

Reiselivsundersøkelse 2026



**Lyden
av Norge**



Hva har vi sett på?

- Planlegging av sommerferien
- Drivere og barrierer
- Assosiasjoner til reiseaktører
- Verdensbildet
- Sommerferiebudsjet



Metode

- Representativt utvalg 18+
- Antall 1 014 resondenter
- Gjennomført begynnelsen av april, 2026
- Opinion, Norstatpanelet





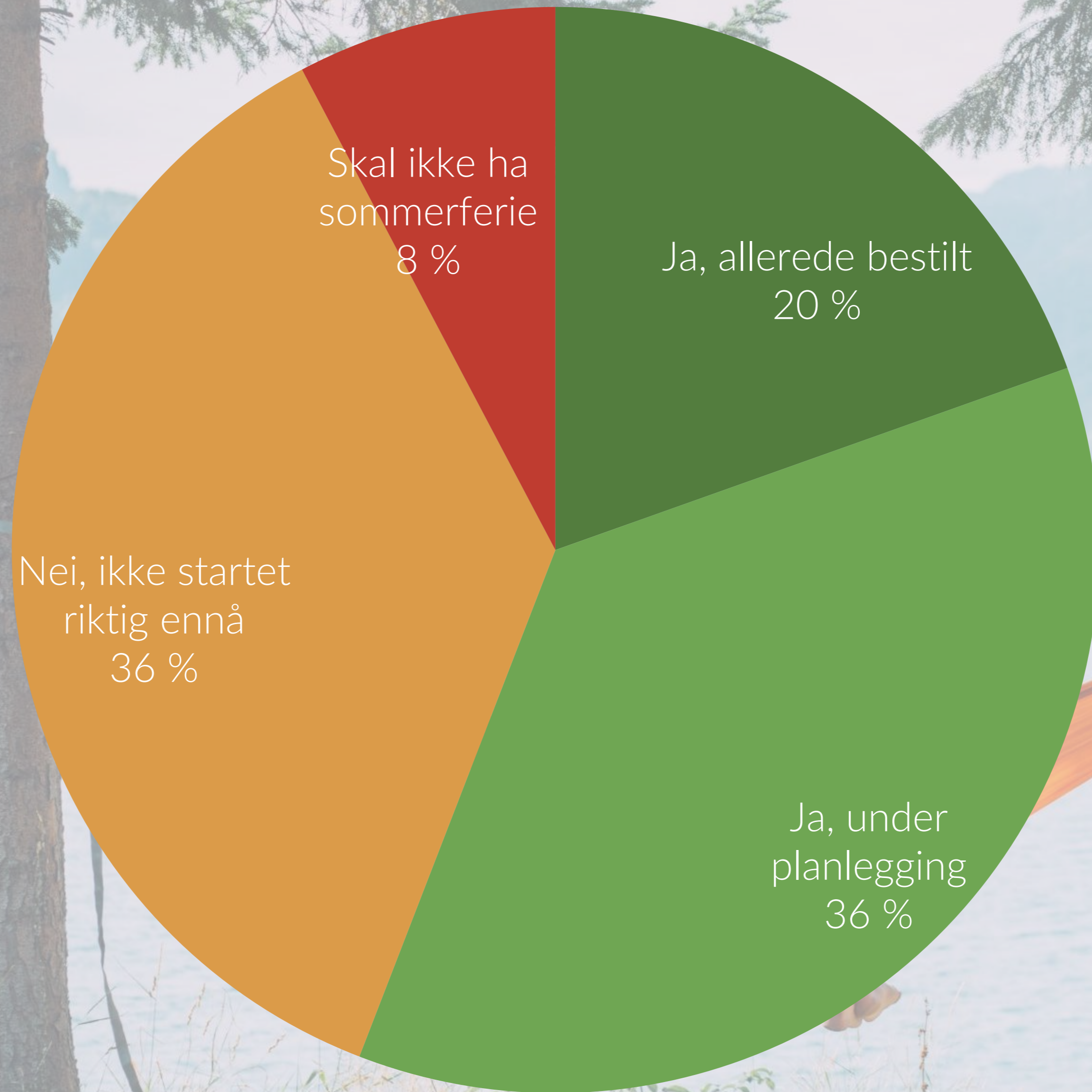
Planlegging av sommerferien

A person is seen from behind, sitting in an orange hammock strung between two trees. The person has their hands clasped behind their head and is looking out over a calm lake. In the background, there are green mountains under a clear sky. The scene is peaceful and suggests a summer vacation.

92%

skal ha sommerferie i år

Har du begynt å planlegge sommerferien i år?

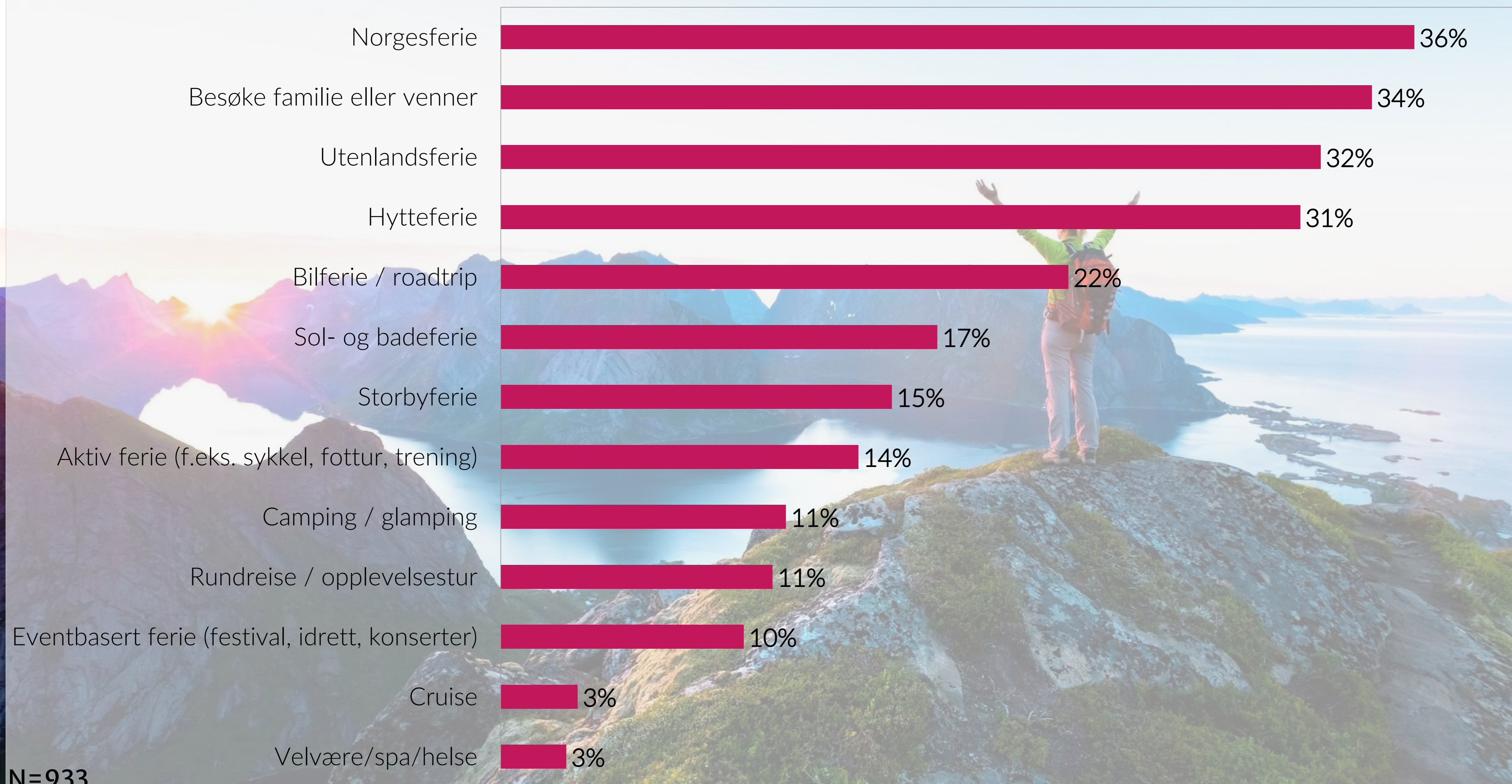


Flest sier de vurderer Norgesferie i 2026



Hvilke typer ferier vurderer du for sommeren 2026?

