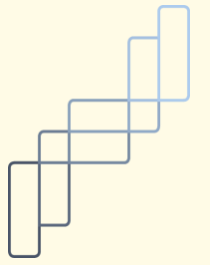




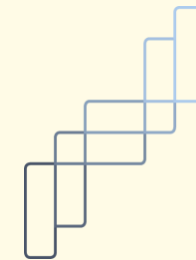
NORDNORSK REISELIV AS



Oppsummering 2025, overnattingsstatistikk, geografiske markeder

Imagine a place...

Innhold



NORD-NORGE

- Totalt
- Utland
- Formål
- Brutt ned på Nordland, Troms, Finnmark og Svalbard
- Markedsutvikling, totalt

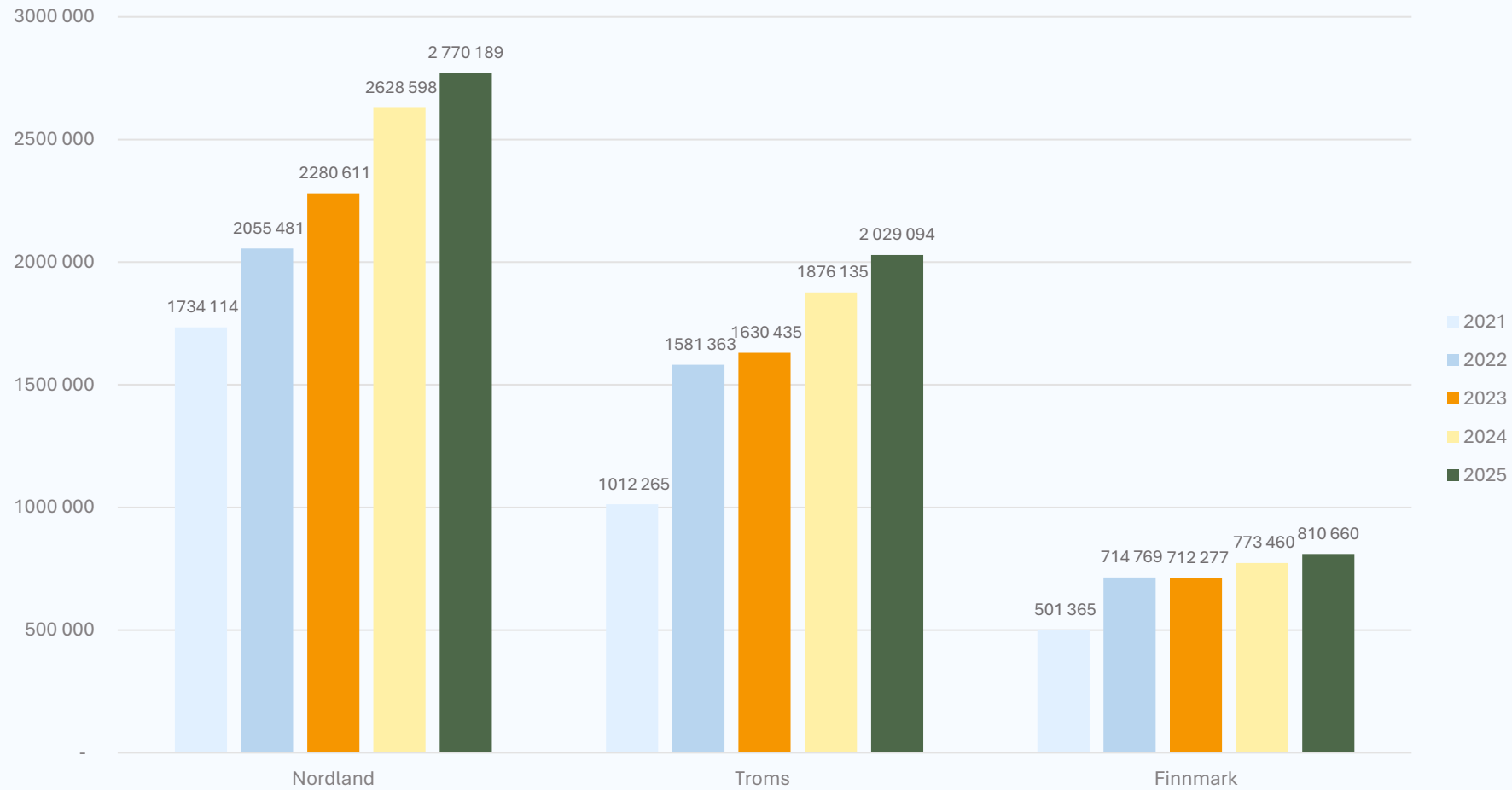
GEOGRAFISKE MARKEDER

- Ihht markedsstrategi
 - Eksisterende sterke markeder
 - Eksisterende voksende markeder
 - Potensielle vekstmarkeder
 - Andre



Overnattinger i Nord-Norge, totalt

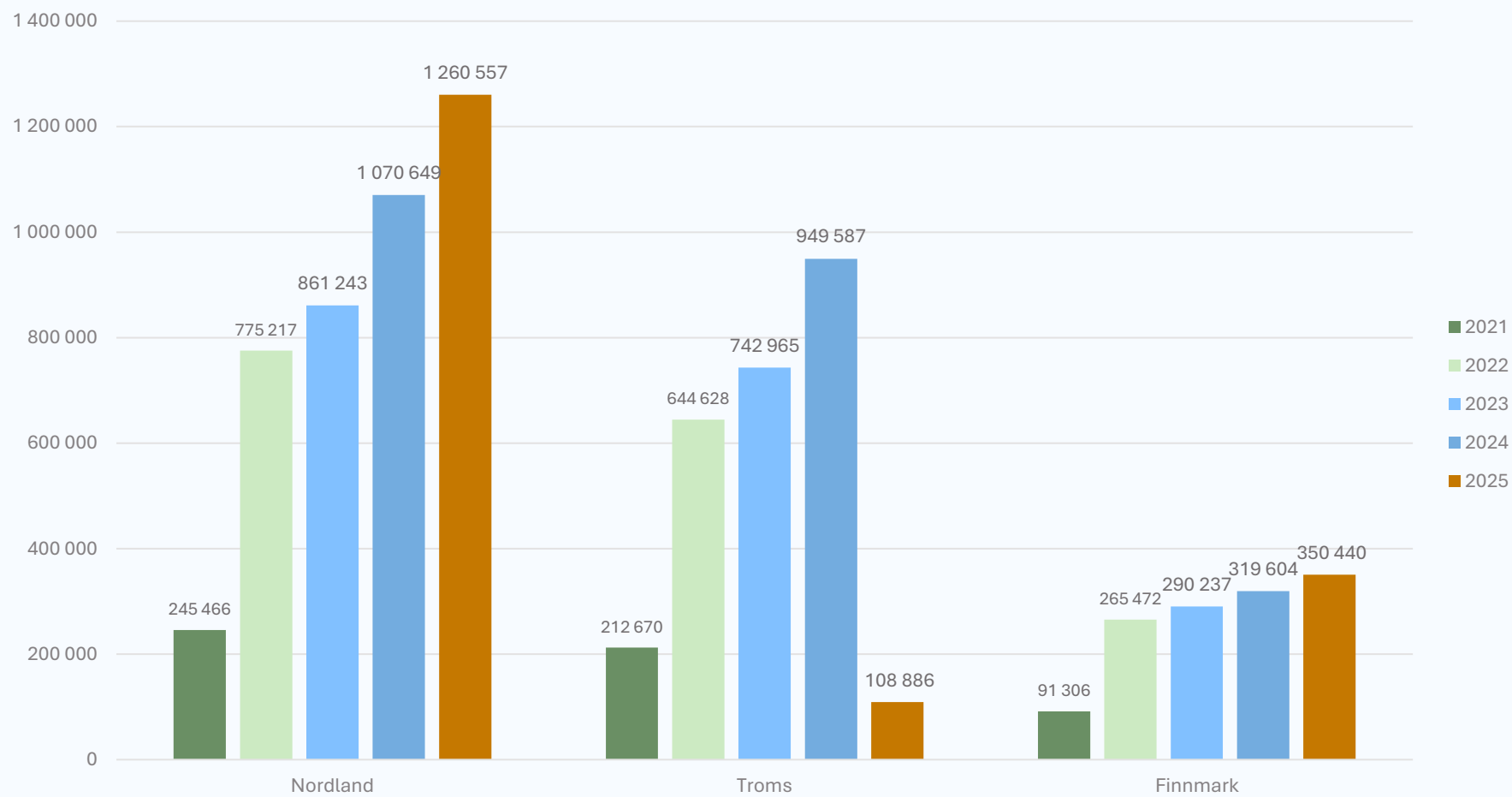
Overnattinger i Nord-Norge
Utvikling samlet antall overnattinger 2021-2025





Overnattinger i Nord-Norge, utland

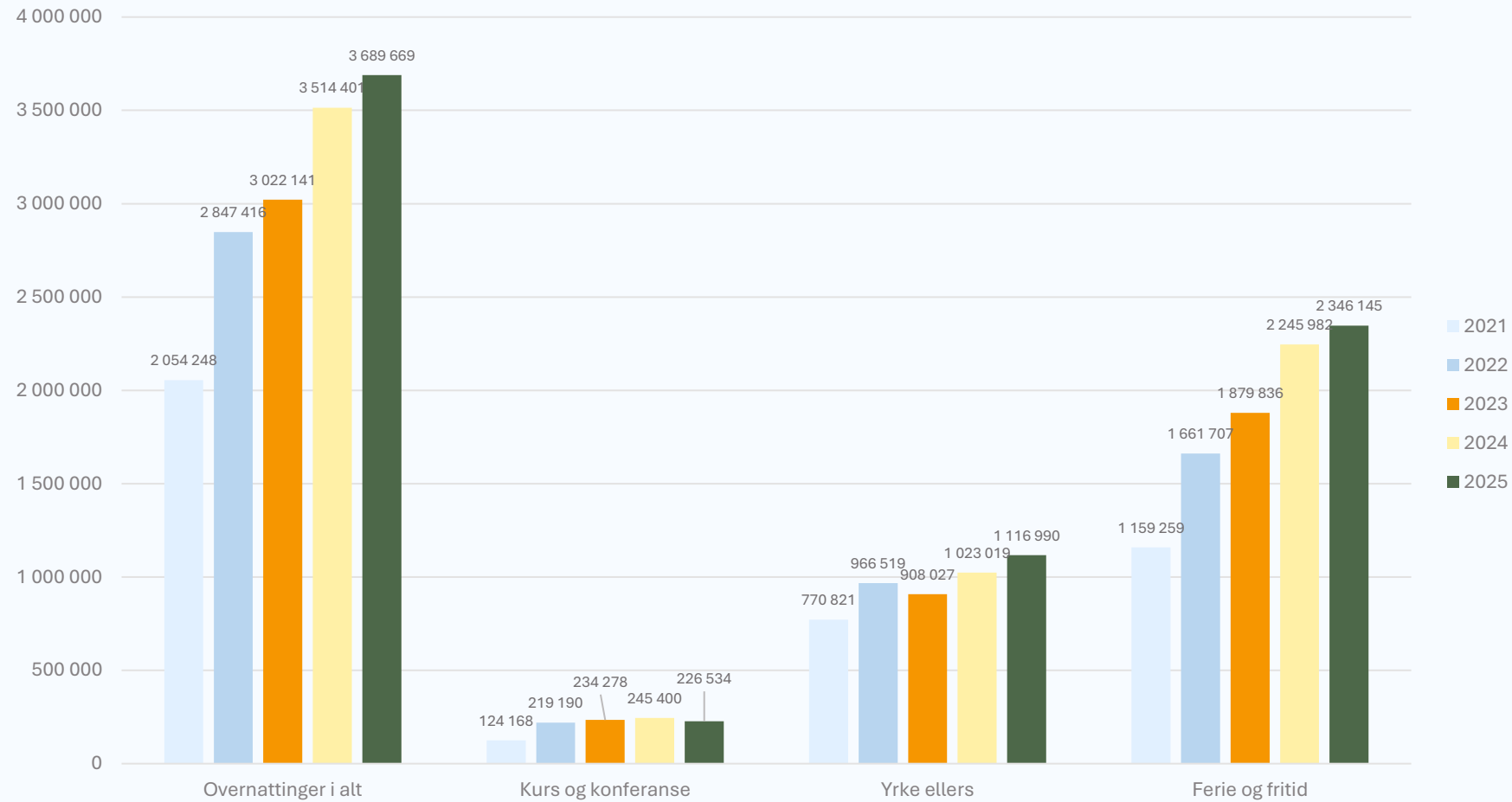
Overnattinger i Nord-Norge
Utvikling utenlandske overnattinger 2021-2025

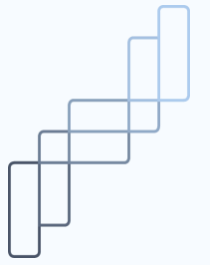




Nord-Norge, hotell, formål

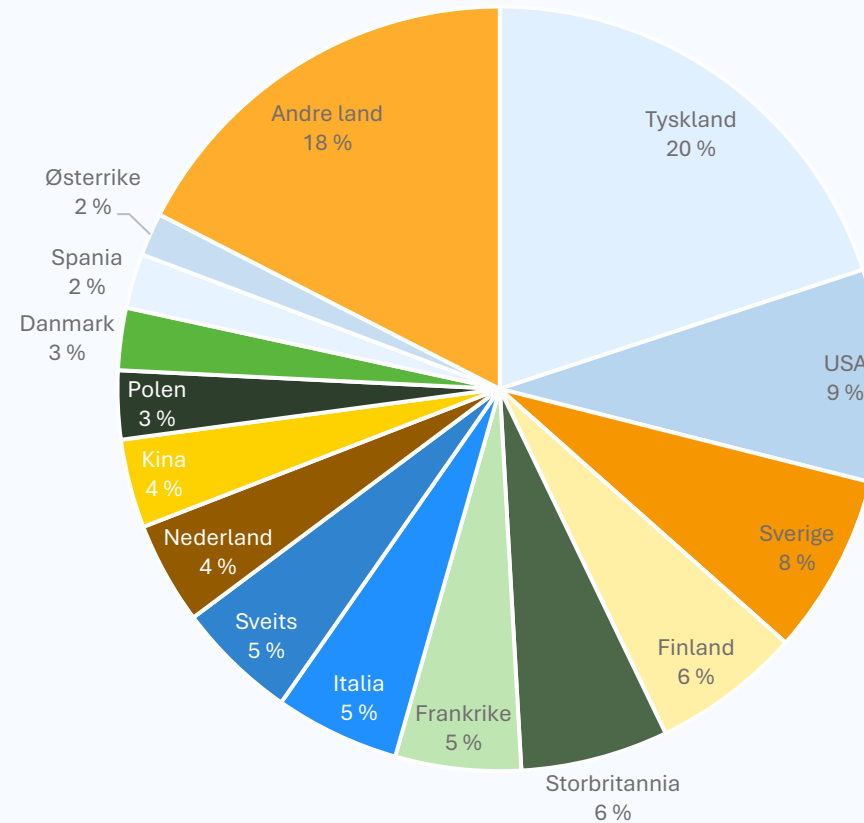
Hotellgjestedøgn i Nord-Norge
Formålsutvikling 2021-2025





Overnattinger i Nord-Norge, utland

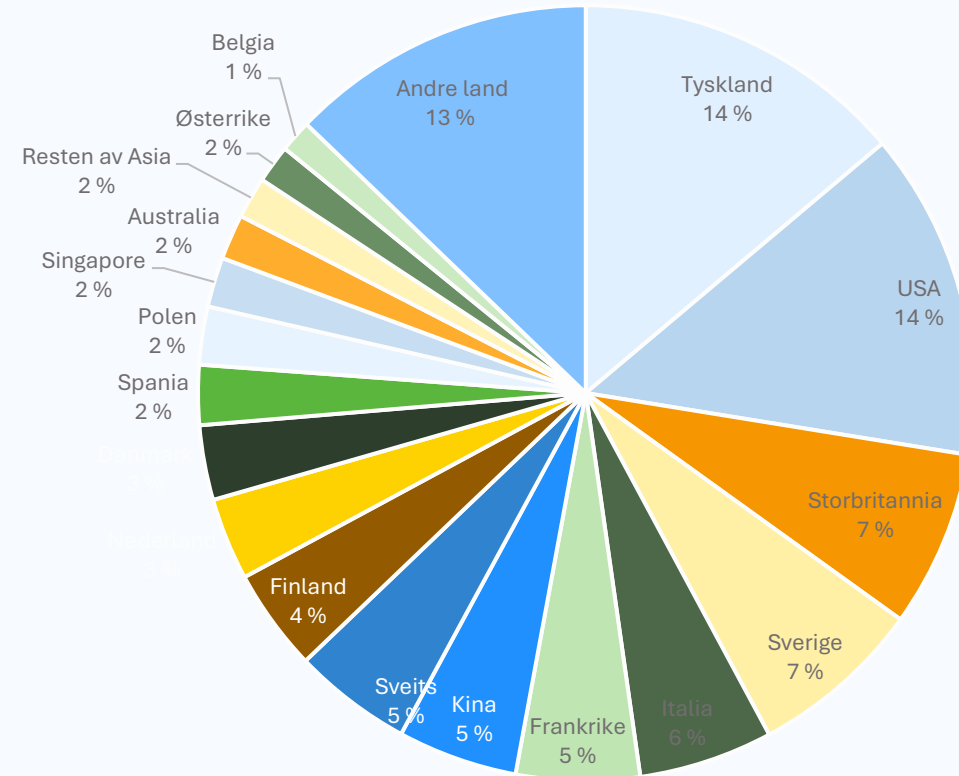
Utenlandske overnattinger i Nord-Norge 2025
Hoteller, campingplasser/hyttegrrender og vandrerhjem





Overnattinger i Nord-Norge, hotell, utland

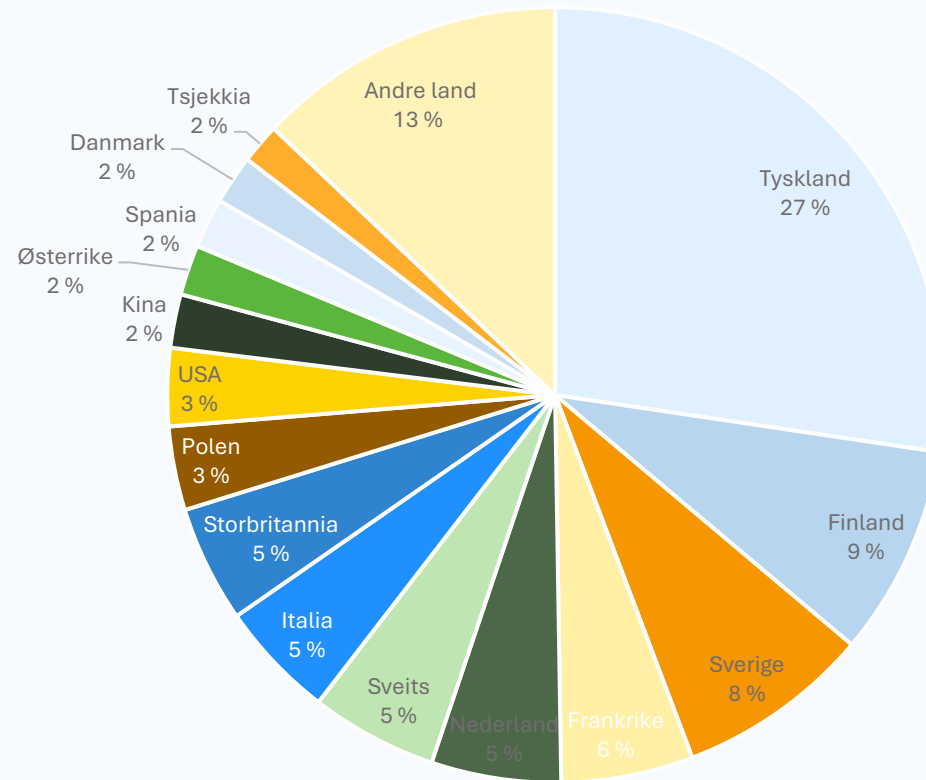
Utenlandske gjestedøgn i Nord-Norge 2025
Hoteller



Overnattinger i Nord-Norge, camping, hyttegrender og vandrehjem, utland



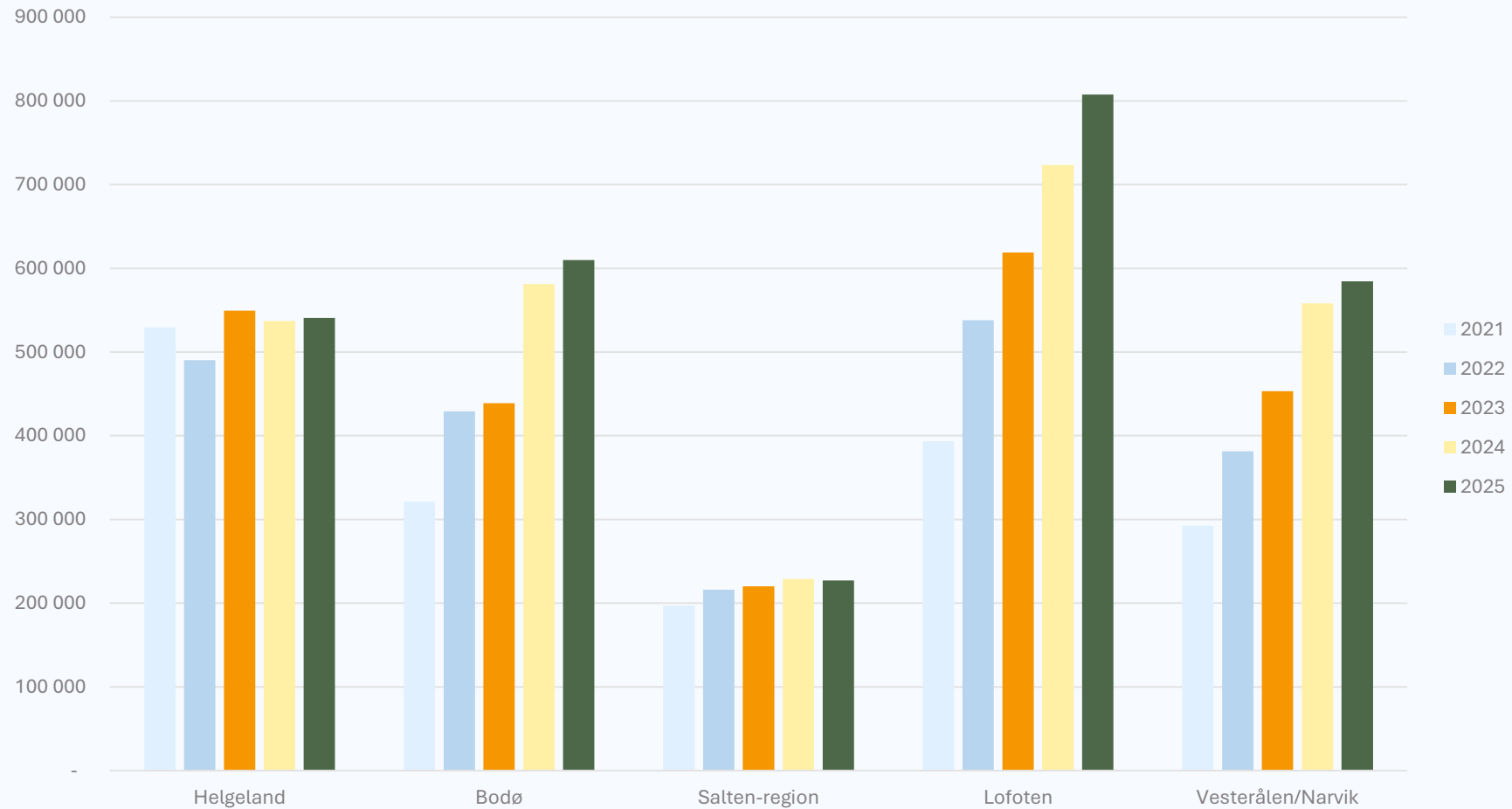
Utenlandske overnattinger i Nord-Norge 2025
Campingplasser/hyttegrender og vandrerhjem





Nordland, totalt

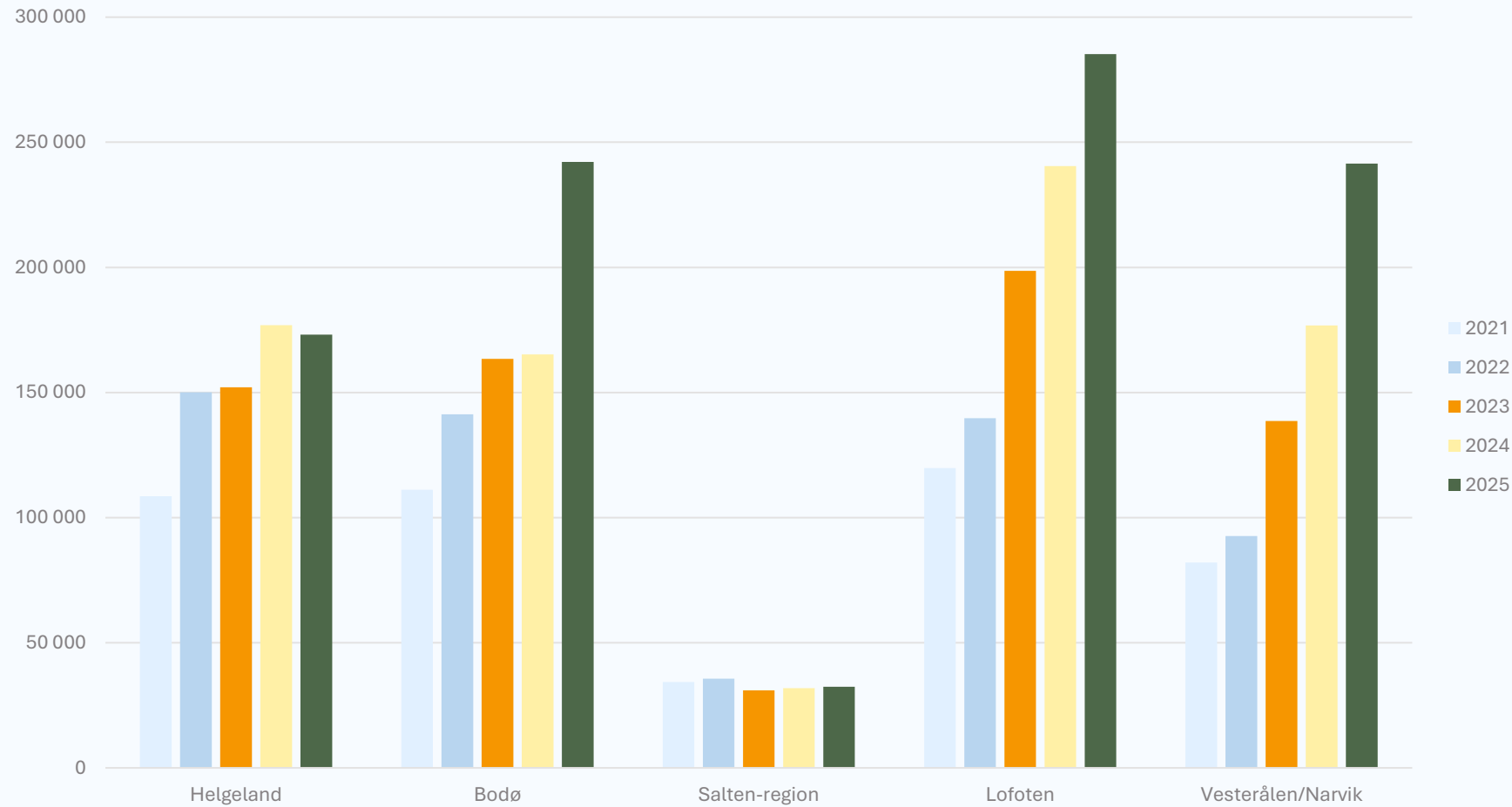
Hoteller, campingplasser/hyttegrender og vandrerhjem i Nordland
Antall kommersielle overnattinger 2021-2025



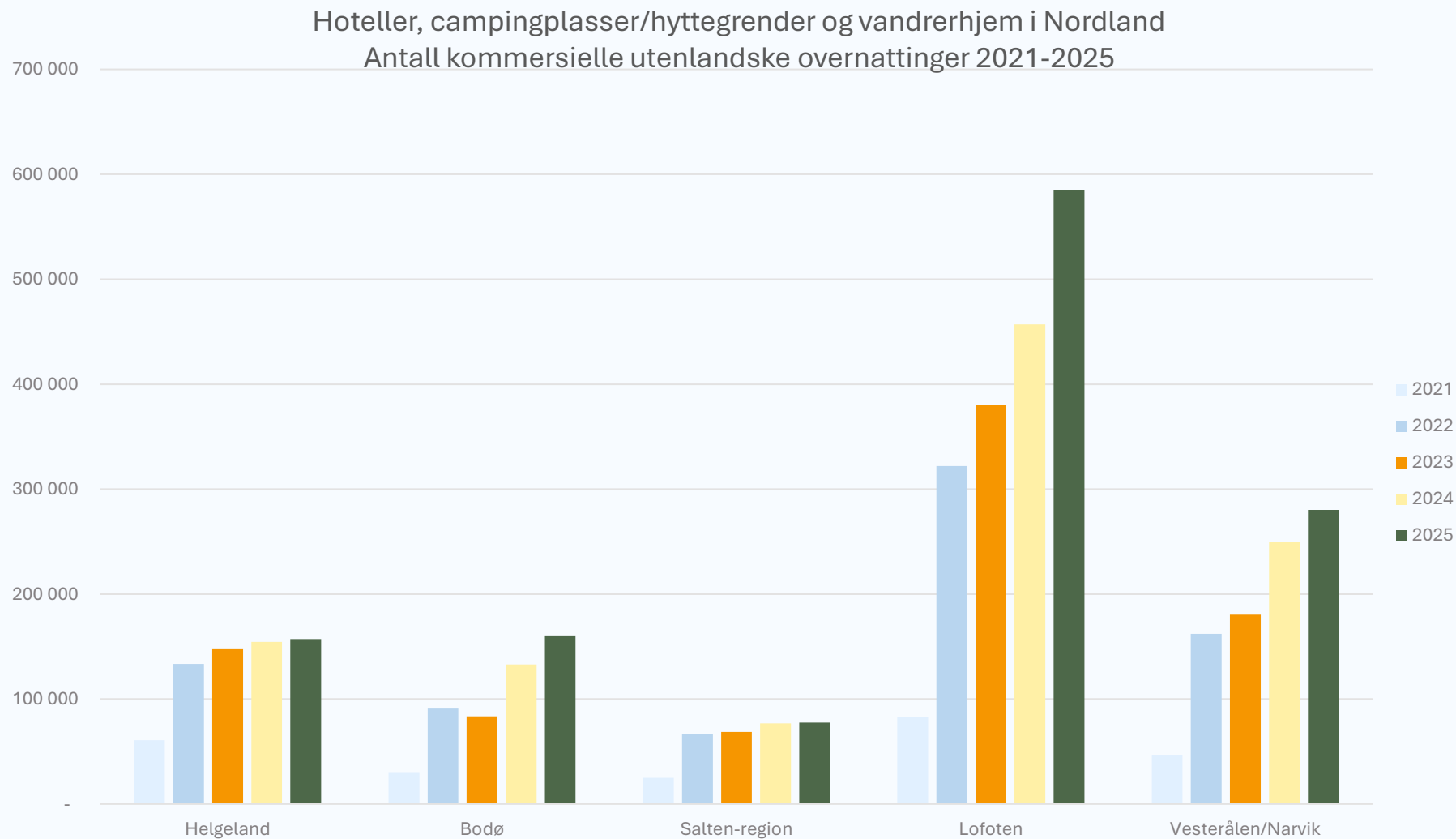


Nordland, ferie- og fritid

Hoteller i Nordland
Antall ferie- og fritidsovernattinger 2021-2025



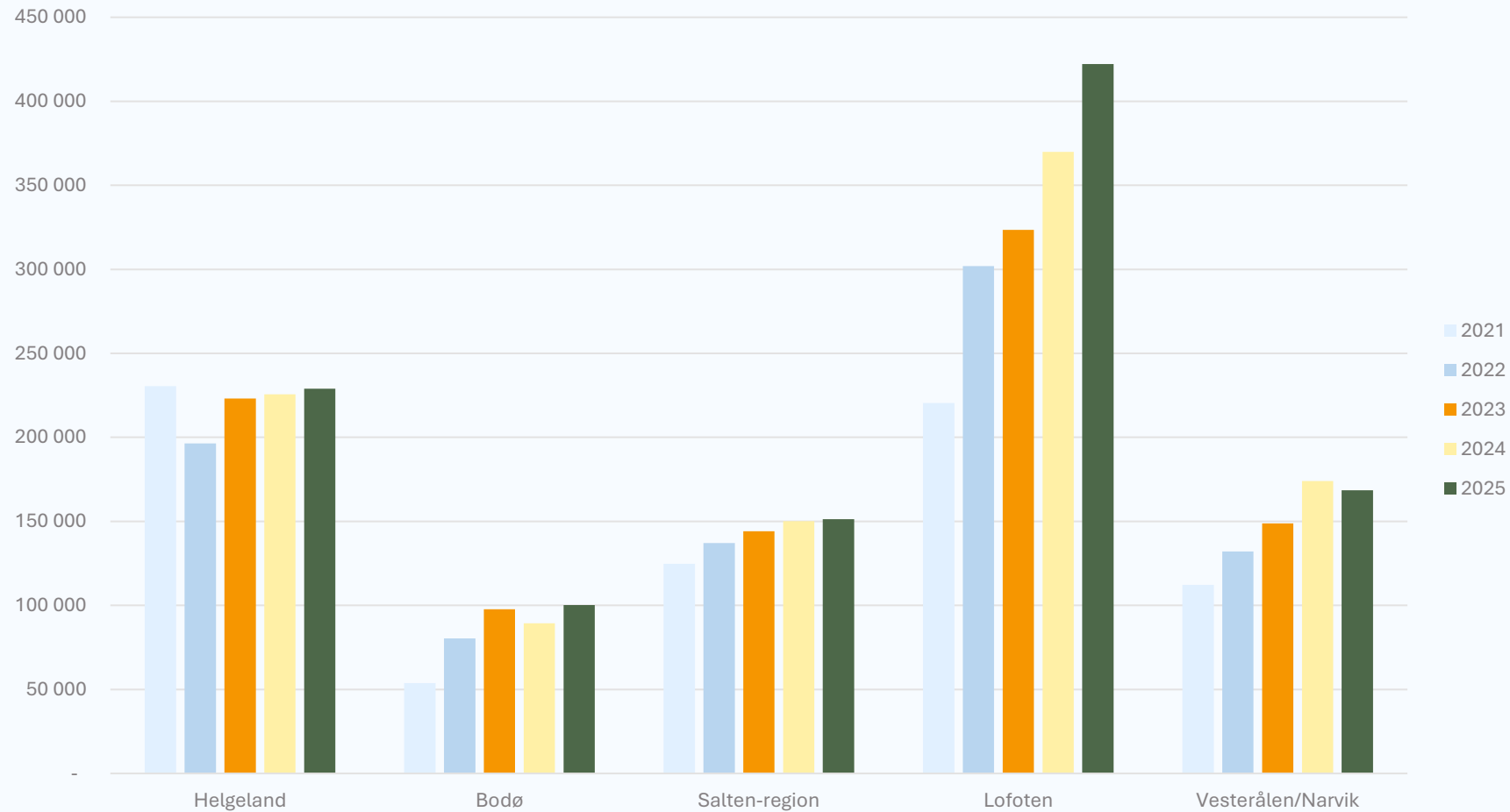
Nordland, utland



Nordland, campingplasser, hyttegrender og vandrehjem, totalt



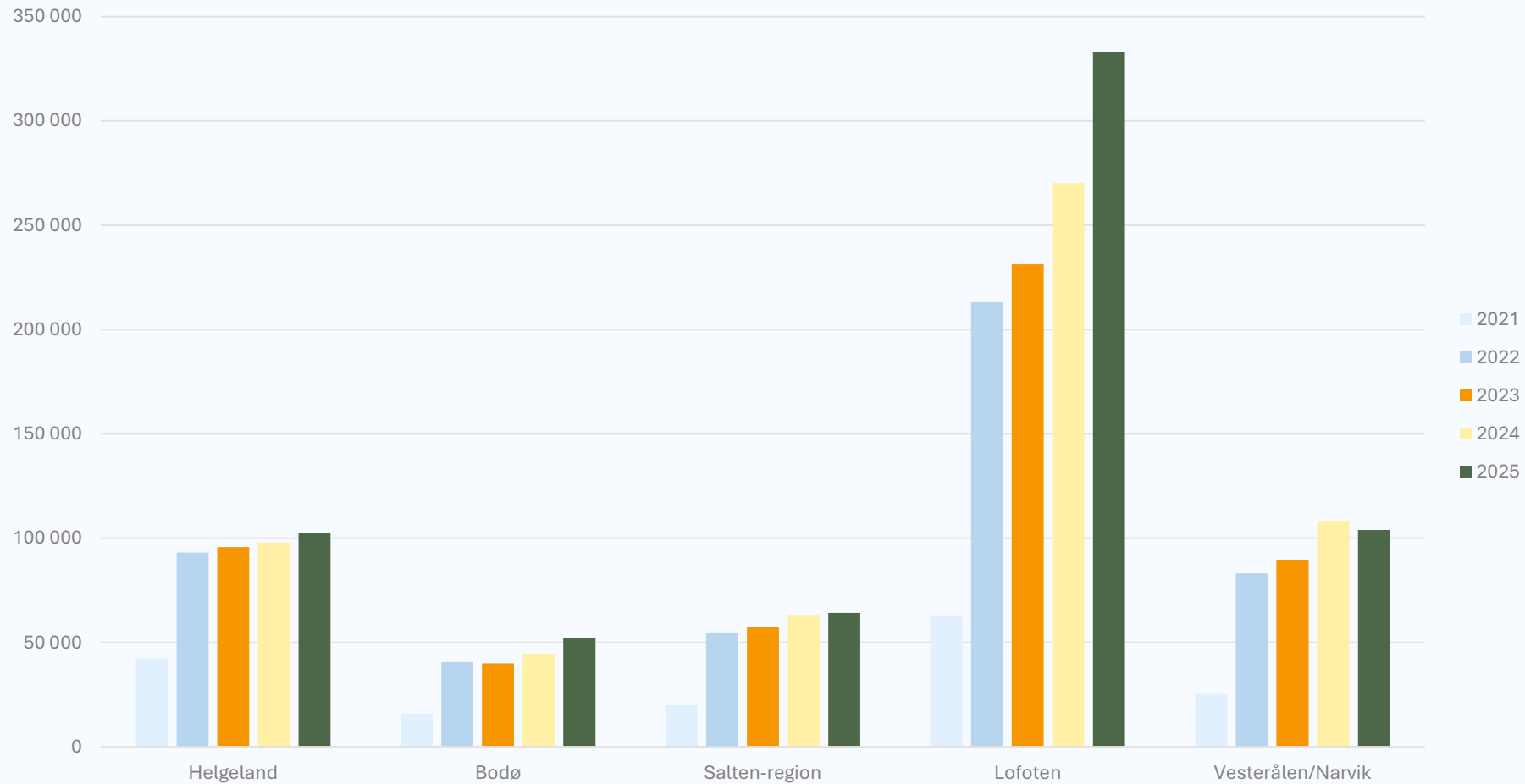
Campingplasser, hyttegrender og vandrehjem i Nordland
Antall totale overnattinger 2021-2025



