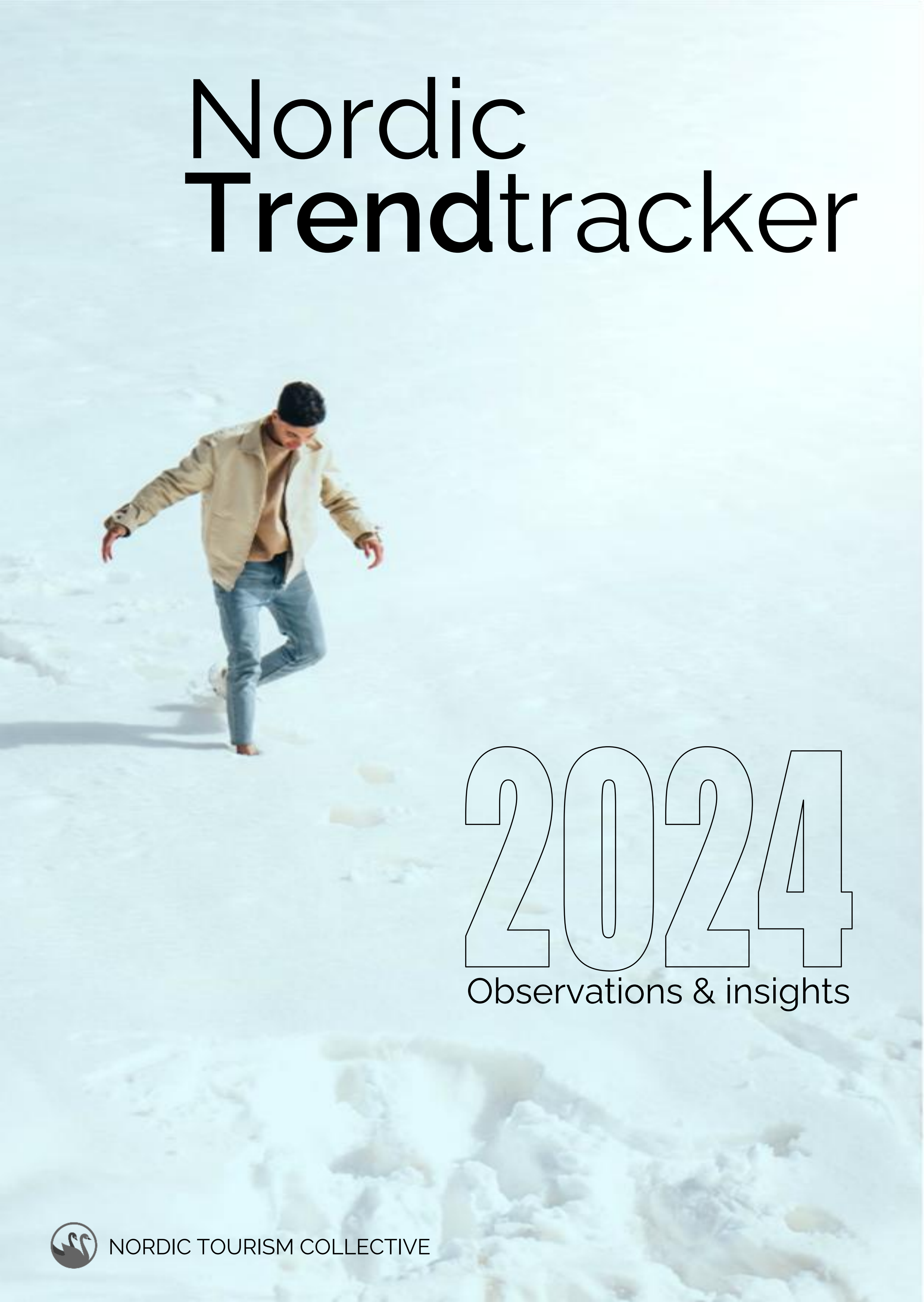


Nordic **Trend**tracker

2024

Observations & insights

NORDIC TOURISM COLLECTIVE

Trendtracker

In 2024, we began tracking tourism trends across the Nordics and Baltics via our **Trend**tracker.

These trends compiled from the condensed insight of over 200 NTC partners from across the Nordic & Baltic region and from all tourism sectors.

The Trendtracker was distributed 3 times during the year to give a rolling-insight into how the industry assess developments as the months progress. We hope by having a wider perspective, we will all be better informed when planning your strategies for 2025 and beyond.

