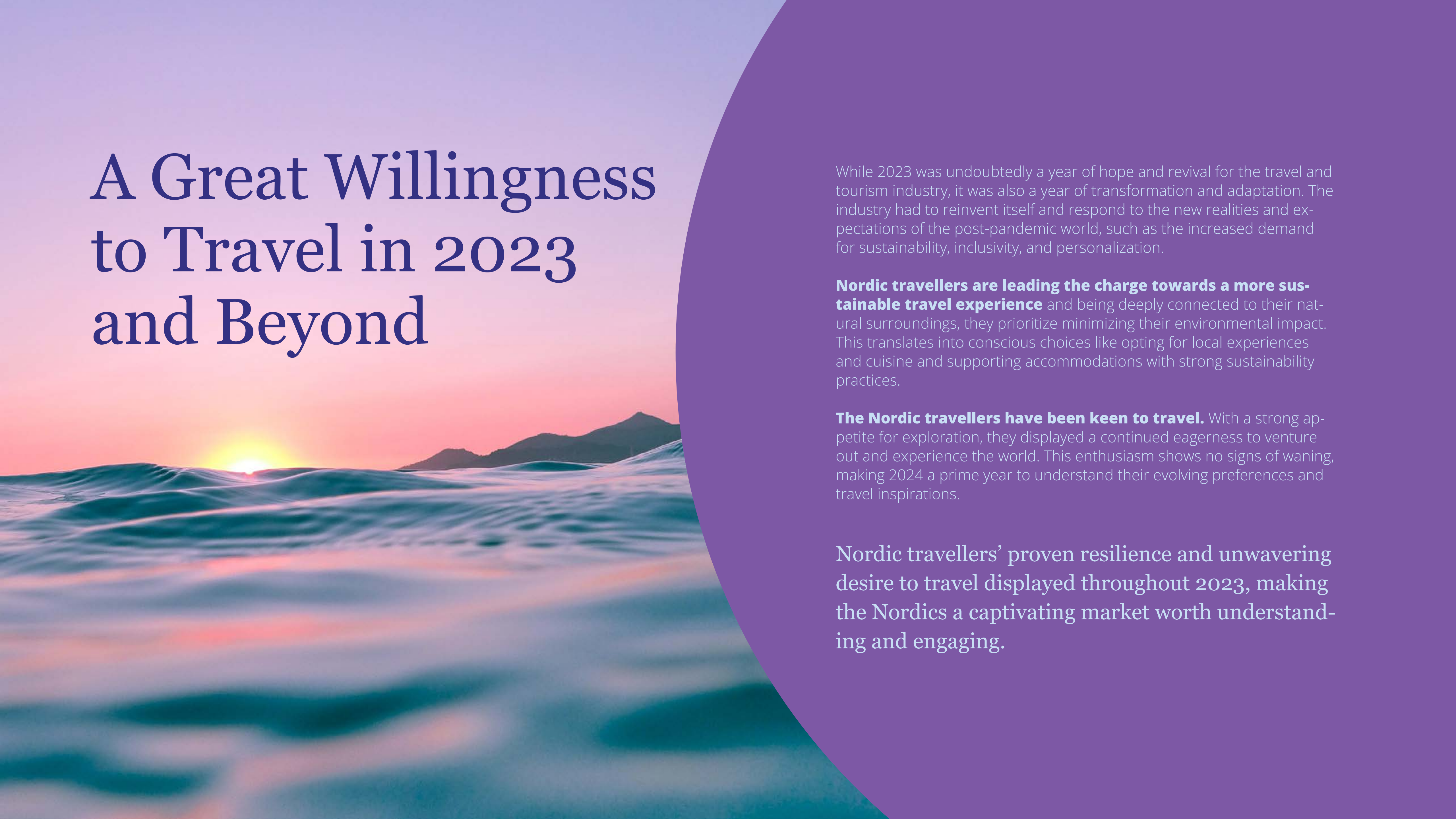


A Brief Look at
Nordic Travellers in

2024



A Great Willingness to Travel in 2023 and Beyond

While 2023 was undoubtedly a year of hope and revival for the travel and tourism industry, it was also a year of transformation and adaptation. The industry had to reinvent itself and respond to the new realities and expectations of the post-pandemic world, such as the increased demand for sustainability, inclusivity, and personalization.

