

DESTINATION

NORWAY

INTO THE WILD

WHERE MOUNTAINS
MEET THE SEA

BREATHTAKING FJORDS

Iconic landscapes,
unforgettable views

RICH CULTURE & TIMELESS TRADITIONS

Stories that
live on

LOCAL FLAVOURS WORTH DISCOVERING

From mountains
to the sea

UNIQUE STAYS IN EXTRAORDINARY PLACES

Hideaways for
every kind of explorer

*More
Than a
Destination*



— PLUS —
**GLOBAL
ADVENTURES**
WORLDWIDE STORIES

DESTINATION NORWAY

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EDITOR'S

NOTE

*Exploring a
More Connected World*

Travel is more than a destination.
It is a way to see people, cultures
and ideas from a different perspective.

In this issue, we take you to Norway –
a country where mountains meet the sea,
where nature inspires, and where tradition
and modern life exist in perfect balance.

Through breathtaking landscapes, unique
stays, local flavours and meaningful
encounters, we hope to inspire your next
journey and remind you why the world
is worth exploring.

At GSR Adventure, we believe in the power
of travel to create understanding, respect
and a brighter tomorrow.

Thank you for being part of this journey.

Gürkan Sever

EDITOR-IN-CHIEF

EXPLORE
DISCOVER
BELONG

NATURE
PEOPLE
FLAVOURS
ADVENTURES
A BRIGHTER
TOMORROW

NORWAY

A LAND THAT
TAKES YOUR
BREATH AWAY

NORWAY AT A GLANCE

PURE NATURE. RICH CULTURE.
UNFORGETTABLE EXPERIENCES.

Norway is a land of extraordinary contrasts where majestic fjords, vibrant cities and a deep cultural heritage come together. From the Northern Lights to world-class cuisine, from modern architecture to timeless traditions - Norway inspires every kind of traveller.

*More
Than a Destination*



GASTRONOMY A TASTE OF NORWAY

Fresh ingredients.
Unique flavours.
A culinary journey
like no other.

NORDIC FLAVOURS
GLOBAL APPEAL



LOCAL INGREDIENTS
Pure and natural flavours
from land and sea.



SEAFOOD EXCELLENCE
World-renowned seafood
from the purest waters.



TRADITIONAL RECIPES
Timeless tastes with
a modern touch.



A TASTE OF THE SEASONS
Fresh. Seasonal.
Unforgettable.



HOTELS & HOSPITALITY

EXTRAORDINARY STAYS
IN EXTRAORDINARY PLACES

From luxury lodges to boutique stays.
Experience the true essence
of Norway.

HOTELS • LODGES • UNIQUE STAYS

LOCAL FLAVOURS

A TASTE OF NORWAY

Norwegian cuisine is shaped by cold seas, mountain farms and long winters. Fresh salmon, cured fish and seasonal ingredients remain at its heart.

BRUNOST

A caramel-toned brown whey cheese, traditionally served in thin slices with bread or waffles.

FJORD SALMON

Cold, clear waters produce salmon known for its clean flavour and delicate texture.

NORDIC TABLE

Simple preparation, local produce and respect for nature define the modern Norwegian dining experience.



UNIQUE STAYS

SLEEP CLOSER TO NATURE

Norway turns accommodation into part of the journey. Fjord lodges, restored fishermen's cabins and design-led retreats place guests directly within the landscape.

FJORD LODGES

Panoramic windows and quiet waterfront settings bring mountains and sea into every stay.

RORBU CABINS

Traditional fishermen's cabins combine coastal heritage with simple modern comfort.

NORDIC HOSPITALITY

Thoughtful design, local materials and a close connection to nature define the Norwegian welcome.



TRADITIONAL TABLE

THREE CLASSICS OF NORWAY

Norway's traditional cooking reflects its climate, coastal heritage and rural communities. These comforting dishes remain part of everyday life and national celebrations.

FÅRIKÅL

Slow-cooked lamb and cabbage seasoned with whole black pepper — widely regarded as Norway's national dish.

KJØTTKAKER

Norwegian meatballs served with rich brown gravy, potatoes and seasonal vegetables.

BACALAO

Salt cod gently cooked with tomatoes, onions and potatoes — a coastal favourite shaped by centuries of trade.