Nordland, campingplasser, hyttegrender og vandrehjem, utland



Campingplasser, hyttegrender og vandrehjem i Nordland
Antall utenlandske overnattinger 2021-2025

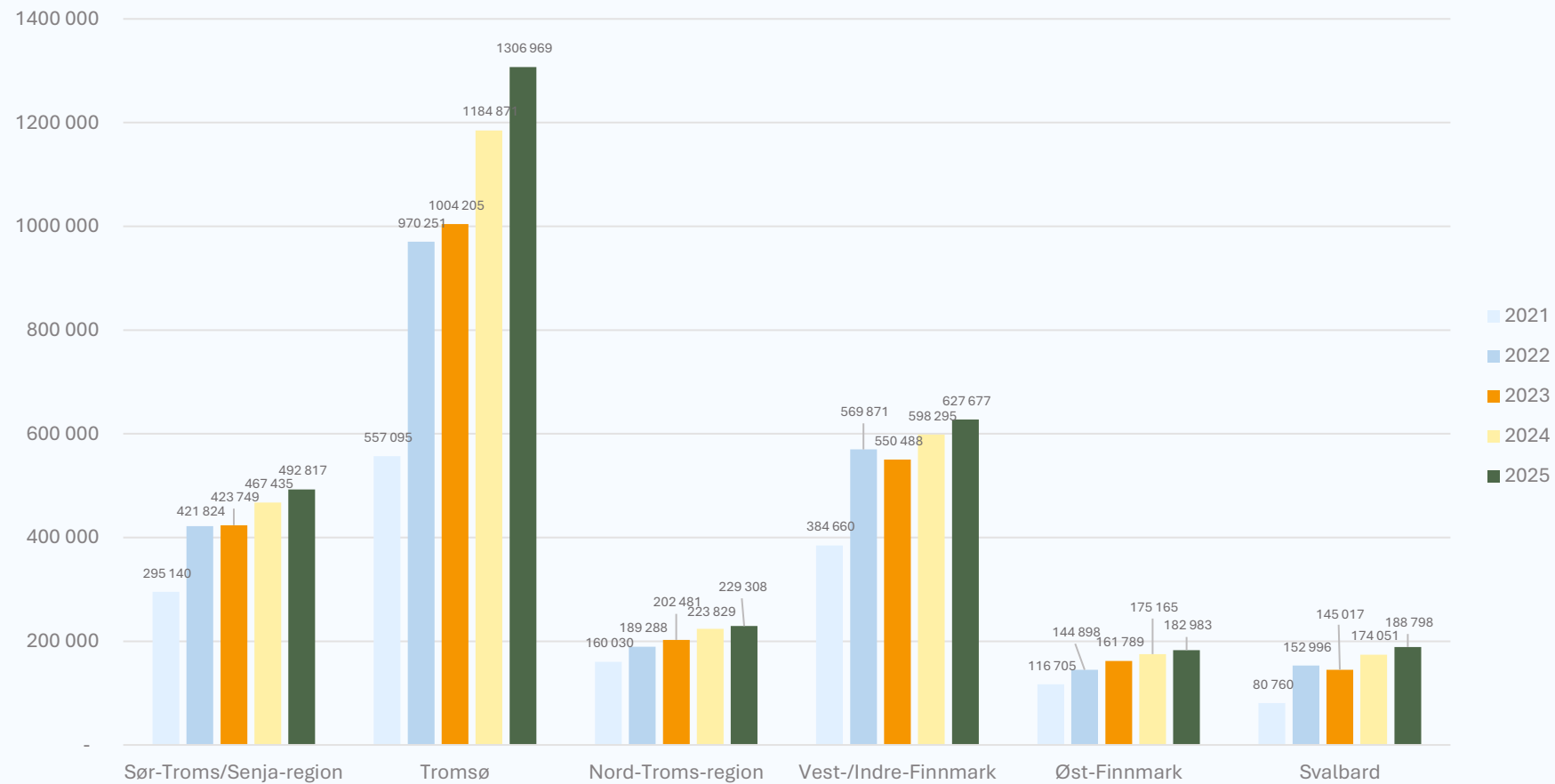




Troms, Finnmark og på Svalbard, totalt

Hoteller, campingplasser/hyttetrender og vandrerhjem i Troms, Finnmark og på Svalbard

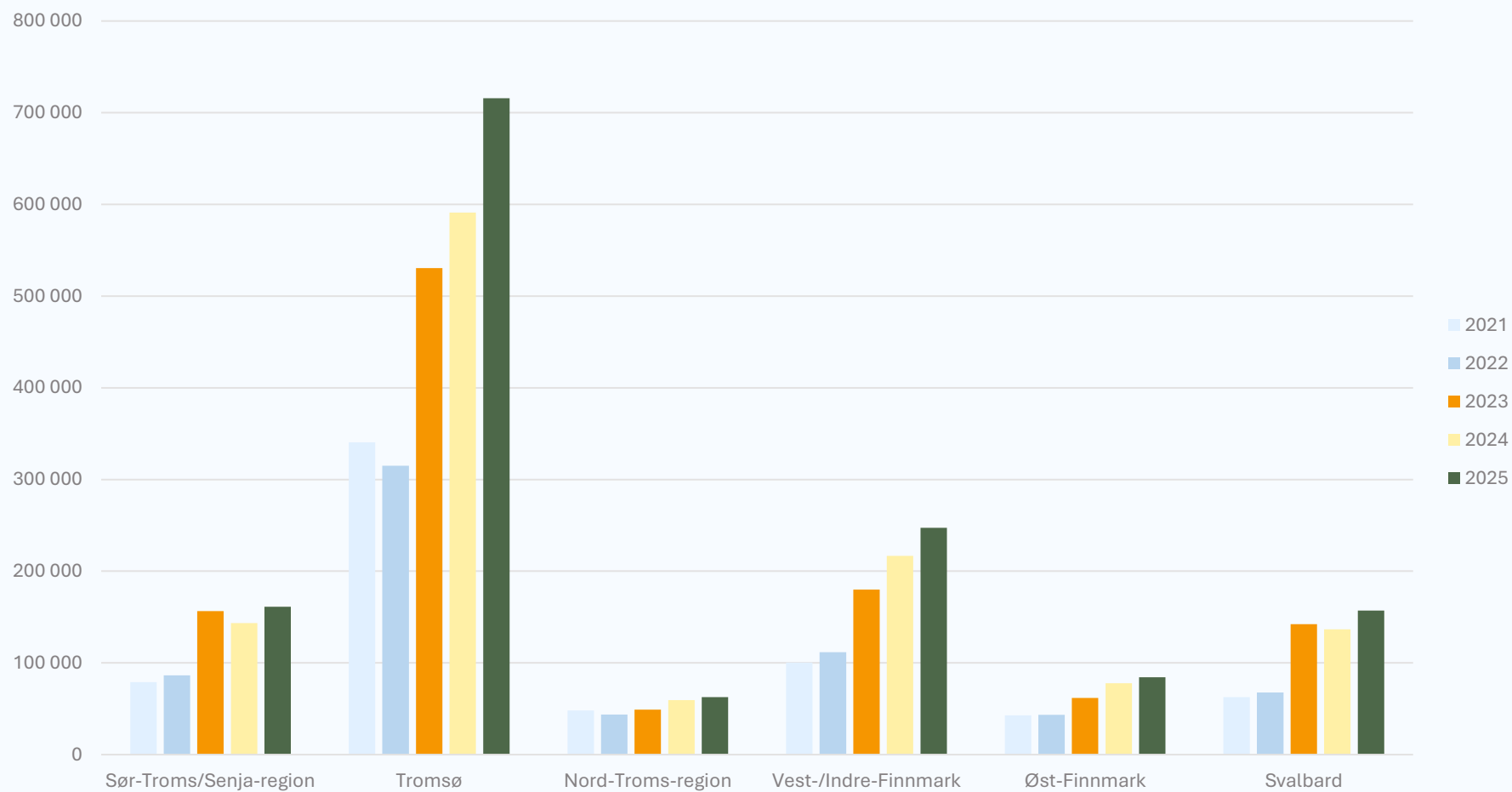
Antall kommersielle overnattinger 2021-2025





Troms, Finnmark og på Svalbard, ferie- og fritid

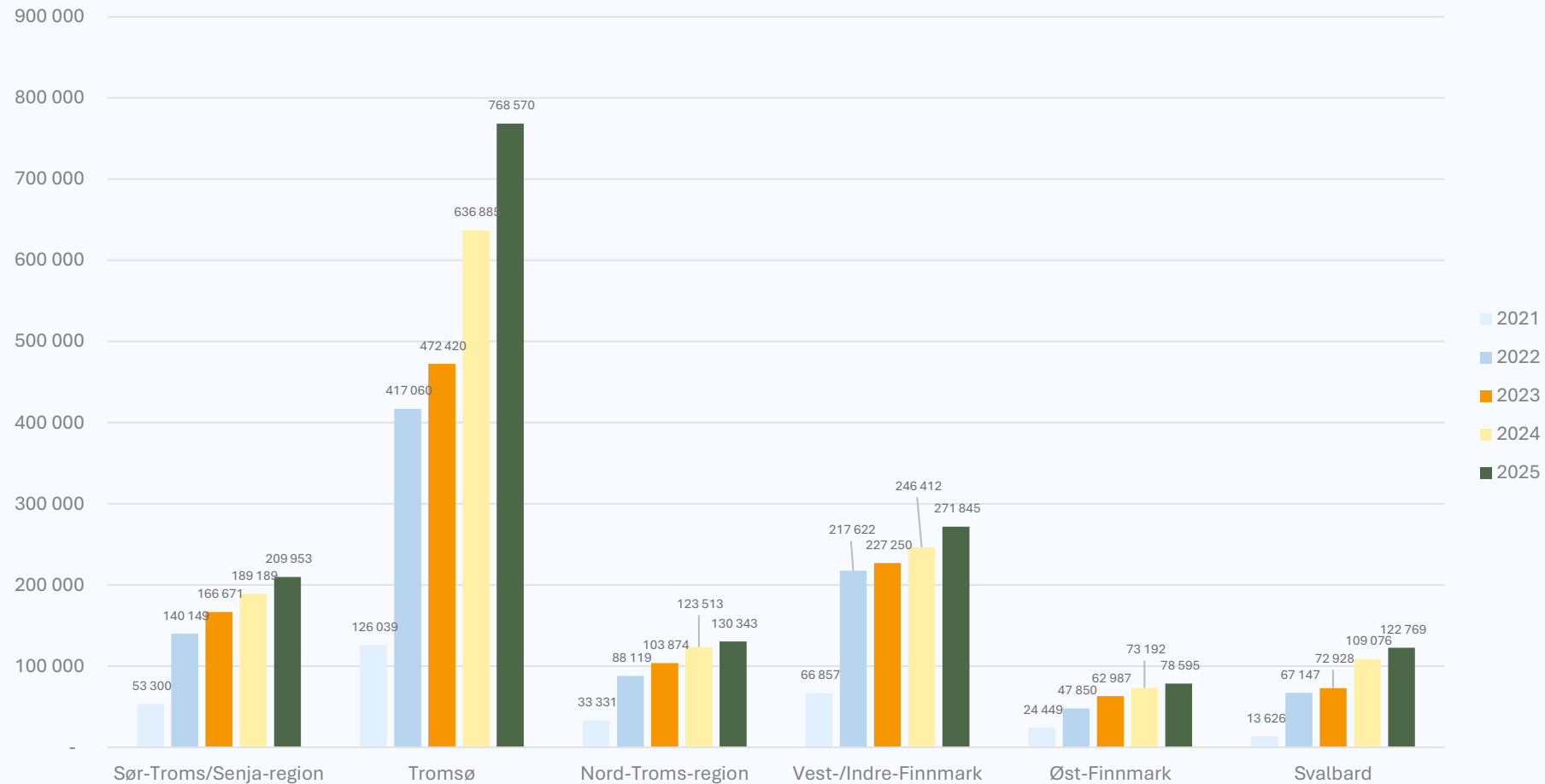
Hoteller i Troms, Finnmark og på Svalbard
Antall ferie- og fritidsovernattinger 2021-2025





Troms, Finnmark og på Svalbard, utland

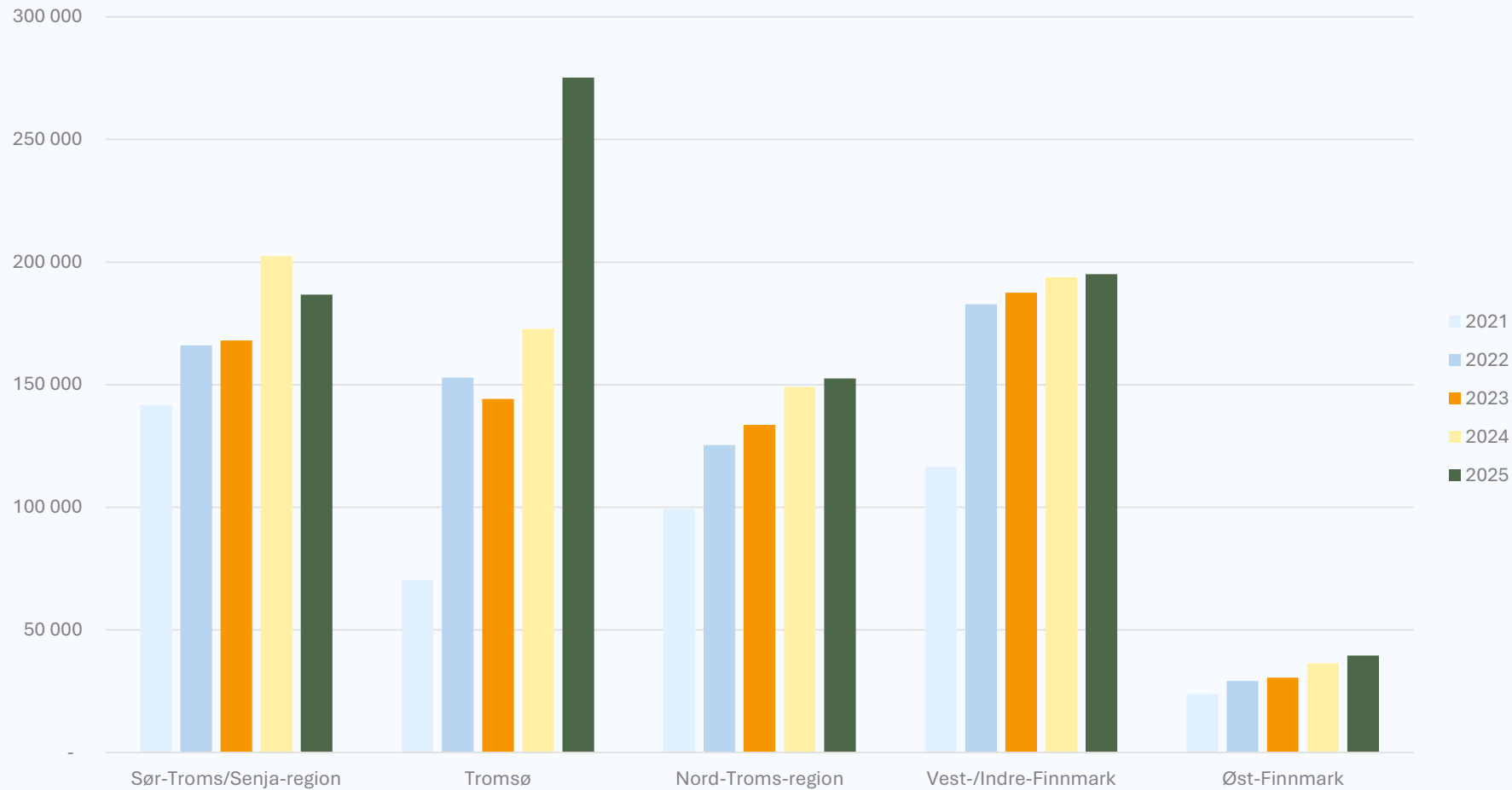
Hoteller, campingplasser/hyttegrender og vandrerrhjem i Troms, Finnmark og på Svalbard
Antall kommersielle utenlandske overnattinger 2021-2025



Troms, Finnmark og på Svalbard, campingplasser, hyttegrender og vandrehjem, totalt



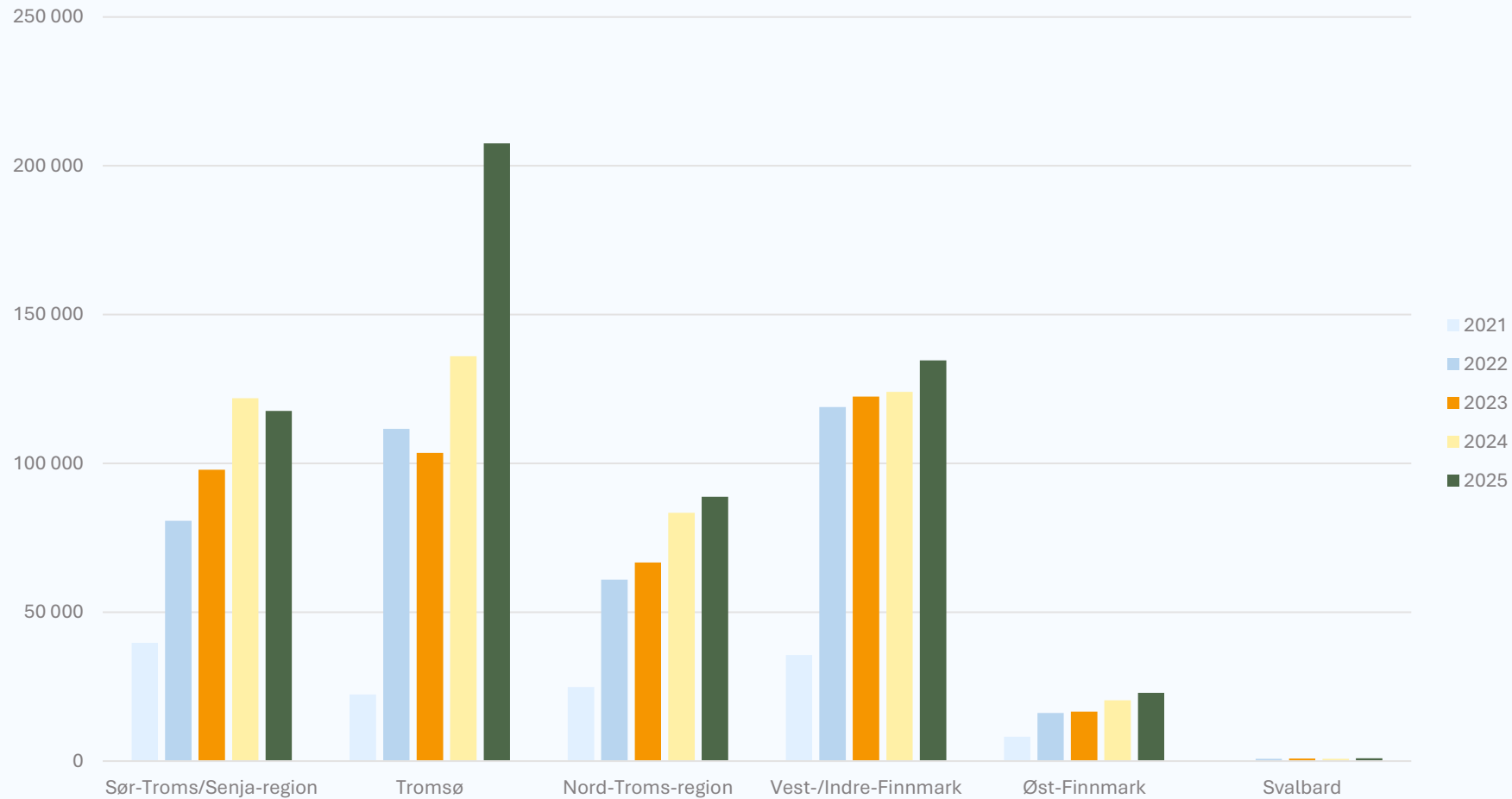
Campingplasser, hyttegrender og vandrehjem i Troms, Finnmark og på Svalbard
Antall totale overnattinger 2021-2025



Troms, Finnmark og på Svalbard, campingplasser, hyttegrender og vandrehjem, utland



Campingplasser, hyttegrender og vandrehjem Troms, Finnmark og på Svalbard
Antall utenlandske overnattinger 2021-2025

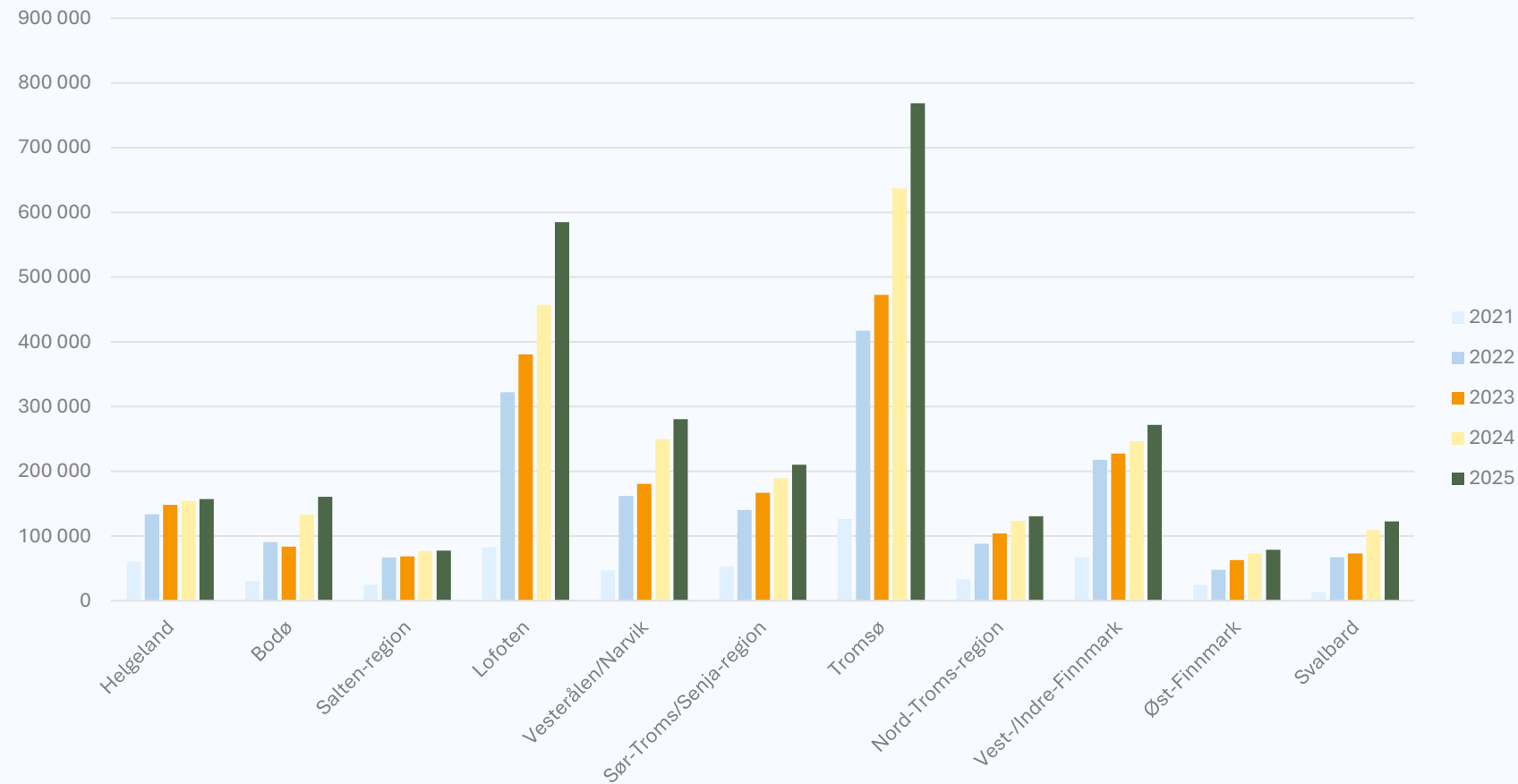




Overnattinger i Nord-Norge, utland

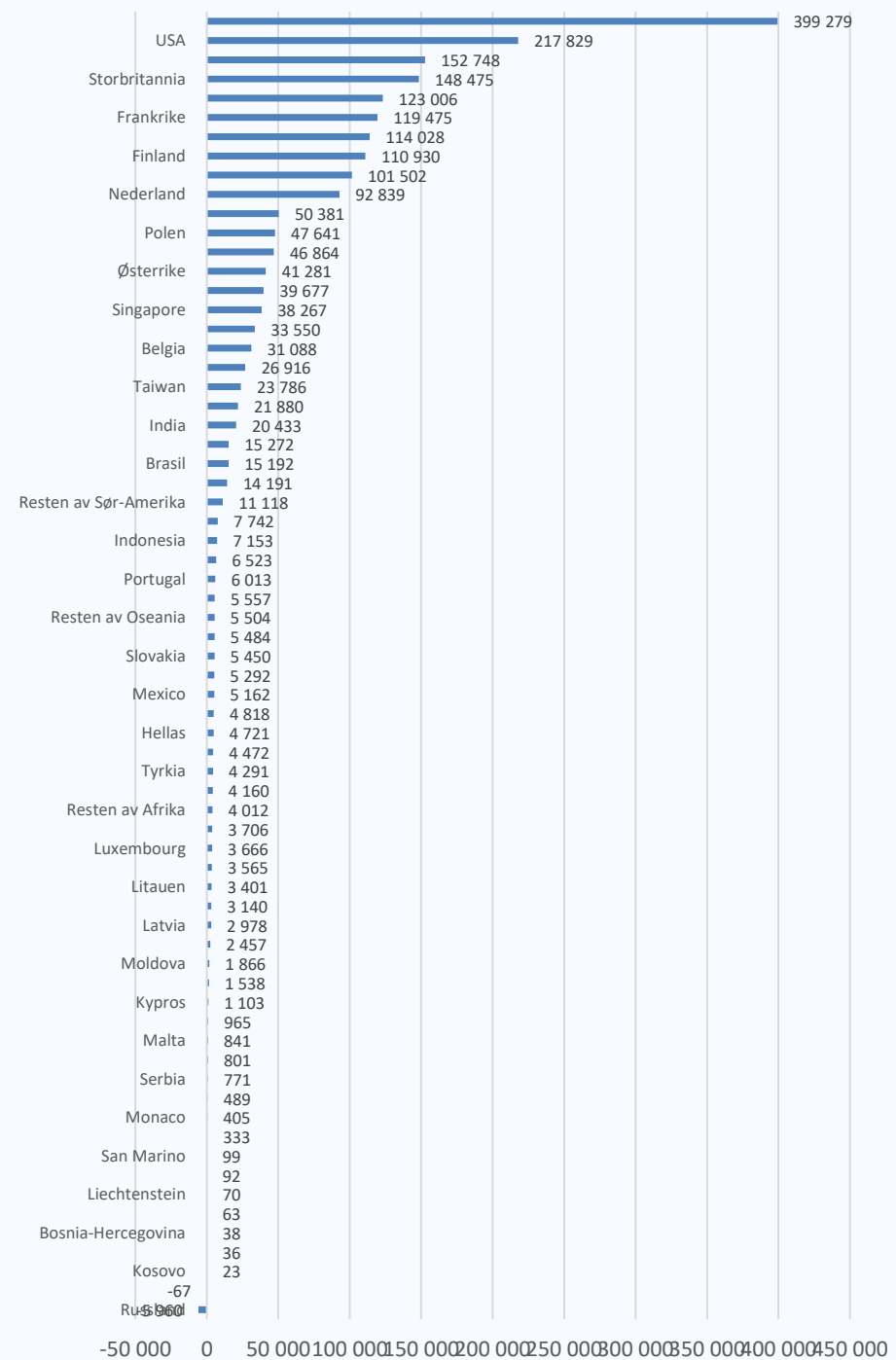
Hoteller, campingplasser/hyttetrender og vandrerhjem i Nordland, Troms, Finnmark og på Svalbard

Antall kommersielle utenlandske overnattinger 2021-2025

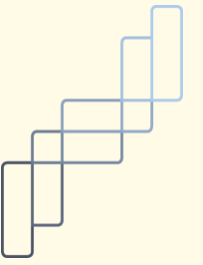


Markedsutvikling totalt med vandrehjem 2021-2025

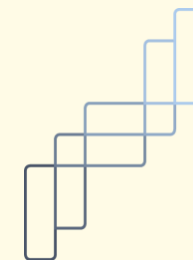
ENDRINGER I ANTALL UTENLANDSKE
KOMMERSIELLE OVERNATTINGER I
NORD-NORGE 2021-2025



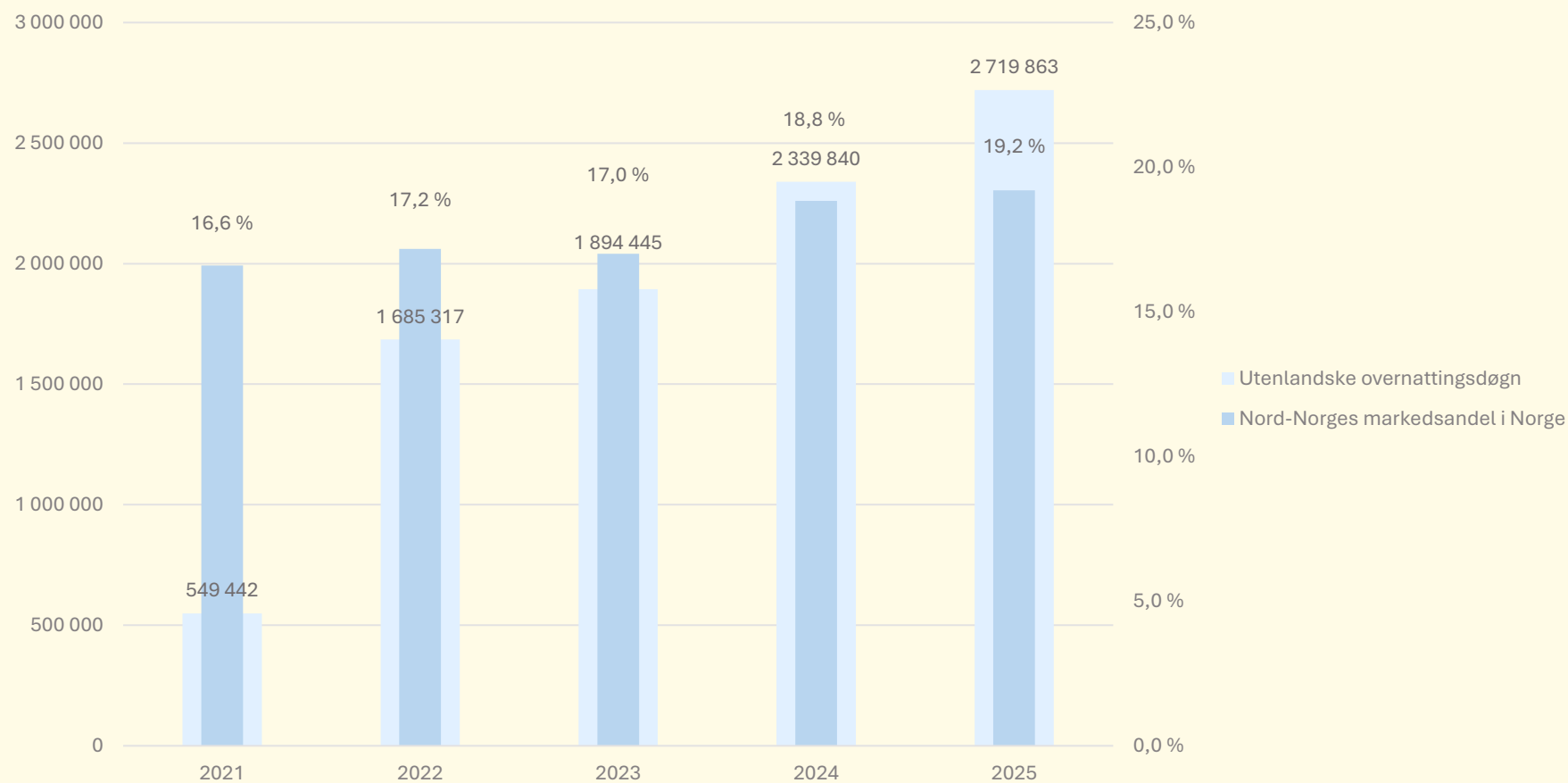
Geografiske markeder



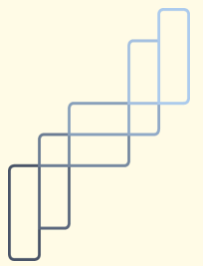
Utland



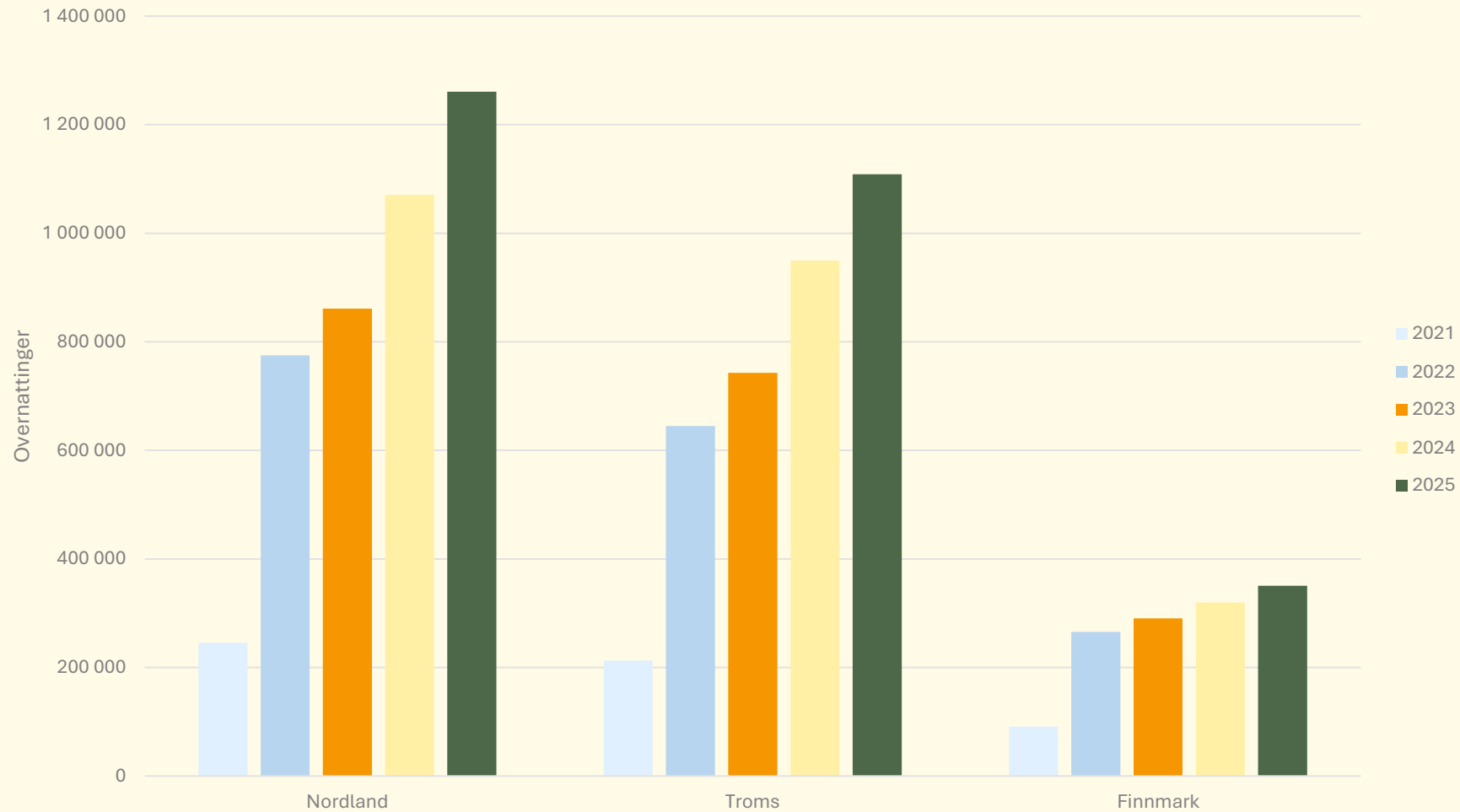
Nord-Norge vs Norge totalt
Utenlandske overnattinger i Nord-Norge og Nord-Norges markedsandel i Norge 2021-2025



