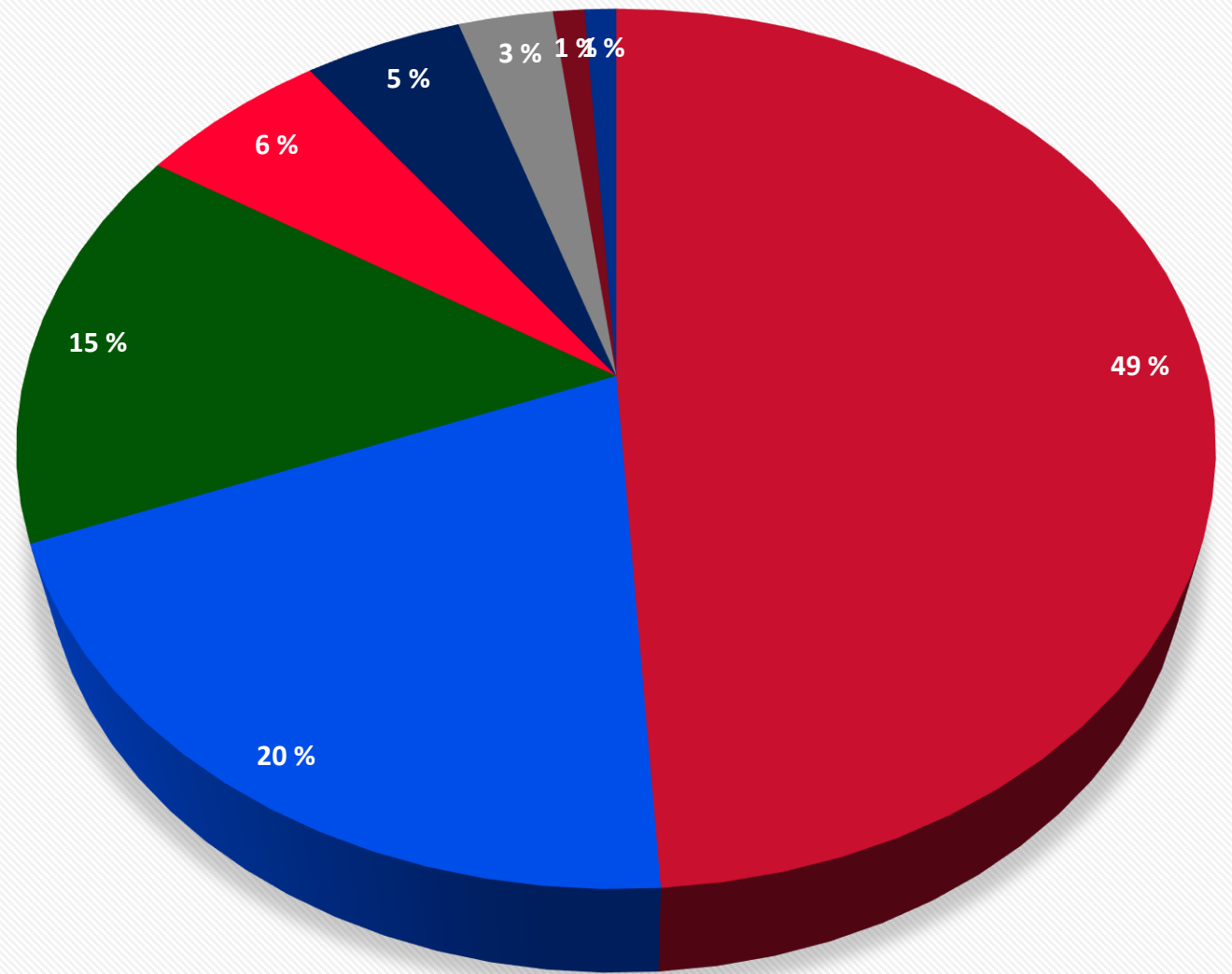
- TO's are not only focusing on groups, but families and solo travelers
 - creating a demand for personalized activities for all ages
 - Alternative accommodations
- Sustainability has become a factor
 - Sustainable experiences are in demand
 - sustainable certifications, promoting environmental education, and developing local partnerships to create projects that benefit tourists, the environment, local communities, and the economy

Demand for Norway

- In Summer – the Fjords are still the highlight.
- We see an increasing interest for Autumn and Winter to Norway, and then the Northern Lights are on the top wish list.
- Special programs from Finnair, together with tour operator Condor tours organize Aurora for Norway (promoted thru Ad. on paper.) every week from November 17, on Fridays
- Only active Airlines to Norway is Finnair and charter flights of Korean Air plus Air Premier.
- Other carriers who are involving are Turkish Airlines, Lufthansa and KLM
- Tour prices to Norway are quite high, which makes them more profitable to sell

South-Korea

Where do they travel in Norway?



Japan

- The Japanese stock market has been consistently gaining ground, and is reaching levels close to the so-called “bubble years” of the late 1980’s. Some pundits are stating the Japanese economy may finally be reaching the end of the so-called “lost 30 years” tunnel



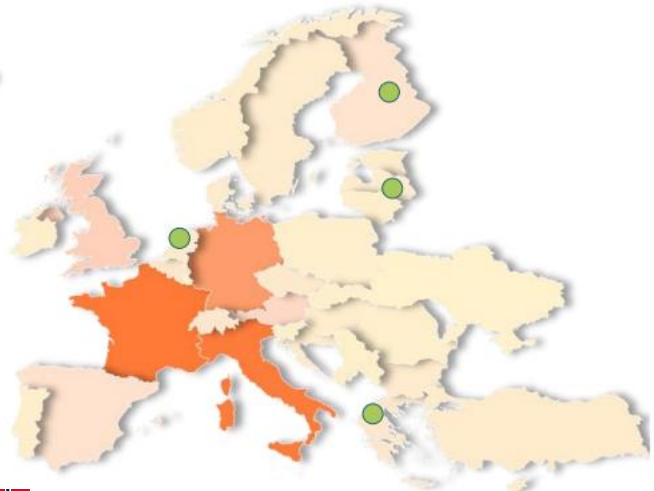
TRAVEL PREFERENCES OF JAPANESE RESPONDENTS

Destination: Europe | Travel horizon: September-December 2023

France, Italy, and Germany remain the most popular destinations among potential travellers in Japan. In contrast to other markets, a significantly higher percentage of surveyed respondents (28%) have not decided on their European destination for the coming months, raising concerns about the actual materialisation of their travel plans.

When it comes to transport mode, there is a strong preference for air transport services, which may be attributed to the desire to visit at least two European destinations within a relatively short time frame (50% plan trips shorter than a week). However, train transportation also holds appeal for a significant proportion of respondents, with 38% considering the purchase of a single train ticket and an additional 29% planning to get a train pass.

Preferred destinations



Top destinations	
France, Italy	23%
Germany	19%
UK, Austria	13%
Spain	9%
Finland, Switzerland	8%
Greece	7%
Belgium	6%
Czechia, Croatia, Netherlands, Sweden	5%

Average number of countries mentioned for the next trip

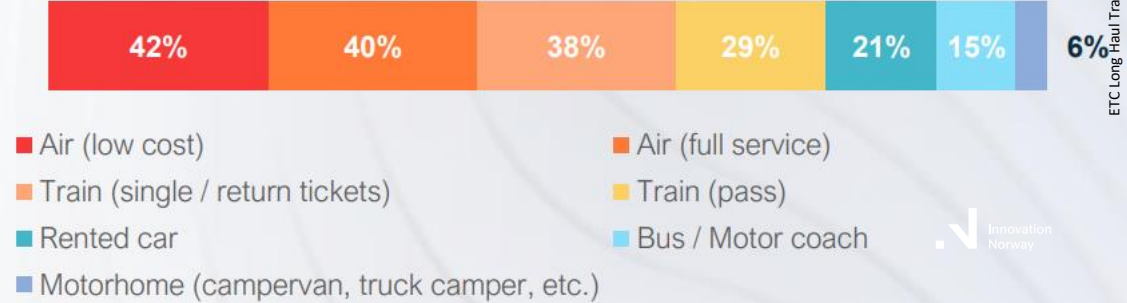
2.6

A significantly higher number of Japanese respondents consider this destination for a trip between September - December 2023 compared to the same period in 2022.

