Global Market Profile

SCANDINAVIA

September 2023

Introduction

- Tourism Economics forecasts international visitation to California will account for $24B in tourism spending in 2023 and increase to $28B in 2024, fully recovered to 2019 spending. While important North American and European visitor markets are either fully recovered or nearly recovered, visitation from markets in the Asia Pacific region continues to lag and hold back California's Gateway regions from fully recovery. Despite the uneven recovery, California's core international markets are critical to the success and growth of the tourism industry in the state.

- The **Global Market Profile** report has been developed by Visit California Research to provide insights on California's opportunity international markets.

Market Landscape:

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Audience Insights:

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California Traveler & Trip Details:

- **Market Landscape** includes foundational intelligence from Visit California:
  - Visitation and Spending Forecasts
  - Airlift Recovery (flights and seats)
  - Arrival Numbers & California Market Share
  - Consumer travel intent and barriers

- **Audience Insights** includes a profile of target travelers, including:
  - Description and size of Audience Target
  - Demographic profile
  - General travel planning behavior
  - General trip spending
  - Advertising and sports preferences

- **California Traveler & Trip Details** includes details about visitors to California from the past year, including:
  - Trip purpose
  - First/Repeat visitation
  - Destinations visited
  - Travel party, accommodations, activities and expenditures

Methodology & Sources

- The report contains three sections:

  - The **Market Landscape** section is sourced from Visit California's key research partners, including Tourism Economics, NTTO, CIC Research, Cirium and YouGov.

  - The **Audience Insights** section is sourced from YouGov's Global Travel Profiles which tracks travel-related sentiment and behavior in over 25 global markets, including all fourteen Visit California target markets. Panelists are surveyed on preferred trip types, booking methods, accommodation preferences, and advertising perceptions.

  - The audience profile is built on a segmentation of likely international leisure travelers in the market. For markets with enough sample size, the segmentation includes an additional filter of travelers considering California as a destination. The profile of these custom targets across California's target markets will provide insights into those travelers most likely to visit the state.

  - The **California Traveler and Trip Characteristic** section provides information on trips that included a stay in California from the Survey of International Air Travelers (SIAT).

Audience Profile Definitions

Audience Profile of:	Audience Profile of:
International Leisure Travelers Considering CA	*International Leisure Travelers*
Australia	Brazil
Canada	China
France	Italy
Germany	Japan
India	Middle East*
Mexico	Scandinavia**
South Korea	
UK	

*Saudi Arabia and UAE
**Denmark, Finland, Norway and Sweden

Market Landscape

Country Profile

SCANDINAVIA

POPULATION: *

Denmark	5.9M
Finland	5.5M
Norway	5.5M
Sweden	10.6M

EXCHANGE RATE: **
USD dollar to Local currenvy

Denmark	7.1
Finland	0.9
Norway	11.0
Sweden	11.1

GROSS DOMESTIC PRODUCT (GDP):
Annual % chg ***

Denmark	6.5
Finland	0.8
Norway	12.4
Sweden	8.9

INFLATION RATE:
Annual % chg ****

Denmark	4.8
Finland	5.3
Norway	4.9
Sweden	6.8

Forecast: Visitor Spending by Market (2024)

The chart below shows California's visitor spending forecast for the state's 14 target markets and share of total international spending in the state.

Market	% Share	Spending (millions)
Mexico total	16%	$4,535
Mexico (land)	13%	$3,693
Mexico (air)	3%	$843
Canada	13%	$3,774
China	11%	$3,036
United Kingdom	5%	$1,469
France	5%	$1,390
Japan	5%	$1,380
India	5%	$1,362
South Korea	4%	$1,220
Australia	4%	$1,160
Germany	3%	$978
Middle East	3%	$808
Scandinavia	2%	$572
Italy	1%	$409
Brazil	1%	$377

Spending (millions)
% Share of California's Total Int'l Spend

Source: Tourism Economics (Sept 2023)

Forecast: Visitor Spending

The chart below shows the state's visitor spending forecast and the recovery index for the focus market.

Scandinavia: Visitor Spending Forecast with Recovery Index to 2019   ■ Spending (millions)   ■ Recovery Index to 2019

Year	Spending	Recovery Index to 2019
2019	$661	
2020	$118	18
2021	$70	11
2022	$406	61
2023	$436	66
2024	$572	86
2025	$676	102
2026	$729	110
2027	$757	114
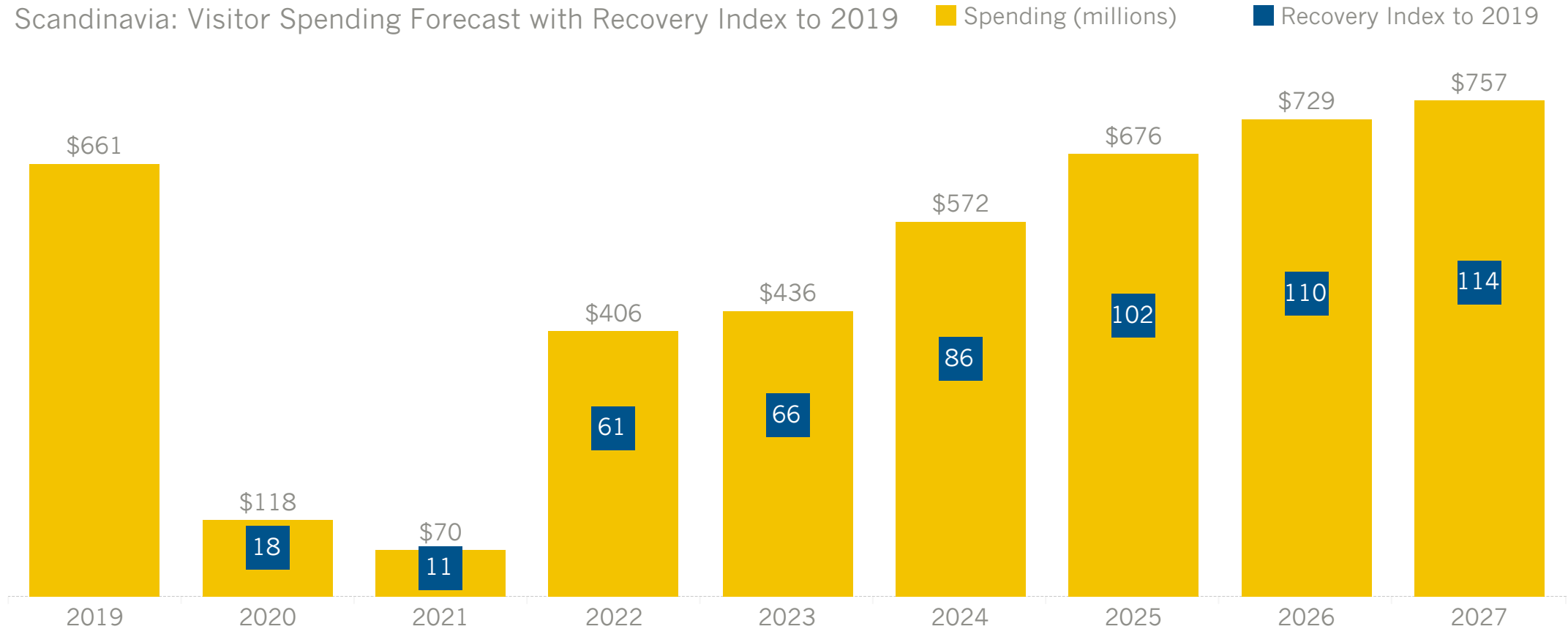
Forecast: Visitor Volume

The chart below shows the state's visitation forecast and recovery index for the focus market.

Scandinavia: Visitation Forecast with Recovery Index to 2019 ■ Visitation (thousands) ■ Recovery Index to 2019

Year	Visitation (thousands)	Recovery Index to 2019
2019	260	
2020	40	15
2021	26	10
2022	146	56
2023	157	60
2024	202	78
2025	239	92
2026	257	99
2027	267	103
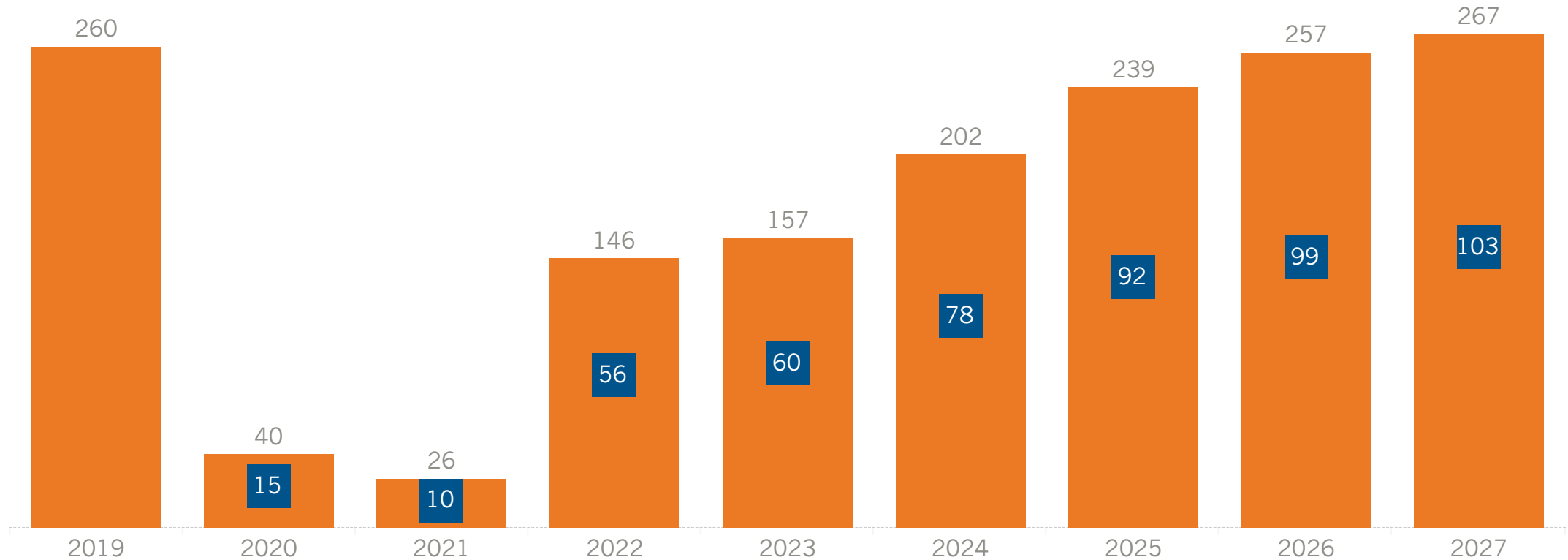
Airlift to California

The charts below shows airlift to California and percent change to 2019 for the focus market.

