



International Visitor Profile

Scandinavia

Visitor Profile 2007

Scandinavia Visitor Summary

- In 2007, there were 85,720 visitors to Australia, a similar number to the previous year, rating Scandinavia as Australia's fifteenth largest inbound market for arrivals.
- In 2007, the average length of stay for Scandinavian visitors was 39 nights, much higher than the average of 30 nights for all visitors.
- Travellers from Scandinavia accounted for 2% of all international visitor nights in Australia in 2007.
- Scandinavia is Australia's twelfth largest source market in terms of total expenditure. In 2007 travellers from Scandinavia spent a total of \$538 million on trips to Australia, with an average expenditure of \$6,764 per trip.
- In 2007, 50% of Scandinavian visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Scandinavia including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on www.TRA.Australia.com

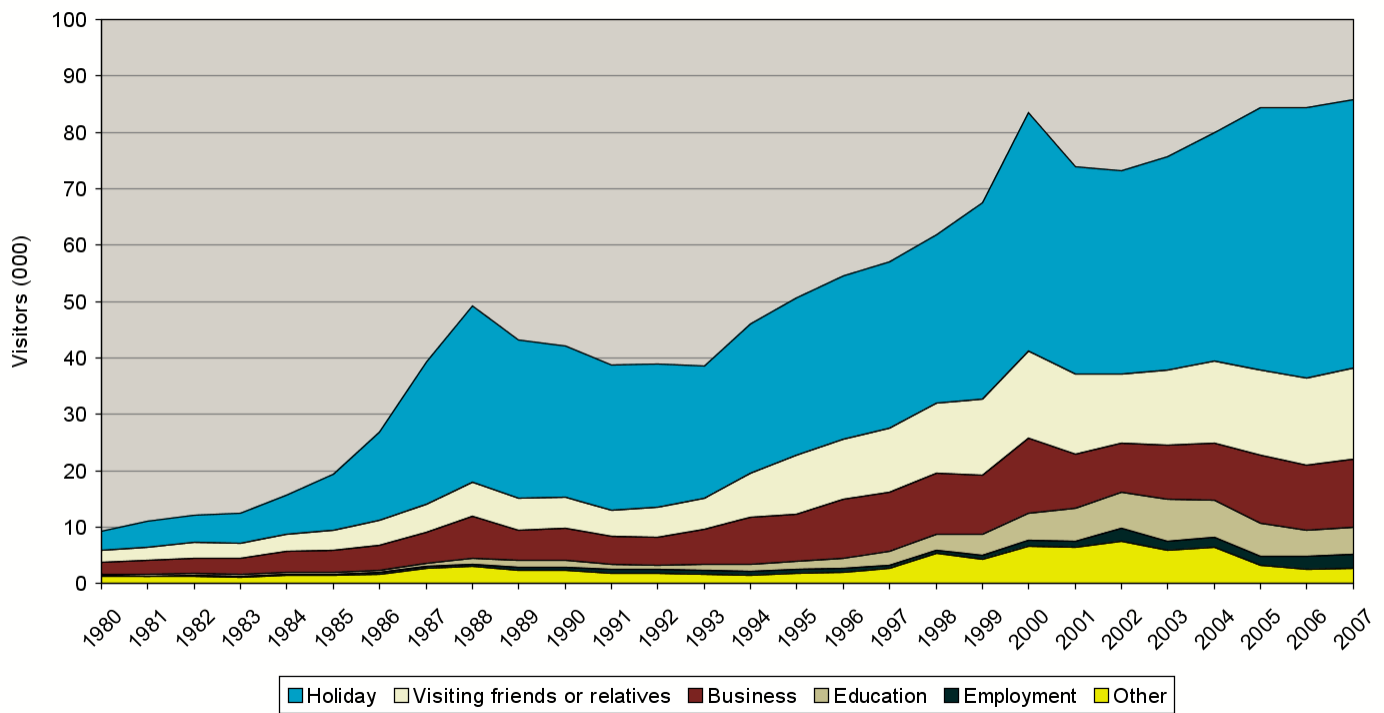
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Visitor Arrivals

- In 2007, the number of visitors from Scandinavia totalled 85,720 nine times the 9,335 arrivals in 1980 (Figure 1). Scandinavia is currently Australia's fifteenth largest inbound tourist market.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from Scandinavia was 4%.
- In 2007, 38% or 30,262 of all visitors from Scandinavia were repeat visitors (Figure 2). This is lower than the average of 57% across all markets
- Total visitor arrival numbers from Scandinavia increased 2% in 2007 when compared to 2006.
- In 2007, 47,586 visitors came for a holiday, 16,093 came to visit friends and relatives(VFR), 12,141 on business, 2,460 for employment, 4,818 for education and 2,622 for other purposes.

