

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Nordic Region



2015 Market Profile: Nordic

Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	953	846	924	1,043	1,055	1,115	1,373	1,474	521
Percentage Change (%)	20	-11	9	13	1	6	23	7	55

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Travel and Tourism Exports ²	-	-	-	-	-	-	-	-	-
Travel Receipts	-	-	-	-	-	-	-	-	-
Education Receipts	-	-	-	-	-	-	-	-	-
Other Business/Personal	No Data Available								
Health/Border/Seasonal	-	-	-	-	-	-	-	-	-
Passenger Fare Receipts	-	-	-	-	-	-	-	-	-
% Change in Total Exports	-	-	-	-	-	-	-	-	-

Note: Estimates of passenger fares, education and other business/personal travel spending will be available in October 2016.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	49	48	-0.5
Online Travel Agency	47	47	-0.2
Personal Recommendation	27	22	-5.0
Travel Agency Office	14	15	0.8
Travel Guides	15	14	-0.9
Corporate Travel Dept.	12	14	2.0
National/State/City Travel Office	6	5	-0.6
Tour Operator/Travel Club	3	4	1.0
Other	7	5	-1.7

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	59	61	2.3
Visit Friends/Relatives	19	17	-2.7
Business	10	9	-0.8
Convention/Conference/Trade Show	8	9	0.9
Education	3	4	0.4
Health Treatment	0	0	0.1
Religion/Pilgrimages	0	0	0.0
Other	1	0	-0.2

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	73	73	0.3
Visit Friends/Relatives	33	32	-1.3
Business	13	12	-1.2
Convention/Conference/Trade Show	11	11	0.0
Education	5	6	0.5
Health Treatment	1	1	0.0
Religion/Pilgrimages	0	0	0.0
Other	1	1	-0.3
NET PURPOSES OF TRIP:			
Leisure & VFR	85	84	-1.2
Business & Convention	21	21	-0.7

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	92	91	-1.5
Sightseeing	78	81	2.7
National Parks/Monuments	40	43	3.0
Small Towns/Countryside	37	35	-1.6
Historical Locations	35	33	-2.0
Art Gallery/Museum	31	31	0.1
Experience Fine Dining	38	30	-7.7
Guided Tours	26	27	1.1
Amusement/Theme Parks	26	26	-0.2
Sporting Event	17	19	2.1
Nightclubbing/Dancing	18	17	-1.1
Concert/Play/Musical	19	15	-4.2
Cultural / Ethnic Heritage Sites	15	13	-2.0
Water Sports	9	11	2.4
Casinos/Gamble	10	10	0.3
Camping/Hiking	6	6	-0.1
American Indian Communities	3	5	1.6
Golfing/Tennis	4	3	-1.3
Hunting/Fishing	1	3	1.6
Environ./Eco. Excursions	2	3	0.7
Snow Sports	2	1	-0.9
Other	2	1	-0.5



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Taxicab/Limousine	43	39	-4.0
City Subway/Tram/Bus	41	37	-4.2
Rented Auto	39	35	-3.7
Auto, Private or Company	31	34	3.2
Air Travel between U.S. Cities	28	27	-0.9
Bus between Cities	11	13	2.0
Ferry/River Taxi/Srt Scenic Cruise	11	12	0.3
Railroad between Cities	8	9	0.9
Cruise Ship/River Boat 1+ Nights	5	4	-0.5
Rented Bicycle/Motorcycle/Moped	2	4	1.9
Motor Home/Camper	1	1	-0.1

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	117	116	-0.5
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	6	6	0.2
First International Trip to the U.S.	20	20	-0.1
Length of Stay in U.S. (mean nights)	15.7	17.5	1.8
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	71	70	-0.4
Average Number of States Visited	1.5	1.5	0.0
Hotel/Motel (% 1+ nights)	78	75	-2.9
Average # of Nights in Hotel/Motel	9.0	9.1	0.1
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	51	49	-2.0
Household Income (mean average)	\$119,934	\$99,901	-\$20,033
Household Income (median average)	\$100,000	\$90,000	-\$10,000
Average Age: Female (among adults)	39	38	-0.6
Average Age: Male (among adults)	41	41	-0.5

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

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
Middle Atlantic	46.25	635	36.92	544
South Atlantic	29.18	401	31.16	459
States				
New York	44.41	610	35.24	519
Florida	21.23	291	**	**
Cities				
New York City	43.46	597	34.61	510

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) 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 incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers for travel between the United States and foreign countries and between two foreign points).

International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) 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) Not available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.
- Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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