0% 5% 10% 15% 20% 25% 30% 35% 40%



N=933



N=1014

Nesten 200 000 sier det er sannsynlig at de reiser til USA i forbindelse med fotball VM i sommer



N=1014

344 000 tror på semifinal eller finale





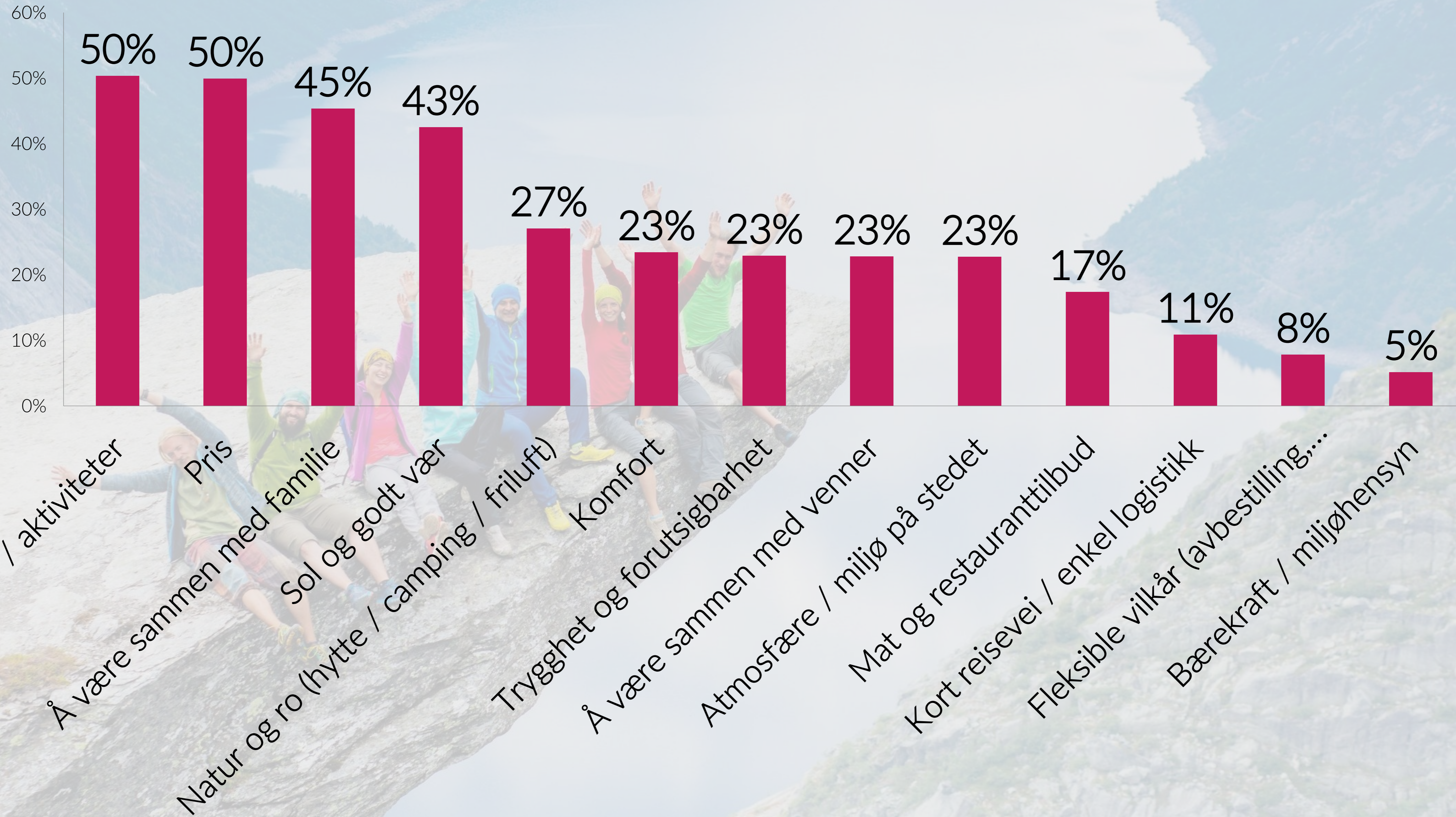
117 000

tror vi vinner finalen!!!

Gode opplevelser/aktiviteter er viktigst



Hva er viktigst for deg når du skal planlegge sommerferie



N= 933



Hvordan påvirker verdier ferievalg?

Netscore (enig-uenig) Hvor enig eller uenig er du i følgende utsagn?



N=1014

Score 100 betyr at alle er enig. Score -100 betyr at alle er uenig. Score 0 betyr like mange er enig som uenig.

A photograph showing two women in business attire sitting at a table, looking at a large world map. One woman is pointing at a location on the map with a black pencil, while the other has her hand resting on the map. The scene is brightly lit, and the focus is on their hands and the map. A semi-transparent white box with black text is overlaid on the center of the image.

De fleste foretrekker å sette sammen reisen selv

Hvordan planlegger du å bestille årets sommerferie?

0% 10% 20% 30% 40% 50% 60%

Setter sammen reisen selv (bestiller fly, hotell og aktiviteter separat)

51%

Gjennom pakkereisearrangør (f.eks. Apollo, Ving, TUI)

11%

En kombinasjon av pakkereise og egenkomponert

8%

Bestiller pakkereiser via nettsider som f.eks. Expedia/Booking.com/Hotels.com

5%

Bestille via KI (kunstig intelligens)