On behalf of the Nordic Tourism Collective community, we thank you so much for your cooperation and being part of this valuable process.

Kind regards
Andy and Paul

Summary

The year of 2024 turned out be a be a good one for both suppliers and buyers alike.

Confidence
At the onset of the season suppliers and buyers were generally optimistic. Although the covid years were behind us, the Ukraine conflicy still cast a geopolitical shadow over the more Eastern destinations of the Nordics and the Baltics. Consumer confidence was high and most suppliers were anticipating a good season. As the season got underway however, buyers and suppliers were to see really good numbers. As the year finished, suppliers and buyers became more reflective with 'BUSY' now becoming the most oft-used word along with challenging and intensive!

There is no doubt that 2024 has been a good year for most Nordic suppliers and buyers, with many exceeding their targets but the frequency of comments that reflect an intensive and busy year perhaps reflects the issue of resources and our ability to staff-up to satisfactory levels in an industry as volatile and unpredictable as our own; combined with lingering concerns over price increases and sluggish european economies.

Markets
The stand out market of course is the USA. Fuelled by a strong dollar and a vibrant economy, visitors from the USA arrived in their numbers. As Europe's largest travelling market, the DACH markets (particularly Germany) remained important but so did the UK, France, Italy and Spain. The long-haul markets still have yet to return. Some suppliers have seen some returning Asian groups, mainly from South Korea and South East Asia, but European markets have dominated

Expectations
There is a slight diversion between the supplier sentiment and that of the buyers. The suppliers started cautiously and then enjoyed a boom summer as the bookings came in, especially in

Norway but then finished a little unsure as to where their year would end. The buyers started optimistically but then became more cautious as the season progressed. The buyers more aware of local-market vagaries and the effects of inflation and other consumer confidence issues

Product
The stand-out trends for product are

- **Visitor Spend**
- **Seasonality**
- **New Destinations**
- **Emergence of the 18-35 segment**
- **Return of the Baltics**
- **Upsurge in demand for Norway**
- **Slow-down of visitors to Iceland**
- **Continuation of late bookings**

From mid-summer, many Nordic suppliers recorded an increase in visitor spend, with clients paying more for products and services. At the same time many chose to extend their seasons or travel in the traditional shoulder-seasons. Great interest was also shown in the demand for new destinations which has also helped the Baltic States see a steady increase in visitor numbers,

Supplier feedback

Question:
Please give ONE word that best gives an evaluation of business so far in 2024

At the beginning of the season, suppliers were generally optimistic with many looking forward to a good season albeit tempered with caution with phrases like unpredictable, improving, uncertainty and hopeful.

Although the covid years were behind us, continued uncertainties in Ukraine cast a geopolitical shadow over the more Eastern destinations, the Baltics. Consumer confidence was relatively high and most suppliers were anticipating a good season

As the season got underway, most suppliers were happy with the visitor numbers climbing. Whilst the Baltic States slowly increased their numbers elsewhere in the Nordics visitor numbers were booming and surpassing expected levels and many more suppliers were reporting a good year, especially winter in the Arctic region.

By the time the year draws to a close, suppliers appear to more reflective with ‘BUSY’ now becoming the most oft-used word along with challenging and intensive!

There is no doubt that 2024 has been a good year for most Nordic suppliers with many destinations and organisations exceeding their targets but the frequency of comments that reflect an intensive and busy year perhaps reflects the issue of resources and our ability to staff-up to satisfactory levels in an industry as volatile and unpredictable as our own.

Survey December 2024

Survey August 2024

Survey January 2024

Supplier feedback

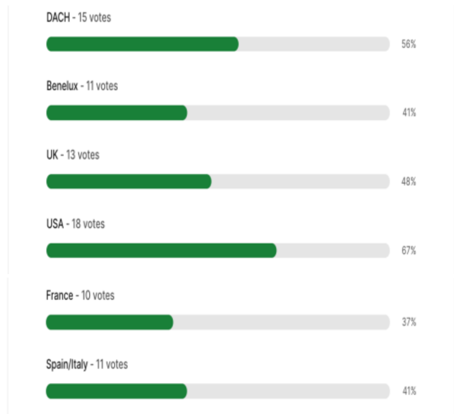
Question:
Which source market (or markets) have proved to be the most valuable for you in 2024?

