

Brief status report on the tourism industry Norway

The Barents
JWGT
September
2021



Troms og Finnmark fylkeskommune
Romssa ja Finnmarkku fylkkagielda
Tromssan ja Finmarkun fylkinkomuuni





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Global tourism meltdown to be continued...

International tourism back to levels of 30 years ago



-70% to -75%
International tourist arrivals



Loss in international tourism receipts
US\$ 1.1 trillion



International tourism could plunge to levels of
1990s



Estimated loss in global GDP
over US\$ 2 trillion

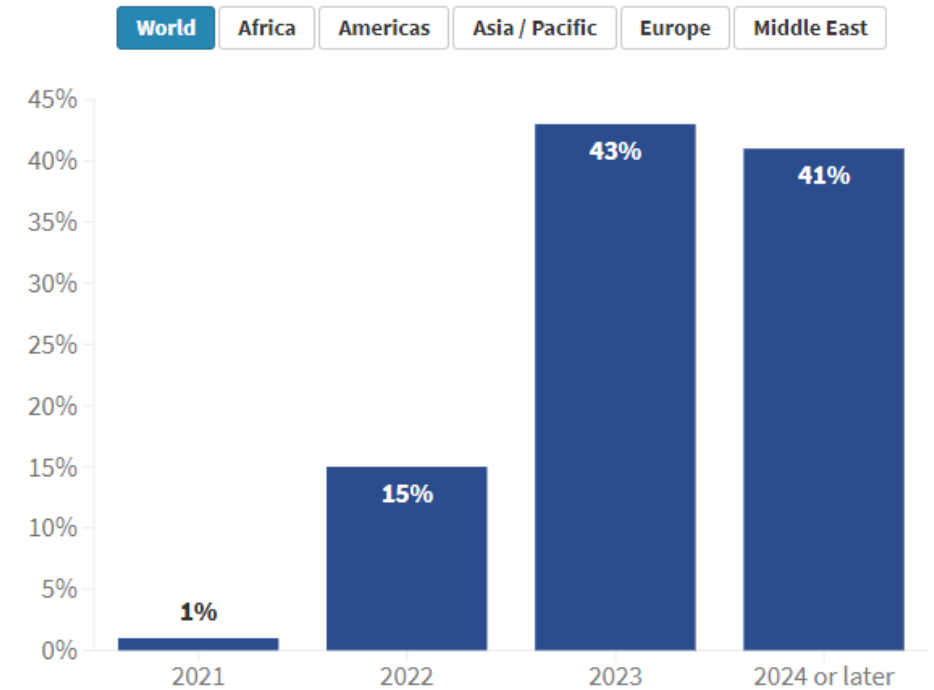


Loss of international tourist arrivals
1 billion



100-120 million
direct tourism jobs at risk

When do you expect international tourism to return to pre-pandemic 2019 levels in your country?



UNWTO conducted a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. Data as collected by UNWTO, January 2021. Published: 26/01/2021



Entry quarantine and rules upon arrival in Norway – tougher than the rest?

Everyone travelling to Norway from abroad, except countries/regions in the EEA/Schengen/United Kingdom which have a sufficiently low infection rate must go into entry quarantine for up to 10 days, unless they are covered by the exemption provisions in the COVID-19 Regulations.

More details: <https://www.fhi.no/en/op/novel-coronavirus-facts-advice/facts-and-general-advice/entry-quarantine-travel-covid19/#map-of-nordic-region-europe-with-status-for-entry-quarantine>