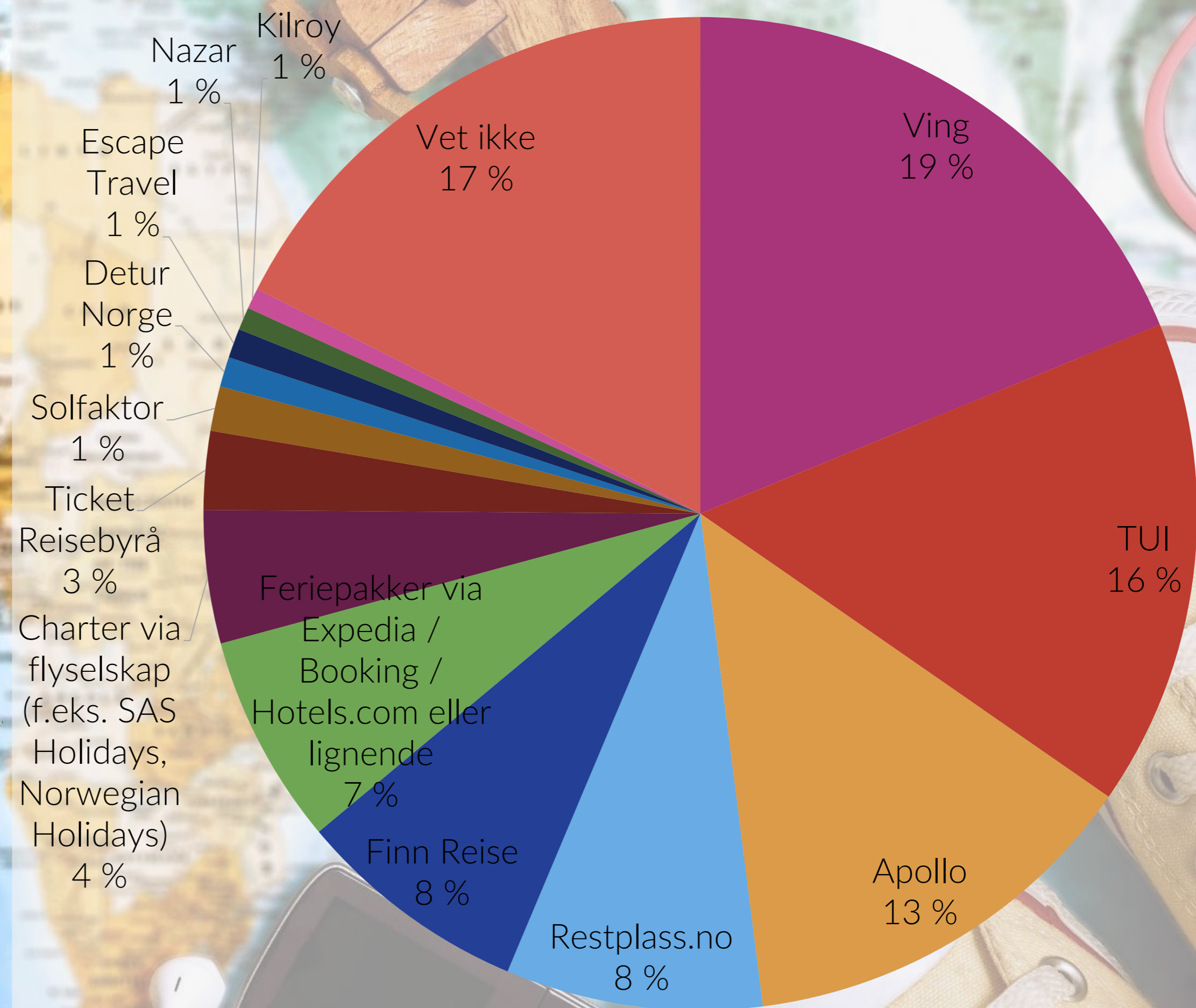
1%

20%

sier det er sannsynlig at de kan vurdere en pakkereise i 2026

N=933

Aktører vurdert for booking av sommerferie





Reiseaktører

**"Sol og bad" er
det mest
fremtredende folk
forbinder med
reiseaktørene**



De som kjenner merkevaren svarer dette:

Assosiasjon	Ving	Apollo	TUI
Sol og bad	70 %	74 %	70 %
Familievennlighet	35 %	32 %	33 %
Trygghet	23 %	18 %	18 %
Enkel og oversiktlig bestilling	22 %	19 %	20 %
Kvalitet	17 %	11 %	10 %
God valuta for pengene	12 %	12 %	10 %
Aktiv ferie	7 %	6 %	7 %
Inspirerende/spennende opplevelser	5 %	6 %	5 %
Fleksible vilkår	5 %	3 %	3 %
Treningsreiser	4 %	4 %	3 %
Bærekraft	1 %	1 %	1 %



Hoteller

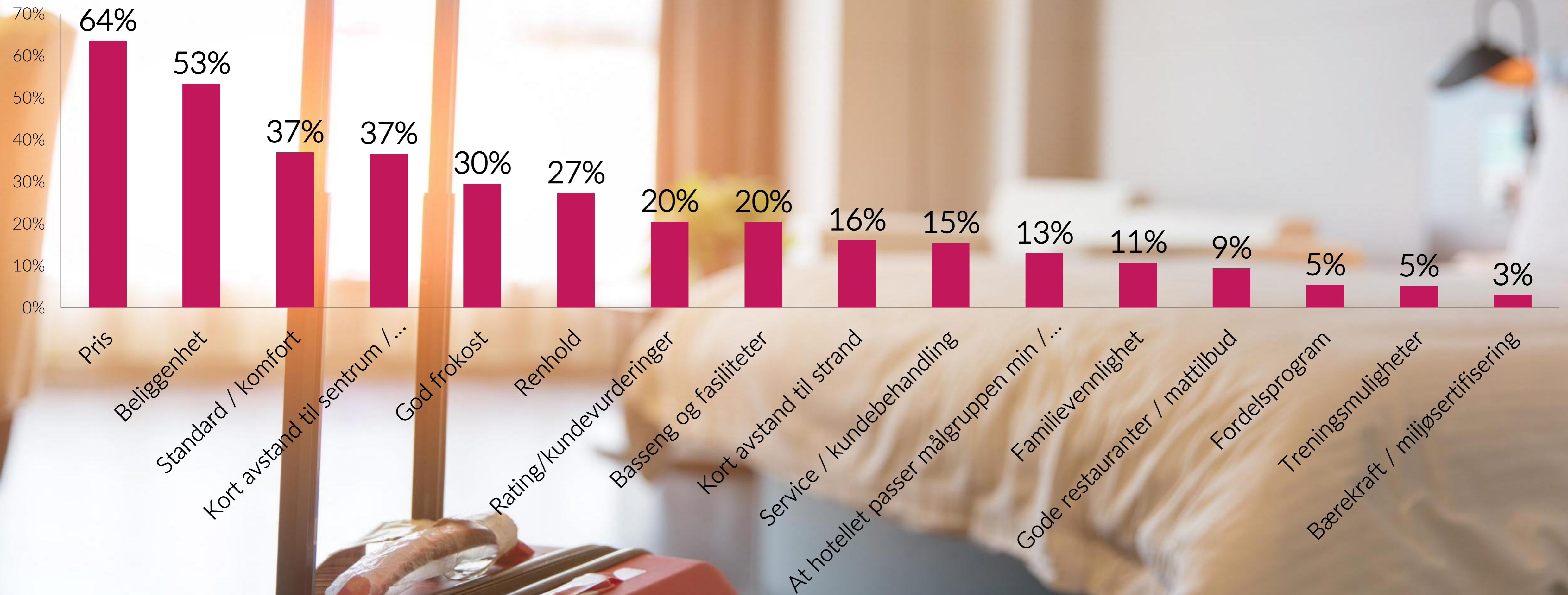
A blurred photograph of a hotel room. In the foreground, a red suitcase is partially visible with its handle extended. The background shows a bed with white linens, a nightstand with a lit lamp, and a window with sheer curtains. The overall atmosphere is warm and soft.

A blurred background of a hotel room. In the foreground, a red suitcase is partially visible. In the background, there is a bed with white linens, a lamp with a warm glow, and a window with light coming through. The overall atmosphere is warm and cozy.

Beliggenhet og pris


er viktigst ved valg av hotell

Sett at du skal velge å booke et hotellopphold, hva vil være de viktigste årsakene til å velge dette hotellet?, max 5 svar




Bilferie

The image shows the rear of a white SUV, likely a Toyota RAV4, with a roof rack. The car is parked on a road, and the background is a blurred landscape of mountains and a forest. The word "Bilferie" is overlaid in a large, bold, black font on a semi-transparent white rectangular background.

A white SUV is parked on a road, with its rear and side visible. The background shows a scenic landscape with mountains and a clear sky. The text is overlaid on a semi-transparent white box.


22%

**sier de planlegger bilferie/roadtrip i
sommer**

A white SUV is parked on a road, with its rear and side visible. The background shows a scenic landscape with mountains and a forest of trees with autumn foliage. The image is overlaid with a semi-transparent white box containing text.