REMARKABLE RETREATS

STAYS BEYOND THE ORDINARY

Across Norway, distinctive retreats turn remote landscapes into deeply personal travel experiences — from Arctic skies to the edge of the sea.

GLASS CABINS

Panoramic walls invite the northern lights and winter wilderness into the room.

LIGHTHOUSE STAYS

Historic coastal beacons offer solitude, sea views and a direct connection to Norway's maritime past.

FOREST RETREATS

Thoughtful cabins built with natural materials create quiet escapes among trees, lakes and mountains.



SWEET NORWAY

BAKED TRADITIONS & COFFEE MOMENTS

Norway's bakeries and home kitchens celebrate simple ingredients, warm spices and recipes shared across generations.

SKILLINGSBOLLER

Bergen's beloved cinnamon buns — soft, fragrant and traditionally enjoyed with coffee.

KRUMKAKE

Thin patterned waffles rolled into delicate cones, often filled with cream for festive occasions.

LEFSE

A soft traditional flatbread served sweet with butter, sugar and cinnamon, or adapted for savoury fillings.



NORDIC WELLBEING

REST, WARMTH & WILD LANDSCAPES

In Norway, wellbeing is closely connected to nature. Heat, cold water and quiet surroundings create restorative stays shaped by the Nordic landscape.

FJORD SAUNAS

Wood-fired heat followed by a cold-water dip turns a simple ritual into an unforgettable experience.

SPA HOTELS

Modern treatments, panoramic pools and locally inspired design offer comfort without losing a sense of place.

COASTAL RETREATS

Remote waterfront lodges provide silence, sea air and space to slow down.



FROM THE COLD SEA

NORWAY'S NORTHERN SEAFOOD

Cold, clean waters support one of Norway's strongest culinary identities. Seasonal fishing and coastal traditions shape flavours found nowhere else.

SKREI

Wild Arctic cod returns to Norway's northern coast each winter, prized for its firm texture and delicate taste.

KING CRAB

Harvested in the far north, red king crab is celebrated for its sweet, rich meat and impressive scale.

RAKFISK

Fermented trout served with flatbread, sour cream and onion — a bold tradition with deep inland roots.



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A MORE
CONNECTED
WORLD

GSR ANALYTIX
ADVENTURE MAGAZINE

PEOPLE PLACES FLAVORS

NORWAY
ISSUE 26/05

A Taste of Norway

LOCAL INGREDIENTS
EXTRAORDINARY FLAVORS

Norwegian cuisine is a reflection of its pure waters, dramatic landscapes and proud traditions. Fresh, local and seasonal ingredients take centre stage — and few dishes represent Norway better than Fersk Laks med Dillsaus (Fresh Salmon with Dill Sauce).

*Simple food.
Extraordinary nature.*

*From
the North
to your table*



PURE
NATURE
GREAT TASTE
REAL PEOPLE

LOCAL
FRESH
SUSTAINABLE



METHOD

1

Cook the potatoes

Boil the baby potatoes in salted water for 15–20 minutes, until tender. Drain and keep warm.

2

Prepare the vegetables

Steam or lightly sauté the asparagus (or your chosen vegetables) until tender but still crisp.

3

Cook the salmon

Season the salmon fillets with salt and pepper. In a pan, melt butter over medium heat and cook the salmon for 3–4 minutes on each side, until just cooked through.

4

Make the dill sauce

In a small saucepan, gently heat the cream. Add chopped dill and lemon juice. Season with salt and pepper. Let it simmer for a few minutes until slightly thickened.

5

Serve

Place the salmon on a plate with potatoes and vegetables. Spoon the dill sauce over the salmon and garnish with fresh dill and a lemon wedge.

TIPS & VARIATIONS

- Use wild-caught Norwegian salmon for the best flavor.
- You can replace cream with a lighter sauce (e.g. crème fraîche or yogurt).
- Try adding a pinch of mustard or horseradish for extra depth.
- Pair with a crisp white wine, such as a Sauvignon Blanc or a Norwegian aquavit.