Map of Nordic region/ Europe

Map of Nordic region/ Europe with status for entry quarantine



As of date: 2021-8-30

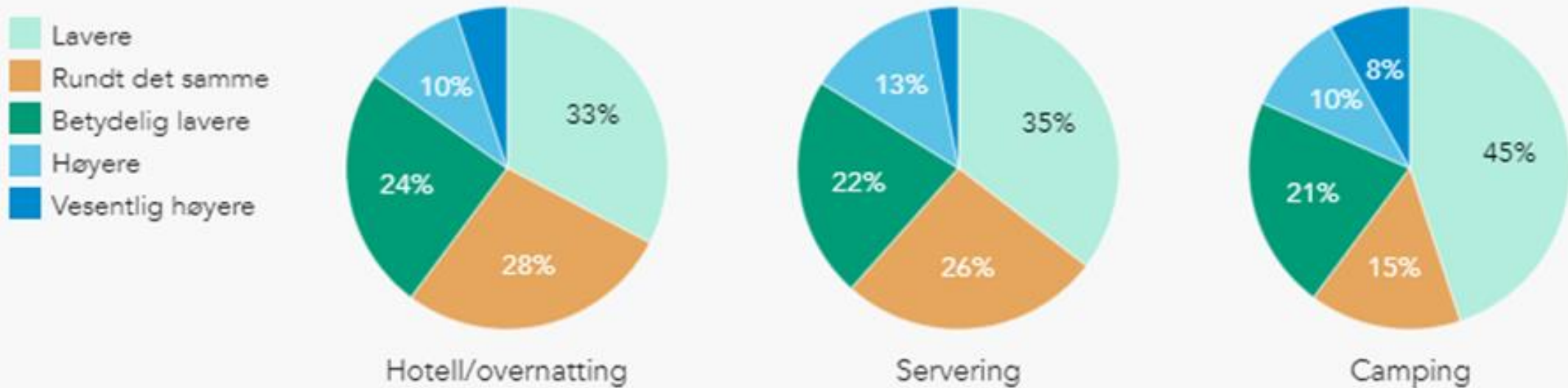
- Green: you do not need to be in quarantine when you arrive in Norway
- Orange: you must be in quarantine when you arrive in Norway
- Red: you must be in quarantine when you arrive in Norway
- Purple: you must be in quarantine when you arrive in Norway
- Dark red: You must go into quarantine in a quarantine hotel upon arrival in Norway
- Light Grey: You must go into quarantine in a quarantine hotel upon arrival in Norway
- Grey: Norway is not included in assessment of advice for international travel
- Yellow: this category is currently not in use



Tourism industry summer 2021 – Norway

- In general, a “positive” summer 2021 due to domestic market travelling, but regional and sector differences