8%

**planlegger bilferie/roadtrip og
Norgesferie**

A white SUV is parked on a road, with its rear and side visible. The background shows a scenic landscape with mountains and a clear sky. The car's rear light, side mirror, and roof rack are visible.

16%

oppgir at bilferie i Europa er aktuelt

A word cloud of European country names in Norwegian. The words are arranged in a roughly rectangular shape. The largest words are 'Danmark' (top center) and 'Tyskland' (middle center), both in a bold blue font. Other words in a smaller, grey font include 'Sverige' (bottom center), 'Frankrike' (bottom left), 'Østerrike' (bottom right), 'Sveits' (middle left), 'Albania' (middle left), 'Kroatia' (middle right), 'Nederland' (middle right), 'Italia' (top center), 'Finland' (top left), 'Polen' (top right), and 'Spania' (middle left, oriented vertically).

spania
Finland Italia Polen
Danmark
Nederland
Tyskland
Albania Kroatia
Sveits **Sverige**
Frankrike Østerrike

5-7%

sier det er
sannsynlig at de vil
velge en fergerute til
Europa



An aerial photograph of a large cruise ship sailing on the open ocean. The ship is viewed from behind, moving away from the viewer towards the horizon. The sky is filled with soft, warm colors of a sunset, with the sun low on the horizon. The water is a deep blue-grey, and the ship's wake is visible. In the distance, a range of low mountains or hills is visible on the horizon.

15%

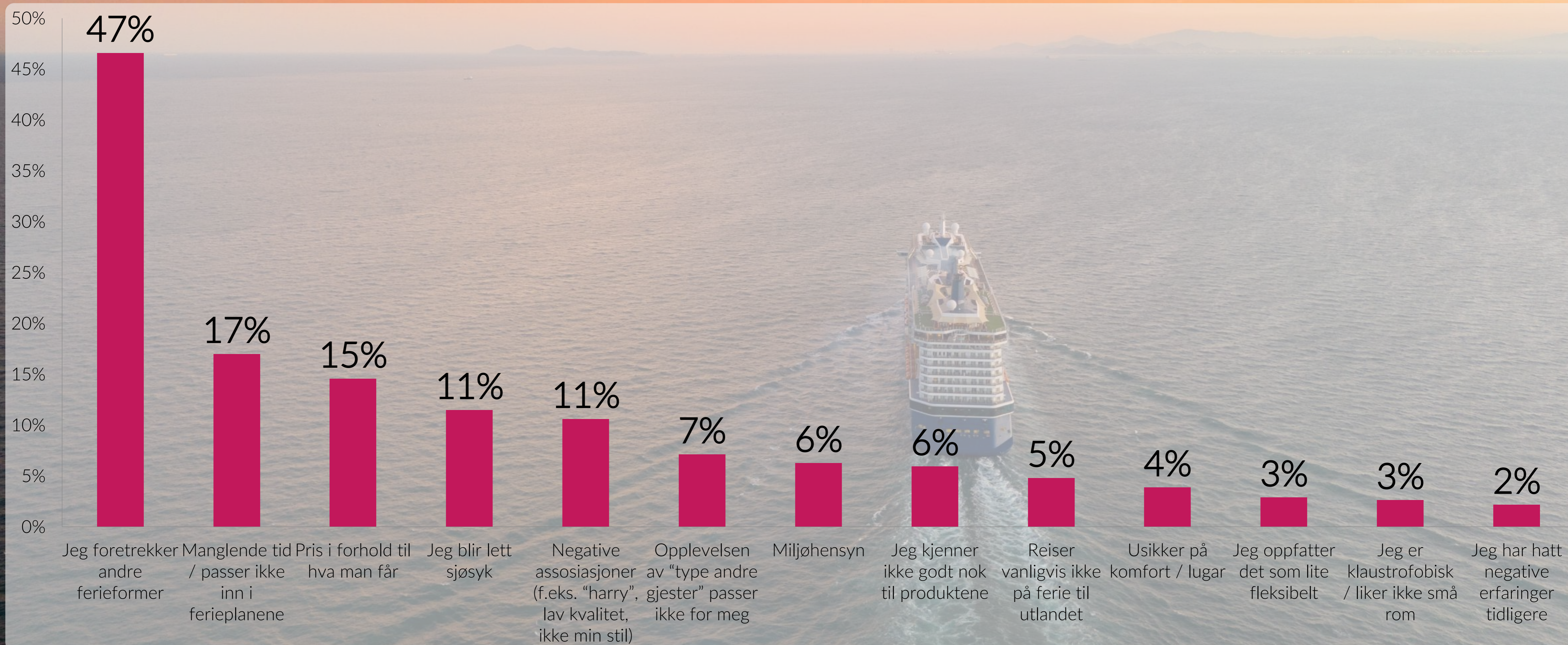
Vil vurderere minicruise

An aerial photograph of a large cruise ship sailing on the open ocean. The ship is viewed from behind, moving away from the viewer towards the horizon. The sky is filled with soft, warm colors of a sunset, ranging from light orange to a pale yellow. The water is a deep blue-grey, with white wake lines trailing behind the ship. In the distance, a range of low mountains or hills is visible on the horizon.

49%

Svarer Nei

Hovedårsak til ikke å vurdere..



N=593

Det er forskjell på assosiasjoner



Go Nordic Cruiseline

Vet ikke Bilferge

Gode tilbud om bord

God valuta for pengene

Barnevennlig

Fine lugarer

Harry Hyppige avganger

God underholdning

God mat Eksklusivt Effektivt

Kjenner ikke Dyrt

Jobbreise/konferanse

Behagelig reisemåte

Ingen av disse Hyggelig

Vet ikke

Hyggelig

Barnevennlig

Fine lugarer

Harry

Hyppige avganger

Gode tilbud om bord

God valuta for pengene

Behagelig reisemåte

Effektivt

Bilferge

God mat

Jobbreise/konferanse

God underholdning

Kjenner ikke

Eksklusivt

Dyrt

Ingen av disse



Hva skiller radiolytterne fra andre?

- **Mer opptatt av sikkerhet**
 - 10% poeng flere
- **Flere vurderer bilferie/roadtrip**
 - 6%-poeng flere
- **Flere sier det er svært sannsynlig at de velger pakkereiser**
 - 10%-poeng flere

A young woman with light brown hair and striking blue eyes is shown in a close-up, looking upwards and to the right with a thoughtful expression. She is wearing large, white and pink over-ear headphones. Her right hand is raised to her ear, with a silver ring on her ring finger. She is also wearing several colorful beaded bracelets on her left wrist. In the background, a brown leather satchel with a silver buckle is visible, suggesting a travel or outdoor setting. The overall lighting is soft and natural, creating a serene and contemplative atmosphere.

