

Market Statistics

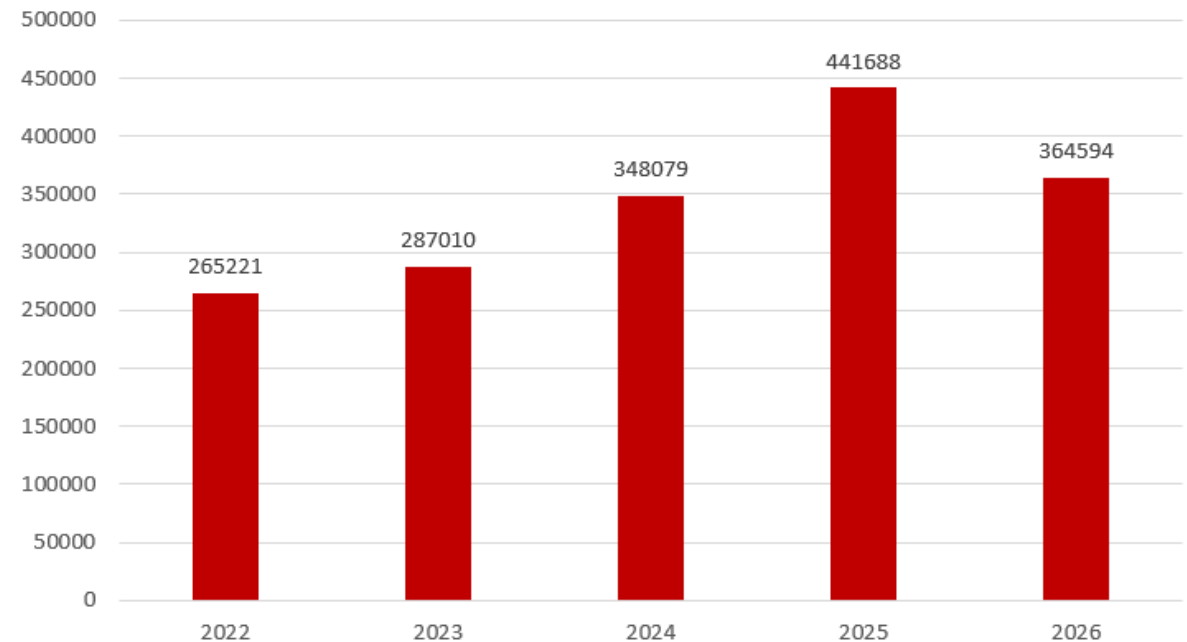
Italy August 2026

Italians traveling to Norway

Italian overnight stays in Norway the past years

- Overnight stays in Norway so far this year (Jan-Aug) compared to previous years
- Overnight stays by Italians in Norway **remained virtually unchanged** from January to August 2026 compared with the same period in 2025.