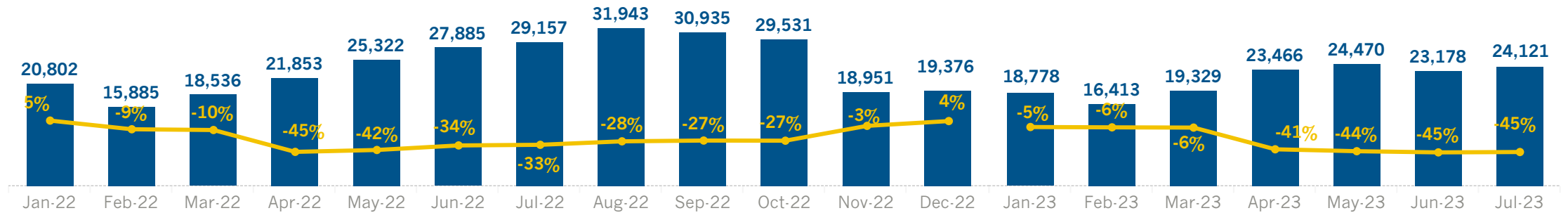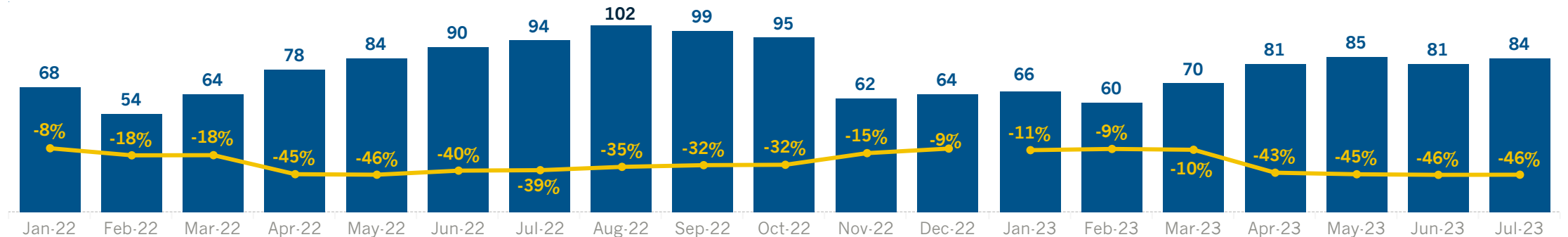## Scandinavia: Non-Stop Seats to CA (% chg vs 2019)

Month	Seats	% chg
Jan-22	20,802	5%
Feb-22	15,885	-9%
Mar-22	18,536	-10%
Apr-22	21,853	-45%
May-22	25,322	-42%
Jun-22	27,885	-34%
Jul-22	29,157	-33%
Aug-22	31,943	-28%
Sep-22	30,935	-27%
Oct-22	29,531	-27%
Nov-22	18,951	-3%
Dec-22	19,376	4%
Jan-23	18,778	-5%
Feb-23	16,413	-6%
Mar-23	19,329	-6%
Apr-23	23,466	-41%
May-23	24,470	-44%
Jun-23	23,178	-45%
Jul-23	24,121	-45%

Scandinavia: Non-Stop Flights to CA (% chg vs 2019)

Month	Flights	% chg
Jan-22	68	-8%
Feb-22	54	-18%
Mar-22	64	-18%
Apr-22	78	-45%
May-22	84	-46%
Jun-22	90	-40%
Jul-22	94	-39%
Aug-22	102	-35%
Sep-22	99	-32%
Oct-22	95	-32%
Nov-22	62	-15%
Dec-22	64	-9%
Jan-23	66	-11%
Feb-23	60	-9%
Mar-23	70	-10%
Apr-23	81	-43%
May-23	85	-45%
Jun-23	81	-46%
Jul-23	84	-46%

Non-Resident Arrivals to California

The chart below shows non-resident arrivals at California's ports of entry and percent change to 2019 for the focus market.
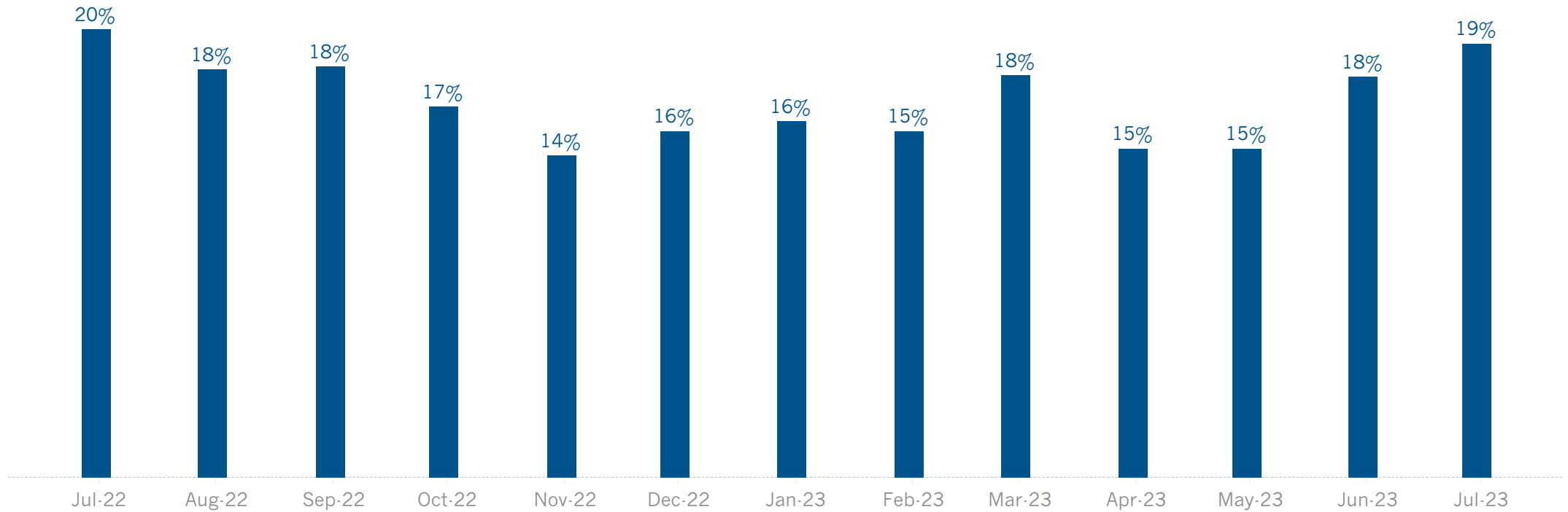
Scandinavia: Non-Resident Arrivals at CA Ports of Entry (% change vs. 2019)

Month	Arrivals	% change
Jan-22	4,351	-63%
Feb-22	5,011	-64%
Mar-22	7,799	-47%
Apr-22	11,160	-40%
May-22	7,247	-44%
Jun-22	13,094	-36%
Jul-22	13,085	-37%
Aug-22	7,841	-37%
Sep-22	9,602	-37%
Oct-22	13,330	-35%
Nov-22	7,031	-43%
Dec-22	8,172	-44%
Jan-23	7,194	-39%
Feb-23	8,248	-41%
Mar-23	11,490	-21%
Apr-23	8,922	-52%
May-23	7,205	-44%
Jun-23	10,925	-47%
Jul-23	13,145	-37%
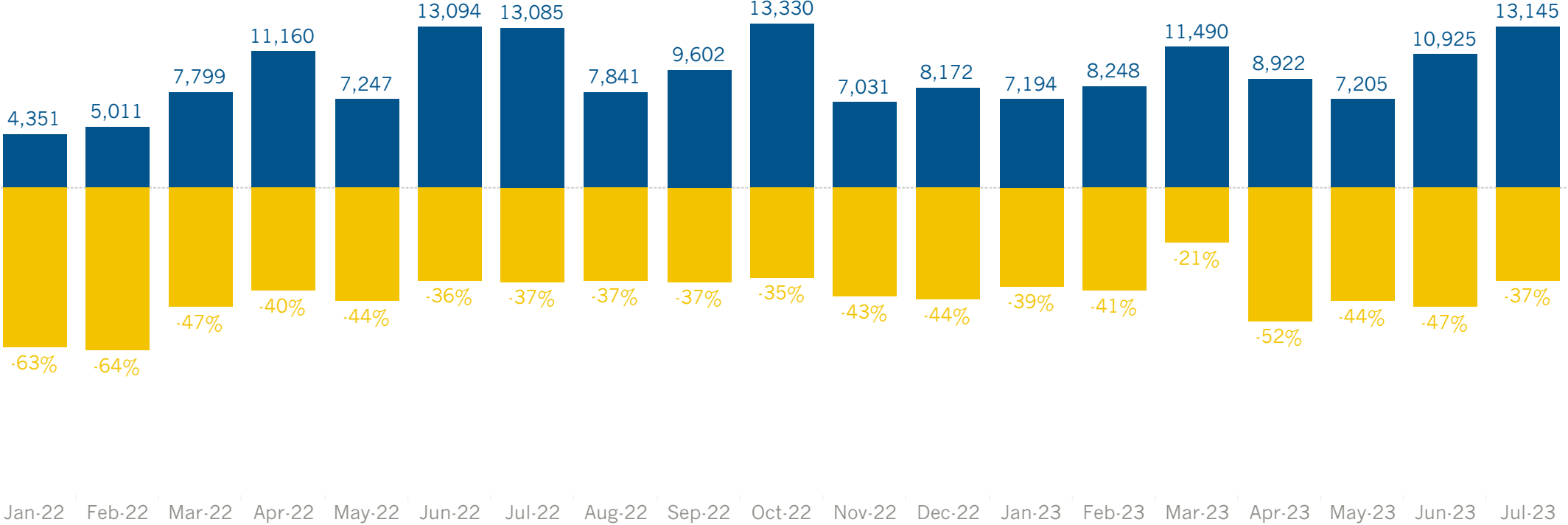
California's Share of Arrivals