Most wanted types of activities



Preferred transport service to move within Europe

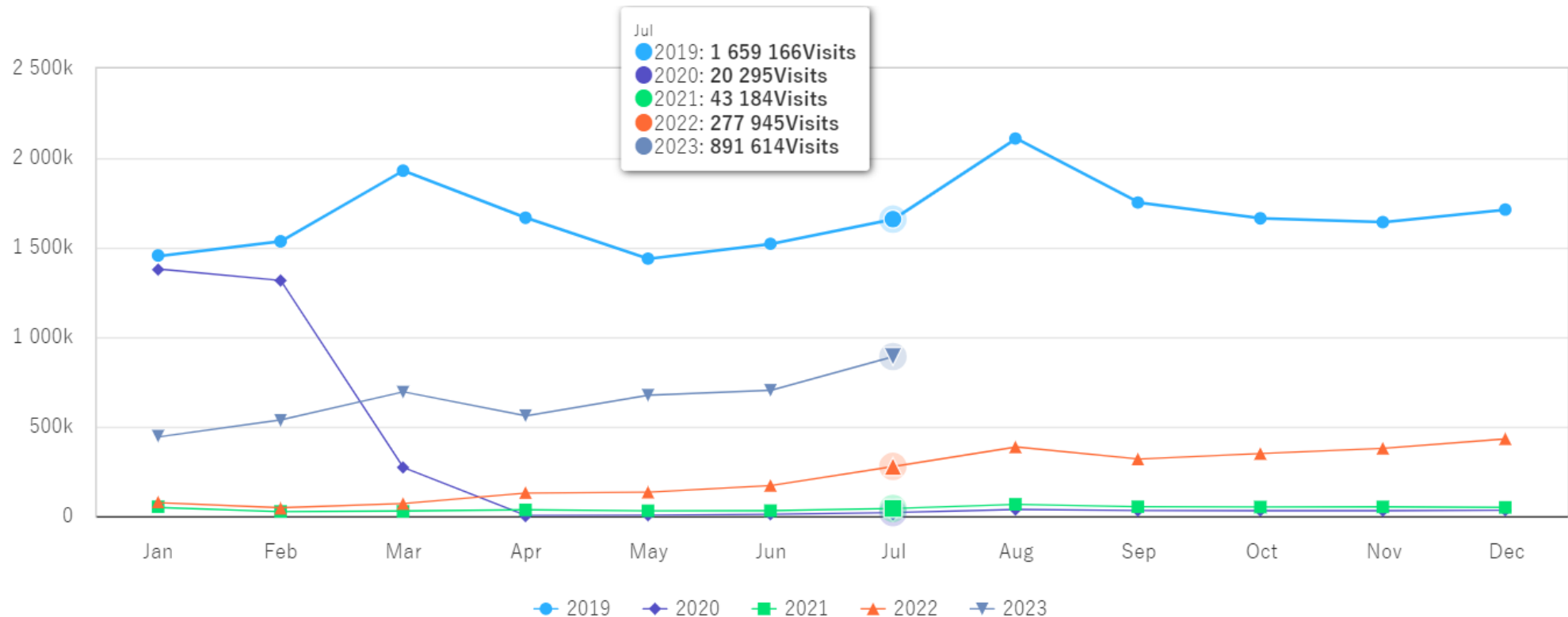


ETC Long Haul Travel Barometer 3/2023

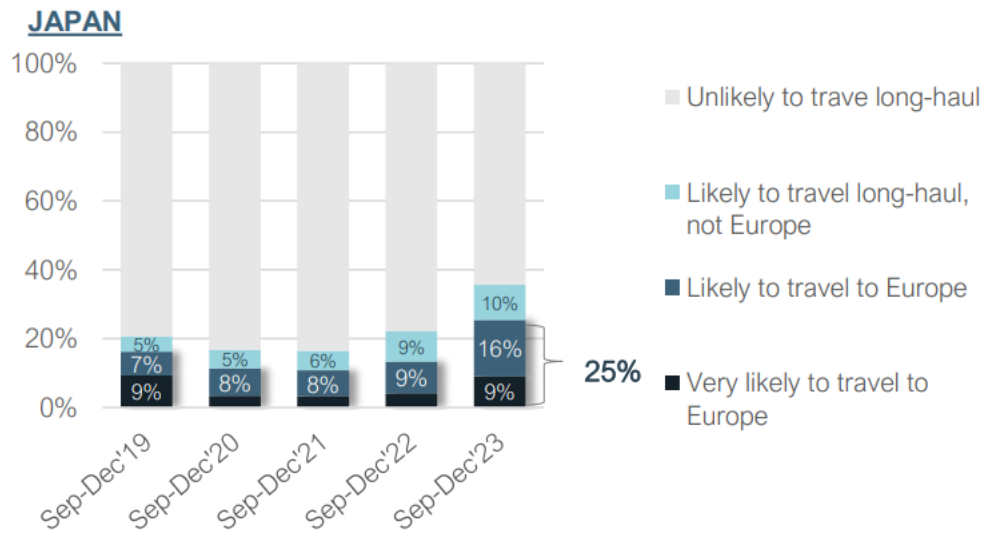


Development outbound tourism

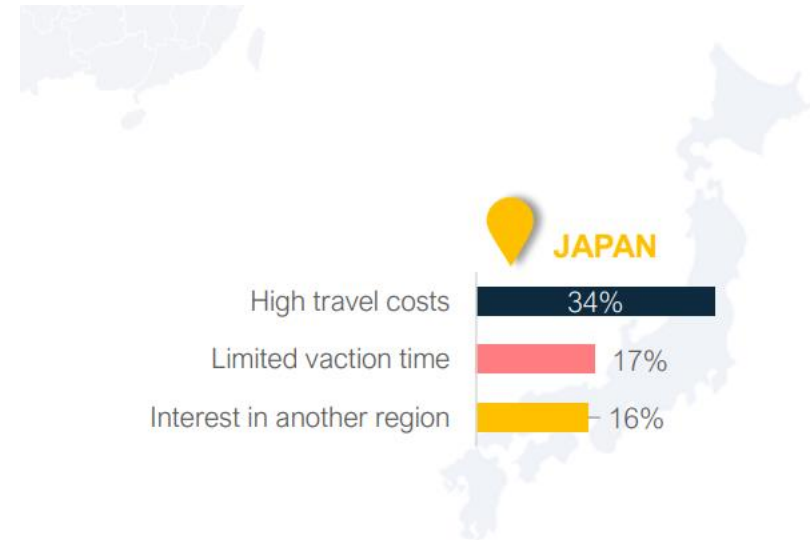
2.1 Japan Residents'/Japanese Visits Abroad by Month



Japan



Why not Europe?



Japan

Tourism tendencies in general

- Close destinations are seeing more Japanese visitors than long-haul destinations
- Business traffic is back but leisure traffic is still struggling
- Affluent travelers are moving but middle-income travelers are still wavering
- Europe is still suffering due to the following reasons:
 - 1. Low JPY versus EUR, spurring land arrangement costs to skyrocket
 - 2. Red-hot inbound into Japan is making capturing of air seats difficult for both tour operators and end-users (tour operators state that it is becoming very challenging to secure group allotments)

Japan

News regarding the B2B sector

- The Japanese travel industry is still in the process of adjusting itself from the upheaval wrought by the Covid years. Many key personnel with expert knowledge are no longer in the industry, creating a situation where they have to spend time building up internal competence. This is true not only for tour operators but also for DMCs
- It is apparent that major players such as Kintetsu International and Nippon Travel Agency are languid about outbound, while Hankyu International and Club Tourism is showing signs of trying to recapture business. The JTB group appears to be somewhere in between these two sets of companies
- Mid to small-sized tour operators seem more aggressive in recapturing the outbound. Tour operators catering to the affluent and SIT segments are more robust than some of the aforementioned major players
- Based on the above, there are no indications of new tour operators or new types. In most probability there are less players in the market
- Major challenges Norway faces are the factors mentioned with the EUR and seat capacity

Japan

Trends for Norway

- The Norwegian fjords and the aurora experience is still in demand
- Per point in the slide below, due to exodus of competence from many of the tour operators, there is a lack of understanding of Norway's various possibilities which exacerbates their thinking that Norway and the Nordics are primarily a summer destination. The lack of knowledge of the possibility of extending the seasons is ubiquitous
- Tour operators are looking at more SIT-type products to add value to the regular sightseeing experience (i.e., viewing the fjords, aurora viewing)



