

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2013 Market Profile: Sweden



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## Visitation Trends (Arrivals)

[Thousands of Sweden Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	286	337	397	324	372	439	442	477	191
Percentage Change (%)	-2	18	18	-18	15	18	1	8	67

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>	2011 <sup>r</sup>	2012 <sup>r</sup>	2013 <sup>r</sup>	Change 2013/2006
Total Travel and Tourism Exports <sup>1</sup>	\$887	\$1,155	\$1,722	\$1,176	\$1,432	\$1,676	\$1,748	\$1,720	\$833
Travel (all purposes including education)	\$763	\$1,019	\$1,440	\$972	\$1,261	\$1,426	\$1,496	\$1,450	\$687
Of which: Education Related	\$108	\$129	\$149	\$138	\$132	\$139	\$167	\$182	\$74
Of which: Other Business/ Personal Travel	\$639	\$873	\$1,272	\$810	\$1,103	\$1,259	\$1,300	\$1,237	\$598
Passenger Air Transportation	\$124	\$136	\$282	\$204	\$171	\$250	\$252	\$270	\$146
Change (%) in Total Exports	10	30	49	-32	22	17	4	-2	94

<sup>(1)</sup> 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>

<sup>(r)</sup> Revised (December 2014).

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	46	46	0.1
Online Travel Agency	41	41	0.2
Personal Recommendation	26	24	-1.9
Corporate Travel Dept.	12	13	1.2
Travel Agency Office	19	13	-6.5
Travel Guides	12	9	-3.4

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## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	58	55	-2.9
Visit Friends/Relatives	20	21	1.6
Business	10	9	-1.1
Convention/Conference/Trade Show	10	8	-1.8

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	69	69	0.1
Visit Friends/Relatives	37	35	-2.4
Business	13	12	-1.1
Convention/Conference/Trade Show	10	9	-1.2
NET PURPOSES OF TRIP:			
Leisure & VFR	82	82	0.0
Business & Convention	22	20	-2.5

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Taxicab/Limousine	48	44	-4.0
City Subway/Tram/Bus	43	42	-0.1
Auto, Private or Company	36	36	0.2
Air Travel between U.S. Cities	29	30	1.1
Rented Auto	31	30	-0.6
Bus between Cities	14	11	-2.5
Ferry/River Taxi/Srt Scenic Cruise	12	11	-1.3
Railroad between Cities	9	11	1.5

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	93	94	1.0
Sightseeing	77	76	-0.5
National Parks/Monuments	36	40	3.3
Experience Fine Dining	35	37	2.5
Small Towns/Countryside	35	35	0.9
Historical Locations	33	35	1.9
Art Gallery/Museum	37	32	-4.4
Guided Tours	30	32	1.9
Concert/Play/Musical	23	26	2.7
Amusement/Theme Parks	22	24	1.9

## Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	104	112	8.2
Advance Trip Decision Time (median days)	80	90	10.0
Prepaid Package	9	7	-1.9
First International Trip to the U.S.	22	21	-0.8
Length of Stay in U.S. (mean nights)	14.1	20.2	6.1
Length of Stay in U.S. (median nights)	8	10	2.0
Number of States Visited (% 1 state)	67	73	6.4
Average Number of States Visited	1.5	1.4	-0.1
Hotel/Motel (% 1+ nights)	77	75	-2.6
Average # of Nights in Hotel/Motel	9.1	10.4	1.3
Travel Party Size (mean # of persons)	1.7	1.5	-0.2
Gender: % Male (among adults)	51	51	0.2
Household Income (mean average)	\$118,596	\$105,296	-\$13,300
Household Income (median average)	\$104,461	\$93,132	-\$11,329
Average Age: Female (among adults)	42	41	-1.5
Average Age: Male (among adults)	44	41	-3.1

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
<b>No destinations meet the minimum sample requirement.</b>				

- (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 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).
- (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) Not available.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.

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: <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, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

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

Publication Date: June 2014

# 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 Sweden travelers who visit the United States.

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

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, inclusive tour package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



# 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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