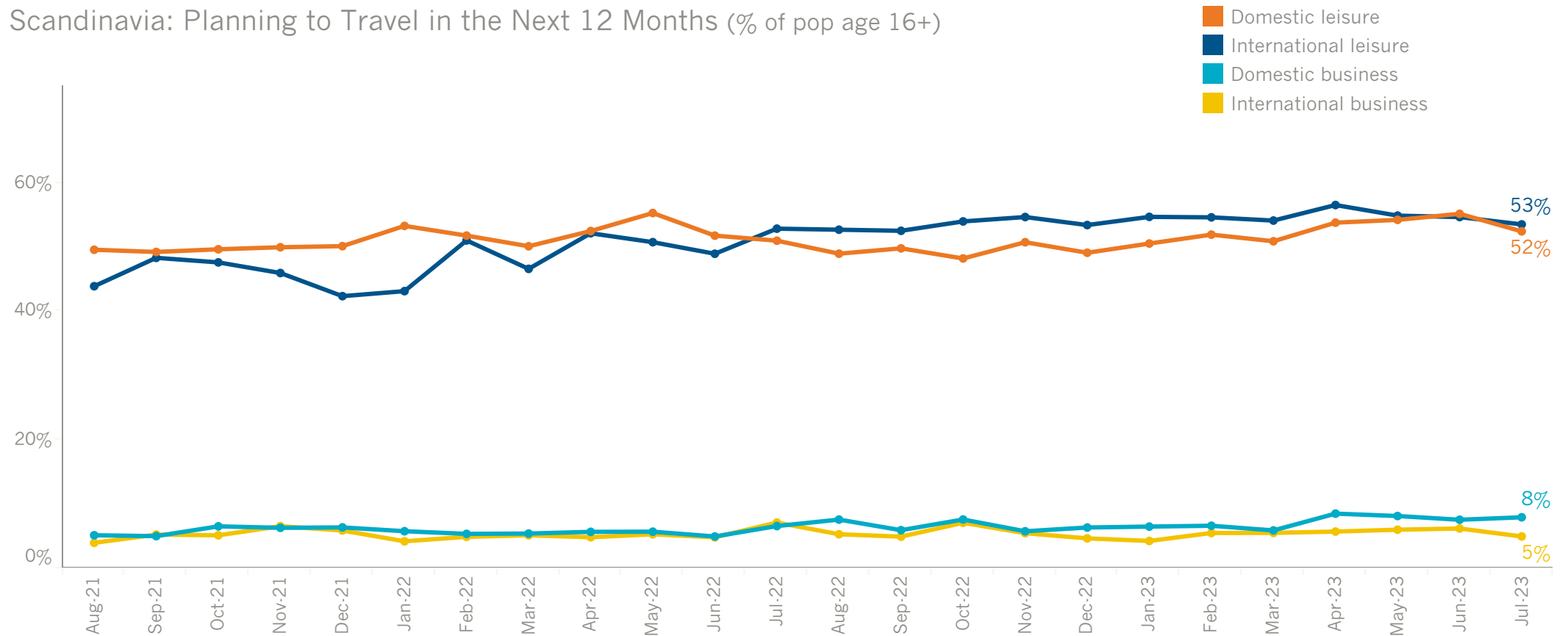The chart below shows California's share of arrivals from the focus market based on First Intended Address (FIA).

Scandinavia: California Market Share of Arrivals Based on First Intended Address (%)

Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23
20%	18%	18%	17%	14%	16%	16%	15%	18%	15%	15%	18%	19%

Data reported through: July 2023

Source: NTTO/CIC Research

Travel Planned in Next 12 Months

The chart below shows the types of trips planned in the next 12 months for the focus market.

Scandinavia: Planning to Travel in the Next 12 Months (% of pop age 16+)

- Domestic leisure
- International leisure
- Domestic business
- International business

53%
52%

8%
5%

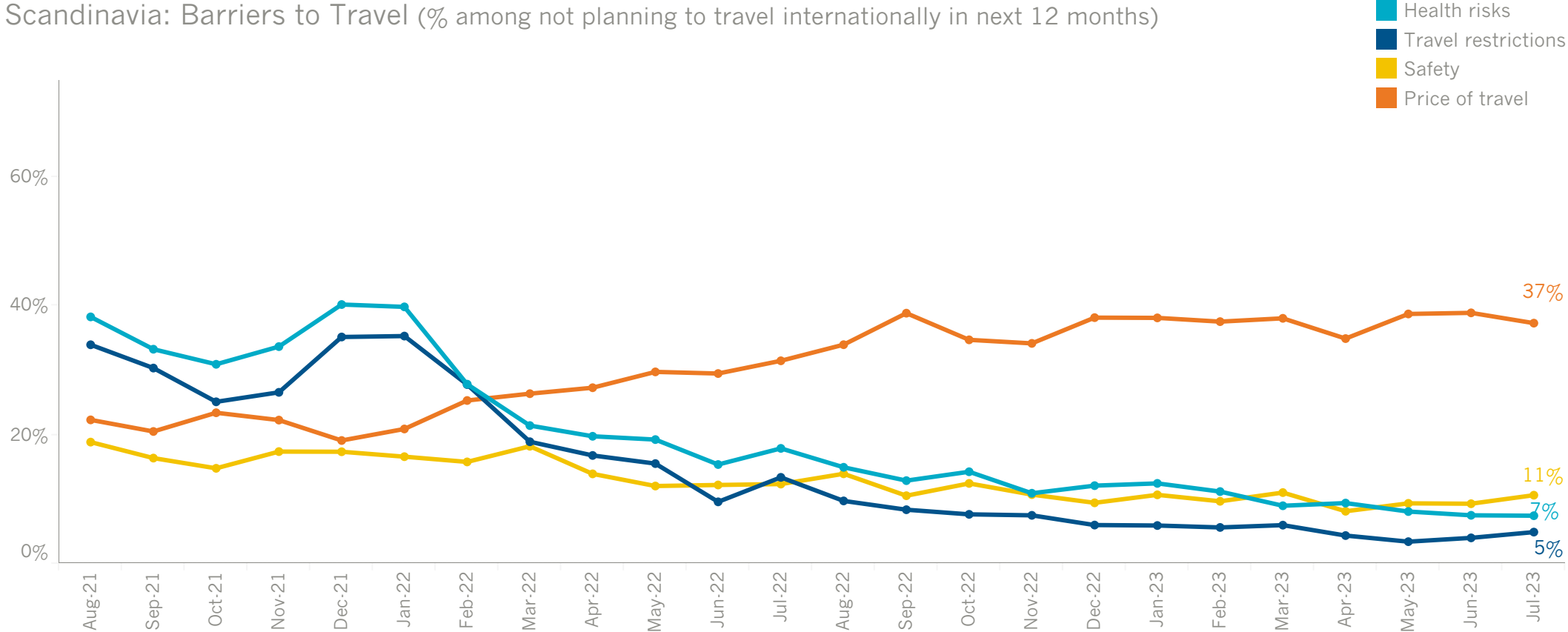Q: Which, if any, of the following trips are you planning to take in the next 12 months?
Data reported for: July 2023

Source: YouGov

Barriers to Travel

The chart below shows perceived barriers to travel among consumers not currently planning an international trip in the focus market.

Scandinavia: Barriers to Travel (% among not planning to travel internationally in next 12 months)

Legend:
- Health risks
- Travel restrictions
- Safety
- Price of travel

Price of travel: 37%
Safety: 11%
Health risks: 7%
Travel restrictions: 5%

Q: Which, if any, of the below factors are currently preventing you from traveling?
Data reported for: July 2023

Audience Insights

Audience Profile

The chart shows the incidence of international leisure travelers in the focus market.

The following audience profile is based on the survey responses over a 12-month period of those consumers planning an international leisure trip in the next 12 months.

Definitions:
International Leisure Travelers (Target Int'l Travelers):
Consumers in the focus market planning an international leisure trip in the next 12 months.

Int'l leisure travelers
"Int'l Traveler Target"

