

Digital Demand (D2©)

Tourism Norway - 2015/2016 data

March 24th, 2017

Scope of the study

The results of the study reflect the touristic appeal for Norway analysis over the last 2 years from January 2015 to December 2016, allowing a detailed measurement of the evolution of searches.

This study does not include competition analysis and therefore it is focused only on Norway's toristic demand, coming from international tourists prior to their trip.

It covers the demand comming from 63 brandtags and 232 micro-brandtags, in addition to a group of 19 inbound target markets including: Germany, United Kingdom, United States, Spain, France, Netherlands, Italy, Denmark, Sweden, Switzerland, Poland, Canada, Finland, Brazil, Japan, Russia, South Korea, India and China.

This study includes a set of over 150.482 touristic related keywords in the following 15 languages: English, German, Spanish, Russian, French, Italian, Portuguese, Chinese, Japanese, Dutch, Finnish, Korean, Polish, Swedish and Danish.

D2© results, measured in number of searches, come from an algorithm that runs the set of defined keywords in the most popular search engine in the world with over a 90% global market share.

The study results are displayed in the following dashboards:

1. D2 by Family
2. D2 by Brandtag
3. D2 by Brandtag by Family
4. D2 by MicroBrandtag
5. D2 by MicroBrandtag by Family
6. D2 by Month
7. D2 by Target Market

1. D2 by Family

Rank	Brandtag Family	2015 Searches	2016 Searches	2016/2015 Growth
1	Touristic Activities	2.672.315	3.406.598	27,5%
2	Generic Information	1.405.632	1.645.038	17,0%
3	Accommodation	646.881	781.215	20,8%
	Total	4.724.828	5.832.851	23,5%

2. D2 by Brandtag (1/2)

Rank	Brandtag	2015	2016	Growth
		Searches	Searches	
1	Natural Wonders	1.462.579	1.977.799	35,2%
2	Tourism Packages and Products	320.999	399.714	24,5%
3	Tourism	388.523	379.631	-2,3%
4	Tourism Attractions	265.970	351.900	32,3%
5	Travel	286.621	339.548	18,5%
6	Cruises	289.348	338.816	17,1%
7	Holiday Accommodation	285.900	302.960	6,0%
8	Winter Sports	245.267	287.052	17,0%
9	Fishing	196.264	196.191	0,0%
10	Hiking	139.462	180.849	29,7%
11	Camping	114.027	159.481	39,9%
12	Hotels	75.544	107.260	42,0%
13	Destinations	70.171	88.725	26,4%
14	Adventure and Outdoor	65.219	81.097	24,3%
15	Special Accommodation	53.240	65.775	23,5%
16	Tours	46.186	53.248	15,3%
17	Hostels	31.100	35.699	14,8%
18	Short Trips	27.162	32.272	18,8%
19	Historical Sites	23.493	30.655	30,5%
20	Special Events	26.010	26.877	3,3%
21	Ski Accommodation	23.620	26.240	11,1%
22	Rural Accommodation	22.154	23.874	7,8%
23	Shopping	21.588	23.519	8,9%
24	Airbnb	12.020	21.760	81,0%
25	Gastro Activities	11.695	20.755	77,5%
26	Couples	15.910	20.350	27,9%
27	Water Sports	16.200	18.880	16,5%
28	Boating	13.410	15.780	17,7%
29	Beaches	11.534	14.479	25,5%
30	Youth and Backpackers	12.110	13.920	14,9%
31	Bed and Breakfast	12.450	13.210	6,1%
32	Gambling	10.750	13.110	22,0%
33	Religious Sites and Pilgrimage	11.190	12.956	15,8%
34	Diving	8.714	11.904	36,6%
35	Wellbeing	9.436	11.650	23,5%

