



Manufacturing and Services Office of Travel and Tourism Industries

2008 Market Profile: Sweden



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Visitation Trends (Arrivals)

[Thousands of Swedish Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	231	204	211	254	291	286	337	397	166
Percentage Change (%)	-28%	-11%	4%	20%	14%	-2%	18%	18%	72%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$715	\$500	\$513	\$677	\$748	\$843	\$1,063	n/a	n/a
Travel Receipts	\$536	\$500	\$513	\$677	\$695	\$719	\$927	n/a	n/a
Passenger Fare Receipts	\$179	\$0	\$0	\$0	\$53	\$124	\$136	n/a	n/a
Change (%) in Total Exports	-32%	-30%	3%	32%	10%	13%	26%	n/a	n/a

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Personal Computer	46%	43%	-3 pts.
Travel Agency	39%	37%	-2 pts.
Airlines Directly	15%	14%	-1 pt.
Corporate Travel Dept.	9%	14%	5 pts.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	36%	45%	9 pts.
Business/Professional	28%	27%	-1 pt.
Visit Friends/Relatives	27%	19%	-8 pts.
Convention/Conference	5%	5%	1 pt.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	53%	59%	6 pts.
Visit Friends/Relatives	42%	35%	-8 pts.
Business/Professional	30%	30%	-1 pt.
Study/Teaching	6%	7%	1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	75%	75%	0 pts.
Business & Convention	35%	34%	-1 pt.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	43%	49%	6 pts.
City Subway/Tram/Bus	27%	28%	1 pt.
Rented Auto	25%	25%	0 pts.
Railroad between Cities	18%	22%	4 pts.
Airlines in U.S.	20%	19%	-2 pts.

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Dining in Restaurants	94%	95%	1 pt.
Shopping	87%	92%	5 pts.
Sightseeing in Cities	43%	42%	-2 pts.
Visit Historical Places	47%	41%	-5 pts.
Art Gallery/Museum	34%	27%	-7 pts.
Visit Small Towns	27%	25%	-2 pts.
Nightclubs/Dancing	23%	23%	0 pts.
Guided Tours	17%	19%	2 pts.
Water Sports/Sunbathing	15%	18%	3 pts.
Touring Countryside	19%	18%	-1 pt.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	90	91	1 day
Advance Trip Decision Time (med. days)	60	60	0 days
Prepaid Package	6%	8%	1 pt.
First International Trip to the U.S.	24%	27%	3 pts.
Length of Stay in U.S. (mean nights)	18.6	21.0	2 nights
Length of Stay in U.S. (median nights)	7.0	7.0	0 nights
Number of States Visited (% 1 state)	74%	68%	-6 pts.
Average Number of States Visited	1.4	1.6	0 states
Hotel/Motel (% 1+ nights)	80%	85%	5 pts.
Average # of Nights in Hotel/Motel	8.1	12.3	4 nights
Travel Party Size (mean # of persons)	1.4	1.5	0.1
Gender: % Male (among adults)	58%	61%	4 pts.
Household Income (mean average)	\$97,400	\$117,900	\$20,500
Household Income (median average)	\$93,700	\$110,500	\$16,800
Average Age: Female	38	39	1 year
Average Age: Male	41	43	2 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
No destinations meet the minimum sample requirement.				

- (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://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html.

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

Publication Date: May 2009



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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

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- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
- U.S. International Air Traveler Statistics (I-92)
- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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