Figure 1 - Visitors from Scandinavia by main purpose of visit 1980 - 2007

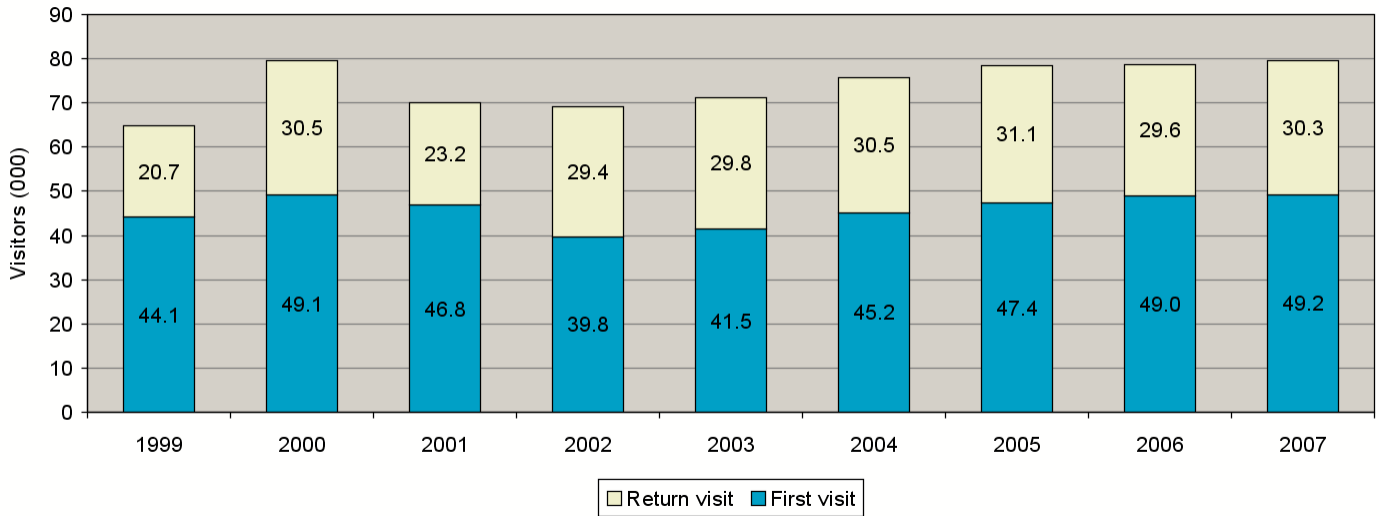


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

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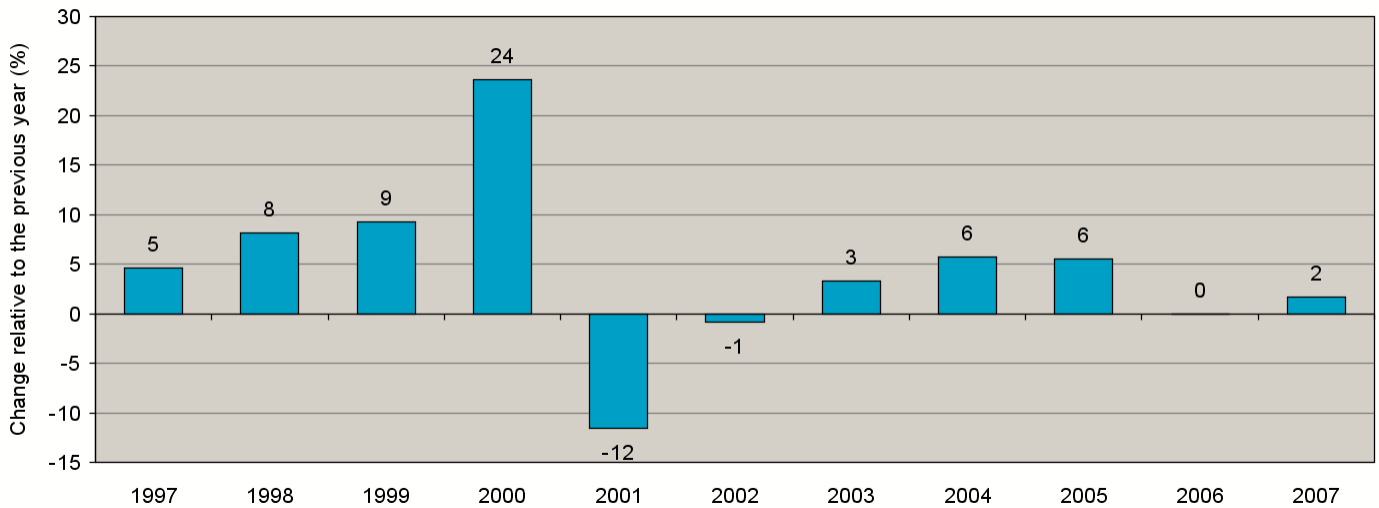
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Figure 2 - Visitors from Scandinavia by first or return visit 1999 - 2007



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Scandinavia 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