Scandinavia
General Population
Age 16+

International Leisure Travelers
"Int'l Traveler Target"
55% of Gen Pop
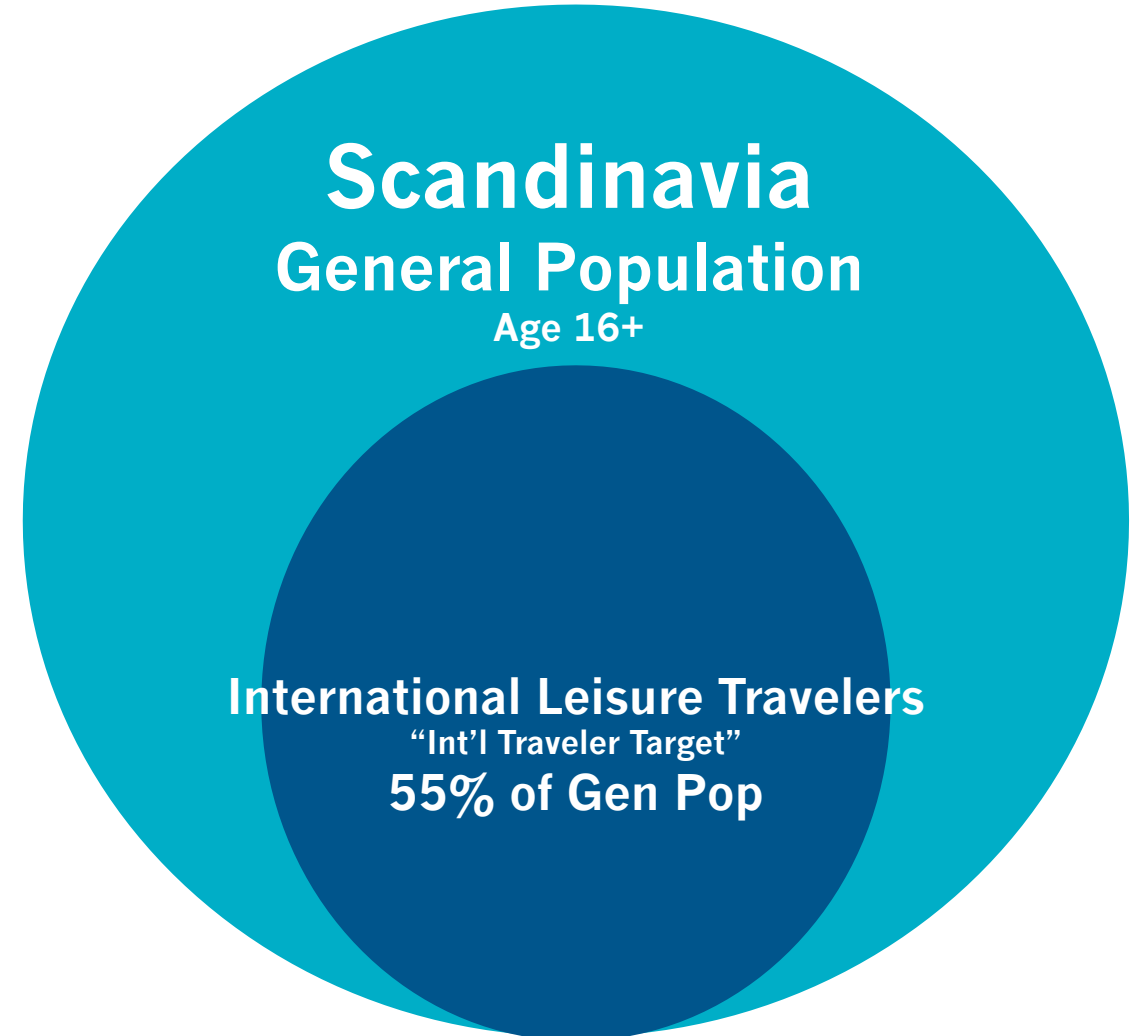
How to Read the Data

Generation	Int'l Traveler Target
Gen Z	10%
Millennial	41%
Gen X	34%
Baby Boomer	14%
Silent	1%

Generation Definitions:
- Gen Z (2000 and later)
- Millennial (1982-1999)
- Gen X (1965-1981)
- Boomer (1946-1964)
- Silent (<1945)

Data:

- **Int'l Traveler Target:** Shows the incidence (%) of the demographic characteristic or travel activity among international leisure travelers in the focus market.

- **Index:** No indices are shown for the Int'l Traveler Target.

Demographic Profile

The chart below shows the demographic profile of the consumer target in the focus market.

Scandinavia

Gender

	Int'l Traveler Target
Female	50%
Male	50%

Marital Status

	Int'l Traveler Target
Single	21%
Married	41%

Family Status

	Int'l Traveler Target
Children <18	16%

Age

	Int'l Traveler Target
Age 16-24	9%
Age 25-34	18%
Age 35-44	15%
Age 45-54	17%
Age 55+	41%

Generation

	Int'l Traveler Target
Gen Z	6%
Millennial	30%
Gen X	29%
Baby Boomer	31%
Silent	3%

Income*

	Int'l Traveler Target
Higher income	28%
Middle income	37%
Lower income	19%
Prefer not to say	16%

Region: Denmark

	Int'l Traveler Target
Capital Region of DM	35%
Central DM Region	22%
Region of Southern DM	20%
Region Zealand	13%
North DM Region	11%

Region: Norway

	Int'l Traveler Target
Oslo/Akershus	31%
Western Norway	25%
Eastern Norway	16%
Southern Norway	14%
Trøndelag and Northern	13%

*Income definitions: Higher >200% of median, Middle 75% to 200% of median, Lower <75% of median
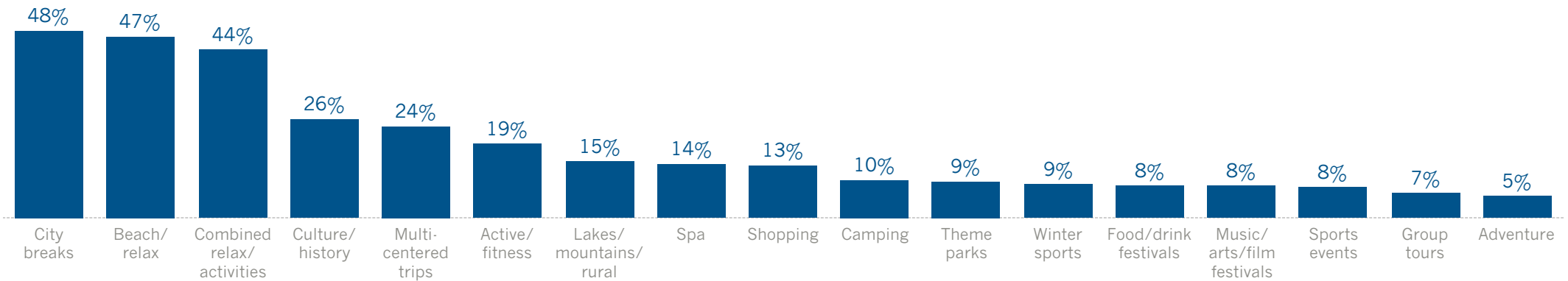
Source: YouGov (July 2022-June 2023)

Trip Preferences/Characteristics

The chart below shows the typical trip preferences & characteristics of the consumer target in the focus market.

Scandinavia

Trip Type

Trip Type	%
City breaks	48%
Beach/relax	47%
Combined relax/activities	44%
Culture/history	26%
Multi-centered trips	24%
Active/fitness	19%
Lakes/mountains/rural	15%
Spa	14%
Shopping	13%
Camping	10%
Theme parks	9%
Winter sports	9%
Food/drink festivals	8%
Music/arts/film festivals	8%
Sports events	8%
Group tours	7%
Adventure	5%

Traveler Type

	Int'l Traveler Target
Adventurous	18%
All-inclusive	11%
Budget	33%
Luxury	5%
Responsible	8%

Travel Party (from most recent vacation)

	Int'l Traveler Target
My partner	58%
My children	28%
Friend(s)	19%
Other family	16%
Solo	9%
Other person(s)	4%

Q Trip Type: Which of the following types of holidays do you typically take?
Q Traveler Type: Which of the following best describes the type of traveler you are?
Q Travel Party: Thinking about your most recent holiday, which of the following best describes the group or individual you went on holiday with?
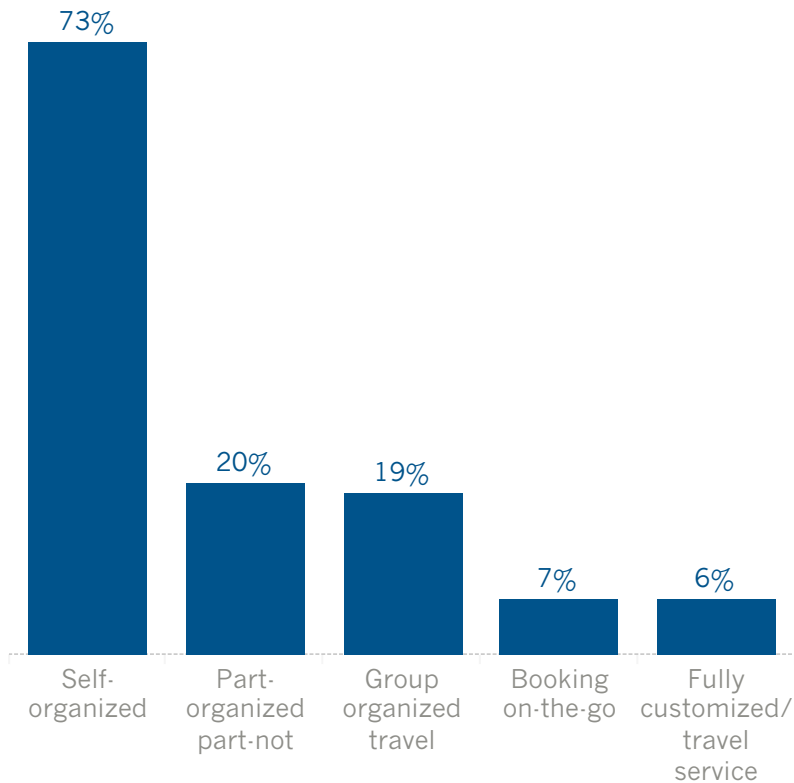
Source: YouGov (July 2022-June 2023)

Organizing/Planning Methods

The chart below shows the organizing and planning methods of of the consumer target in the focus market.

Scandinavia

Organizing Travel

Category	Value
Self-organized	73%
Part-organized part-not	20%
Group organized travel	19%
Booking on-the-go	7%
Fully customized/travel service	6%

