

|    | A   | B        | C                               | D                               | E  | F              | G              | H              | I                 | J                 | K                        |
|----|---|----------|---------------------------------|---------------------------------|--|----------------|----------------|----------------|-------------------|-------------------|--------------------------|
| 1  | <b>SWEDEN Profile</b>   |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 2  | <b>Arrivals to the U.S.</b>   |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 3  |   |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 4  | <b>TRENDS IN ARRIVALS (in thousands)</b>                              |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 5  | Year  |          | 2009                            | 2010                            | 2011   | 2012           | 2013           | 2014           | 2015 <sup>1</sup> | 2016              | Change<br>2016 /<br>2009 |
| 6  | Arrivals  |          | 324                             | 372                             | 439  | 442            | 477            | 552            | 586               | 559               | 234                      |
| 7  |   | % Change | -18                             | 15                              | 18   | 1              | 8              | 16             | 6                 | -5                | 72                       |
| 8  |   |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 9  | <b>TRENDS IN RECEIPTS (in millions)</b>                               |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 10 | Year  |          | 2009                            | 2010                            | 2011   | 2012           | 2013           | 2014           | 2015              | 2016 <sup>P</sup> | Change<br>2016 /<br>2009 |
| 11 | <b>Total Travel &amp; Tourism Exports<sup>2</sup></b>                 |          | <b>\$1,176</b>                  | <b>\$1,432</b>                  | <b>\$1,676</b>   | <b>\$1,748</b> | <b>\$1,920</b> | <b>\$2,059</b> | <b>\$2,067</b>    | n/a               | n/a                      |
| 12 | Travel Receipts (at U.S. destinations)                                |          | \$972                           | \$1,261                         | \$1,426  | \$1,496        | \$1,579        | \$1,771        | \$1,862           | n/a               | n/a                      |
| 13 | Education Receipts  |          | \$138                           | \$132                           | \$139  | \$167          | \$146          | \$159          | \$171             | n/a               | n/a                      |
| 14 | Other Business/Personal Receipts                                      |          | \$810                           | \$1,103                         | \$1,259  | \$1,300        | \$1,390        | \$1,570        | \$1,648           | n/a               | n/a                      |
| 15 | Health/Border/Seasonal  |          | \$24                            | \$26                            | \$28   | \$29           | \$43           | \$42           | \$43              | n/a               | n/a                      |
| 16 | Passenger Fare Receipts (on U.S. carriers)                            |          | \$204                           | \$171                           | \$250  | \$252          | \$341          | \$288          | \$205             | n/a               | n/a                      |
| 17 | <b>% Change in Total Receipts</b>                                     |          | <b>-32</b>                      | <b>22</b>                       | <b>17</b>  | <b>4</b>       | <b>10</b>      | <b>7</b>       | <b>0</b>          | <b>n/a</b>        | <b>n/a</b>               |
| 18 |   |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 19 | <b>SELECTED TRAVELER CHARACTERISTICS (by percentage point change)</b> |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 20 | <b>Information Sources Used to Plan Trip</b><br>(multiple response)   |          | <b>2015</b><br><b>(Percent)</b> | <b>2016</b><br><b>(Percent)</b> | <b>% Point</b><br><b>Change<sup>3</sup></b><br><b>(Points)</b> |                |                |                |                   |                   |                          |
| 21 | Airlines  |          | 48                              | 47                              | -1.3   |                |                |                |                   |                   |                          |
| 22 | Online Travel Agency  |          | 49                              | 46                              | -2.9   |                |                |                |                   |                   |                          |
| 23 | Personal Recommendation   |          | 19                              | 27                              | 8.0  |                |                |                |                   |                   |                          |
| 24 | Travel Agency Office  |          | 19                              | 19                              | 0.5  |                |                |                |                   |                   |                          |
| 25 | Travel Guides   |          | 13                              | 14                              | 1.2  |                |                |                |                   |                   |                          |
| 26 | Corporate Travel Dept.  |          | 11                              | 12                              | 0.7  |                |                |                |                   |                   |                          |
| 27 | National/State/City Travel Office                                     |          | 6                               | 5                               | -0.4   |                |                |                |                   |                   |                          |
| 28 | Tour Operator/Travel Club   |          | 4                               | 4                               | -0.2   |                |                |                |                   |                   |                          |
| 29 | Other   |          | 5                               | 5                               | 0.6  |                |                |                |                   |                   |                          |
