

CHARACTERISTICS OF TRAVELERS FROM SCANDINAVIA TO CALIFORNIA - 2008

The Scandinavian region was defined as the combined countries of Denmark, Finland, Norway and Sweden. Scandinavia was one of California's large overseas markets with approximately 157,000 visitors to California in 2008. Collectively visitors from Scandinavia spent approximately \$245 million in California.

Scandinavian visitors to California during 2008 reported spending \$121 per day during a 12.9 night average stay or approximately \$1,561 per visitor. The average spending for all overseas visitors to California was about \$1,353 (\$123 per day; 11.0 nights in California).

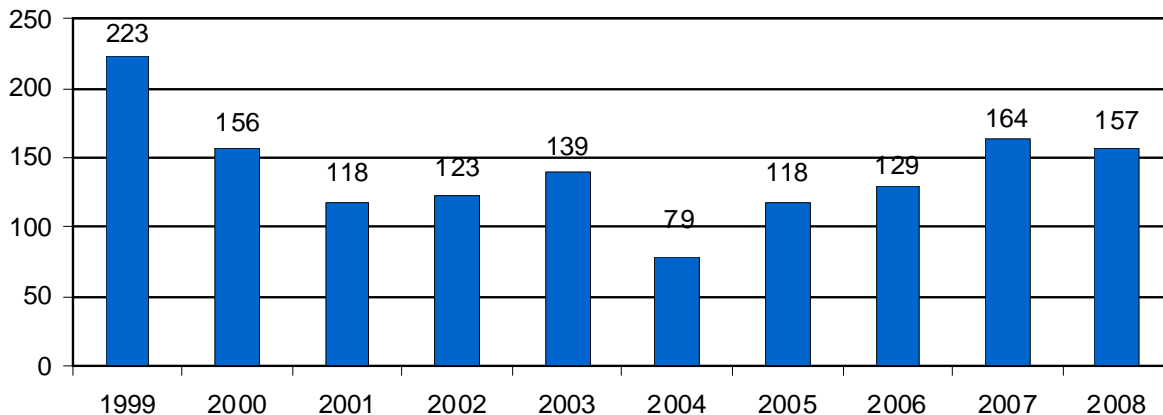
Visitors From Scandinavia

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
1999	696,960	32.0%	223,000
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

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, 1999-2008 (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 and then 157,000 in 2008.

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:

- Have longer trip planning and advance airline booking horizons
- Select an airline due to airfare or schedule
- Travel in economy/tourist/coach class
- Go shopping and tour the countryside
- Use credit cards to pay for trip expenses
- Have a higher average annual household income

Conversely, visitors from Scandinavia are less likely to:

- Travel in executive/business class
- Travel with a spouse
- Work in a management or executive occupation

Characteristics of Travelers from Scandinavia to California – 2008

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Scandinavia (n = 258)	Leisure Visitors from Scandinavia (n = 139)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	43%	41%	69%
Visit Friends/Relatives	19	19	32
Business/Professional	27	26	-
Convention/Conference	7	7	-
Other Purpose	5	7	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	63%	63%	84%
Visit Friends/Relatives	37	41	53
Business/Professional	31	33	11
Convention/Conference	11	12	1
Sources Used to Plan Trip**			
Airlines Directly	21%	16%	18%
Corporate Travel Department	11	11	2
Personal Computer	42	38	48
Friends/Relatives	16	13	19
Newspapers/Magazines	3	2	4
State/City Travel Office	4	0	1
Tour Company	6	2	4
Travel Agency	43	44	42
Travel Guides	10	7	10
Advance Planning for Trip			
7 days or less	9%	8%	9%
8 - 30 days	30	22	13
31 - 60 days	19	22	17
61 - 90 days	13	11	11
More than 3 Months	30	37	51
Total	100%	100%	100%
Average Planning Time in Days	92	108	136
Advance Airline Reservations			
7 days or less	16%	11%	10%
8 - 30 days	38	25	18
31 - 60 days	17	27	20
61 - 90 days	10	10	12
91 - 120 days	5	11	17
121 - 180 days	8	9	14
6 Months or More	6	7	10
Total	100%	100%	100%
Average Booking in Days	60	72	91

* 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
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**Characteristics of Travelers from Scandinavia to California
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Scandinavia (n = 258)	Leisure Visitors from Scandinavia (n = 139)
Means of Booking Air Trip			
Airlines Directly	12%	9%	12%
Corporate Travel Department	11	10	-
Personal Computer	22	29	37
Travel Agent	48	47	46
Travel Club	1	-	-
Tour Operator	4	1	2
Other/Don't Know	3	3	4
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	24%	35%	35%
Schedule	15	26	25
Non-Stop Flight	13	8	6
Mileage Bonus/Frequent Flyer Program	12	7	5
Previous Good Experience	10	6	6
Safety Reputation	7	2	3
Airline Loyalty	4	3	4
In-flight Service	5	5	8
Employer policy	4	1	-
Other	6	9	7
Airline Seating Area			
Economy/Tourist/Coach	77%	87%	84%
Executive/Business	20	12	14
First Class	3	1	2
Total	100%	100%	100%
Use of Package			
Yes	11%	12%	20%
No	89	88	80
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	4%	4%
8 - 30 days	26	-	-
31 - 60 days	23	11	9
61 - 90 days	12	3	3
91 - 120 days	5	43	44
121 - 180 days	17	29	30
6 Months or More	14	11	11
Total	100%	100%	100%

