



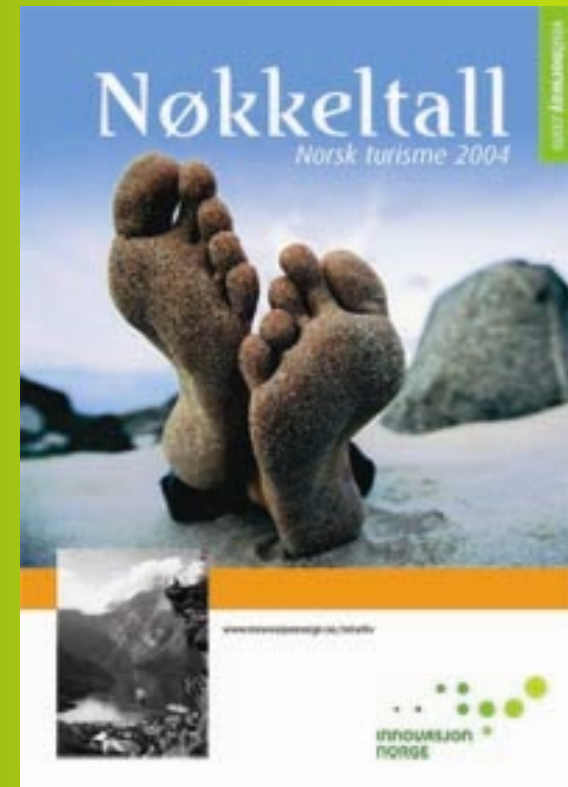
Klima og reiseliv

MD 31.08.2005

Claudia Lindgård



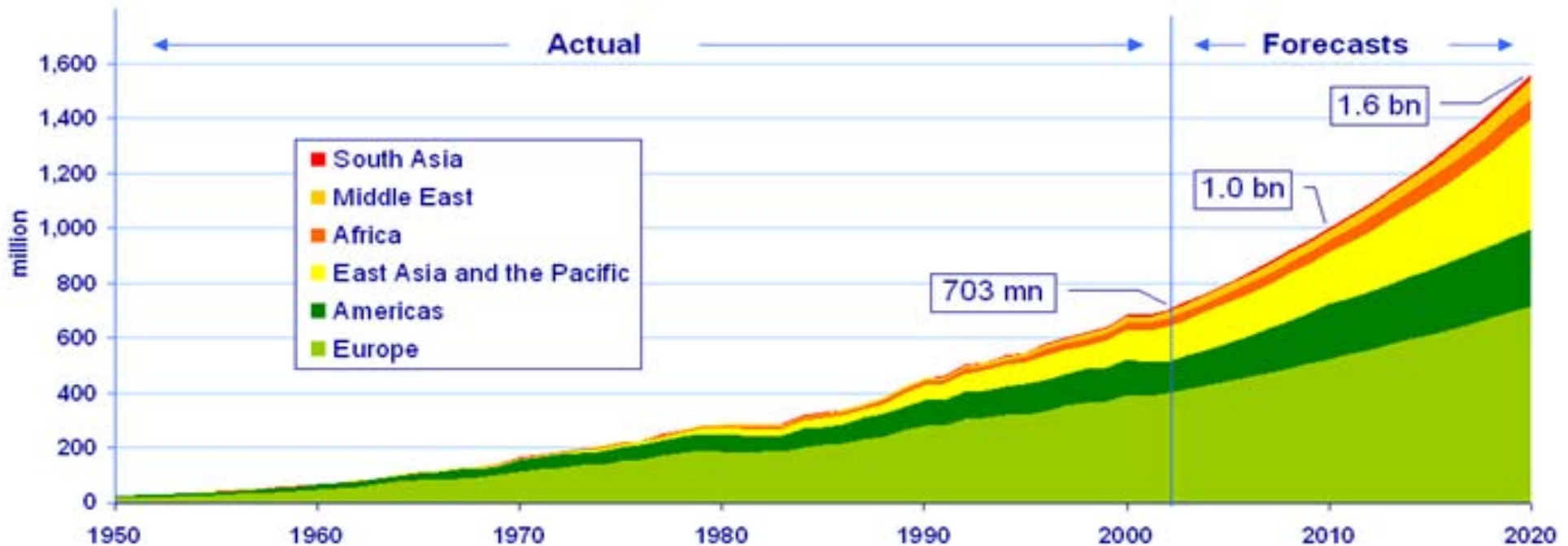
Reiseliv som næring



❖❖ Nøkkeltall 2005

- Reiselivsnæringen står for om lag **4 prosent** av bruttonasjonalprodukt (BNP), og knappe **7 prosent** av den totale sysselsettingen
- Utenlandske turister overnattet nesten **7,5 millioner** ganger i Norge i 2004. Tyskerne sto for vel en femtedel av disse overnattingene
- Nordmenn i alderen 16-79 år var totalt på **5,8 millioner** ferieturer i 2004
- Totalt brukte turistene **76 milliarder kroner** i Norge i 2003
- Utenlandske turister brukte drøyt **22 milliarder kroner**
- I 2003 var det **12 619 reiselivsbedrifter** i Norge. De omsatte totalt for drøyt **69 milliarder kroner**.

❖ Vekst i reiselivet frem mot 2020



❖ Vekst?

WTO Tourism 2020 Vision: Forecast of Inbound Tourism, World by Regions
International Tourist Arrivals by Tourist Receiving Region (million)

	Base Year	Forecasts		Average Annual Growth Rate (%)	Market share	
	1995	2010	2020	1995-2020	1995	2020
World	565.4	1,006.4	1,561.1	4.1	100	100
Africa	20.2	47.0	77.3	5.5	3.6	5.0
Americas	108.9	190.4	282.3	3.9	19.3	18.1
East Asia and the Pacific	81.4	195.2	397.2	6.5	14.4	25.4
Europe	338.4	527.3	717.0	3.0	59.8	45.9
Middle East	12.4	35.9	68.5	7.1	2.2	4.4
South Asia	4.2	10.6	18.8	6.2	0.7	1.2
Intraregional (a)	464.1	790.9	1,183.3	3.8	82.1	75.8
Long-Haul (b)	101.3	215.5	377.9	5.4	17.9	24.2

Source: World Tourism Organization (WTO) ©

(Actual data as in WTO database July 2000)

- Notes:
- (a) Intraregional includes arrivals where country of origin is not specified
 - (b) Long-Haul is defined as everything except intraregional travel