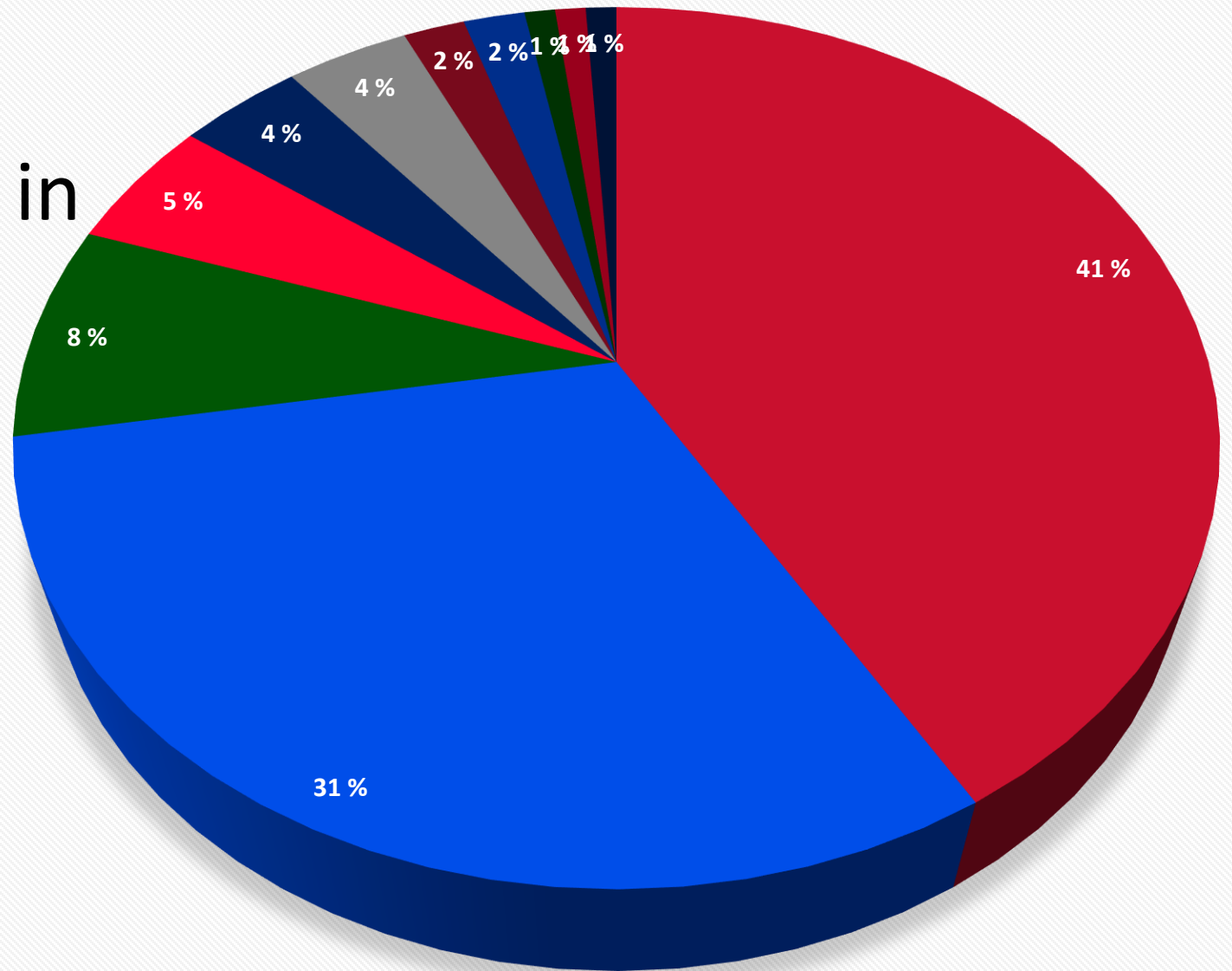
SIT= Special Interest Tours (tours with specific themes, such as Viking history)



© Tor Hveem/Heit

Japan

Where do they travel in Norway?

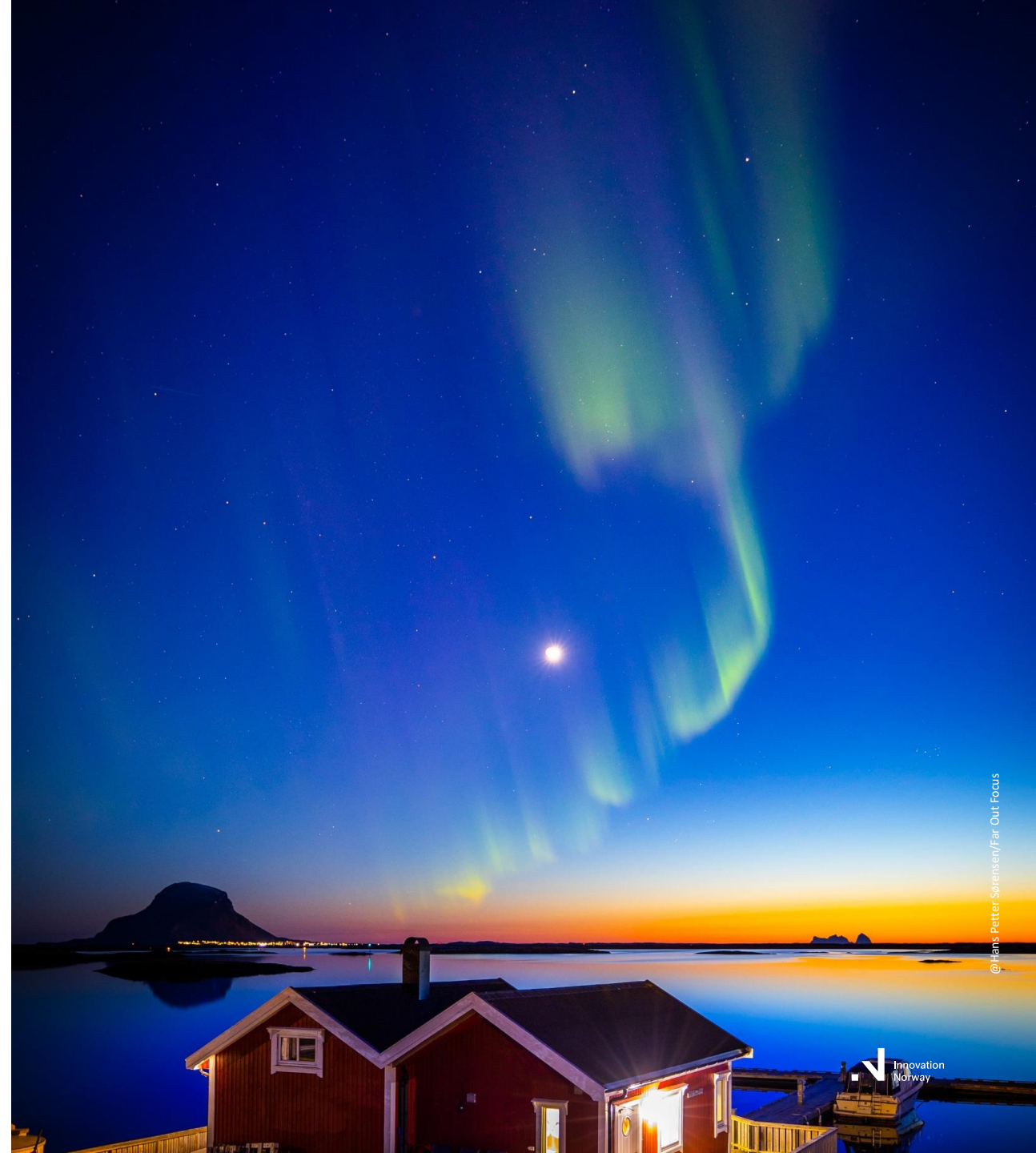


 Norway

- | | | | |
|---|---|--|---|
|  Vestland |  Oslo |  Viken |  Nordland |
|  Møre og Romsdal |  Innlandet |  Rogaland |  Troms og Finnmark |
|  Trøndelag |  Agder |  Svalbard | |











Thailand

- Thailand is not affected with the war situations, as they feel far away from what's happening in the Middle East and Ukraine. Norway is still considered safe.
- People are not worried yet about the economic conditions. Actually, we have a new business oriented government, so people are rather optimistic, but if the Middle East situation gets out of hand that may change.
- Nothing negative from the tour operator circles.