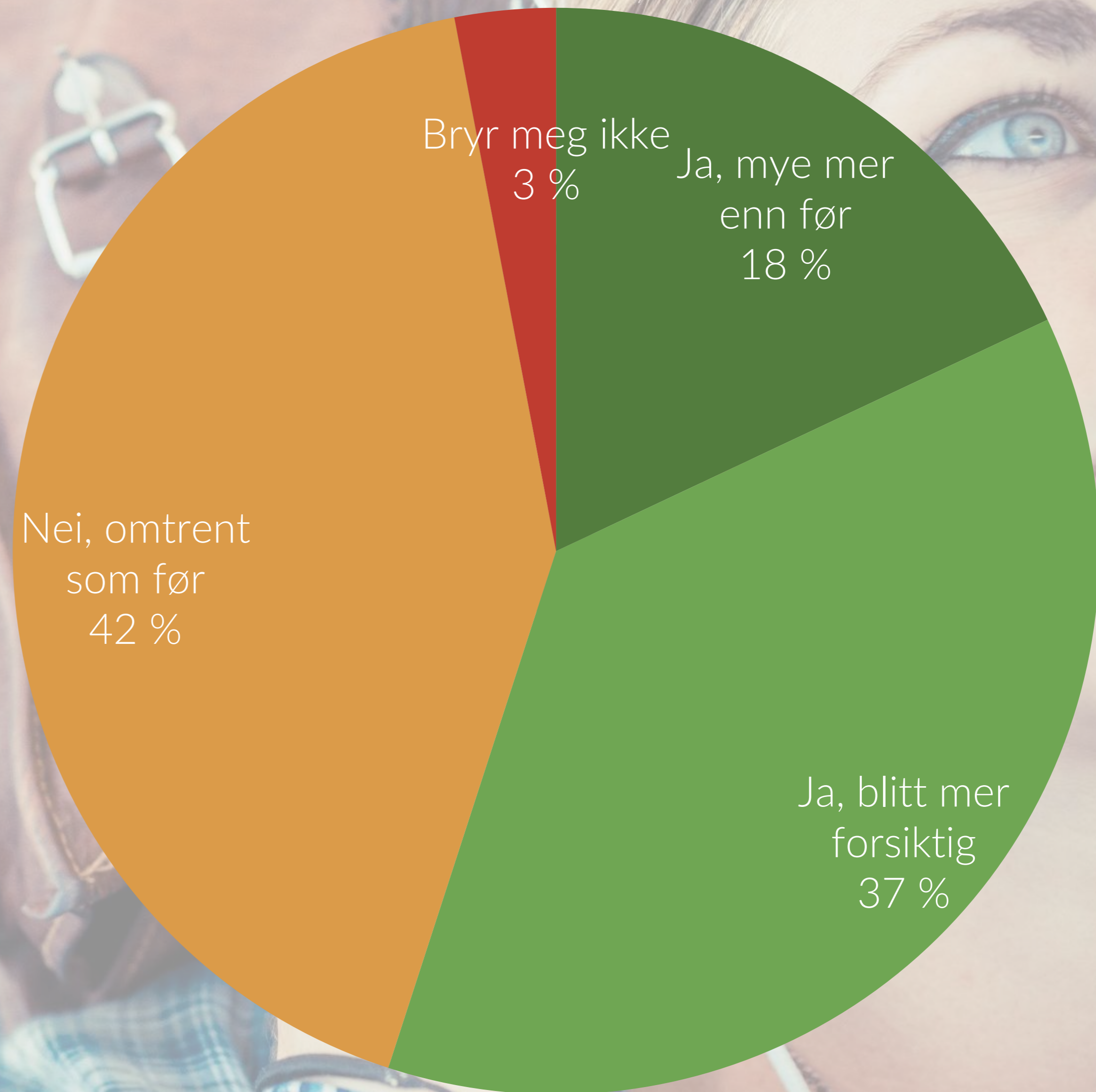
Verdenssituationen

P4-nyhetene



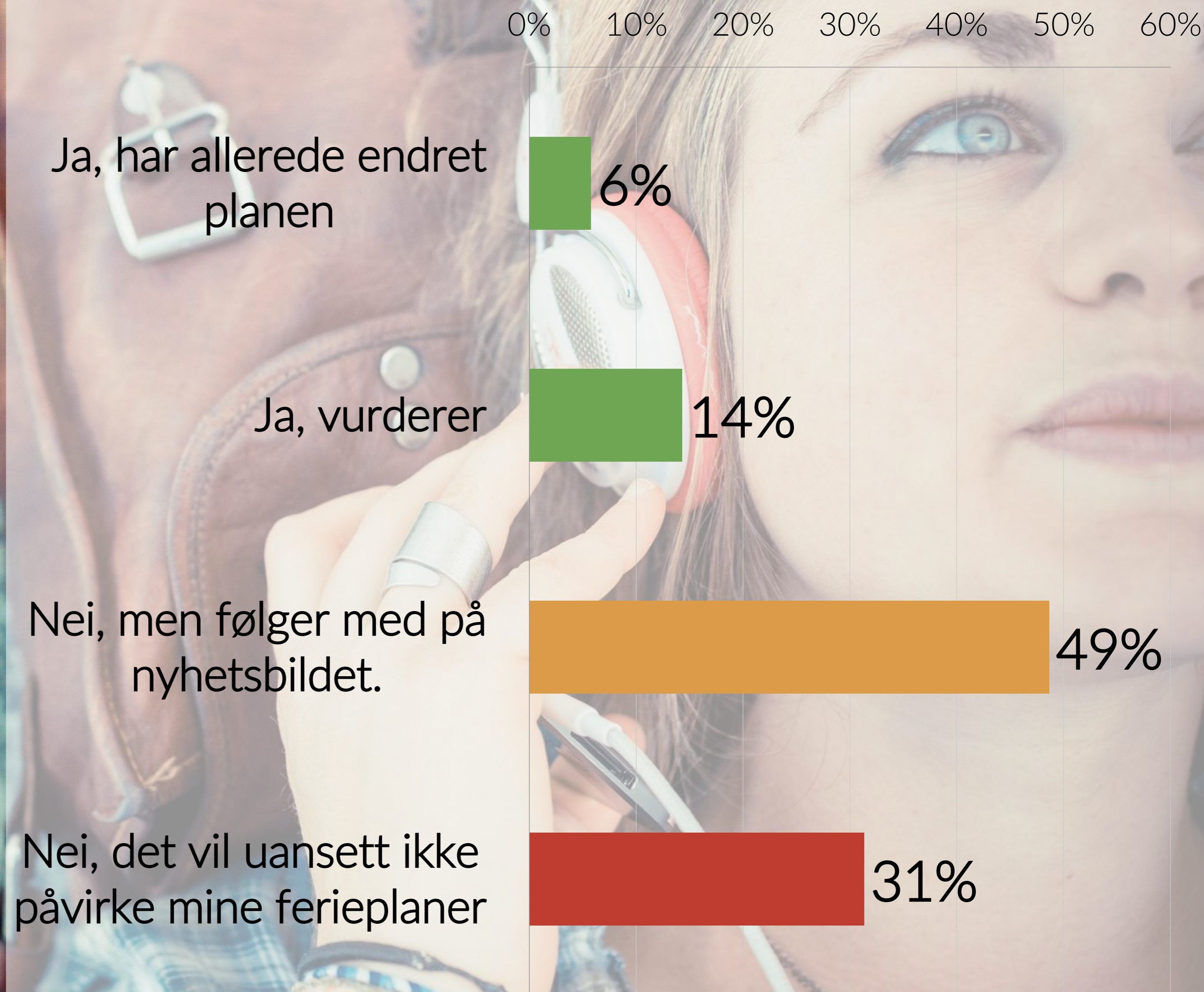
Mer opptatt av sikkerhet

Har du blitt mer opptatt av sikkerhet når du velger ferie-/reisedestinasjon?