Overnight stays 2022 - 2026



Overnight Stays - Sorted by Highest Share in August 2026

Markeder	August									Sommeresongen (mai-august)			
	2019	2020	2021	2022	2023	2024	2025	2026	%-endring 2025-2026	%-endring 2019-2026	Andel 2026	Sommer 2026	%-endring 2025-2026
I alt	4 958 781	3 512 447	4 357 724	5 158 405	5 081 145	5 270 260	5 518 261	5 542 649	0,4 %	12 %	100 %	21 468 607	2 %
Norge	2 956 620	2 902 036	3 521 091	3 239 245	2 990 562	3 093 529	3 050 971	3 011 611	-1 %	2 %	54 %	13 001 009	2 %
Utlandet i alt	2 002 161	610 411	836 633	1 919 160	2 090 583	2 176 731	2 467 290	2 531 038	3 %	26 %	46 %	8 467 598	2 %
Tyskland	439 288	264 670	322 428	521 243	515 438	533 379	585 516	533 728	-9 %	21 %	21 %	1 791 223	-4 %
USA	148 934	13 426	28 980	143 827	177 973	213 615	250 034	267 641	7 %	80 %	11 %	948 425	6 %
Nederland	225 579	67 215	83 384	296 654	273 735	216 220	237 353	231 908	-2 %	3 %	9 %	724 047	-2 %
Sverige	135 054	31 850	69 155	130 373	139 621	157 495	166 365	166 853	0 %	24 %	7 %	751 285	4 %
Italia	95 966	14 594	35 897	96 604	105 373	115 146	145 766	153 903	6 %	60 %	6 %	281 940	1 %
Frankrike	110 424	11 068	34 157	115 270	120 746	118 423	128 838	136 801	6 %	24 %	5 %	408 896	3 %
Storbritannia	81 408	25 635	16 328	70 972	81 568	89 721	112 700	119 054	6 %	46 %	5 %	416 364	7 %
Danmark	64 045	57 893	45 786	75 244	83 978	81 090	88 387	98 828	12 %	54 %	4 %	412 354	10 %
Spania	99 067	2 887	14 191	74 561	85 693	85 784	95 276	98 741	4 %	0 %	4 %	242 312	5 %
Polen	42 234	18 527	43 586	42 629	49 420	61 267	75 450	92 504	23 %	119 %	4 %	311 456	12 %
Sveits	44 302	8 998	17 743	48 936	54 698	56 437	63 863	68 368	7 %	54 %	3 %	282 610	6 %
Belgia	36 690	4 918	16 111	45 661	51 990	45 439	51 825	52 621	2 %	43 %	2 %	172 558	2 %
Kina	92 862	540	749	3 409	13 133	32 702	53 391	50 602	-5 %	-46 %	2 %	162 899	-4 %
Østerrike	20 085	6 326	11 631	24 784	28 089	27 810	33 481	38 296	14 %	91 %	2 %	115 697	4 %
Australia	18 414	422	722	7 665	15 244	15 574	19 066	21 303	12 %	16 %	1 %	75 004	-2 %
Canada	7 997	334	466	7 341	10 242	14 566	15 067	15 928	6 %	99 %	1 %	67 008	8 %
Sør-Korea	20 955	218	114	5 655	15 327	18 712	16 683	15 154	-9 %	-28 %	1 %	49 554	-13 %
Japan	16 241	401	308	2 718	5 486	7 720	9 789	12 010	23 %	-26 %	0 %	35 653	7 %
Taiwan	6 861	49	14	895	4 755	7 572	11 376	11 589	2 %	69 %	0 %	41 459	-6 %
De forente arabiske emirater	12 646	123	655	8 173	10 069	10 362	11 557	11 382	-2 %	-10 %	0 %	32 617	0 %
India	9 849	1 133	1 255	4 997	7 285	10 132	9 457	10 075	7 %	2 %	0 %	48 862	-4 %
Brasil	7 182	645	410	3 954	5 093	5 327	6 060	7 191	19 %	0 %	0 %	28 114	9 %
Mexico	1 823	160	238	1 423	2 104	2 795	3 220	3 874	20 %	113 %	0 %	12 055	7 %
Thailand	2 951	221	283	1 328	2 353	2 600	4 312	3 660	-15 %	24 %	0 %	17 924	-4 %
Singapore	2 628	121	168	1 922	3 173	3 522	4 950	3 470	-30 %	32 %	0 %	15 865	-17 %
Qatar	3 830	272	368	1 556	2 240	3 168	3 352	2 420	-28 %	-37 %	0 %	6 966	-23 %
Malaysia	1 705	38	117	955	1 834	1 239	1 303	1 630	25 %	-4 %	0 %	6 235	-28 %
Indonesia	1 798	17	89	396	845	683	1 190	948	-20 %	-47 %	0 %	4 157	-21 %

Where in Norway?

Regional Overnight Stays

Most Popular Regions Among the Italians (Jan-Aug)

Region	2025	2026	Change in numbers
Oslo	95499	89848	-5651
Vestland	65599	68440	2841
Nordland	62585	64591	2006
Troms	38411	39557	1146
Finnmark	17270	16849	--421
Møre og Romsdal	15285	15463	178
Innlandet	13695	13892	197
Rogaland	13844	12082	--1762
Akershus	9076	11459	2383
Trøndelag	9960	10138	178
Buskerud	8683	7360	-1323
Svalbard	6188	6159	--29
Agder	3089	3592	503
Telemark	1655	2018	363
Vestfold	2411	1897	-514
Østfold	1371	1249	-122

