



# Manufacturing and Services

## Office of Travel and Tourism Industries

# 2007 Market Profile: Sweden



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## Visitation Trends (Arrivals)

[Thousands of Swedish Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	322	231	204	211	254	291	286	337	16
Percentage Change (%)	2%	-28%	-11%	4%	20%	14%	-2%	18%	5%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts	Data Not Yet Available								
Change (%) in Total Exports	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Personal Computer	**	46%	**
Travel Agency	**	39%	**
Friends/Relatives	**	16%	**
Airlines Directly	**	15%	**

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	**	36%	**
Business/Professional	**	28%	**
Visit Friends/Relatives	**	27%	**
Convention/Conference	**	5%	**

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	**	53%	**
Visit Friends/Relatives	**	42%	**
Business/Professional	**	30%	**
Convention/Conference	**	8%	**
NET PURPOSES OF TRIP:			
Leisure & VFR	**	75%	**
Business & Convention	**	35%	**

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	**	43%	**
City Subway/Tram/Bus	**	27%	**
Company or Private Auto	**	26%	**
Rented Auto	**	25%	**
Airlines in U.S.	**	20%	**

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Dining in Restaurants	**	94%	**
Shopping	**	87%	**
Visit Historical Places	**	47%	**
Sightseeing in Cities	**	43%	**
Art Gallery/Museum	**	34%	**
Visit Small Towns	**	27%	**
Nightclubs/Dancing	**	23%	**
Amusement/Theme Parks	**	22%	**
Concert/Play/Musical	**	21%	**
Visit National Parks	**	20%	**

## Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	**	90	**
Advance Trip Decision Time (med. days)	**	60	**
Prepaid Package	**	6%	**
First International Trip to the U.S.	**	24%	**
Length of Stay in U.S. (mean nights)	**	18.6	**
Length of Stay in U.S. (median nights)	**	7	**
Number of States Visited (% 1 state)	**	74%	**
Average Number of States Visited	**	1.4	**
Hotel/Motel (% 1+ nights)	**	80%	**
Average # of Nights in Hotel/Motel	**	8.1	**
Travel Party Size (mean # of persons)	**	1.4	**
Gender: % Male (among adults)	**	58%	**
Household Income (mean average)	**	\$97,400	**
Household Income (median average)	**	\$93,700	**
Average Age: Female	**	38	**
Average Age: Male	**	41	**

## U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
<b>No destinations meet the minimum sample requirement.</b>				

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (n/a) Estimate not available.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinet.ita.doc.gov/outreachpages/census_regions.html).

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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# Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Swedish traveler who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
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Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
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Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
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Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		





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