 Base : All international visitors

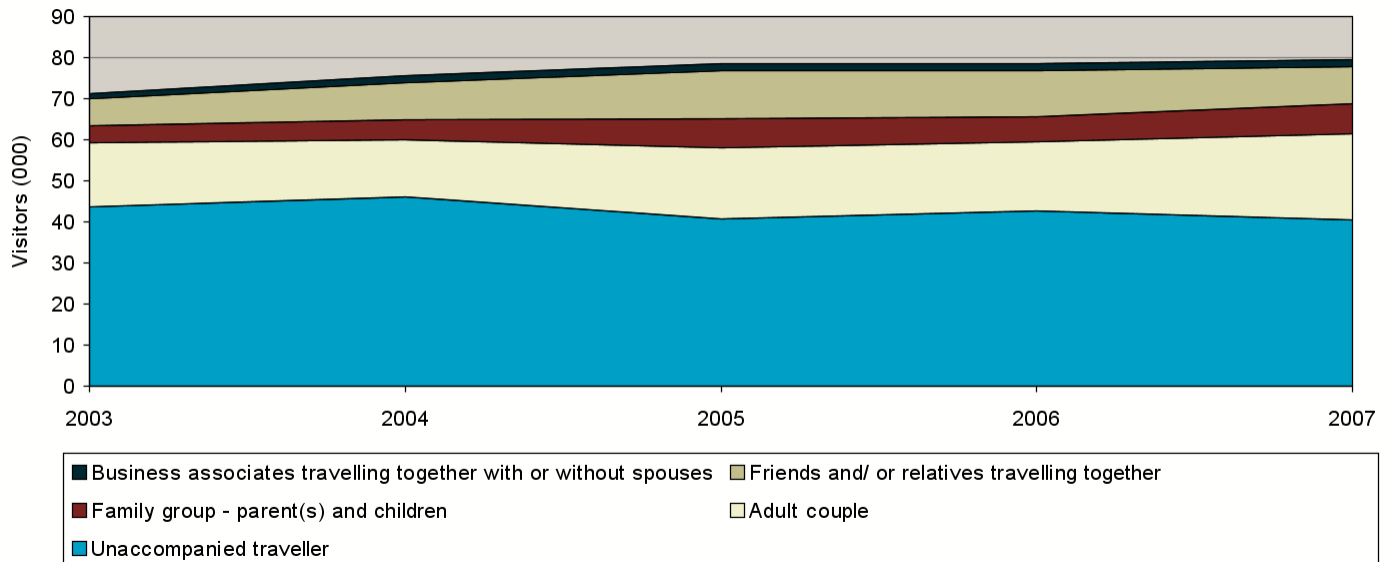
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Travel Party

- The majority of visitors from Scandinavia travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Scandinavia was 40,425 or 51% of all visitors from Scandinavia.

Figure 4 - Visitors from Scandinavia by travel party description 2003 - 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

Table 1 - Visitors from Scandinavia by travel party description 2003 - 2007.