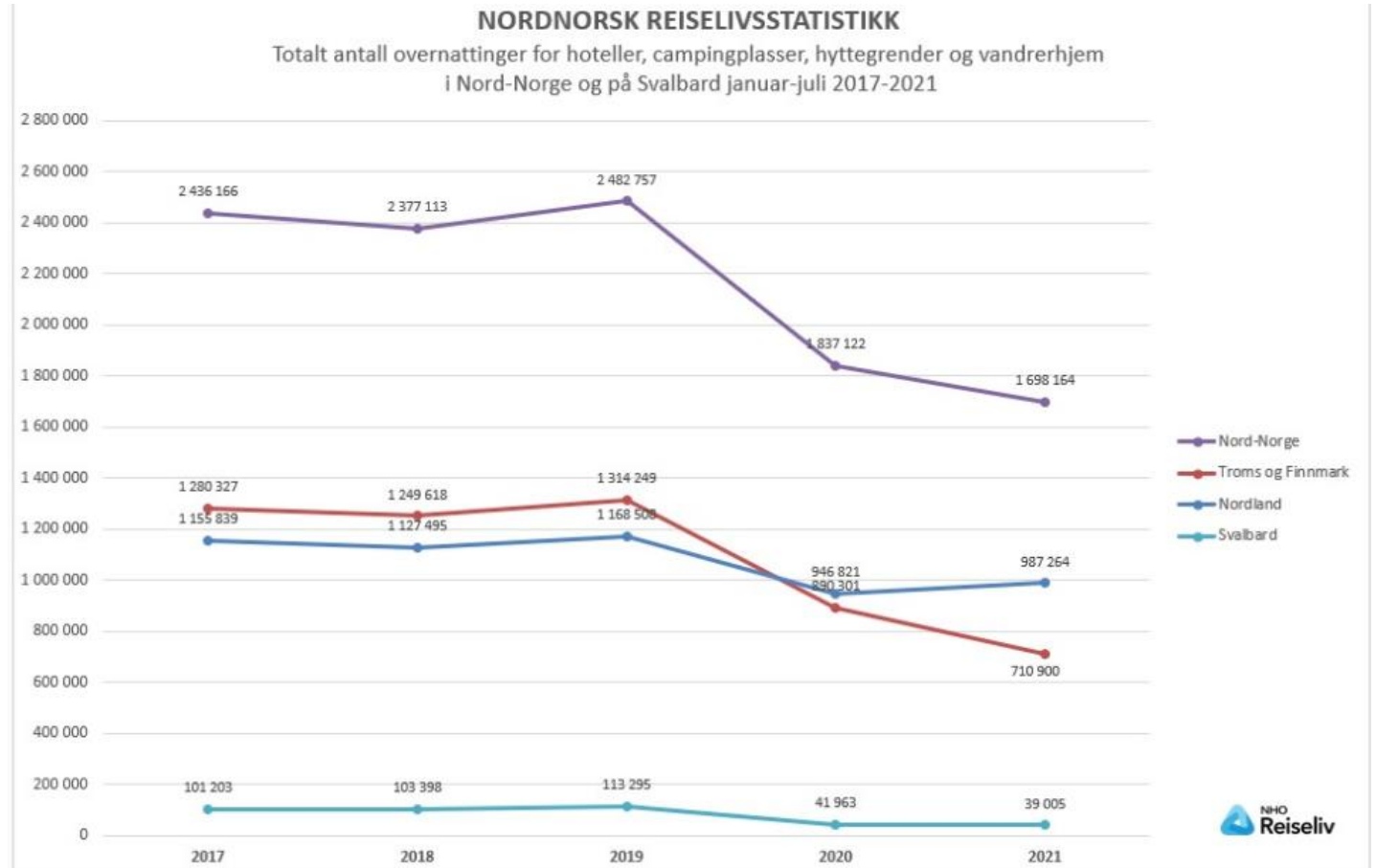
Hvordan har besøksnivået vært i juni og så langt i juli, sammenlignet med et "normalår"?





Accommodation
nights

North Norway
2017 - 2021





Affected by entry refusal

- Tourist and hospitality businesses struggled to get necessary skilled staff and seasonal workers from abroad

Hvilke tiltak har bedriften måtte iverksette grunnet manglende bemanning i sommer? (flere valg)

Eksisterende ansatte har måttet jobbe ekstra

55%

Kortere åpningstider

29%

Ingen endringer

25%

En eller flere dager hvor bedriften har holdt stengt

21%

Tallene er hentet fra NHO Reiselivs medlemsundersøkelse, gjennomført av 375 respondenter 9. - 13. august, 2021.

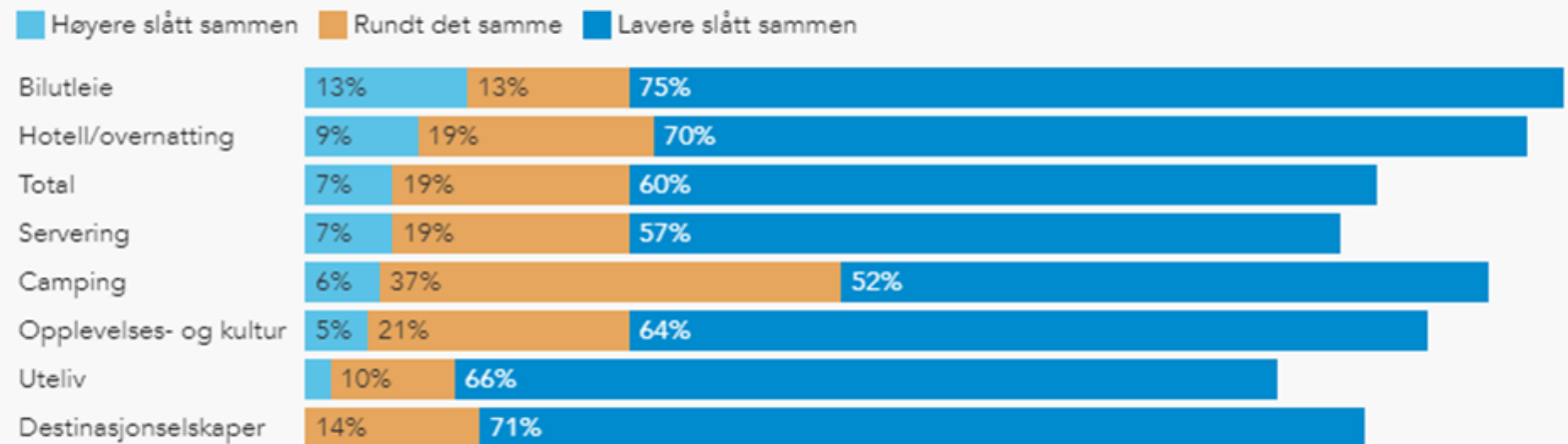
Kilde: [NHO Reiseliv](#) • [Last ned data](#)