| 30 |   |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 31 | <b>Main Purpose of Trip</b>   |          | <b>2015</b><br><b>(Percent)</b> | <b>2016</b><br><b>(Percent)</b> | <b>% Point</b><br><b>Change<sup>3</sup></b><br><b>(Points)</b> |                |                |                |                   |                   |                          |
| 32 | Vacation/Holiday  |          | 65                              | 66                              | 1.1  |                |                |                |                   |                   |                          |
| 33 | Visit Friends/Relatives   |          | 17                              | 18                              | 1.1  |                |                |                |                   |                   |                          |
| 34 | Convention/Conference/Trade Show                                      |          | 7                               | 8                               | 0.5  |                |                |                |                   |                   |                          |
| 35 | Business  |          | 7                               | 6                               | -0.7   |                |                |                |                   |                   |                          |
| 36 | Education   |          | 3.6                             | 1.4                             | -2.2   |                |                |                |                   |                   |                          |
| 37 | Health Treatment  |          | 0.0                             | 0.5                             | 0.5  |                |                |                |                   |                   |                          |
| 38 | Religion/Pilgrimages  |          | 0.1                             | 0.3                             | 0.2  |                |                |                |                   |                   |                          |
| 39 | Other   |          | 0.5                             | 0.0                             | -0.5   |                |                |                |                   |                   |                          |
| 40 |   |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 41 | <b>Purpose of Trip</b><br>(multiple response)                         |          | <b>2015</b><br><b>(Percent)</b> | <b>2016</b><br><b>(Percent)</b> | <b>% Point</b><br><b>Change<sup>3</sup></b><br><b>(Points)</b> |                |                |                |                   |                   |                          |
| 42 | Vacation/Holiday  |          | 77                              | 80                              | 2.9  |                |                |                |                   |                   |                          |
| 43 | Visit Friends/Relatives   |          | 32                              | 32                              | 0.0  |                |                |                |                   |                   |                          |
| 44 | Business  |          | 10                              | 10                              | 0.0  |                |                |                |                   |                   |                          |
| 45 | Convention/Conference/Trade Show                                      |          | 9                               | 8                               | -1.2   |                |                |                |                   |                   |                          |
| 46 | Education   |          | 5                               | 5                               | 0.6  |                |                |                |                   |                   |                          |
| 47 | Health Treatment  |          | 0.2                             | 0.9                             | 0.7  |                |                |                |                   |                   |                          |
| 48 | Religion/Pilgrimages  |          | 0.4                             | 0.9                             | 0.5  |                |                |                |                   |                   |                          |
| 49 | Other   |          | 0.9                             | 0.0                             | -0.9   |                |                |                |                   |                   |                          |
| 50 |   |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 51 | <b>Net Purposes of Trip:</b>  |          |                                 |                                 |  |                |                |                |                   |                   |                          |
| 52 | Leisure & VFR   |          | 87                              | 89                              | 1.5  |                |                |                |                   |                   |                          |
| 53 | Business & Convention   |          | 17                              | 16                              | -0.7   |                |                |                |                   |                   |                          |
| 54 |   |          |                                 |                                 |  |                |                |                |                   |                   |                          |

|     | A  | B  | C                        | D                        | E  | F | G | H | I | J | K |
|-----|--|--|--------------------------|--------------------------|--|---|---|---|---|---|---|
| 1   | <b>SWEDEN Profile</b>  |  |                          |                          |  |   |   |   |   |   |   |
| 2   | <b>Arrivals to the U.S.</b>  |  |                          |                          |  |   |   |   |   |   |   |
| 3   |  |  |                          |                          |  |   |   |   |   |   |   |
| 55  |  |  |                          |                          |  |   |   |   |   |   |   |
| 56  | <b>Transportation Types Used in U.S.:</b><br>(multiple response)       |  | <b>2015</b><br>(Percent) | <b>2016</b><br>(Percent) | <b>% Point</b><br><b>Change <sup>3</sup></b><br>(Points) |   |   |   |   |   |   |
| 57  |  | Taxicab/Limousine                        | 40                       | 40                       | 0.1  |   |   |   |   |   |   |