2. D2 by Brandtag (2/2)

Rank	Brandtag	2015 Searches	2016 Searches	Growth
36	Luxury Tourism	1.560	11.140	614,1%
37	Nightlife	9.190	10.250	11,5%
38	Family	8.148	10.177	24,9%
39	SPA Accommodation	5.860	9.640	64,5%
40	Hunting	7.976	9.263	16,1%
41	Urban Landmarks	7.270	9.200	26,5%
42	Golf	7.360	9.130	24,0%
43	Entertainment Parks	5.770	8.250	43,0%
44	Traditional Markets	6.280	8.240	31,2%
45	Museums	6.085	7.846	28,9%
46	UNESCO	6.682	7.253	8,5%
47	Resorts	5.361	6.881	28,4%
48	Luxury Accommodation	3.805	6.155	61,8%
49	Business	5.455	5.860	7,4%
50	Performing Arts	3.800	5.344	40,6%
51	Zoo	2.110	3.286	55,7%
52	Animal Watching	1.790	2.060	15,1%
53	Beach Accommodation	1.280	1.740	35,9%
54	Sustainable and Rural Tourism	1.450	1.530	5,5%
55	LGBT	720	560	-22,2%
56	Medical Tourism	270	340	25,9%
57	Family Accommodation	300	290	-3,3%
58	All Inclusive Accommodation	220	250	13,6%
59	Aquarium	100	120	20,0%
60	Senior	120	110	-8,3%
61	Casino Accommodation	0	0	-
62	Golf Accommodation	0	0	-
63	LGBT Accommodation	0	0	-
	Total	4.724.828	5.832.851	23,5%

3. D2 by Brandtag by Family - ACCOMMODATION

Rank	Brandtag	2015	2016	Growth
		Searches	Searches	
1	Holiday Accommodation	285.900	302.960	6,0%
2	Camping	114.027	159.481	39,9%
3	Hotels	75.544	107.260	42,0%
4	Special Accommodation	53.240	65.775	23,5%
5	Hostels	31.100	35.699	14,8%
6	Ski Accommodation	23.620	26.240	11,1%
7	Rural Accommodation	22.154	23.874	7,8%
8	Airbnb	12.020	21.760	81,0%
9	Bed and Breakfast	12.450	13.210	6,1%
10	SPA Accommodation	5.860	9.640	64,5%
11	Resorts	5.361	6.881	28,4%
12	Luxury Accommodation	3.805	6.155	61,8%
13	Beach Accommodation	1.280	1.740	35,9%
14	Family Accommodation	300	290	-3,3%
15	All Inclusive Accommodation	220	250	13,6%
16	Casino Accommodation	0	0	-
17	Golf Accommodation	0	0	-
18	LGBT Accommodation	0	0	-
	Total	646.881	781.215	20,8%

3. D2 by Brandtag by Family - GENERIC INFORMATION

Rank	Brandtag	2015	2016	Growth
		Searches	Searches	
1	Tourism Packages and Products	320.999	399.714	24,5%
2	Tourism	388.523	379.631	-2,3%
3	Tourism Attractions	265.970	351.900	32,3%
4	Travel	286.621	339.548	18,5%
5	Destinations	70.171	88.725	26,4%
6	Tours	46.186	53.248	15,3%
7	Short Trips	27.162	32.272	18,8%
	Total	1.405.632	1.645.038	17,0%

3. D2 by Brandtag by Family - TOURISTIC ACTIVITIES (1/2)

Rank	Brandtag	2015	2016	Growth
		Searches	Searches	
1	Natural Wonders	1.462.579	1.977.799	35,2%
2	Cruises	289.348	338.816	17,1%
3	Winter Sports	245.267	287.052	17,0%
4	Fishing	196.264	196.191	0,0%
5	Hiking	139.462	180.849	29,7%
6	Adventure and Outdoor	65.219	81.097	24,3%
7	Historical Sites	23.493	30.655	30,5%
8	Special Events	26.010	26.877	3,3%
9	Shopping	21.588	23.519	8,9%
10	Gastro Activities	11.695	20.755	77,5%
11	Couples	15.910	20.350	27,9%
12	Water Sports	16.200	18.880	16,5%
13	Boating	13.410	15.780	17,7%
14	Beaches	11.534	14.479	25,5%
15	Youth and Backpackers	12.110	13.920	14,9%
16	Gambling	10.750	13.110	22,0%
17	Religious Sites and Pilgrimage	11.190	12.956	15,8%
18	Diving	8.714	11.904	36,6%
19	Wellbeing	9.436	11.650	23,5%
20	Luxury Tourism	1.560	11.140	614,1%
21	Nightlife	9.190	10.250	11,5%
22	Family	8.148	10.177	24,9%
23	Hunting	7.976	9.263	16,1%
24	Urban Landmarks	7.270	9.200	26,5%
25	Golf	7.360	9.130	24,0%
26	Entertainment Parks	5.770	8.250	43,0%
27	Traditional Markets	6.280	8.240	31,2%
28	Museums	6.085	7.846	28,9%
29	UNESCO	6.682	7.253	8,5%
30	Business	5.455	5.860	7,4%
31	Performing Arts	3.800	5.344	40,6%
32	Zoo	2.110	3.286	55,7%
33	Animal Watching	1.790	2.060	15,1%
34	Sustainable and Rural Tourism	1.450	1.530	5,5%
35	LGBT	720	560	-22,2%