Travel Party Description	2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	43.6	61	46.0	61	40.8	52	42.7	54	40.4	51
Adult couple	15.6	22	13.9	18	17.3	22	16.9	22	20.9	26
Family group - parent(s) and children	4.3	6	5.0	7	7.1	9	6.1	8	7.3	9
Friends and/ or relatives travelling together	6.5	9	9.0	12	11.7	15	11.0	14	9.1	11
Business associates travelling together with or without spouses	1.3	2	1.7	2	1.7	2	1.9	2	1.7	2
Total	71.3	100	75.7	100	78.5	100	78.6	100	79.5	100

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.
Source: Tourism Research Australia, International Visitor Survey.

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Visitor Demographics

Figure 5 - Visitors from Scandinavia by age

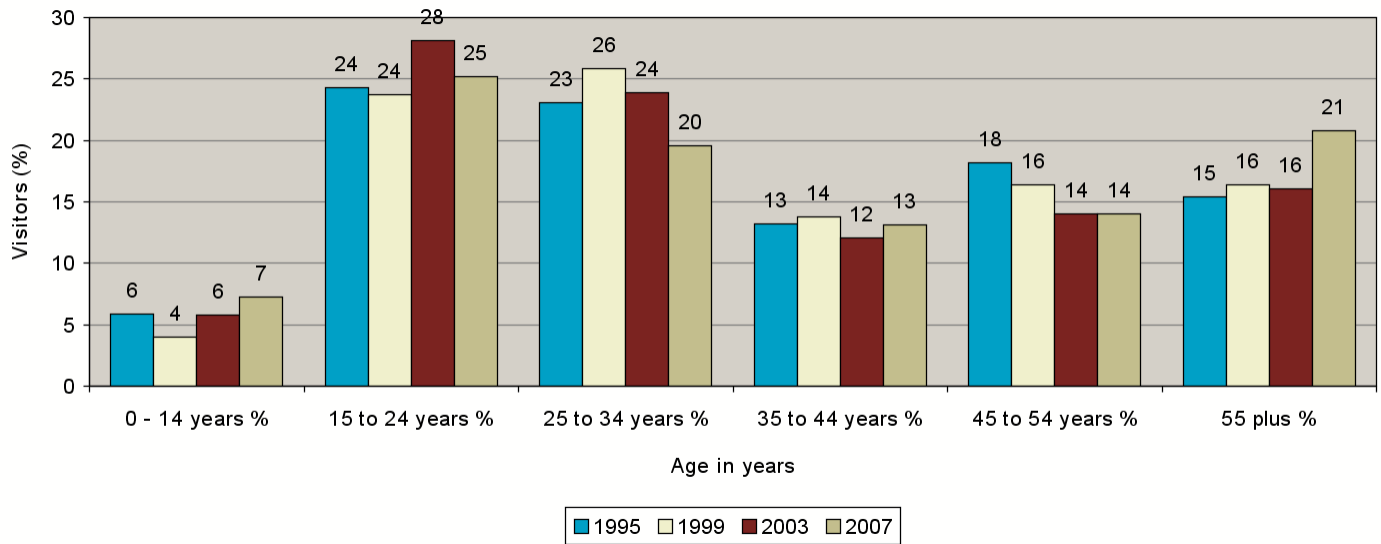
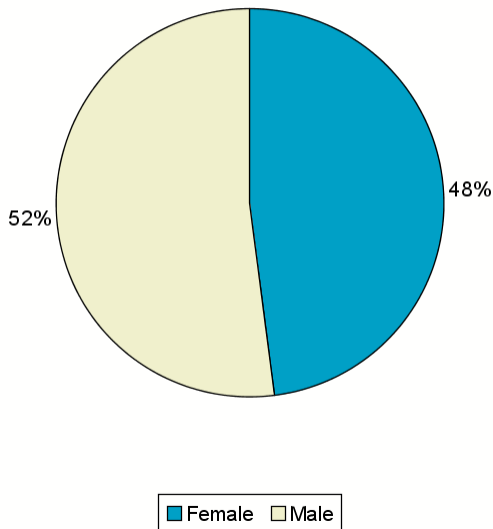


Figure 6 - Visitors from Scandinavia by gender 2007



- In 2007, the age distribution shows 7% were aged 0-14 years, 25% were 15-24 years, 20% were 25-34 years, 13% were 35-44 years, 14% were aged 45-54 years and 21% were 55 and over.
- Of visitors from Scandinavia, 52% were males or 44,582 visitors and 48% were females or 41,138 visitors. The gender ratio of visitors from Scandinavia is 108 males per 100 females.

