

CHARACTERISTICS OF TRAVELERS FROM SWEDEN TO CALIFORNIA - 2007

Sweden was one of California's top-twenty overseas markets with approximately 70,000 visitors to California in 2007. Collectively visitors from Sweden spent approximately \$96 million in California.

Swedish visitors to California during 2007 reported spending \$90 per day during a 15.2 night average stay or approximately \$1,368 per visitor. The average spending for all overseas visitors to California was about \$1,166 (\$111 per day; 10.5 nights in California).

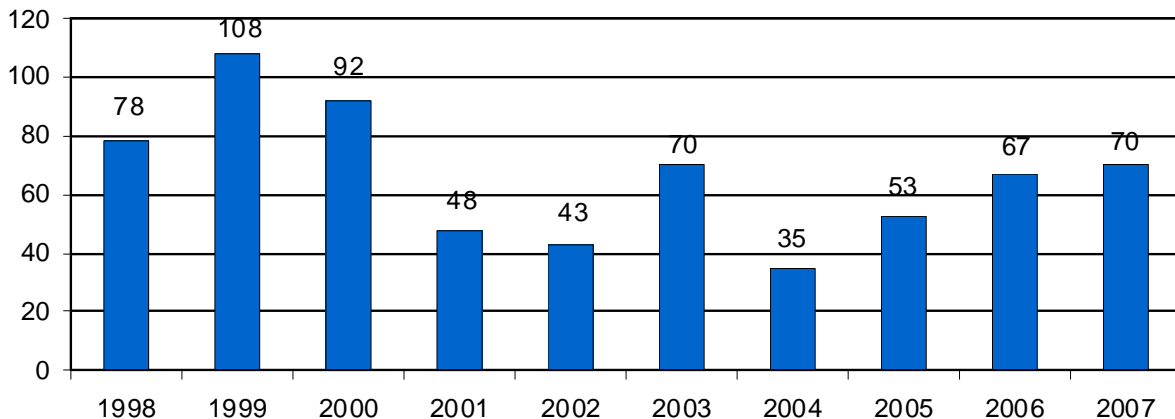
Visitors From Sweden

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
1997	286,563	26.9%	77,000
1998	300,925	25.9%	78,000
1999	314,258	34.4%	108,000
2000	321,881	28.6%	92,000
2001	230,538	20.8%	48,000
2002	204,156	21.1%	43,000
2003	211,386	33.1%	70,000
2004	254,258	13.8%	35,000
2005	290,530	18.1%	53,000
2006	285,994	23.6%	67,000
2007	337,474	20.6%	70,000

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 Sweden to CA, 1998-2007 (in 000s)



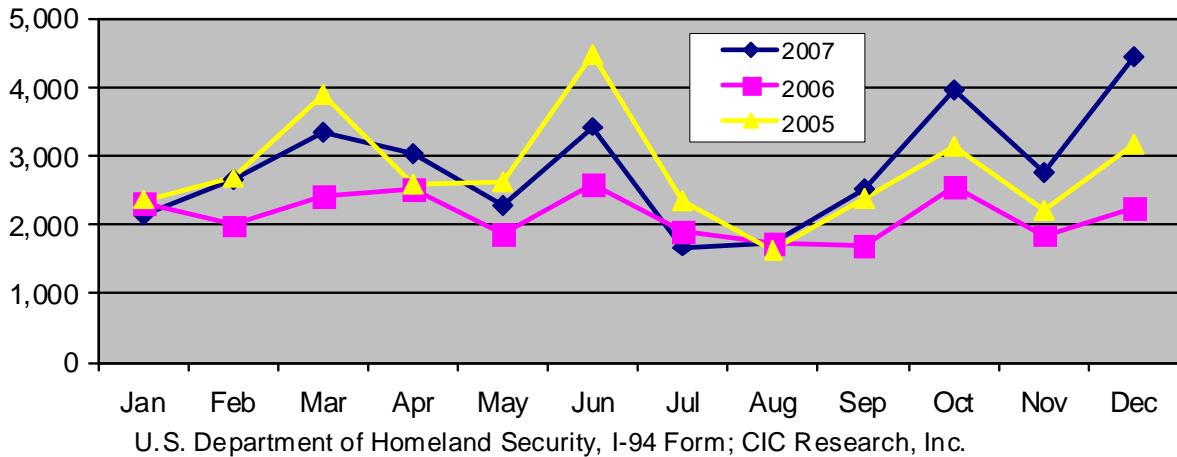
Source: International Trade Administration, Office of Travel and Tourism Industries.