Nordic travellers are leading the charge towards a more sustainable travel experience and being deeply connected to their natural surroundings, they prioritize minimizing their environmental impact. This translates into conscious choices like opting for local experiences and cuisine and supporting accommodations with strong sustainability practices.

The Nordic travellers have been keen to travel. With a strong appetite for exploration, they displayed a continued eagerness to venture out and experience the world. This enthusiasm shows no signs of waning, making 2024 a prime year to understand their evolving preferences and travel inspirations.

Nordic travellers' proven resilience and unwavering desire to travel displayed throughout 2023, making the Nordics a captivating market worth understanding and engaging.

The Nordic Travel Market: Preferences and Inspirations for 2024

To keep track of the Nordic travellers, we conduct a study biannually, which helps us to see changing patterns and expectations. The study covers topics such as travel inspiration, booking methods, travel modes, accommodation choices, destination preferences, and travel experiences.

The study reveals some of the key trends and challenges that the industry faces in the post-pandemic era, as well as some of the opportunities that emerge from the changing demands of travellers.

The following pages will provide a summary of the main insights related to where Nordic travellers find travel inspiration and some of their preferences.

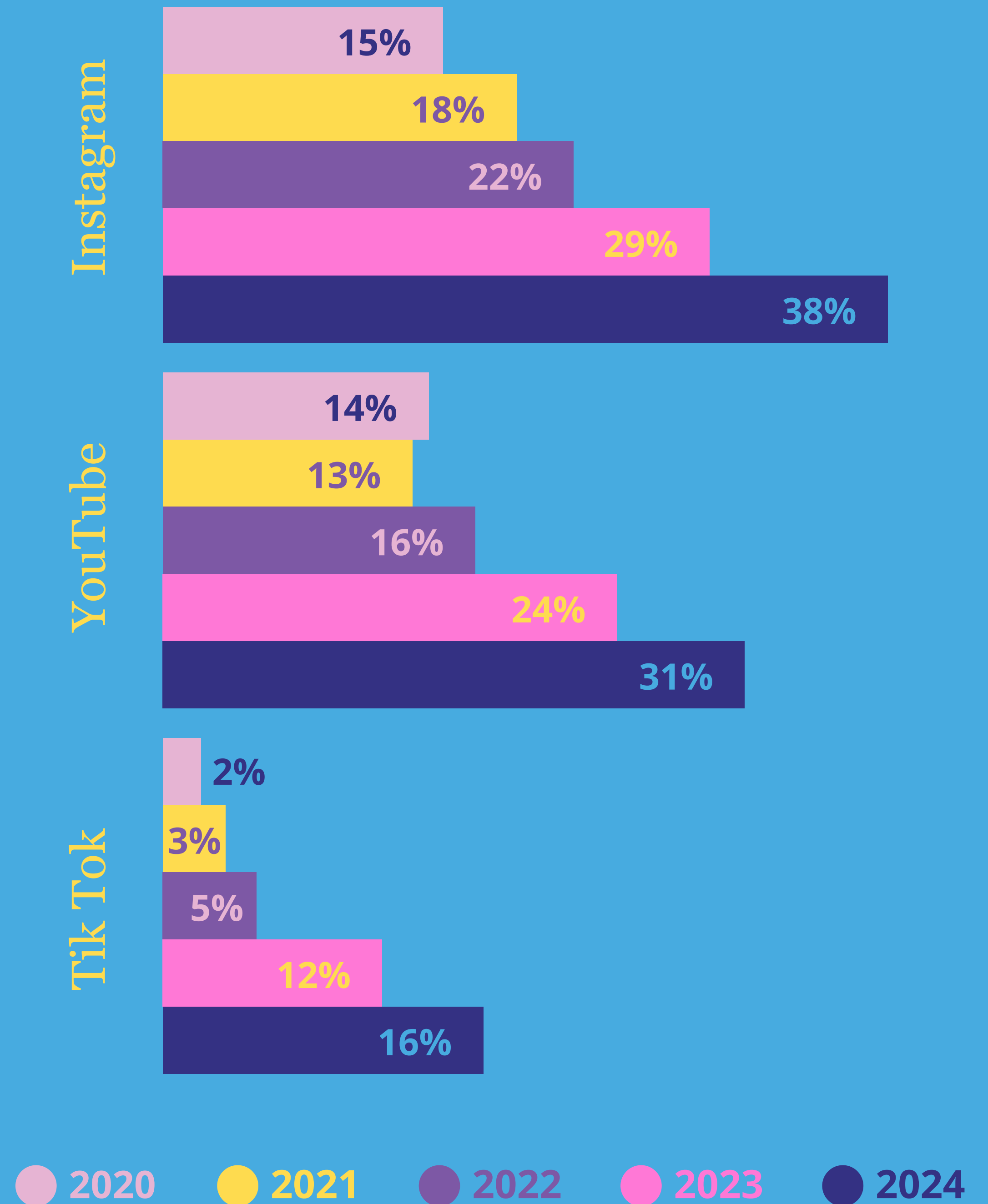


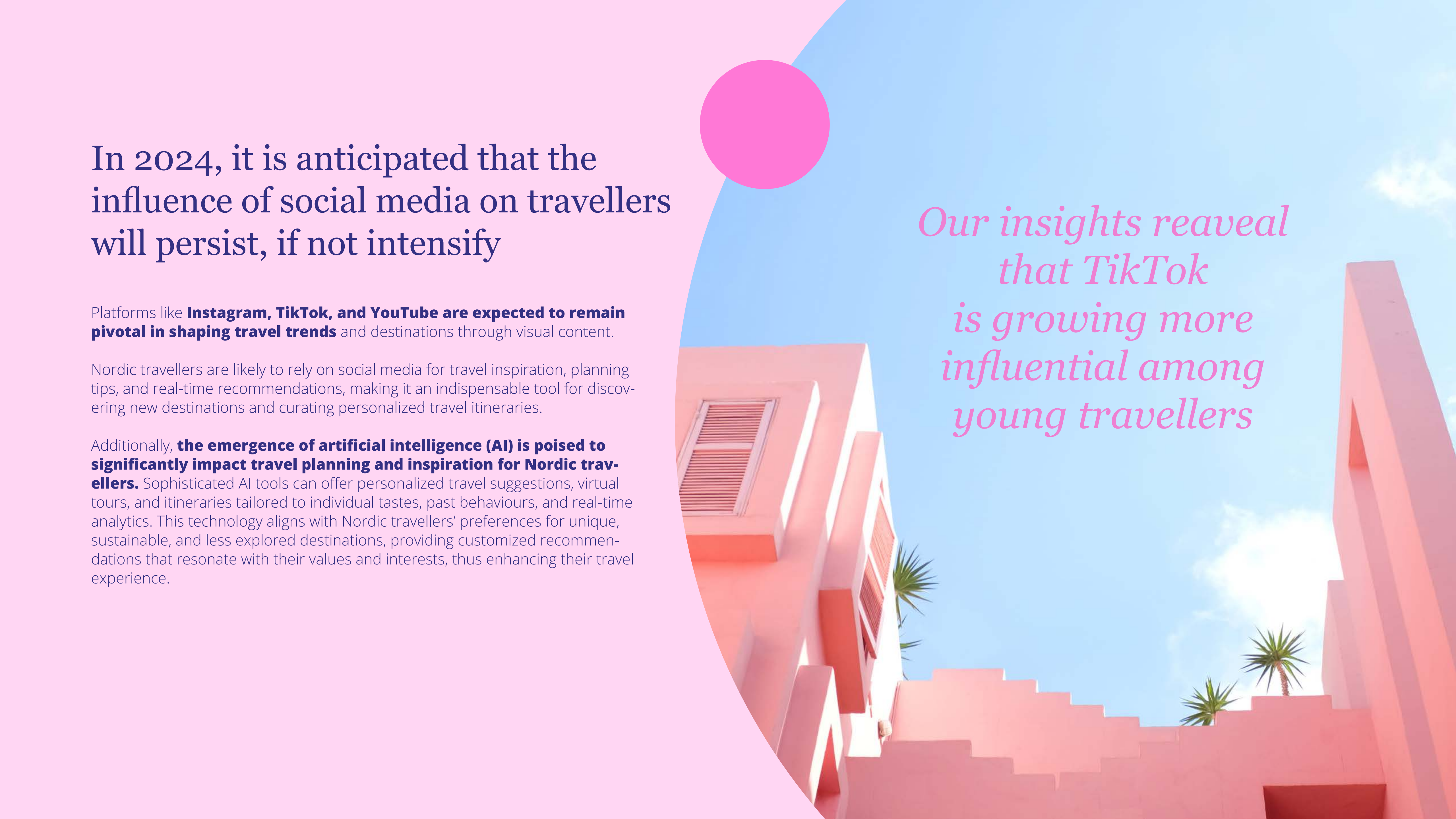
How Social Media Shapes the Travel Dreams of Nordic Travellers

