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Germany
The travel destination



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INCOMING NORWAY

COUNTRY AND PEOPLE

Capital	Oslo (0.7 million inhabitants) (2022)
Area	625,218 km ²
Inhabitants	2021: 5.5 million (growth rate 0.8%)*; Forecast 2026: 5.7 million
Mean age	39.5 years
Economy	GDP per capita: 82,244 US\$ (2021)*, GDP – real growth rate +3.0% (2021)*
Unemployment rate	4.3% (2021)*
Inflation rate	2.6% (2021)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2021

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Spain
- 2 Germany**
- 3 Sweden
- 4 Denmark

INTENSITY OF TRAVEL ABROAD

46.1%

(resident population from 15 years on)

= 0.5 trips per person

DESTINATION GERMANY

YEAR 2021

81,433 arrivals from Norway

170,317 overnight stays (camping included)

ÜBERNACHTUNGSVOLUMEN

Increase 2012 – 2021:

by **-79.8%**

Growth 2020 – 2021:

+9.1%

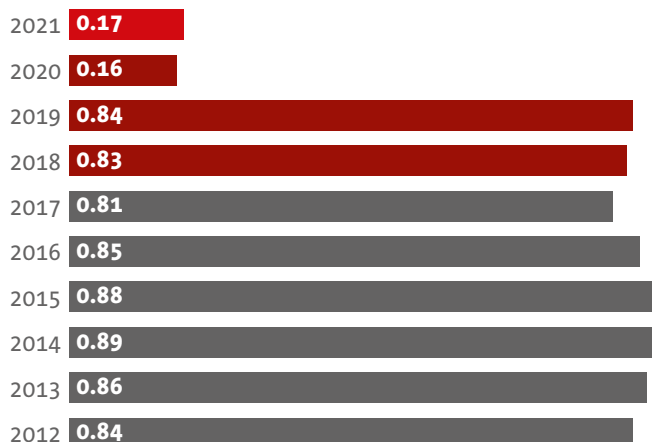
Average annual rate of change 2012 – 2021: **-6.0%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.2 billion Euro** (2021)

OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Jahr



MOST POPULAR DESTINATIONS IN 2021

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Berlin with 22.5% of all o. s.	Berlin with 226,166 o. s.
2	Bavaria with 14.9% of all o. s.	Hamburg with 173,553 o. s.
3	Schleswig-Holstein with 10.1% of all o. s.	Munich with 8,667 o. s.
4	Hamburg with 8.2% of all o. s.	Frankfurt with 7,137 o. s.

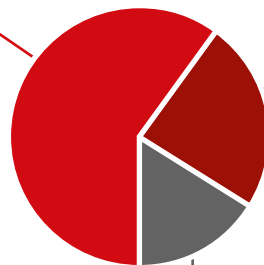
PURPOSE OF ALL INCOMING TRIPS (81 thousand arrivals)

Only one answer possible. Deviations from 100% due to rounding

60% Holiday trips

Type of holiday trip:

- 68% City holidays/visit of an event
- 11% Touring holidays
- 4% Holidays in tourist regions



24% Business trips

Type of business trip:

52% Promotable business trips

Type of promotable business trip:

- 51% Conferences/congresses/seminars
- 49% Exhibits/trade fairs

48% Traditional business trips

16% VFR-/other trips

BOOKING-BEHAVIOUR, MAIN MODE OF TRANSPORT, ACCOMMODATION DURING HOLIDAY TRIPS

92% of all holiday trips are booked in advance

82% online booking

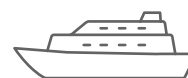
86% accommodation paid for (73% hotel)



55%
plane



26%
car



17%
ship



2%
motorised
caravan/camper