

Where Did the Tourists Go?

(Oslo, April 7) Surveys show that Norwegians are seeking out cultural events less frequently now compared to before the pandemic. Cultural institutions and museums say that the number of visitors is remarkably low compared to previous years.

A rising trend so far this year

The numbers are in for the Nordic Bible Museum, which has the largest collection of Bibles of the Nordic countries: In the year preceding the pandemic, which was also the museum's first year in business, the museum had 2,500 visitors. In the pandemic years of 2020 and 2021 the numbers decreased to only a third of this.

Executive director at the museum, Rune Arnhoff, is wondering where the tourists are. Even long after the restrictions have been lifted there are few signs to show that the number of visitors is approaching the previous number. Nevertheless, the trend is currently positive as visitors are increasing thus far this year, doubling from January to March. The current hope is that both domestic and international tourists know the time of their visitation. As this year's tourist season approaches, Arnhoff is optimistic.

Visit Oslo hopes for a good season

Although travel restrictions have been lifted in most places following the pandemic, the war in Ukraine creates uncertainty in regard to the number of tourists planning a trip to Norway's capital this summer. Visit Oslo's Head of Communications and Public Affairs, Sonja Birch-Olsen, says the number of tourists to expect is uncertain. Still, she is hopeful that both Europeans and Americans will return this year.

The Nordic Bible Museum is being promoted on Visit Oslo's webpage. Birch-Olsen encourages tourists to drop by one of Oslo's lesser known museums. The Bible Museum is conveniently located in Kvadraturen in the center of Oslo, near the Old Town Hall of Oslo which currently accommodates Gamle Raadhus Restaurant.

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Photo caption:

1. All tourists are welcome here
2. Employees and executive director are keen to welcome guests
3. Where are those who were supposed to learn about Gutenberg and the art of printing?

