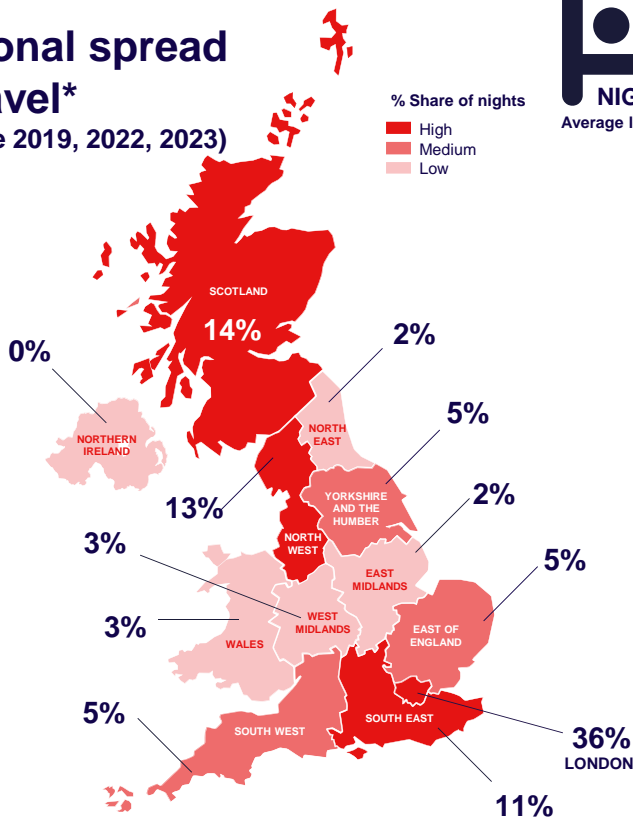


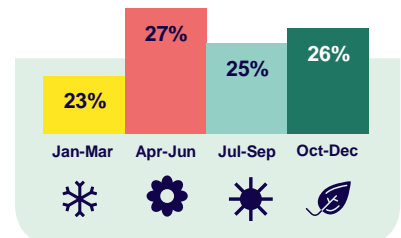
Regional spread of travel* (average 2019, 2022, 2023)



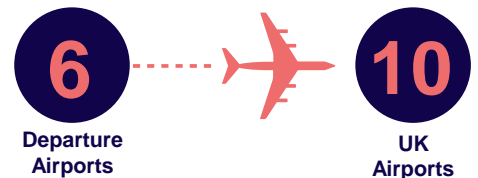
82% of Norwegian holiday visits are repeat visits, who come to the UK on average **7 times** in a 10-year period, with their spending worth a total of **£4,196** over this time.*



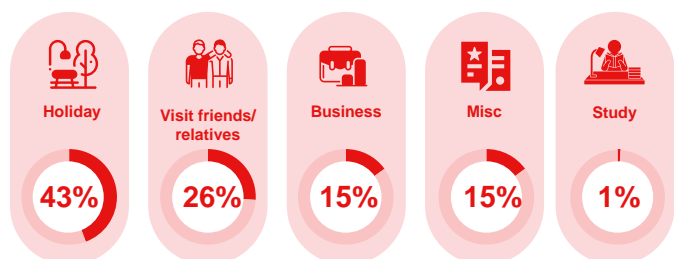
Seasonal spread of travel* (2023)



Departure & Destination Airports** (2023)



Purpose of travel* (2023)



Sources: *International Passenger Survey (IPS) by ONS, repeat visits stated exclude UK nationals, 2015. All spend is stated in nominal terms. **Apex as of May 2024.