It's no great surprise to anyone to see that the US market outperform all others in 2024. It was anticipated to be the most important market and indeed prove to be so. Fuelled by a strong dollar and a vibrant economy, visitors from the USA arrived in their numbers.

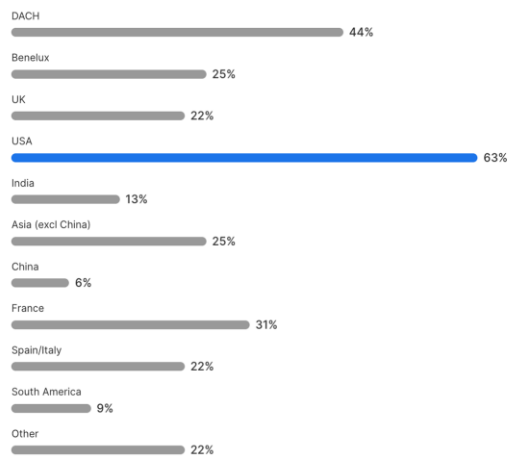
As Europe's largest travelling market, the DACH markets (particularly Germany) remained important but so did the UK, France, Italy and Spain

Some long-haul markets have still yet to return to strong numbers, however South Korea and South East Asian markets have indeed done so and Japan and China are starting to increase once again.

Survey December 2024



Survey August 2024



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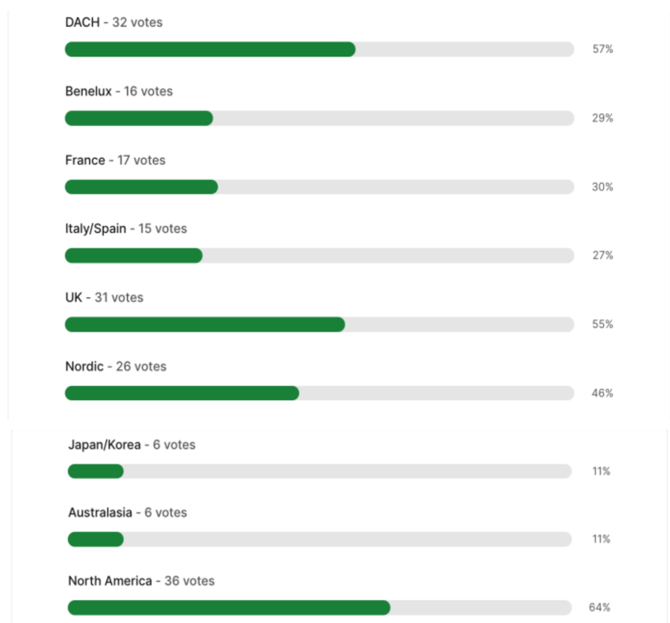


Supplier feedback

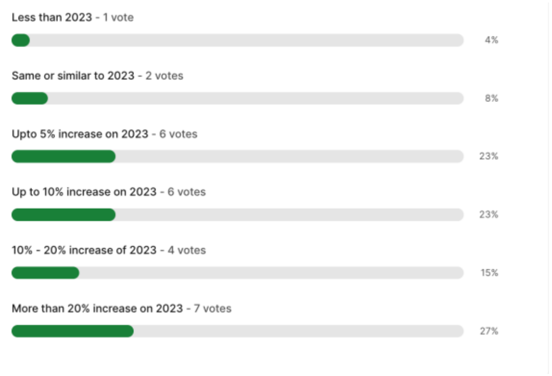
Question:
How have visitor numbers for 2024 been compared to 2023?

Reflective of the cautious mood at the beginning of the season and some with uncertainty about what 2024 would bring, the majority of suppliers said that they were hoping for a small increase in numbers from 2023. The most popular view of the coming season was the estimation showing an expected increase of up to 5%

By August, however, the percentage of those expecting an increase of more than 20% on 2023 business had rose from 9% to 25% and continued to rise to 27% by the end of the year

The end part of the year records the most confused reflections with many suppliers 'hedging' the bets and indecisive on whether their business would end on a par with 2023 or anywhere up to 10% increase.