Planning Methods

Category	Value
Online random search	52%
Friends/family	39%
Travel websites	32%
Travel Blogs	16%
DMO/CVB	16%
Social media platforms	16%
Online forums	15%
Printed resources	11%
TV/radio	6%
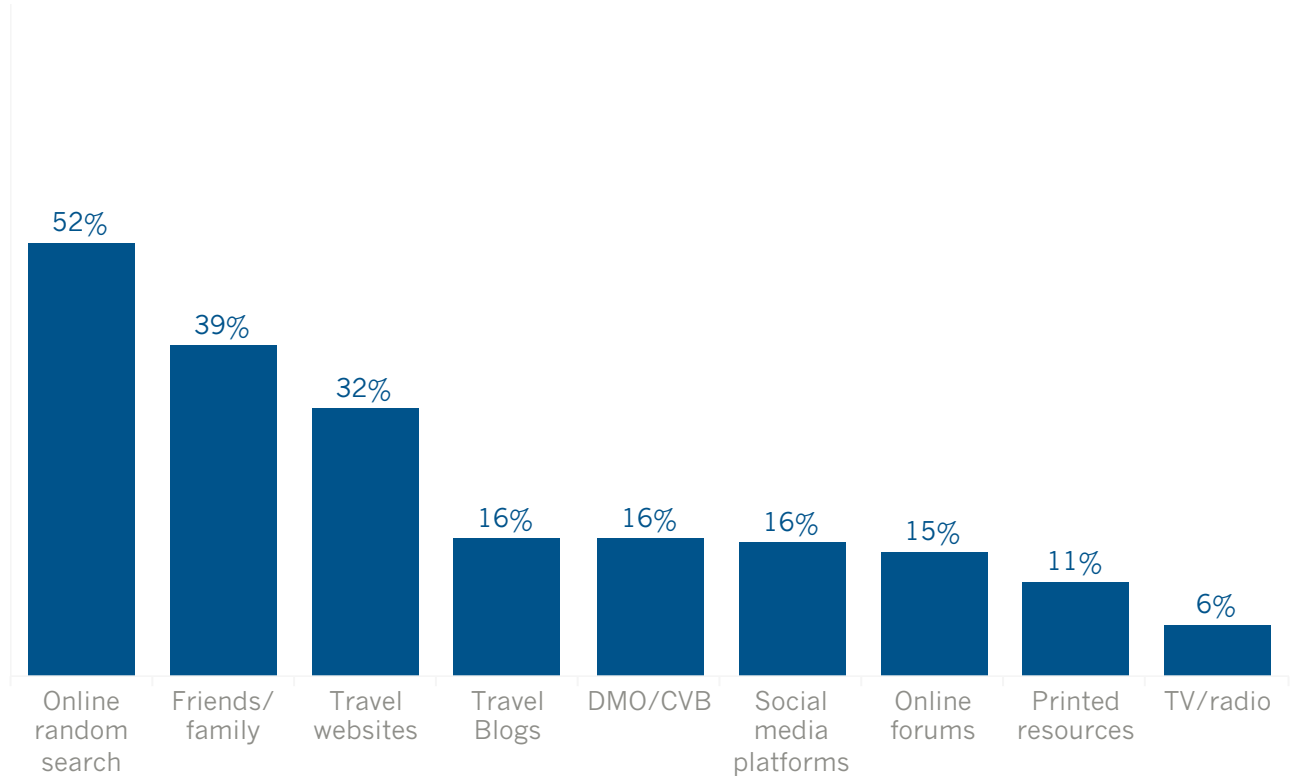
Q Organizing: Which of the following describe how you generally organize your holidays?
Q Planning: Which of the following methods do you generally use to help plan a holiday?

Booking Preferences
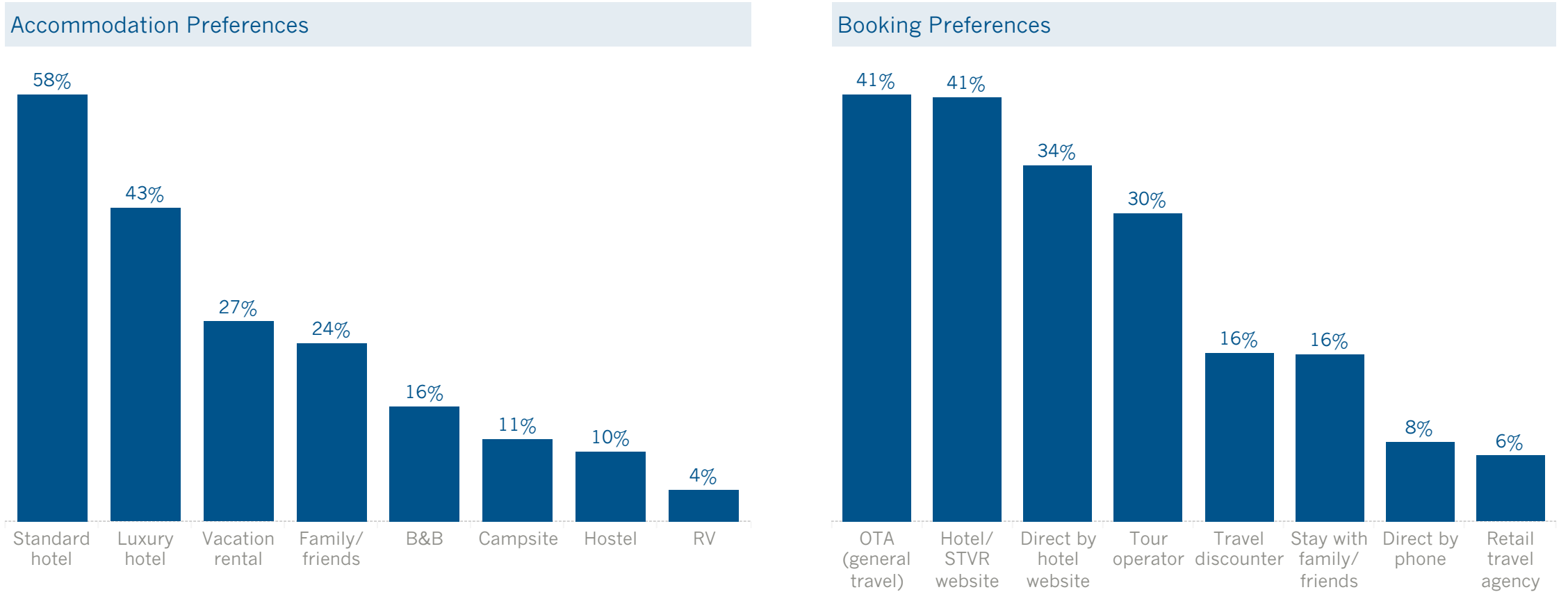
The chart below shows the accommodation preferences of of the consumer target in the focus market.

Scandinavia

Accommodation Preferences

Standard hotel	58%	
Luxury hotel	43%	
Vacation rental	27%	
Family/friends	24%	
B&B	16%	
Campsite	11%	
Hostel	10%	
RV	4%	

Booking Preferences

OTA (general travel)	41%
Hotel/STVR website	41%
Direct by hotel website	34%
Tour operator	30%
Travel discounter	16%
Stay with family/friends	16%
Direct by phone	8%
Retail travel agency	6%

Q Accommodation: Which of the following types of accommodations do you typically stay in when you are on holiday?
Q Booking: Which of the following booking methods do you typically use when booking accommodations for the holidays?
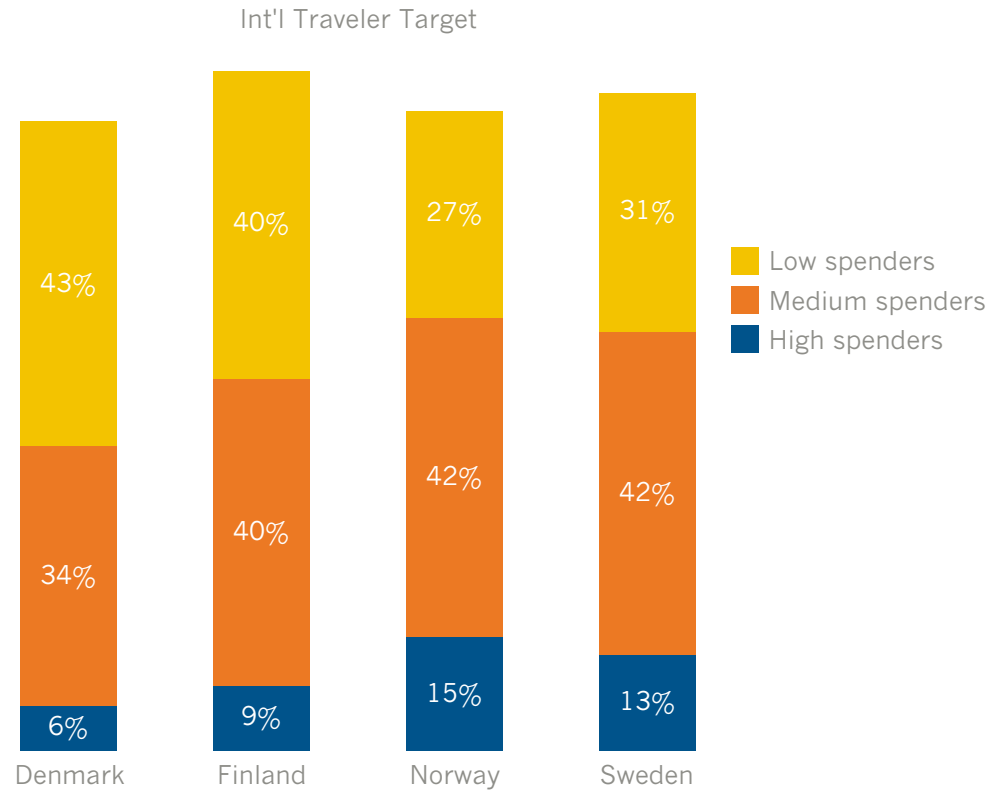
Source: YouGov (July 2022-June 2023)

Travel Spending

The chart shows the travel spending of the consumer target in the focus market based on the most recent vacation.

Scandinavia

Travel Spending (from most recent vacation)

Int'l Traveler Target

	Low spenders	Medium spenders	High spenders
Denmark	43%	34%	6%
Finland	40%	40%	9%
Norway	27%	42%	15%
Sweden	31%	42%	13%

Q: Thinking about your most recent holiday, approximately how much in total was spent per person?

Source: YouGov (July 2022-June 2023)

Media & Advertising

The data shows advertising influences and sports preferences of the target consumer in the focus market.