Source: Department of Immigration and Citizenship.
Base : All International visitors.

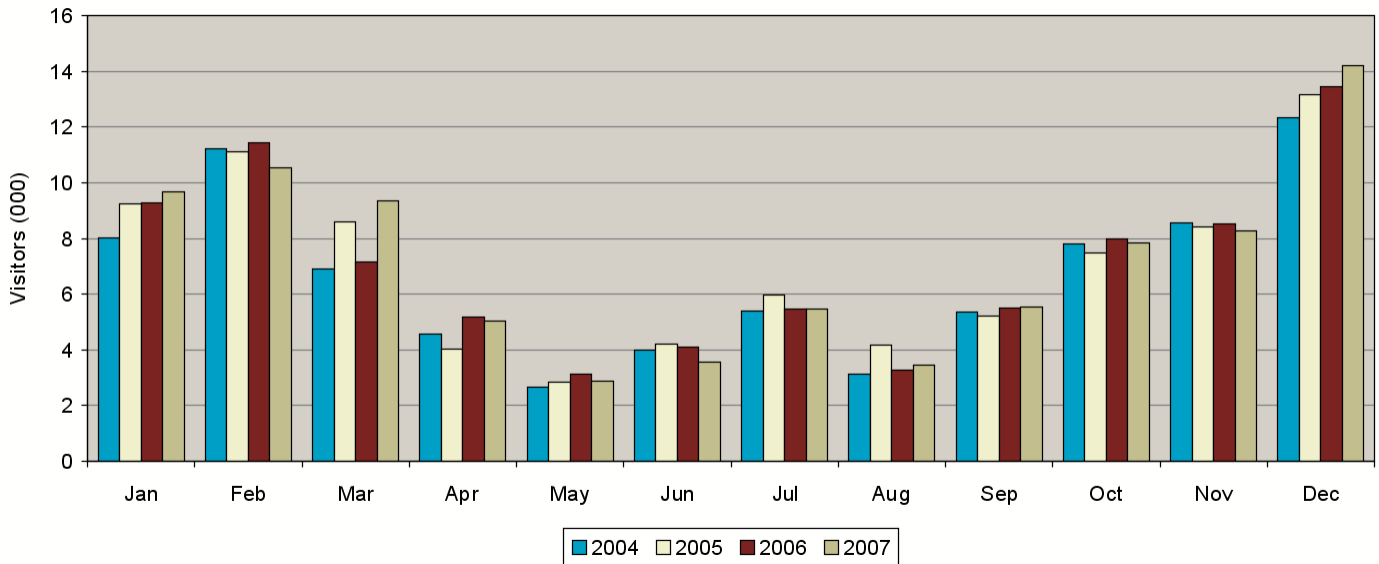
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Seasonality

- The seasonality of visitor arrivals from Scandinavia is shown in Figure 7.
- In 2007, December was the peak month for visitors from Scandinavia, followed by February and January.

Figure 7 - Visitors from Scandinavia by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