The lack of international visitors and conference market ongoing

- Autumn looks tough due to the international market and event & conference market are far from normal
- Svalbard, Vestland, Oslo, Troms and Finnmark and Nordland will be particularly affected by lower booking numbers in the future

Hvordan er bookingnivået for høsten sammenlignet med et "normalår"?



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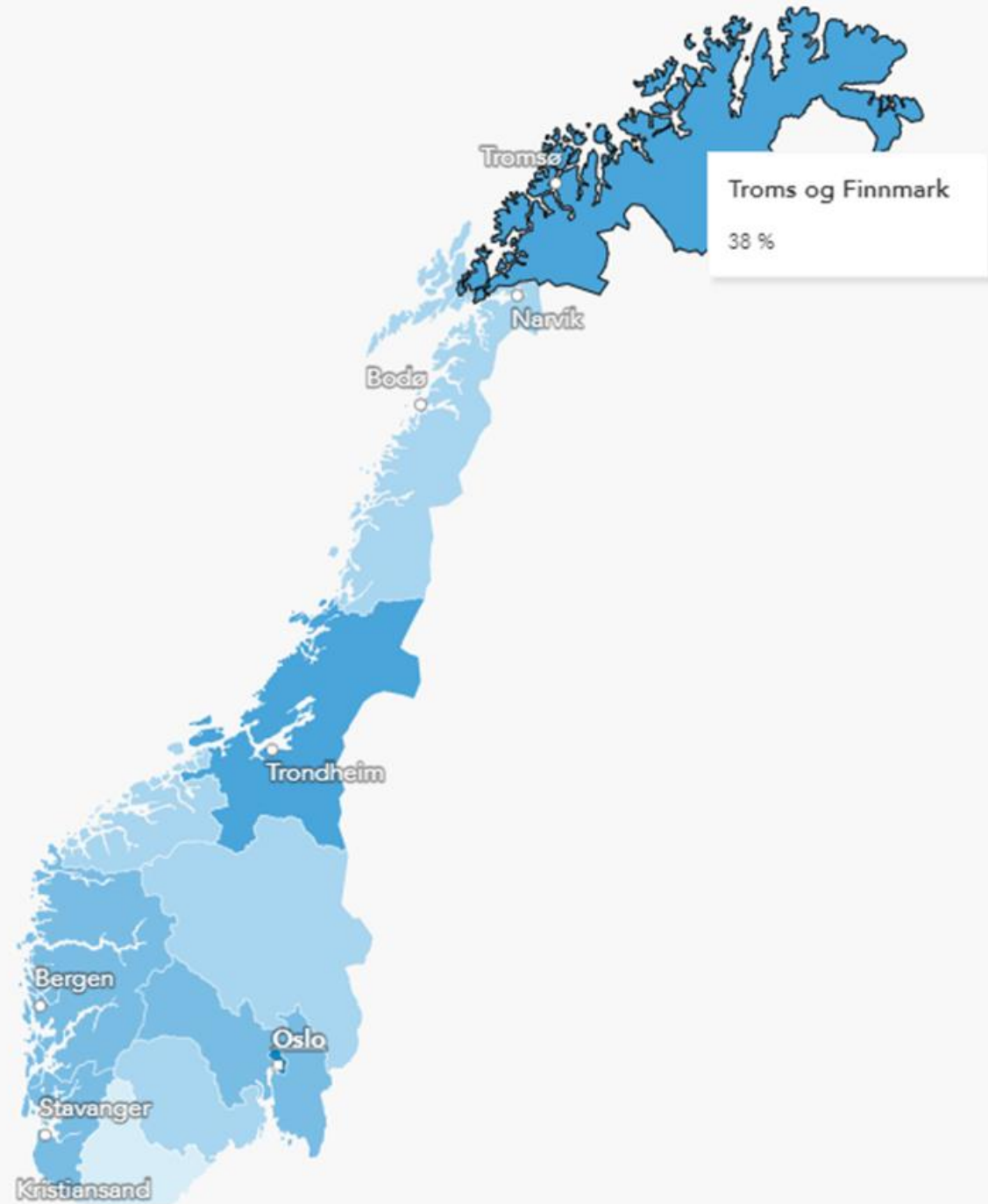
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Less layoffs

