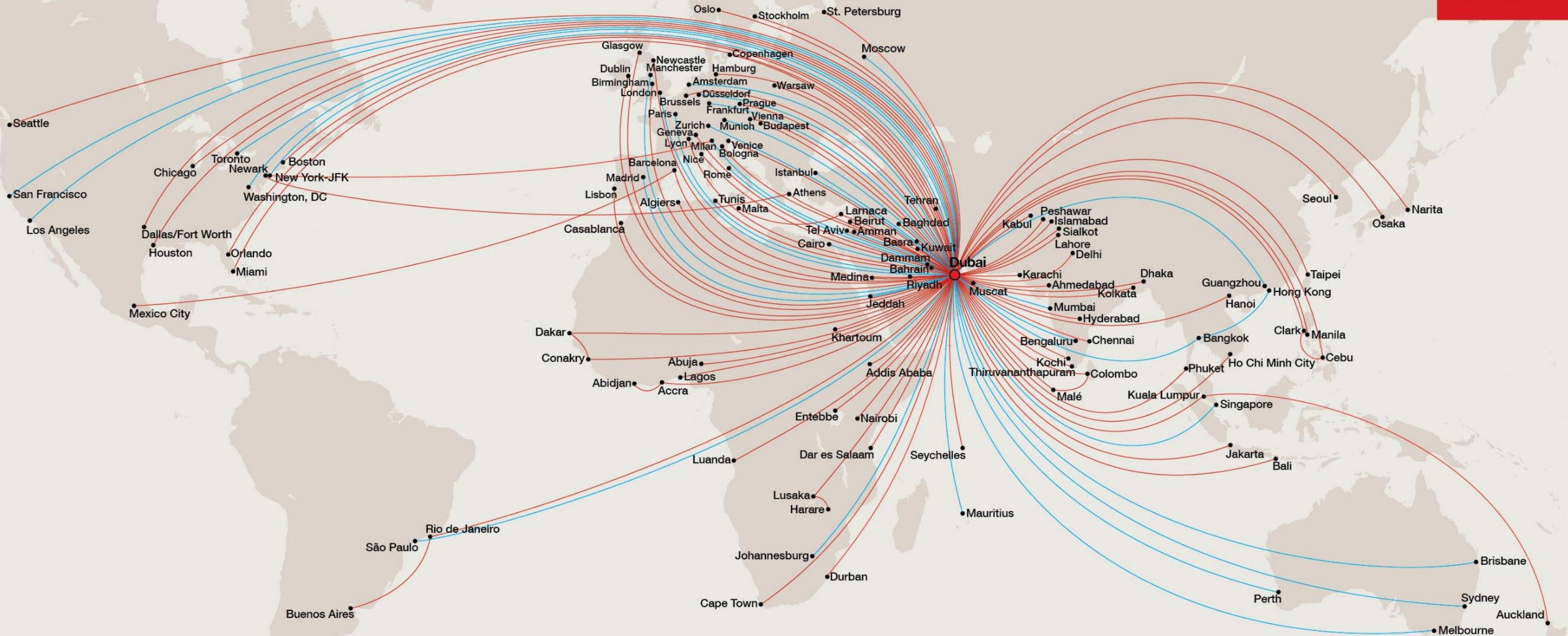


Noen tanker fra det Asiatiske markedet

- Mid og high end reiseklare til Nord Norge
- Nordlys står sterkt – med og uten snø
- Ønske om å reise til autentiske steder med god mat og historie
- Stort behov for one stop shopping- DMC
- Mange nye selskaper og kontaktpersoner
- Mye pågående business til Nord Norge og klyngemedlemmer i A 365