Nordic countries are renowned for their **high level of digitalization**, a characteristic that profoundly influences various aspects of life, including how the Nordic people plan and find inspiration for their travels.

Platforms such as **Instagram, YouTube, and TikTok have become essential** in the search for new travel destinations and experiences. Nordic travellers, more than ever before, rely on the visual and interactive content available on these platforms to guide their travel decisions.

The shift towards digital sources for travel inspiration highlights the significant role that social media now plays to many Nordic travellers.





In 2024, it is anticipated that the influence of social media on travellers will persist, if not intensify

Platforms like **Instagram, TikTok, and YouTube** are expected to remain **pivotal in shaping travel trends** and destinations through visual content.

Nordic travellers are likely to rely on social media for travel inspiration, planning tips, and real-time recommendations, making it an indispensable tool for discovering new destinations and curating personalized travel itineraries.

Additionally, **the emergence of artificial intelligence (AI) is poised to significantly impact travel planning and inspiration for Nordic travellers.** Sophisticated AI tools can offer personalized travel suggestions, virtual tours, and itineraries tailored to individual tastes, past behaviours, and real-time analytics. This technology aligns with Nordic travellers' preferences for unique, sustainable, and less explored destinations, providing customized recommendations that resonate with their values and interests, thus enhancing their travel experience.

*Our insights reveal
that TikTok
is growing more
influential among
young travellers*