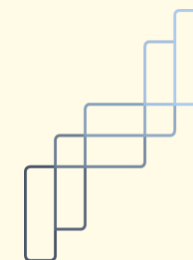
Utland



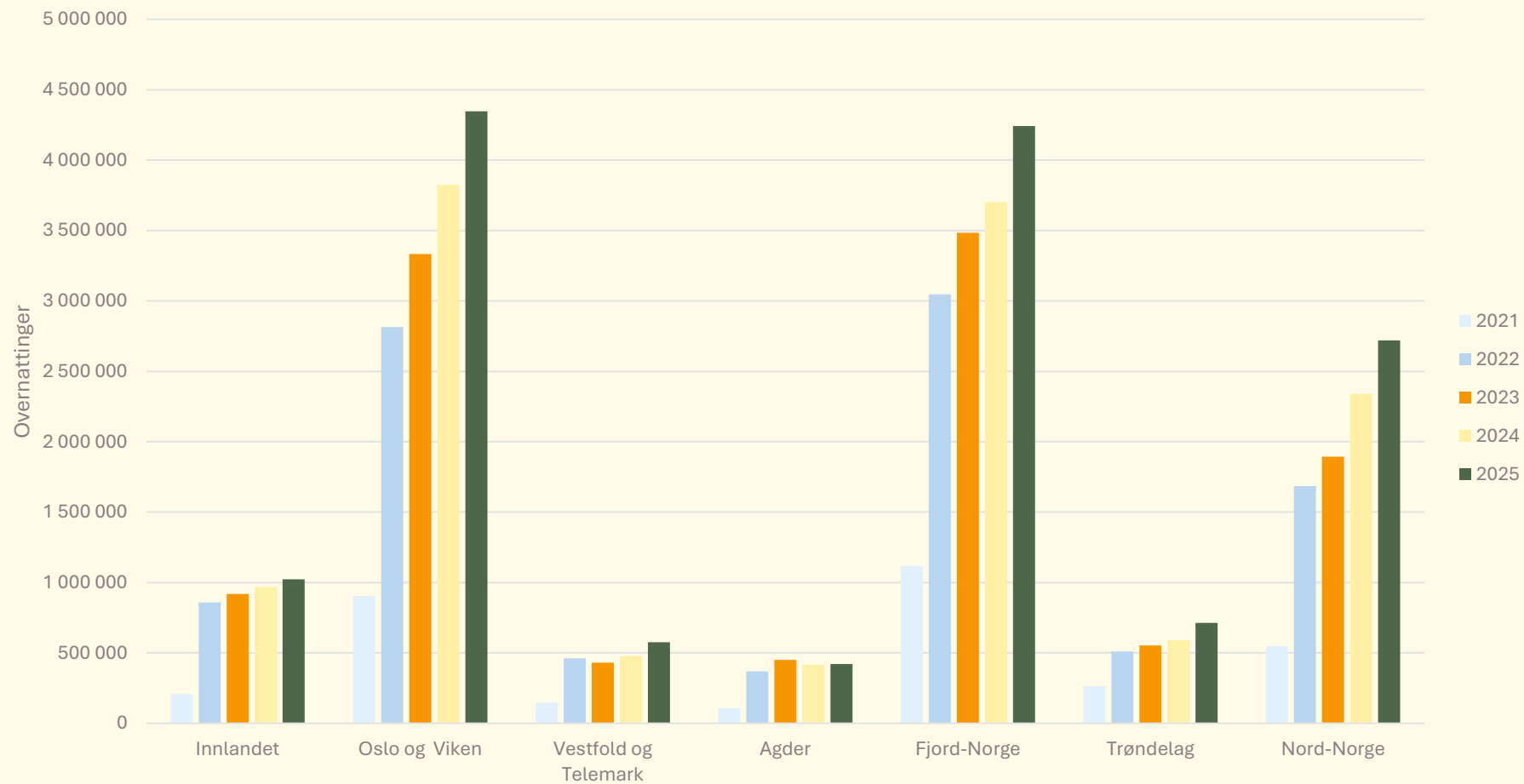
Utvikling utenlandske overnattinger i Nord-Norge 2021-2025



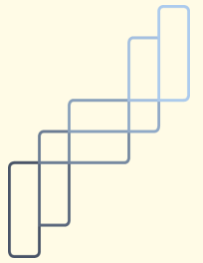
Utland



Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling utenlandske overnattinger 2021-2025



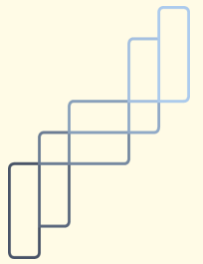
Eksisterende sterke markeder



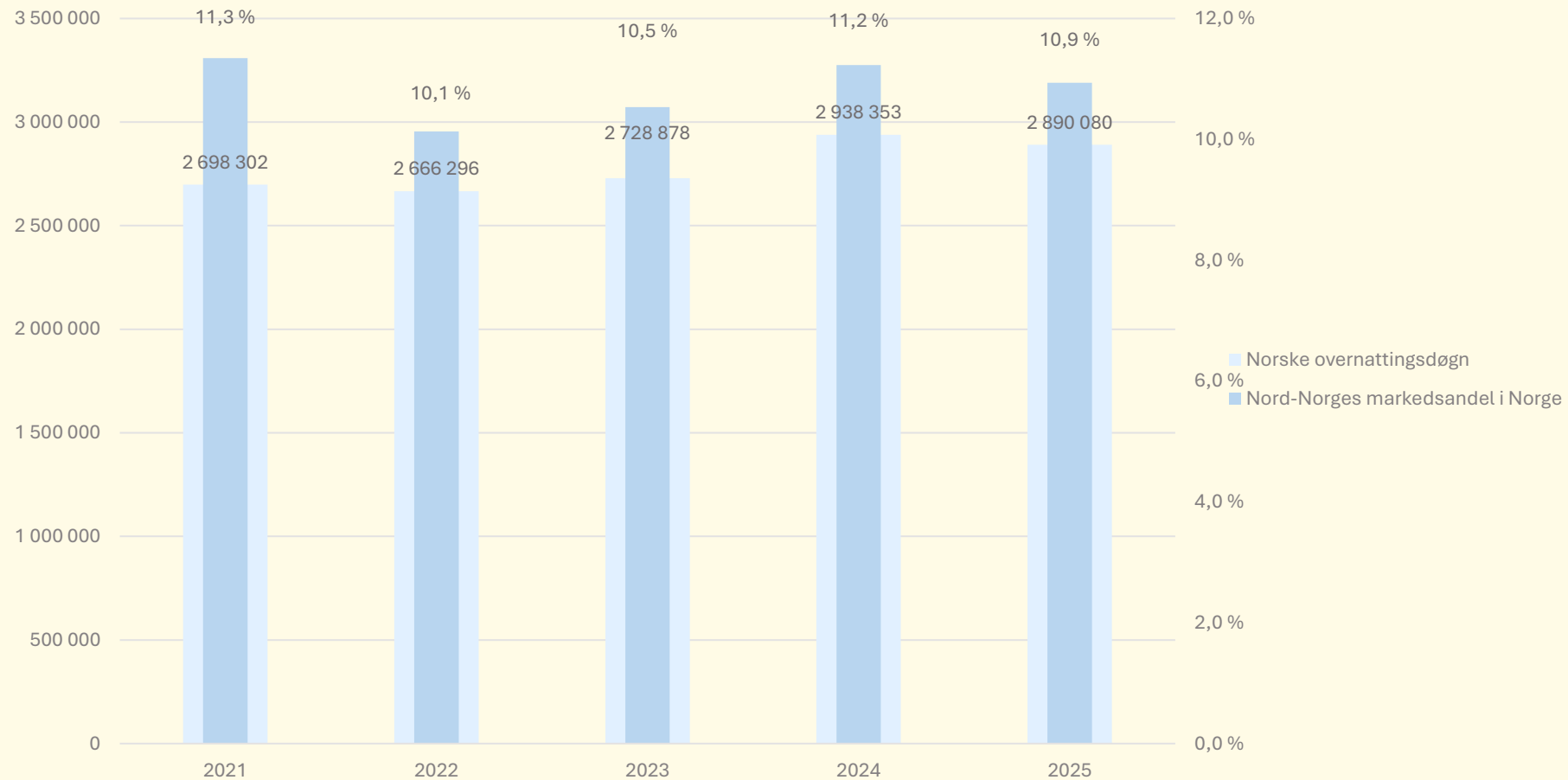
VEDLIKEHOLDE KJERNEMARKEDER

- Norge
- Tyskland
- Storbritannia
- Nederland
- Sveits
- Sverige
- Finland

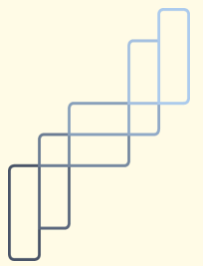
Norge



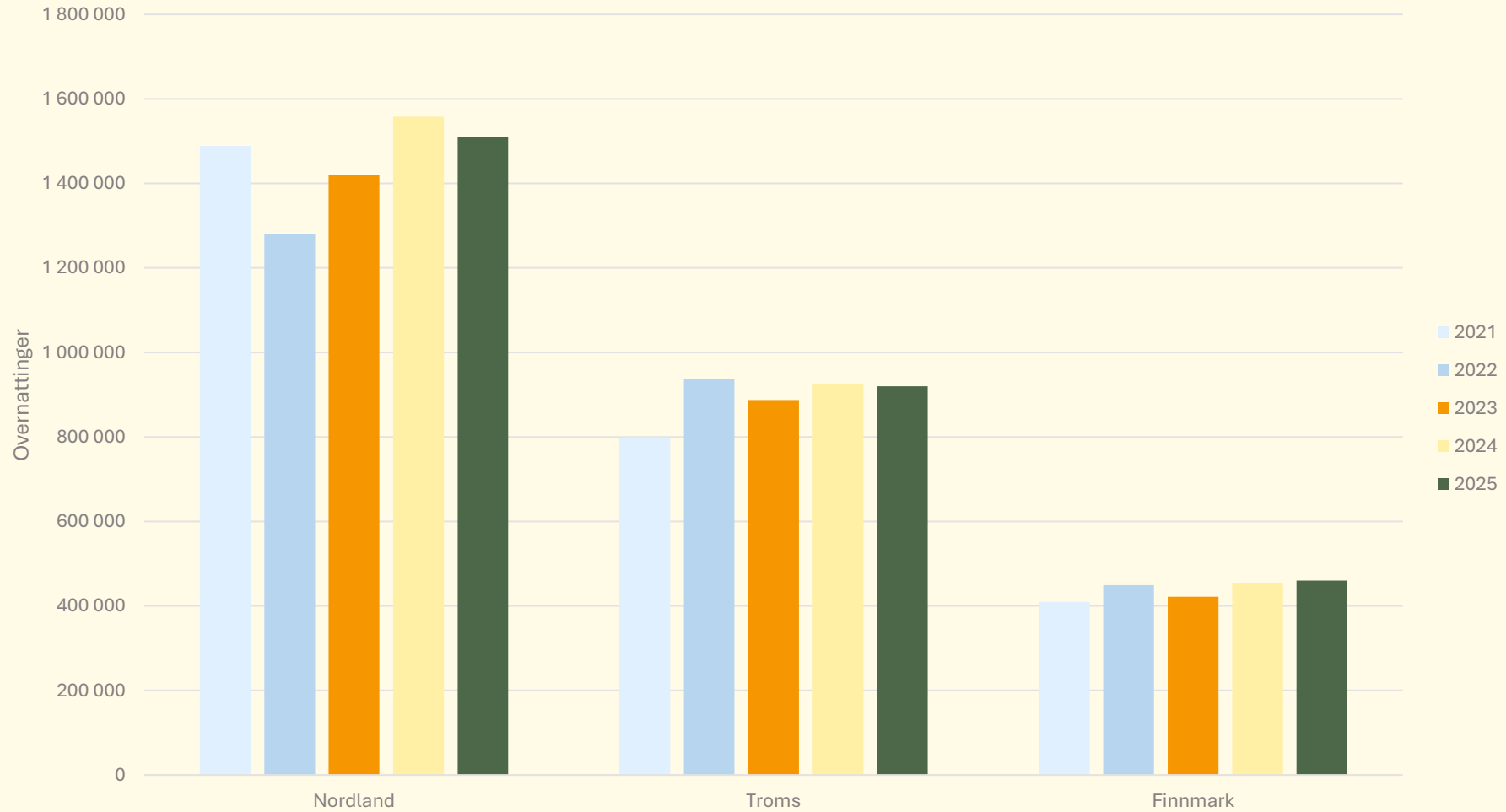
Nord-Norge vs Norge totalt
Norske overnattinger i Nord-Norge og Nord-Norges markedsandel i Norge 2021-2025



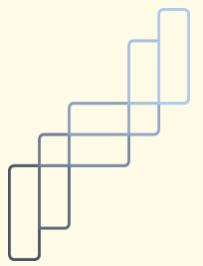
Norge



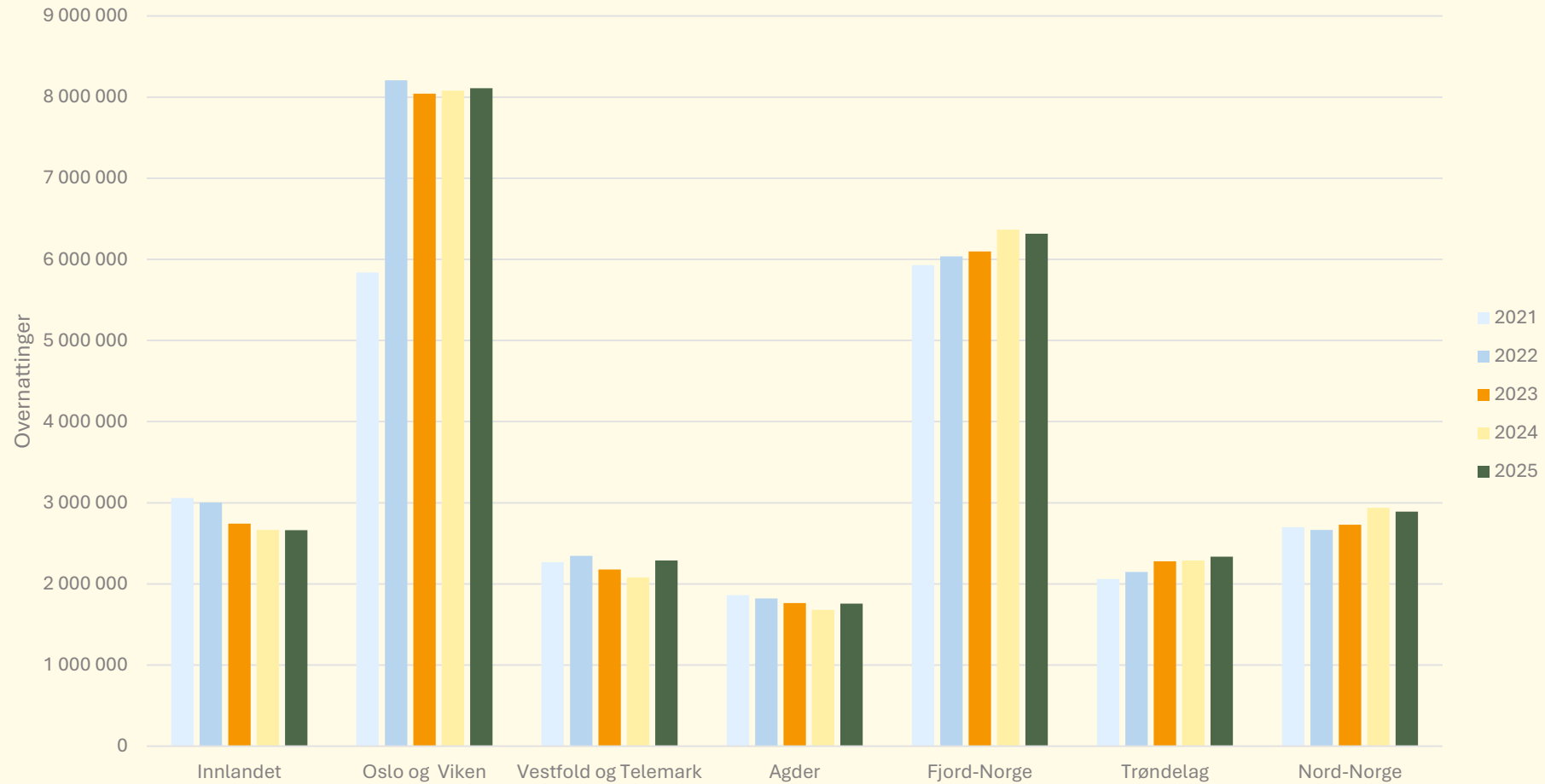
Utvikling norske overnattinger i Nord-Norge 2021-2025



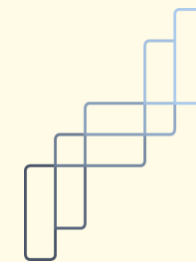
Norge



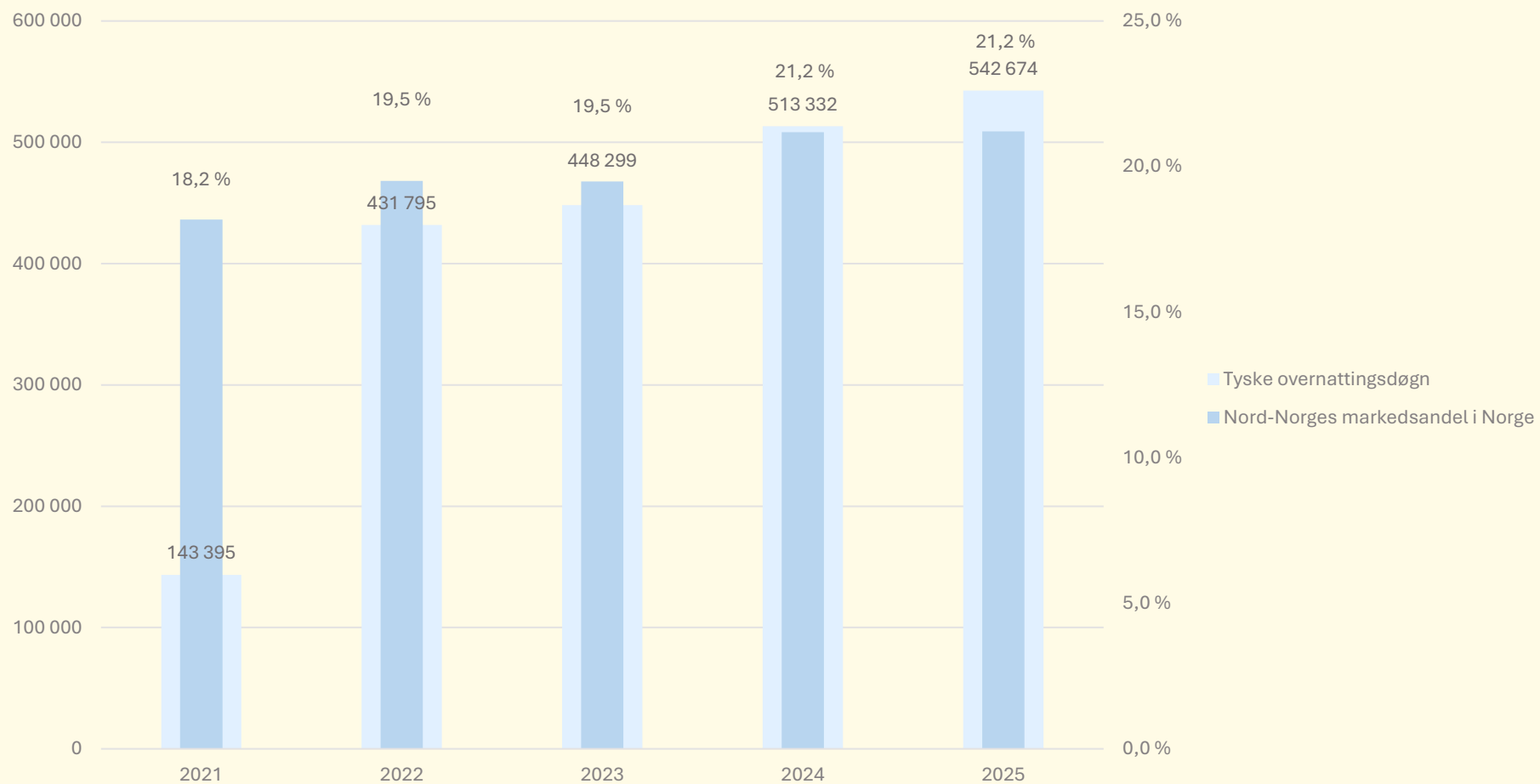
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling norske overnattinger 2021-2025



Tyskland



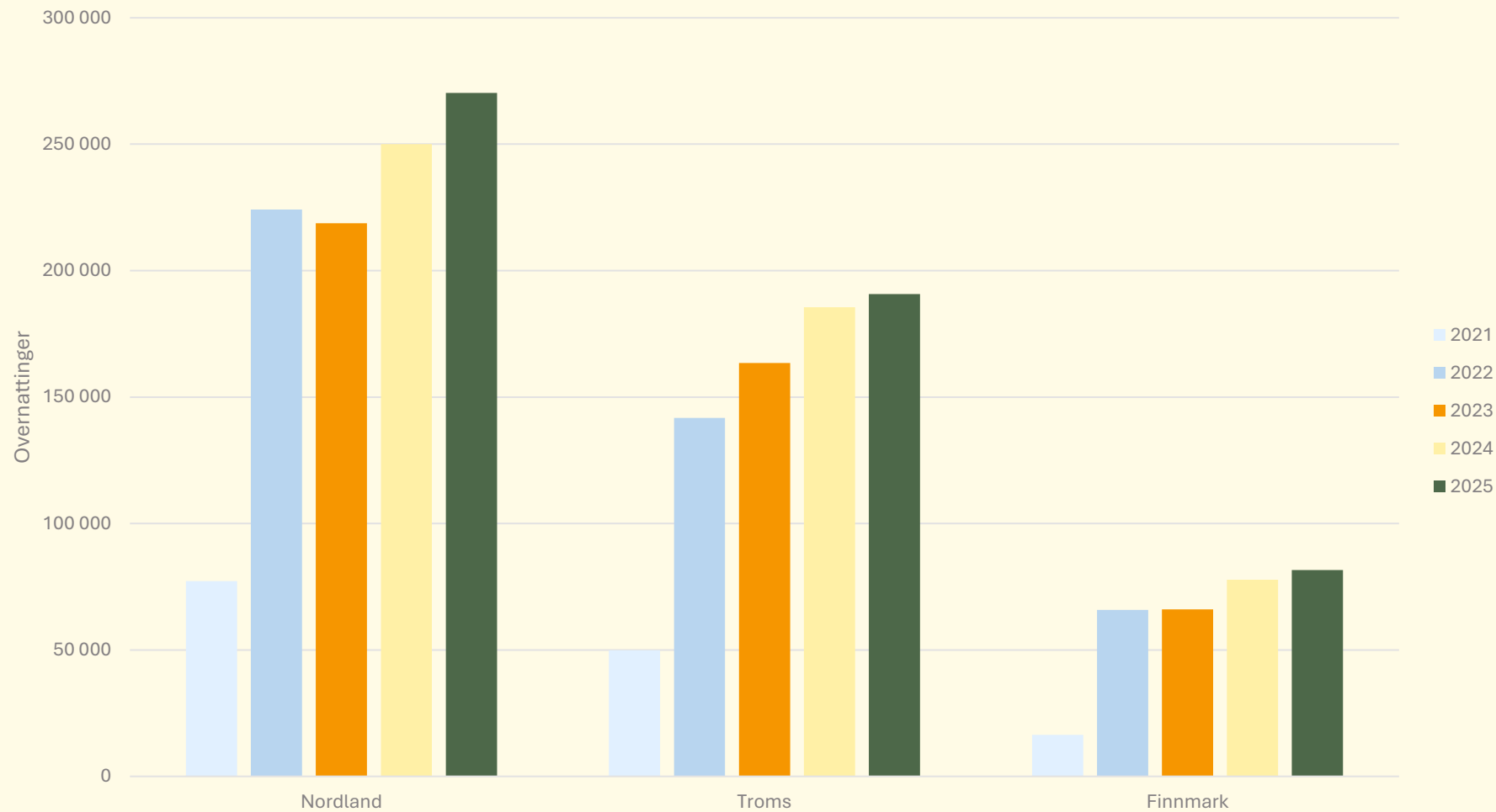
Nord-Norge vs Norge totalt
Tyske overnattinger i Nord-Norge og Nord-Norges markedsandel i Norge 2021-2025



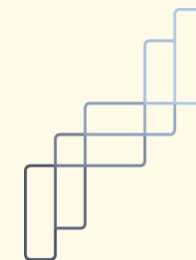
Tyskland



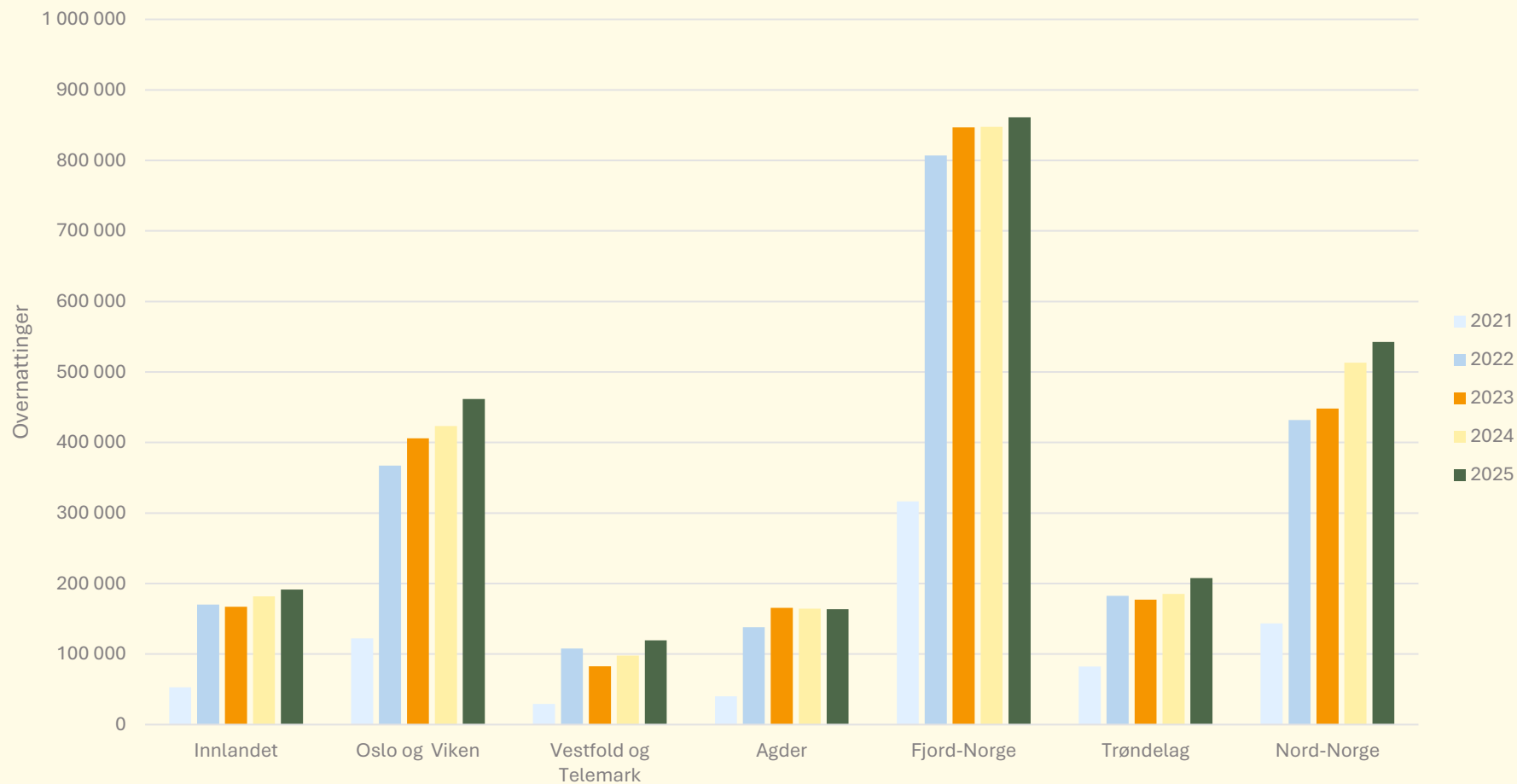
Utvikling tyske overnattinger i Nord-Norge 2021-2025



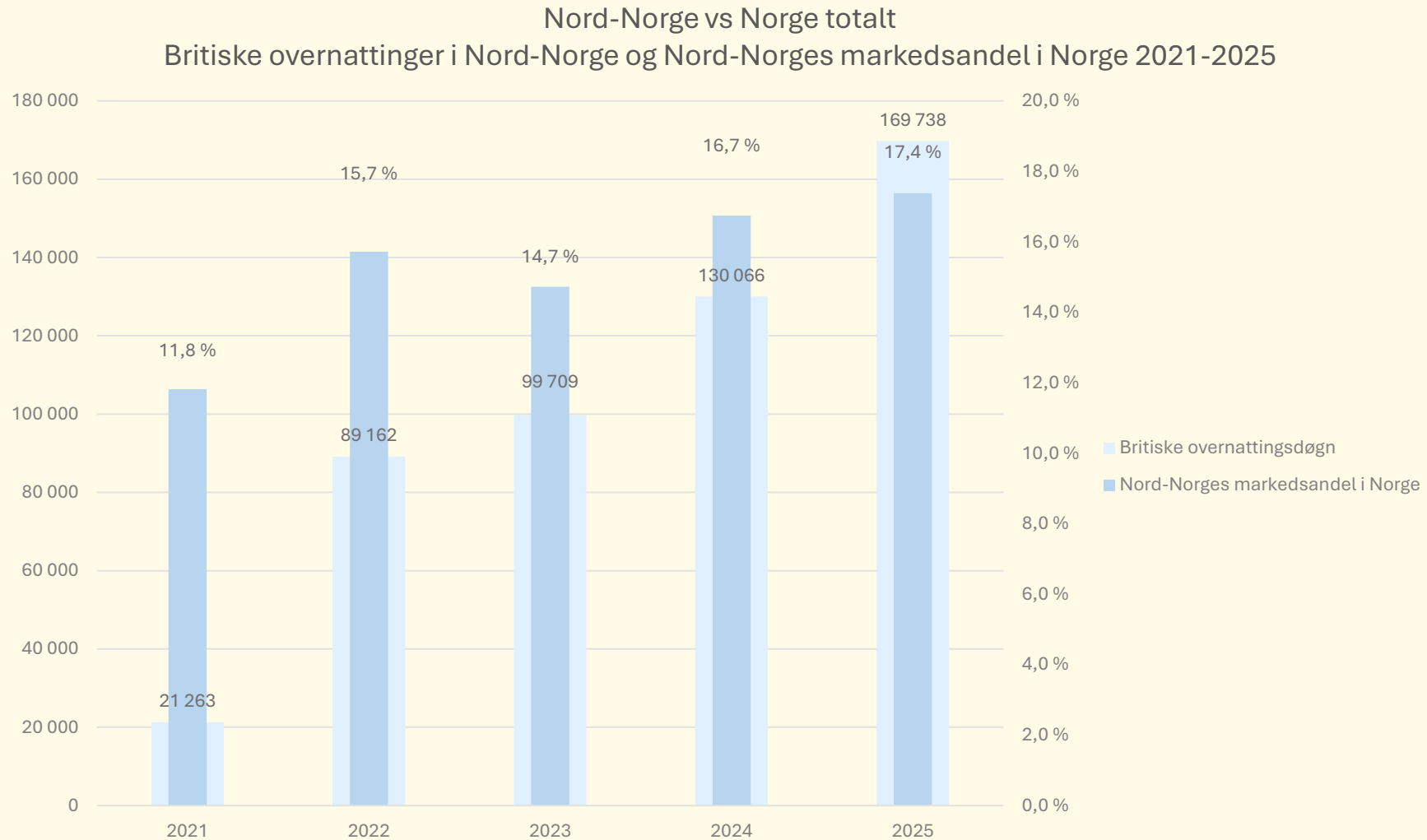
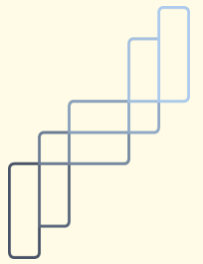
Tyskland



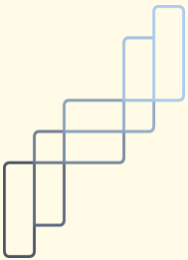
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling tyske overnattinger 2021-2025