PASSENGER NETWORK

November 2022



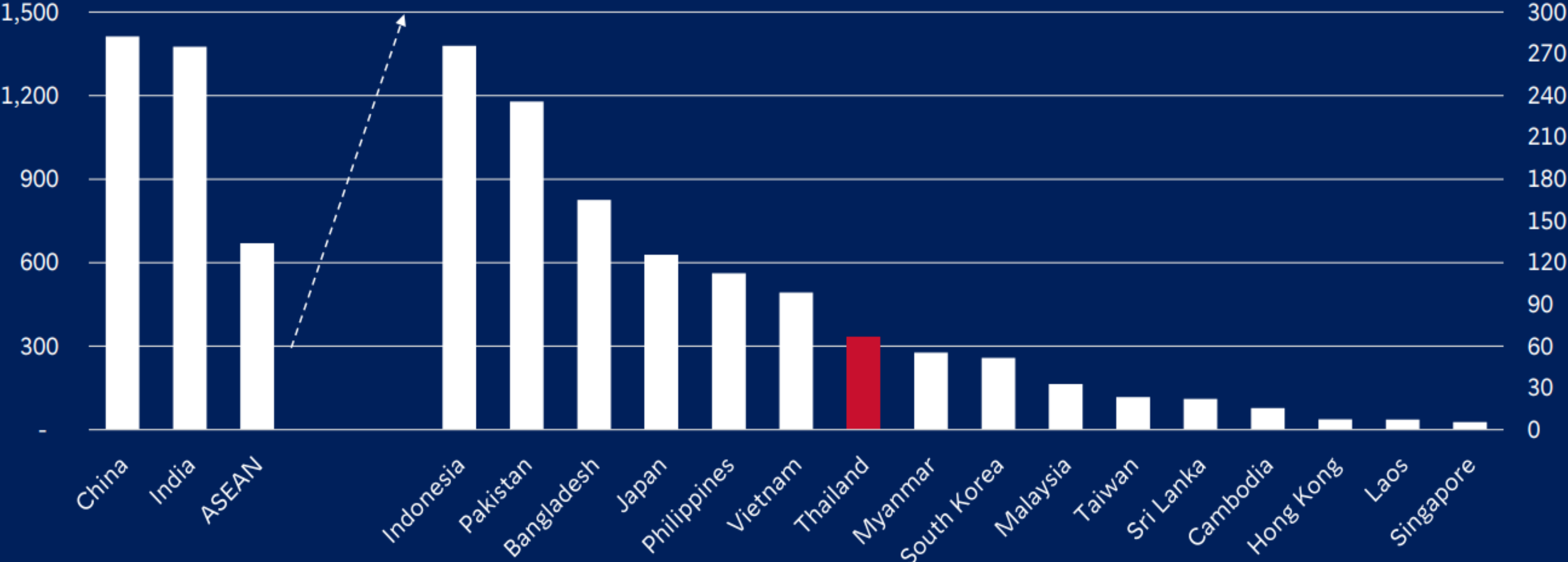
Route Map Key

- Existing Destinations (133 including Dubai)
- A380 Destinations (35)

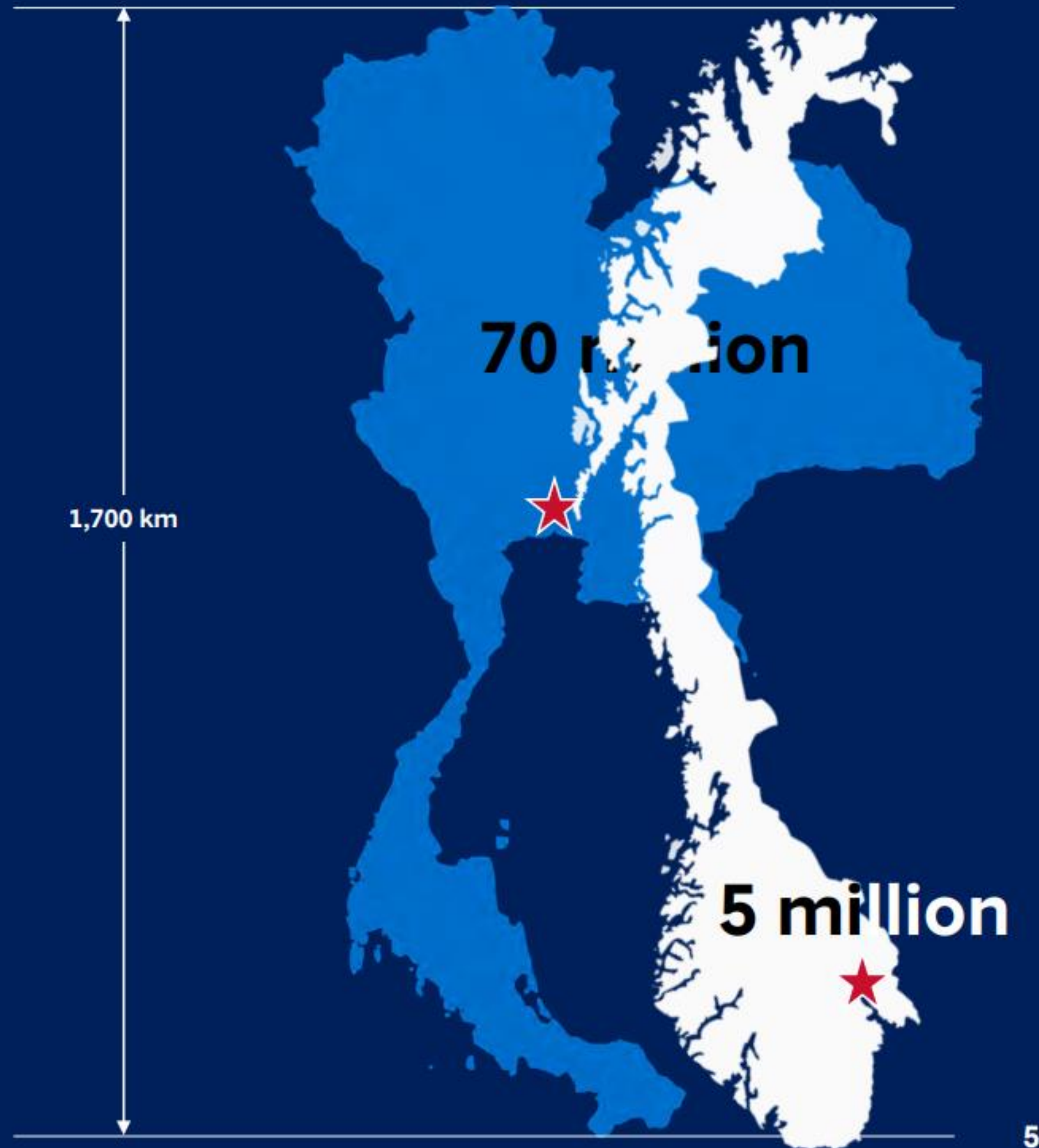
London destinations: Heathrow & Gatwick (A380); Stansted (B777)