Fersk Laks med Dillsaus

FRESH SALMON
WITH DILL SAUCE

 SERVES 4  PREPARATION 15 MINS  COOKING 20 MINS

INGREDIENTS

- 4 fresh salmon fillets (approx. 150–200 g each)
- 800 g baby potatoes
- 1 bunch fresh asparagus or seasonal vegetables
- 2 tbsp butter
- 200 ml cream (or crème fraîche)
- 2 tbsp fresh dill, finely chopped
- 1 tsp lemon juice
- Salt and freshly ground pepper
- Lemon wedges, to serve



“The best ingredients
come from clean waters
and wild places.”

NORWAY

MORE THAN A MEAL 8

STAYS WITH A STORY

HERITAGE, LAND & NORWEGIAN WELCOME

Some of Norway's most memorable stays are rooted in family history, rural traditions and landscapes shaped over generations.

HERITAGE HOTELS

Historic properties combine preserved architecture, local character and contemporary comfort.

FARM STAYS

Working farms invite guests closer to regional food, daily life and the rhythms of the countryside.

MOUNTAIN INNS

Traditional lodges offer warmth, shared meals and a welcoming base for exploring highland trails.



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NORWAY HOTSPOTS

SIX PLACES THAT DEFINE THE JOURNEY



LOFOTEN ISLANDS

Arctic peaks, fishing villages and unforgettable coastal roads.



GEIRANGERFJORD

Towering waterfalls and one of Norway's most spectacular fjord views.



TROMSØ

A northern gateway for aurora nights, Arctic culture and winter adventure.



BERGEN

Historic Bryggen, colourful harbour life and easy access to the fjords.



PREIKESTOLEN

A dramatic cliff rising 604 metres above the blue waters of Lysefjord.



ATLANTIC OCEAN ROAD

An iconic drive across bridges, islands and the open Norwegian Sea.

FROM ARCTIC ISLANDS TO LEGENDARY FJORDS

A Fjord Hotel Experience

NATURE AT YOUR DOORSTEP

In Norway, a hotel stay is more than accommodation — it's part of the journey. Wake up to majestic fjords, breathe the world's freshest air and experience a unique blend of modern comfort and untouched nature.

Stay Inspired

HOTELS
PEOPLE
NATURE
EXPERIENCES

HOTEL UNION GEIRANGER

A TIMELESS ICON

Overlooking the spectacular Geirangerfjord, Hotel Union has welcomed guests for more than 125 years. Combining historic charm with modern luxury, it offers an unforgettable stay in one of Norway's most famous fjord destinations.



COMFORTABLE ROOMS
with fjord views



FINE DINING
Local Norwegian cuisine



WELLNESS
Spa & relaxation



UNIQUE EXPERIENCES
Hiking, kayaking & fjord cruises

MODERN COMFORT IN WILD NATURE

From panoramic rooms to award-winning restaurants, Norwegian fjord hotels offer the perfect balance between comfort and adventure. Whether you prefer a historic landmark or a modern, sustainable retreat, each stay brings you closer to nature.

"A stay at Hotel Union is a meeting with Norway's soul."

TRAVEL TIPS

GET THE MOST OUT OF YOUR STAY



Book early
Popular hotels fill up quickly.



Best season
May – September for ideal weather.



Choose a fjord view
It makes the experience unforgettable.



Combine activities
Hiking, fjord cruises and local cuisine.



Capture the moments
Sunrise and sunset offer breathtaking views.

*More than a hotel
A deeper connection.*



BREATHTAKING VIEWS
Right from your room.



LOCAL FLAVORS
A taste of Norway.



RELAX & RECHARGE
Wellness with a view.



*Same Views
Different Stories*

NORWAY
PURE NATURE
LASTING MEMORIES

NORWAY TRAVEL ADVICE

HOW TO MOVE • WHEN TO GO

GETTING AROUND



BY AIR

Domestic flights save time between Oslo, Bergen, Tromsø and the far north.



BY TRAIN

Scenic railways connect major cities; the Bergen Line and Flåm Railway are journeys in themselves.



BY SHIP

Coastal ferries and express boats link fjords, islands and remote communities.



BY ROAD

A rental car offers freedom, but mountain weather, ferries and long distances require planning.



ALTERNATIVE ROUTES

Cycle selected coastal roads, travel by electric bus or combine rail, ferry and hiking.