3. D2 by Brandtag by Family - TOURISTIC ACTIVITIES (2/2)

Rank	Brandtag	2015	2016	Growth
		Searches	Searches	
36	Medical Tourism	270	340	25,9%
37	Aquarium	100	120	20,0%
38	Senior	120	110	-8,3%
	Total	2.672.315	3.406.598	27,5%

4. D2 by MicroBrandtag (1/7)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
1	Fjords and Glaciers	1.005.724	1.345.077	33,7%
2	Northern Lights	327.768	456.077	39,1%
3	Holiday Packages	294.579	362.494	23,1%
4	Travel	286.621	339.548	18,5%
5	Cruises	289.348	338.816	17,1%
6	Holiday Apartments	263.570	277.080	5,1%
7	Places to Visit	199.910	253.770	26,9%
8	Visit	224.460	216.200	-3,7%
9	Tourism	164.063	163.431	-0,4%
10	Angling	159.580	156.470	-1,9%
11	Hiking	104.535	139.310	33,3%
12	Skiing	112.252	133.982	19,4%
13	Camping	87.327	130.341	49,3%
14	Hotels	74.264	105.470	42,0%
15	Things to Do	59.010	88.540	50,0%
16	Ski Resorts	72.579	85.611	18,0%
17	Igloos Ice Hotels	50.850	62.845	23,6%
18	Midnight Sun	41.530	56.990	37,2%
19	Islands	39.801	48.915	22,9%
20	Fishing	36.684	39.721	8,3%
21	Coastline	29.931	38.870	29,9%
22	Vacation Packages	26.420	37.220	40,9%
23	Tours	32.567	36.953	13,5%
24	Waterfalls	19.116	28.435	48,7%
25	Hostels	22.810	27.299	19,7%
26	Trekking	22.817	25.599	12,2%
27	Ski Accommodation Rentals	23.190	25.450	9,7%
28	Cross Country Skiing	19.395	24.270	25,1%
29	Cabins	22.130	24.120	9,0%
30	Regions	19.190	23.800	24,0%
31	Airbnb	12.020	21.760	81,0%
32	Restaurants	11.475	20.225	76,3%
33	Holiday Rentals	17.360	19.920	14,7%
34	Winter Sports	16.410	18.500	12,7%
35	Kayaking	12.320	17.900	45,3%

4. D2 by MicroBrandtag (2/7)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
36	Lakes	14.430	17.730	22,9%
37	Short Trips	15.440	17.666	14,4%
38	Surf	13.680	16.080	17,5%
39	Climbing	12.110	15.940	31,6%
40	Events	14.210	15.171	6,8%
41	Cities	10.530	15.010	42,5%
42	Natural Wonders	9.500	14.920	57,1%
43	Castles and Fortresses	11.810	14.560	23,3%
44	Cottage	12.834	14.544	13,3%
45	Beaches	11.534	14.479	25,5%
46	Weekends	11.582	14.376	24,1%
47	Nature Reserves	10.200	14.310	40,3%
48	Adventure Tourism	13.350	13.990	4,8%
49	Shopping Outlets	12.580	13.730	9,1%
50	B and B	12.450	13.210	6,1%
51	Backpackers	10.630	12.340	16,1%
52	Cycling	9.800	12.070	23,2%
53	Dog Sledding	8.845	11.185	26,5%
54	Luxury Tourism	1.560	11.140	614,1%
55	Honeymoon	7.560	10.900	44,2%
56	Casino	10.300	10.800	4,9%
57	Monuments and Memorials	8.783	10.585	20,5%
58	Family Tourism	8.148	10.177	24,9%
59	Diving	7.304	9.904	35,6%
60	Boating	7.860	9.820	24,9%
61	Tourism Attractions	7.050	9.590	36,0%
62	SPA Hotels	5.660	9.370	65,5%
63	Weddings	8.200	9.320	13,7%
64	Bus Tours	8.093	9.314	15,1%
65	Hunting	7.976	9.263	16,1%
66	Golf	7.360	9.130	24,0%
67	Telemark Skiing	8.967	9.050	0,9%
68	Shopping	8.208	8.609	4,9%
69	Nightlife	7.760	8.460	9,0%
70	Youth Backpacking Hostels	8.290	8.400	1,3%