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**Characteristics of Travelers from Scandinavia to California
(2008 - cont.)**

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Travel Companions**			
Business Associates	10%	10%	-
Family/Relatives	23	30	46%
Friends	12	15	21
Spouse	27	16	20
Tour Group	2	1	1
Traveling Alone	39	37	23
Average Travel Party Size	1.5	1.6	1.9
Median Travel Party Size	1.0	1.0	2.0
Type of Lodging**			
Hotel / Motel	78%	80%	74%
Private Home	28	29	38
Other	4	5	7
Length of Stay			
Mean Nights in the U.S.	21.2	23.4	21.0
Mean Nights in California	11.0	12.9	12.2
% of California Nights	52%	55%	58%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	24%	23%	33%
Average Trips to the U.S. in Past Year	2.0	1.7	1.6
Average Trips to the U.S. in Past 5 Years	6.3	3.0	3.6
Average Number of States Visited	2.0	2.0	2.3
Average Number of Destinations Visited	2.9	2.9	3.5
Places Visited in the U.S.**			
Los Angeles	53%	53%	60%
San Francisco	49	51	52
Las Vegas	28	24	36
New York City	17	24	33
San Diego	13	20	23
San Jose	7	9	6
Anaheim-Santa Ana	7	2	2
Yosemite	5	5	9
Grand Canyon	4	5	7
Chicago	4	2	2
DC Metro Area	4	4	4
Monterey-Salinas	4	5	7
Seattle	3	3	5
Sacramento	3	2	4
Riverside/San Bernardino	3	1	2
Santa Barbara	3	4	5

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(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from Scandinavia (n = 258)	Leisure Visitors from Scandinavia (n = 139)
Activities Experienced While in the U.S.**			
Dining Out	87%	90%	92%
Shopping	85	93	95
Sightseeing in Cities	53	52	60
Historical Places	44	48	58
Visiting Small Towns	36	37	47
National Parks	35	33	47
Amusement/Theme Parks	34	39	53
Touring Countryside	30	41	47
Cultural Heritage Sites	28	27	36
Casinos/Gambling	24	19	24
Art Gallery/Museum	23	24	32
Guided Tours	22	26	36
Transportation While in the U.S.**			
Taxi/Limousine	42%	41%	33%
Airlines in U.S.	40	36	43
Rented Auto	36	40	43
Company or Private Auto	28	21	26
City Subway/Tram/Bus	26	23	28
Railroad between Cities	11	15	15
Bus between Cities	9	6	9
Motor Home/Camper	2	-	-
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,998	\$4,661	\$4,556
Per Visitor/Trip (U.S.)	2,607	2,845	2,361
Per Visitor Per Day	123	121	112
Per Visitor/Trip (California)	\$1,353	\$1,561	\$1,366
Spending by Category (Per Visitor/Trip)			
Lodging	\$800	\$876	\$736
Food/Beverages	526	595	578
Gifts/Souvenirs	450	525	372
Transportation in the U.S.	425	355	316
Entertainment	234	203	193
Expenses at the Airport	37	36	22
Other	135	255	144
Total Spending Per Visitor/Trip	\$2,607	\$2,845	\$2,361

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Payment Method for Trip Expenses			
Credit Cards	53%	62%	53%
Cash	37	30	35
Debit Cards	6	8	12
Travelers Checks	3	-	-
Total	100%	100%	100%
Age			
Average Age - Males	41	43	46
Average Age - Females	38	37	35
Occupation			
Manager/Executive	34%	24%	24%
Professional/Technical	32	40	26
Student	8	15	17
Clerical/Sales	7	9	16
Retired	6	8	13
Other	13	4	5
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	6%	7%	5%
\$20,000 - \$39,999	10	6	9
\$40,000 - \$59,999	13	10	11
\$60,000 - \$79,999	11	9	13
\$80,000 - \$99,999	11	11	12
\$100,000 - \$119,999	11	9	7
\$120,000 - \$139,999	7	7	5
\$140,000 - \$159,999	6	8	8
\$160,000 - \$179,999	4	6	3
\$180,000 - \$199,999	3	5	8
\$200,000 and over	18	22	20
Total	100%	100%	100%
Average Annual Income	\$107,200	\$121,100	\$115,500

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