CHOOSE YOUR SEASON



SPRING

Waterfalls and quieter roads.



SUMMER

Long daylight and open mountain routes.



AUTUMN

Rich colours and fewer visitors.



WINTER

Northern lights, snow and Arctic experiences.



PLAN FOR WEATHER CHANGES • BOOK POPULAR ROUTES EARLY

Connections to Norway

EASY TO REACH.
HARD TO FORGET.

Norway is closer than you think. With direct flights, scenic routes and sustainable travel options, your journey to extraordinary experiences starts here.



BY AIR
Direct &
convenient



BY SEA
Scenic &
relaxing



BY RAIL
Comfortable
& green



BY ROAD
Flexible
& scenic

*Your
Norway Journey
Starts Here*

BY AIR

DIRECT FLIGHTS TO NORWAY

Oslo, Bergen and Trondheim are well connected with major cities around the world. Several international airlines operate direct flights to Norway, making it easy to start your adventure.



MAIN INTERNATIONAL GATEWAYS

- ✕ Oslo (OSL)
- ✕ Bergen (BGO)
- ✕ Trondheim (TRD)
- ✕ Stavanger (SVG)



OSL
Oslo Airport

BY SEA

A SCENIC ARRIVAL

Norway's coastline is one of the most beautiful in the world. Cruise ships and ferries connect Norway with Scandinavia, Europe and the UK, offering a stunning introduction to the country.



POPULAR ROUTES

- Copenhagen – Oslo
- Kiel – Oslo
- Bergen – UK
- Hurtigruten (coastal voyage)



BY RAIL

ONE OF THE WORLD'S MOST BEAUTIFUL RAIL JOURNEYS

Experience breathtaking landscapes on scenic train routes such as the Bergensbanen (Oslo–Bergen) and the Flåm Railway — ranked among the most beautiful train journeys in the world.



ICONIC ROUTES

- Oslo – Bergen
- Flåm Railway
- Dovre Line (Oslo – Trondheim)
- Nordland Line (Trondheim – Bodo)



BY ROAD

FREEDOM TO EXPLORE

Well-maintained roads, scenic routes and modern infrastructure make Norway ideal for road trips. From fjords to mountains, every turn offers a new view.



FAMOUS ROUTES

- Atlantic Road (Atlanterhavsveien)
- Trollstigen
- Lofoten Islands
- National Tours



NORWAY

WELL CONNECTED
TO THE WORLD



TRAVEL TIPS



Best time to visit: May – September



Check visa requirements



Consider sustainable travel options



Book early for better rates



Don't forget your camera



*Different
Journeys
Same Magic*



NORWAY IN NUMBERS

A COUNTRY SHAPED BY NATURE



**5.64
MILLION**

Population in 2026



2,469 m

Galdhøpiggen —
Norway's highest peak



1,000+

Fjords across the country



8

UNESCO World
Heritage properties



385,207 km²

Total area



24.5 km

Lærdal — the world's
longest road tunnel



3,000+

Protected natural areas



76 DAYS

Midnight sun at North Cape

SMALL POPULATION • EXTRAORDINARY SCALE

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GLOBAL ADVENTURE

THE WORLD AWAITS

Across continents, cultures and extraordinary landscapes,
a new journey begins.

EXPLORE • EXPERIENCE • CONNECT

WORLD ADVENTURE HOTSPOTS

PART I · MOUNTAINS, PLAINS AND HIGH PASSES

Adventure travel is no longer defined by distance alone. The world's most compelling destinations combine extraordinary landscapes, local knowledge and carefully managed access. These regions invite travellers to move beyond observation and experience nature through movement, discovery and human connection.



PATAGONIA

ARGENTINA & CHILE

Granite towers, immense ice fields and wind-shaped steppe make Patagonia one of the world's great trekking regions. Routes range from accessible day walks to demanding multi-day expeditions through rapidly changing weather.



SERENGETI

TANZANIA

The Serengeti supports one of Earth's greatest wildlife migrations. Responsible safaris follow seasonal movements across open grassland, while trained local guides help visitors understand the complete ecosystem beyond the famous predators.