Scandinavia

Advertising Influences	
Social media	37%
Travel websites	27%
TV · Free to view channels	20%
Direct mail	16%
Online streaming services	15%
Magazines (digital)	13%
Billboards	12%
Local newspaper (physical)	12%
Local newspaper (digital)	11%
National newspaper (digital)	11%
Magazines (physical)	11%
Cinema	10%
Radio	10%
TV · paid/subscription	9%
Public transport	9%
National newspaper (physical)	8%
Podcast	7%

Sports Watched/Followed	
Soccer/Football	28%
Ice Hockey	21%
Athletics/Track & Field	14%
Tennis	12%
Cycling	9%
Swimming	8%
Running/Marathon	6%
Golf	6%
Basketball	6%
Boxing	5%
Volleyball	4%
Gymnastics	4%
NFL	4%
Horse Racing	3%
Baseball	1%
Cricket	1%
Australian Rules Football	1%
Rugby League	1%
Surfing	1%

Int'l leisure travelers
"Int'l Traveler Target"

Q Advertising: Thinking about your next travel or holiday related purchase,...where would you advertise to catch your attention?
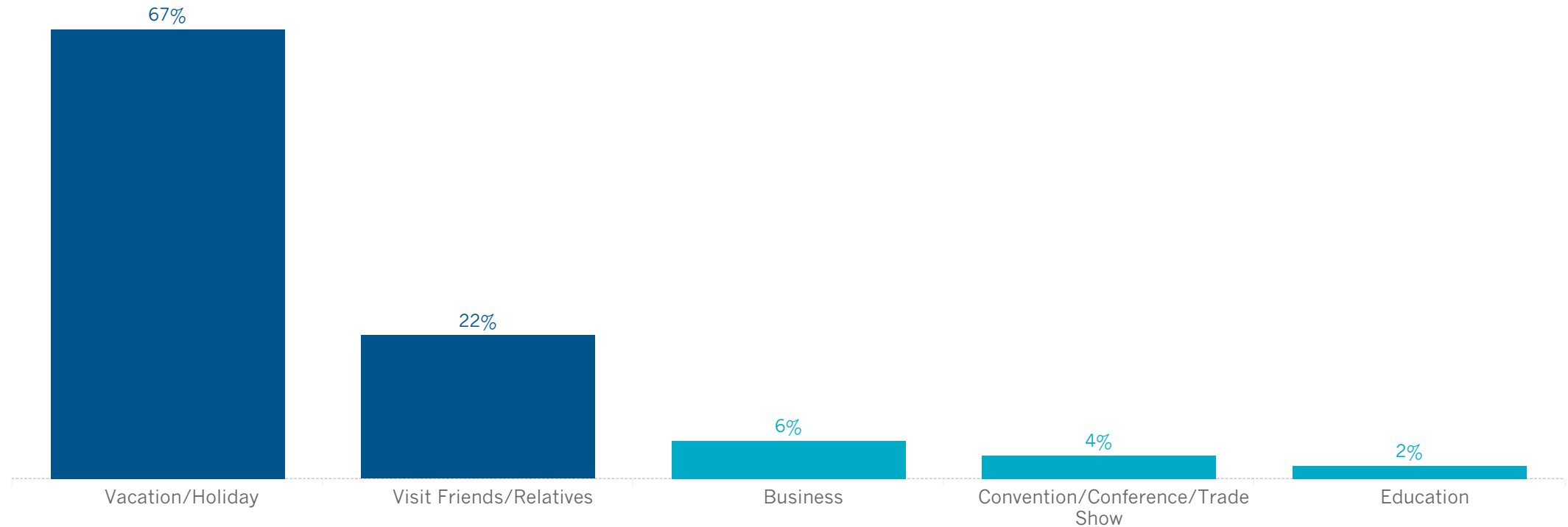Q Sports: Which of the following sports do you watch or follow?

California Travelers &
California Trip Characteristics

Main Purpose of Trip

The chart below shows the main purpose of the trip among travelers in the focus market.

Scandinavia

Main Purpose of Trip

Vacation/Holiday	Visit Friends/Relatives	Business	Convention/Conference/Trade Show	Education
67%	22%	6%	4%	2%

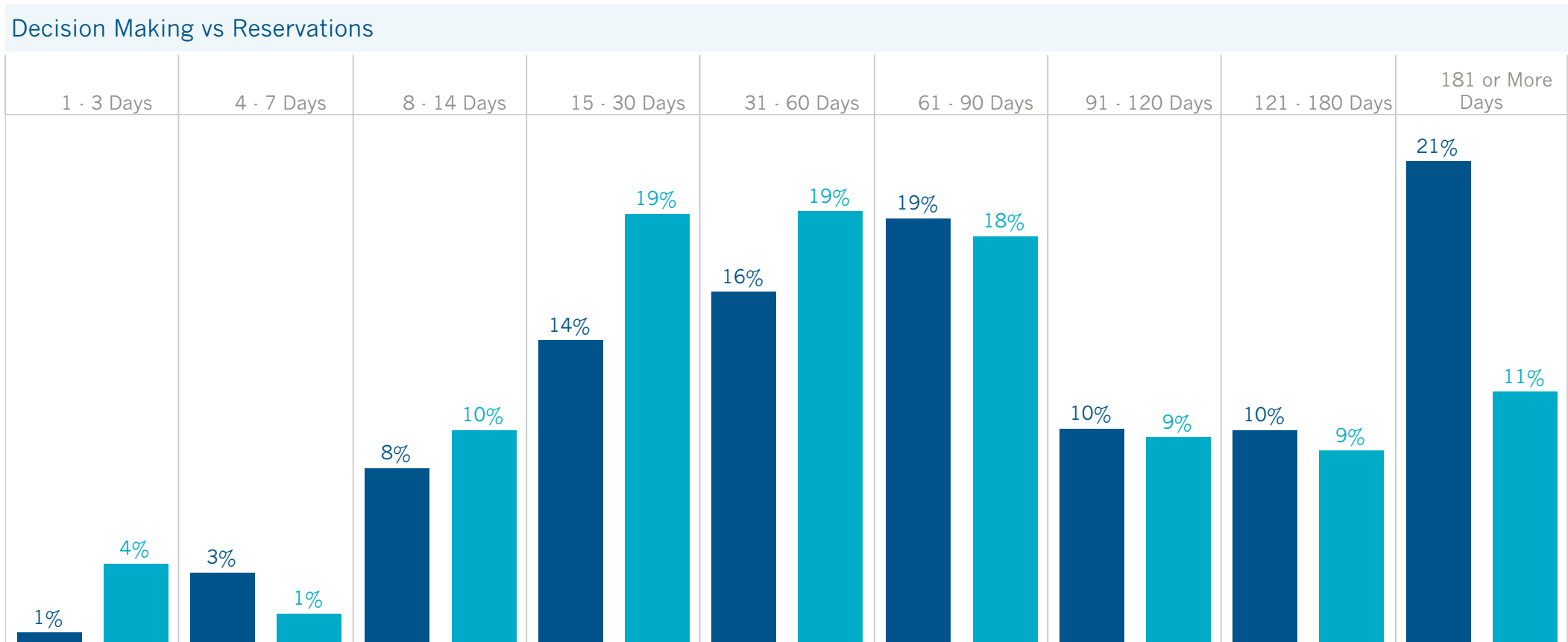Q. What was the main purpose of your trip?

Decision Making vs Reservations

The chart below shows the timeframe for making the decision to travel and making the reservations among travelers in the focus market..

Scandinavia

Decision Making vs Reservations

1 - 3 Days	4 - 7 Days	8 - 14 Days	15 - 30 Days	31 - 60 Days	61 - 90 Days	91 - 120 Days	121 - 180 Days	181 or More Days
1% / 4%	3% / 1%	8% / 10%	14% / 19%	16% / 19%	19% / 18%	10% / 9%	10% / 9%	21% / 11%

■ How many days prior to departure did you make the decision to travel?
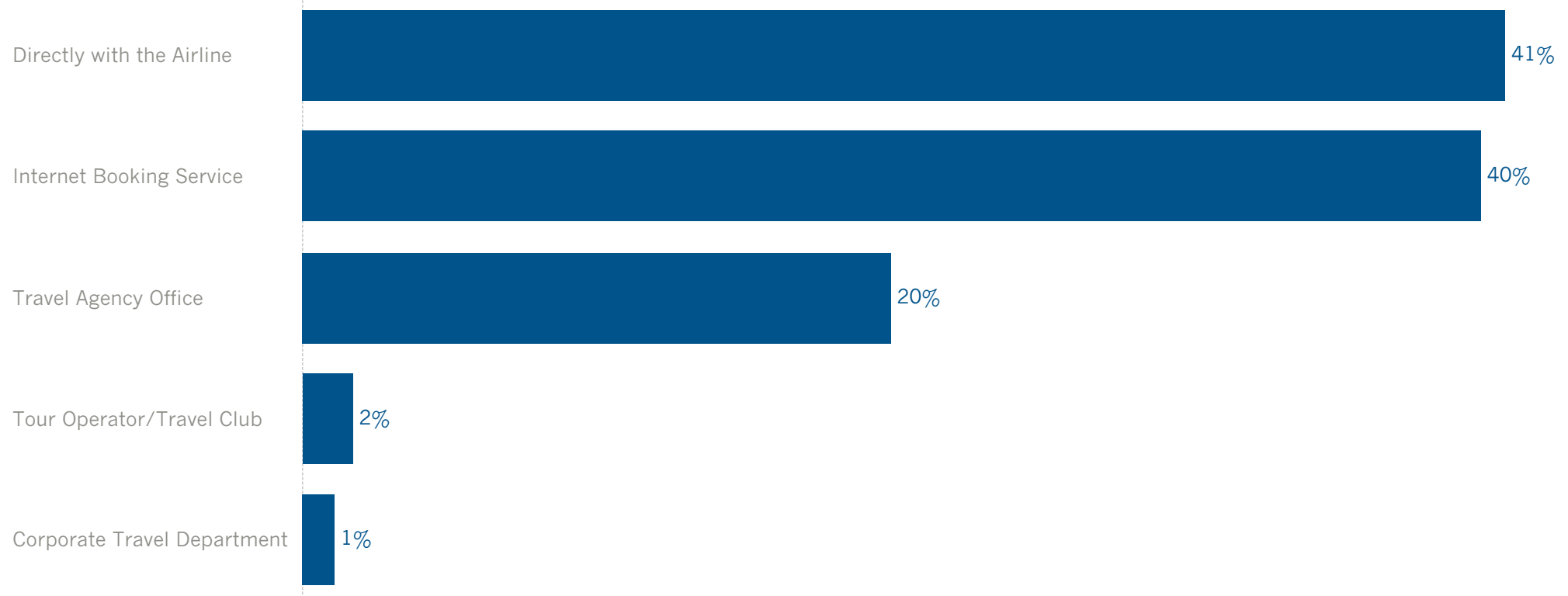■ How many days prior to departure did you make air travel reservations?

Airline Reservations

The chart below shows how airline reservations were made for the trip among travelers in the focus market.