Survey Survey December 2024



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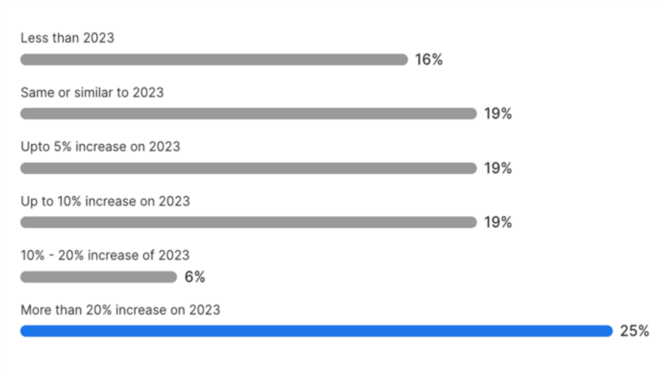

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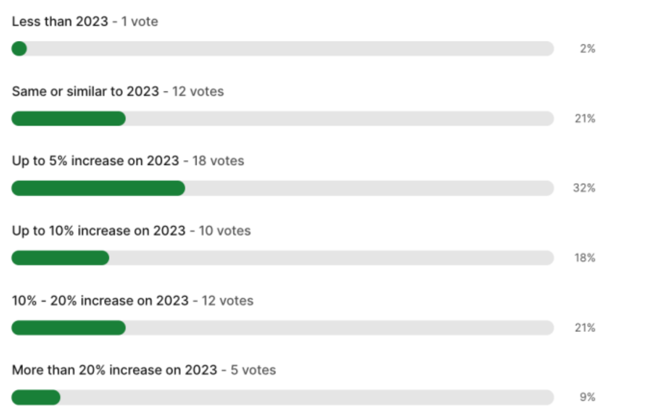


Supplier feedback

Question:
What has been the most positive 'surprise' trend so far in 2024

As the season progressed, suppliers were able to assess the demand and identify surprising or standout trends. Two notable trends stand out

Visitor spend
Many suppliers recorded an increase in visitor spend from mid-summer, with clients paying more for products and services. Higher prices had been and still are a real concern across the region and many feared that visitors would baulk at higher prices. Far from this, visitors seem able and will to pay higher prices (fuelled no doubt by a strong dollar and greater numbers of American visitors)

Seasonality
A greater number of visitors are seeking their vacation in what used to be regarded as the shoulder season. Many are also choosing to spend longer in a destination and staying in boutique accommodation.

Whether this is a result of visitors seeking out sustainable travel options or of merely looking for new destinations, products and services. Either way, this is a welcome trend and helps share the visitors across the season and across the destinations.

Survey December 2024

Seasonality
Increase in FIT and winter season
Increase all seasons
Summer season in Finland is growing
More interest for shoulder season
more off season business

Durations
Longer stays and staying in smaller boutique hotels.
Longer stays in locations.
longer stay-time

Prices and rates
More single-travellers than before
Spending has been bigger in MICE groups
MICEIncreased rates with increased occupancy
Higher willingness to spend
Higher rates accepted
hi end client number growth

Markets
Strong trend from France but also Italy and Spain
More visitors from the South of Europe
Australians finding Finland
Summer leisure mono Finland from Japan.
More markets are active rather than a few strong.

Survey August 2024

SPEND
Visitors tend to spend a bit more.
Clients tend to spend more money
Markets have been able to pay ca 20% higher prices for our services
increased demand of high end accommodation and activities
Higher spend per guest.
I've sold more family trips creating a bigger revenue for the same amount of work.

SEASONALITY
Summer increase
Seasonality, more summer tours than earlier
Seasonality, more summer tours than earlier
More interest for shoulder seasons\
The Autumn season is in demand
Clients being flexible and opened to new products and seasons
increasing demand for fall and winter

MARKETS
The USA market has exploded.
Lots of demand from Arab and India markets
Mono country summer tours from Asia
The UK and US continue to grow
USA and China growing so fast

Buyer feedback

Question:
Please give ONE word that best gives an evaluation of business so far in 2024

At the beginning of the season buyers were generally optimistic with many looking forward to a good and encouraging season although words such as challenge or challenging show that there is still uncertainty in the market

As the season got underway however, almost all buyers were seeing good business numbers and were expectant of a buoyant year with words such as good, growing, excellent and steady leading to confidence among buyers

At the end of the year, the picture is a little more mixed with no shout-out consensus apparent. There were excellents, positives and record-breaking but there was also manic, busy and even sad.

The vast majority of buyers had a good 2024 with many outperforming expectations but clouding an otherwise excellent year were concerns about the economy and increases in taxation, fears about hikes in rates in many Nordic destinations and also capacity and operational issues that created problems in some pinch-point destinations.