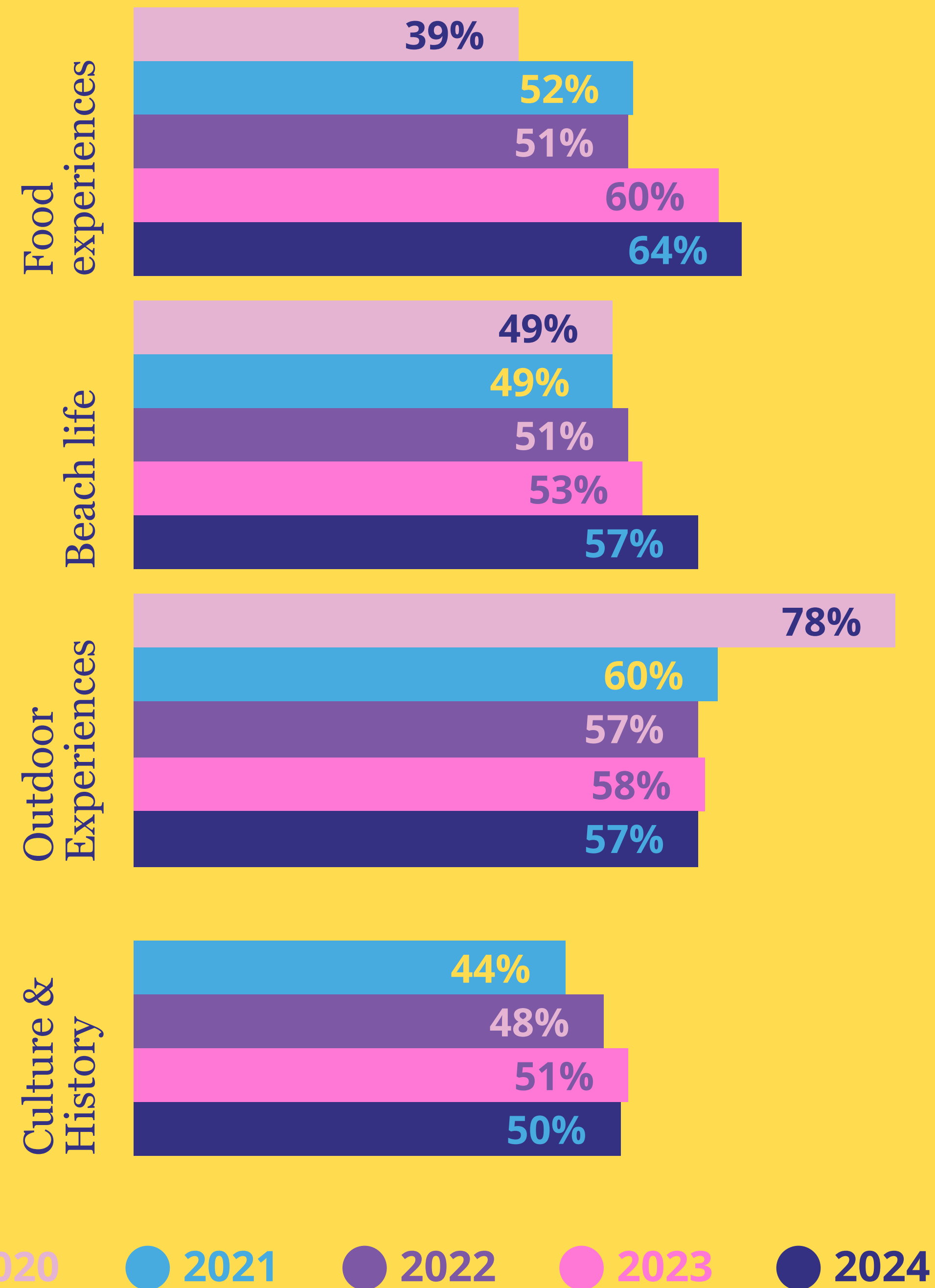
Food Experiences Increasingly Important to Nordic Travellers

Nordic travellers value immersive food experiences and a profound appreciation for nature and outdoor activities. Their preference reflects a cultural emphasis on food quality and origin, alongside a deep connection to the natural environment, characteristic of Nordic societies.

Abroad, they explore local cuisines, seeking authentic dining experiences that reflect local culture and traditions. Their outdoor enthusiasm leads them to beautiful destinations offering adventure, like hiking and biking.

This interest in gastronomy and nature guides their destination choices, enriching their travels with experiences that satisfy their exploration and sensory desires.

Over the years, we have seen a significant increase in the interest in food experiences and how that drives destination choice for Nordic travellers



A steady increase in the significance of food experiences

In the past few years, we have seen a steady increase in the significance of food experiences, while beach life and cultural experiences remain fairly consistently important to Nordic travellers. The data also shows that nature and outdoor experiences continue to be important, despite dropping significantly, which can be influenced by the pandemic.

Methods

In this study, we employed a cross-sectional survey to collect quantitative data.

The survey was conducted among an international panel of consumers from Denmark, Sweden, Norway, and Finland. The panel consists of more than 200,000 randomly selected individuals. Data collection was conducted via a self-administered online questionnaire.

All individuals aged 18 or above were eligible to participate.

Data collection was conducted in Q1, 2024.

Data has been weighted by gender, age, and geography to ensure that the sample's composition mathematically matches the distribution found in the respective populations.

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