

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: Sweden



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Visitation Trends (Arrivals)

[Thousands of Sweden Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	254	291	286	337	397	324	372	439	185
Percentage Change (%)	20	14	-2	18	18	-18	15	18	73

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^p	Change 2011/2004
Total Travel & Tourism Exports (1)	\$677	\$748	\$843	\$1,063	\$1,476	\$1,060	\$1,166	\$1,478	\$801
Travel Receipts	\$677	\$695	\$719	\$927	\$1,194	\$856	\$995	\$1,228	\$551
Passenger Fare Receipts	\$0	\$53	\$124	\$136	\$282	\$204	\$171	\$250	\$250
Change (%) in Total Exports	32	10	13	26	39	-28	10	27	118

(p) Preliminary

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	**	57	-
Travel Agency	**	33	-
Airlines Directly	**	17	-
Friends/Relatives	**	13	-

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	**	49	-
Visit Friends/Relatives	**	21	-
Business/Professional	**	19	-
Convention/Conference	**	7	-

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	**	65	-
Visit Friends/Relatives	**	34	-
Business/Professional	**	22	-
Convention/Conference	**	9	-
NET PURPOSES OF TRIP:			
Leisure & VFR	**	81	-
Business & Convention	**	29	-

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	**	46	-
Rented Auto	**	32	-
City Subway/Tram/Bus	**	28	-
Airlines in U.S.	**	24	-
Company or Private Auto	**	18	-

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	**	92	-
Dining in Restaurants	**	92	-
Visit Historical Places	**	54	-
Sightseeing in Cities	**	44	-
Visit Small Towns	**	31	-
Art Gallery/Museum	**	29	-
Amusement/Theme Parks	**	29	-
Water Sports/Sunbathing	**	26	-
Touring Countryside	**	25	-
Visit National Parks	**	21	-

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	**	98	-
Advance Trip Decision Time (median days)	**	70	-
Prepaid Package	**	7%	-
First International Trip to the U.S.	**	22%	-
Length of Stay in U.S. (mean nights)	**	14.8	-
Length of Stay in U.S. (median nights)	**	8	-
Number of States Visited (% 1 state)	**	68%	-
Average Number of States Visited	**	1.5	-
Hotel/Motel (% 1+ nights)	**	83%	-
Average # of Nights in Hotel/Motel	**	7.8	-
Travel Party Size (mean # of persons)	**	1.6	-
Gender: % Male (among adults)	**	-	-
Household Income (mean average)	**	\$104,800	-
Household Income (median average)	**	\$97,600	-
Average Age: Female	**	-	-
Average Age: Male	**	-	-

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (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.

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Survey of International Air Travelers

The Survey of International Air Travelers 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
Table 6	Use of Package	Table 24	U.S. Destinations Visited
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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		



Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
tinet_info@mail.doc.gov

<http://tinet.ita.doc.gov>