Survey December 2024

Survey August 2024

Survey January 2024

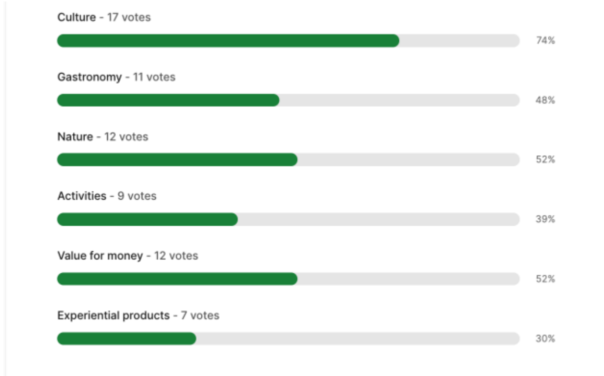
Buyer feedback

Question:
What types of holiday/products/services have your clients been seeking in 2024

The general demand for the Nordics and Baltics has remained steady throughout the year with visitors seeking culture, nature and activities.

Whilst culture remains the top priority for most visitors, it should be noted that Value for Money is now regarded as more important than Nature or Activities, indicating the squeeze on purchasing-power at home and also possible rate increases in destination

Survey December 2024



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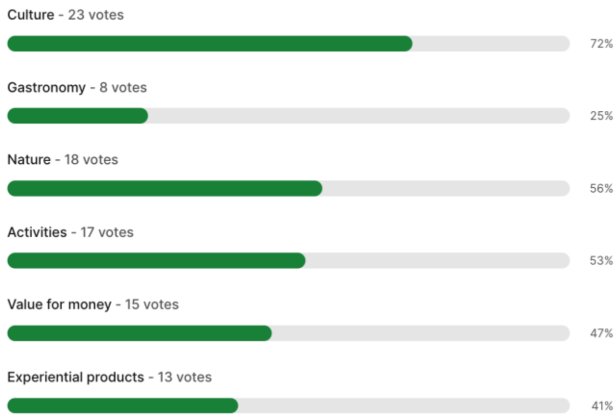

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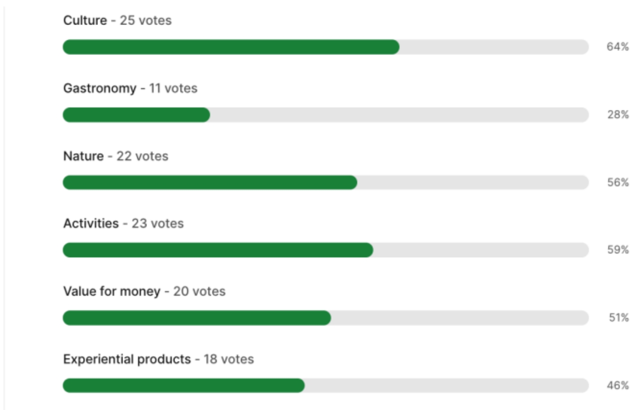


Buyer feedback

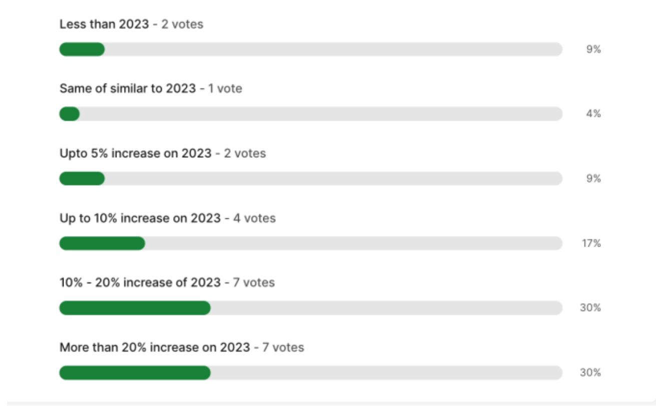
Question:
How have visitor numbers for 2024 been compared to 2023?