- Three out of ten tourism companies say they have laid off employees, the lowest number since the pandemic started
- Lowest proportion of layoffs in the car rental and camping industry
- Most layoffs in nightlife and restaurant sector, followed by the hotel industry, adventure and culture sector





Stable fear of bankruptcy prevails across Norway

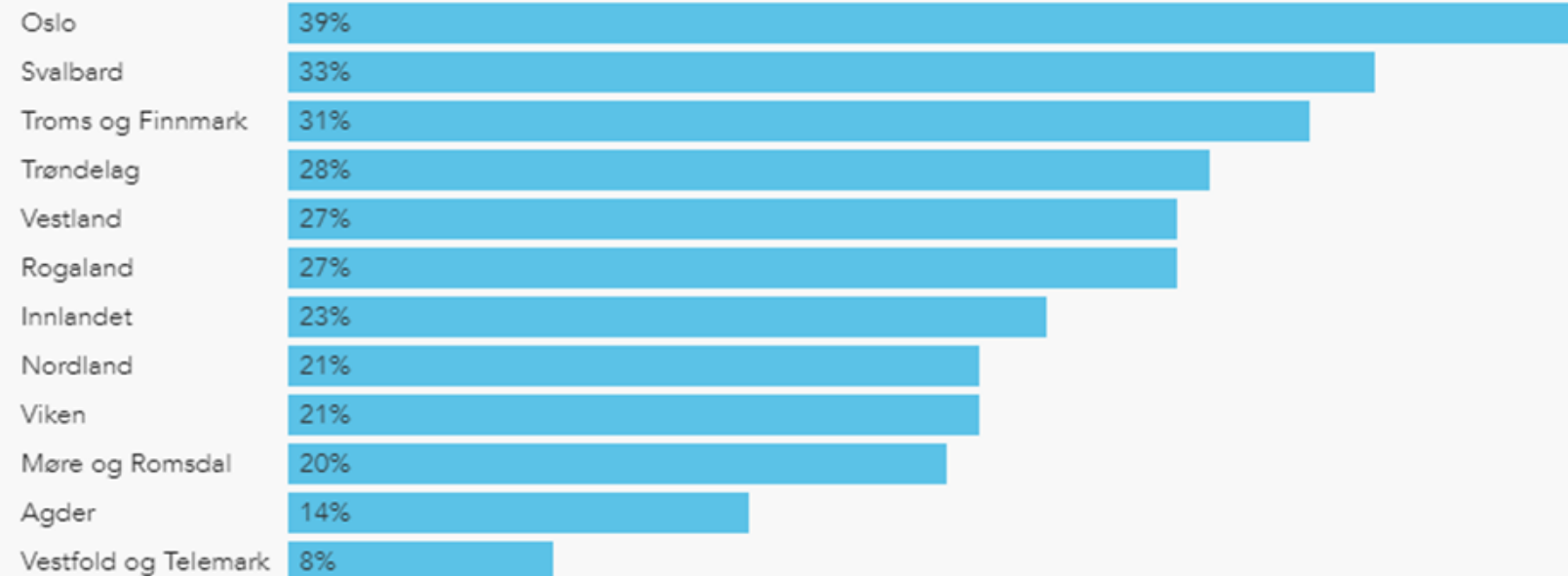
24 percent of tourism companies fear bankruptcy as a result of the corona crisis