4. D2 by MicroBrandtag (3/7)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
71	Gardens and Parks	6.080	7.650	25,8%
72	Museums	5.915	7.596	28,4%
73	Wood Houses	7.770	7.590	-2,3%
74	Snowboarding	7.360	7.485	1,7%
75	UNESCO Tourism	6.682	7.253	8,5%
76	Cathedrals	6.020	7.036	16,9%
77	Resorts	5.361	6.881	28,4%
78	Sauna	5.846	6.445	10,2%
79	Villas	4.970	5.960	19,9%
80	Rafting	4.324	5.862	35,6%
81	Sailing	5.100	5.530	8,4%
82	Music Events	4.640	5.370	15,7%
83	Ski Touring	4.810	4.890	1,7%
84	Christmas Markets	3.390	4.510	33,0%
85	Caravans	3.680	4.250	15,5%
86	Amusement Park	2.850	3.830	34,4%
87	Ballets	2.320	3.794	63,5%
88	Canoeing	2.670	3.520	31,8%
89	Guided Tours	2.626	3.321	26,5%
90	Mountain Biking	3.080	3.290	6,8%
91	Zoo	2.110	3.286	55,7%
92	Volcanoes	2.910	3.260	12,0%
93	Hot Spring	1.960	3.225	64,5%
94	Craft Markets	2.480	3.180	28,2%
95	Sky Diving	2.370	3.180	34,2%
96	Animal Riding	2.320	3.140	35,3%
97	Pilgrimage	2.320	3.010	29,7%
98	Sport Events	3.430	2.776	-19,1%
99	Luxury Rentals	2.250	2.770	23,1%
100	Luxury Hotels	1.205	2.685	122,8%
101	Pyramids	390	2.360	505,1%
102	Alpine Skiing	2.694	2.329	-13,5%
103	Gambling	450	2.310	413,3%
104	Business Tourism	1.880	2.190	16,5%
105	Snowmobile	1.850	2.170	17,3%

4. D2 by MicroBrandtag (4/7)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
106	Palaces	1.550	2.060	32,9%
107	Scuba Diving	1.410	1.960	39,0%
108	Road Tours	1.310	1.880	43,5%
109	Mosques	2.310	1.870	-19,0%
110	Couch Surfing	1.720	1.790	4,1%
111	Bicycle Tours	1.590	1.780	11,9%
112	Bungee Jumping	1.360	1.760	29,4%
113	Motorbiking	1.750	1.740	-0,6%
114	5 Star Hotels	1.180	1.680	42,4%
115	Theme Park	1.110	1.670	50,5%
116	Kitesurf	1.310	1.650	26,0%
117	Aquapark	1.030	1.590	54,4%
118	Youth	1.480	1.580	6,8%
119	Beach Resorts	1.110	1.540	38,7%
120	Dance Events	1.490	1.520	2,0%
121	Wellbeing	1.380	1.520	10,1%
122	Exhibitions	1.295	1.490	15,1%
123	Theatres and Operas	1.380	1.440	4,3%
124	Fairs	1.370	1.280	-6,6%
125	Bird Watching	1.220	1.250	2,5%
126	Jungles and Rainforests	670	1.190	77,6%
127	Shopping Malls	800	1.180	47,5%
128	Adventure Park	780	1.160	48,7%
129	City Hall	900	1.140	26,7%
130	Eco Tourism	1.060	1.140	7,5%
131	Historical Places	960	1.090	13,5%
132	Film Events	1.440	1.080	-25,0%
133	Clubs	850	1.000	17,6%
134	Tree House Hotels	620	960	54,8%
135	Carnivals	740	870	17,6%
136	Canyons	660	830	25,8%
137	Safari	570	810	42,1%
138	Bars and Pubs	580	790	36,2%
139	Ski Hotels	430	790	83,7%
140	Farmhouse	730	730	0,0%