Buyers were generally optimistic at the start of the year with the majority expecting a more than 20% increase over business in 2023

As the season progressed, this seemed to change with more buyers erring on the cautious side and many more suggesting that they may finish with numbers that are slightly less than 2023

Its difficult to understand this change of heart, as by the end of the year the feeling was that the season finished with higher numbers, estimating their business to be between 10% and 20% up on 2023

Survey December 2024



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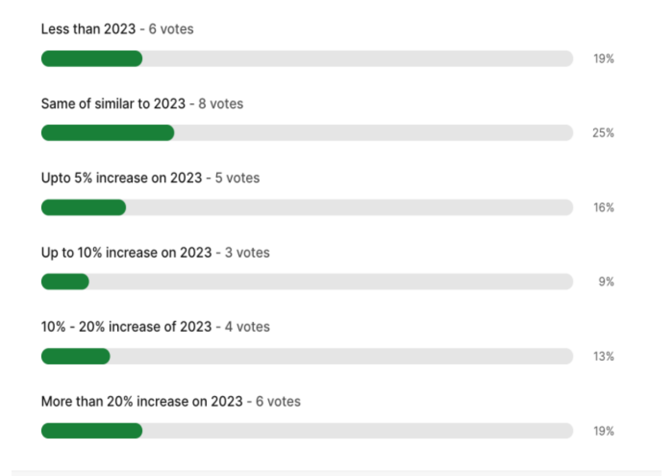

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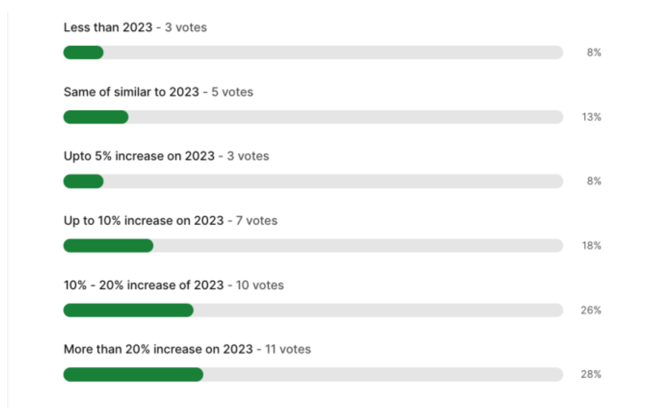

Buyer feedback

Question: What has been the most positive 'surprise' trend so far in 2024

As the season progressed, buyers identified surprising or standout trends. Six notable trends stand out

The return of the Baltics
Buyers acknowledged that demand for the Baltic countries has returned. This could be due to the general feeling that the Ukraine conflict is very much centered around the East and Ukraine itself, as well as the excellent efforts by the Baltic Tourist Boards in promoting their respective destinations as safe, cool, high quality and excellent value for money.
Demand is now getting close to that of 2019

New destinations
A greater number of visitors are seeking new alternative destinations as well as looking to travel more during the off-season which is a great trend!

Extremely high demand for Norway
Not only a beautiful destination, but the exchange rate has meant that Norwegian prices are very competitive.

A decrease in demand for Iceland
With Iceland enjoying incredible demand since Covid, buyers saw a fall in bookings due mainly to the price level and the media coverage of the volcanic eruptions.

18-35 year old segment:
Travelling more than ever before to the region especially during the shoulder seasons

Late booking requests
There is greater frequency in late bookings than in 2023

Survey December 2024

Destinations
Better product overall / increasing on the demand especially in Berge
Some destinations bounced back, such as the Baltics.
Baltics having big numbers after a few years of lower sales
We have seen excellent traction to the Baltic States
Destinations such as Thailand, Vietnam, Japan, Greece, Georgia in demand
Nordic countries almost disappeared.

Markets
18-35 segment growing strongly,
The US and the UK Markets are growing again.
Solo travel

Products
Increase about demand in summer period for nordic countries
Clients are seeking 'new' destinations, not the same old, same old
Clients are becoming more open to new destination alternatives
More clients travelling in low season
Focus on trips with public transportation

Survey August 2024

MARKETS
increasing in Norway - decreasing in Iceland
big increase in passengers to Norway
Too high demand in Norway
Baltics are back in full force,
East of Europe is picking up again
Increased awareness and demand in the Australian market

BOOKING PATTERNS
18-35 segment in getting more bookings thAn ever before
more interest for travel in the Autumn and Spring periods
increase in late booking requests.
adding experiences, requesting multi-destination, extending trips
Late bookings continue and more frequently than 2023.

Outlook for 2025

Question:
How would you best describe your expectations for 2025?

Suppliers

Buyers

2025