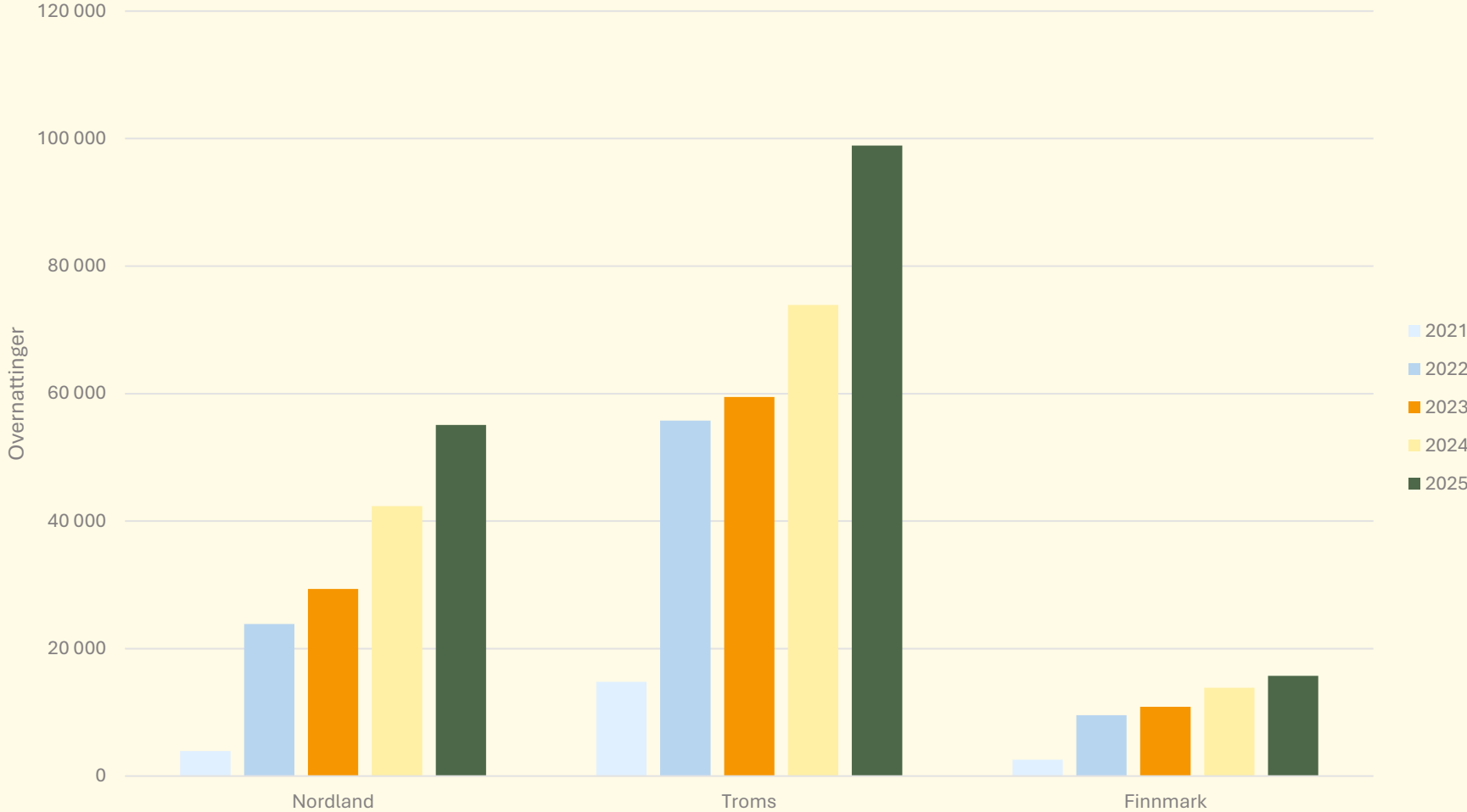
Storbritannia



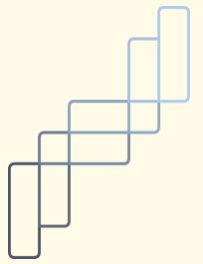
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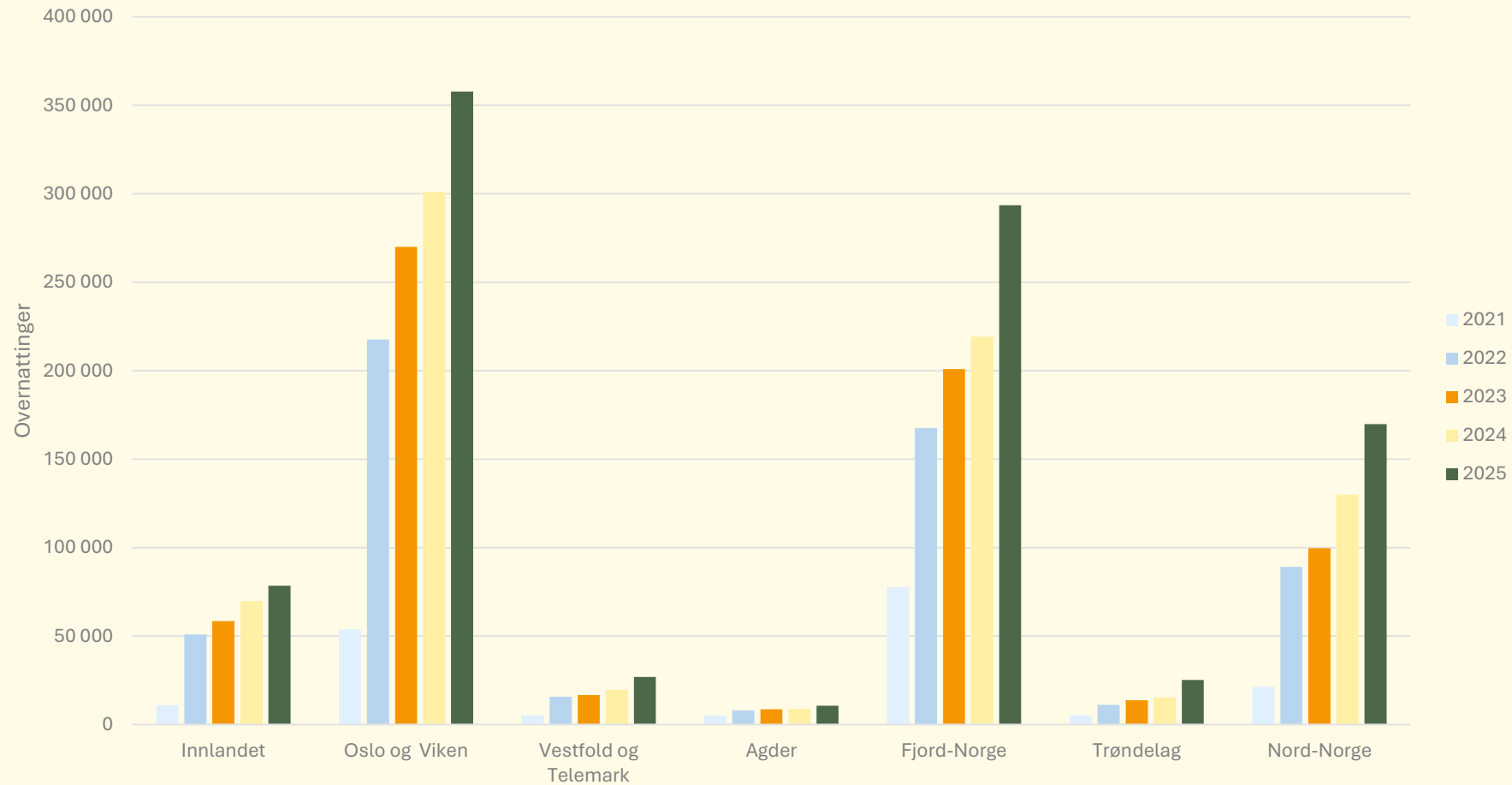
Utvikling britiske overnattinger i Nord-Norge 2021-2025



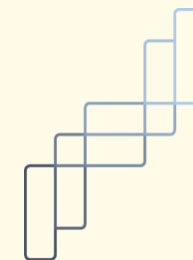
Storbritannia



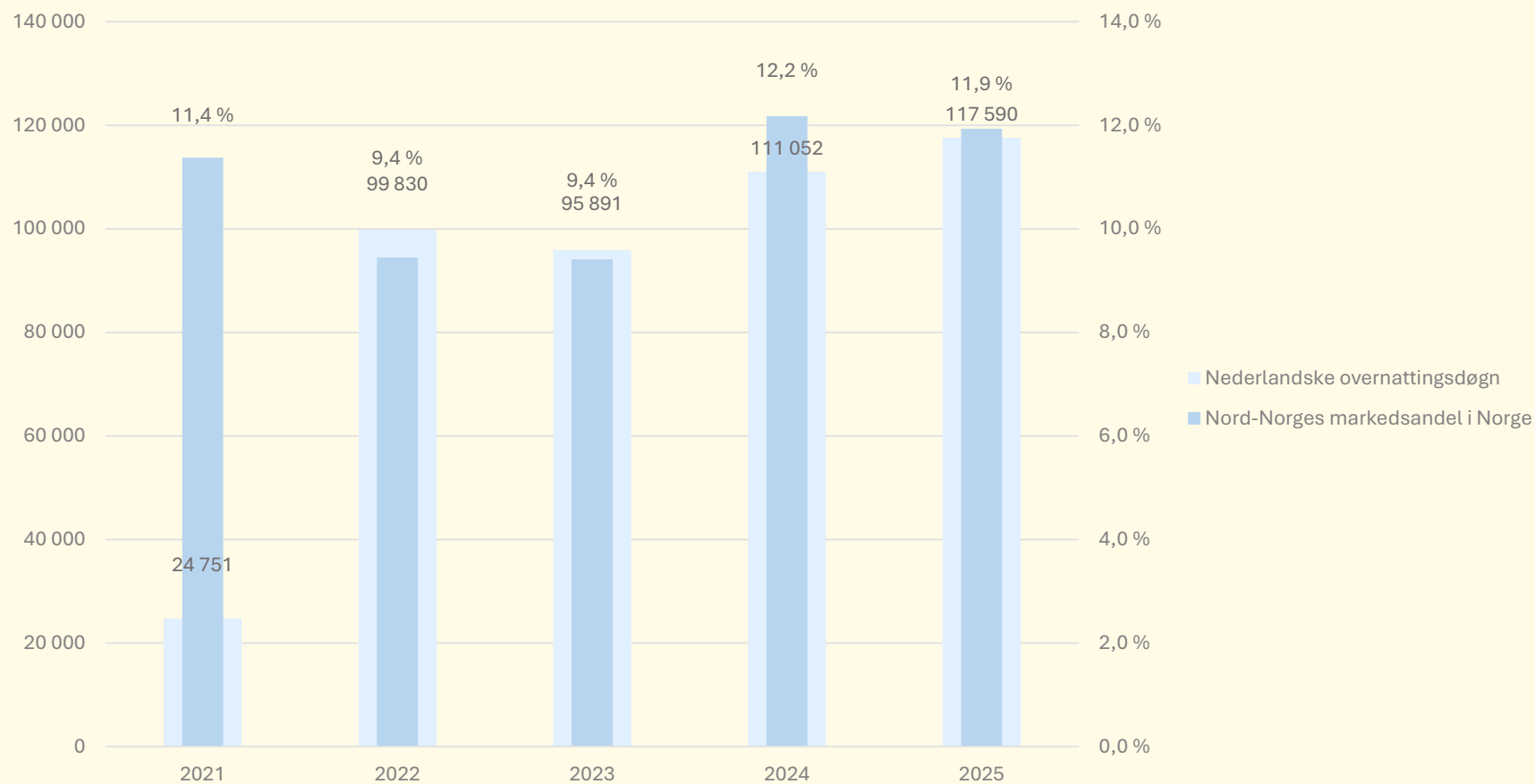
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling britiske overnattinger 2021-2025



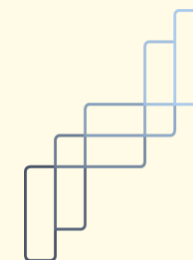
Nederland



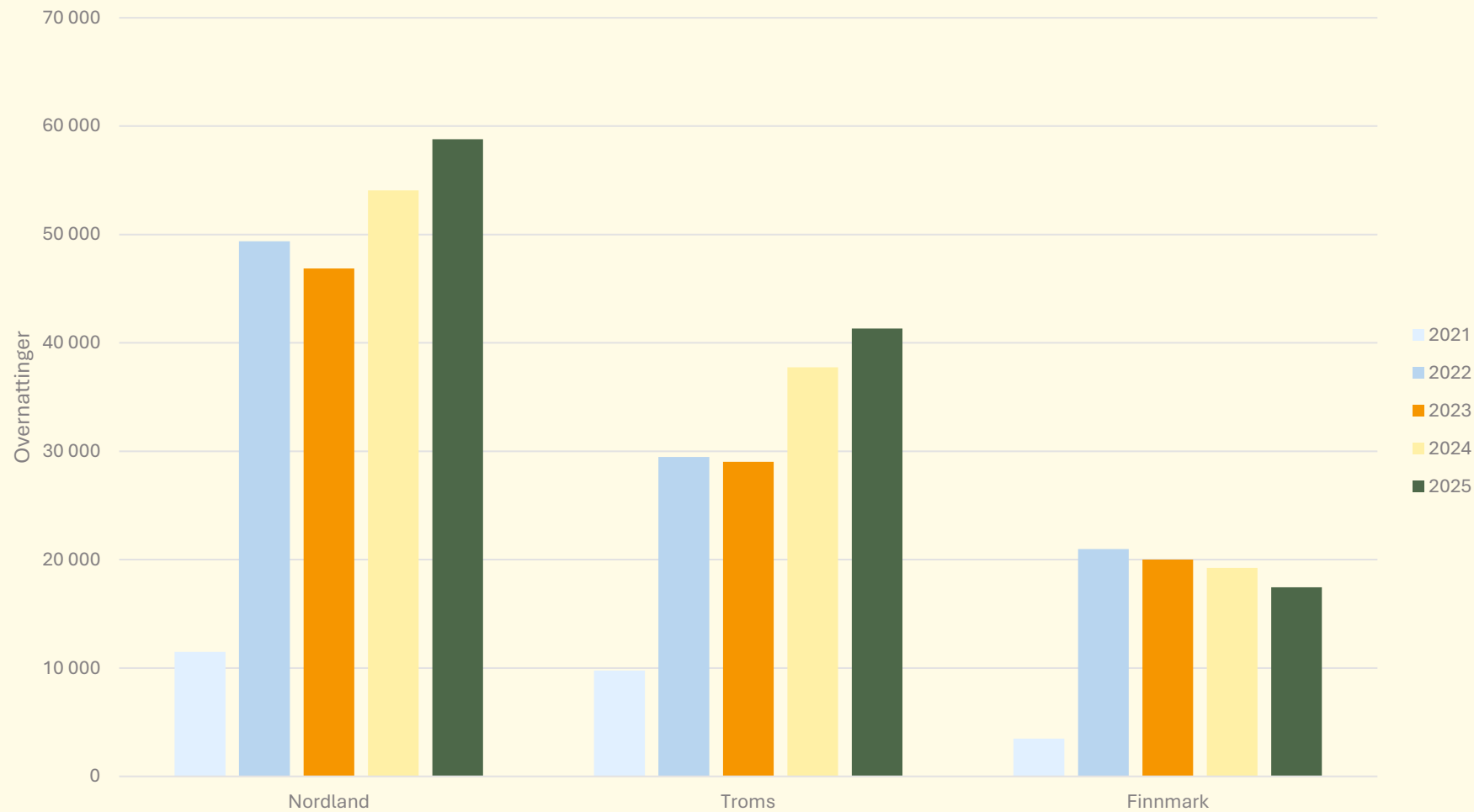
Nord-Norge vs Norge totalt
Nederlandske overnattinger i Nord-Norge og Nord-Norges markedsandel i Norge 2021-2025



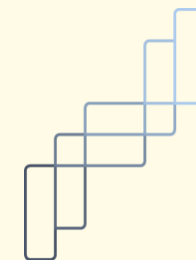
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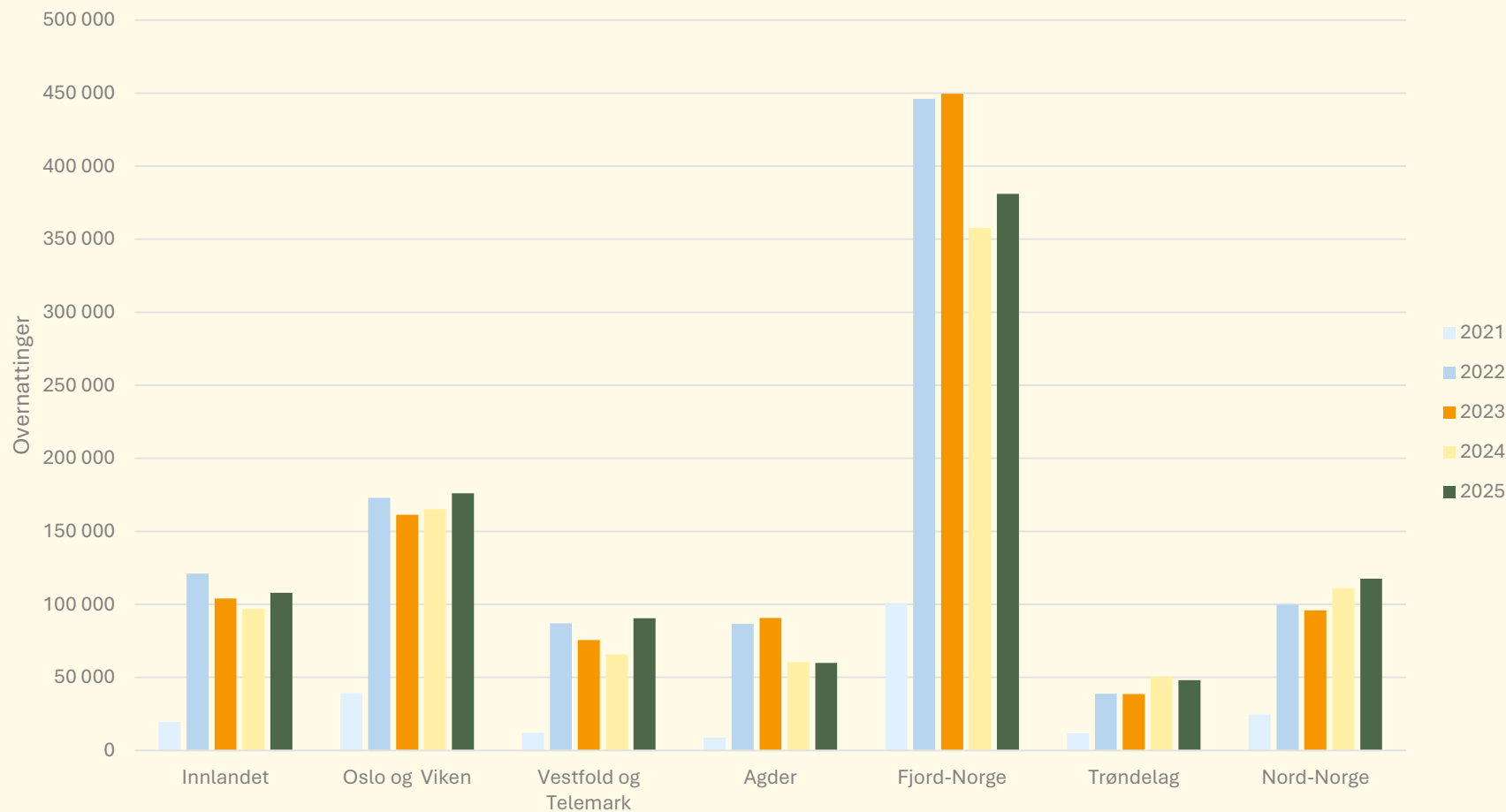
Utvikling nederlandske overnattinger i Nord-Norge 2021-2025



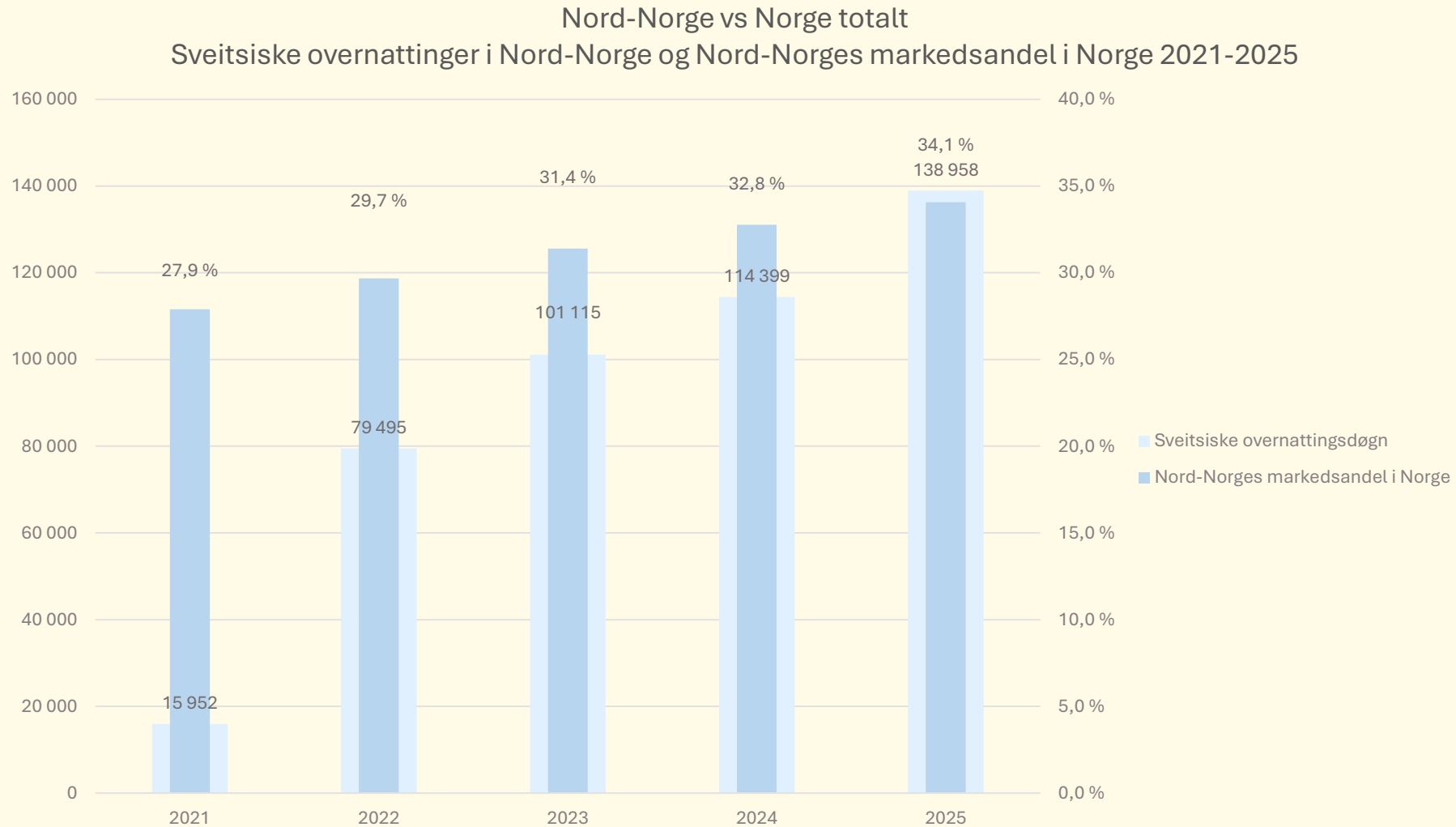
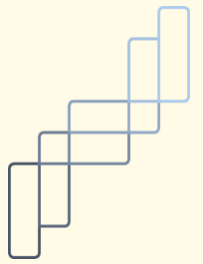
Nederland



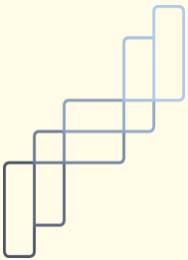
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling nederlandske overnattinger 2021-2025



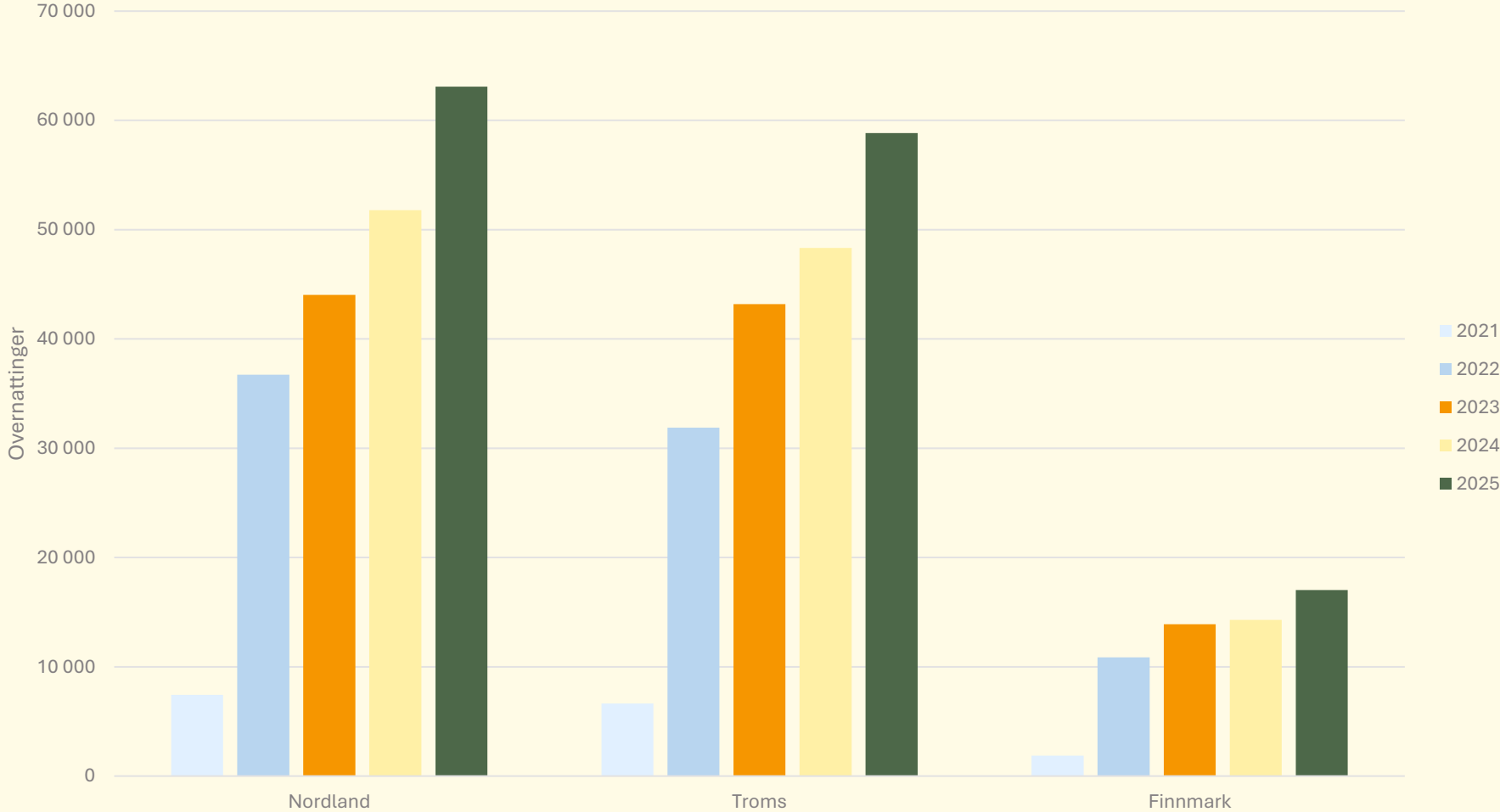
Sveits



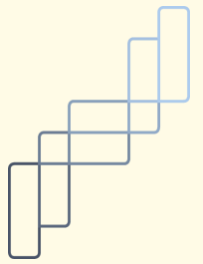
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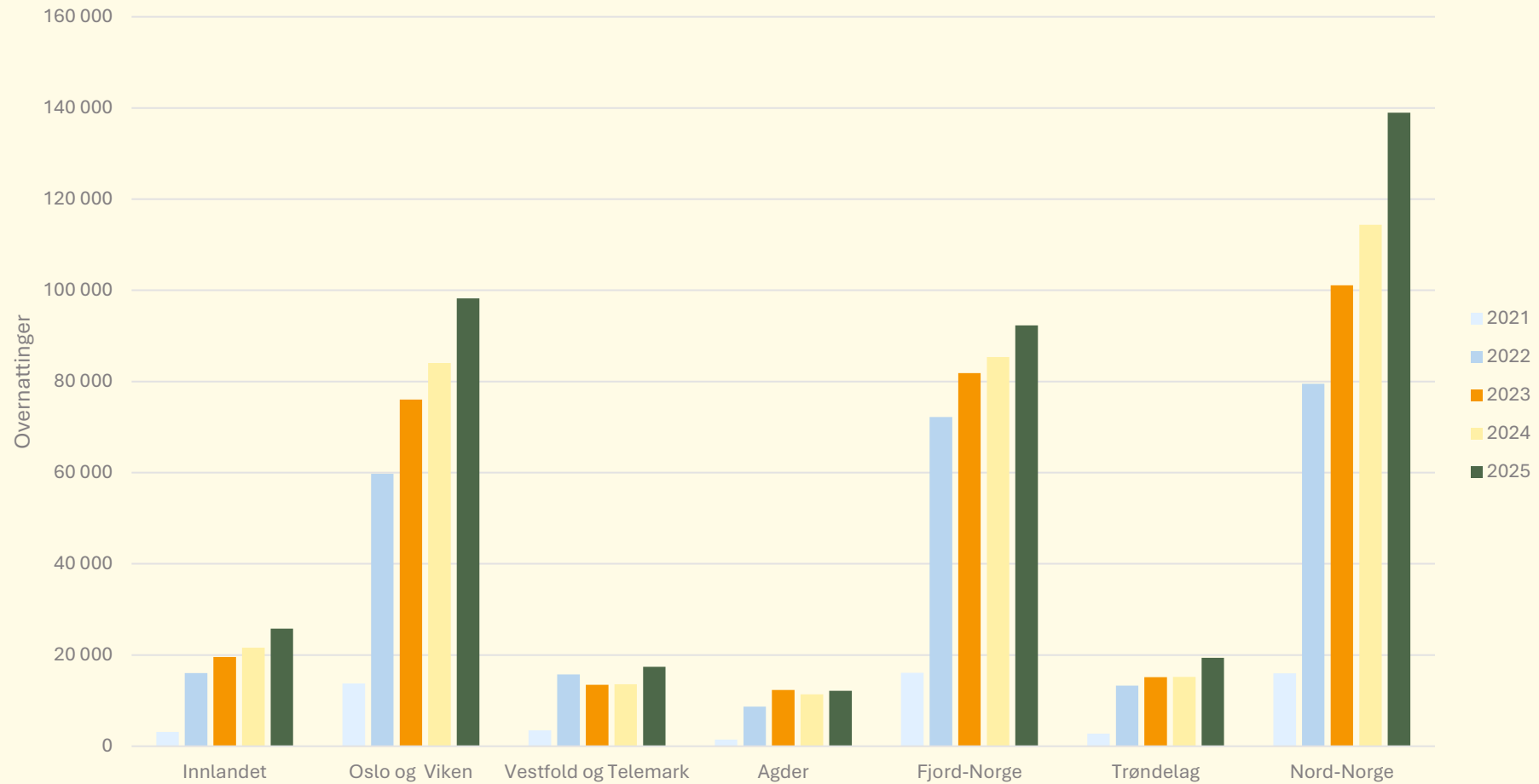
Utvikling sveitsiske overnattinger i Nord-Norge 2021-2025



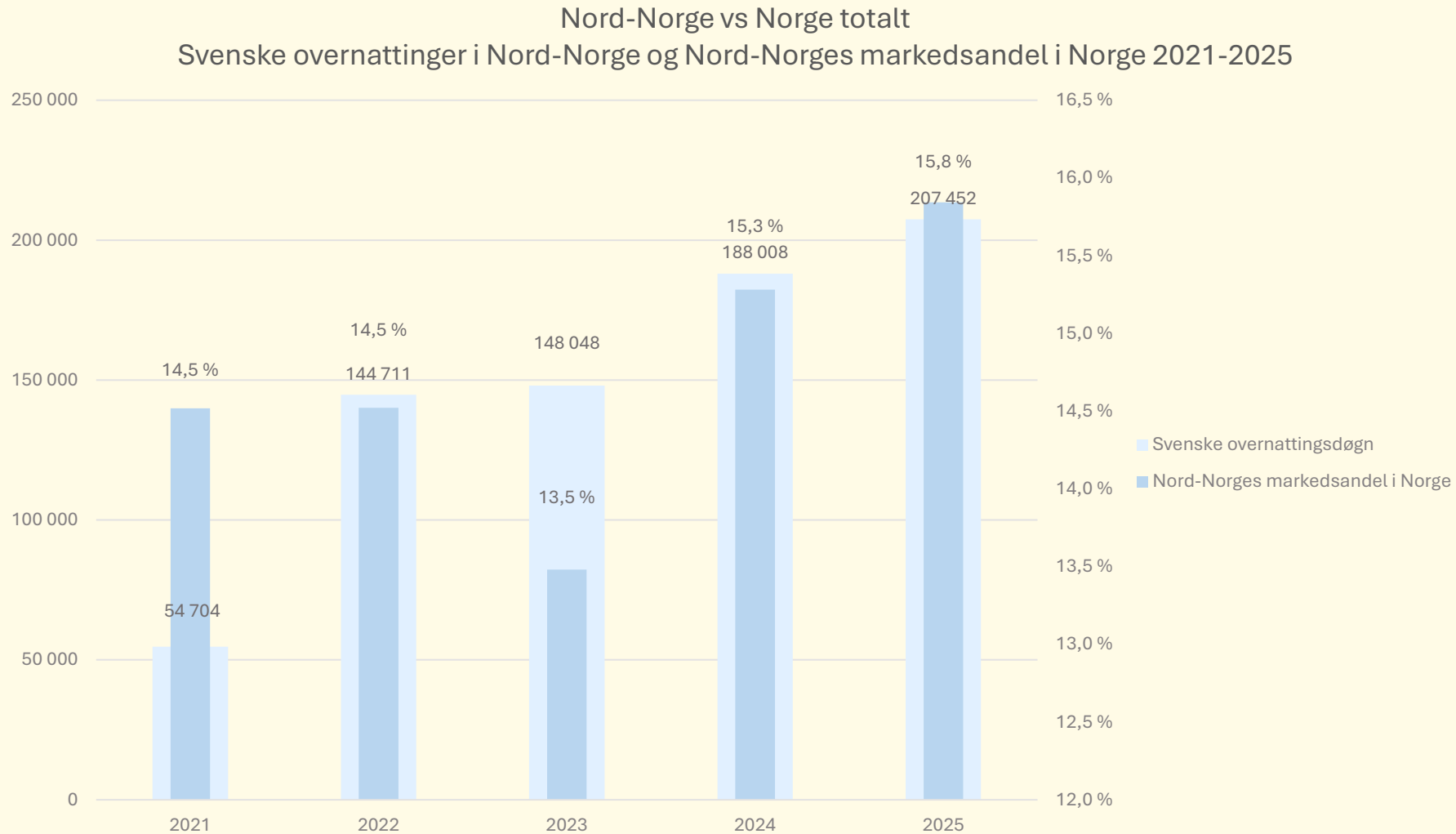
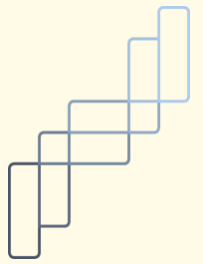
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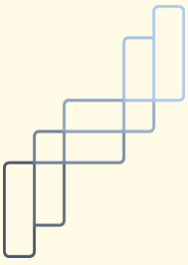
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling sveitsiske overnattinger 2021-2025