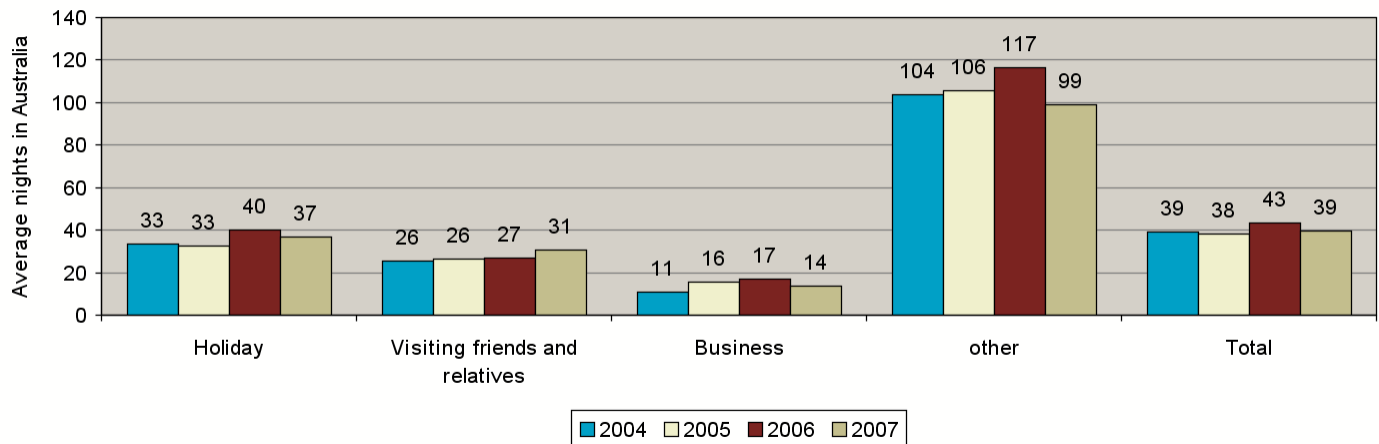
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Duration of Stay

During 2007, visitors from Scandinavia spent 3.1 million nights in Australia, being 2% of all visitor nights.

Figure 8 - Duration of stay for visitors from Scandinavia by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Scandinavia by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
Main purpose of journey								
Holiday	33	33	40	37	18	20	21	20
Visiting friends and relatives	26	26	27	31	15	22	21	25
Business	11	16	17	14	8	10	10	7
other	104	106	117	99	87	81	100	64
Total	39	38	43	39	17	20	21	20

Base: All visitors aged 15 years or over.
(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.
Source: Tourism Research Australia, International Visitor Survey.
Note : Total Includes employment and other reasons.

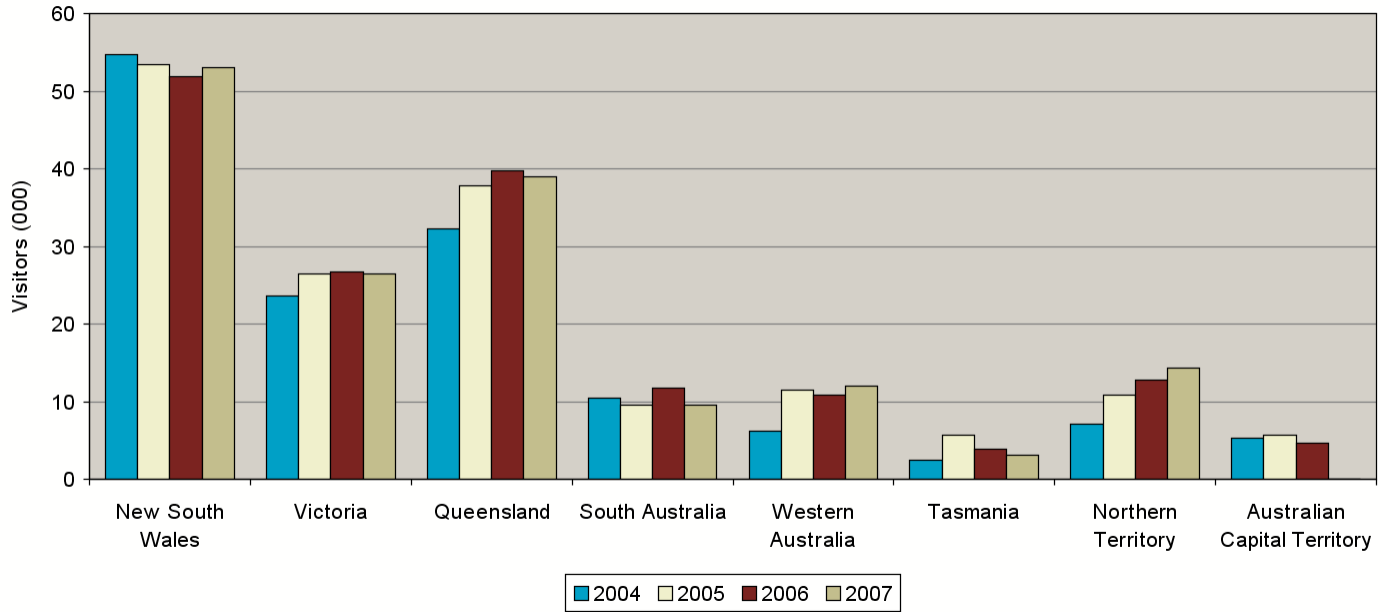
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Destination Visited

- In 2007, the most popular State or Territory for visitors from Scandinavia was New South Wales with 53,056 or 67% of visitors, staying for over 1 million nights.

