



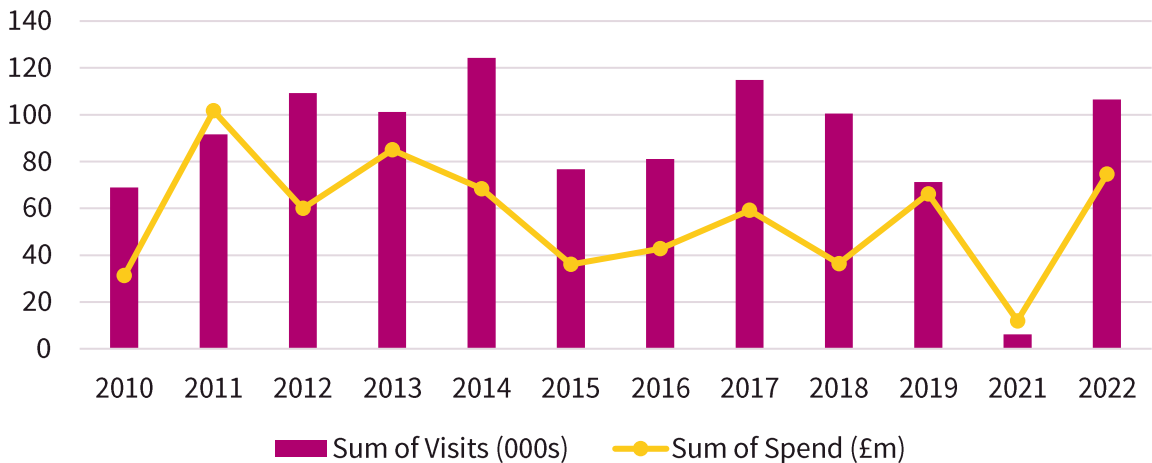
Insight Department:
Norway Factsheet | 2022

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INSIGHT DEPARTMENT: NORWAY FACTSHEET 2022

In 2022, Norway was Scotland's eighth largest international source market by number of visits, eighth by expenditure and twelfth by number of nights. Norwegian visitors accounted for 3% of all overseas visits and 2% of all overseas spend in Scotland. 2022 saw a significant return to pre-pandemic levels for both number of visits and spend.

Visits and spend over time



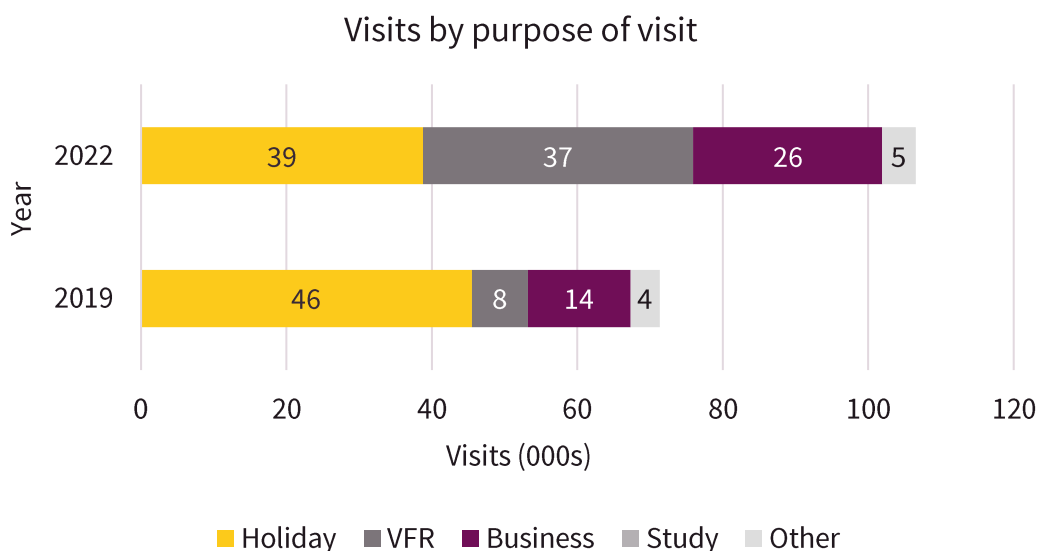
The total number of visits increased by 49% from pre-pandemic levels, whilst the total nights increased by 75%. Although tourism expenditure increased by 13%, the spend per visit was lower overall.

Year	Visits	Nights	Spend (£m)
2019	71,000	296,000	66
2022	107,000	518,000	75
Change	49%	75%	13%

Visitors from Norway spent on average £228 less during their visit compared to 2019. Although the average length of visit was 17% higher than pre-pandemic at 4.9 nights, the average spend per night was 36% lower, sitting at £144. This is likely due to a decrease in the proportion of holidays and a significant rise in those visiting friends or relatives, who typically visit for longer periods and spend less overall.