| 58  |  | City Subway/Tram/Bus                     | 37                       | 36                       | -0.9   |   |   |   |   |   |   |
| 59  |  | Rented Auto                              | 37                       | 35                       | -2.3   |   |   |   |   |   |   |
| 60  |  | Auto, Private or Company                 | 33                       | 29                       | -3.9   |   |   |   |   |   |   |
| 61  |  | Air Travel between U.S. Cities           | 26                       | 25                       | -0.3   |   |   |   |   |   |   |
| 62  |  | Ferry/River Taxi/Srt Scenic Cruise       | 10                       | 14                       | 3.6  |   |   |   |   |   |   |
| 63  |  | Bus between Cities                       | 10                       | 14                       | 4.0  |   |   |   |   |   |   |
| 64  |  | Ride-Sharing Service                     | -                        | 10                       | -  |   |   |   |   |   |   |
| 65  |  | Cruise Ship/River Boat 1+ Nights         | 3                        | 7                        | 3.8  |   |   |   |   |   |   |
| 66  |  | Railroad between Cities                  | 7                        | 6                        | -1.0   |   |   |   |   |   |   |
| 67  |  | Rented Bicycle/Motorcycle/Moped          | 3                        | 4                        | 1.1  |   |   |   |   |   |   |
| 68  |  | Motor Home/Camper                        | 0.5                      | 0.9                      | 0.4  |   |   |   |   |   |   |
| 69  | <b>Activity Participation While Within U.S.</b><br>(multiple response) |  | <b>2015</b><br>(Percent) | <b>2016</b><br>(Percent) | <b>% Point</b><br><b>Change <sup>3</sup></b><br>(Points) |   |   |   |   |   |   |
| 70  |  | Shopping                                 | 89                       | 88                       | -1.0   |   |   |   |   |   |   |
| 71  |  | Sightseeing                              | 79                       | 82                       | 3.9  |   |   |   |   |   |   |
| 72  |  | National Parks/Monuments                 | 38                       | 40                       | 2.2  |   |   |   |   |   |   |
| 73  |  | Small Towns/Countryside                  | 31                       | 35                       | 3.1  |   |   |   |   |   |   |
| 74  |  | Experience Fine Dining                   | 30                       | 34                       | 3.2  |   |   |   |   |   |   |
| 75  |  | Art Gallery/Museum                       | 28                       | 30                       | 2.5  |   |   |   |   |   |   |
| 76  |  | Guided Tours                             | 22                       | 30                       | 7.7  |   |   |   |   |   |   |
| 77  |  | Historical Locations                     | 28                       | 30                       | 1.4  |   |   |   |   |   |   |
| 78  |  | Amusement/Theme Parks                    | 25                       | 27                       | 1.2  |   |   |   |   |   |   |
| 79  |  | Sporting Event                           | 19                       | 19                       | -0.6   |   |   |   |   |   |   |
| 80  |  | Concert/Play/Musical                     | 15                       | 17                       | 2.3  |   |   |   |   |   |   |
| 81  |  | Cultural / Ethnic Heritage Sites         | 8                        | 16                       | 7.8  |   |   |   |   |   |   |
| 82  |  | Nightclubbing/Dancing                    | 15                       | 14                       | -1.2   |   |   |   |   |   |   |
| 83  |  | Water Sports                             | 10                       | 12                       | 1.8  |   |   |   |   |   |   |
| 84  |  | Casinos/Gamble                           | 9                        | 7                        | -1.8   |   |   |   |   |   |   |
| 85  |  | American Indian Communities              | 3                        | 7                        | 4.0  |   |   |   |   |   |   |
| 86  |  | Camping/Hiking                           | 5                        | 5                        | 0.3  |   |   |   |   |   |   |
| 87  |  | Golfing/Tennis                           | 3                        | 4                        | 0.9  |   |   |   |   |   |   |
| 88  |  | Environ./Eco. Excursions                 | 3                        | 3                        | -0.3   |   |   |   |   |   |   |
| 89  |  | Hunting/Fishing                          | 4                        | 3                        | -1.0   |   |   |   |   |   |   |
| 90  |  | Snow Sports                              | 0.5                      | 0.9                      | 0.4  |   |   |   |   |   |   |
| 91  |  | Other                                    | 1.2                      | 0.7                      | -0.5   |   |   |   |   |   |   |
| 92  |  |  |                          |                          |  |   |   |   |   |   |   |
| 93  | <b>SELECTED TRAVELER CHARACTERISTICS</b>                               |  | <b>2015</b><br>(Percent) | <b>2016</b><br>(Percent) | <b>Change</b>  |   |   |   |   |   |   |
| 94  |  | Advance Trip Decision Time (mean days)   | 114                      | 115                      | 0.9  |   |   |   |   |   |   |
| 95  |  | Advance Trip Decision Time (median days) | 90                       | 90                       | 0.0  |   |   |   |   |   |   |
| 96  |  | Prepaid Package                          | 6                        | 7                        | 0.6  |   |   |   |   |   |   |
| 97  |  | First International Trip to the U.S.     | 17                       | 21                       | 4.2  |   |   |   |   |   |   |
| 98  |  | Length of Stay in U.S. (mean nights)     | 15.8                     | 15.5                     | -0.3   |   |   |   |   |   |   |
| 99  |  | Length of Stay in U.S. (median nights)   | 9                        | 9                        | 0.0  |   |   |   |   |   |   |
| 100 |  | Number of States Visited (% 1 state)     | 73                       | 77                       | 3.5  |   |   |   |   |   |   |
| 101 |  | Average Number of States Visited         | 1.4                      | 1.4                      | 0.0  |   |   |   |   |   |   |
| 102 |  | Hotel/Motel (% 1+ nights)                | 76                       | 78                       | 2.1  |   |   |   |   |   |   |
| 103 |  | Average # of Nights in Hotel/Motel       | 9.7                      | 8.8                      | -0.9   |   |   |   |   |   |   |
| 104 |  | Travel Party Size (mean # of persons)    | 1.7                      | 1.8                      | 0.1  |   |   |   |   |   |   |
