

# UK Buyer Survey

*In one word, how would you best describe business in Q1 of 2025?*



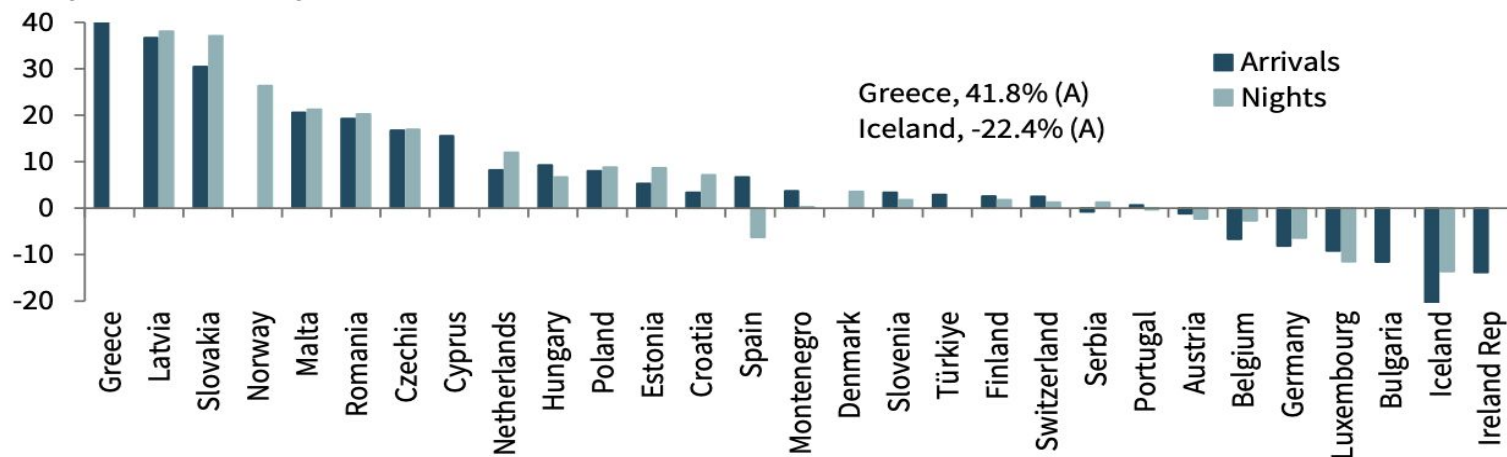
NORDIC TOURISM COLLECTIVE  
Trendtracker Spring 2025