Klima

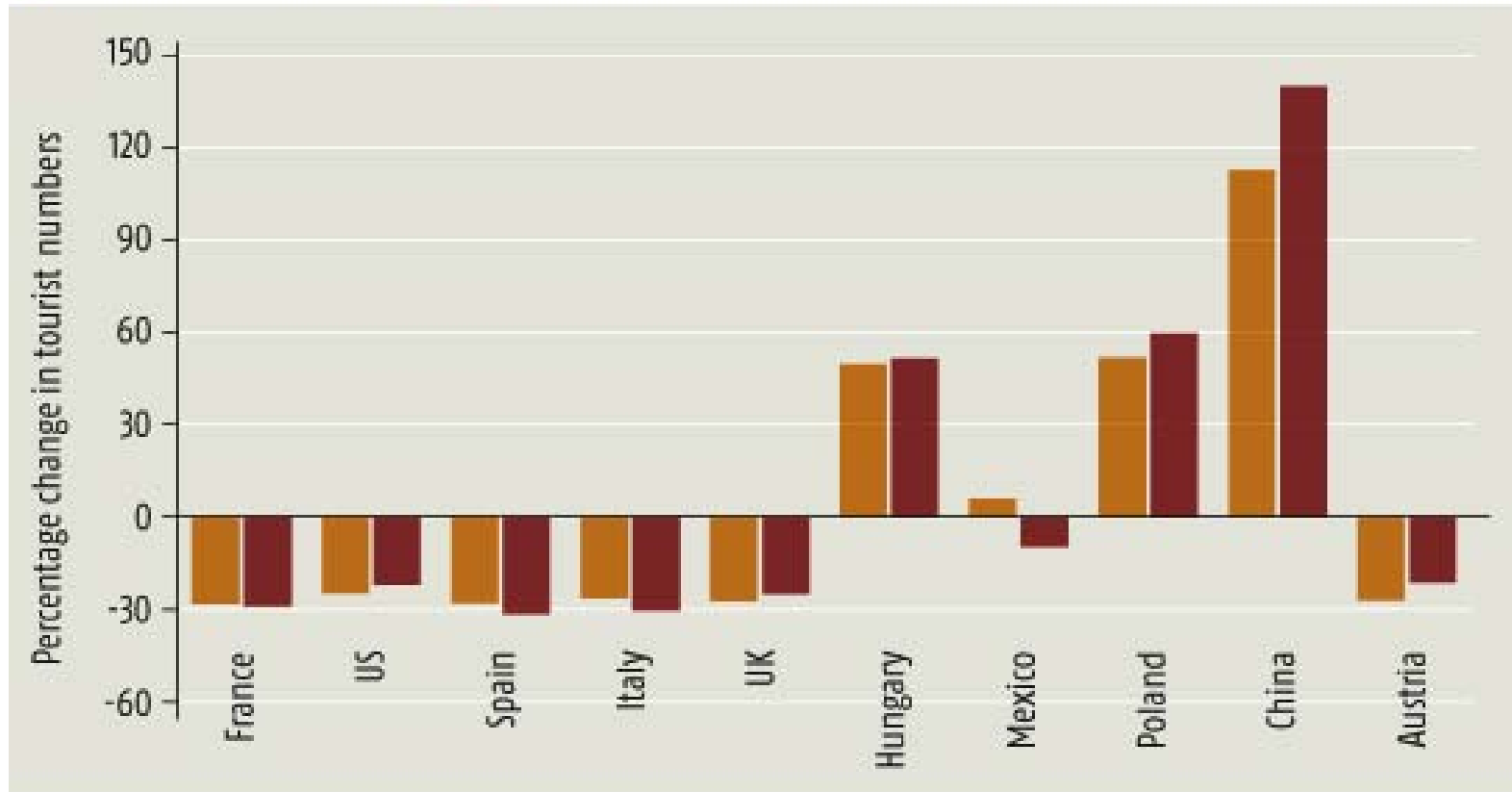




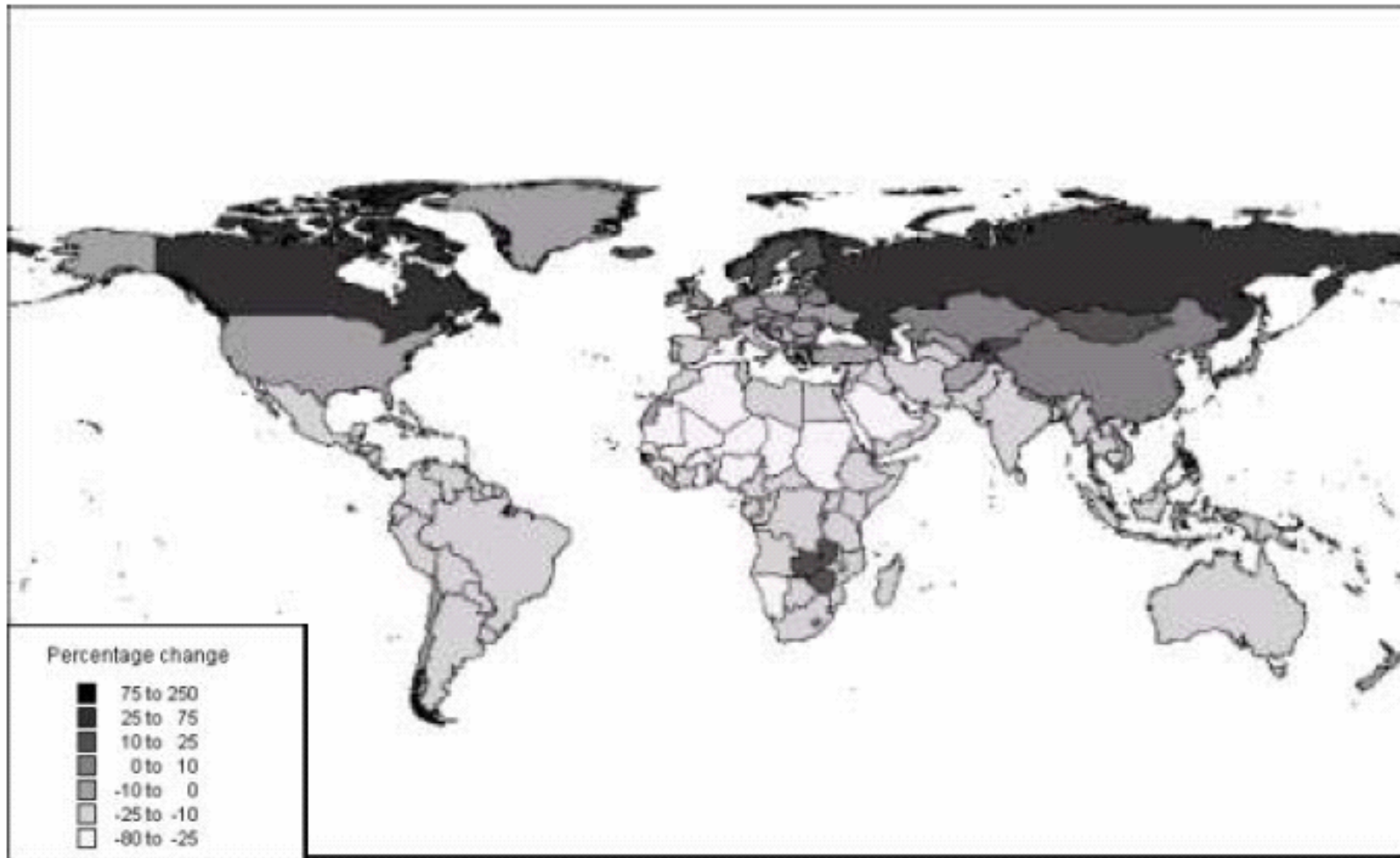
GLOBAL WARMING'S IMPACT ON TOURISM

Predicted change in visitors to top 10 tourist destinations, 1995-2025

● Without climate change ● With a 1 °C global rise



Kilde: New Scientist



Hamilton, J.M. and R.S.J. Tol (2004), *The Impact of Climate Change on Tourism and Recreation*, **FNU-52**, Hamburg University and Centre for Marine and Atmospheric Science, Hamburg

Gror Norge igjen?



Gror Norge igjen?



Gror Norge igjen?



Gror Norge igjen?



❖❖❖ Vinterferie?



❖❖❖ Fremtidens skikjøring?



❖ Takk for oppmerksomheten!

- Bransjesider:
www.innovasjon norge.no/reiseliv
- Forbrukersider:
www.visitnorway.com
- cillin@invanor.no
- Tlf: 22 00 25 00

The screenshot shows the website for 'Innovasjon Norge' with a focus on the 'Reiseliv' (Travel) section. The header includes the logo and navigation links like 'Forside', 'Fylke', 'Internasjonale markeder', etc. The main content area features a large image of a mountain landscape and a sidebar with a menu. The 'KONTAKT OSS' section is highlighted in green. Below it, there are news items with photos and dates, such as 'Adidas fotoshooting hos Polarsirkelen Reiseliv' and 'Globetrotter fotoshooting i Trysil'. A 'RELATERT' section on the right lists services like 'Finansiering', 'Nettverk', and 'Profilering'.