

Flows in Norway

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Abstracts

Inbound arrivals into Norway grew by 3% in 2017 to reach 6.2 million trips. The weakness of the Norwegian krone, which was due to low oil prices, remained the most important driver of growth in inbound arrivals, as this made Norway a more affordable destination for international visitors. In addition, global concerns about terrorism in a range of destinations also made many tourists more inclined to favour Norway, which has a reputation for being a safe, stable country.

Euromonitor International's Flows in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Weak Krone Makes Norway A More Affordable Travel Destination

Online Transactions Continue To Gain Ground in Norwegian Travel

Scheduled Airlines Struggle To Compete With Low Cost Carriers

Development of Travel-related Mobile Apps Increasingly Evident in 2017

Forecast Period Outlook for Travel in Norway Remains Broadly Positive

SWOT

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