Thailand's Population versus Selected Peers in Asia

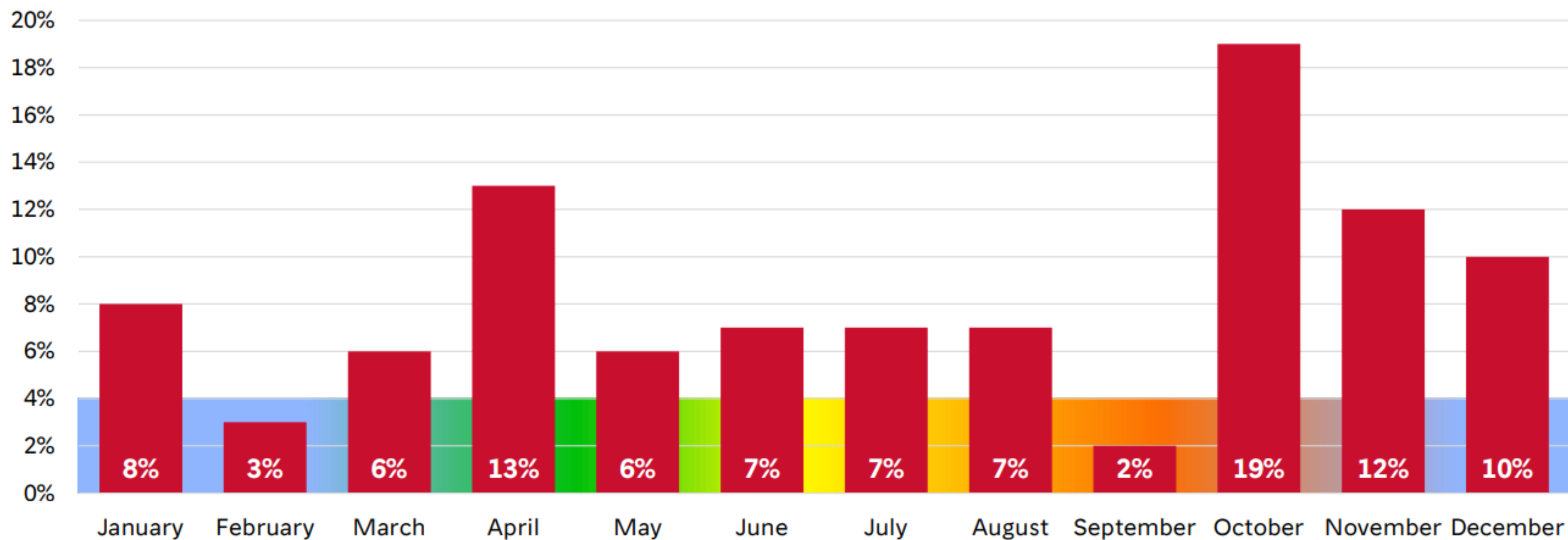
Million Inhabitants (2021)