The USA, the UK and Germany remain as top origin countries searching for the Nordics this year, and Thailand stands out as a growing source market

RECOVERY OF SEARCHES BY COUNTRY YTD, in % 2019 and absolute volumes

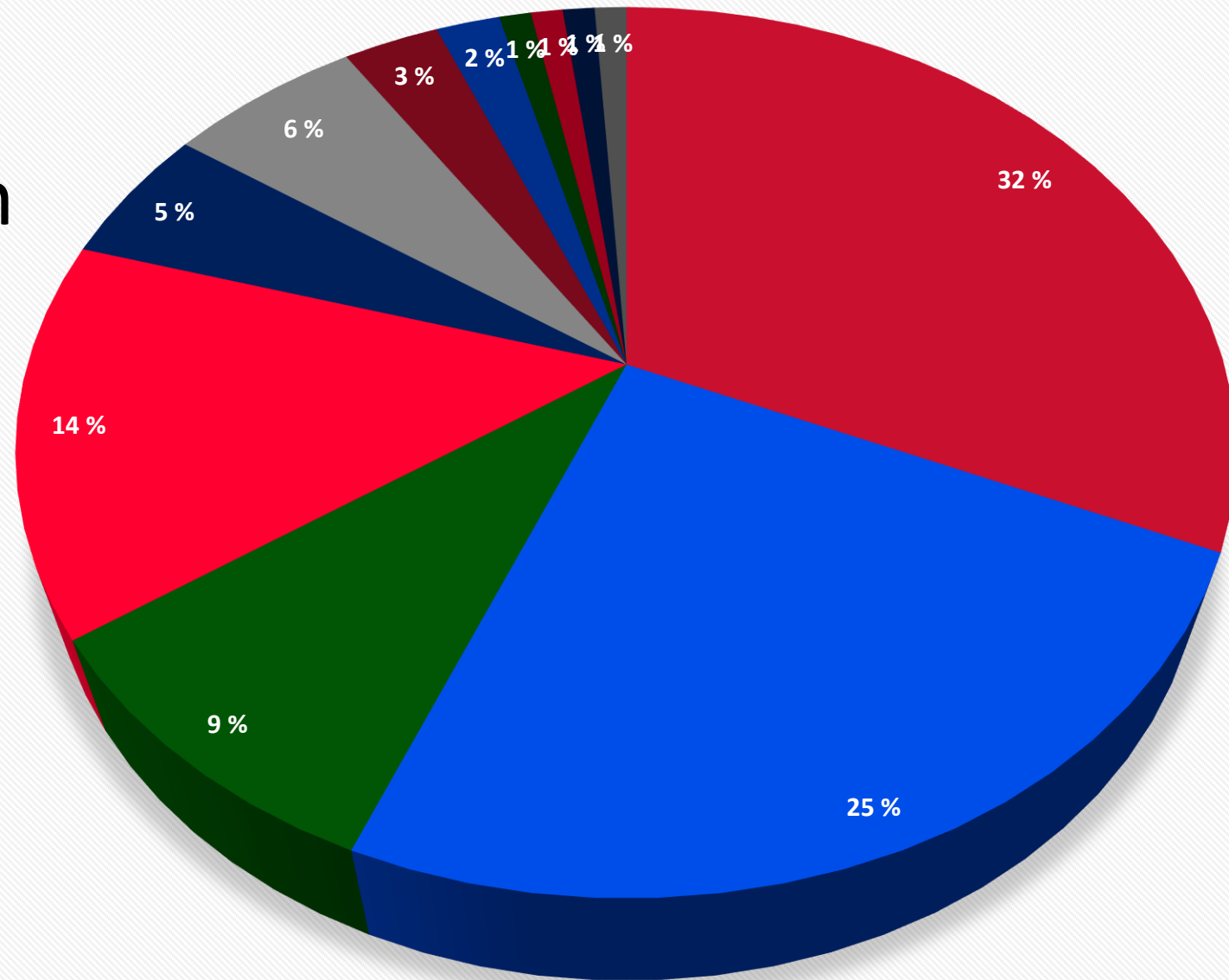
Origin Markets	2023 YTD Search volumes	Achievement of 2019 Vol.	2019 Rank		2023 Rank
 USA	488.8M	27%	1	=	1
 UK	411.9M	57%	3	↑	2
 Germany	286.1M	33%	2	↓	3
 Spain	231.4M	54%	4	=	4
 Italy	203.8M	58%	5	=	5
 France	166.6M	49%	6	=	6
 Netherlands	94.7M	43%	8	↑	7
 Poland	92.7M	35%	7	↓	8
 Canada	70.2M	41%	9	=	9
 Thailand	69.6M	68%	17	↑	10

- The USA, the UK & Germany were the top three markets searching for the Nordics in 2019, and they remain in this position this year.
- However, other countries are reactivating better in terms of searches to the region, such as Thailand (68% vs 2019 FY) and Italy (58% vs 2019 FY).
- Thailand is standing out as a source market in 2023. The country has climbed seven positions in the rank vs 2019, being the most growing one among the top ten.
- The presence of Canada as a key market together with the USA highlights the importance of North American travellers and demonstrates the relevance of the Nordic countries as global destinations.

Data Source: Amadeus Search Analytics - Data as of July 9th, 2023

Thailand

Where do they travel in Norway?



Singapore

- Price growth 3.2% (lowest since April22)
- Exports of goods that are not dependent on oil have had a negative trend for several months due to low international demand.



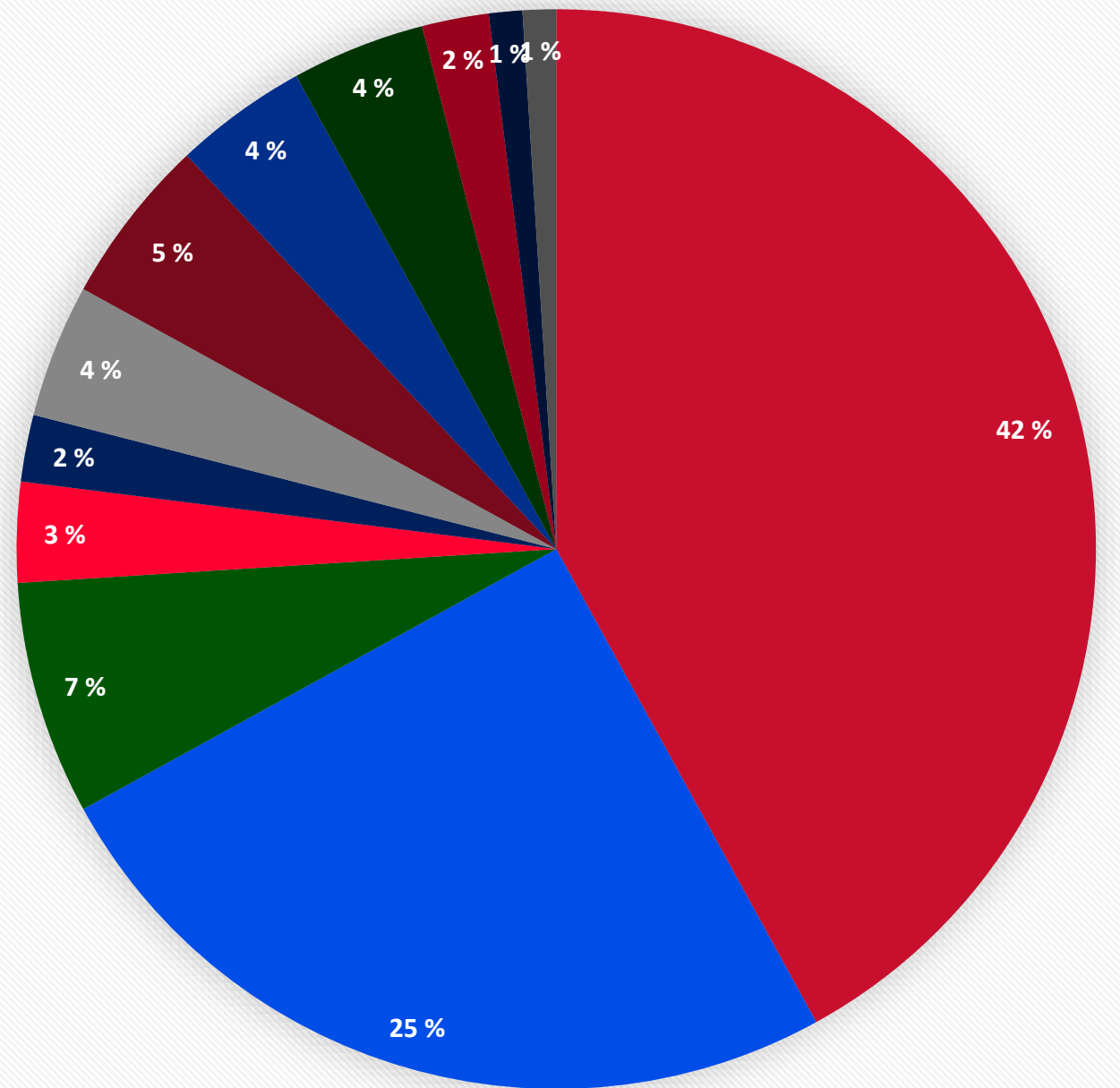
Singapore

Geopolitical situation

- Since the lifting of restrictions in April 2022, Singaporeans are on 'revenge travel' mode. Most flights are full and costing twice the price before the Pandemic.
- Singaporeans may not be so affected by the war in Ukraine and Russia but with the war breaking out between Israel and the Gaza Strip the last 2 days, our Ministry has advised Singaporeans to [refrain from travelling to certain areas](#) in the Middle East. Specifically, against all travel to the Gaza Strip, the West Bank and regions of Israel that share borders with the Gaza Strip, Lebanon and Syria. This may get travellers to re-think about travelling to Europe, but only temporarily.
- The end-year long school break will start from mid-November and many families have already booked their holiday travel.
- NATAS Travel Fair was back in Feb and Aug with good crowd, indication of people confidence in travelling.