HIMALAYAS

NEPAL

Nepal's mountain trails connect high passes with villages shaped by centuries of trade and pilgrimage. Acclimatisation, experienced guides and respect for local communities remain essential parts of every high-altitude journey.

WORLD ADVENTURE HOTSPOTS

PART II • RIVERS, ISLANDS AND DESERT HORIZONS

Beyond the familiar landmarks, adventure depends on moving through each landscape with patience and local insight. River travel, alpine trekking and desert crossings reveal environments whose scale can only be understood from within.



AMAZON SOUTH AMERICA

The Amazon is best explored slowly, by river and with local expertise. Guided journeys reveal flooded forests, extraordinary biodiversity and communities whose knowledge is central to protecting this vast living system.



SOUTH ISLAND NEW ZEALAND

Alpine tracks, deep fjords and remote coastlines place wilderness within reach, but conditions can change quickly. Well-managed trails allow travellers to experience dramatic terrain while limiting pressure on fragile environments.



SAHARA NORTH AFRICA

Desert journeys reveal far more than dunes. Travelling with experienced local hosts opens a landscape of rock plateaus, oasis settlements, immense night skies and cultural routes developed across generations.



PLAN WELL • TRAVEL SLOWLY • RESPECT LOCAL KNOWLEDGE



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FOR A BRIGHTER
TOMORROW



ONE PLATFORM A BIGGER WORLD



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EPIC ROUTES

PART I • JOURNEYS ACROSS CONTINENTS

The world's great routes are more than lines between destinations. They carry migration, trade and cultural memory across vast distances. Travelling them slowly reveals how geography has shaped communities—and how every border changes the character of the journey.



1 PAN-AMERICAN HIGHWAY THE AMERICAS

Stretching through dramatically different climates, the Pan-American network links northern landscapes with the far south. Travellers encounter deserts, mountain passes, tropical regions and changing cultures, with the Darién Gap creating a famous break between Central and South America.



2 SILK ROAD CENTRAL ASIA

The Silk Road was never a single road but a web of routes connecting merchants, pilgrims and ideas. Today, journeys through Central Asia reveal caravan cities, desert fortresses and mountain corridors shaped by centuries of exchange.



3 TRANS-SIBERIAN RAILWAY EURASIA

One of the world's longest continuous rail journeys crosses immense forests, open steppe and remote settlements. The experience is defined not by speed but by changing time zones, shared compartments and the scale of the Eurasian continent.

EPIC ROUTES

PART II • PATHS SHAPED BY LAND AND MEMORY

Some routes are measured less by distance than by the intensity of the landscape. These journeys reward careful preparation, slower movement and respect for the places and communities encountered along the way.



4 INCA TRAIL PERU

Stone paths climb from cloud forest toward high Andean passes before reaching Machu Picchu. The classic trek combines physical challenge with archaeology and living culture. Permits, trained guides and controlled visitor numbers help protect a route vulnerable to erosion and overcrowding.



5 GREAT OCEAN ROAD AUSTRALIA

Victoria's coastal road follows cliffs, forest and the powerful Southern Ocean. The journey is most rewarding at an unhurried pace, allowing time for walking routes, small communities and changing weather rather than treating the landscape as a sequence of roadside stops.



BEFORE YOU GO

Choose the right season, confirm access rules and build flexibility into the itinerary. Local guides add context and support regional economies. Weather, altitude and distance can transform even familiar routes into serious journeys.

THE JOURNEY IS THE DESTINATION.



GREAT JOURNEYS

PART I • BY RAIL AND BY SEA

A great journey changes with every hour. The landscape unfolds gradually, conversations replace airport queues and the distance itself becomes part of the experience. Rail and sea travel allow travellers to understand scale in a way that fast connections rarely can.



BY RAIL

LANDSCAPES IN MOTION

Long-distance trains turn travel into observation. Mountain passes, forests and settlements appear beyond the window while shared carriages create a temporary community. Sleeper services can also reduce the need for short flights, but comfort, schedules and border procedures vary widely between routes.

BY SEA

BEYOND THE ROAD

Expedition voyages reach islands, polar coastlines and remote communities where roads disappear. The most responsible operators limit landings, manage waste carefully and follow wildlife-distance rules. Smaller groups and qualified guides can transform a cruise from sightseeing into meaningful environmental learning.



