

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2015 Market Profile: Sweden



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## Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015/2008
Total Arrivals	397	324	372	439	442	477	552	586	189
Percentage Change (%)	18	-18	15	18	1	8	16	6	48

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 <sup>r</sup>	2014 <sup>r</sup>	2015 <sup>r</sup>	Change 2015/2008
Total Travel and Tourism Exports <sup>2</sup>	\$1,722	\$1,176	\$1,432	\$1,676	\$1,748	\$1,920	\$2,059	\$2,067	\$345
Travel Receipts	\$1,440	\$972	\$1,261	\$1,426	\$1,496	\$1,579	\$1,771	\$1,862	\$422
Education Receipts	\$149	\$138	\$132	\$139	\$167	\$146	\$159	\$171	\$22
Other Business/Personal	\$1,272	\$810	\$1,103	\$1,259	\$1,300	\$1,390	\$1,570	\$1,648	\$376
Health/Border/Seasonal	\$19	\$24	\$26	\$28	\$29	\$43	\$42	\$43	\$24
Passenger Fare Receipts	\$282	\$204	\$171	\$250	\$252	\$341	\$288	\$205	-\$77
% Change in Total Exports	49%	-32%	22%	17%	4%	10%	7%	0%	20%

## Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Online Travel Agency	48	49	0.1
Airlines	47	48	1.3
Personal Recommendation	27	19	-7.6
Travel Agency Office	16	19	3.2
Travel Guides	16	13	-3.3
Corporate Travel Dept.	12	11	-0.8
National/State/City Travel Office	6	6	-0.7
Tour Operator/Travel Club	3	4	0.9
Other	7	5	-2.3

## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	58	65	6.4
Visit Friends/Relatives	22	17	-5.0
Convention/Conference/Trade Show	7	7	-0.2
Business	9	7	-2.2
Education	3	4	1.0
Religion/Pilgrimages	0.2	0.1	-0.1
Health Treatment	0.0	0.0	0.0
Other	0.3	1	0.2

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	72	77	5.0
Visit Friends/Relatives	37	32	-5.3
Business	12	10	-2.3
Convention/Conference/Trade Show	10	9	-0.7
Education	5	5	0.1
Religion/Pilgrimages	0.2	0.4	0.2
Health Treatment	0.2	0.2	0.0
Other	0.4	1	0.5
<b>NET PURPOSES OF TRIP:</b>			
Leisure & VFR	87	87	0.6
Business & Convention	20	17	-2.8

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Shopping	92	89	-3.0
Sightseeing	76	79	2.2
National Parks/Monuments	39	38	-0.7
Small Towns/Countryside	34	31	-2.8
Experience Fine Dining	37	30	-6.4
Historical Locations	31	28	-2.1
Art Gallery/Museum	34	28	-6.6
Amusement/Theme Parks	28	25	-2.7
Guided Tours	25	22	-2.6
Sporting Event	17	19	2.5
Concert/Play/Musical	20	15	-4.7
Nightclubbing/Dancing	16	15	-1.3
Water Sports	9	10	0.6
Casinos/Gamble	9	9	0.4
Cultural / Ethnic Heritage Sites	12	8	-4.3
Camping/Hiking	5	5	-0.5
Hunting/Fishing	2	4	1.5
Golfing/Tennis	3	3	0.5
Environ./Eco. Excursions	3	3	0.3
American Indian Communities	2	3	0.3
Snow Sports	2	1	-1.0
Other	2	1	-1.2



## Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Taxicab/Limousine	43	40	-3.7
Rented Auto	37	37	-0.5
City Subway/Tram/Bus	43	37	-6.8
Auto, Private or Company	33	33	-0.5
Air Travel between U.S. Cities	29	26	-3.3
Ferry/River Taxi/Srt Scenic Cruise	11	10	-0.5
Bus between Cities	14	10	-4.3
Railroad between Cities	8	7	-0.9
Cruise Ship/River Boat 1+ Nights	5	3	-2.3
Rented Bicycle/Motorcycle/Moped	2	3	0.8
Motor Home/Camper	1	1	-0.9

## Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change <sup>(3)</sup>
Advance Trip Decision Time (mean days)	106	114	8.5
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	5	6	1.0
First International Trip to the U.S.	20	17	-3.3
Length of Stay in U.S. (mean nights)	14.9	15.8	0.9
Length of Stay in U.S. (median nights)	9	9	0.0
Number of States Visited (% 1 state)	69	73	3.9
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	79	76	-3.0
Average # of Nights in Hotel/Motel	9.6	9.7	0.1
Travel Party Size (mean # of persons)	1.8	1.7	-0.1
Gender: % Male (among adults)	51	46	-5.3
Household Income (mean average)	\$96,051	\$89,913	-\$6,138
Household Income (median average)	\$80,000	\$75,000	-\$5,000
Average Age: Female (among adults)	37	39	1.8
Average Age: Male (among adults)	42	41	-0.2



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

Visitation to U.S. Destinations/Regions <sup>(3)</sup> (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>No destinations meet the minimum sample requirement.</b>				

- (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.
- (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](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.

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

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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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