Singapore

Where do they travel in Norway?



- Vestland
- Oslo
- Møre og Romsdal
- Nordland
- Rogaland
- Viken
- Agder
- Innlandet
- Trøndelag
- TROMS OG FINNMARK
- Svalbard
- Vestfold og Telemark

Australia

- Australian guests are tech savvy, and can book online, and a lot are starting to do so, however they also like the financial security and personal touch, so most are still using travel agents. Australia have approx. 2500 travel agency shops in Australia. If we combine the travel agencies and tour operators there is over 8600 of these (June 2022)



Australia

Travel patterns

- Summer holidays period is January, however a greater proportion of guests are 60+ and many retired, so holidays don't really matter! Sep – Mar (Northern lights season) is the most popular.
- The length of the holiday is between 14 – 21 days, but usually multi-country tours or duo-country (Norway+Finland)
- Australians book 12-18 months ahead! TOs are selling winter 2024-2025 now (Oct 2023) and by April 2024, they will have sold aprox. 80% of their allocations. (October is the start of the main selling and promotional season, hence perfect timing if doing this in extension of ITB Asia.)
- FIT's are booking closer to departure

TRAVEL PREFERENCES OF AUSTRALIAN RESPONDENTS

Destination: Europe | Travel horizon: September-December 2023

As one of the markets anticipating to spend, on average, a longer time in Europe, Australians plan to visit multiple countries in one trip. France, Italy, the UK, and Germany are clear winners in the destination race, with the last two being particularly appealing to travellers over 34 years of age. Air transportation remains Australians' primary choice for potential cross-border adventures. However, a noteworthy shift towards train travel is evident, with an 8% surge in interest in train passes and a slight 2% uptick in travelling by bus.

In terms of activities, cultural immersion and city exploration are top priorities, especially for first-time European visitors. In the meantime, the interest in "slow travel" has seen an impressive 11% surge, reflecting a growing desire among Australians to fully enjoy the journey.

Preferred destinations

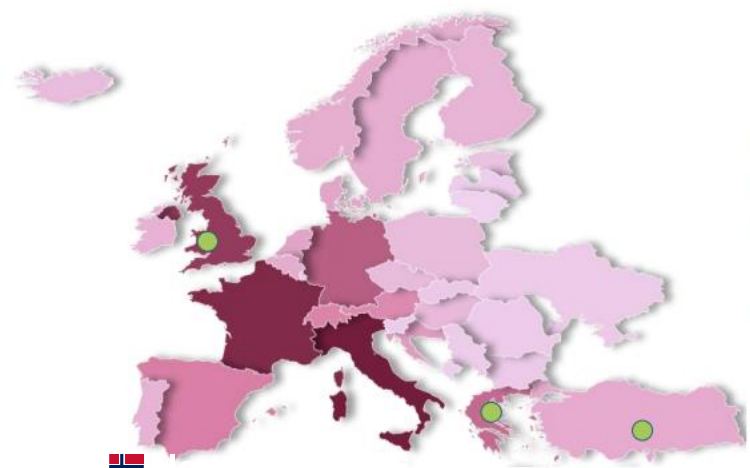


Top destinations

France	38%
Italy	27%
UK, Germany	20%
Spain	16%
Switzerland	13%
Greece	11%
Belgium, Denmark	10%
Austria, Portugal	9%
Ireland	8%
Netherlands	7%

Average number of countries mentioned for the next trip

3.7

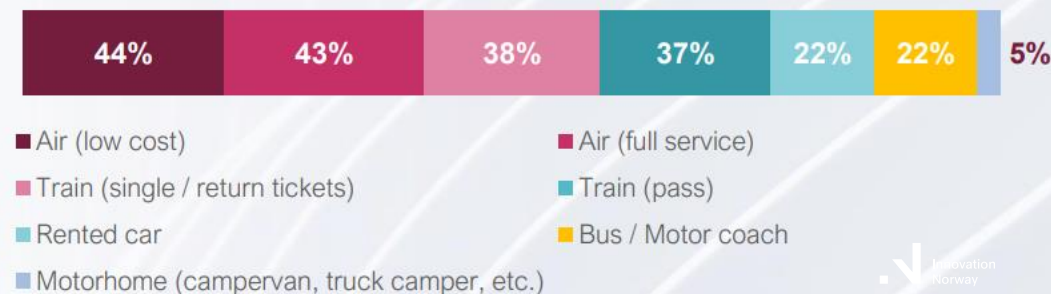


● A significantly higher number of Australian respondents consider this destination for a trip between September - December 2023 compared to the same period in 2022.