Try to Guess

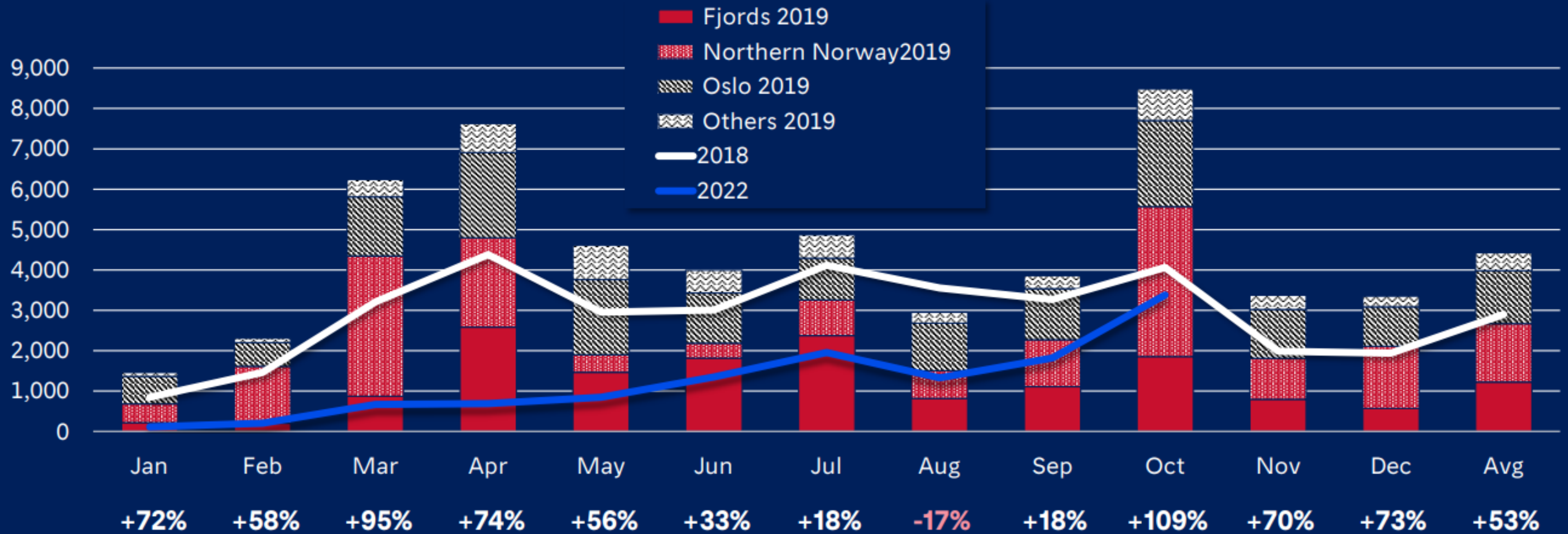


Travel Season for Thai Travellers



Visitor Statistics Norway for Visitors from Thailand in 2019

2019 vs. 2018/2022



Summary of Visitor Statistics from Thailand 2019

Overall

53,000
room nights

+53%

vs. 2018

Highest months

- October: 8,500 room nights
- April: 7,600 room nights

Fjord Counties

15,000
room nights

+26%

vs. 2018

Highest months

- April: 2,600 room nights
- October: 1,800 room nights

Northern Norway

17,000
room nights

+286%

vs. 2018

Highest months

- October: 3,700 room nights
- April: 3,500 room nights

Booking Channels

- Traditional travel agent – 15%
Travelers that comes in groups would mostly book with Traditional Travel Agencies and very few for individual traveller or two.
- Direct with airlines – 35%
Travelers find it convenient and safe to book through an airline agency. Most of the travellers are either individuals or business travellers.
- Online travel agency – 50%
Groups of families or single travellers make reservations using online travel agencies to locate affordable accommodation, deals, and the ability to select all the features they require.