TRAVEL NOTE

Compare the journey, not only the destination. Time, season, operator standards and environmental impact should shape the choice.

WILD EARTH

PART I • SAVANNA AND RAINFOREST

Wildlife encounters can change how travellers understand the planet, but access brings responsibility. The strongest experiences combine patient observation with local knowledge, scientific guidance and strict respect for habitat. These landscapes are living systems—not backdrops created for visitors.



SAVANNA

EAST AFRICA

Across the open plains, rainfall shapes every movement. Herds follow seasonal grazing while predators, scavengers and smaller species maintain a complex ecological balance. Responsible safaris keep a safe distance, avoid blocking animals and rely on trained local guides who can interpret behaviour without disturbing it.



RAINFOREST

THE AMAZON BASIN

The Amazon contains layers of life that are easily missed from the ground. River journeys and guided forest walks reveal flooded habitats, nocturnal species and extraordinary plant diversity. Small groups, quiet observation and locally operated tourism help reduce pressure while supporting communities that protect the forest.

OBSERVE, DO NOT INTERFERE

Never feed, touch or surround wildlife. Follow guide instructions, keep noise low and choose operators with clear conservation standards.

EXTREME LANDSCAPES

WHERE THE PLANET REVEALS ITS RAW POWER

Earth's most dramatic environments are shaped by heat, pressure, ice, wind and time. Entering them safely requires preparation, local knowledge and respect for conditions that can change without warning.



FIRE

Volcanic landscapes reveal the planet in motion. Visitors should remain inside official access zones, follow local alerts and never approach active vents or fresh lava without qualified guidance.



ICE

Glaciers preserve ancient climate records while constantly shifting under their own weight. Guided travel reduces exposure to hidden crevasses, unstable ice and rapidly changing weather.



SAND

Deserts are complex ecosystems, not empty spaces. Temperature, wind and distance make reliable navigation, water planning and experienced local support essential.



STONE

Canyons expose geological history layer by layer. Flash floods, heat and difficult terrain demand careful route selection and constant attention to forecasts.

ENTER WITH RESPECT · LEAVE WITHOUT A TRACE



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GLOBAL TASTE

CULINARY JOURNEYS BEGIN WITH PLACE

Food connects landscape, memory and community. The most rewarding culinary journeys go beyond famous dishes to explore markets, seasonal ingredients and the people who preserve regional traditions.



MARKETS

Local markets reveal what is fresh, valued and shared.



REGIONAL TABLES

Traditional meals carry stories across generations.



TRAVEL RESPONSIBLY

Choose local producers, respect customs and reduce waste.

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GLOBAL STAY

HOSPITALITY ROOTED IN PLACE

The most memorable stays create a genuine connection with their surroundings. Thoughtful design, local employment and responsible use of resources can turn accommodation into part of the journey.



LOCAL CHARACTER

Architecture and service should reflect the destination.



MEANINGFUL COMFORT

Quality is measured through care, context and experience.



RESPONSIBLE CHOICE

Support local teams and transparent environmental practices.

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GLOBAL TOURISM OUTLOOK

GASTRONOMY & HOTEL MARKETS · 2024–2030

GASTRONOMY TOURISM

\$961.5B

2024 GLOBAL MARKET

17.3% CAGR

Food-led travel is expanding rapidly.

MARKET SIZE TREND (USD)



Source: Research and Markets · 2025–2030 extrapolated at published CAGR



GLOBAL HOTEL MARKET

\$1.29T

2025 GLOBAL MARKET

6.55% CAGR

Hotel demand continues steady global growth.

MARKET SIZE TREND (USD)



Source: Mordor Intelligence · 2027–2030 extrapolated at published CAGR

TWO MARKETS. ONE CONNECTED TRAVEL ECONOMY.

GLOBAL TOURISM CHALLENGES

PART I — THE COST OF MOVING

PEOPLE CONNECT THE WORLD
AND KEEP IT MOVING

FURTHER
PEOPLE
BRIGHTER
TOMORROWS

1

FUEL PRICE VOLATILITY

Jet fuel remains one of aviation's largest and most unpredictable costs.