Most wanted types of activities



Preferred transport service to move within Europe



ETC Long Haul Barometer 3/2023

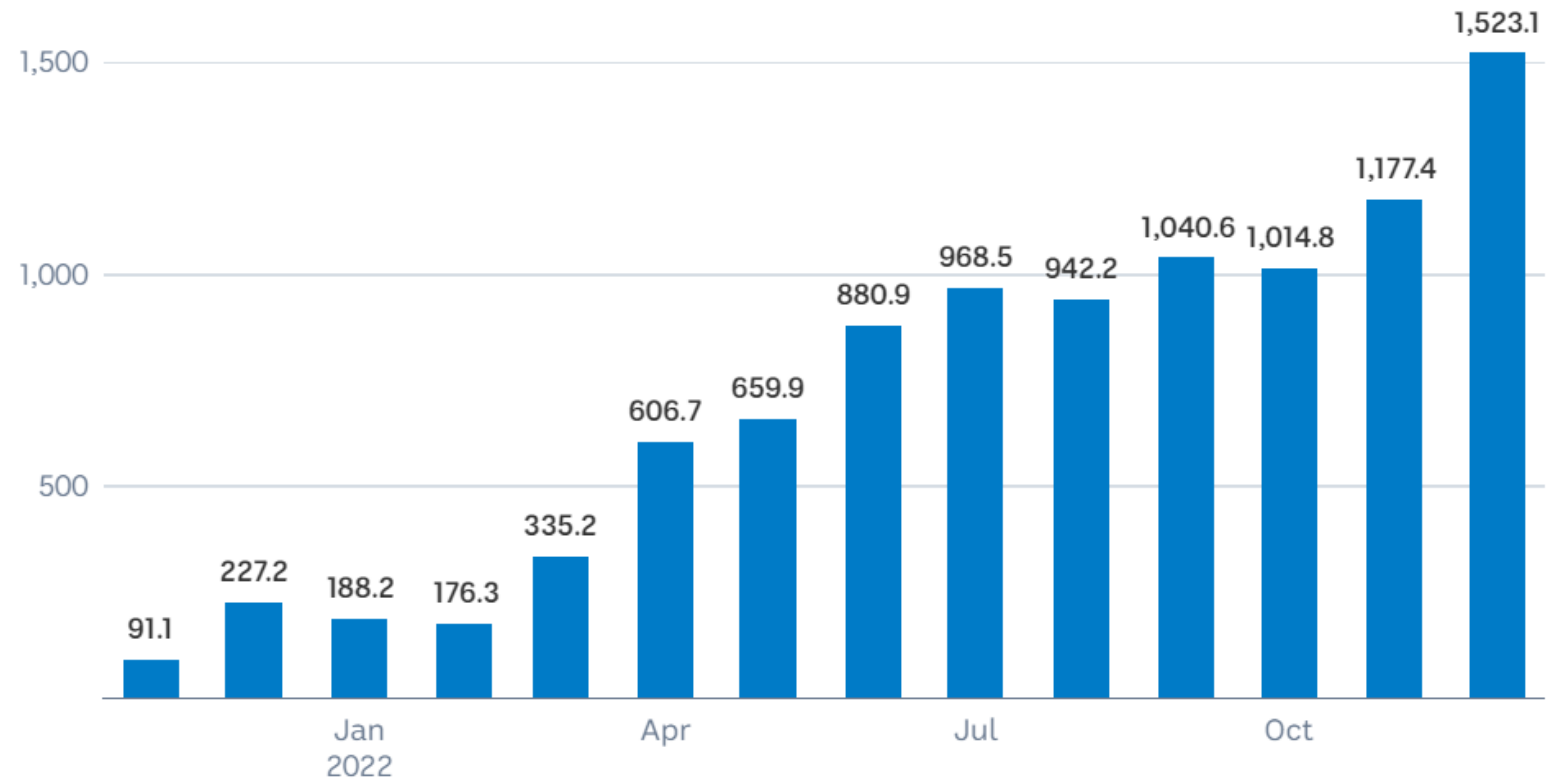


A detailed breakdown of results is available to ETC members and Project partners

Australia

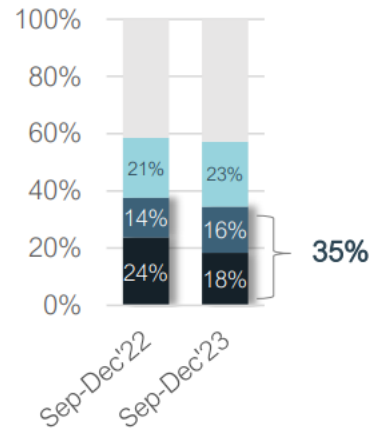
Overseas departures

Total overseas departures



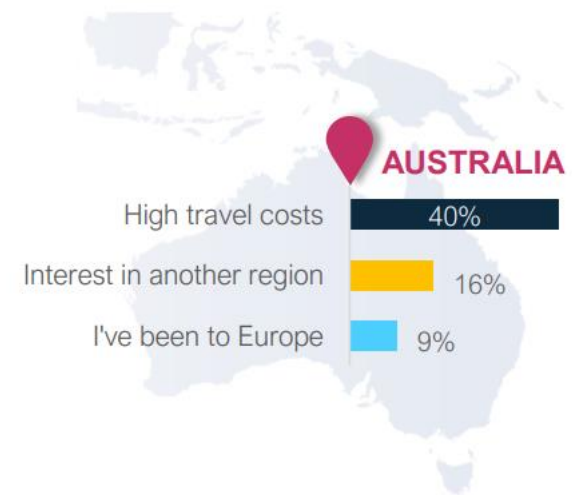
Australia

AUSTRALIA



- Unlikely to travel long-haul
- Likely to travel long-haul, not Europe
- Likely to travel to Europe
- Very likely to travel to Europe

Why not Europe?



Australia

Where do they want to travel?

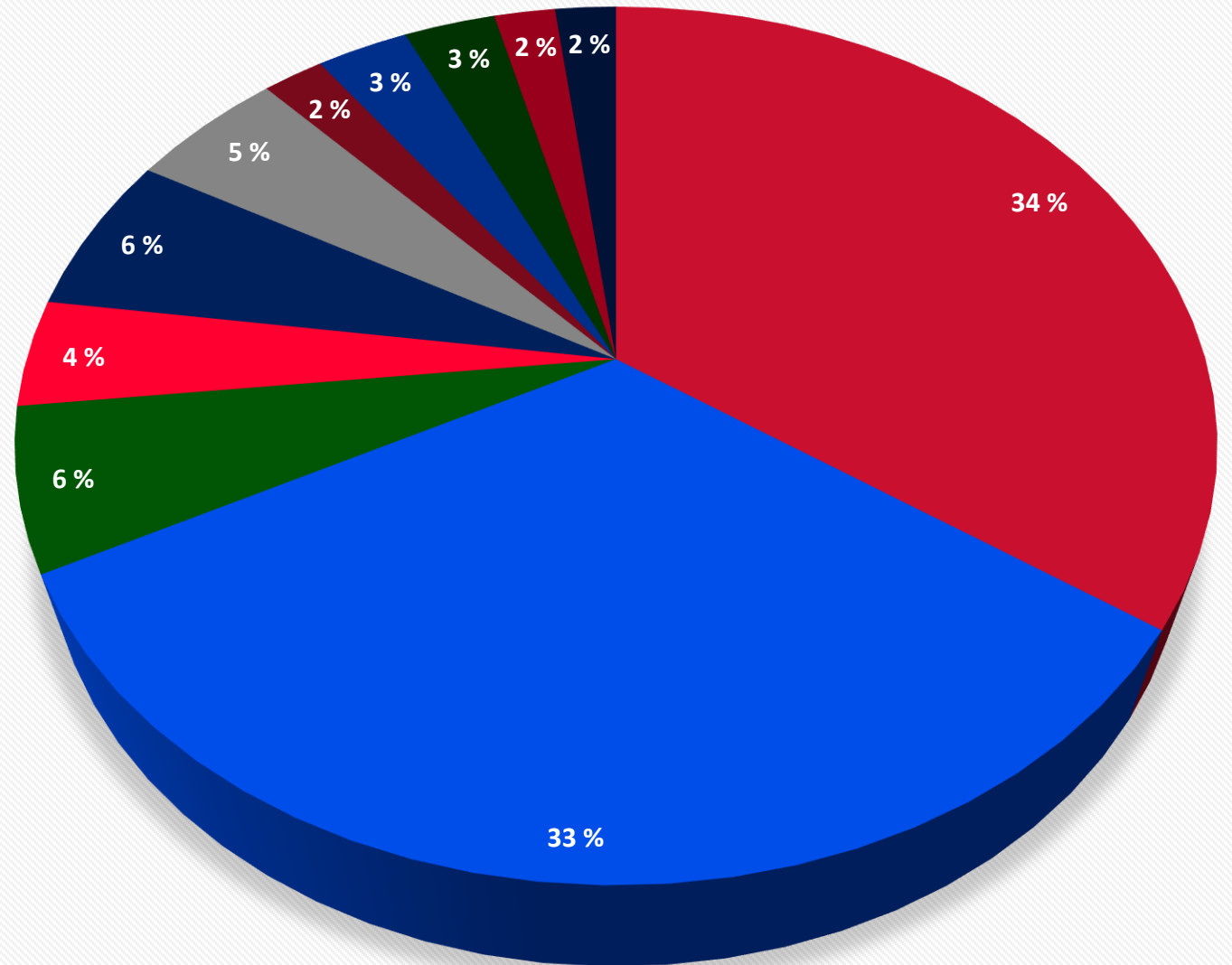
What destinations are Australians searching for?

Data from Google provided to ABC News revealed the top searched international destinations from January 1 are:

1. Thailand
2. Japan
3. India
4. Bali
5. Fiji
6. Switzerland
7. Europe
8. Singapore
9. Vanuatu
10. Noumea

Australia

Where do they travel in Norway?



UAE

- War in Israel and Ukraine is not affecting the interest to travel to Scandinavia at all



UAE

Travel patterns

- Holiday time:
 - it depends a bit on Nationality of the persons living in the UAE and if they have kids, which curriculum they have as some have vacation at different times of year. However the norm is to leave the UAE in the Summer months when it is too hot (last week on June – September) so then it is many people going on holiday these months.
 - We also see increased number of people traveling for wintertime, and here “Finland” seems to be the place to go (they are much better at marketing themselves in this area of the world than what Norway is!)

UAE

Travel patterns- (cont)

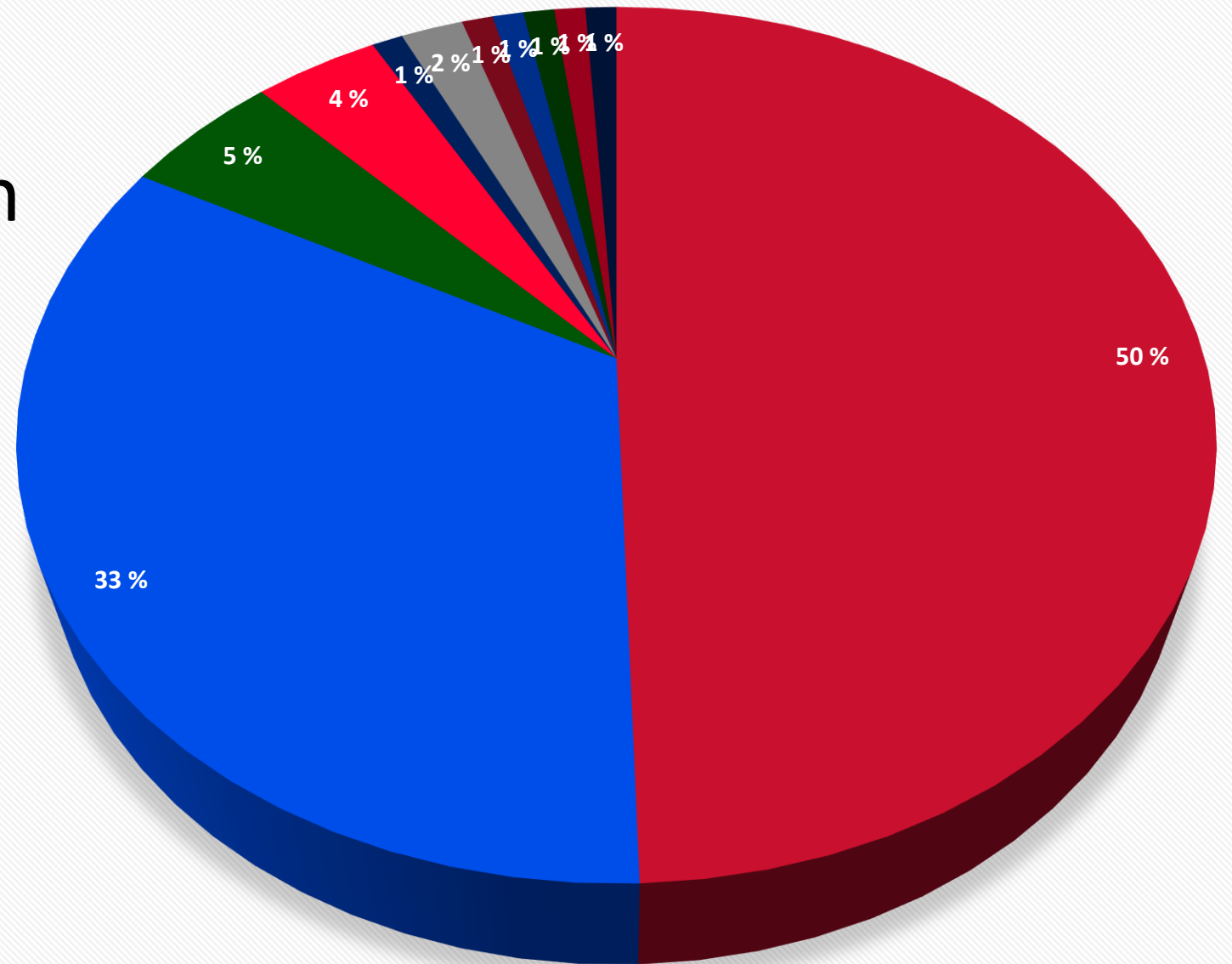
- Many people leaving for the Summer stay away for quite many weeks. Some rich families have holiday homes around Europe and then travel from these destinations to Norway. Generally I see people spending approximately two weeks in Norway experiencing different parts of the country (if they are not just there for a “short” city trip to Oslo area)
- As mentioned above many already have vacation homes in Europe and travel from there, but then also many has “Norway” on a wish list and then they travel more just to visit Norway (potentially Scandinavia)

