

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Sweden



2014 Market Profile: Sweden

Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	337	397	324	372	439	442	477	543	206
Percentage Change (%)	18	18	-18	15	18	1	8	14	61

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$1,155	\$1,722	\$1,176	\$1,432	\$1,676	\$1,748	\$1,720	-	-
Travel (all purposes including education)	\$1,019	\$1,440	\$972	\$1,261	\$1,426	\$1,496	\$1,450	-	-
Of which: Education Related	\$129	\$149	\$138	\$132	\$139	\$167	\$182	-	-
Of which: Other Business/ Personal Travel	\$873	\$1,272	\$810	\$1,103	\$1,259	\$1,300	\$1,237	-	-
Passenger Air Transportation	\$136	\$282	\$204	\$171	\$250	\$252	\$270	-	-
Change (%) in Total Exports	30	49	-32	22	17	4	-2	-	-

⁽¹⁾ 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>

^(p) Preliminary estimates will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Online Travel Agency	41	48	7.2
Airlines	46	47	0.7
Personal Recommendation	24	27	3.2
Travel Guides	9	16	7.5
Travel Agency Office	13	16	2.7
Corporate Travel Dept.	13	12	-1.2
National/State/City Travel Office	6	6	0.7
Tour Operator/Travel Club	4	3	-0.6
Other	5	7	2.1

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	55	58	3.7
Visit Friends/Relatives	21	22	0.9
Business	9	9	0.0
Convention/Conference/Trade Show	8	7	-0.5
Education	5	3	-2.3
Religion/Pilgrimages	0	0	0.2
Health Treatment	0	0	-0.2
Other	2	0	-2.0

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	69	72	3.4
Visit Friends/Relatives	35	37	2.0
Business	12	12	0.2
Convention/Conference/Trade Show	9	10	0.4
Education	6	5	-1.4
Health Treatment	0.5	0	-0.3
Religion/Pilgrimages	0	0	0.1
Other	3	0	-3.0
NET PURPOSES OF TRIP:			
Leisure & VFR	82	87	4.3
Business & Convention	20	20	-0.1

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	94	92	-1.4
Sightseeing	76	76	0.1
National Parks/Monuments	40	39	-1.1
Experience Fine Dining	37	37	-0.5
Art Gallery/Museum	32	34	1.9
Small Towns/Countryside	35	34	-1.2
Historical Locations	35	31	-4.6
Amusement/Theme Parks	24	28	4.3
Guided Tours	32	25	-7.1
Concert/Play/Musical	26	20	-6.3
Sporting Event	22	17	-5.6
Nightclubbing/Dancing	21	16	-5.0
Cultural / Ethnic Heritage Sites	16	12	-3.9
Water Sports	8	9	1.4
Casinos/Gamble	12	9	-3.1
Camping/Hiking	6	5	-0.7
Golfing/Tennis	3	3	-0.3
Environ./Eco. Excursions	3	3	-0.4
American Indian Communities	4	2	-1.8
Hunting/Fishing	2	2	0.1
Snow Sports	3	2	-1.0
Other	3	2	-0.9



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
City Subway/Tram/Bus	42	43	1.0
Taxicab/Limousine	44	43	-0.4
Rented Auto	30	37	7.4
Auto, Private or Company	36	33	-2.7
Air Travel between U.S. Cities	30	29	-1.6
Bus between Cities	11	14	2.6
Ferry/River Taxi/Srt Scenic Cruise	11	11	0.0
Railroad between Cities	11	8	-2.5
Cruise Ship/River Boat 1+ Nights	3	5	2.6
Rented Bicycle/Motorcycle/Moped	2	2	-0.3
Motor Home/Camper	1	1	0.3

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	112	106	-6.8
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	7	5	-1.8
First International Trip to the U.S.	21	20	-1.0
Length of Stay in U.S. (mean nights)	20.2	14.9	-5.3
Length of Stay in U.S. (median nights)	10	9	-1.0
Number of States Visited (% 1 state)	73	69	-4.1
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	75	79	4.3
Average # of Nights in Hotel/Motel	10.4	9.6	-0.8
Travel Party Size (mean # of persons)	1.5	1.8	0.3
Gender: % Male (among adults)	51	51	-0.1
Household Income (mean average)	\$105,296	\$96,051	-\$9,245
Household Income (median average)	\$93,132	\$80,000	-\$13,132
Average Age: Female (among adults)	41	37	-3.3
Average Age: Male (among adults)	41	42	0.6

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (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 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.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics 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? The NTTTO 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 2015

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

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

U.S. Department of Commerce

International Trade Administration
Industry & Analysis
National Travel and Tourism Office
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
ntto@trade.gov

<http://travel.trade.gov>