

CHARACTERISTICS OF TRAVELERS FROM SCANDINAVIA TO CALIFORNIA - 2010

The Scandinavian region is defined as the combined countries of Denmark, Finland, Norway and Sweden. Scandinavia is one of California's large overseas markets with approximately 181,000 visitors to California in 2010. Collectively visitors from Scandinavia spent approximately \$308 million in California.

Scandinavian visitors to California during 2009 reported spending \$105 per day during a 16.2 night average stay or approximately \$1,701 per visitor. The average spending for all overseas visitors to California was about \$1,209 (\$107 per day; 11.3 nights in California).

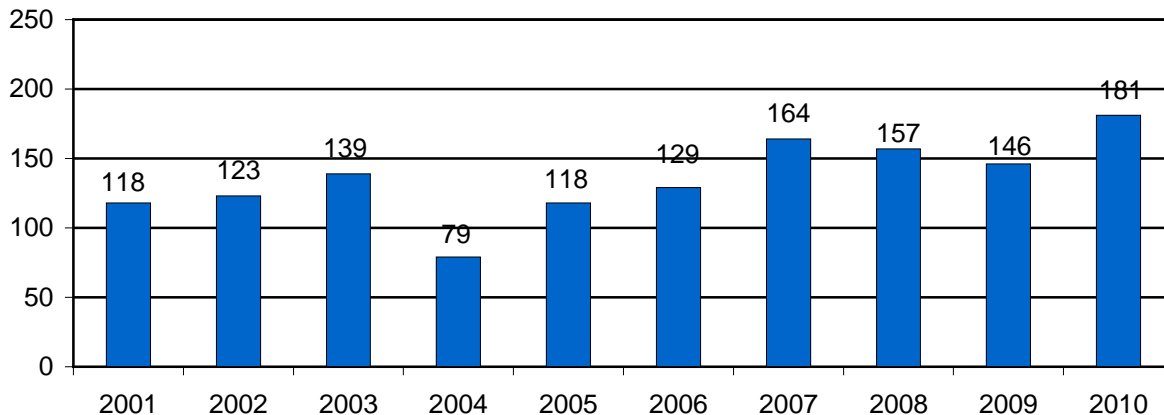
Visitors From Scandinavia

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
2000	712,281	21.9%	156,000
2001	553,015	21.3%	118,000
2002	500,325	24.6%	123,000
2003	517,815	26.8%	139,000
2004	614,109	12.9%	79,000
2005	693,279	17.0%	118,000
2006	704,594	18.3%	129,000
2007	824,122	19.9%	164,000
2008	986,052	15.9%	157,000
2009	877,722	16.6%	146,000
2010	979,626	18.5%	181,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

Number of Visitors from Scandinavia to CA, 2001-2010 (in 000s)



Source: International Trade Administration, Office of Travel and Tourism Industries.

During the past 10 years, the volume of visitors to California from Scandinavia reached its peak in 1999 at 223,000 visitors. Following this peak, the volume decreased to a low of 79,000 visitors in 2004. Since 2004, the volume of visitors has slowly increased to a high of 164,000 in 2007 dropped to 146,000 in 2009, and then rose to 181,000 in 2010.

Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Scandinavia are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from Scandinavia are more likely to:

- Use a personal computer to plan and book their trip
- Have longer trip planning and advance airline booking horizons
- Select an airline based on airfare or schedule
- Travel with friends
- Have a longer stay in both California and the U.S.
- Be on their first trip to the U.S.
- Go dining in restaurants, visit historical places, national parks, small towns, and tour the countryside
- Spend more per visitor per trip on other(misc.) spending
- Have a higher average annual household income

Conversely, visitors from Scandinavia are less likely to:

- Plan or book their trip though the airlines directly
- Book their air trip with a travel agent
- Work in a managerial/executive position