Visitor volumes from Sweden to California were at their peak in 1999 with 108,000 visitors. This was also the year of California's highest market share of visitors from Sweden (34%). After dropping and rising over the next five years, the number of visitors from Sweden to the U.S. has steadily increased over the past three years to 70,000 visitors in 2007. However, California's market share of these visitors has varied from year to year.

Swedish Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Sweden to California were mostly higher in 2007 compared with 2006. In the first half of the year they were lower than in 2005, but increased to a higher level in the second half of the year. In general, Swedish resident arrivals at California ports-of-entry peaked in March, June, October, and December. The lowest volumes were recorded in July and August.

**Residents of Sweden
Monthly Port of Entry Arrivals to CA
2005-2007**



Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Sweden 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 Sweden are more likely to:

- Travel to California to visit friends or relatives
- Have longer trip planning and advance airline booking horizons
- Use a personal computer to book their air trip
- Select an airline due to airfare
- Travel with family/relatives
- Stay in a private home
- Stay more time in the U.S. and California
- Visit small towns and tour the countryside
- Use airlines to travel while in the U.S.
- Have a professional or technical occupation or be a student
- Spend a higher percentage of their travel dollar on food and beverages
- Spend a lower percentage of their travel dollar on lodging and gifts/souvenirs
- Have a lower average annual household income

Conversely, visitors from Sweden are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Book their air trip through a travel agent
- Make use of a travel package
- Travel with a spouse
- Visit Las Vegas as part of their trip
- Have a managerial or executive occupation

Characteristics of Travelers from Sweden to California – 2007

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Sweden (n = 122)	Leisure Visitors from Sweden (n = 66)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	37%	26%	45%
Visit Friends/Relatives	20	32	55
Business/Professional	31	24	-
Convention/Conference	8	9	-
Other Purpose	4	10	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	55%	49%	61%
Visit Friends/Relatives	38	49	73
Business/Professional	35	34	9
Convention/Conference	13	16	1
Sources Used to Plan Trip**			
Airlines Directly	19%	17%	15%
Corporate Travel Department	12	6	-
Personal Computer	36	42	53
Friends/Relatives	15	16	24
Newspapers/Magazines	3	2	3
State/City Travel Office	3	3	5
Tour Company	5	2	-
Travel Agency	48	41	36
Travel Guides	9	3	6
Advance Planning for Trip			
7 days or less	9%	6%	1%
8 - 30 days	36	15	9
31 - 60 days	20	20	27
61 - 90 days	11	17	15
More than 3 Months	25	33	41
Total	100%	100%	100%
Average Planning Time in Days	81	116	127
Advance Airline Reservations			
7 days or less	16%	11%	7%
8 - 30 days	43	27	20
31 - 60 days	16	31	29
61 - 90 days	8	10	13
91 - 120 days	6	6	5
121 - 180 days	6	11	18
6 Months or More	5	4	9
Total	100%	100%	100%
Average Booking in Days	55	63	80

* 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 Sweden to California
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Sweden (n = 122)	Leisure Visitors from Sweden (n = 66)
Means of Booking Air Trip			
Airlines Directly	10%	12%	15%
Corporate Travel Department	12	8	4
Personal Computer	18	29	32
Travel Agent	54	45	40
Travel Club	-	-	-
Tour Operator	4	-	-
Other/Don't Know	2	6	10
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	24%	37%	31%
Schedule	16	18	15
Non-Stop Flight	12	8	12
Mileage Bonus/Frequent Flyer Program	11	6	8
Previous Good Experience	9	10	3
Safety Reputation	7	7	12
Airline Loyalty	5	-	-
In-flight Service	5	-	-
Employer policy	4	-	-
Other	6	14	19
Airline Seating Area			
Economy/Tourist/Coach	78%	86%	91%
Executive/Business	19	13	9
First Class	4	1	-
Total	100%	100%	100%
Use of Package			
Yes	13%	4%	6%
No	87	96	95
Total	100%	100%	100%
Advance Package Booking			
7 days or less	5%	0%	0%
8 - 30 days	32	0	0
31 - 60 days	18	69	69
61 - 90 days	11	32	32
91 - 120 days	11	-	-
121 - 180 days	8	-	-
6 Months or More	15	-	-
Total	100%	100%	100%