2

RISING OPERATING COSTS

Labour, maintenance, airport fees and financing are pushing airline expenses higher.



3

AIRCRAFT & SUPPLY BOTTLENECKS

Delivery delays and parts shortages restrict capacity and keep older aircraft flying longer.



4

PRESSURE ON TICKET PRICES

Higher costs are increasingly reflected in fares, especially on constrained routes.



5

LONGER FLIGHT PATHS

Airspace restrictions and rerouting add time, fuel burn and operational complexity.



Global Tourism Challenges

PART II

PEOPLE. PLACES. GREATER RESPONSIBILITY.

Beyond transportation, the tourism industry faces rising costs on the ground — from accommodation and labour to energy and food. At the same time, sustainability and overtourism are becoming critical issues. Finding the right balance will be essential for a healthy and resilient future.

*Responsible
Travel
Brighter
Tomorrows*

*Places
People
Positive Change*



TOURISM
INSIGHTS
MARKETS
PEOPLE
SUSTAINABILITY
SOLUTIONS
A BRIGHTER
TOMORROW

HOTEL COSTS

PRICES UNDER PRESSURE



Accommodation costs have risen significantly worldwide due to higher operating costs, investment needs and strong demand in key destinations.



+30%

Average hotel prices
vs. 2019

LABOUR SHORTAGES

A GROWING GAP



The industry continues to face labour shortages, affecting service quality and increasing wage costs. Attracting and retaining talent is a key challenge.



***~20%**

Staff shortages
in many markets

ENERGY COSTS

HIGHER BILLS



Rising energy prices impact hotels, restaurants, transport and attractions. The transition to renewable energy requires investment but is essential for long-term stability.



+40%

Energy costs
vs. 2019

FOOD INFLATION

LOCAL IMPACT, GLOBAL TREND



Higher food prices affect restaurants, hotels and all-inclusive services. Local sourcing and seasonal menus can help reduce costs and support communities.



+25%

Food prices
vs. 2019

SUSTAINABILITY

A NECESSARY SHIFT



Travellers and businesses are demanding more sustainable practices. Reducing emissions, minimizing waste and protecting natural and cultural heritage are no longer optional — they are essential.



**GREENER
TRAVEL**

A longer-lasting
future

OVERTOURISM

FINDING THE BALANCE

Popular destinations face increasing pressure from high visitor numbers. Overtourism can strain local infrastructure, affect residents' quality of life and damage natural and cultural sites. Better tourism management, seasonal distribution and responsible travel behaviour are key to preserving these places for future generations.



BETTER BALANCE

People · Places · Future



*Travel
Respect
Preserve*

A STRONGER TOGETHER

The challenges facing global tourism are significant, but they also bring opportunities for innovation, collaboration and positive change. By working together — industry, governments, local communities and travellers — we can build a more resilient, inclusive and sustainable tourism future.



**PEOPLE
PLANET
PROGRESS**

Global Travel Rankings

PART I

THE WORLD'S PREFERENCES. A CLEARER PERSPECTIVE.

From the skies to the seas, these global rankings highlight the most loved airlines, airports and cruise lines, based on trusted international datasets.



WORLD'S TOP AIRLINES 2026

Source: SKYTRAX World Airline Awards 2026

- 1 Singapore Airlines
- 2 Qatar Airways
- 3 Cathay Pacific Airways
- 4 ANA All Nippon Airways
- 5 Turkish Airlines



HIGHER
STANDARDS
BRIGHTER
HORIZONS



WORLD'S TOP AIRPORTS 2026

Source: SKYTRAX World Airport Awards 2026

- 1 Singapore Changi
- 2 Seoul Incheon
- 3 Tokyo Haneda
- 4 Hong Kong
- 5 Tokyo Narita



GATEWAYS
TO A MORE
CONNECTED
WORLD



MOST POPULAR CRUISE LINES

U.S. shopping data, 2026

Source: Cruise Critic

- 1 Royal Caribbean
- 2 Norwegian Cruise Line
- 3 Princess Cruises
- 4 Celebrity Cruises
- 5 MSC Cruises



NEW
DESTINATIONS
BIGGER
POSSIBILITIES



Rankings reflect the cited 2026 award and shopping datasets; methodologies differ by source.