Scandinavia

Airline Reservations

Directly with the Airline	41%
Internet Booking Service	40%
Travel Agency Office	20%
Tour Operator/Travel Club	2%
Corporate Travel Department	1%

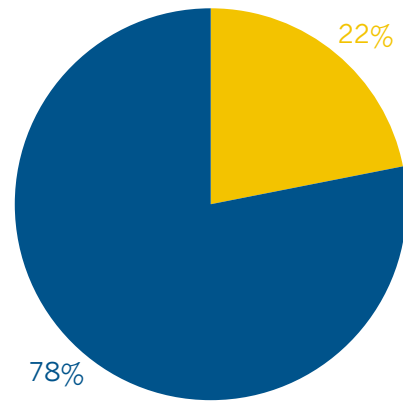Q: How were airline researvations made for this trip?

First/Repeat Visitation, Travel Party Size

The charts below show first-time and repeat visitation and travel party size among travelers from the focus market.
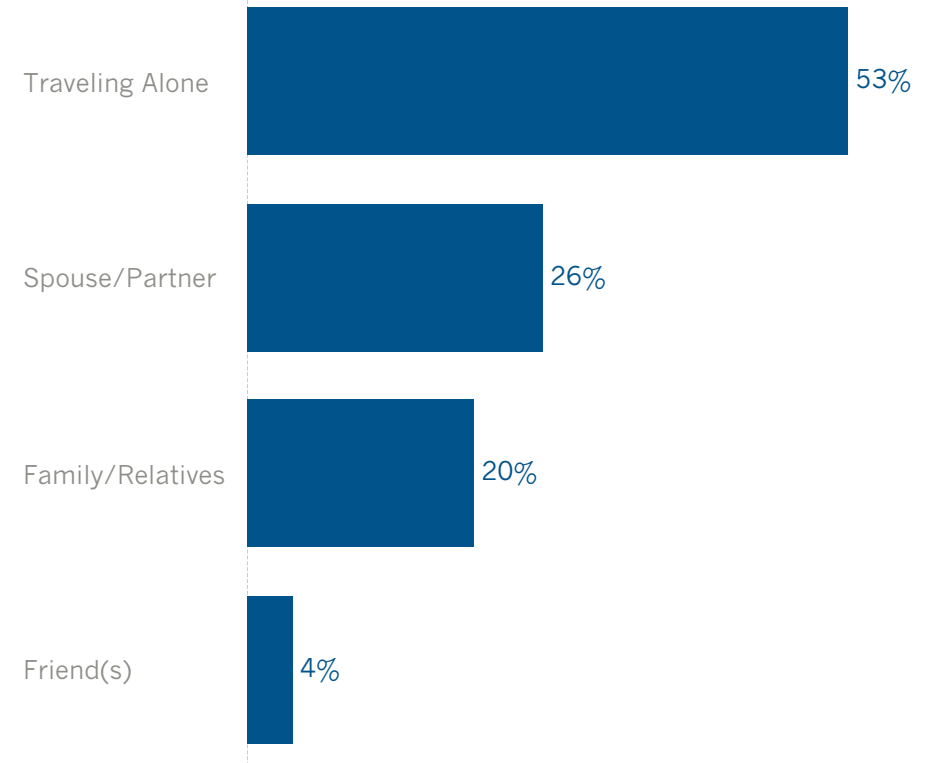
Leisure travelers

Scandinavia

First trip to the US

22%

78%

- Yes
- No

Travel Companion

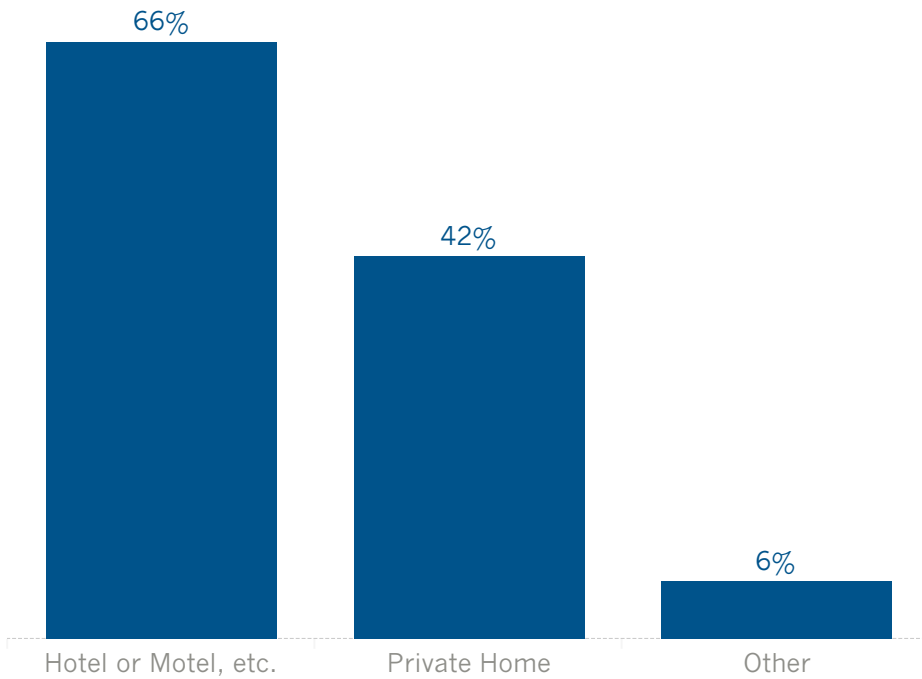|	
Traveling Alone	53%
Spouse/Partner	26%
Family/Relatives	20%
Friend(s)	4%

Types of Accommodations & Nights

The charts below show types of accommodations stayed in and number of nights in destination among travelers from the focus market.

Leisure travelers

Scandinavia

Types of Accommodations

- Hotel or Motel, etc. — 66%
- Private Home — 42%
- Other — 6%

Nights in Destination

- 8-14 Nights — 48%
- 4-7 Nights — 21%
- 15-30 Nights — 18%
- 2-3 Nights — 10%
- 31+ Nights — 2%
- 1 Night — 1%
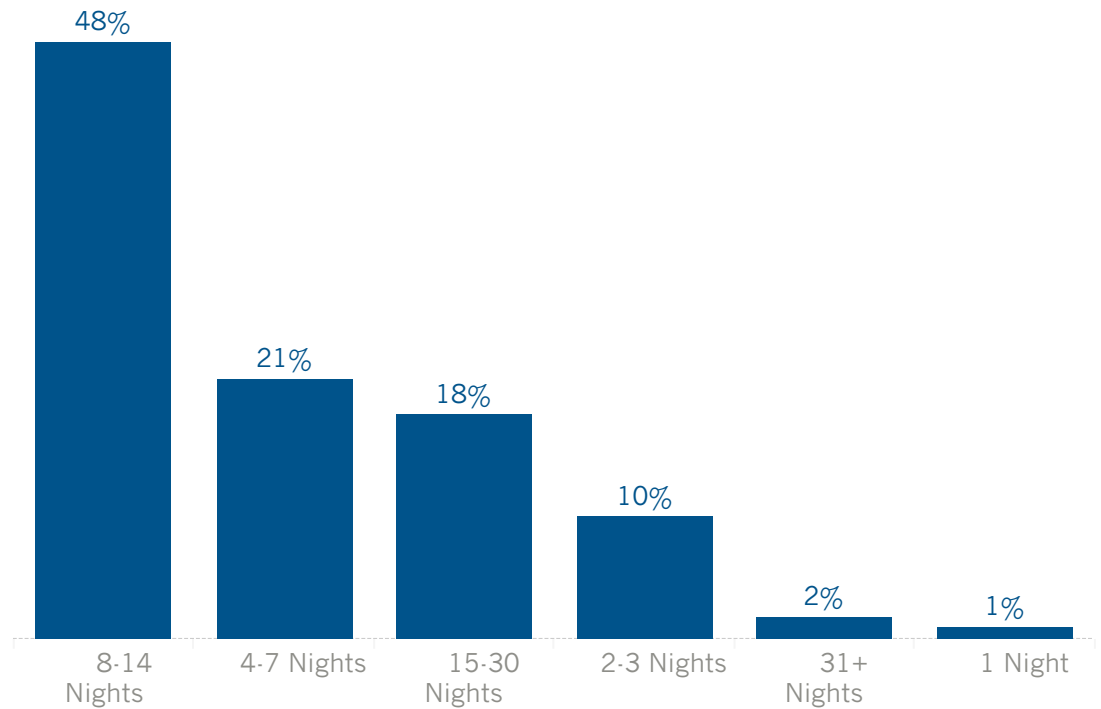
Q: Type of accomodations in the destination
Q: Overall nights in destination

Source: SIAT 2022

Destinations visited

The chart below shows top U.S. destinations visited on a trip among travelers from the focus market.

Leisure travelers

Scandinavia

US Destinations visited	
Los Angeles-Long Beach	68%
San Francisco	45%
Las Vegas	23%
Monterey-Salinas	11%
Anaheim-Santa Ana	11%
New York City	10%
Flagstaff-G.Cyn-Sedona	10%
San Diego	9%

Q: What U.S. Destinations did you visit (include main destination)?