With the focus of Norway on High End tourism it is important to have a high focus on this region. There are daily direct flights from both the UAE and Qatar, in addition to Saudi and Kuwaitis having Norway as a place to visit (on their agenda). In distance these countries are also the closest to Norway in terms of distance, plus Norway is looked upon as a friendly and good country for muslim travelers (Halal food etc).

Norway is great for Summer tourism as it is much cooler than the Arabian peninsular at that time, and Winter Tourism is also a huge potential as it is something exotic. As people also don't experience much rain here that might also be a factor that is exotic for people living here.

UAE

Where do they travel in Norway?

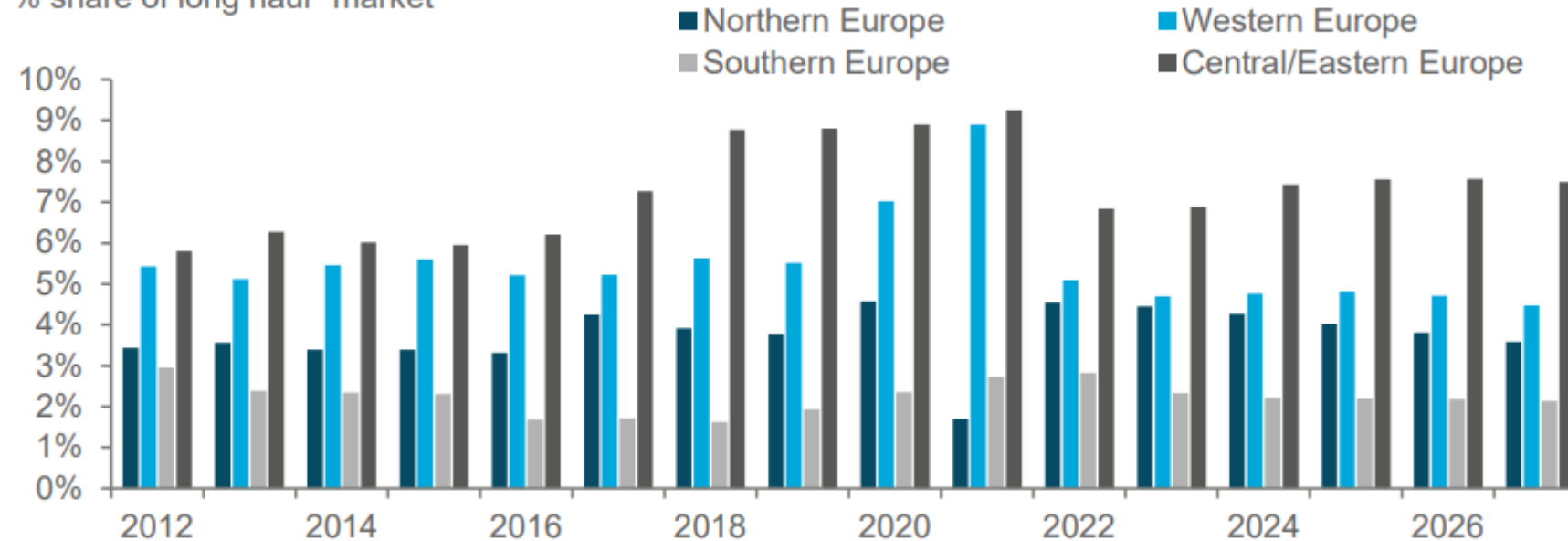


India

ETC – Trends & prospects Q2/2023

Europe's Share of Indian Market

% share of long haul* market



*Long haul defined as tourist arrivals to destinations outside South Asia

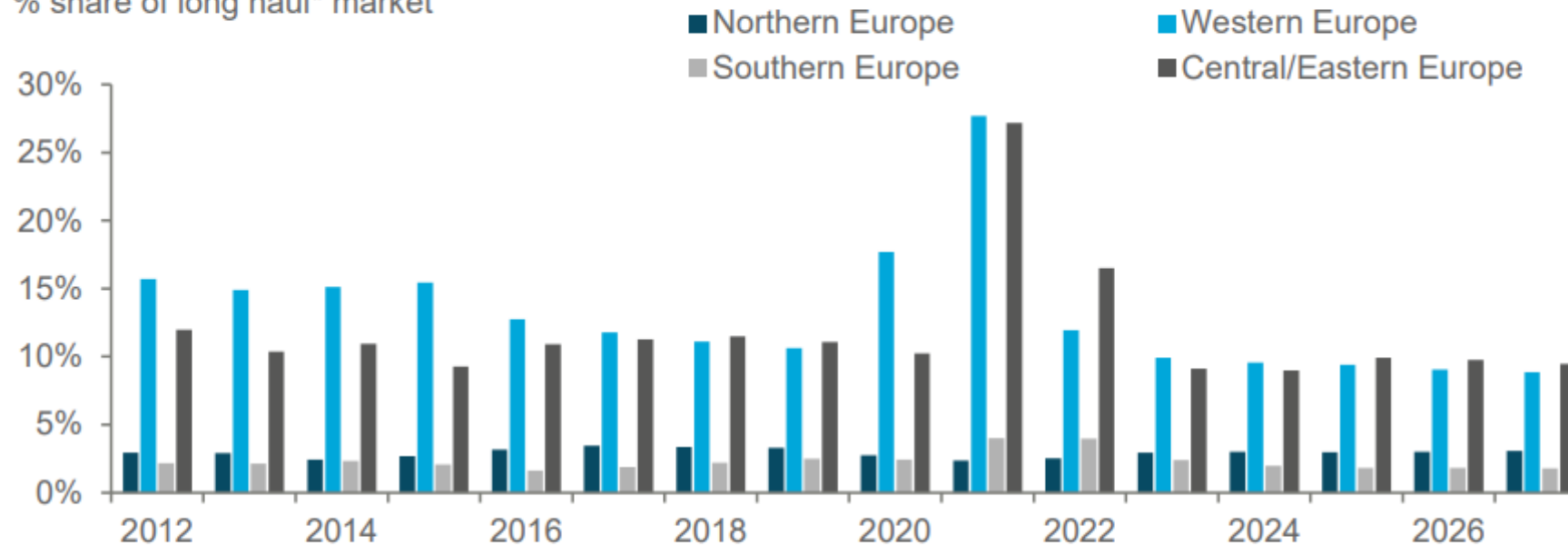