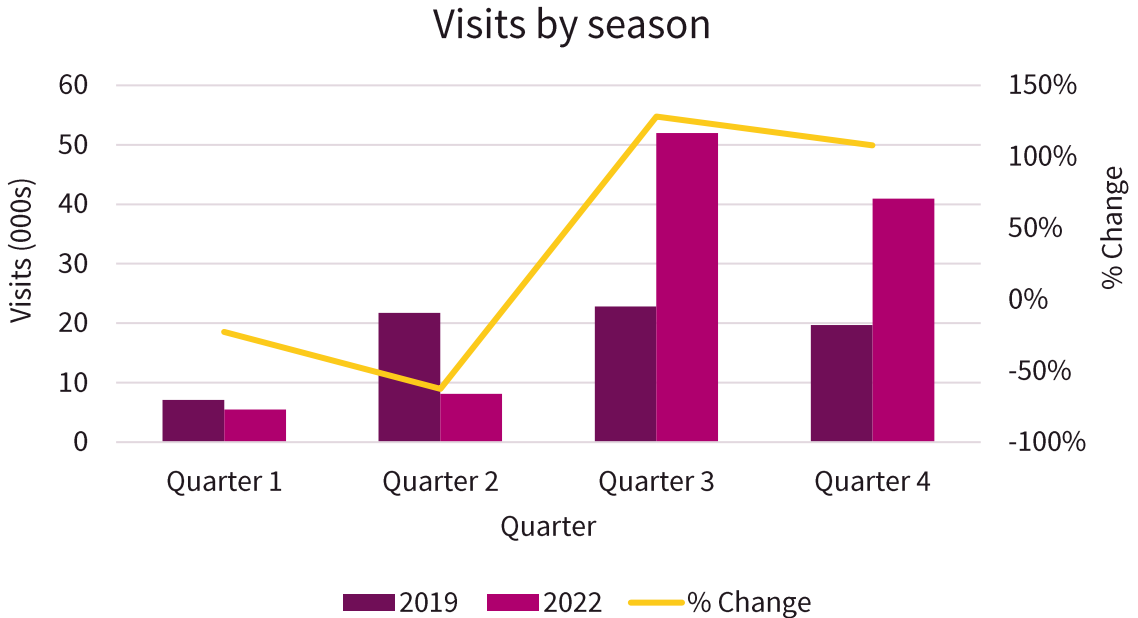
Year	Spend/visit	Nights/visit	Spend/night
2019	£929	4.2	£224
2022	£701	4.9	£144
Change	-25%	17%	-36%

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Around one-third of all visits taken by Norwegians were for the purpose of a holiday, with similar proportion visiting friends or relatives and 24% for business. This demonstrates a significant shift in visit intention compared to pre-pandemic, where the preference was for holidays rather than visiting friends or relatives. The proportion of business travel (at a quarter of all Norwegian visits) is significantly higher than most other visitor markets.

Purpose of visit	2019 visits (000s)	Visitor proportion (%)	2022 visits (000s)	Visitor proportion (%)
Business	14	20%	26	24%
Holiday	46	64%	39	36%
VFR	8	11%	37	35%
Study	0	0%	0	0%
Other	4	6%	5	4%



In 2022, the proportion of visits to Scotland by Norwegian visitors increased significantly in Q3 and Q4 versus 2019, with half of all visits happening during the third quarter of the year (July - September). Compared to 2019, Q1 and Q2 both saw a decrease in the proportion of visits by Norwegians. This contrasts with the pre-pandemic period, where the proportion of visits was consistent between April and December.

Season	2019 visits (000s)	Visitor proportion (%)	2022 visits (000s)	Visitor proportion (%)
Quarter 1	7	10%	6	5%
Quarter 2	22	30%	8	8%
Quarter 3	23	32%	52	49%
Quarter 4	20	28%	41	38%

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About this data

All data is sourced from the International Passenger Survey by the Office for National Statistics. Refer to the [ONS website](#) for more on IPS methodology.

Important Notice On Continued Impact of COVID in relation to IPS Data Collection

The International Passenger Survey (IPS) was suspended on 16 March 2020 due to the coronavirus (COVID-19) pandemic. Interviewing initially began at UK airports at the start of 2021, though the IPS remained suspended at some seaports and train stations during the year. To produce statistics for the periods impacted the Office for National Statistics (ONS) have applied the following processes to the data since March 2020:

- **March 2020** - With the data collected for most of March when the IPS was running the ONS had part of the data needed for the month. To produce estimates for the full month of March the ONS worked on the assumption that passenger characteristics in the second, unsampled, half of the month were represented by those sampled in the first half.
- **April – December 2020 (Q2, Q3, Q4 2020)** - The travel and tourism figures for this period are based entirely on administrative sources and modelling as no data was collected during this period.
- **2021** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) in Q4 2021 due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for this quarter. Data for those travelling via Dover was only collected from Q3 2021. In addition, no estimates are included for any travel across the Irish border. Please see [visitbritain.org](#) for more information.
- **January to June 2022** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) during this period due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for Q1-Q2 2022. The ONS restarted IPS interviews at all ports from July 2022. Please see [visitbritain.org](#) for more information.

Please refer to the [ONS website](#) for the official release and more information on IPS methodology and UK outbound travel and for Full Year 2022 details are on this [ONS page](#).

Appendix

International Passenger Survey 2022

USING AND INTERPRETING STATISTICAL DATA

Sources: Data is sourced from the Office for National Statistics' International Passenger Survey (IPS).

Information about the survey can be found on the VisitBritain website

www.visitbritain.org (Insights & Statistics section) or the Office for National Statistics website www.statistics.gov.uk/hub/index.html.

Sample Sizes: Some analysis within this report may be based on small sample sizes. Before using the data, it is important to recognise the limitations of using a small sample size. Further information, including methodology and sample sizes, can be found on the VisitBritain website www.visitbritain.org (Insights & Statistics section).

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