4. D2 by MicroBrandtag (5/7)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
141	Villages	530	690	30,2%
142	Bungalow	770	620	-19,5%
143	Water Sports	710	620	-12,7%
144	Rural Houses	490	580	18,4%
145	LGBT	720	560	-22,2%
146	Conferences	430	550	27,9%
147	Ice Skating	375	535	42,7%
148	Windsurf	500	530	6,0%
149	Beer Tourism	220	500	127,3%
150	Religious Tourism	230	500	117,4%
151	4x4 Driving	480	490	2,1%
152	Temples	230	490	113,0%
153	Luxury Resorts	110	470	327,3%
154	Spa and Beauty Treatment	250	460	84,0%
155	Catamarans and Barges	450	430	-4,4%
156	Rural Hotels	330	430	30,3%
157	Sledging	425	400	-5,9%
158	Paintball	300	390	30,0%
159	Artisan Markets	260	340	30,8%
160	Cosmetic Surgeries	270	340	25,9%
161	Congresses and Conventions	480	330	-31,3%
162	Rural Tourism	310	330	6,5%
163	Extreme Tourism	320	310	-3,1%
164	Towns	120	310	158,3%
165	Family Resorts	290	280	-3,4%
166	SPA Resorts	200	270	35,0%
167	City Centre	160	260	62,5%
168	Galleries	170	250	47,1%
169	Day Trips	140	230	64,3%
170	Luxury Villas	240	230	-4,2%
171	Airport Accommodation	50	180	260,0%
172	All Inclusive Resorts	90	170	88,9%
173	Square	130	150	15,4%
174	Tents	120	150	25,0%
175	Flea Markets	80	140	75,0%

4. D2 by MicroBrandtag (6/7)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
176	Romantic Holidays	150	130	-13,3%
177	Aquarium	100	120	20,0%
178	4 Star Hotels	100	110	10,0%
179	Beach Hotels	50	110	120,0%
180	Deserts	140	110	-21,4%
181	Performing Arts	100	110	10,0%
182	Senior Tourism	120	110	-8,3%
183	Air Ballooning	80	100	25,0%
184	Beach Rentals	120	90	-25,0%
185	Fashion Events	60	90	50,0%
186	All Inclusive Hotels	130	80	-38,5%
187	Bazaars	70	70	0,0%
188	Agrotourism	80	60	-25,0%
189	Synagogues	80	50	-37,5%
190	Snorkeling	0	40	-
191	Food Tourism	0	30	-
192	Seminars	0	20	-
193	Family Rentals	0	10	-
194	3 Star Hotels	0	0	-
195	Art Exhibitions	0	0	-
196	Beach B and B	0	0	-
197	Beach Camping	0	0	-
198	Beach Hostels	0	0	-
199	Boutique Hostels	0	0	-
200	Business Hotels	0	0	-
201	Casino Hotels	0	0	-
202	Casino Resorts	0	0	-
203	City Card	0	0	-
204	City Pass	0	0	-
205	Classical Concerts	0	0	-
206	Cooking Classes	0	0	-
207	Family Hostels	0	0	-
208	Family Hotels	10	0	-
209	Free Tours	0	0	-
210	Golf Hotels	0	0	-

4. D2 by MicroBrandtag (7/7)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
211	Golf Resorts	0	0	-
212	Health Tourism	0	0	-
213	Lake Fishing	0	0	-
214	LGBT Hostels	0	0	-
215	LGBT Hotels	0	0	-
216	LGBT Resorts	0	0	-
217	Main Street	0	0	-
218	MICE	0	0	-
219	Musicals	0	0	-
220	Naturist Accommodation	0	0	-
221	Neighbourhoods	0	0	-
222	River Cruises	0	0	-
223	River Fishing	0	0	-
224	Safari Hunting	0	0	-
225	Shopping Districts	0	0	-
226	Ski Hostels	0	0	-
227	Souks	0	0	-
228	Traditional Markets	0	0	-
229	Underwater Hotels	0	0	-
230	Wildlife	0	0	-
231	Wine Tourism	0	0	-
232	Yachting	0	0	-
	Total	4.724.828	5.832.851	23,5%