Characteristics of Travelers from Scandinavia to California, 2010

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Scandinavia (n = 213)	Leisure Visitors from Scandinavia (n = 133)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	48%	47%	70%
Visit Friends/Relatives	22%	20%	30%
Business/Professional	21%	15%	-
Convention/Conference	5%	10%	-
Other Purpose	5%	9%	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	67%	68%	85%
Visit Friends/Relatives	39%	38%	43%
Business/Professional	24%	21%	1%
Convention/Conference	9%	14%	2%
Sources Used to Plan Trip**			
Personal Computer	44%	56%	57%
Travel Agency	40%	40%	40%
Airlines Directly	23%	13%	13%
Friends/Relatives	17%	18%	26%
Travel Guides	10%	9%	15%
Corporate Travel Department	8%	5%	-
Tour Company	5%	2%	1%
State/City Travel Office	4%	2%	2%
Newspapers/Magazines	3%	-	1%
Advance Planning for Trip			
7 days or less	6%	3%	4%
8 - 30 days	28%	14%	7%
31 - 60 days	20%	20%	19%
61 - 90 days	12%	14%	18%
More than 3 Months	34%	49%	53%
Total	100%	100%	100%
Average Planning Time in Days	98 days	132 days	141 days
Advance Airline Reservations			
7 days or less	12%	6%	6%
8 - 30 days	38%	26%	18%
31 - 60 days	17%	18%	21%
61 - 90 days	10%	9%	13%
91 - 120 days	7%	15%	13%
121 - 180 days	10%	15%	18%
6 Months or More	7%	10%	11%
Total	100%	100%	100%
Average Booking in Days	68 days	93 days	99 days

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

** Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries
"Survey of International Air Travelers."

**Characteristics of Travelers from Scandinavia to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Scandinavia (n = 213)	Leisure Visitors from Scandinavia (n = 133)
Means of Booking Air Trip			
Travel Agent	46%	35%	38%
Personal Computer	26%	47%	53%
Airlines Directly	13%	4%	2%
Corporate Travel Department	8%	7%	-
Tour Operator	4%	3%	3%
Travel Club	1%	-	-
Other/Don't Know	2%	5%	5%
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	29%	40%	47%
Schedule	14%	27%	23%
Non-Stop Flight	14%	11%	13%
Mileage Bonus/Frequent Flyer Program	10%	2%	2%
Previous Good Experience	9%	10%	6%
Safety Reputation	8%	1%	1%
Airline Loyalty	4%	-	-
In-flight Service	4%	-	-
Employer policy	3%	3%	-
Other	6%	6%	8%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	84%	94%	95%
Executive/Business	15%	6%	5%
First Class	2%	-	-
Total	100%	100%	100%
Use of Package			
Yes	14%	10%	15%
No	86%	90%	85%
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	4%	-
8 - 30 days	27%	-	-
31 - 60 days	15%	7%	8%
61 - 90 days	10%	4%	4%
91 - 120 days	11%	4%	4%
121 - 180 days	20%	50%	55%
6 Months or More	14%	32%	28%
Total	100%	100%	100%

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**Characteristics of Travelers from Scandinavia to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Scandinavia (n = 213)	Leisure Visitors from Scandinavia (n = 133)
Travel Companions**			
Traveling Alone	39%	35%	18%
Spouse	27%	18%	26%
Family/Relatives	25%	26%	38%
Friends	11%	25%	33%
Business Associates	8%	9%	1%
Tour Group	2%	1%	-
Average Travel Party Size	1.6	1.6	1.9
Median Travel Party Size	1.0	1.0	2.0
Type of Lodging**			
Hotel / Motel	78%	84%	84%
Private Home	29%	30%	34%
Other	4%	7%	5%
Length of Stay			
Mean Nights in the U.S.	22.8 nights	31.6 nights	17.7 nights
Mean Nights in California	11.3 nights	16.2 nights	10.5 nights
% of California Nights	50%	51%	59%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	27%	38%	44%
Average Trips to the U.S. in Past Year	1.8 trips	1.6 trips	1.3 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	3.4 trips	2.1 trips
Average Number of States Visited	2.1 states	2.0 states	2.1 states
Average Number of Destinations Visited	3.0 dest.	3.0 dest.	3.3 dest.
Places Visited in the U.S.**			
Los Angeles	60%	58%	67%
San Francisco	47%	53%	56%
Las Vegas	29%	30%	42%
New York City	16%	24%	25%
San Diego	14%	16%	17%
Flagstaff	8%	4%	6%
Anaheim-Santa Ana	7%	5%	8%
Grand Canyon	5%	4%	6%
San Jose	5%	6%	5%
DC Metro Area	5%	3%	4%
Yosemite	4%	3%	5%
Chicago	4%	6%	4%
Monterey-Salinas	4%	6%	7%
Miami	4%	1%	2%
Riverside/San Bernardino	4%	5%	5%
Seattle	3%	2%	2%
Sacramento	3%	1%	2%