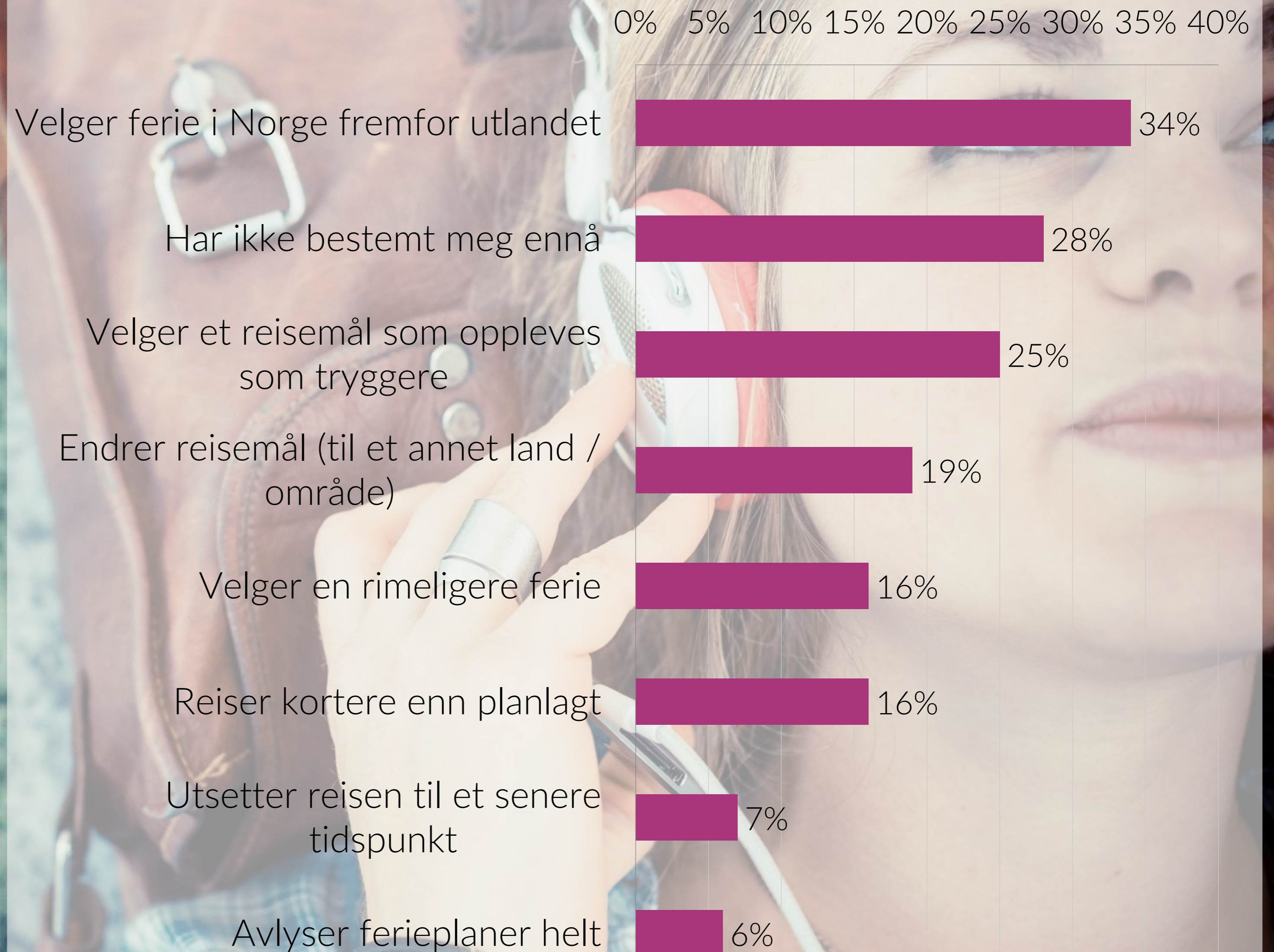
1 av 5 har endret eller vurderer å endre sommerferieplanene

Har du vurdert å endre på årets sommerferieplaner på grunn av verdenssituasjonen?