5. D2 by MicroBrandtag by Family - ACCOMMODATION (1/2)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
1	Holiday Apartments	263.570	277.080	5,1%
2	Camping	87.327	130.341	49,3%
3	Hotels	74.264	105.470	42,0%
4	Igloos Ice Hotels	50.850	62.845	23,6%
5	Hostels	22.810	27.299	19,7%
6	Ski Accommodation Rentals	23.190	25.450	9,7%
7	Cabins	22.130	24.120	9,0%
8	Airbnb	12.020	21.760	81,0%
9	Holiday Rentals	17.360	19.920	14,7%
10	Cottage	12.834	14.544	13,3%
11	B and B	12.450	13.210	6,1%
12	SPA Hotels	5.660	9.370	65,5%
13	Youth Backpacking Hostels	8.290	8.400	1,3%
14	Wood Houses	7.770	7.590	-2,3%
15	Resorts	5.361	6.881	28,4%
16	Villas	4.970	5.960	19,9%
17	Caravans	3.680	4.250	15,5%
18	Luxury Rentals	2.250	2.770	23,1%
19	Luxury Hotels	1.205	2.685	122,8%
20	Couch Surfing	1.720	1.790	4,1%
21	5 Star Hotels	1.180	1.680	42,4%
22	Beach Resorts	1.110	1.540	38,7%
23	Tree House Hotels	620	960	54,8%
24	Ski Hotels	430	790	83,7%
25	Farmhouse	730	730	0,0%
26	Bungalow	770	620	-19,5%
27	Rural Houses	490	580	18,4%
28	Luxury Resorts	110	470	327,3%
29	Rural Hotels	330	430	30,3%
30	Family Resorts	290	280	-3,4%
31	SPA Resorts	200	270	35,0%
32	Luxury Villas	240	230	-4,2%
33	Airport Accommodation	50	180	260,0%
34	All Inclusive Resorts	90	170	88,9%
35	Tents	120	150	25,0%

5. D2 by MicroBrandtag by Family - ACCOMMODATION (2/2)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
36	4 Star Hotels	100	110	10,0%
37	Beach Hotels	50	110	120,0%
38	Beach Rentals	120	90	-25,0%
39	All Inclusive Hotels	130	80	-38,5%
40	Family Rentals	0	10	-
41	3 Star Hotels	0	0	-
42	Beach B and B	0	0	-
43	Beach Camping	0	0	-
44	Beach Hostels	0	0	-
45	Boutique Hostels	0	0	-
46	Business Hotels	0	0	-
47	Casino Hotels	0	0	-
48	Casino Resorts	0	0	-
49	Family Hostels	0	0	-
50	Family Hotels	10	0	-
51	Golf Hotels	0	0	-
52	Golf Resorts	0	0	-
53	LGBT Hostels	0	0	-
54	LGBT Hotels	0	0	-
55	LGBT Resorts	0	0	-
56	Naturist Accommodation	0	0	-
57	Ski Hostels	0	0	-
58	Underwater Hotels	0	0	-
	Total	646.881	781.215	20,8%

5. D2 by MicroBrandtag by Family - GENERIC INFORMATION

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
1	Holiday Packages	294.579	362.494	23,1%
2	Travel	286.621	339.548	18,5%
3	Places to Visit	199.910	253.770	26,9%
4	Visit	224.460	216.200	-3,7%
5	Tourism	164.063	163.431	-0,4%
6	Things to Do	59.010	88.540	50,0%
7	Islands	39.801	48.915	22,9%
8	Vacation Packages	26.420	37.220	40,9%
9	Tours	32.567	36.953	13,5%
10	Regions	19.190	23.800	24,0%
11	Short Trips	15.440	17.666	14,4%
12	Cities	10.530	15.010	42,5%
13	Weekends	11.582	14.376	24,1%
14	Tourism Attractions	7.050	9.590	36,0%
15	Bus Tours	8.093	9.314	15,1%
16	Guided Tours	2.626	3.321	26,5%
17	Road Tours	1.310	1.880	43,5%
18	Bicycle Tours	1.590	1.780	11,9%
19	Villages	530	690	30,2%
20	Towns	120	310	158,3%
21	Day Trips	140	230	64,3%
22	City Card	0	0	-
23	City Pass	0	0	-
24	Free Tours	0	0	-
25	Neighbourhoods	0	0	-
	Total	1.405.632	1.645.038	17,0%