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**Characteristics of Travelers from Sweden to California
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Sweden (n = 122)	Leisure Visitors from Sweden (n = 66)
Travel Companions**			
Business Associates	12%	12%	-
Family/Relatives	23	37	55%
Friends	9	6	8
Spouse	25	16	23
Tour Group	2	-	-
Traveling Alone	41	39	29
Average Travel Party Size	1.5	1.6	1.8
Type of Lodging**			
Hotel / Motel	78%	73%	66%
Private Home	29	43	63
Other	3	4	7
Length of Stay			
Mean Nights in the U.S.	19.2	25.5	18.3
Mean Nights in California	10.5	15.2	12.3
% of California Nights	55%	60%	67%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	21%	19%	21%
Average Trips to the U.S. in Past Year	2.0	1.7	1.7
Average Trips to the U.S. in Past 5 Years	6.6	4.8	4.0
Average Number of States Visited	2.0	1.8	1.8
Average Number of Destinations Visited	2.7	2.7	3.2
Places Visited in the U.S.**			
Los Angeles	51%	48%	45%
San Francisco	44	40	50
Las Vegas	23	14	21
New York City	15	13	14
San Diego	12	19	20
San Jose	8	10	8
Anaheim	8	3	4
Grand Canyon	4	2	1
Chicago	4	9	10
Yosemite	3	1	3
DC Metro Area	3	4	2
Seattle	3	3	3
Monterey	3	6	6
Sacramento	3	8	12
Riverside/San Bernardino	2	4	9
Oahu/Honolulu	2	5	8
Miami	2	2	4
Oakland	2	1	1

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**Characteristics of Travelers from Sweden to California
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Sweden (n = 122)	Leisure Visitors from Sweden (n = 66)
Activities Experienced While in the U.S.**			
Shopping	86%	88%	88%
Dining Out	86	94	93
Sightseeing in Cities	51	49	55
Historical Places	37	36	45
Amusement/Theme Parks	33	34	44
Visiting Small Towns	31	43	57
National Parks	30	34	47
Touring Countryside	27	45	52
Cultural Heritage Sites	24	21	31
Casinos/Gambling	23	17	27
Art Gallery/Museum	21	28	35
Guided Tours	21	23	23
Transportation While in the U.S.**			
Taxi/Limousine	41%	36%	28%
Airlines in U.S.	38	47	44
Rented Auto	36	43	48
Company or Private Auto	31	28	34
City Subway/Tram/Bus	21	20	21
Railroad between Cities	10	13	17
Bus between Cities	9	5	5
Motor Home/Camper	2	-	-
Spending by Category (Per Visitor/Trip)			
Lodging	\$657	\$589	\$390
Food/Beverages	399	559	685
Gifts/Souvenirs	364	260	266
Transportation in the U.S.	336	295	274
Entertainment	194	136	137
Expenses at the Airport	37	28	23
Other	148	419	90
Total Spending Per Visitor/Trip	\$2,135	\$2,286	\$1,864
Visitor Spending in the U.S.			
Per Travel Party Per Trip	\$3,235	\$3,590	\$3,316
Per Visitor/Trip	2,135	2,286	1,864
Per Person Per Day	111	90	102

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**Characteristics of Travelers from Sweden to California
(2007 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from Sweden (n = 122)	Leisure Visitors from Sweden (n = 66)
Payment Method for Trip Expenses			
Credit Cards	54%	54%	48%
Cash	39	36	45
Debit Cards	5	10	8
Travelers Checks	3	-	-
Total	100%	100%	100%
Age			
Average Age - Males	43.3	42.3	37.4
Average Age - Females	39.6	41.3	44.9
Occupation			
Manager/Executive	37%	21%	24%
Professional/Technical	34	45	36
Student	7	19	16
Clerical/Sales	7	2	4
Retired	6	7	12
Other	10	6	8
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	8%	7%	6%
\$20,000 - \$39,999	11	15	20
\$40,000 - \$59,999	13	16	25
\$60,000 - \$79,999	13	12	12
\$80,000 - \$99,999	12	13	9
\$100,000 - \$119,999	10	10	3
\$120,000 - \$139,999	7	7	2
\$140,000 - \$159,999	5	9	7
\$160,000 - \$179,999	3	3	-
\$180,000 - \$199,999	3	5	8
\$200,000 and over	16	5	7
Total	100%	100%	100%
Average Annual Income	\$101,300	\$90,200	\$82,900

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