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**Characteristics of Travelers from Scandinavia to California
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Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Scandinavia (n = 213)	Leisure Visitors from Scandinavia (n = 133)
Activities Experienced While in the U.S.**			
Shopping	88%	87%	88%
Dining Out	85%	97%	97%
Sightseeing in Cities	57%	56%	61%
Historical Places	47%	56%	63%
Amusement/Theme Parks	40%	47%	60%
National Parks	38%	49%	55%
Visiting Small Towns	38%	52%	63%
Cultural Heritage Sites	31%	29%	40%
Touring Countryside	31%	46%	56%
Art Gallery/Museum	26%	25%	21%
Casinos/Gambling	25%	32%	47%
Guided Tours	23%	28%	40%
Transportation While in the U.S.**			
Rented Auto	41%	44%	43%
Taxi/Limousine	39%	44%	37%
Airlines in U.S.	37%	32%	30%
Company or Private Auto	28%	28%	33%
City Subway/Tram/Bus	25%	26%	28%
Railroad between Cities	12%	19%	19%
Bus between Cities	10%	10%	8%
Motor Home/Camper	2%	2%	2%
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,797	\$5,395	\$3,282
Per Visitor/Trip (U.S.)	\$2,435	\$3,322	\$1,725
Per Visitor Per Day	\$107	\$105	\$98
Per Visitor/Trip (California)	\$1,209	\$1,701	\$1,029
Spending by Category (Per Visitor/Trip)			
Lodging	\$661	\$1,287	\$465
Food/Beverages	\$514	\$552	\$429
Gifts/Souvenirs	\$421	\$295	\$301
Transportation in the U.S.	\$384	\$357	\$249
Entertainment	\$243	\$189	\$183
Expenses at the Airport	\$34	\$22	\$26
Other	\$179	\$619	\$74
Total Spending Per Visitor/Trip	\$2,435	\$3,322	\$1,725

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**Characteristics of Travelers from Scandinavia to California
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Payment Method for Trip Expenses			
Credit Cards	52%	55%	54%
Cash	39%	34%	38%
Debit Cards	7%	11%	8%
Travelers Checks	1%	-	-
Total	100%	100%	100%
Age			
Average Age - Males	43 years	39 years	39 years
Average Age - Females	40 years	34 years	36 years
Occupation			
Professional/Technical	33%	31%	31%
Manager/Executive	29%	19%	14%
Student	10%	24%	22%
Retired	9%	3%	3%
Clerical/Sales	8%	10%	16%
Other	12%	13%	14%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	8%	12%	16%
\$20,000 - \$39,999	13%	6%	8%
\$40,000 - \$59,999	14%	7%	3%
\$60,000 - \$79,999	13%	9%	11%
\$80,000 - \$99,999	11%	16%	11%
\$100,000 - \$119,999	11%	12%	14%
\$120,000 - \$139,999	7%	8%	8%
\$140,000 - \$159,999	6%	5%	4%
\$160,000 - \$179,999	3%	7%	7%
\$180,000 - \$199,999	3%	2%	2%
\$200,000 and over	13%	17%	16%
Total	100%	100%	100%
Average Annual Income	\$96,200	\$107,500	\$103,600

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