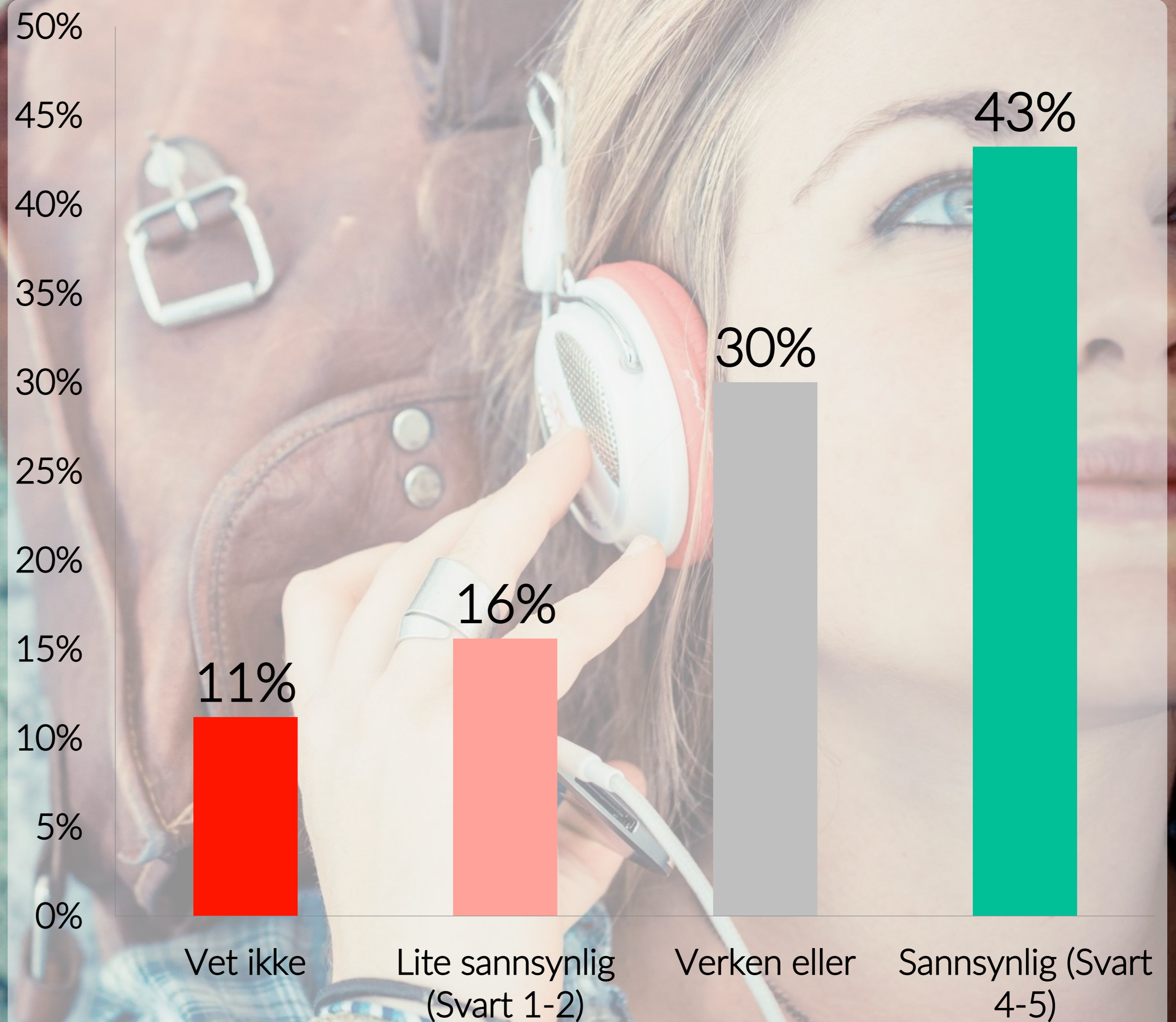


Vi velger tryggere reisemål

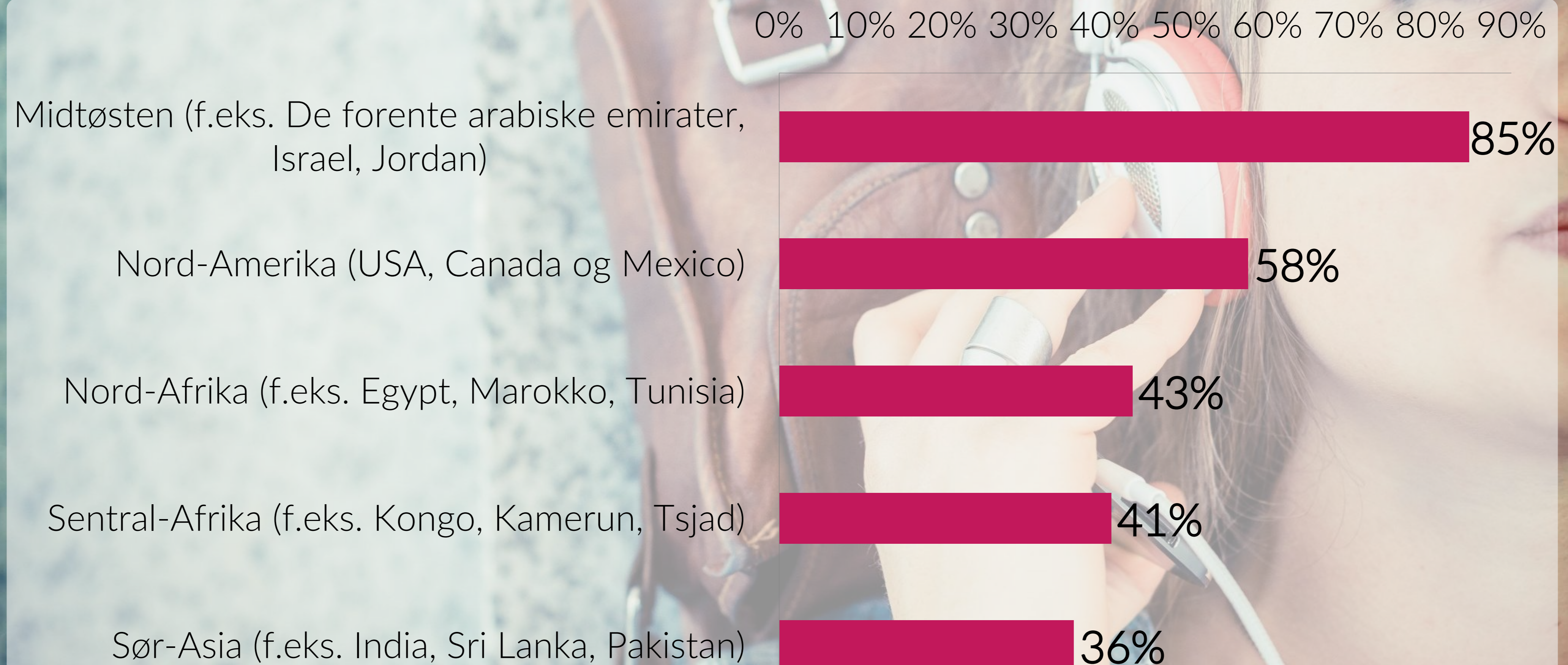
Hvilke endringer har du gjort eller vurderer du å gjøre i sommerferieplanene dine?