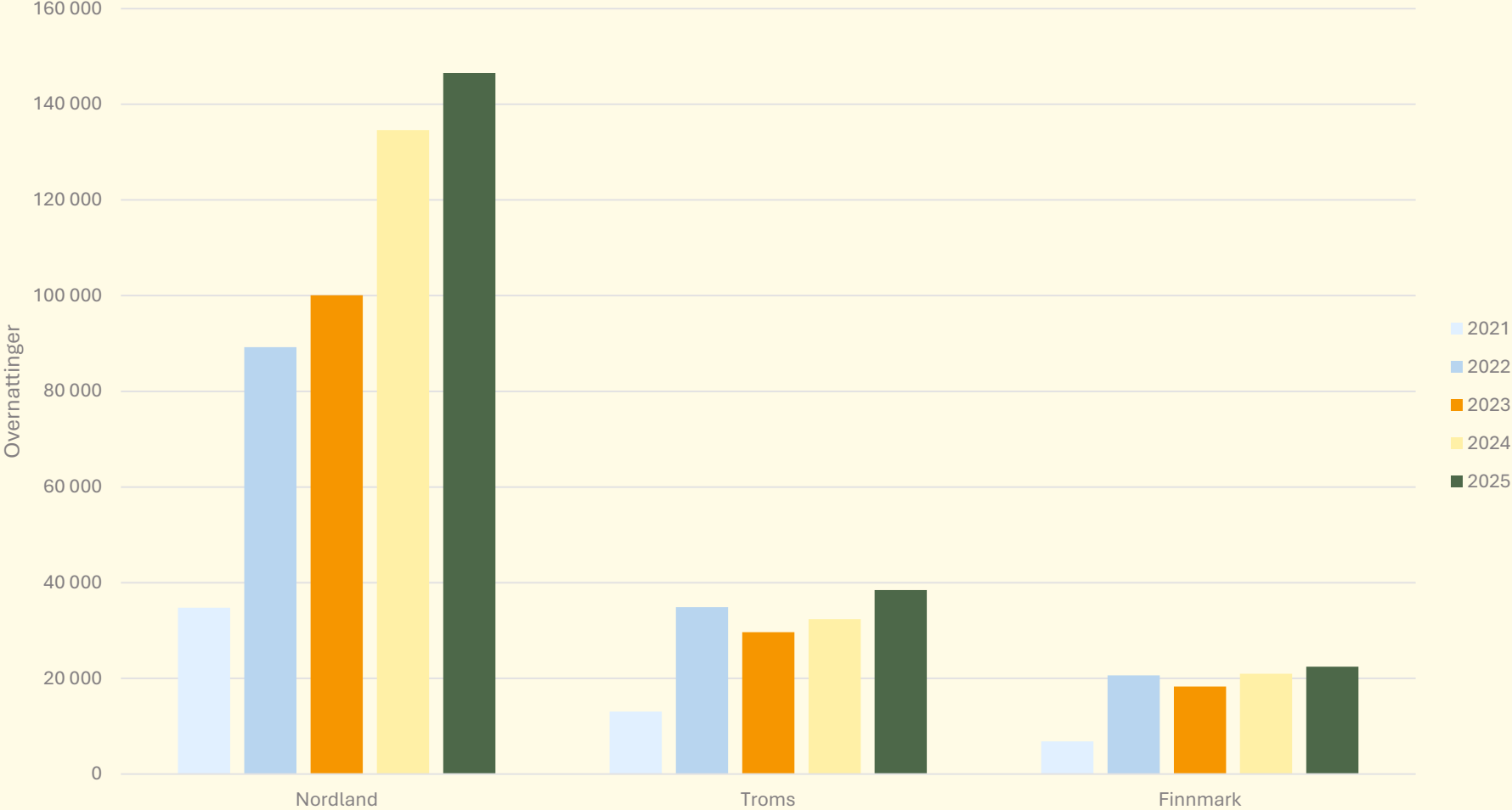
Sverige



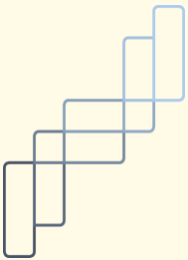
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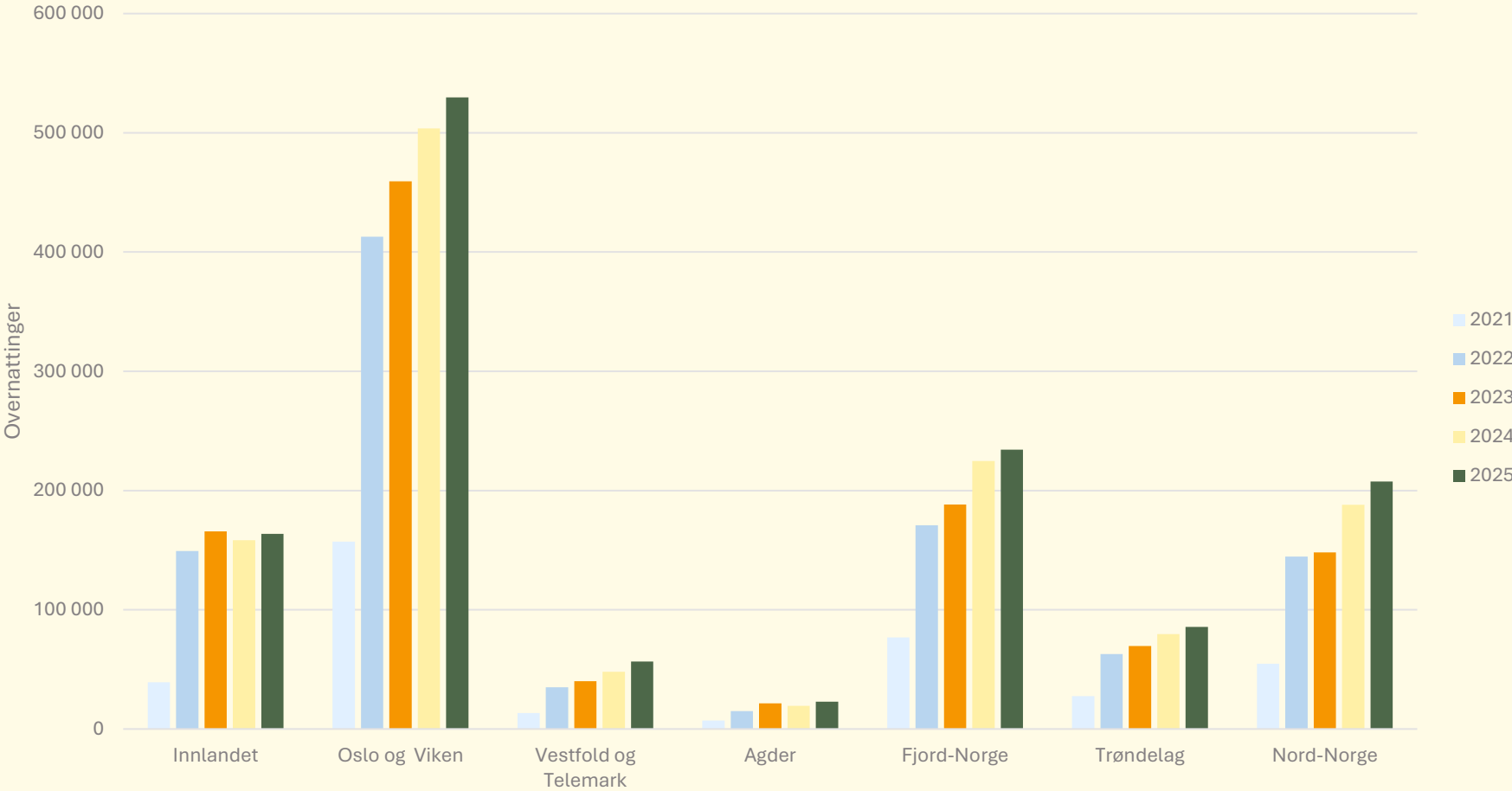
Utvikling svenske overnattinger i Nord-Norge 2021-2025



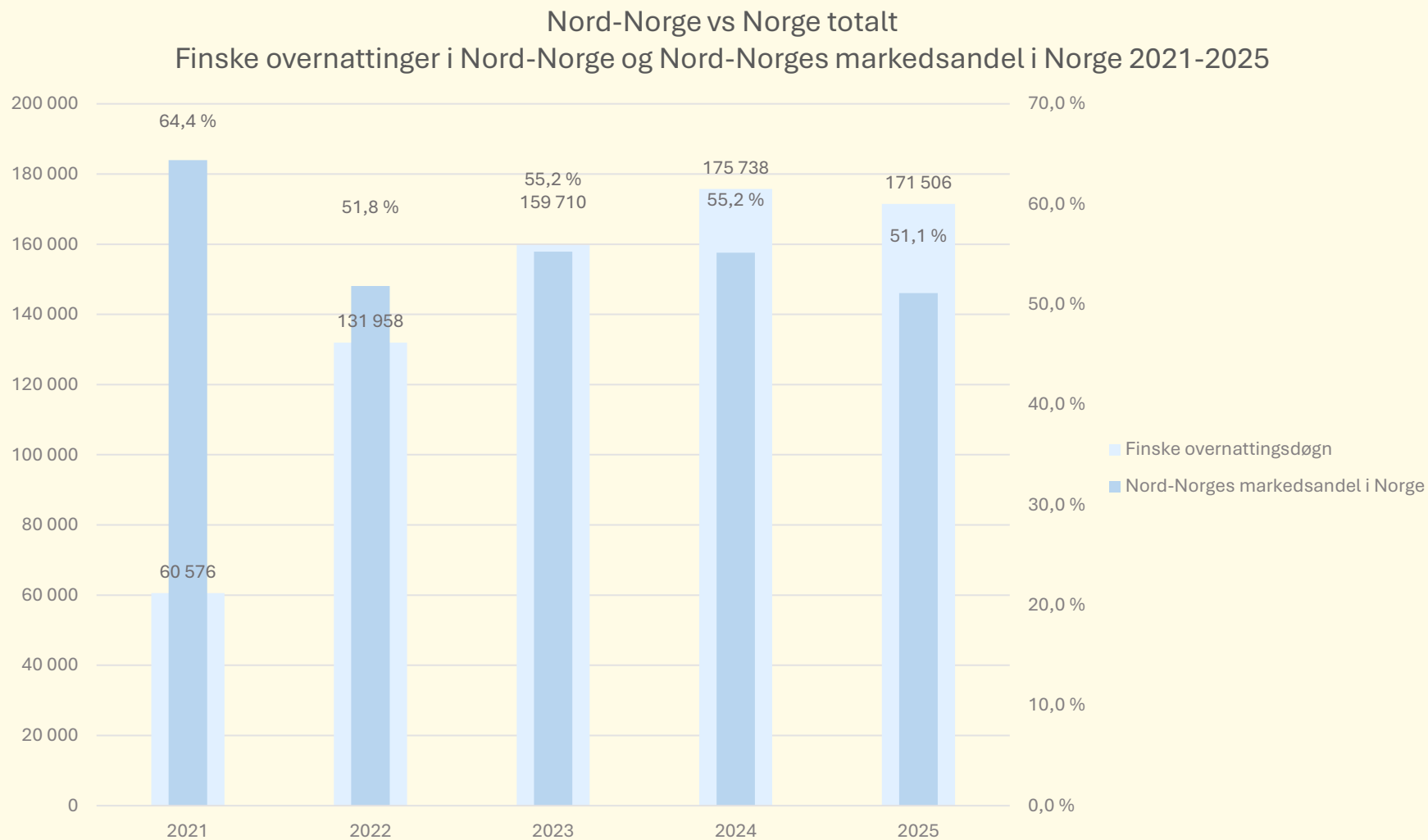
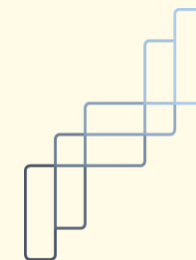
Sverige



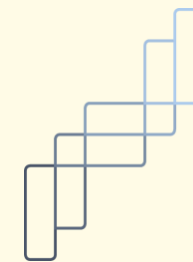
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling svenske overnattinger 2021-2025



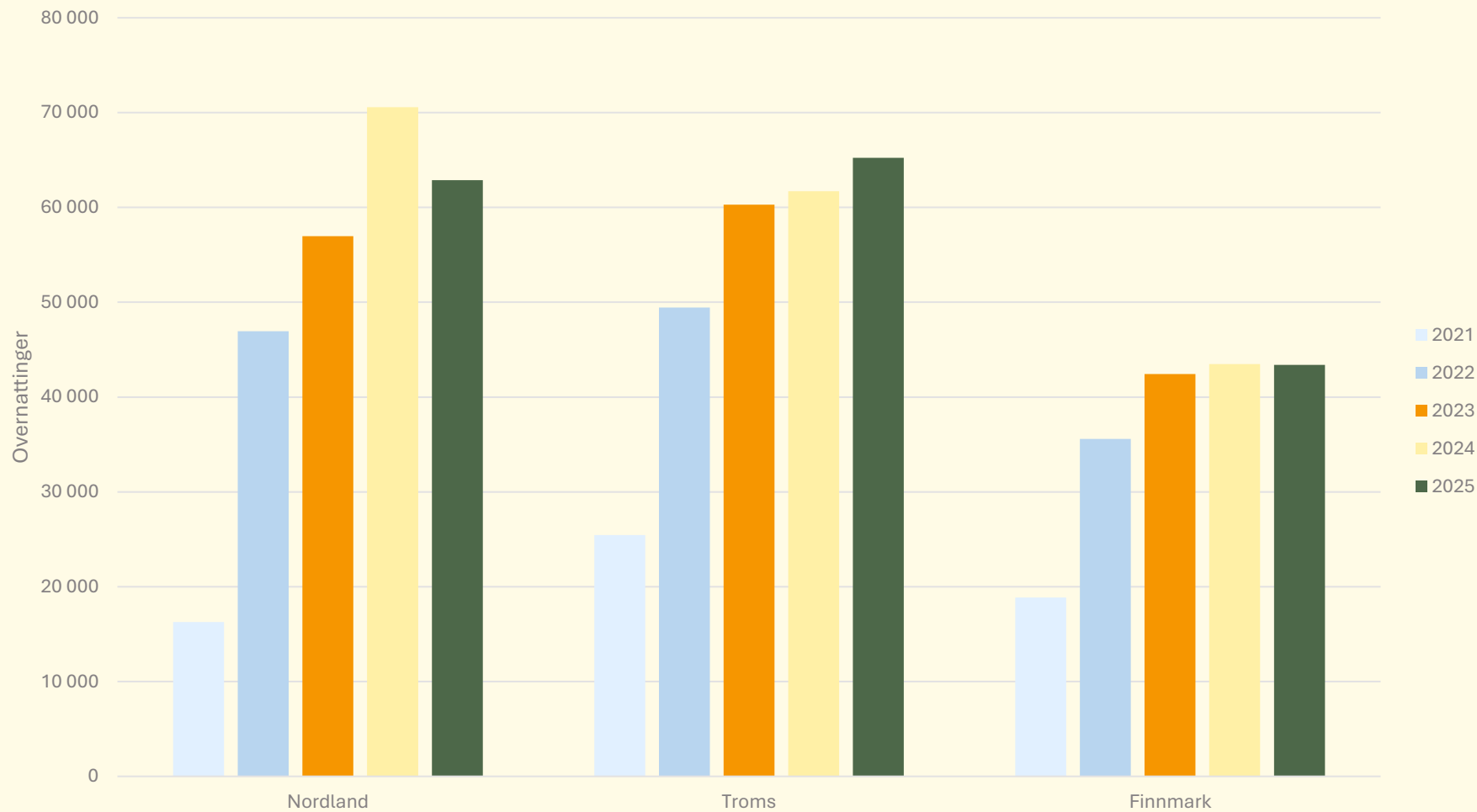
Finnland



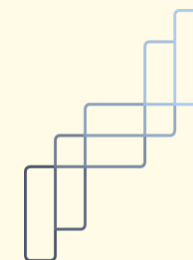
Finnland



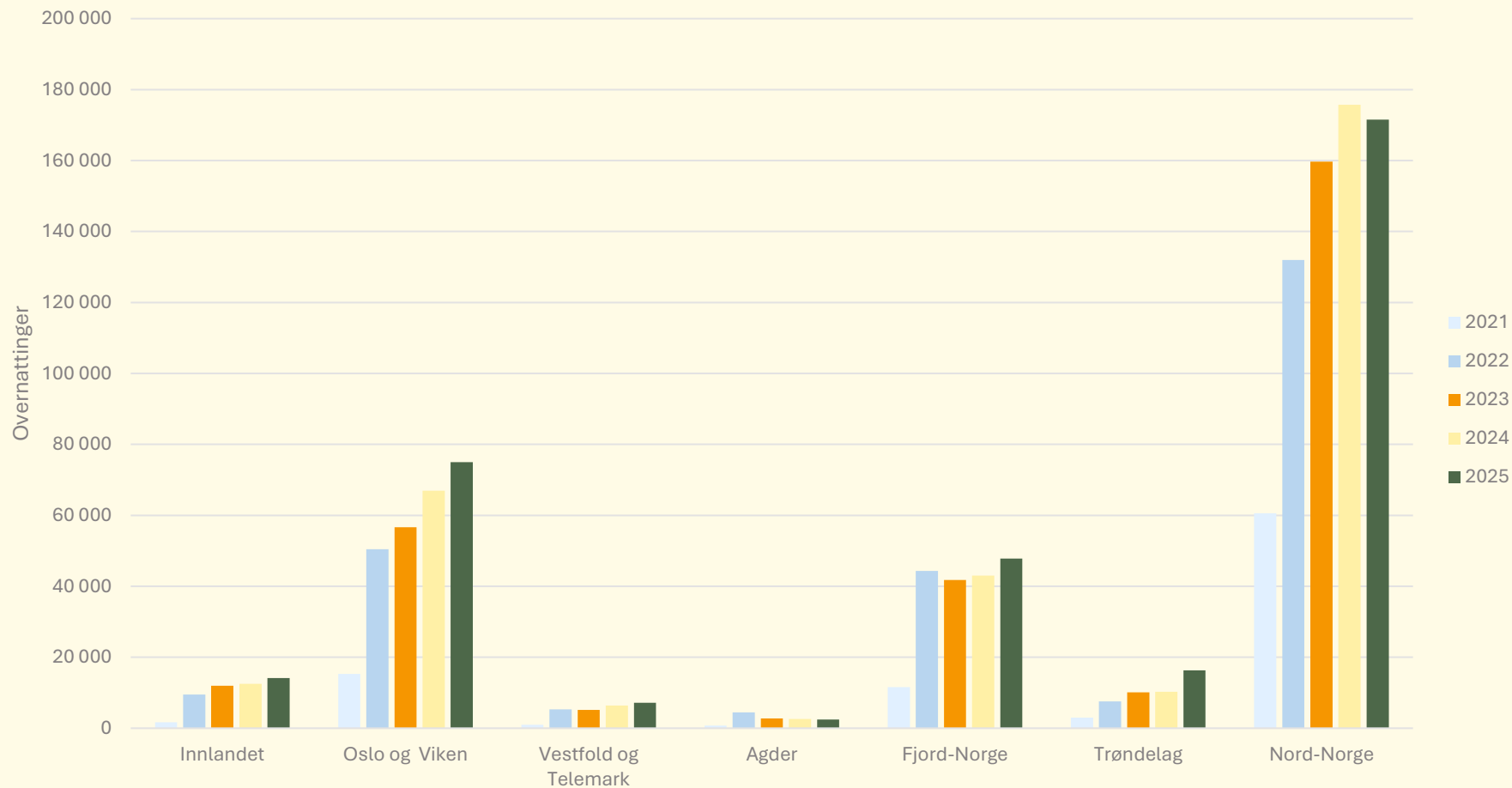
Utvikling finske overnattinger i Nord-Norge 2021-2025



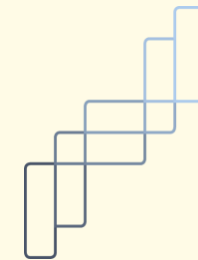
Finnland



Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling finske overnattinger 2021-2025



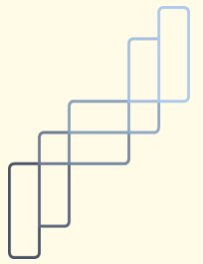
Eksisterende voksende markeder



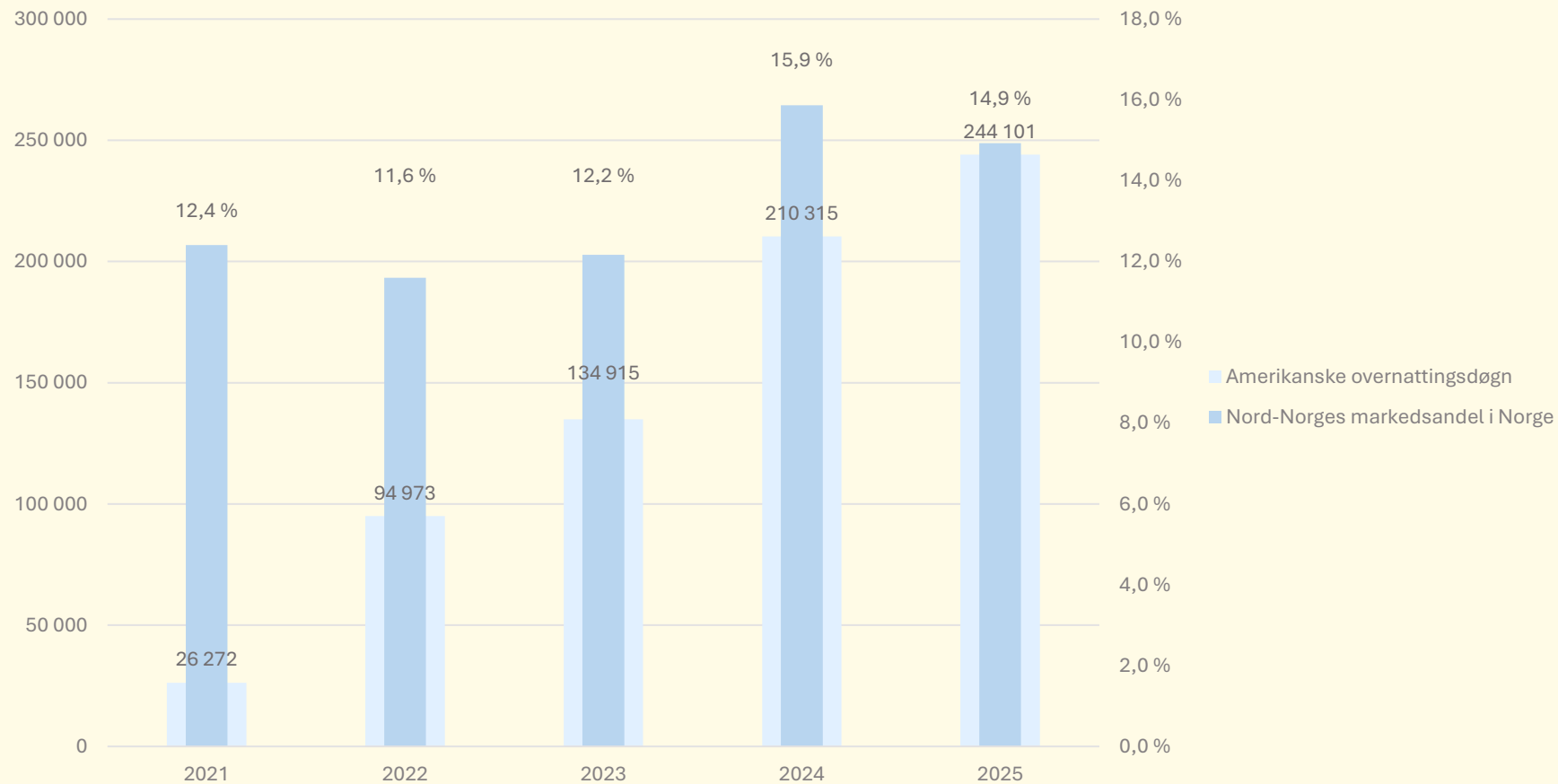
STØRRE ANDEL I MARKEDER MED HØYT POTENSIAL

- USA
- Italia
- Frankrike
- Spania
- Polen

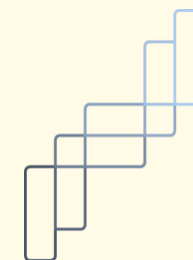
USA



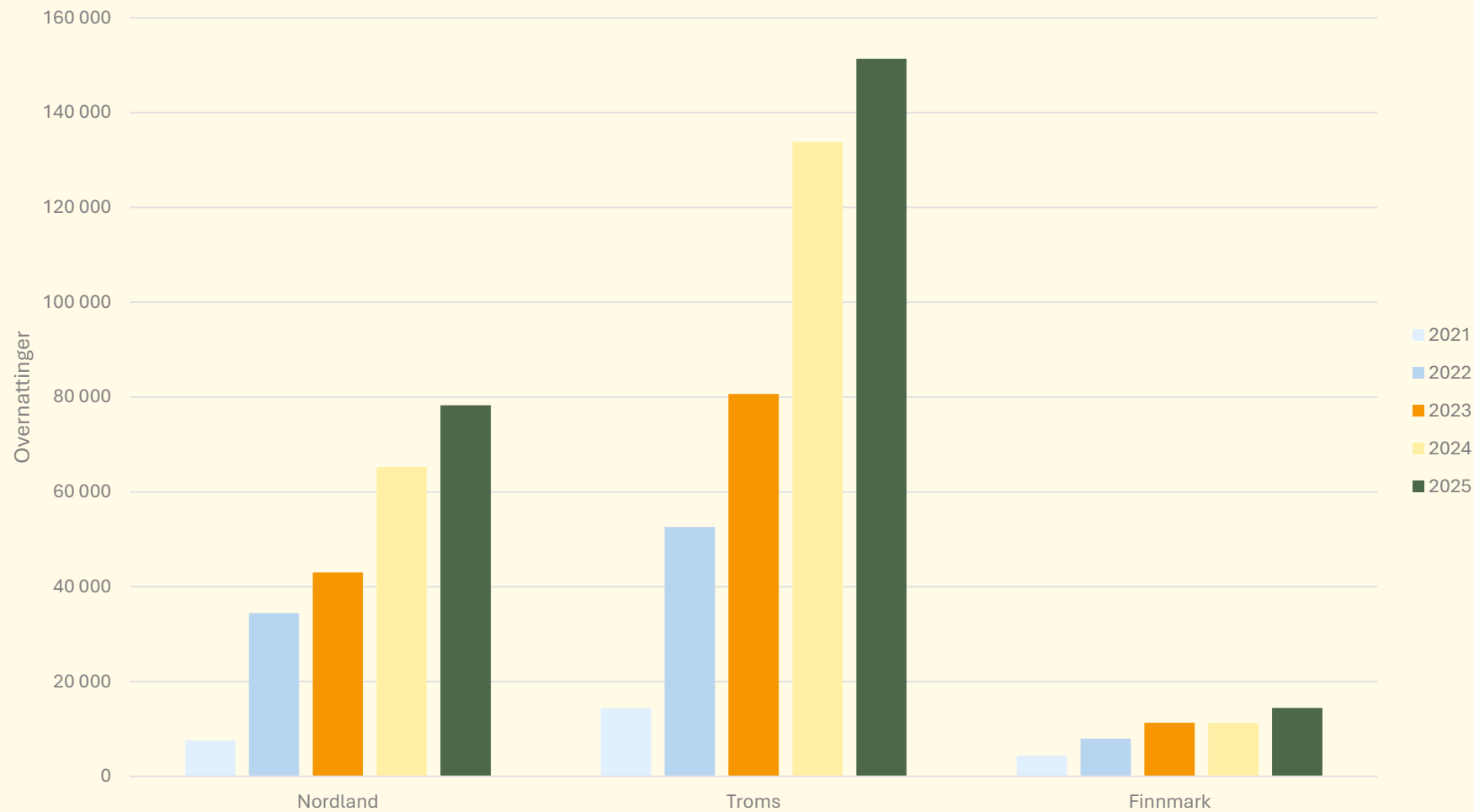
Nord-Norge vs Norge totalt
Amerikanske overnattinger i Nord-Norge og Nord-Norges markedsandel i Norge 2021-2025



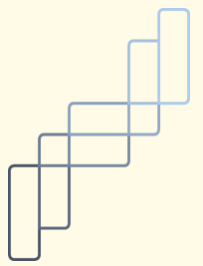
USA



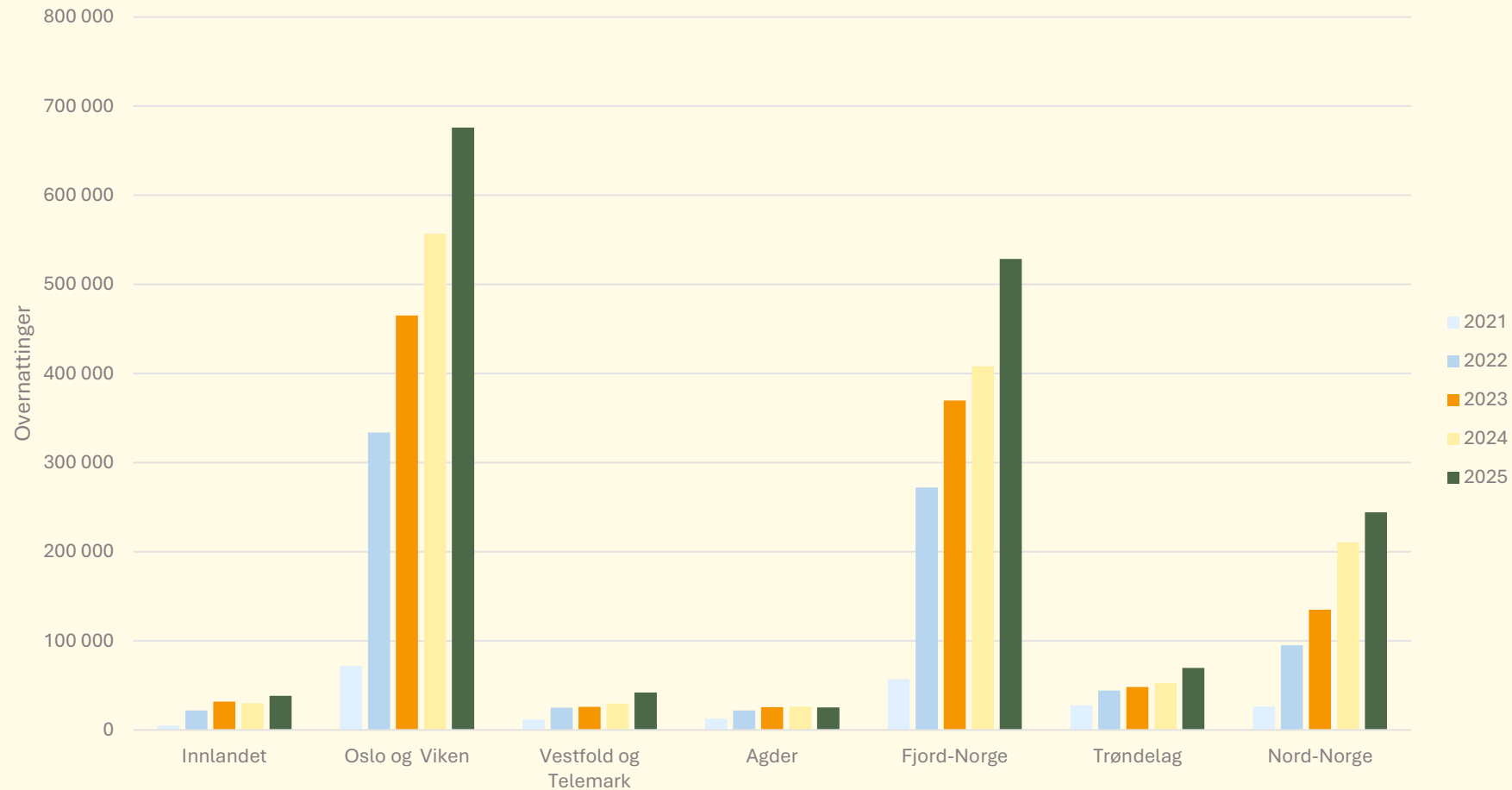
Utvikling amerikanske overnattinger i Nord-Norge 2021-2025



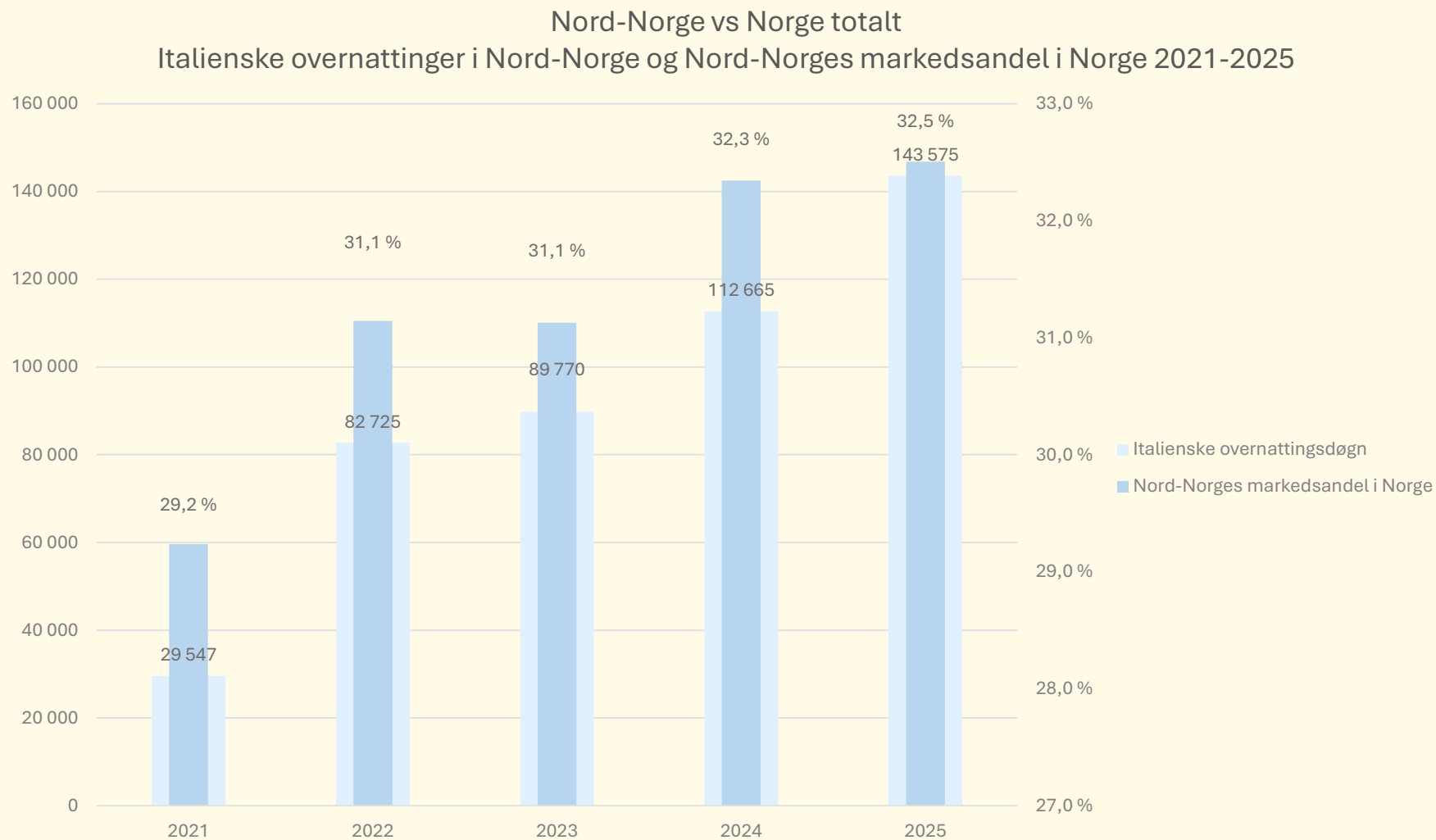
USA



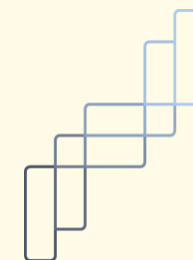
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling amerikanske overnattinger 2021-2025