# 2025

## UK visits and overnights (% relative to 2025)

2025 year-to-date\*, % year

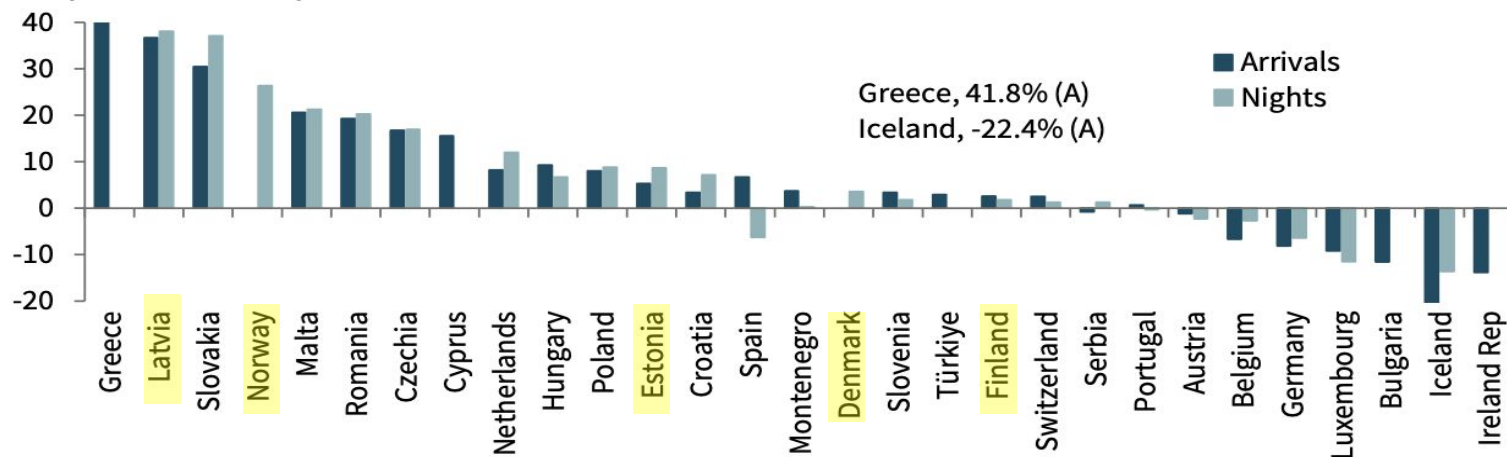


Source: TourMIS\* \*date varies (Jan-May) by destination

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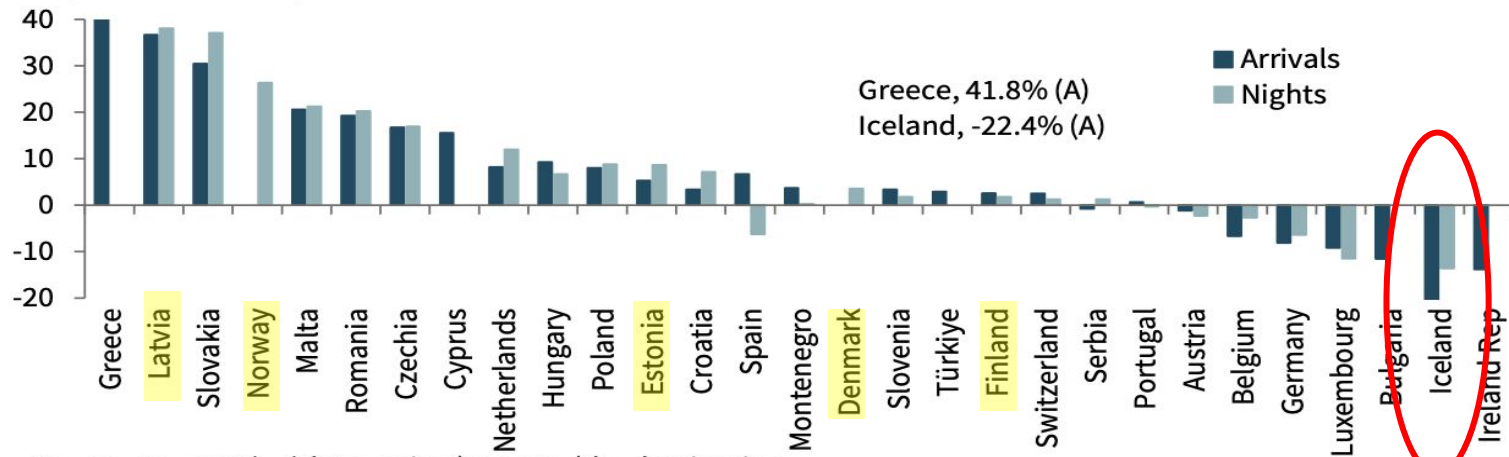
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# 2025

All Nordic Destinations look promising except Iceland

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# Business in S1 2025

Average increase of over 5.0%

Buoyant first 4 months

Easter - end May, there was a downturn in new bookings

Bookings recovered from June

An increase in late bookings

Growth in spending of UK is predicted to increase in 2025

Positive trend expected to increase

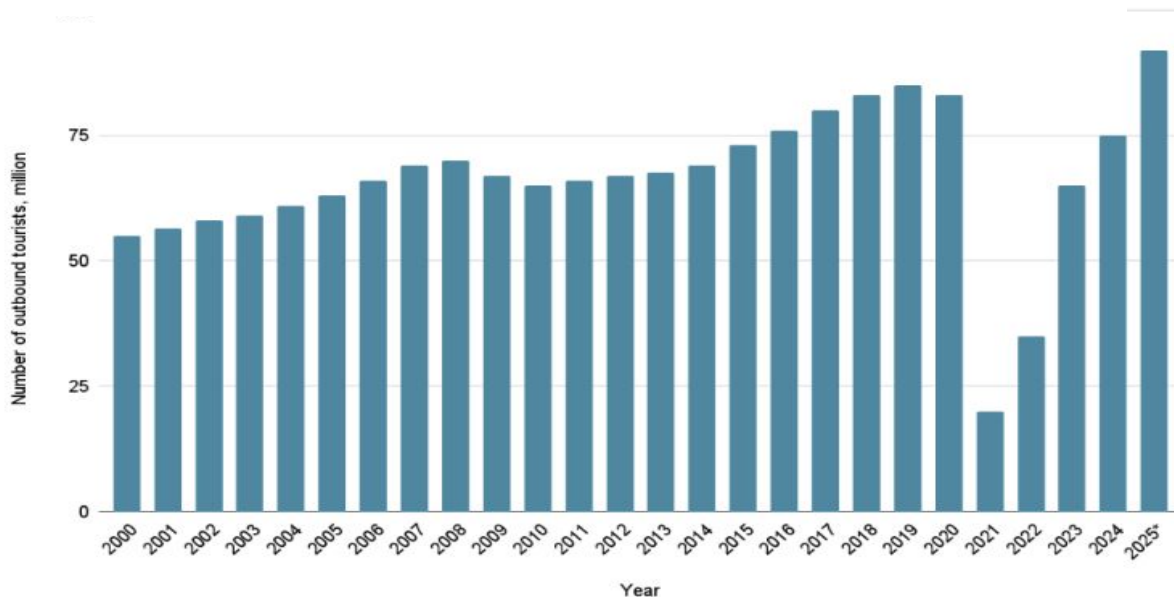


Captains**Cruise2025**



# 2025

## UK outbound (expected)



# 92m

Number of outbound  
Tourists from the UK is  
expected to hit 92m

**The highest number ever  
recorded**

# Challenges

Other potential factors which could still affect the numbers:

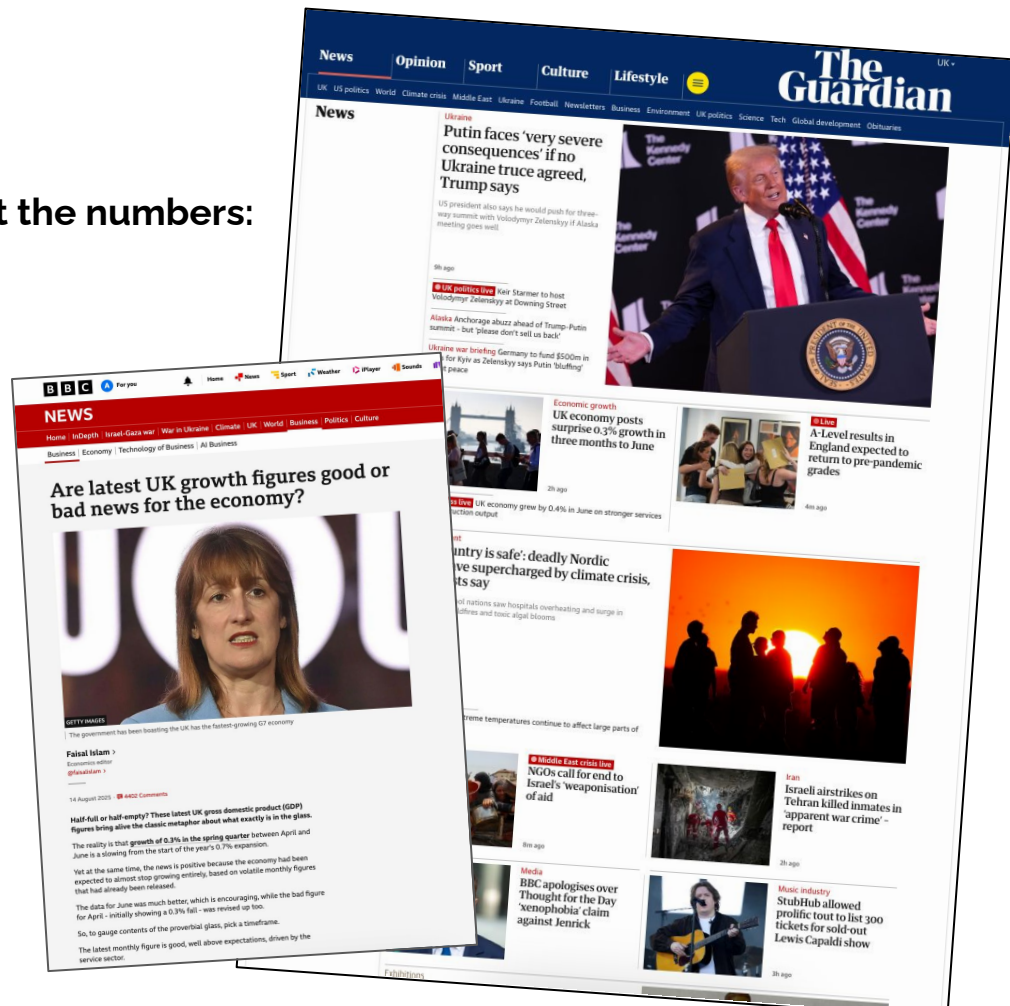
Deeper economic challenges

Inflation in UK and rising costs in destinations

Additional and prolonged airline strikes

Severe weather related incidents

Other geopolitical factors



# UK market observations

B2B trade is still strong, clients looking for package holidays

Travellers not discouraged by current global conflicts

Emergence of the experience-seeking-clients

High-end segment remains robust

**Value for money is key**

## Emerging 2026 travel trends

- Slow travel experiences
- Sustainable and eco-conscious tourism
- Out-of-the-ordinary adventure escapes
- Multigenerational family holidays
- Solo travel and self-discovery journeys



# 2026

Winter 25/26 is looking very strong once again

Additional new flight routes to the arctic and to the Baltics

No dramatic take-up on sustainable options

High end market strong to Nordic destinations

## Move to off-season:

- Overtourism reports
- Overheating
- Costs