5. D2 by MicroBrandtag by Family - TOURISTIC ACTIVITIES (1/5)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
1	Fjords and Glaciers	1.005.724	1.345.077	33,7%
2	Northern Lights	327.768	456.077	39,1%
3	Cruises	289.348	338.816	17,1%
4	Angling	159.580	156.470	-1,9%
5	Hiking	104.535	139.310	33,3%
6	Skiing	112.252	133.982	19,4%
7	Ski Resorts	72.579	85.611	18,0%
8	Midnight Sun	41.530	56.990	37,2%
9	Fishing	36.684	39.721	8,3%
10	Coastline	29.931	38.870	29,9%
11	Waterfalls	19.116	28.435	48,7%
12	Trekking	22.817	25.599	12,2%
13	Cross Country Skiing	19.395	24.270	25,1%
14	Restaurants	11.475	20.225	76,3%
15	Winter Sports	16.410	18.500	12,7%
16	Kayaking	12.320	17.900	45,3%
17	Lakes	14.430	17.730	22,9%
18	Surf	13.680	16.080	17,5%
19	Climbing	12.110	15.940	31,6%
20	Events	14.210	15.171	6,8%
21	Natural Wonders	9.500	14.920	57,1%
22	Castles and Fortresses	11.810	14.560	23,3%
23	Beaches	11.534	14.479	25,5%
24	Nature Reserves	10.200	14.310	40,3%
25	Adventure Tourism	13.350	13.990	4,8%
26	Shopping Outlets	12.580	13.730	9,1%
27	Backpackers	10.630	12.340	16,1%
28	Cycling	9.800	12.070	23,2%
29	Dog Sledding	8.845	11.185	26,5%
30	Luxury Tourism	1.560	11.140	614,1%
31	Honeymoon	7.560	10.900	44,2%
32	Casino	10.300	10.800	4,9%
33	Monuments and Memorials	8.783	10.585	20,5%
34	Family Tourism	8.148	10.177	24,9%
35	Diving	7.304	9.904	35,6%

5. D2 by MicroBrandtag by Family - TOURISTIC ACTIVITIES (2/5)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
36	Boating	7.860	9.820	24,9%
37	Weddings	8.200	9.320	13,7%
38	Hunting	7.976	9.263	16,1%
39	Golf	7.360	9.130	24,0%
40	Telemark Skiing	8.967	9.050	0
41	Shopping	8.208	8.609	0
42	Nightlife	7.760	8.460	0
43	Gardens and Parks	6.080	7.650	0
44	Museums	5.915	7.596	0
45	Snowboarding	7.360	7.485	0
46	UNESCO Tourism	6.682	7.253	0
47	Cathedrals	6.020	7.036	0
48	Sauna	5.846	6.445	0
49	Rafting	4.324	5.862	0
50	Sailing	5.100	5.530	0
51	Music Events	4.640	5.370	0
52	Ski Touring	4.810	4.890	0
53	Christmas Markets	3.390	4.510	0
54	Amusement Park	2.850	3.830	0
55	Ballets	2.320	3.794	1
56	Canoeing	2.670	3.520	0
57	Mountain Biking	3.080	3.290	0
58	Zoo	2.110	3.286	1
59	Volcanoes	2.910	3.260	12,0%
60	Hot Spring	1.960	3.225	64,5%
61	Craft Markets	2.480	3.180	28,2%
62	Sky Diving	2.370	3.180	34,2%
63	Animal Riding	2.320	3.140	35,3%
64	Pilgrimage	2.320	3.010	29,7%
65	Sport Events	3.430	2.776	-19,1%
66	Pyramids	390	2.360	505,1%
67	Alpine Skiing	2.694	2.329	-13,5%
68	Gambling	450	2.310	413,3%
69	Business Tourism	1880	2.190	16,5%
70	Snowmobile	1.850	2.170	17,3%

5. D2 by MicroBrandtag by Family - TOURISTIC ACTIVITIES (3/5)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
71	Palaces	1.550	2.060	32,9%
72	Scuba Diving	1.410	1.960	39,0%
73	Mosques	2.310	1.870	-19,0%
74	Bungee Jumping	1.360	1.760	29,4%
75	Motorbiking	1.750	1.740	-0,6%
76	Theme Park	1.110	1.670	50,5%
77	Kitesurf	1.310	1.650	26,0%
78	Aquapark	1.030	1.590	54,4%
79	Youth	1.480	1.580	6,8%
80	Dance Events	1.490	1.520	2,0%
81	Wellbeing	1.380	1.520	10,1%
82	Exhibitions	1.295	1.490	15,1%
83	Theatres and Operas	1.380	1.440	4,3%
84	Fairs	1.370	1.280	-6,6%
85	Bird Watching	1.220	1.250	2,5%
86	Jungles and Rainforests	670	1.190	77,6%
87	Shopping Malls	800	1.180	47,5%
88	Adventure Park	780	1.160	48,7%
89	City Hall	900	1.140	26,7%
90	Eco Tourism	1.060	1.140	7,5%
91	Historical Places	960	1.090	13,5%
92	Film Events	1.440	1.080	-25,0%
93	Clubs	850	1.000	17,6%
94	Carnivals	740	870	17,6%
95	Canyons	660	830	25,8%
96	Safari	570	810	42,1%
97	Bars and Pubs	580	790	36,2%
98	Water Sports	710	620	-12,7%
99	LGBT	720	560	-22,2%
100	Conferences	430	550	27,9%
101	Ice Skating	375	535	42,7%
102	Windsurf	500	530	6,0%
103	Beer Tourism	220	500	127,3%
104	Religious Tourism	230	500	117,4%
105	4x4 Driving	480	490	2,1%