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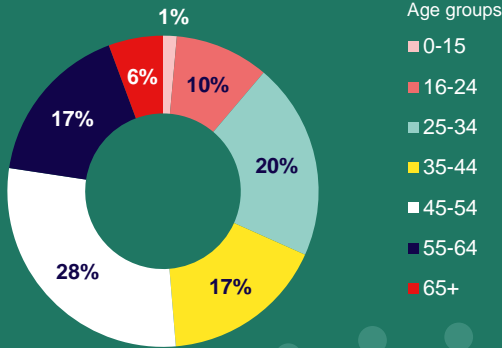
Holger Lenz

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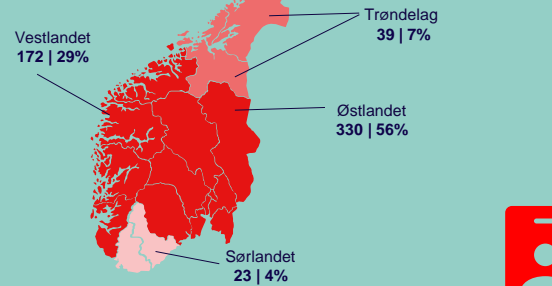
Key demographics* (2023)



Visitors' origin* (2023)

Visits in 000s | % Share of visits

High
Medium
Low



Top drivers for destination choice*** (2022)

- 1 Offers good value for money
- 2 Is good for relaxing, resting, recharging
- 3 Is a welcoming place to visit
- 4 Easy to get around once there
- 5 Easy to get to



Perceptions of Britain*** (2022)

Top associations with Britain:



Top sources of inspiration*** (2022)

#1



Bargain deals on airfares or tours

#2



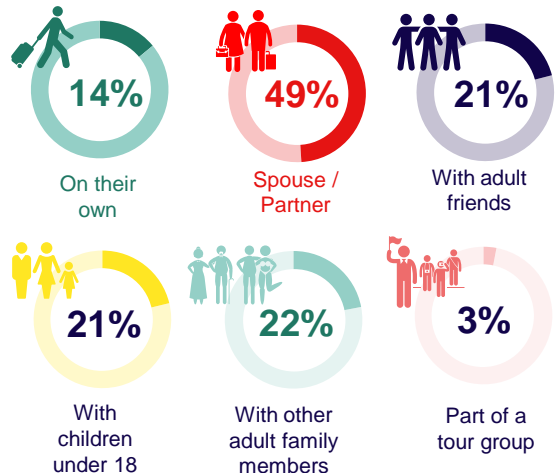
Friends or family (in person)

#3



Social media of friends/ family

Travel companions*** (2022)



Sources:

*International Passenger Survey (IPS) by ONS; age: share of 'don't know' not shown

*** VisitBritain/Kubi Kalloo MIDAS research project 2022

Top 5 activities desired on a holiday/short break abroad

- 1 Enjoy fine dining experiences
- 2 Experience coastal places and scenery
- 3 Explore local food and beverage specialties
- 4 Visit famous/iconic tourist attractions and places
- 5 Experience city life

66%
state holidays benefit their wellbeing

Top 5 sustainable actions by visitors to Britain¹

- 1 Buying local when I can
- 2 Using public/ greener transport
- 3 Visiting places outside of peak season
- 4 Visiting less well-known places/ attractions
- 5 Choosing options that allow me to 'live like a local'

Likelihood to combine Britain with other destinations



Travel only to Britain



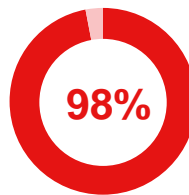
Combine a trip to Britain and other places in Europe



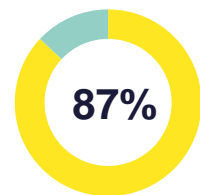
Undecided



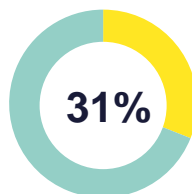
Share of Norwegian visitors "likely" or "extremely likely" to recommend Britain*



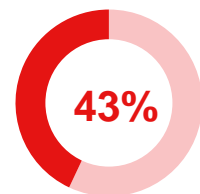
Share of Norwegian visits which were repeat visits*



Share of Norwegian travellers with accessibility requirements



Share of Norwegian travellers who book all trip elements separately



Sources:

*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers ¹ based on previous visitors to Britain