Among car rentals and camping, the fear of bankruptcy is lowest

In the nightlife and experience and culture industry it is the highest

Andel reiselivsbedrifter som frykter konkurs som følge av koronaviruset

Fylkesvis fordeling



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The need for change management, reshaping and adjusting

- 50% of tourism companies; need to adjust to a possible different demand behaviour when the corona pandemic is over
- Businesses need to adapt to new domestic markets, and to adapt to other products/services/concept
- Especially DMC (82%) camping (71%) and accommodation establishments (69%) see an increased need to adapt to new domestic markets
- Among the tourism companies, adventure, experience and culture companies (73 per cent) and the nightlife industry (68 per cent) see the greatest need to adapt to new products / services.



Trends: Cooperation and local markets

- In the past year, four out of ten companies have entered into collaborations with other tourism companies to strengthen the concept towards new market
- Especially accommodation, experience and cultural companies have increased cooperation in the corona

Future markets: Focuses on Norway, the Nordic countries and Europe

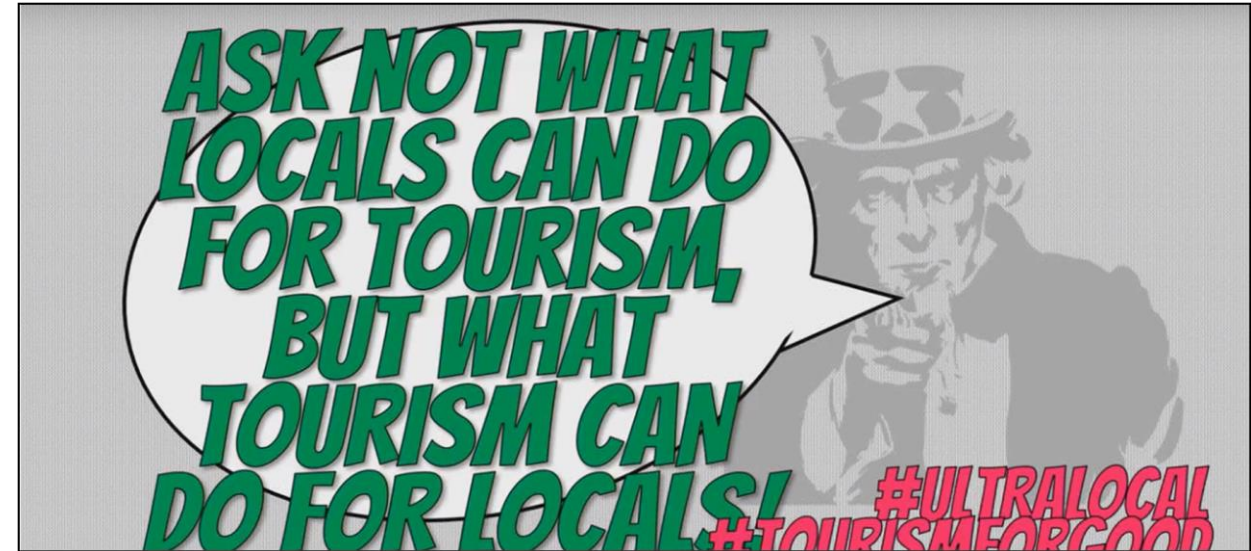
- 78 percent of the companies will aim at the Norwegian market
- 49 percent of those surveyed will aim at the Nordic/European market
- 8 percent will aim at the North America market
- 5 percent will aim at the Asian market



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Buzzwords post-corona:

- Sustainable political ideology
- Sustainable tourism management
- Sustainable marketing
- Sustainable consumption behaviourism
- Sustainable mobility
- Sustainable collaboration
- Sustainable socio-economy



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