Source: Tourism Economics

China

ETC – Trends & prospects Q2/2023

Europe's Share of Chinese Market

% share of long haul* market



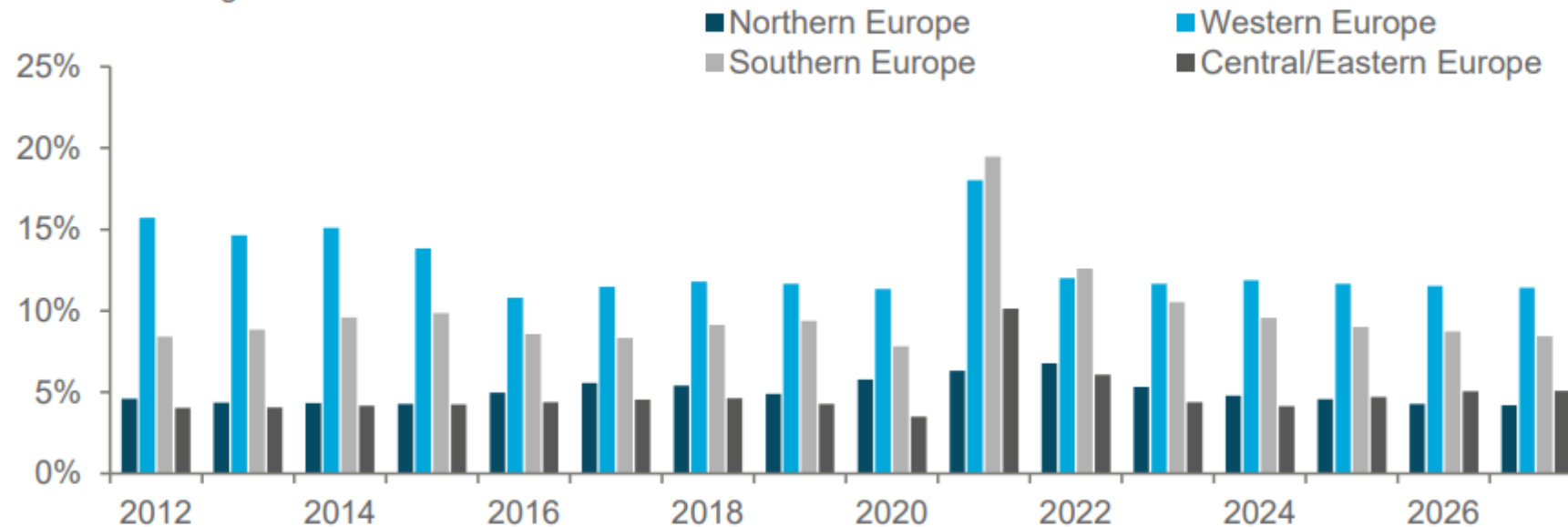
*Long haul defined as tourist arrivals to destinations outside Northeast Asia

Source: Tourism Economics

ETC – Trends & prospects Q2/2023

Europe's Share of Japanese Market

% share of long haul* market



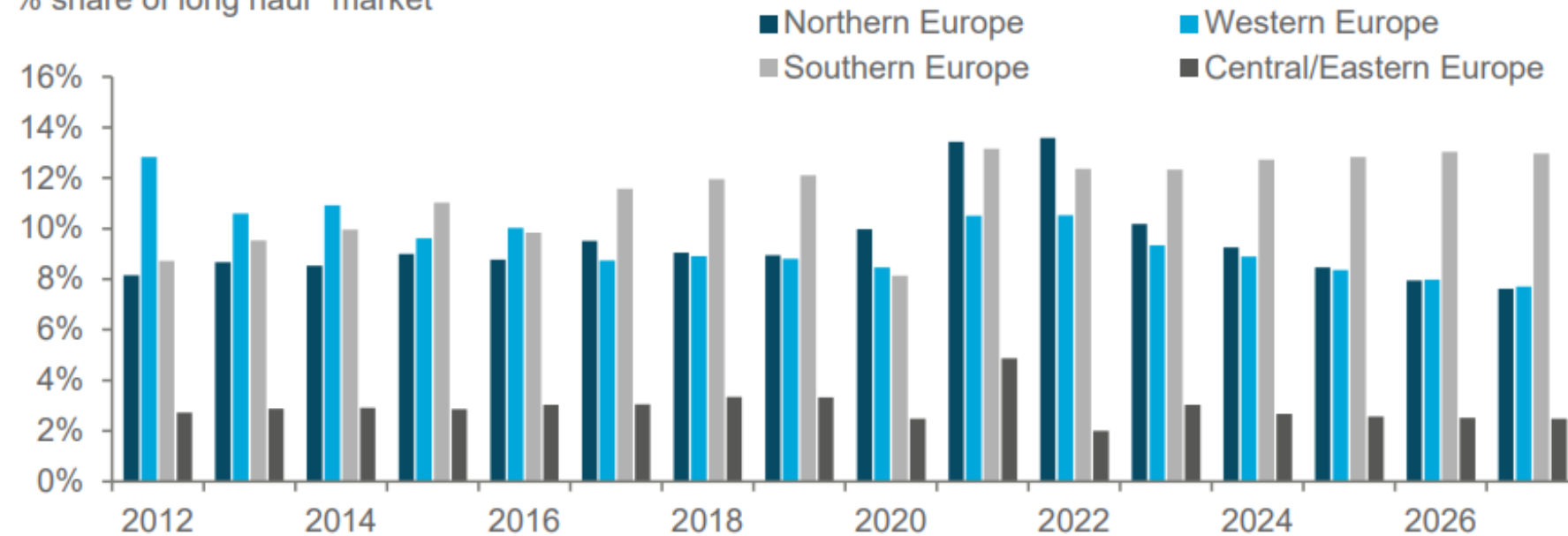
*Long haul defined as tourist arrivals to destinations outside Northeast Asia

Source: Tourism Economics

ETC – Trends & prospects Q2/2023

Europe's Share of Australian Market

% share of long haul* market



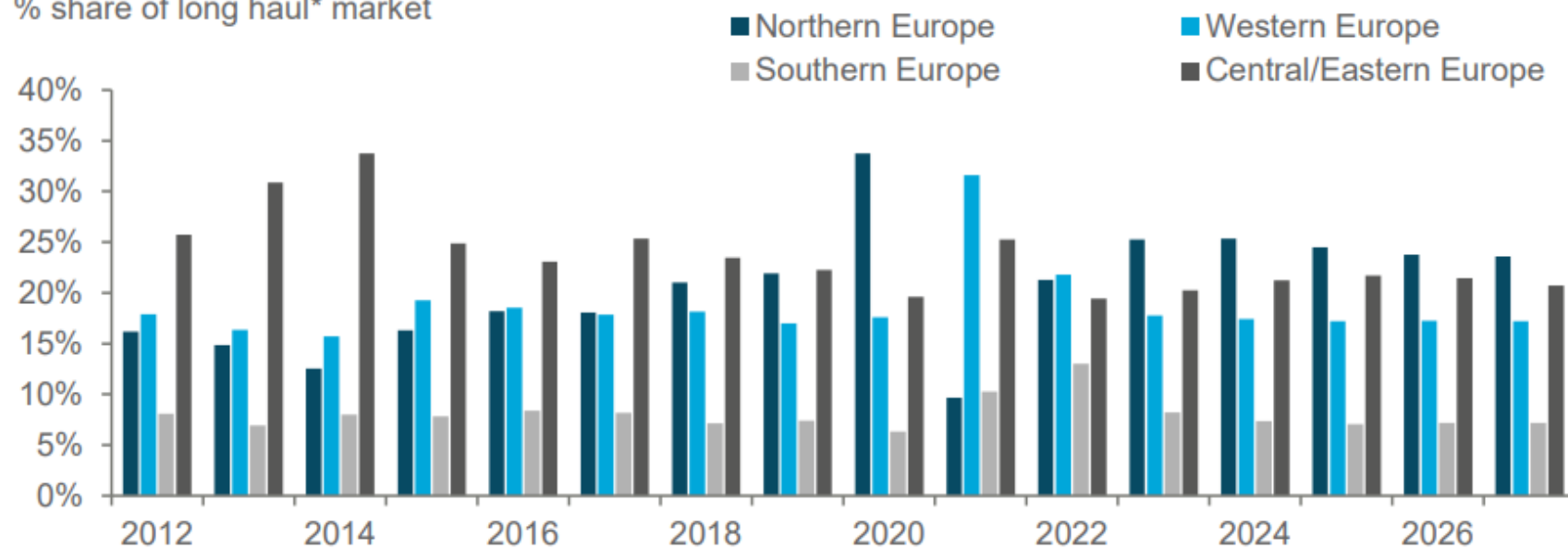
*Long haul defined as tourist arrivals to destinations outside Oceania

Source: Tourism Economics

ETC – Trends & prospects Q2/2023

Europe's Share of Emirati Market

% share of long haul* market



*Long haul defined as tourist arrivals to destinations outside Middle East

Source: Tourism Economics

Thank you!