Regions with the Highest % Increase in Overnight Stays (Jan-Aug)

Region	2025	2026	Change in percentage
Akershus	9076	11459	26,3%
Telemark	1655	2018	21,9%
Agder	3089	3592	16,3%
Vestland	65599	68440	4,3%
Nordland	62585	64591	3,2%
Troms	38411	39557	3,0%
Trøndelag	9960	10138	1,8%
Innlandet	13695	13892	1,4%
Møre og Romsdal	15285	15463	1,2%
Svalbard	6188	6159	-0,5%
Finnmark	17270	16849	-2,4%
Oslo	95499	89848	-5,9%
Østfold	1371	1249	-8.9%
Rogaland	13844	12082	-12.7%
Buskerud	8683	7360	-15.2%
Vestfold	2411	1897	-21.3%

Most Popular Regions Among the Italians (Aug)

Region	2025	2026	Change in numbers
Vestland	33408	36930	3522
Nordland	24525	26887	2362
Akershus	3036	4851	1815
Troms	9332	10258	926
Agder	1430	2003	573
Møre og Romsdal	7244	7640	396
Trøndelag	3223	3606	383
Telemark	671	773	102
Rogaland	4639	4719	80
Oslo	37042	37086	44
Østfold	256	276	20
Innlandet	6314	6134	-180
Svalbard	1936	1704	-232
Finnmark	7455	7207	-248
Vestfold	1041	595	-446
Buskerud	4214	3234	-980

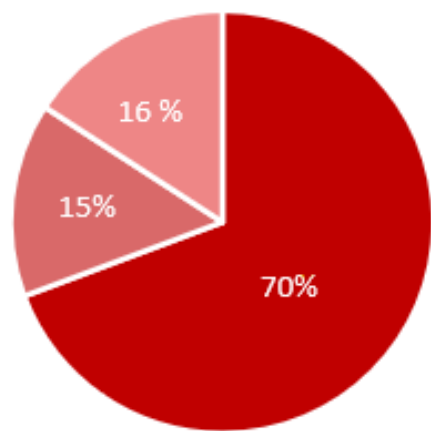
Regions with the Highest % Increase in Overnight Stays (Aug)

Region	2025	2026	Change in percentage
Akershus	3036	4851	59.8%
Agder	1430	2003	40,1%
Telemark	671	773	15,2%
Trøndelag	3223	3606	11,9%
Vestland	334008	36930	10,5%
Troms	9332	10258	9,9%
Nordland	24525	26887	9,6%
Østfold	256	276	7,8%
Møre og Romsdal	7244	7640	5.5%
Rogaland	4639	4719	1,7%
Oslo	37042	37086	0,1%
Innlandet	6314	6134	-2,9%
Finnmark	7455	7207	-3,3%
Svalbard	1936	1704	-12,0%
Buskerud	4214	3234	-23,3%
Vestfold	1041	595	-42,8%

Overnight Stay Composition

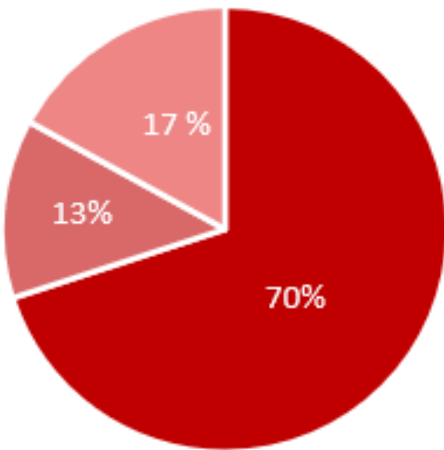
Breakdown of Overnight Stays – 2026 and 2025 compared*

Overnight stays by Italians in Norway 2026
Total: 364 594



■ Hotel & similar accomodation ■ Camping ■ Cabins & hostels

Overnight stays by Italians in Norway 2025
Total: 481 688



■ Hotel & similar accomodation ■ Camping ■ Cabins & hostels

* 2026 shows figures from Jan-Aug; 2025 shows figures from Jan-Dec

Contact us



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