

# Sweden: Visitor Market Profile

## Market Overview

New York City welcomed an estimated 206,000 Swedish visitors in 2015; 2.4% below 2014. 2016 visitation increased by 5.8%, to an estimated 218,000.

NYC is the number-one destination in the US for Swedish visitors (four out of every 10 Swedish travelers).

The Swedish Economy				
	2013	2014	2015	2016
Real GDP (%YOY)	1.2	2.4	3.9	3.1
Unemployment (%)	8.0	7.9	7.4	6.8
Inflation (%)	-0.0	-0.2	-0.0	1.0
Consumer Spending (nominal %YOY)	1.9	2.3	2.6	2.9

The Swedish economy expanded by 3.9% in 2015 and is showing further strength in 2016, with GDP growth of 3.1% expected. The unemployment rate fell to 7.4% in 2015 and is projected to fall to 6.8% in 2016. Employment is rising at the fastest rate since 2014 (Oxford Economics). Consumer spending gains of 2.9% in 2016 support growth in the travel sector. A strong Swedish domestic sector is expected to make up for weaker export results.

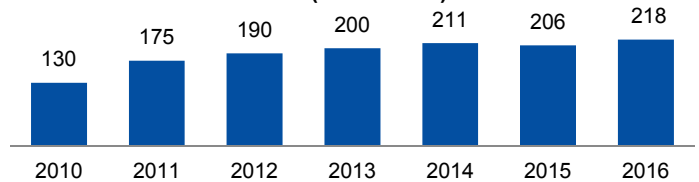
Source: Oxford Economics (8/22/16)

## Activities

- ✓ **Sightseeing: 92%**
- ✓ **Shopping: 90%**
- ✓ National Parks/Monuments: 55%
- ✓ Art Galleries/Museums: 49%
- ✓ Historical Locations: 41%
- ✓ Guided Tours: 40%
- ✓ Fine Dining: 35%
- ✓ Concert/Play/Musical: 32%
- ✓ Cultural/Ethnic Heritage Sites: 21%
- ✓ Sporting Events: 18%
- ✓ Nightclubbing/Dancing: 15%

Source: US Department of Commerce/ NTTO

## Swedish Visitors to NYC (thousands)



All estimates are subject to revision as new data become available  
 Sources: NYC & Company/Tourism Economics

## NYC Visitor Profile

- ✓ **89%** traveled for **Leisure** (including 14% VFR)
- ✓ Average party size: **1.9 people**
- ✓ **40%** traveled alone
- ✓ **11%** traveled with children
- ✓ **24%** traveled with their spouse/partner
- ✓ **81%** stayed at a hotel
- ✓ Average stay **6.0 days**
- ✓ **18-34 years** largest demographic (**36% < 30**)
- ✓ Average age **38 year old**
- ✓ Average household income **\$96,400** (with 11% earning \$200,000 and over)
- ✓ **90%** used NYC as **port of entry** to the US
- ✓ **Airlines** and **OTAs** are the main information source (50% each)
- ✓ **47% book air tickets** through **Internet Booking Services** (34% booked directly with the airlines)
- ✓ Average decision to travel **116 days** prior to departure
- ✓ Average NYC spend **\$1,600 pp/trip**
- ✓ Total in market spending **\$329.7 million**

Source: US Department of Commerce/NTTO

## Swedish travelers to NYC

Predominantly leisure travelers arriving directly to NYC airports; Swedish travelers to NYC are affluent, with an above average share of family travel (both traveling with children and with relatives). Swedish visitors are heavy Internet users: 46.5% of NYC's Swedish travelers booked their air tickets through an Internet booking service and half use OTAs as their source for planning information.