**Vi ønsker mer
fleksible
løsninger.**



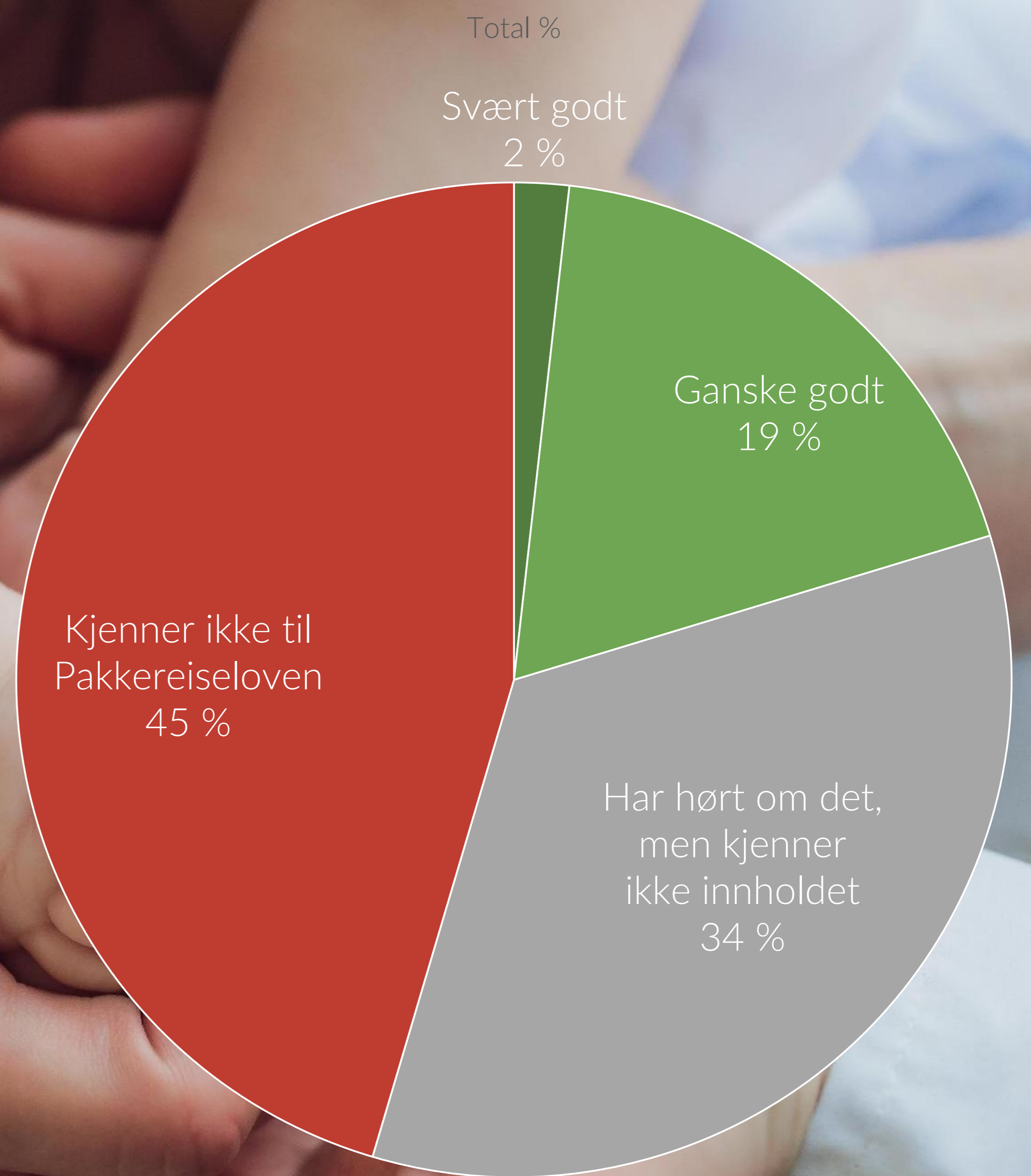
Mindre aktuelle reisemål





Ikke så mange kjenner
rettighetene sine

Pakkereiseloven

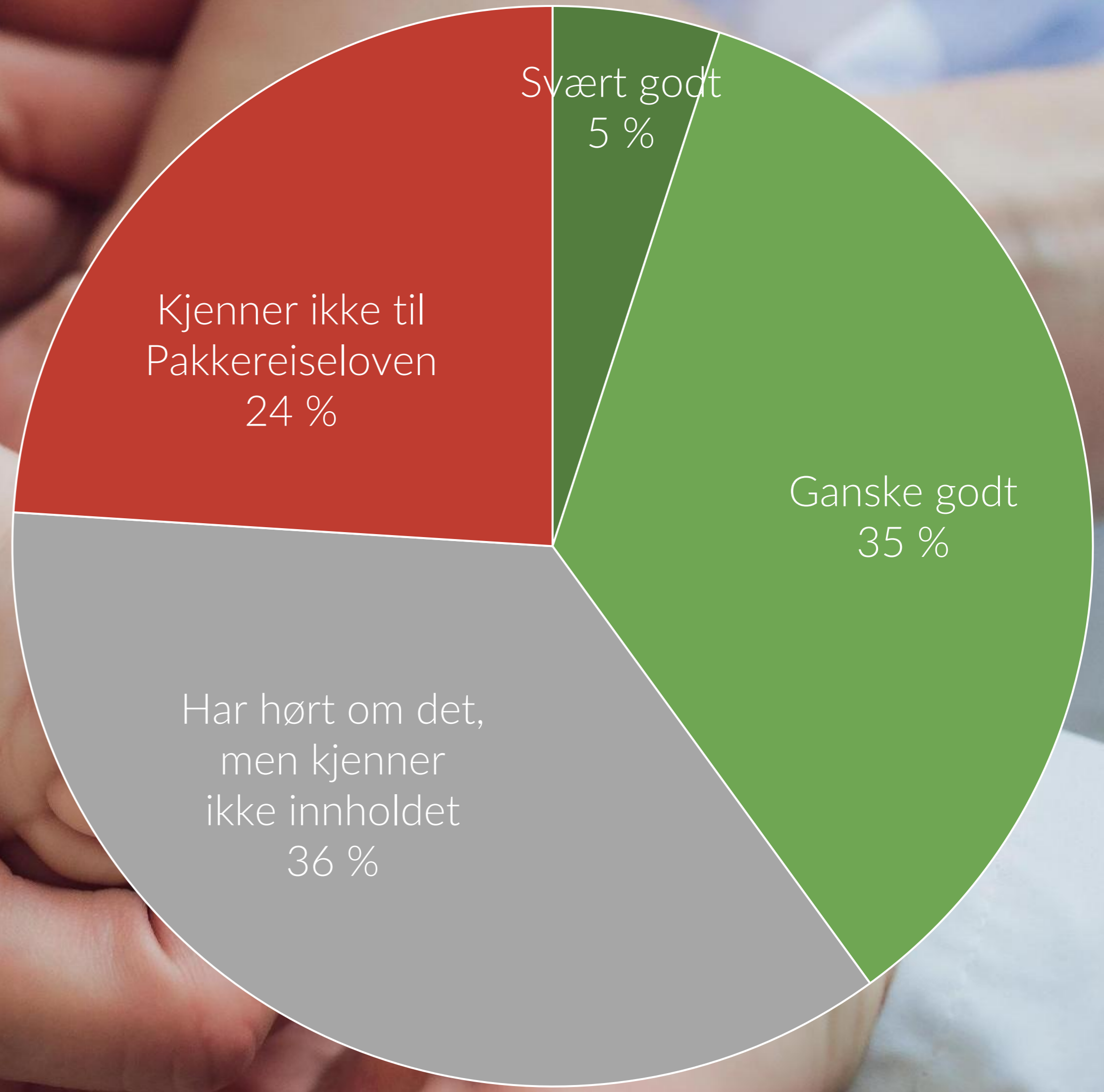


Total %

Vurderer
pakkereiser

40%

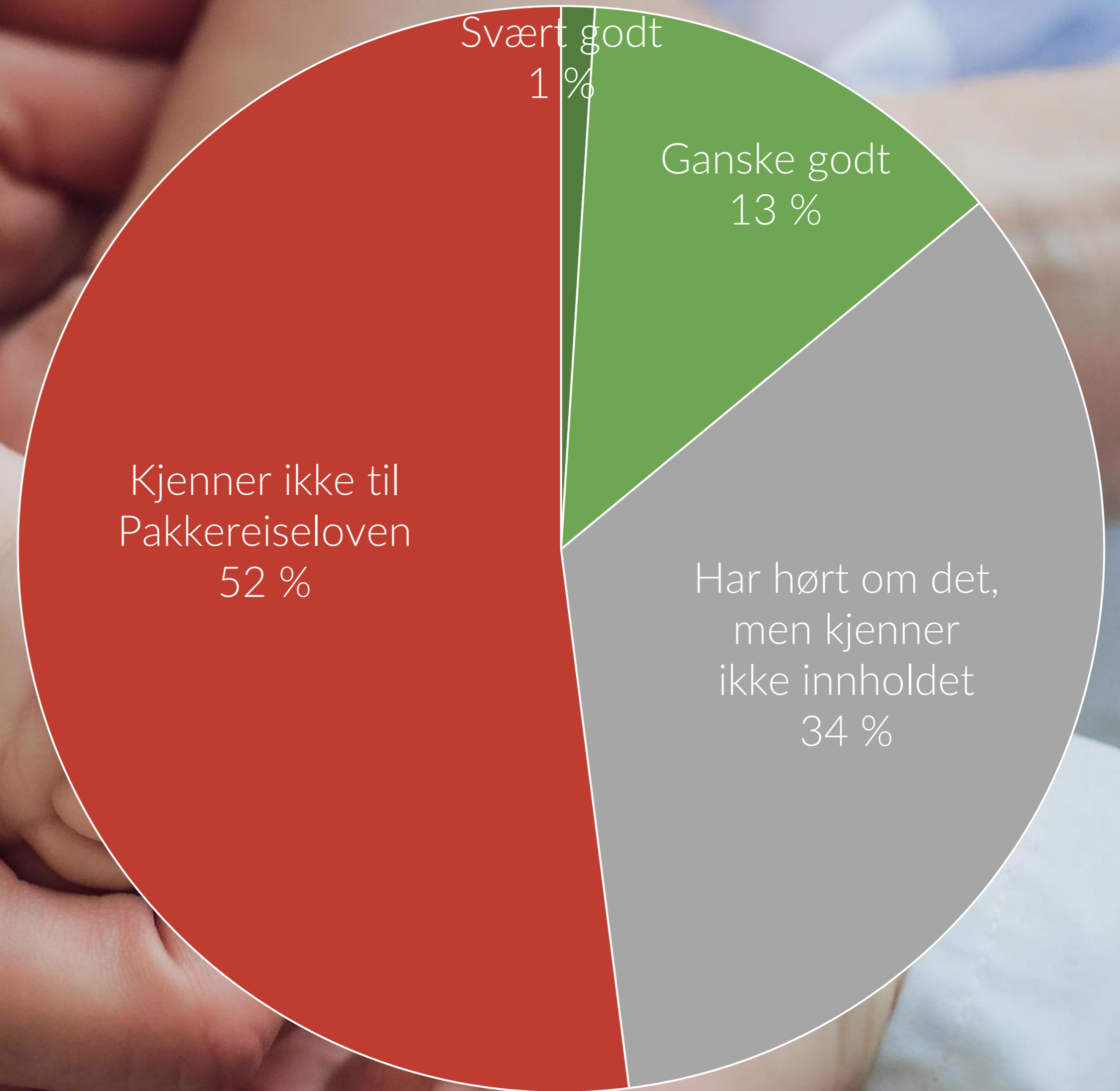
av de som vurderer
pakkereiser
kjenner til
Pakkereiseloven



Total %

Vurderer ikke
pakkereiser

Kun **14%**
av de som ikke
vurderer
pakkereiser kjenner
til Pakkereiseloven



A close-up photograph of a hand holding a single gold coin, poised to drop it into a stack of many similar coins. The background is a soft, out-of-focus white. The text is overlaid on a semi-transparent white rectangular area.

Over **70%**

**tror sommerferiebudsjettet blir det samme
eller litt høyere enn i fjor**

«Reiselysten er der – men vi er mer trygghetsøkende»

