

	A	B	C	D	E	F	G	H	I	J	K	
1	NORDIC REGION Profile									Arrivals	Receipts	SIAT
2	Arrivals to the U.S.									Nordic Region	-	Nordic
3												
4	TRENDS IN ARRIVALS (in thousands)											
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009	
6	Arrivals		878	964	1,084	1,102	1,158	1,323	1,418	1,312	434	
7		% Change	-11	10	12	2	5	14	7	-7	49	
8												
9	TRENDS IN RECEIPTS (in millions)											
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^p	Change 2016 / 2009	
11	Total Travel & Tourism Exports ²		-	-	-	-	-	-	-	-	-	
12	Travel Receipts (at U.S. destinations)		-	-	-	-	-	-	-	-	-	
13	Education Receipts		-	-	-	-	-	-	-	-	-	
14	Other Business/Personal Receipts		-	-	-	-	-	-	-	-	-	
15	Health/Border/Seasonal		-	-	-	-	-	-	-	-	-	
16	Passenger Fare Receipts (on U.S. carriers)		-	-	-	-	-	-	-	-	-	
17	% Change in Total Receipts		-	-	-	-	-	-	-	-	-	
18												
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)											
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)							
21		Airlines	48	48	0.3							
22		Online Travel Agency	47	46	-1.2							
23		Personal Recommendation	22	27	5.1							
24		Travel Agency Office	15	15	-0.2							
25		Travel Guides	14	13	-1.0							
26		Corporate Travel Dept.	14	12	-1.9							
27		National/State/City Travel Office	5	5	-0.3							
28		Tour Operator/Travel Club	4	4	-0.3							
29		Other	5	5	-0.2							
30												
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)							
32		Vacation/Holiday	61	62	0.9							
33		Visit Friends/Relatives	17	17	0.6							
34		Convention/Conference/Trade Show	9	9	0.7							
35		Business	9	7	-1.9							
36		Education	4	3	-0.3							
37		Health Treatment	0.2	0.3	0.1							
38		Religion/Pilgrimages	0.2	0.3	0.1							
39		Other	0.3	0.1	-0.2							
40												
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)							
42		Vacation/Holiday	73	75	1.8							
43		Visit Friends/Relatives	32	30	-2.2							
44		Business	12	11	-1.0							
45		Convention/Conference/Trade Show	11	10	-0.8							
46		Education	6	7	1.0							
47		Religion/Pilgrimages	0.4	0.8	0.4							
48		Health Treatment	0.5	0.6	0.1							
49		Other	0.5	0.0	-0.5							
50												
51	Net Purposes of Trip:											
52		Leisure & VFR	84	85	1.6							
53		Business & Convention	21	19	-1.8							
54												

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3												
55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)							
56	Taxicab/Limousine		39	40	1.0							
57	City Subway/Tram/Bus		37	38	0.9							
58	Rented Auto		35	36	0.8							
59	Auto, Private or Company		34	30	-3.9							
60	Air Travel between U.S. Cities		27	25	-2.2							
61	Bus between Cities		13	14	0.3							
62	Ferry/River Taxi/Srt Scenic Cruise		12	11	-0.2							
63	Railroad between Cities		9	8	-0.6							
64	Ride-Sharing Service		-	8	-							
65	Cruise Ship/River Boat 1+ Nights		4	6	1.9							
66	Rented Bicycle/Motorcycle/Moped		4	4	-0.4							
67	Motor Home/Camper		0.6	0.9	0.3							
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)							
69	Shopping		91	88	-2.6							
70	Sightseeing		81	79	-1.7							
71	National Parks/Monuments		43	42	-1.8							
72	Small Towns/Countryside		35	35	0.0							
73	Historical Locations		33	32	-0.7							
74	Art Gallery/Museum		31	32	1.2							
75	Experience Fine Dining		30	31	0.8							
76	Amusement/Theme Parks		26	27	0.9							
77	Guided Tours		27	27	0.1							
78	Sporting Event		19	19	-0.1							
79	Concert/Play/Musical		15	18	3.2							
80	Cultural / Ethnic Heritage Sites		13	17	4.0							
81	Nightclubbing/Dancing		17	15	-1.4							
82	Water Sports		11	10	-1.2							
83	Casinos/Gamble		10	8	-1.9							
84	Camping/Hiking		6	6	0.7							
85	American Indian Communities		5	5	0.7							
86	Golfing/Tennis		3	5	1.5							
87	Environ./Eco. Excursions		3	3	0.2							
88	Hunting/Fishing		3	2	-1.3							
89	Snow Sports		0.7	1.2	0.5							
90	Other		1.4	1.3	-0.1							
91												
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change							
93	Advance Trip Decision Time (mean days)		116	113	-2.8							
94	Advance Trip Decision Time (median days)		90	90	0.0							
95	Prepaid Package		6	7	0.4							
96	First International Trip to the U.S.		20	21	1.8							
97	Length of Stay in U.S. (mean nights)		17.5	14.9	-2.6							
98	Length of Stay in U.S. (median nights)		10	9	-1.0							
99	Number of States Visited (% 1 state)		70	75	4.5							
100	Average Number of States Visited		1.5	1.4	-0.1							
101	Hotel/Motel (% 1+ nights)		75	79	4.4							
102	Average # of Nights in Hotel/Motel		9.1	8.8	-0.3							
103	Travel Party Size (mean # of persons)		1.7	1.7	0.0							
104	Gender: % Male (among adults)		49	51	1.6							
105	Household Income (mean average)		\$ 99,901	\$ 94,779	-\$5,122							
106	Household Income (median average)		\$ 90,000	\$ 80,000	-\$10,000							
107	Average Age: Female (among adults)		38	40	2.1							
108	Average Age: Male (among adults)		41	40	-0.5							
109												

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3												
110	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015^r (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)						
111												
112	Regions											
113	Middle Atlantic		36.92	523	36.95	485						
114	South Atlantic		31.16	442	32.35	424						
115	States											
116	New York		35.24	500	34.58	454						
117	Cities											
118	New York City		34.61	491	33.48	439						
119												
120	Notes:											
121	(1) 2016 arrivals and percent change reflect a combination of additional records counted and market conditions.											
122												
123	(2) <i>Total Travel & 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: http://travel.trade.gov/pdf/restructuring-travel.pdf											
124												
125	(3) Percentage-point and percentage changes are based on non-rounded data.											
126												
127	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.											
128												
129	(-) No estimate available.											
130												
131	(n/a) Estimate not yet available.											
132												
133	(**) Estimate not shown due to sample size fewer than 400 for this year.											
134												
135	(r) Estimate was revised.											
136												
137	(p) Estimate is preliminary and subject to revision.											
138												
139	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											
140												
141	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html											
142												
143	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:											
144	http://travel.trade.gov/research/programs/ifs/customized.html											
145												
146	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis											
147												
148	Publication Date: August 2017											