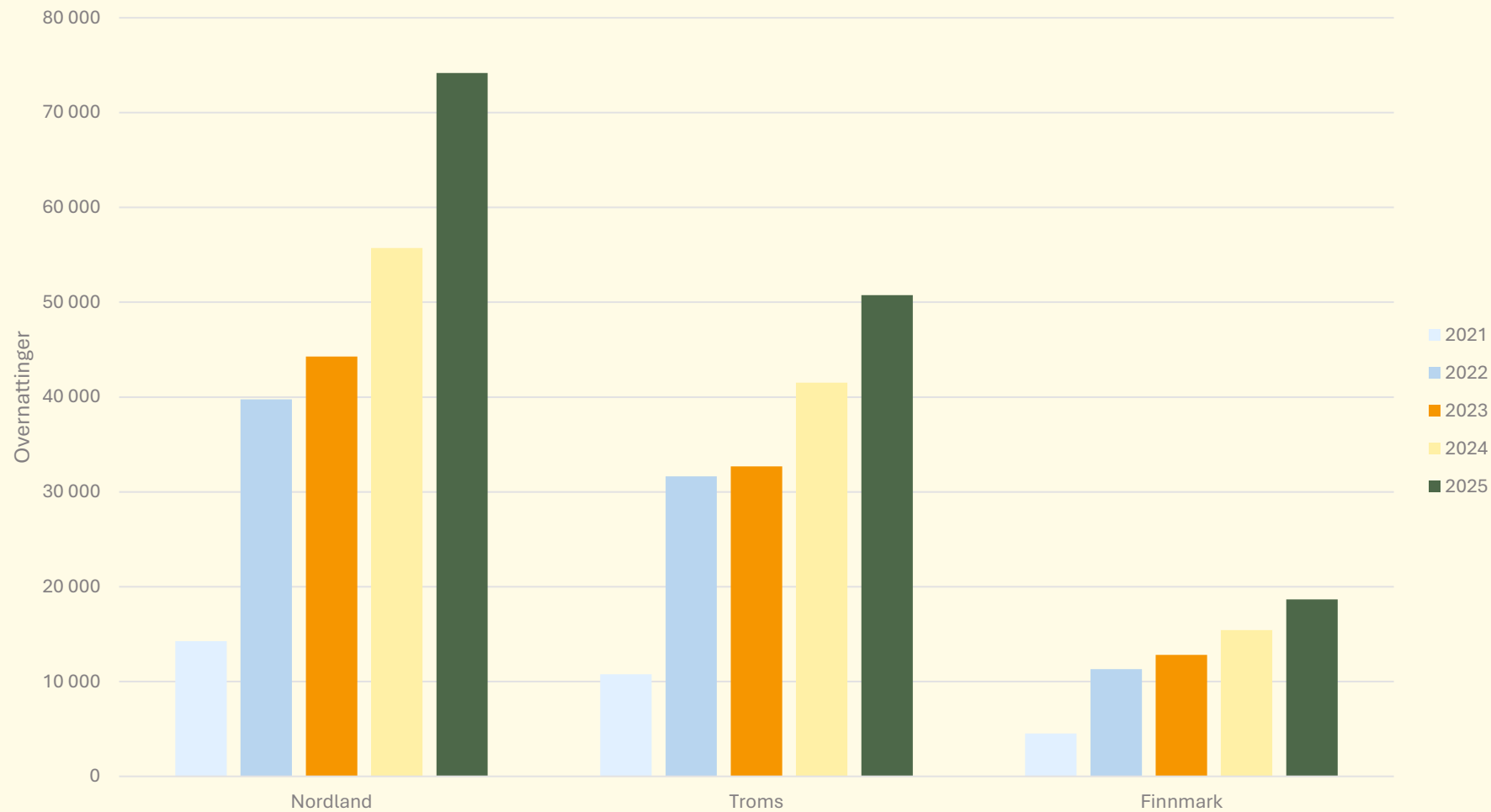
Italia



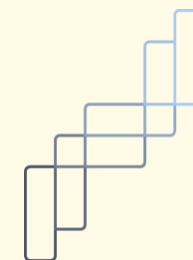
Italia



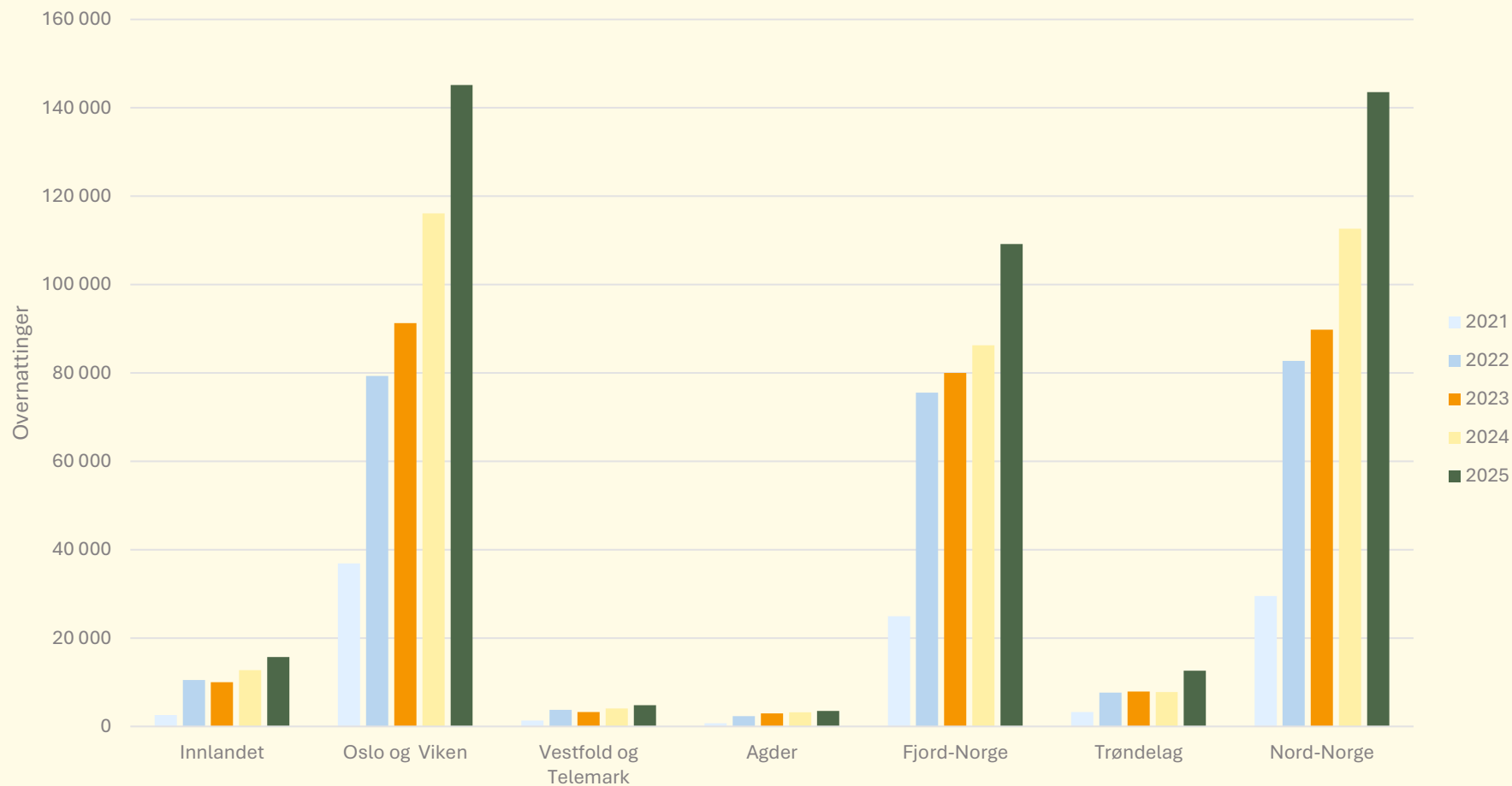
Utvikling italienske overnattinger i Nord-Norge 2021-2025



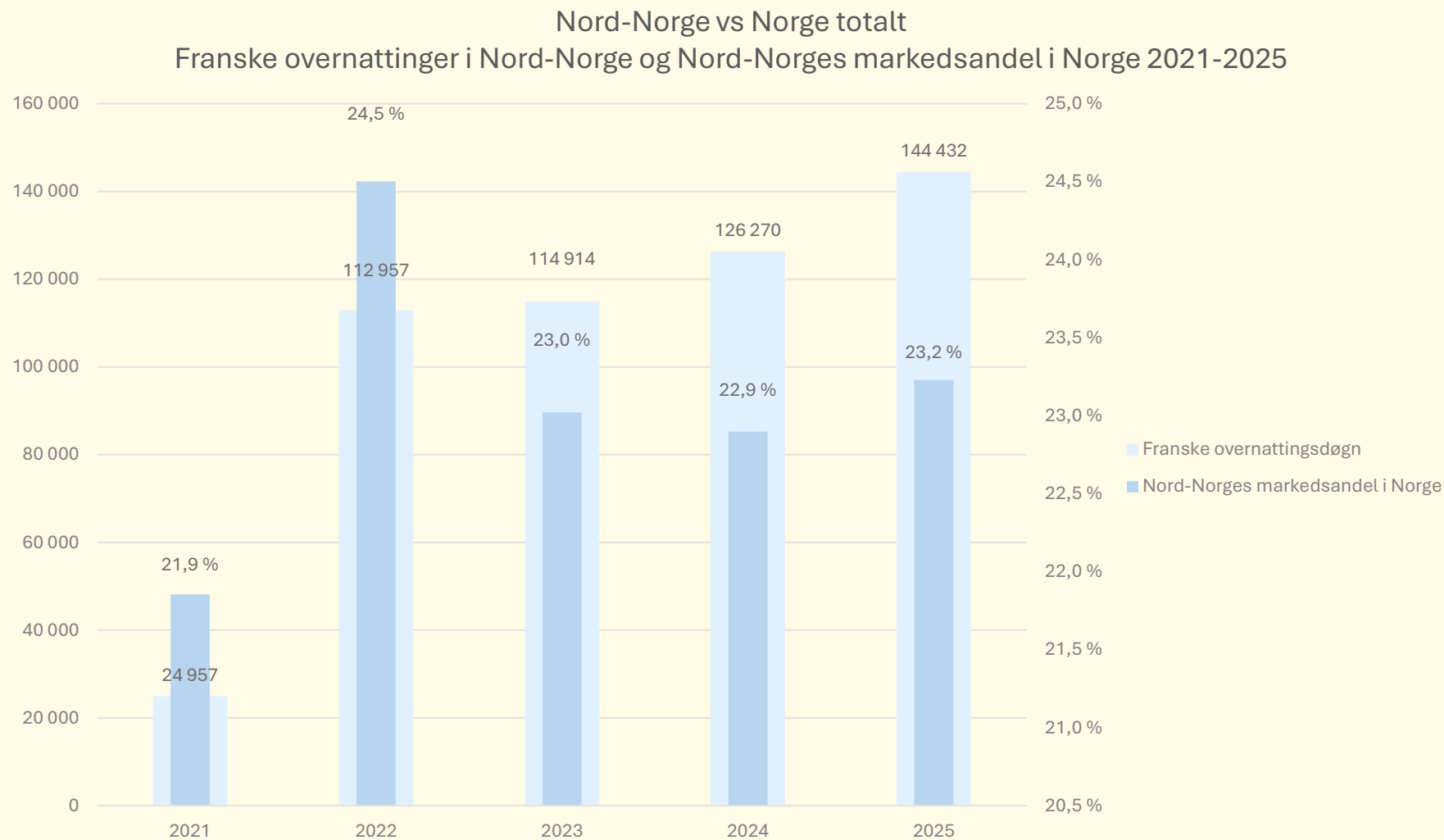
Italia



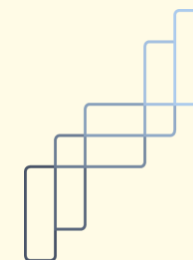
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling italienske overnattinger 2021-2025



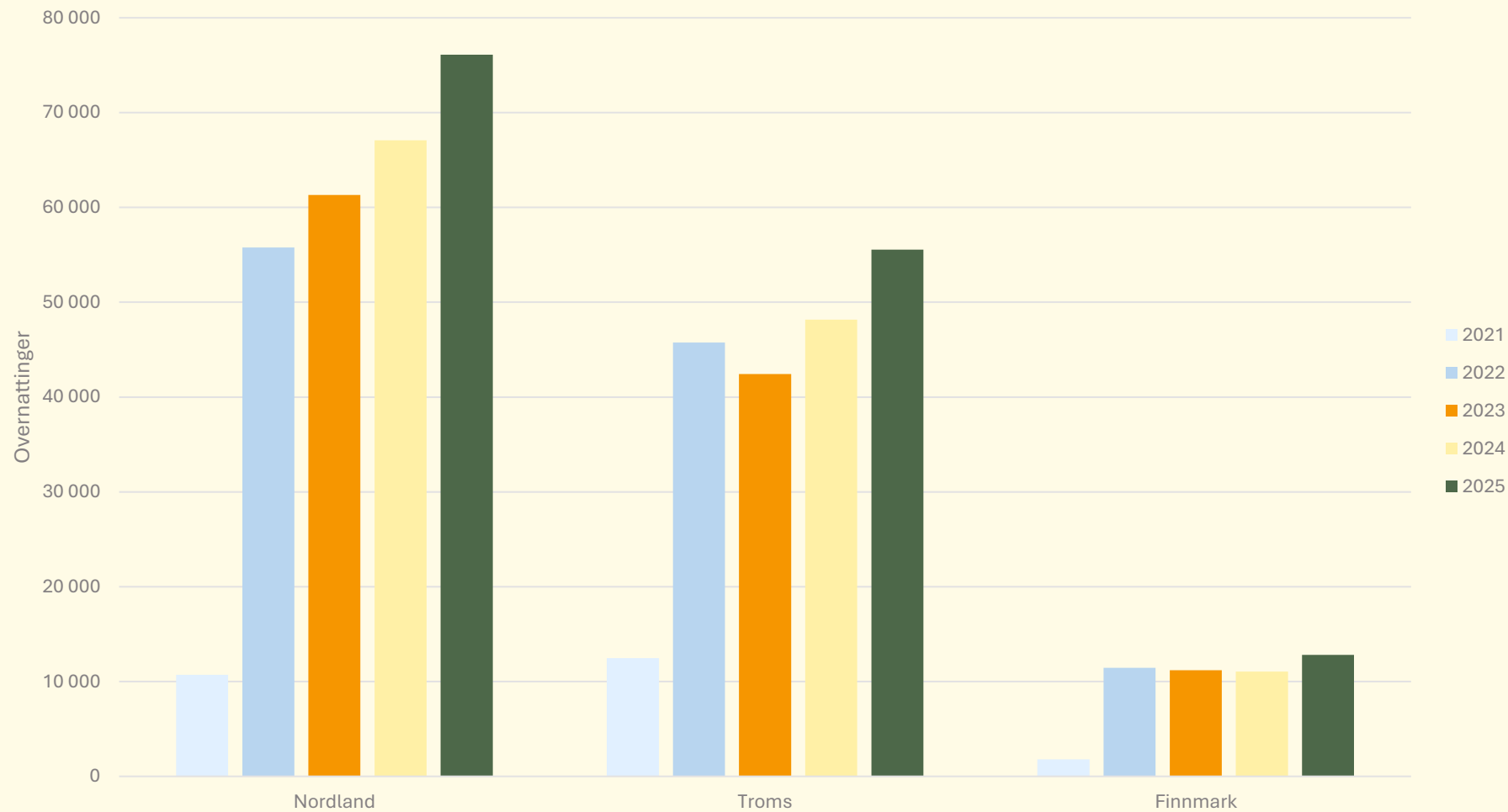
Frankrike



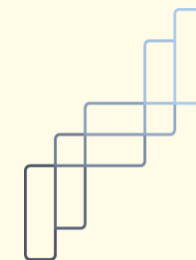
Frankrike



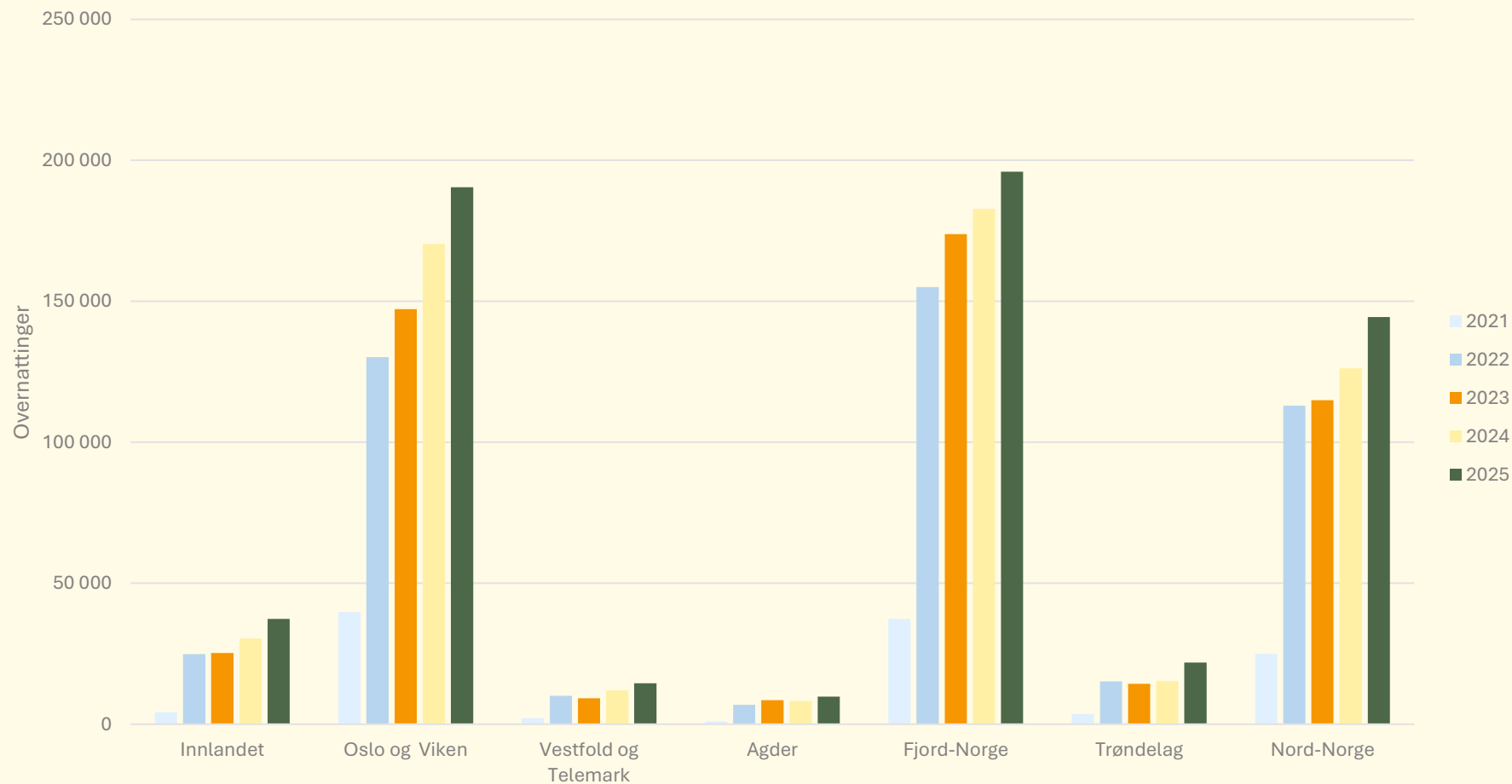
Utvikling franske overnattinger i Nord-Norge 2021-2025



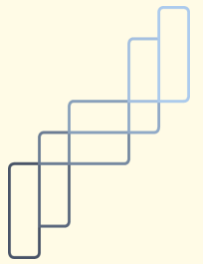
Frankrike



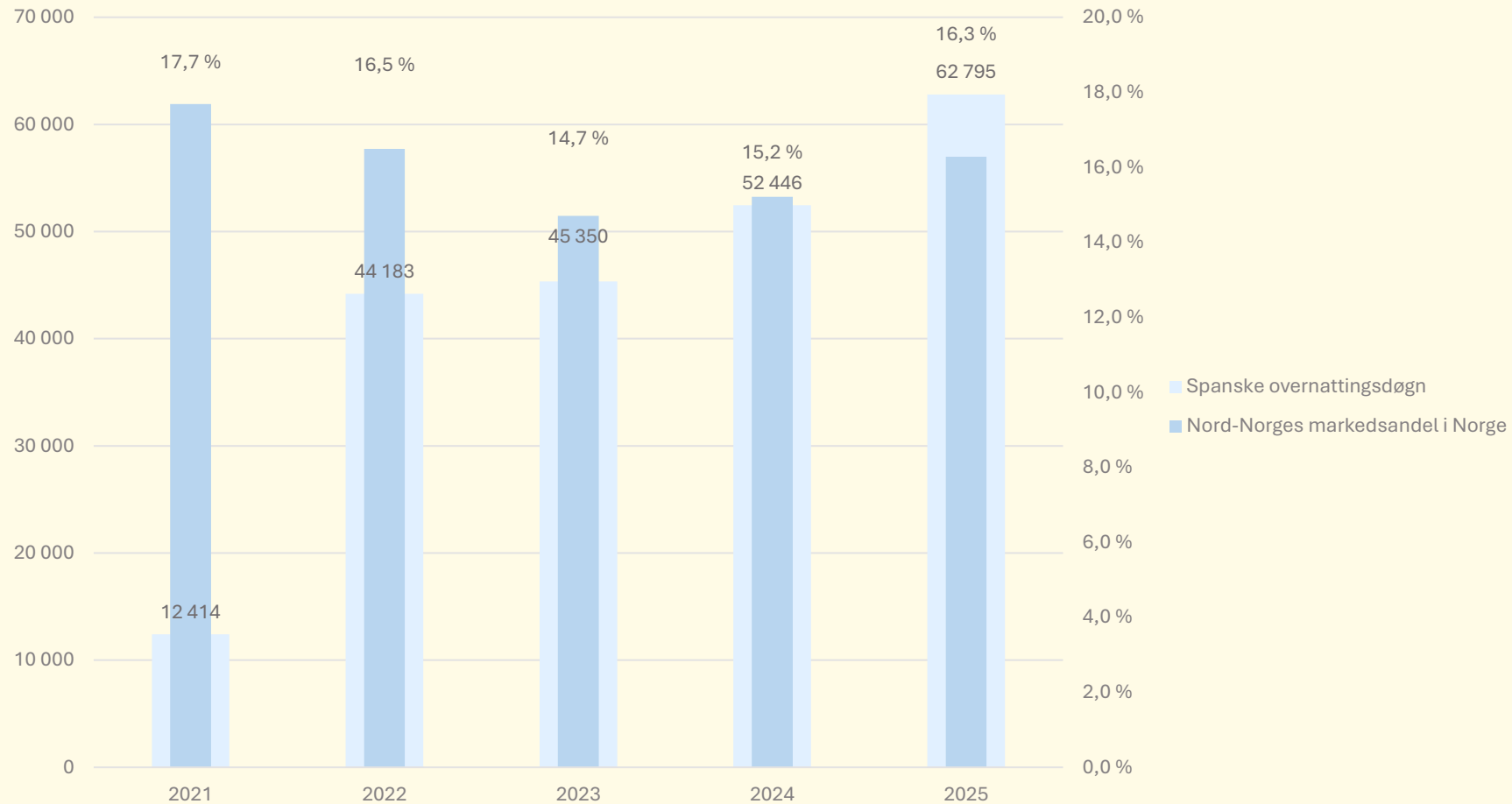
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling franske overnattinger 2021-2025



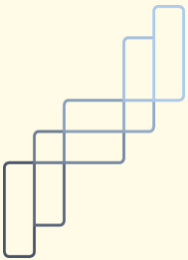
Spania



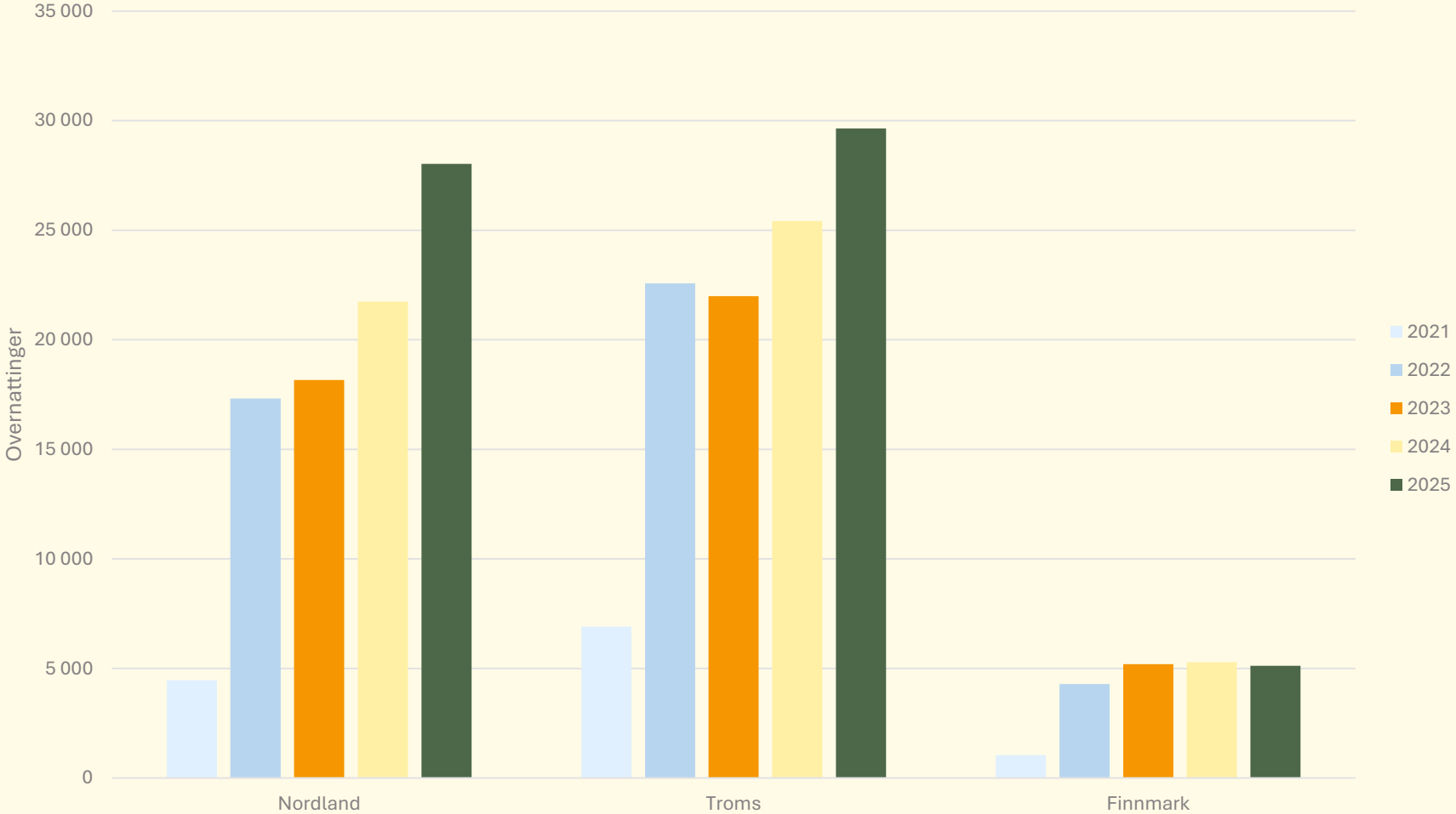
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling spanske overnattinger 2021-2025



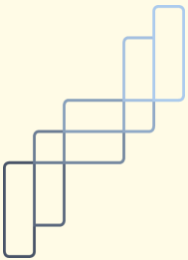
Spania



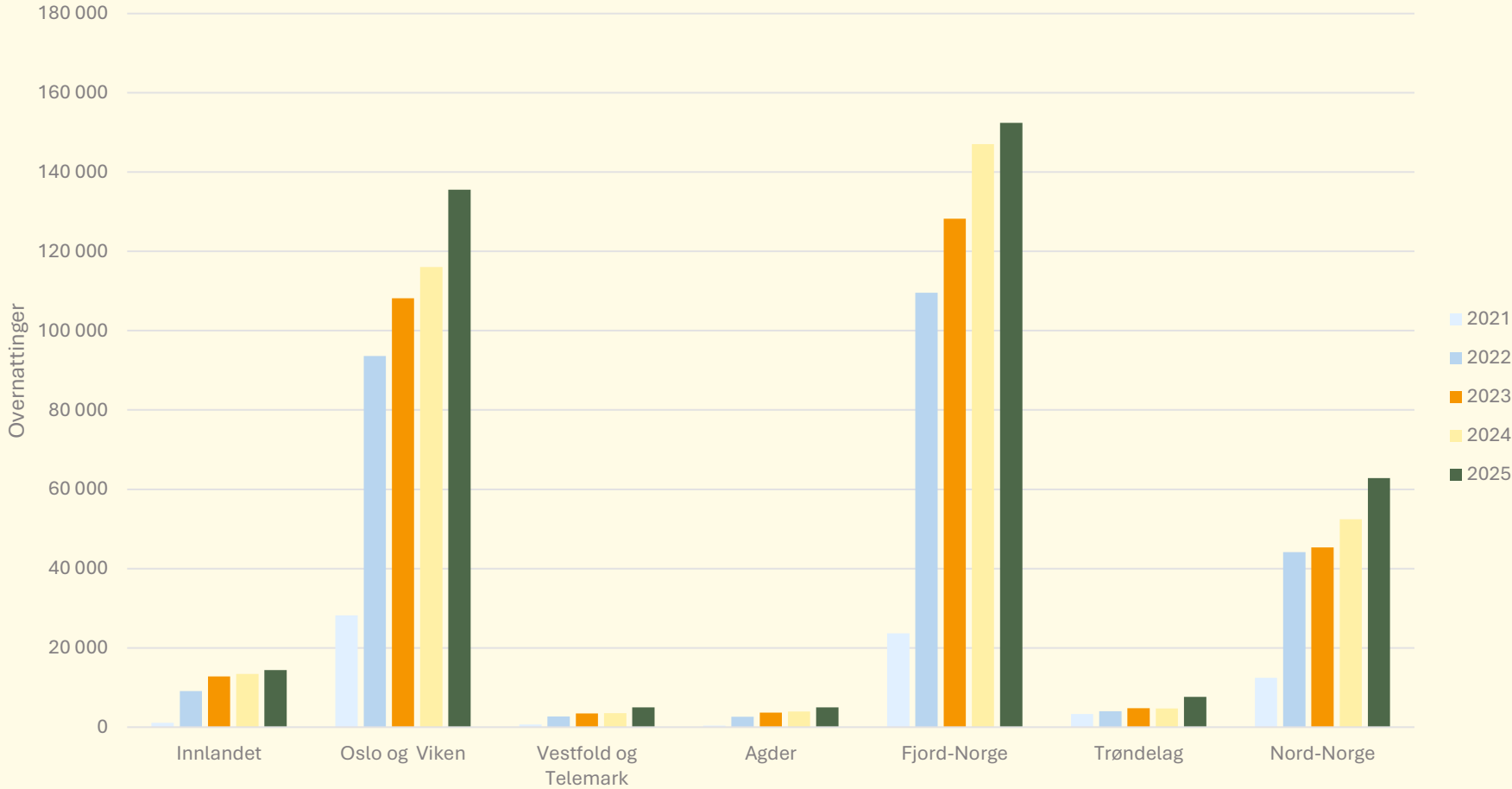
Utvikling spanske overnattinger i Nord-Norge 2021-2025



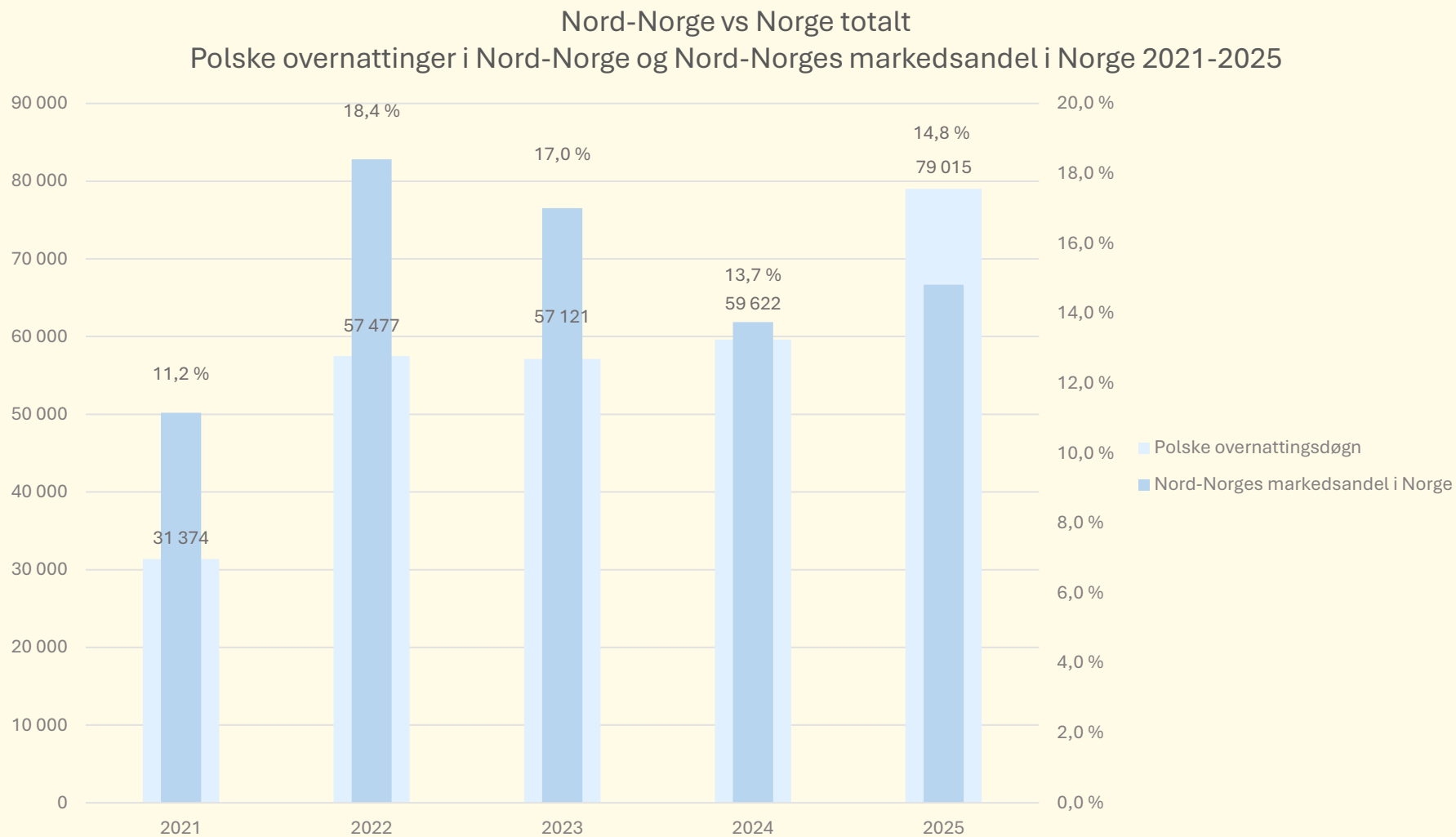
Spania



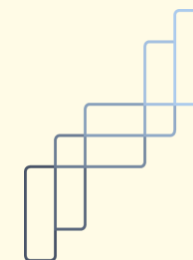
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling spanske overnattinger 2021-2025