TRAVEL | PEOPLE | PLACES | A BRIGHTER TOMORROW

Same Passion
New Horizons
28



EXPLORE
DISCOVER
CONNECT



TRAVEL
INSIGHTS
REAL IMPACT



PEOPLE
PLACES
A BRIGHTER
TOMORROW

Better
Journeys
A Brighter
Tomorrow

Global Travel Rankings

PART II

STAY • JOURNEY • DISCOVER

The world's most exceptional hotels, train journeys
and tour operators — chosen by travelers, for travelers.



WORLD'S TOP HOTELS 2026

Source: Travel + Leisure World's Best Awards 2026

- 1 Patina Osaka — Osaka, Japan
- 2 Baros Maldives — Malé, Maldives
- 3 JOALI Maldives — Raa Atoll, Maldives
- 4 Lion Sands Game Reserve — Sabi Sand Game Reserve, South Africa
- 5 Capella Ubud — Bali, Indonesia

*Exceptional
places.
Remarkable
journeys.*

PEOPLE
PLACES
FLAVORS
A BRIGHTER
TOMORROW



WORLD'S BEST TRAINS 2026

Source: Travel + Leisure World's Best Awards 2026

- 1 Andean Explorer, a Belmond Train
- 2 Hiram Bingham, a Belmond Train
- 3 Royal Canadian Pacific
- 4 Rocky Mountaineer
- 5 Venice Simplon-Orient-Express, a Belmond Train

*Iconic
Routes
Lasting
Memories*

MORE
THAN A
DESTINATION
A DEEPER
CONNECTION



TOP TOUR OPERATORS 2026

Source: Travel + Leisure World's Best Awards 2026

- 1 TCS World Travel
- 2 Metropolitan Touring
- 3 Butterfield & Robinson
- 4 Artisans of Leisure
- 5 Ker & Downey

*Different
People
Brighter
Tomorrows*

CURATED EXPERIENCES • MEANINGFUL TRAVEL
A MORE OPEN WORLD



EXPLORE
FURTHER



TRAVEL
DEEPER



SUPPORT
LOCAL



PRESERVE
TOMORROW

WORLD WEATHER

5 CONTINENTS • 20 CITIES • A BRIGHTER TOMORROW

EUROPE

HISTORY • CULTURE • OPPORTUNITY



LONDON



18°C

Cloudy



PARIS



20°C

Sunny



BERLIN



17°C

Partly Cloudy



ROME



24°C

Sunny

ASIA

DYNAMIC • DIVERSE • RISING



TOKYO



26°C

Sunny



SINGAPORE



31°C

Mostly Cloudy



DUBAI



36°C

Sunny



BANGKOK



32°C

Partly Cloudy

AFRICA

NATURE • OPPORTUNITY • GROWTH



CAIRO



31°C

Sunny



LAGOS



28°C

Mostly Cloudy



NAIROBI



22°C

Showers



CAPE TOWN



18°C

Partly Cloudy

AMERICAS

INNOVATION • MARKETS • PEOPLE



NEW YORK



22°C

Sunny



LOS ANGELES



26°C

Sunny



MEXICO CITY



24°C

Partly Cloudy



SÃO PAULO



20°C

Showers

OCEANIA

ISLANDS • INNOVATION • SUSTAINABILITY



SYDNEY



20°C

Sunny



AUCKLAND



16°C

Partly Cloudy



MELBOURNE



17°C

Cloudy



SUVA



30°C

Showers



“Different places. One shared sky.”

HEALTHY
OCEANS
BRIGHTER
TOMORROWS

NATURE
PEOPLE
WILDLIFE
ONE PLANET

*"Healthy
Oceans
Healthy
Life"*

LET'S PROTECT WHALES

THE OCEAN'S GENTLE GIANTS

Whales keep our oceans healthy. Let's protect their habitats, reduce plastic pollution, and support sustainable seas for generations to come.



CLEANER
OCEANS



RICHER
BIODIVERSITY



STRONGER
ECOSYSTEMS



BRIGHTER
FUTURES

SAME
OCEAN
SAME LIFE
TOGETHER

SMALL ACTIONS • BIG CHANGE • A HEALTHY PLANET FOR TOMORROW



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