Online Travel Agents Used

- 69% Agoda
- 53% Booking.com
- 43% Traveloka
- 30% Trivago
- 30% Expedia
- 22% TripAdvisor
- 20% Skyscanner
- 15% Airbnb
- 5% Others



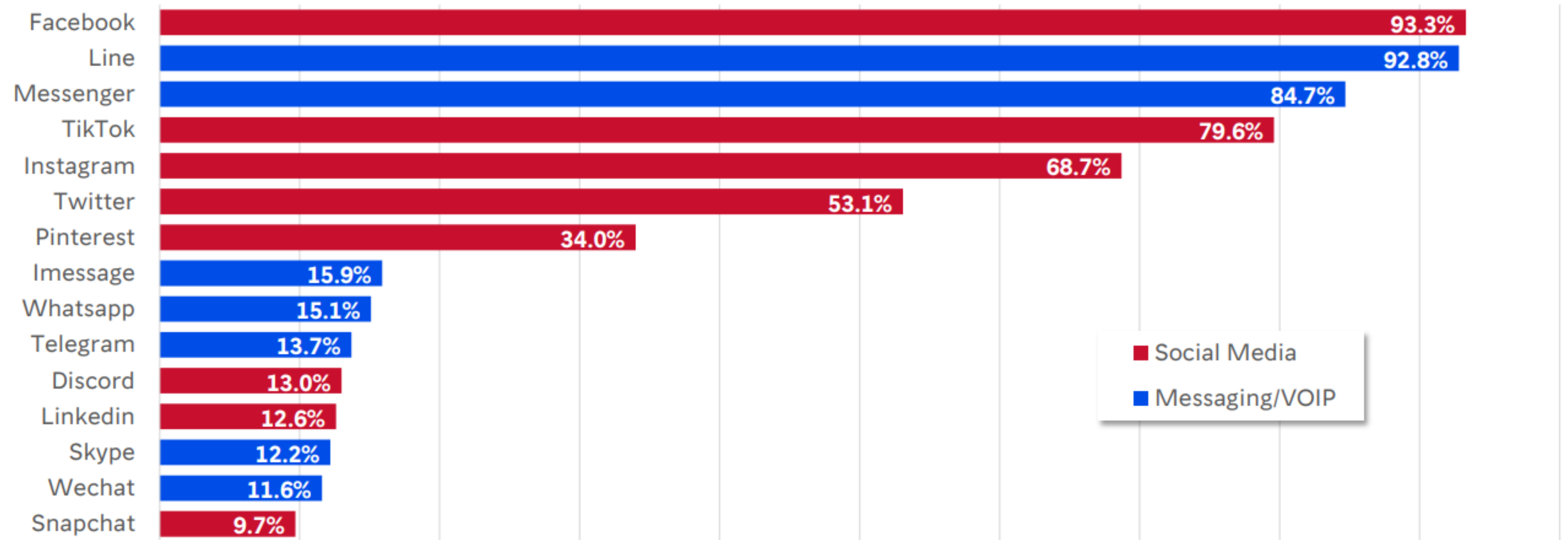
Other Sales Agents

- AirAsia travel package (Air+Hotel)
<https://www.airasia.com/en/gb>
- Klook gives travelers a seamless way to discover and book popular attractions, local tours, rail passes, food options, airport transfers, and unique experiences around the world.
<https://www.klook.com/en-GB/>
- GetYourGuide
<https://www.getyourguide.com/>



Most Used Social Media Platforms in Thailand as of February 2022

Percentage of internet users aged 16 to 64 who uses each platform each month



Thai Tourists Travel Motivation and Activities

- Interested to understand cultural diversity
- Like outdoor activities but not too extreme
- Keep visiting the same destinations but willing to try new experiences, food and participate in local festivals
- Different motivation for travel, not afraid to try new things
- Take lots of photos. Sharing photos help encouraging friends to try out the same experience



Eating Habits

- 91% of Thai tourists are interested to add food activities in their trip. They tend to look for well-known restaurants with good quality of service, wonderful taste and stunning presentations at least twice on the trip
- Millennials prefer to post pictures of themselves while eating food, trying new restaurants or joining food festivals
- Thai people love salmon and seafood; both are the things that Norway is famous for, so it would be good to use this draw tourist attention
- After some days, Chinese or Thai food must be on the menu
- Thais often bring own spices, this can be a challenge





**AXEL BLOM
THAILAND
SINGAPORE**