Source: SIAT 2022
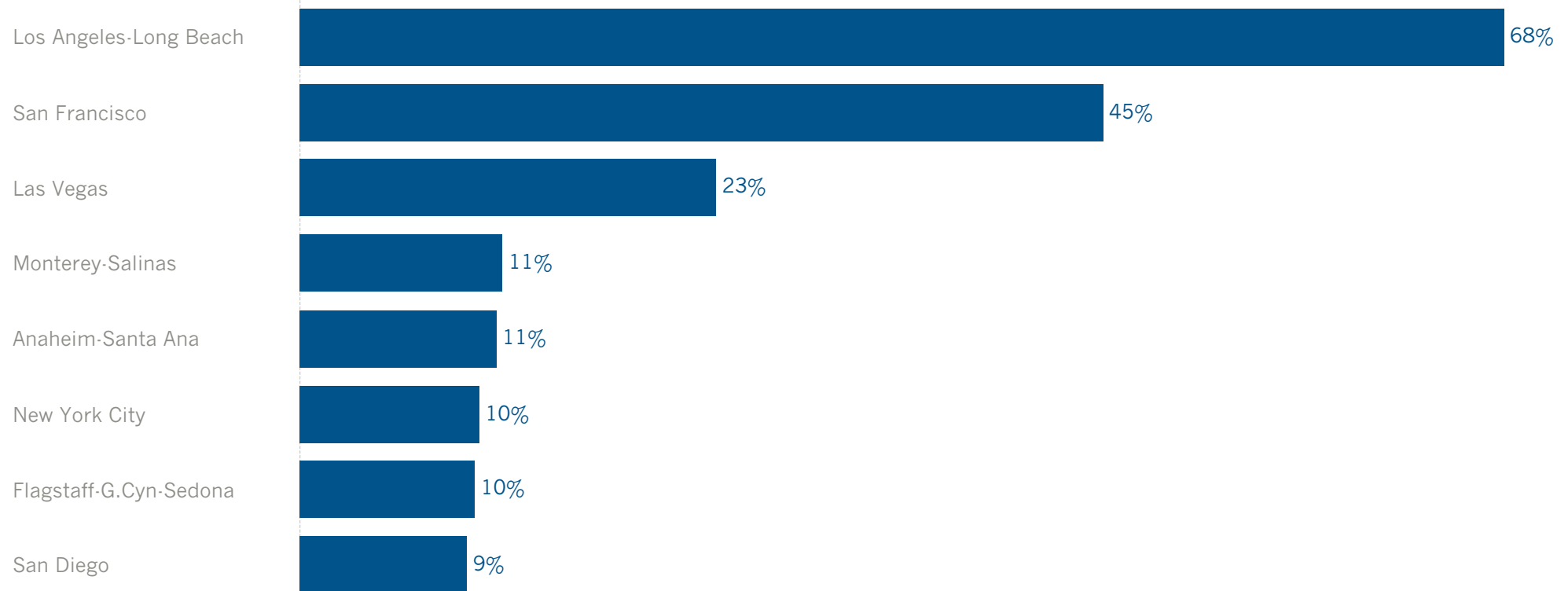
Transportation

The chart below shows the types of transportation used on the trip among travelers in the focus market.

Scandinavia

Types of Transportation	
Rented Auto	50%
Auto, Private or Company	49%
Air Travel between U.S. Cities	30%
Ride-sharing Service	26%
City Subway/Tram/Bus	24%
Taxicab/Limousine	18%
Railroad between Cities	11%
Ferry/River Taxi/Srt Scenic Cruise	11%
Bus between Cities	8%
Rented Bicycle/Motorcycle/Moped	4%
Motor Home/Camper	1%

Q: What types of transportations were used on this trip?
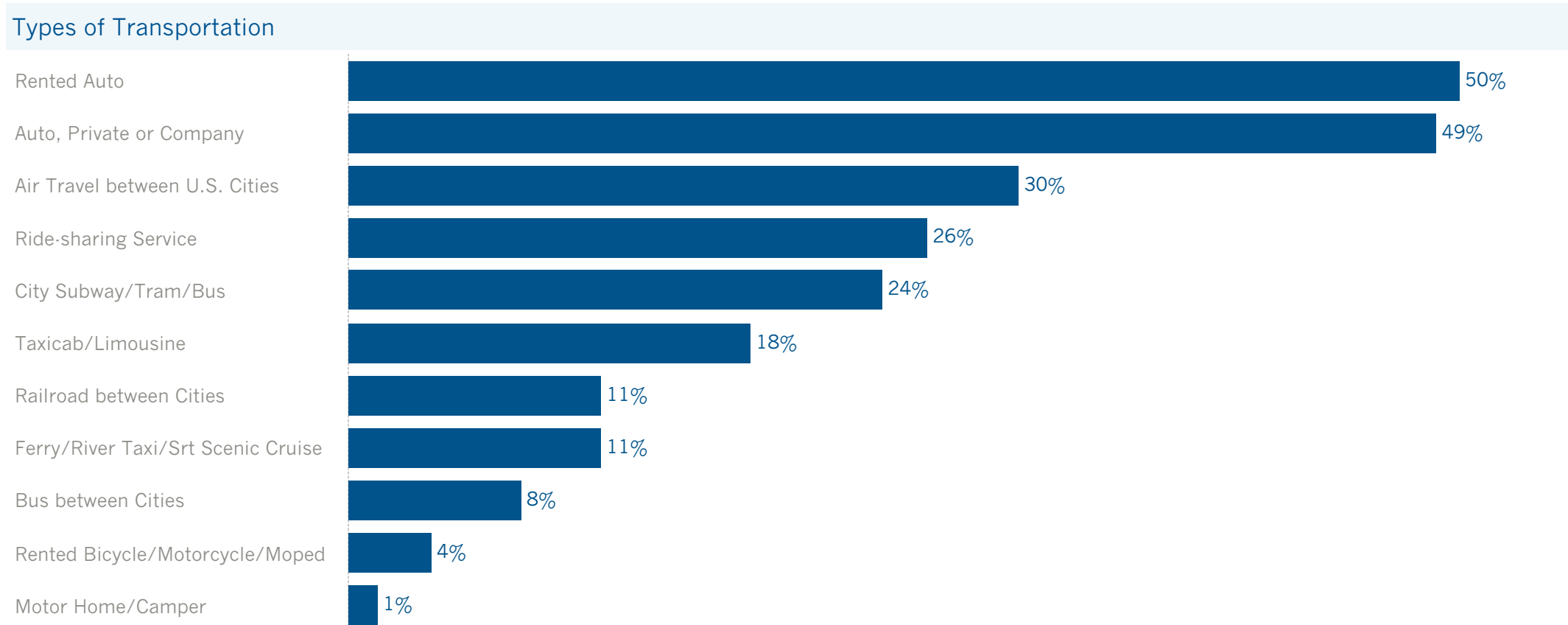
Activities

The chart below shows the leisure activities engaged in on a U.S. trip among travelers to California from the focus market.

Leisure travelers

Scandinavia

Leisure Activities

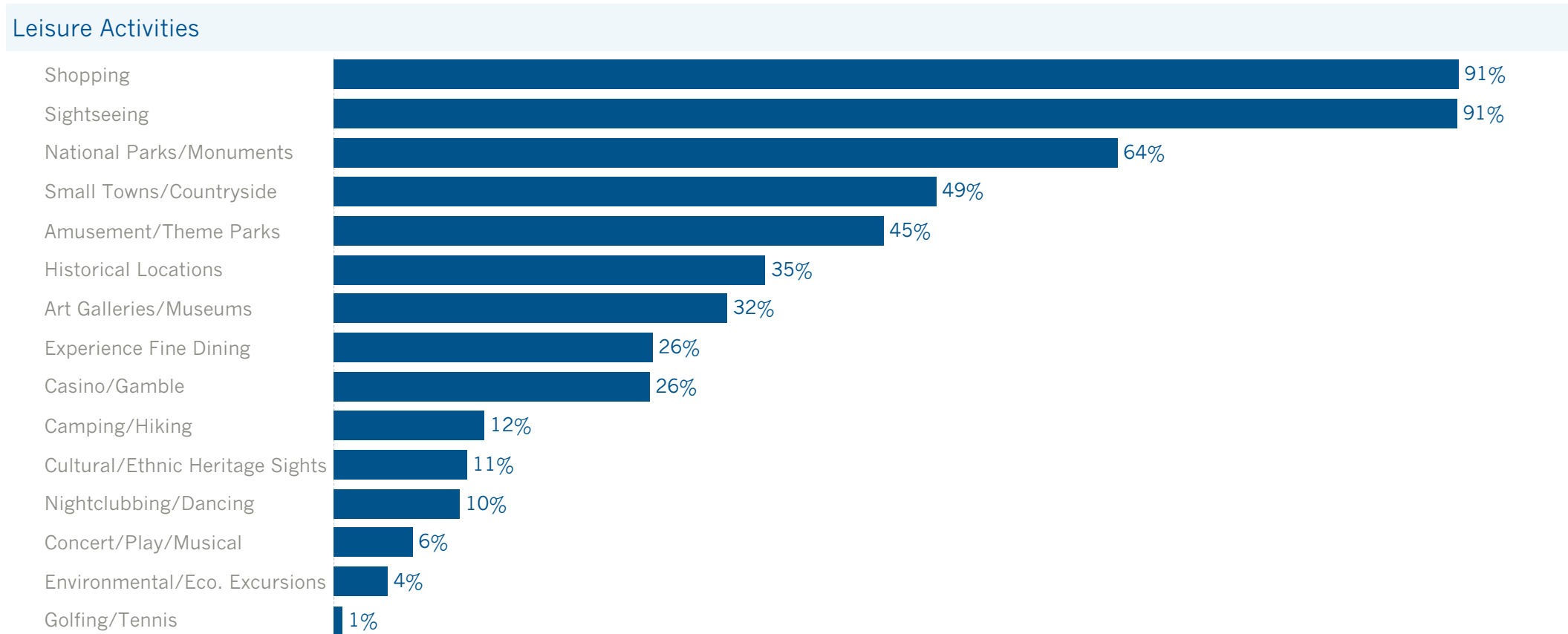| Activity	Percentage
Shopping	91%
Sightseeing	91%
National Parks/Monuments	64%
Small Towns/Countryside	49%
Amusement/Theme Parks	45%
Historical Locations	35%
Art Galleries/Museums	32%
Experience Fine Dining	26%
Casino/Gamble	26%
Camping/Hiking	12%
Cultural/Ethnic Heritage Sights	11%
Nightclubbing/Dancing	10%
Concert/Play/Musical	6%
Environmental/Eco. Excursions	4%
Golfing/Tennis	1%

Q: Did anyone engage in any of the following leisure activities?

Source: SIAT 2022

Expenditures in the US

The chart below shows mean expenditures by category among travelers to California from the focus market.

Scandinavia

Expenditures per visitor	
International Airfare	$1,218
Accommodations/Lodging	$591
Food and Beverages	$498
Shopping, Gifts, and Other Purchases	$422
Entertainment and Recreation	$341
Ground Transportation	$153
Additional Air Transportation	$116

Q. Mean expenditures per visitor/trip

Source: SIAT 2022