5. D2 by MicroBrandtag by Family - TOURISTIC ACTIVITIES (4/5)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
106	Temples	230	490	113,0%
107	Spa and Beauty Treatment	250	460	84,0%
108	Catamarans and Barges	450	430	-4,4%
109	Sledging	425	400	-5,9%
110	Paintball	300	390	30,0%
111	Artisan Markets	260	340	30,8%
112	Cosmetic Surgeries	270	340	25,9%
113	Congresses and Conventions	480	330	-31,3%
114	Rural Tourism	310	330	6,5%
115	Extreme Tourism	320	310	-3,1%
116	City Centre	160	260	62,5%
117	Galleries	170	250	47,1%
118	Square	130	150	15,4%
119	Flea Markets	80	140	75,0%
120	Romantic Holidays	150	130	-13,3%
121	Aquarium	100	120	20,0%
122	Deserts	140	110	-21,4%
123	Performing Arts	100	110	10,0%
124	Senior Tourism	120	110	-8,3%
125	Air Ballooning	80	100	25,0%
126	Fashion Events	60	90	50,0%
127	Bazaars	70	70	0,0%
128	Agrotourism	80	60	-25,0%
129	Synagogues	80	50	-37,5%
130	Snorkeling	-	40	0,0%
131	Food Tourism	-	30	0,0%
132	Seminars	-	20	0,0%
133	Art Exhibitions	-	-	0,0%
134	Classical Concerts	-	-	0,0%
135	Cooking Classes	-	-	0,0%
136	Health Tourism	-	-	0,0%
137	Lake Fishing	-	-	0,0%
138	Main Street	-	-	0,0%
139	MICE	-	-	0,0%
140	Musicals	-	-	0,0%

5. D2 by MicroBrandtag by Family - TOURISTIC ACTIVITIES (5/5)

Rank	Micro Brandtag	2015	2016	Growth
		Searches	Searches	
141	River Cruises	-	-	0,0%
142	River Fishing	-	-	0,0%
143	Safari Hunting	-	-	0,0%
144	Shopping Districts	-	-	0,0%
145	Souks	-	-	0,0%
146	Traditional Markets	-	-	0,0%
147	Wildlife	-	-	0,0%
148	Wine Tourism	-	-	0,0%
149	Yachting	-	-	0,0%
	Total	2.672.315	3406598	27,5%

6. D2 by Month

N	Month	2015	2016	Growth
		Searches	Searches	
1	January	504.096	595.610	18,2%
2	February	392.469	472.944	20,5%
3	March	386.834	447.030	15,6%
4	April	335.921	411.992	22,6%
5	May	394.036	466.076	18,3%
6	June	409.468	494.441	20,8%
7	July	439.893	557.418	26,7%
8	August	394.001	523.358	32,8%
9	September	334.768	446.089	33,3%
10	October	365.214	470.085	28,7%
11	November	362.610	459.842	26,8%
12	December	405.518	487.966	20,3%
	Total	4.724.828	5.832.851	23,5%

7. D2 by Target Market

Rank	Target Market	2015	2016	Growth
		Searches	Searches	
1	Germany	787.683	910.290	15,6%
2	United States	475.453	637.422	34,1%
3	United Kingdom	453.738	556.243	22,6%
4	Spain	372.340	435.682	17,0%
5	France	291.777	337.785	15,8%
6	Netherlands	269.645	317.167	17,6%
7	Italy	252.588	314.648	24,6%
8	Denmark	229.530	251.122	9,4%
9	Sweden	159.603	195.356	22,4%
10	Switzerland	106.765	125.644	17,7%
11	Poland	109.735	122.404	11,5%
12	Canada	96.622	115.574	19,6%
13	Finland	75.593	89.772	18,8%
14	Brazil	72.620	87.943	21,1%
15	Japan	50.236	62.556	24,5%
16	Russian Federation	45.485	54.276	19,3%
17	India	23.288	33.253	42,8%
18	South Korea	18.633	23.623	26,8%
19	China	6.228	7.875	26,4%
20	Other markets	827.266	1.154.216	39,5%
	Total	4.724.828	5.832.851	23,5%