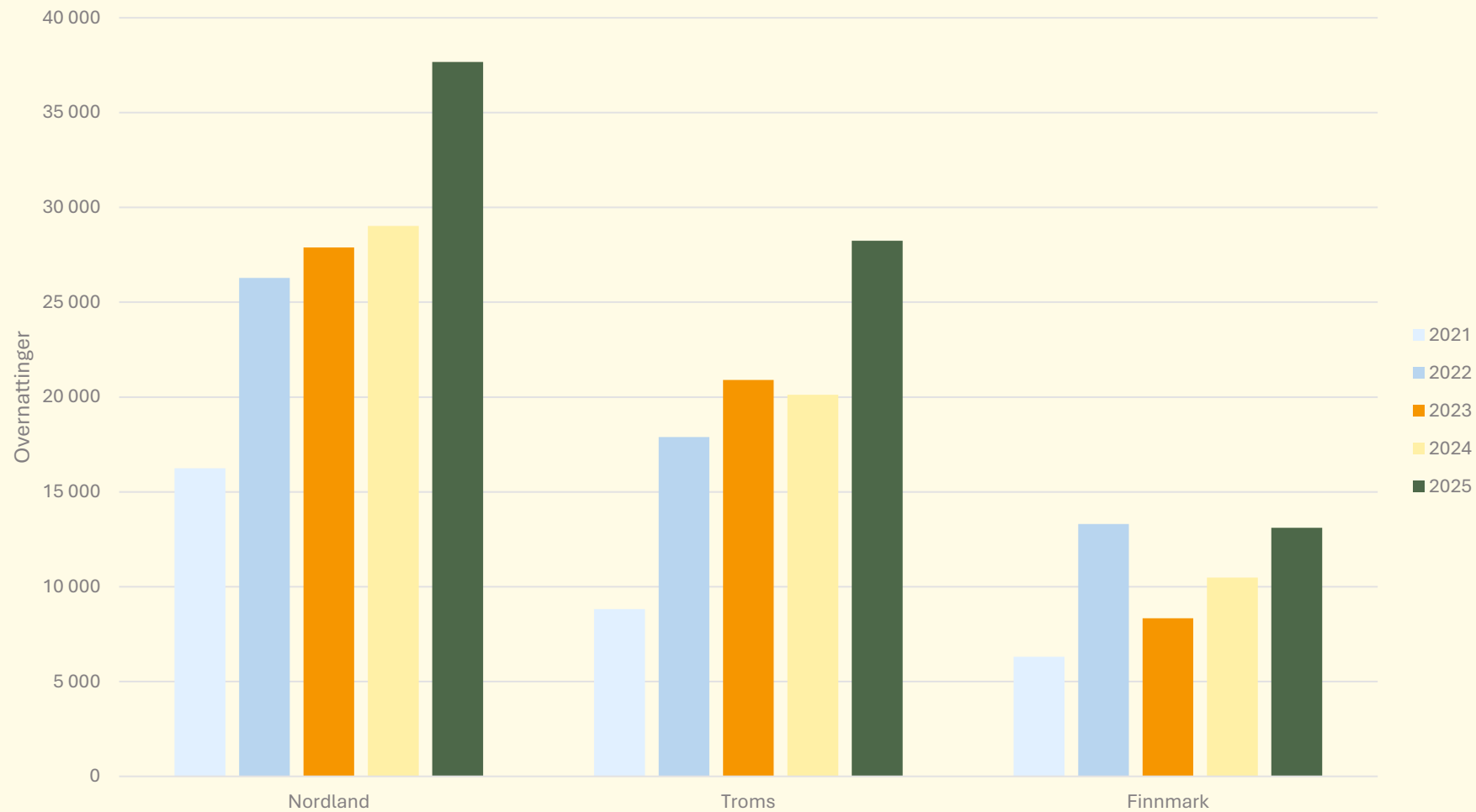
Polen



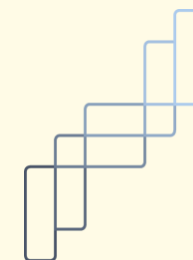
Polen



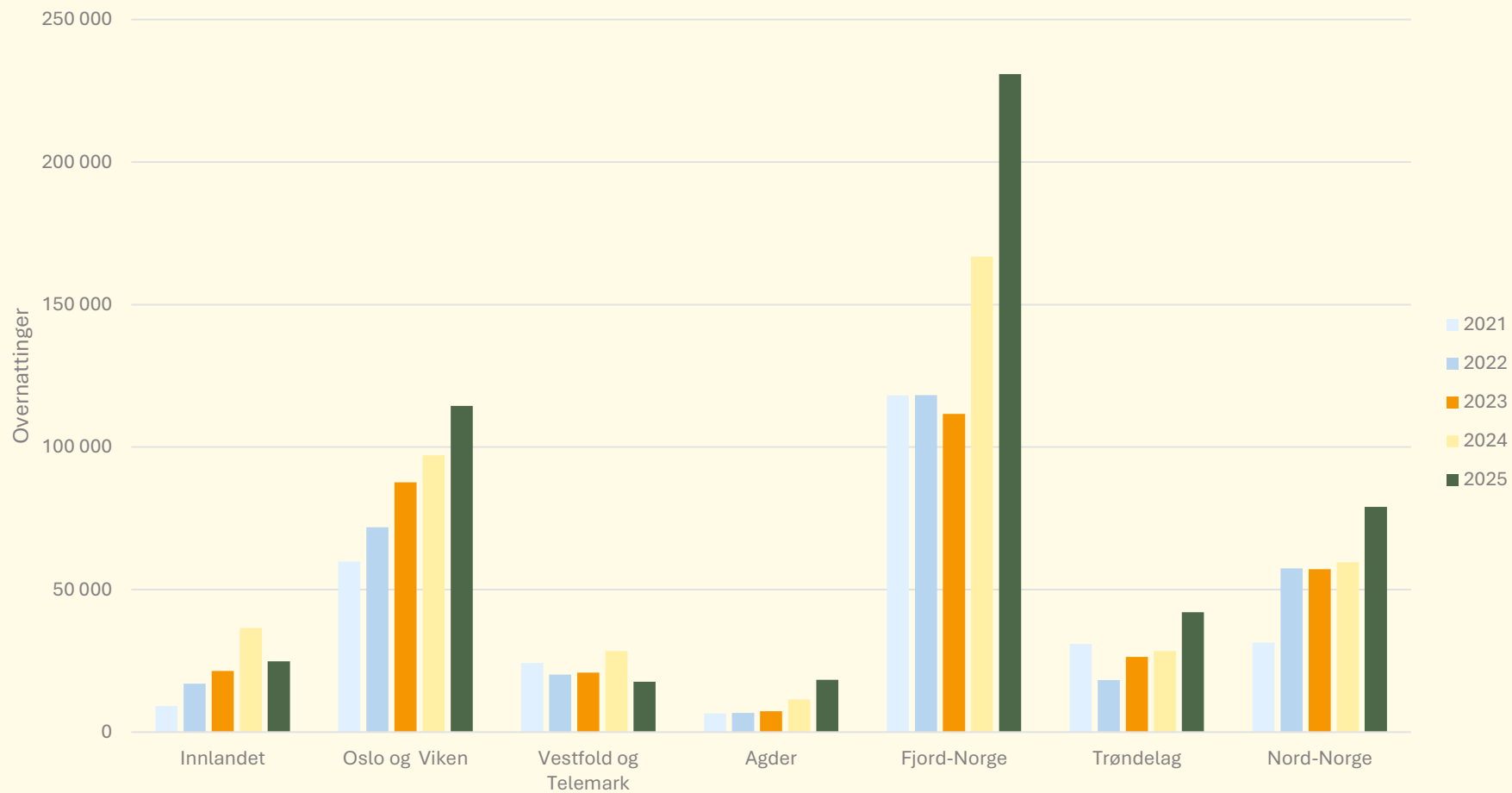
Utvikling polske overnattinger i Nord-Norge 2021-2025



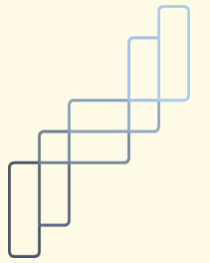
Polen



Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling polske overnattinger 2021-2025



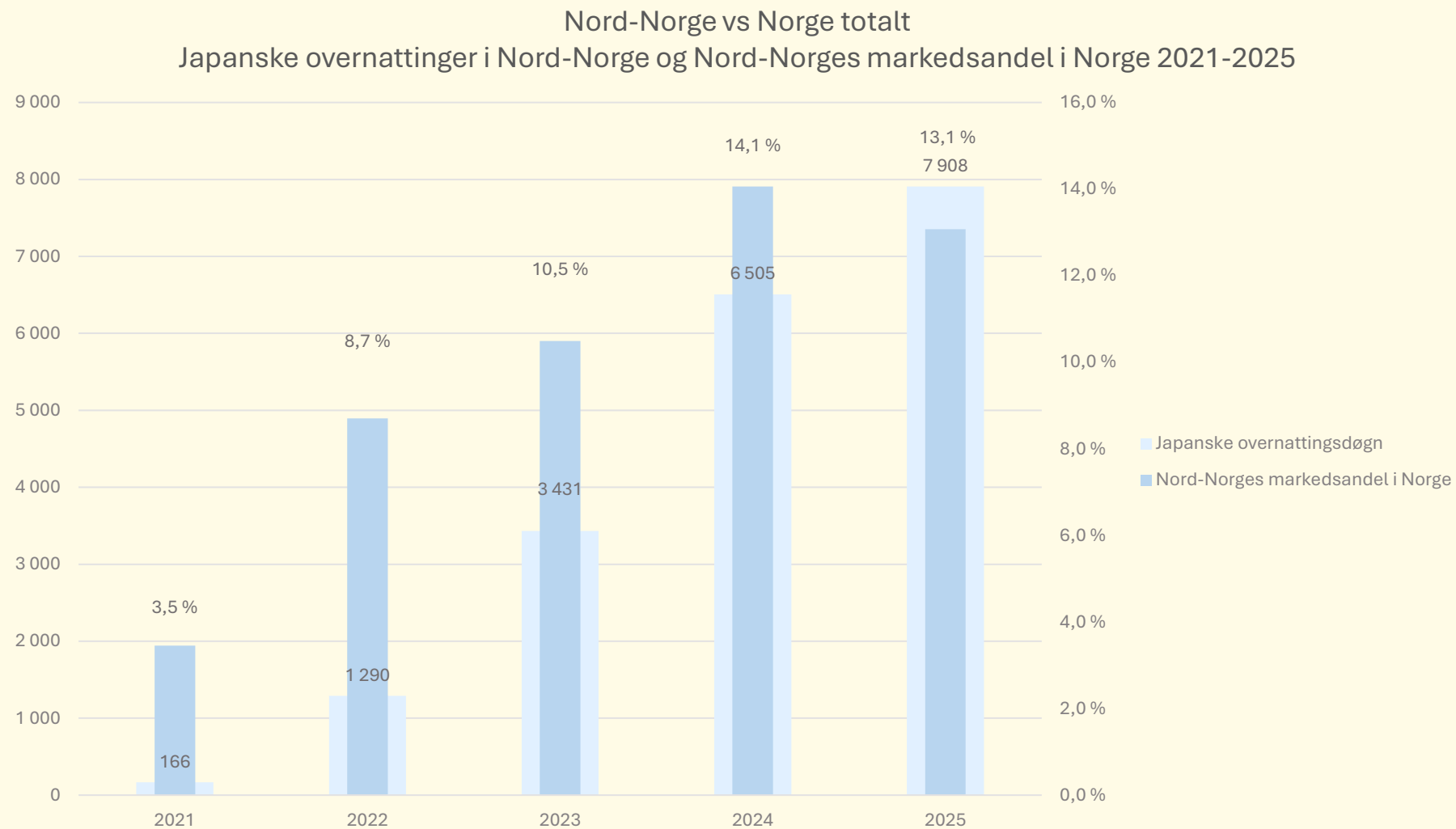
Potensielle vekstmarkeder



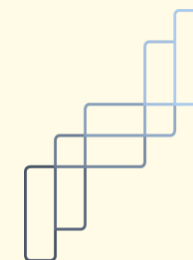
EKSPANDERE MOT NYE MARKEDER

- Japan
- Sør-Korea (del av tall fra Asia og Oseania)
- Singapore (del av tall fra Asia og Oseania)
- Australia (del av tall fra Asia og Oseania)

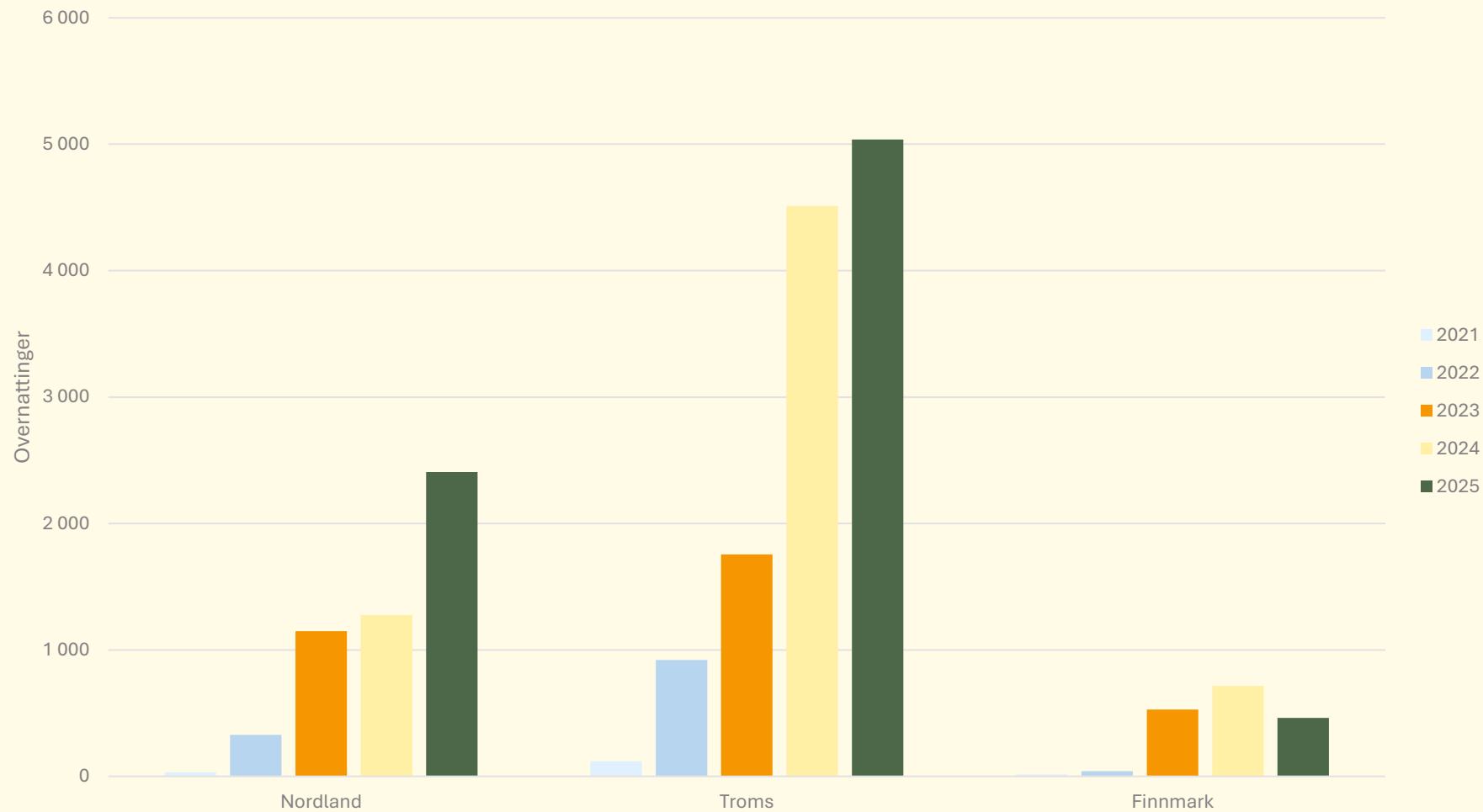
Japan



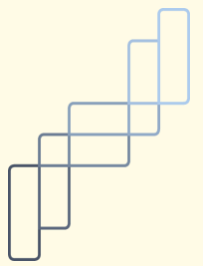
Japan



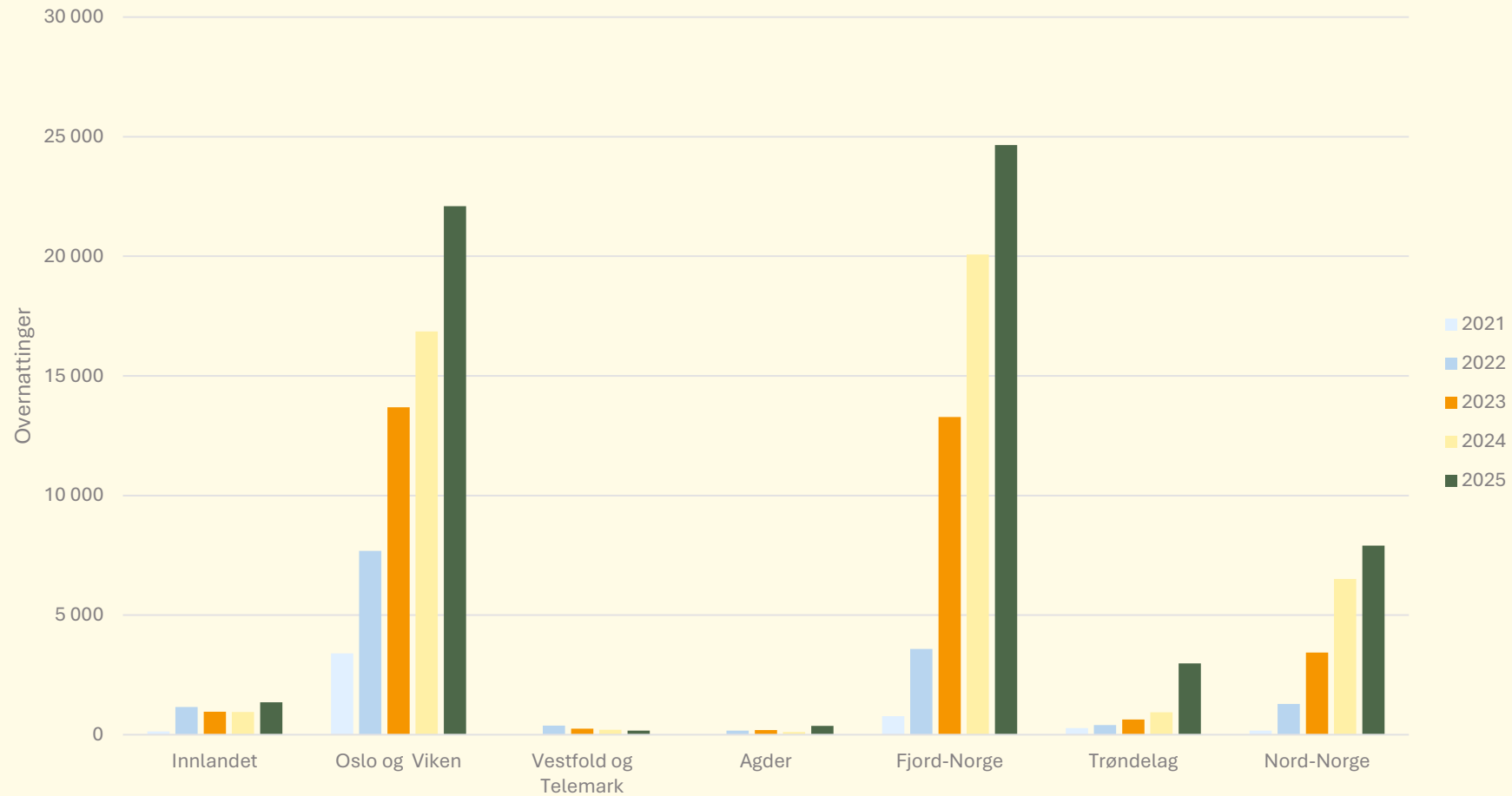
Utvikling japanske overnattinger i Nord-Norge 2021-2025



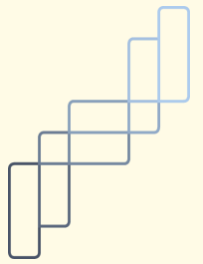
Japan



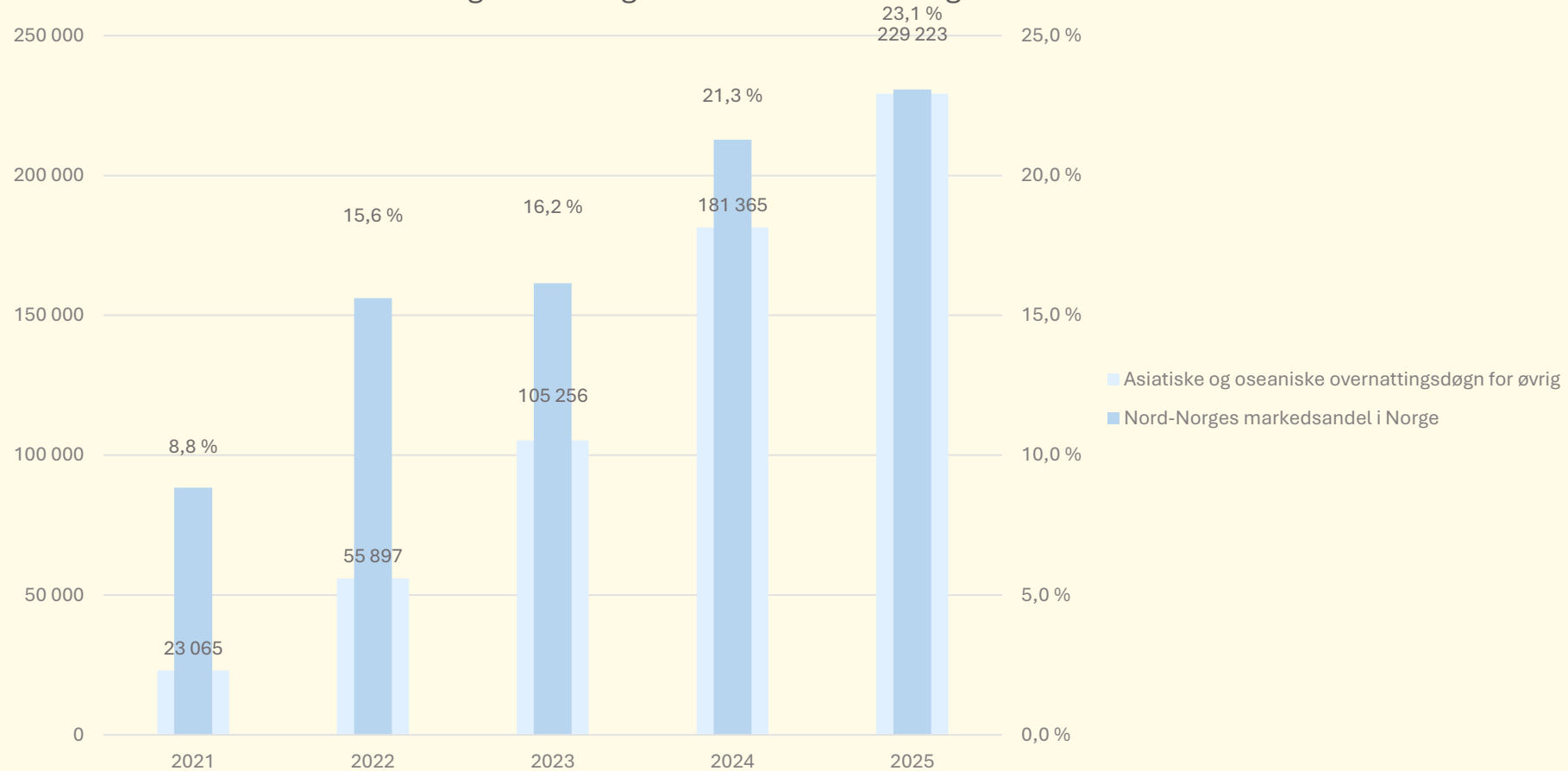
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling japanske overnattinger 2021-2025



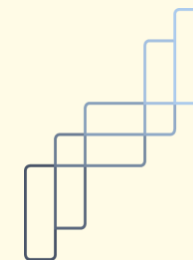
Asia og Oseania



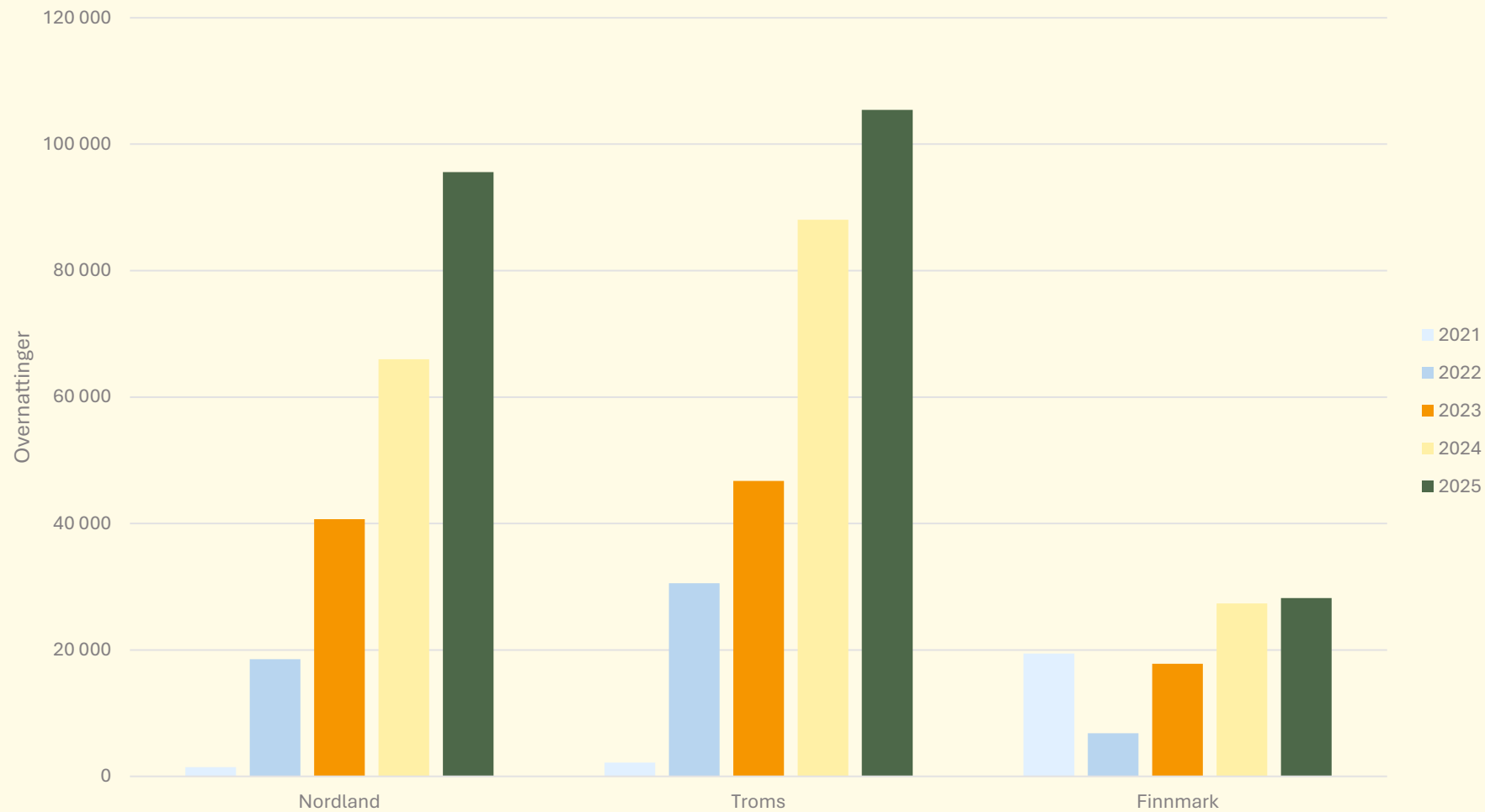
Nord-Norge vs Norge totalt
Overnattinger fra Asia og Oseania forøvrig i Nord-Norge
og Nord-Norges markedsandel i Norge 2021-2025



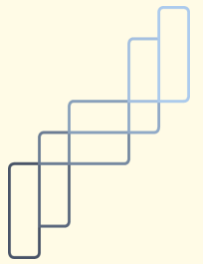
Asia og Oseania



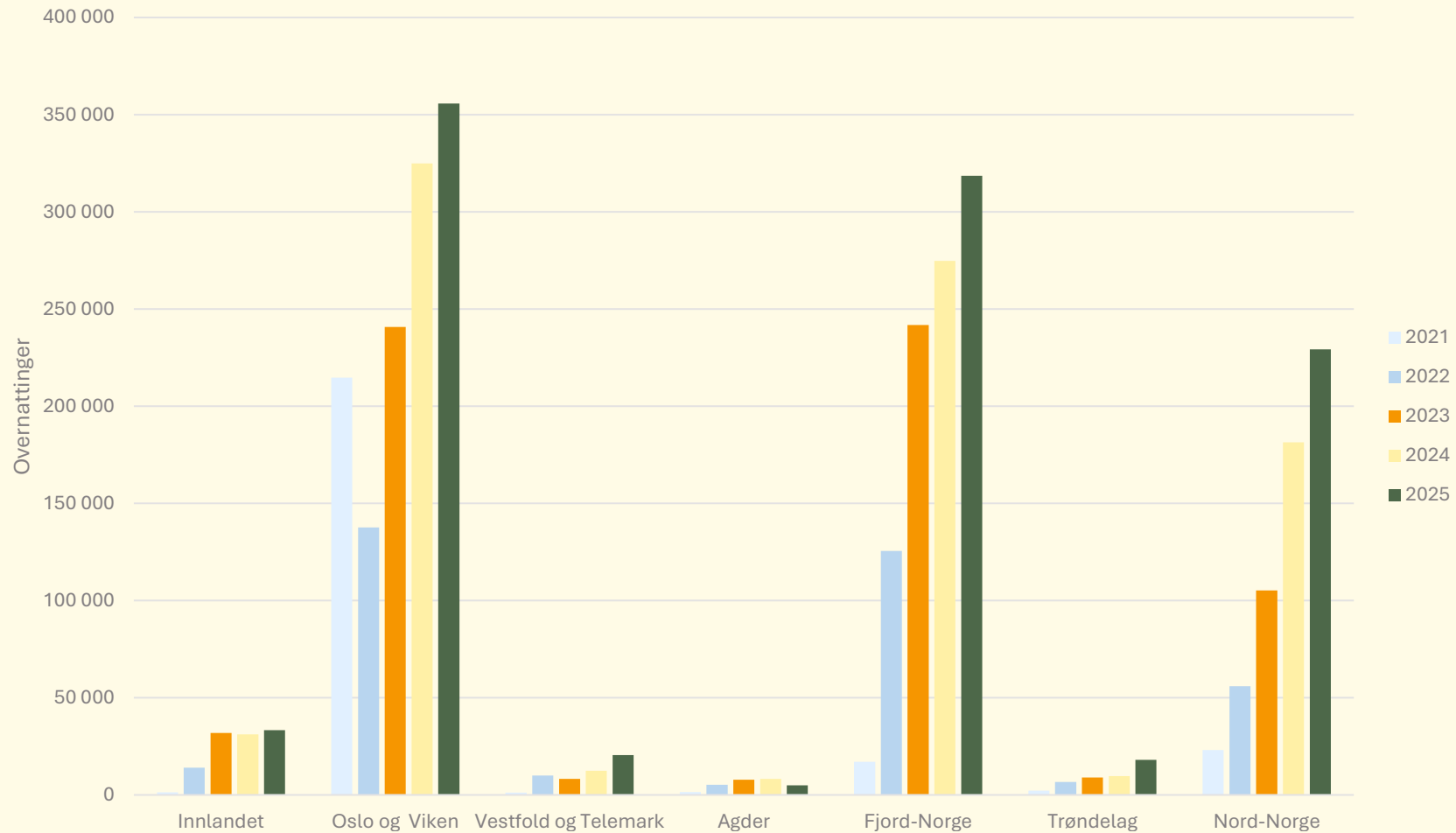
Utvikling overnattinger fra Asia og Oseania forøvrig i Nord-Norge 2021-2025



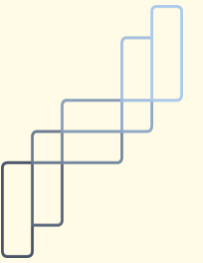
Asia og Oseania

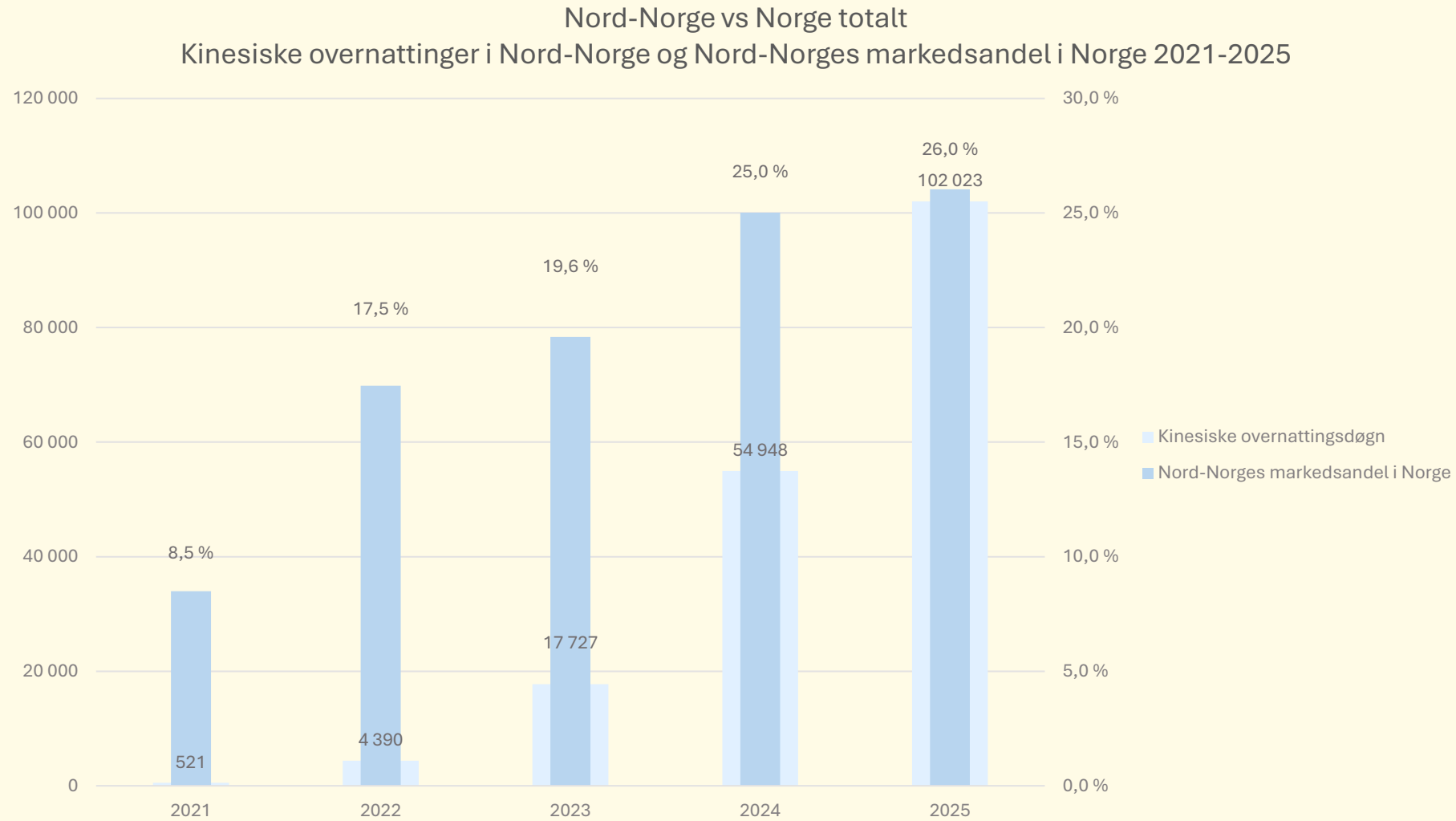
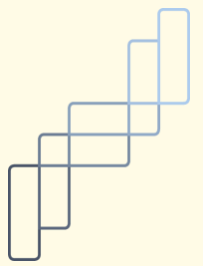


Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling overnattinger fra Asia og Oseania forøvrig 2021-2025