| 105 |  | Gender: % Male (among adults)            | 46                       | 51                       | 5.3  |   |   |   |   |   |   |
| 106 |  | Household Income (mean average)          | \$ 89,913                | \$ 76,935                | -\$12,978  |   |   |   |   |   |   |
| 107 |  | Household Income (median average)        | \$ 75,000                | \$ 70,000                | -\$5,000   |   |   |   |   |   |   |
| 108 |  | Average Age: Female (among adults)       | 39                       | 43                       | 3.8  |   |   |   |   |   |   |
| 109 |  | Average Age: Male (among adults)         | 41                       | 41                       | -0.7   |   |   |   |   |   |   |
| 110 |  |  |                          |                          |  |   |   |   |   |   |   |

|     | A   | B | C                                     | D  | E                                     | F  | G | H | I | J | K |
|-----|---|---|---------------------------------------|--|---------------------------------------|--|---|---|---|---|---|
| 1   | <b>SWEDEN Profile</b>   |   |                                       |  |                                       |  |   |   |   |   |   |
| 2   | <b>Arrivals to the U.S.</b>   |   |                                       |  |                                       |  |   |   |   |   |   |
| 3   |   |   |                                       |  |                                       |  |   |   |   |   |   |
|     | <b>VISITATION TO U.S. DESTINATIONS<sup>4</sup></b><br>(multiple response)   |   | <b>Market Share 2015</b><br>(Percent) | <b>Volume 2015<sup>r</sup></b><br>(000s) | <b>Market Share 2016</b><br>(Percent) | <b>Volume 2016<sup>1</sup></b><br>(000s) |   |   |   |   |   |
| 111 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 112 | No destinations meet the minimum sample requirement.  |   |                                       |  |                                       |  |   |   |   |   |   |
| 113 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 114 | <b>Notes:</b>   |   |                                       |  |                                       |  |   |   |   |   |   |
| 115 | (1) 2016 arrivals and percent change reflect a combination of additional records counted and market conditions.   |   |                                       |  |                                       |  |   |   |   |   |   |
| 116 |   |   |                                       |  |                                       |  |   |   |   |   |   |
|     | (2) <i>Total Travel &amp; Tourism Exports</i> = 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 and vessel operators 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: <a href="http://travel.trade.gov/pdf/restructuring-travel.pdf">http://travel.trade.gov/pdf/restructuring-travel.pdf</a>                              |   |                                       |  |                                       |  |   |   |   |   |   |
| 117 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 118 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 119 | (3) Percentage-point and percentage changes are based on non-rounded data.  |   |                                       |  |                                       |  |   |   |   |   |   |
| 120 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 121 | (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.   |   |                                       |  |                                       |  |   |   |   |   |   |
| 122 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 123 | (-) No estimate available.  |   |                                       |  |                                       |  |   |   |   |   |   |
| 124 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 125 | (n/a) Estimate not yet available.   |   |                                       |  |                                       |  |   |   |   |   |   |
| 126 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 127 | (**) Estimate not shown due to sample size fewer than 400 for this year.  |   |                                       |  |                                       |  |   |   |   |   |   |
| 128 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 129 | (r) Estimate was revised.   |   |                                       |  |                                       |  |   |   |   |   |   |
| 130 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 131 | (p) Estimate is preliminary and subject to revision.  |   |                                       |  |                                       |  |   |   |   |   |   |
| 132 |   |   |                                       |  |                                       |  |   |   |   |   |   |
|     | Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <a href="http://travel.trade.gov/research/index.html">http://travel.trade.gov/research/index.html</a>   |   |                                       |  |                                       |  |   |   |   |   |   |
| 133 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 134 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 135 | For a list of the states that comprise each census region, please visit: <a href="http://travel.trade.gov/outreachpages/census_regions.html">http://travel.trade.gov/outreachpages/census_regions.html</a>  |   |                                       |  |                                       |  |   |   |   |   |   |
| 136 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 137 | Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:   |   |                                       |  |                                       |  |   |   |   |   |   |
| 138 | <a href="http://travel.trade.gov/research/programs/ifs/customized.html">http://travel.trade.gov/research/programs/ifs/customized.html</a>   |   |                                       |  |                                       |  |   |   |   |   |   |
| 139 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 140 | Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis   |   |                                       |  |                                       |  |   |   |   |   |   |
| 141 |   |   |                                       |  |                                       |  |   |   |   |   |   |
| 142 | Publication Date: August 2017   |   |                                       |  |                                       |  |   |   |   |   |   |