

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: Sweden



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Visitation Trends (Arrivals)

[Thousands of Sweden Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	204	211	254	291	286	337	397	324	120
Percentage Change (%)	-11	4	20	14	-2	18	18	-18	59

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009 ^p	Change 2009/2002
Total Travel & Tourism Exports (1)	\$500	\$513	\$677	\$748	\$843	\$1,063	\$1,476	na	na
Travel Receipts	\$500	\$513	\$677	\$695	\$719	\$927	\$1,194	na	na
Passenger Fare Receipts	\$0	\$0	\$0	\$53	\$124	\$136	\$282	na	na
Change (%) in Total Exports	-30	3	32	10	13	26	39	na	na

(p) Preliminary and subject to future revisions.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Personal Computer	43	57	14.4
Travel Agency	37	32	-5.7
Friends/Relatives	12	15	3.5
Airlines Directly	14	12	-2.1

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	45	47	2.3
Visit Friends/Relatives	19	24	4.9
Business/Professional	27	21	-6.0
Convention/Conference	5	4	-1.4

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	59	68	8.3
Visit Friends/Relatives	35	42	7.3
Business/Professional	30	21	-8.1
Convention/Conference	6	6	0.0
NET PURPOSES OF TRIP:			
Leisure & VFR	75	80	5.7
Business & Convention	34	27	-6.8

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	49	40	-9.1
Rented Auto	25	28	2.7
City Subway/Tram/Bus	28	25	-2.5
Company or Private Auto	17	24	6.9
Airlines in U.S.	19	21	2.1

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Dining in Restaurants	95	92	-3.0
Shopping	92	87	-5.7
Sightseeing in Cities	42	45	2.9
Visit Historical Places	41	43	1.3
Visit Small Towns	25	30	5.3
Art Gallery/Museum	27	29	1.5
Amusement/Theme Parks	17	27	10.5
Water Sports/Sunbathing	18	27	8.6
Touring Countryside	18	24	5.6
Concert/Play/Musical	17	18	1.2
Cultural Heritage Sites	17	18	1.0
Guided Tours	19	18	-1.3

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	91	94	3.1 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	8%	4%	-3.4 pts.
First International Trip to the U.S.	27%	23%	-4.1 pts.
Length of Stay in U.S. (mean nights)	21.0	16.0	-5.0 nights
Length of Stay in U.S. (median nights)	7	9	2 nights
Number of States Visited (% 1 state)	68%	64%	-3.9 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	85%	79%	-5.6 pts.
Average # of Nights in Hotel/Motel	12.3	8.3	-4.0 nights
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	61%	52%	-9.1 pts.
Household Income (mean average)	\$117,900	\$92,200	-\$25,700
Household Income (median average)	\$110,500	\$81,400	-\$29,100
Average Age: Female	39	35	-3.6 years
Average Age: Male	43	42	-1.0 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (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 incidental 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) Estimate not available.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

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

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; 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-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Swedish 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?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

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

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