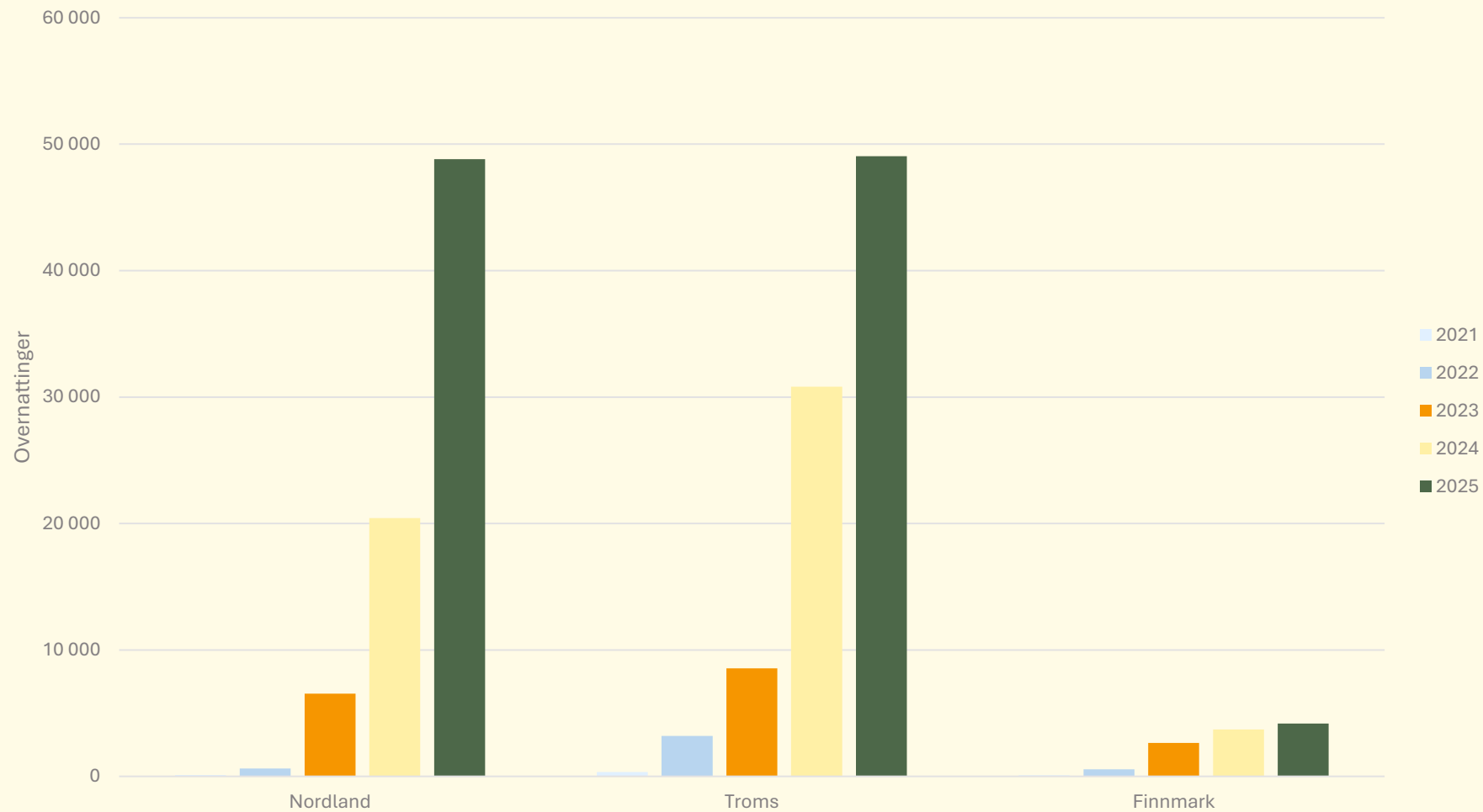
Andre markeder

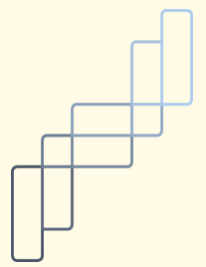




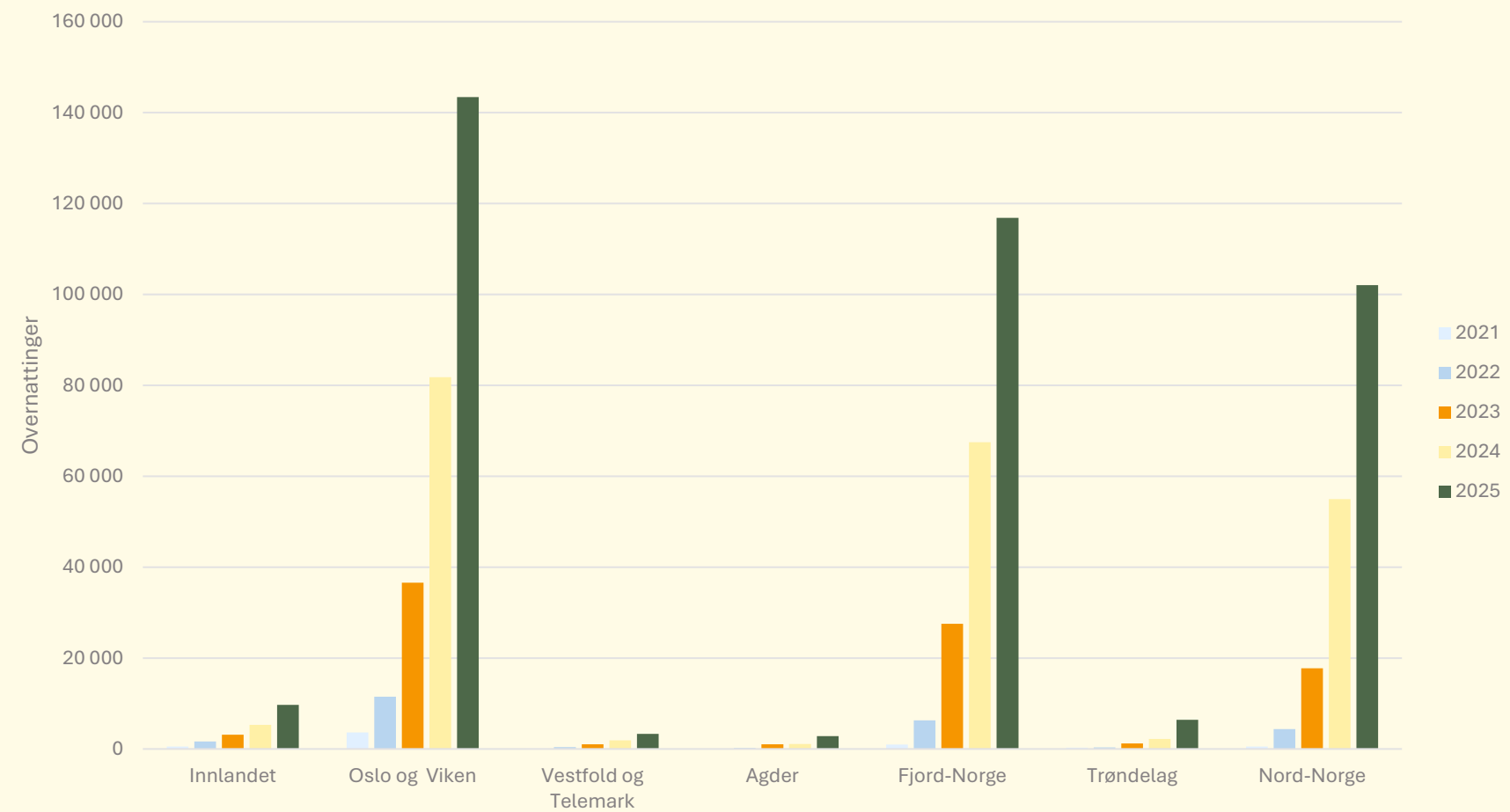


Utvikling kinesiske overnattinger i Nord-Norge 2021-2025

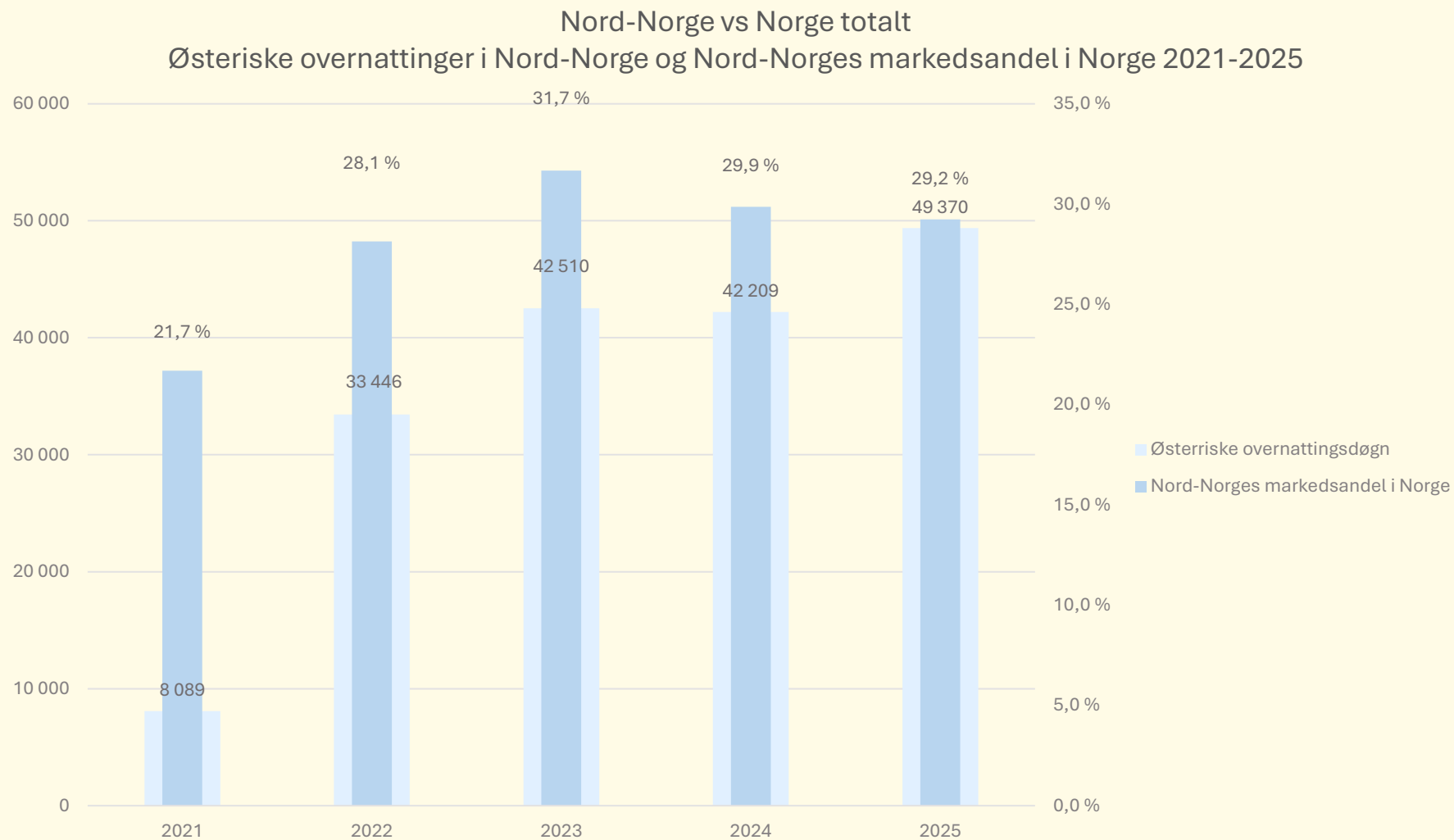
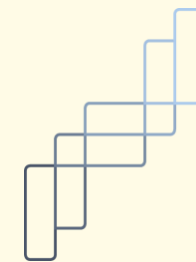




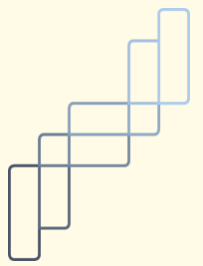
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling kinesiske overnattinger 2021-2025



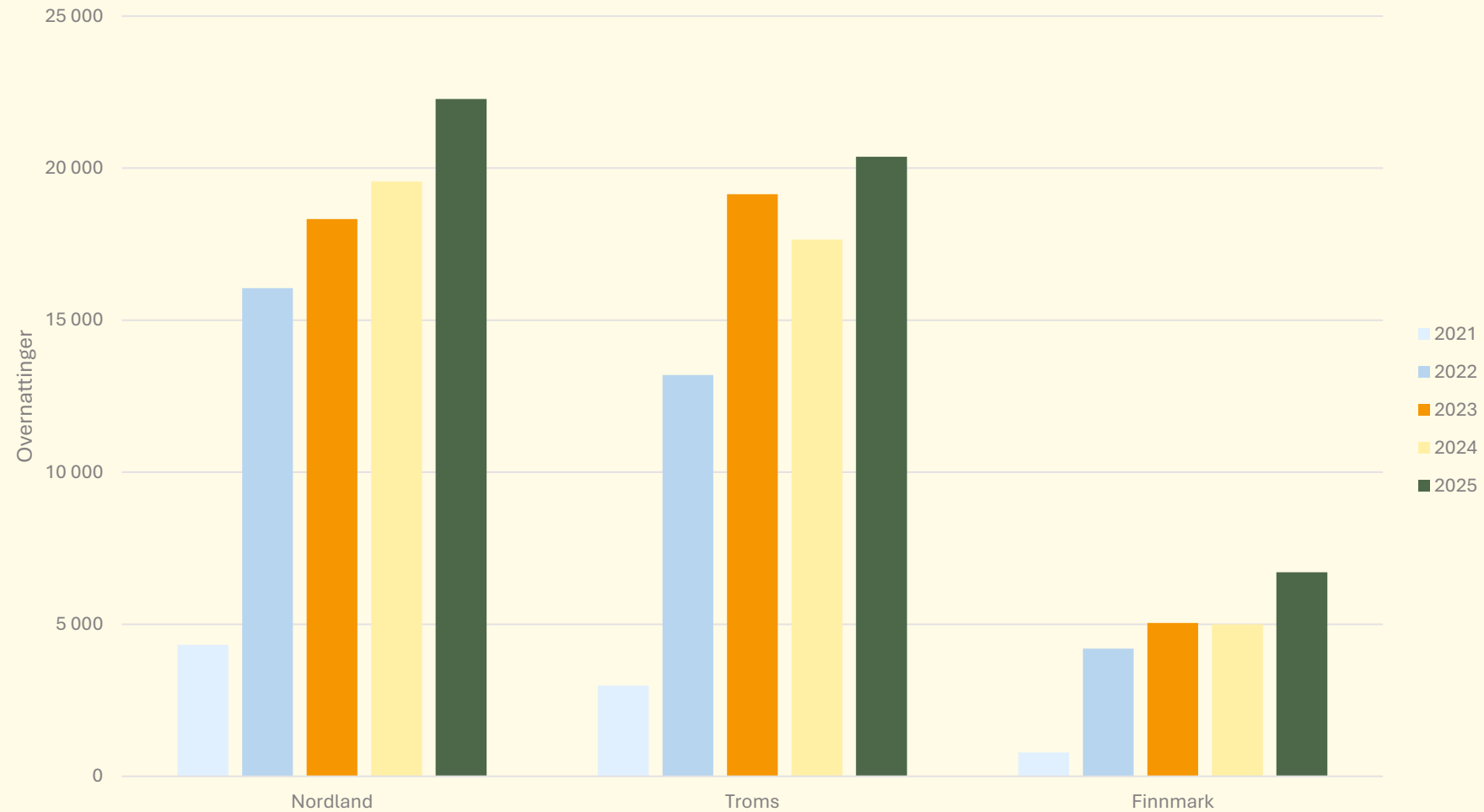
Østerrike



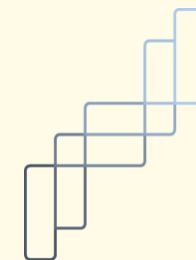
Østerrike



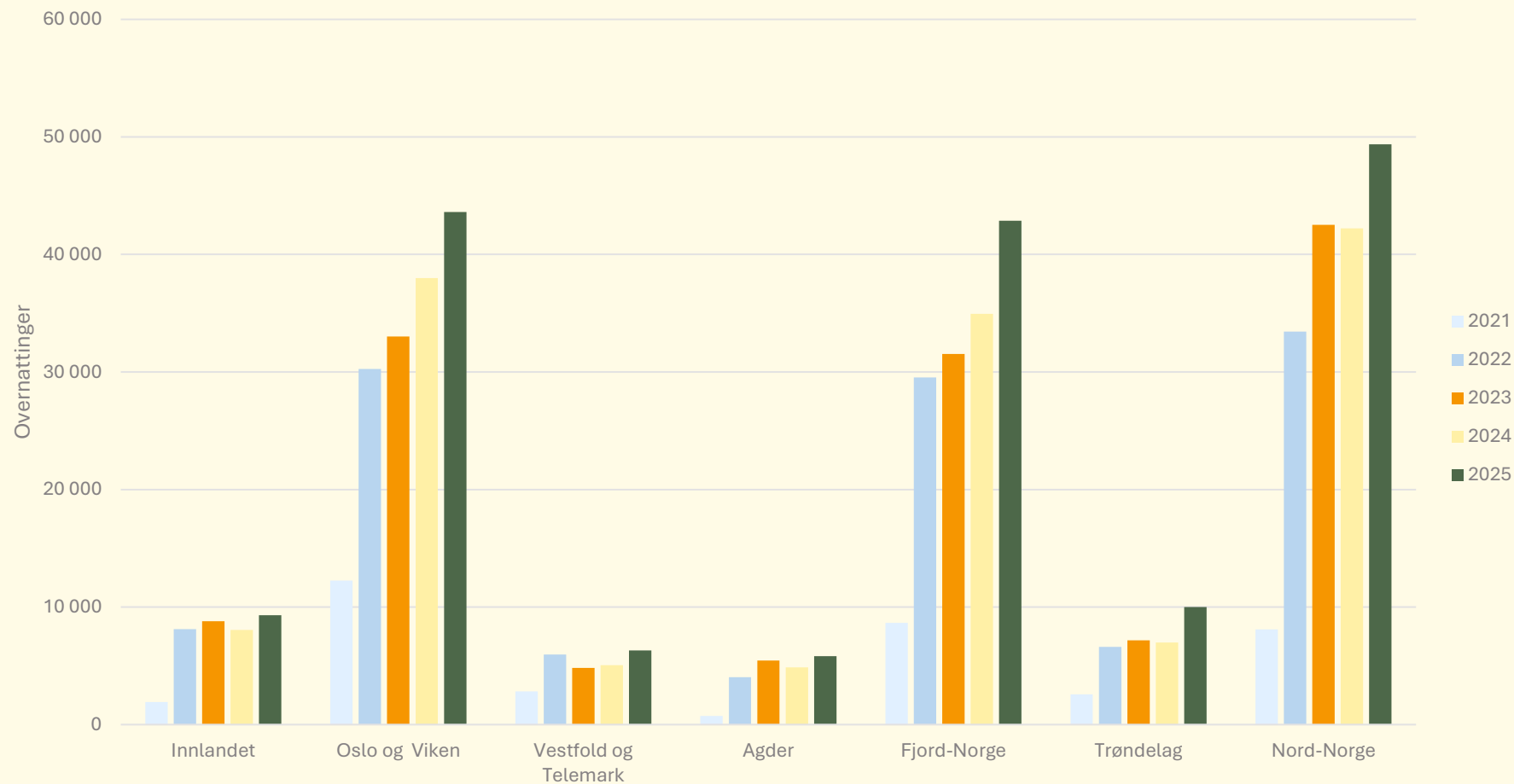
Utvikling østeriske overnattinger i Nord-Norge 2021-2025



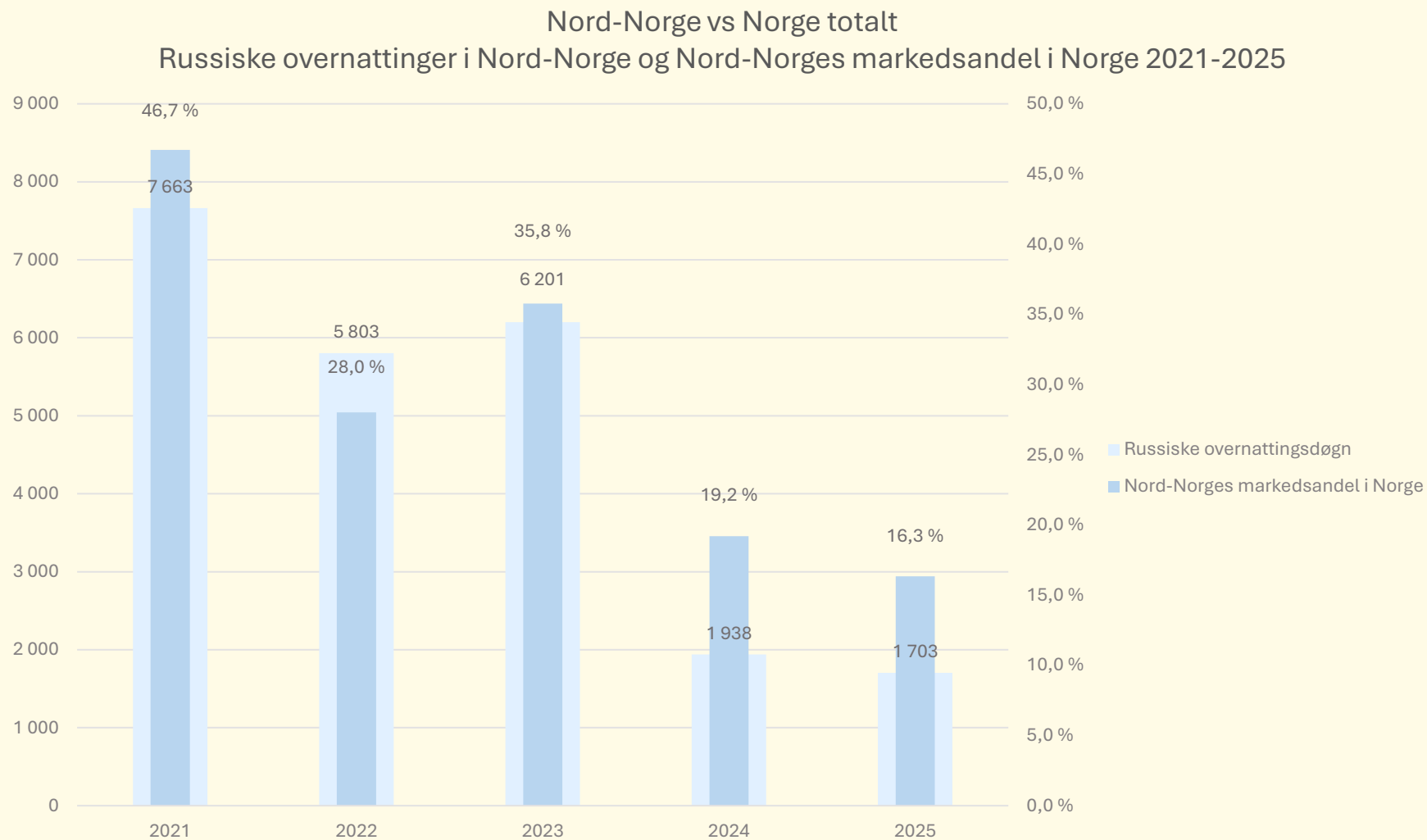
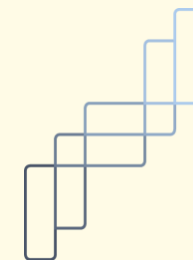
Østerrike



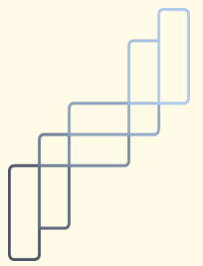
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling østerrikske overnattinger 2021-2025



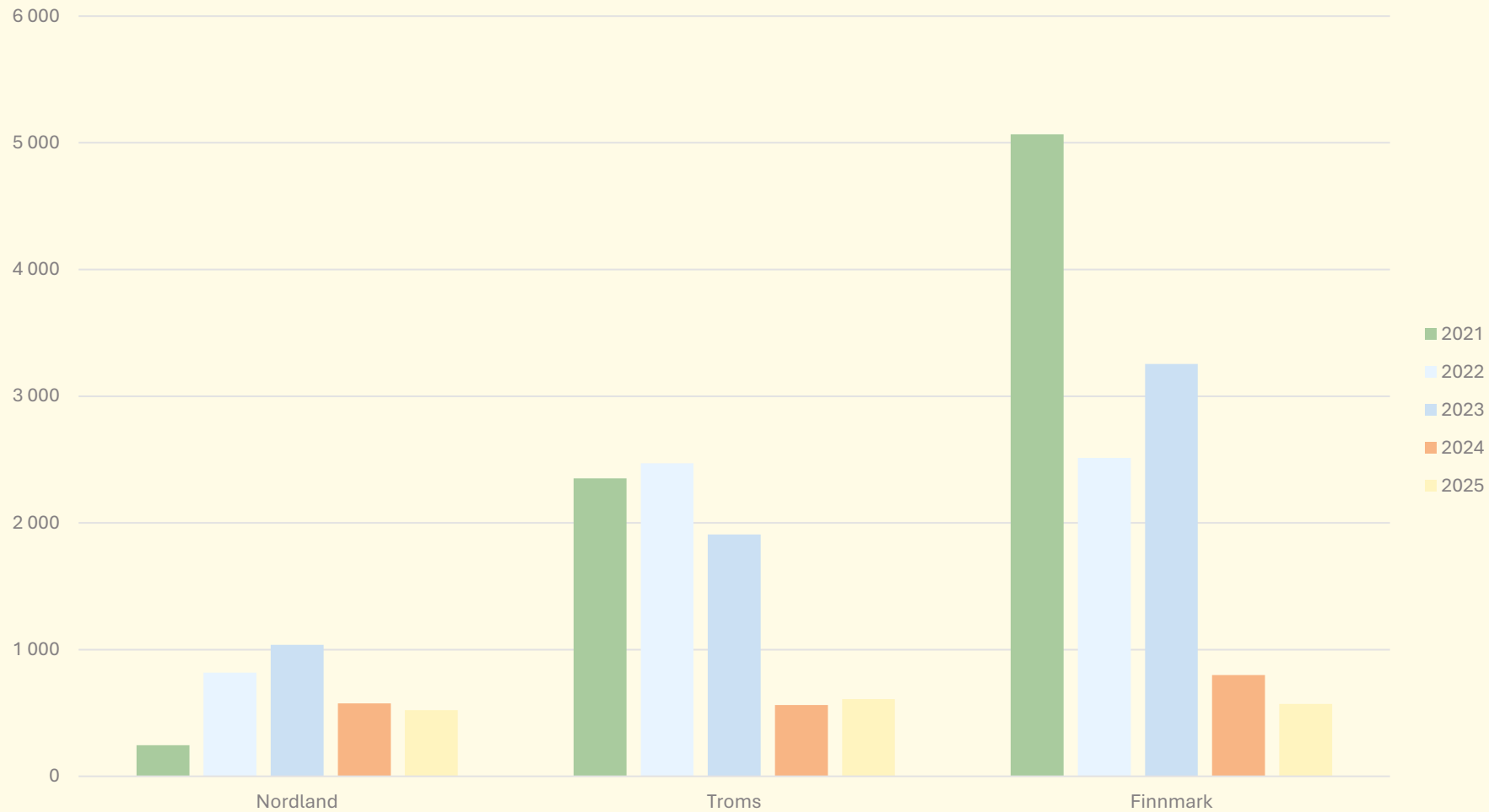
Russland



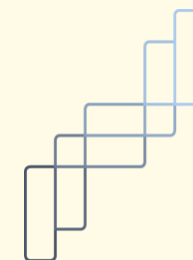
Russland



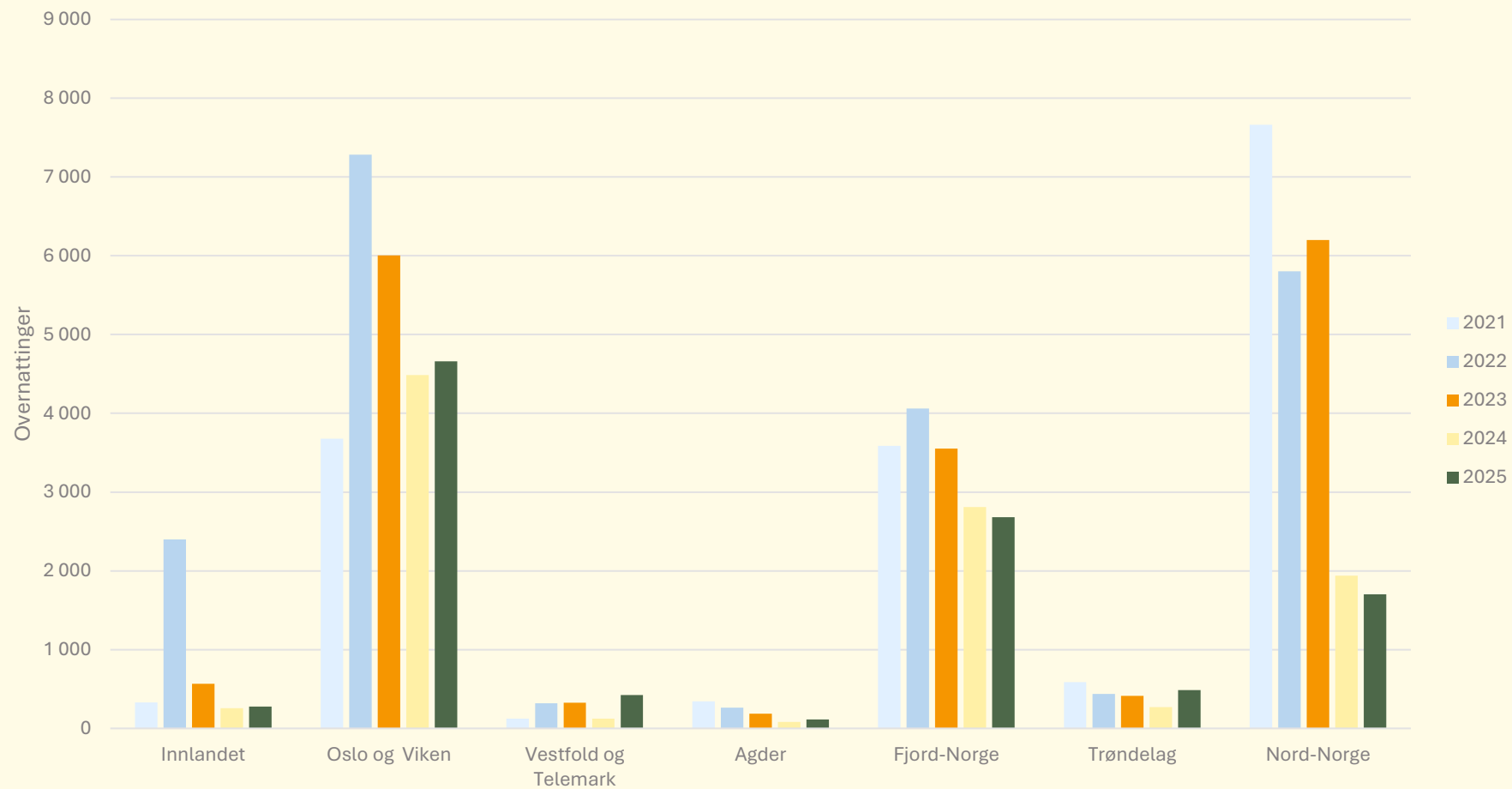
Utvikling russiske overnattinger i Nord-Norge 2021-2025



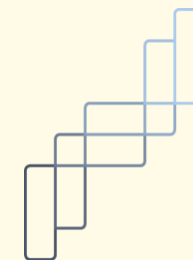
Russland



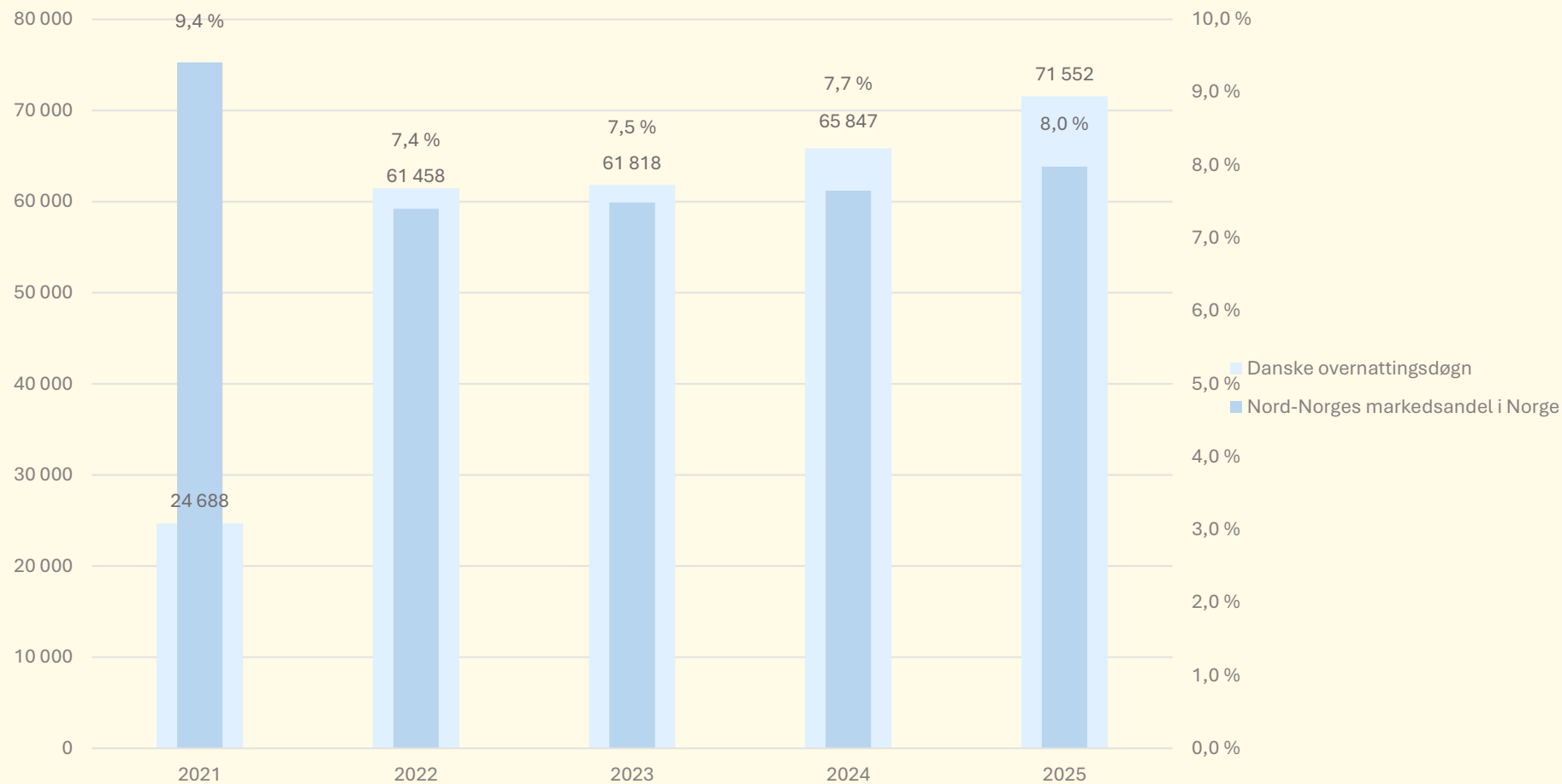
Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling russiske overnattinger 2021-2025



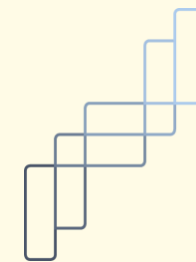
Danmark



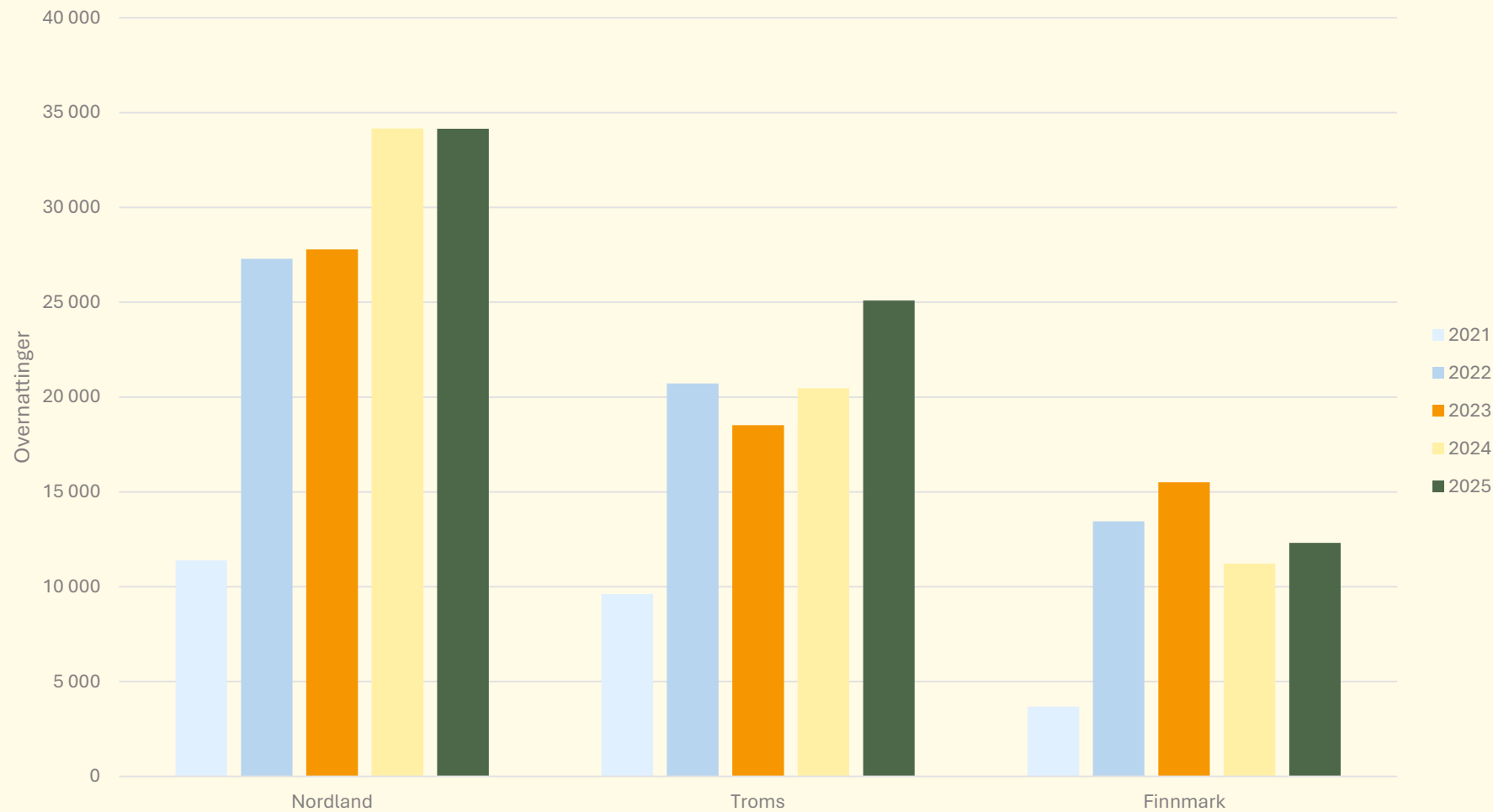
Nord-Norge vs Norge totalt
Danske overnattinger i Nord-Norge og Nord-Norges markedsandel i Norge 2021-2025



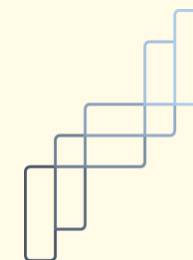
Danmark



Utvikling danske overnattinger i Nord-Norge 2021-2025



Danmark



Benchmarking Nord-Norge vs. øvrige landsdeler
Utvikling danske overnattinger 2021-2025