Figure 9 - Visitors from Scandinavia by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

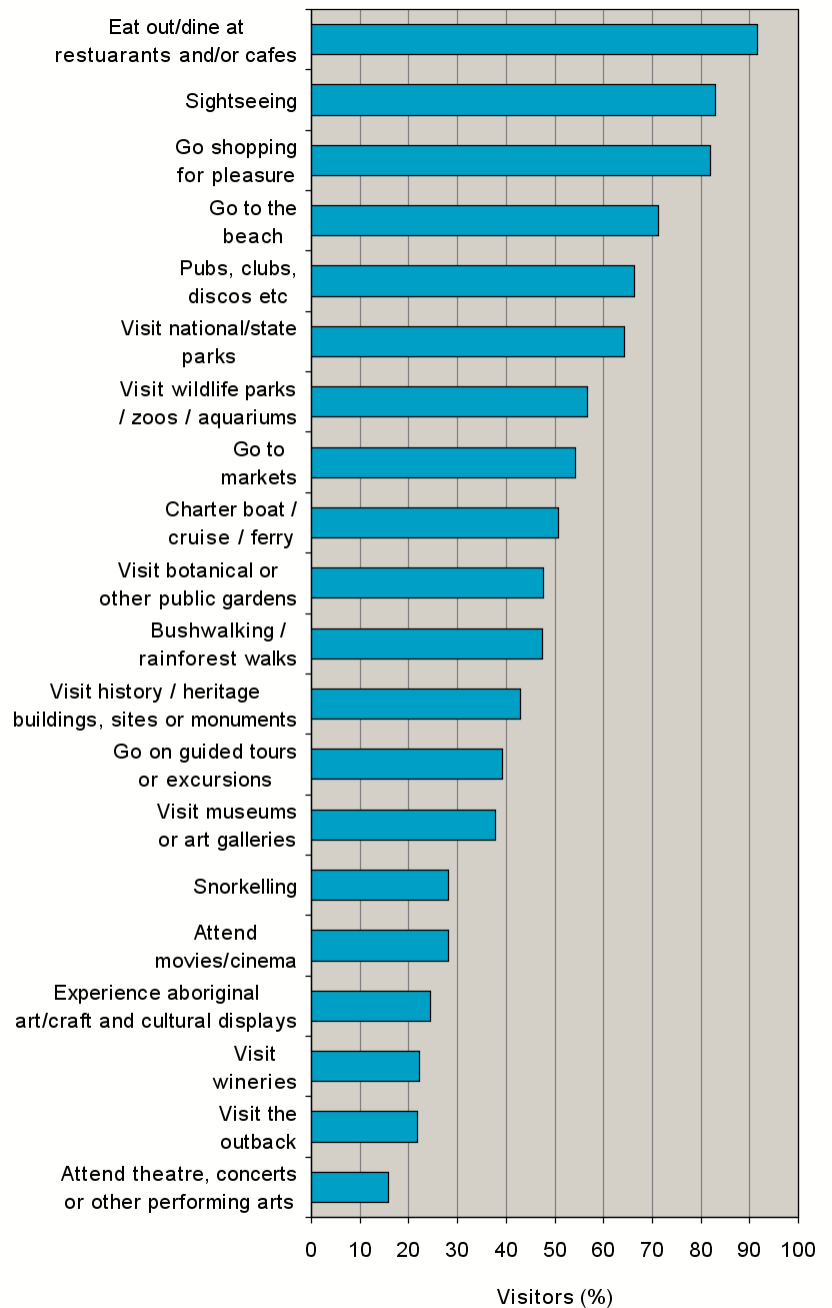
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Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Scandinavia while in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, sightseeing, go shopping for pleasure, go to the beach (including swimming, surfing and diving) and visit pubs, clubs, discos etc.

Figure 10 - Visitors from Scandinavia by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

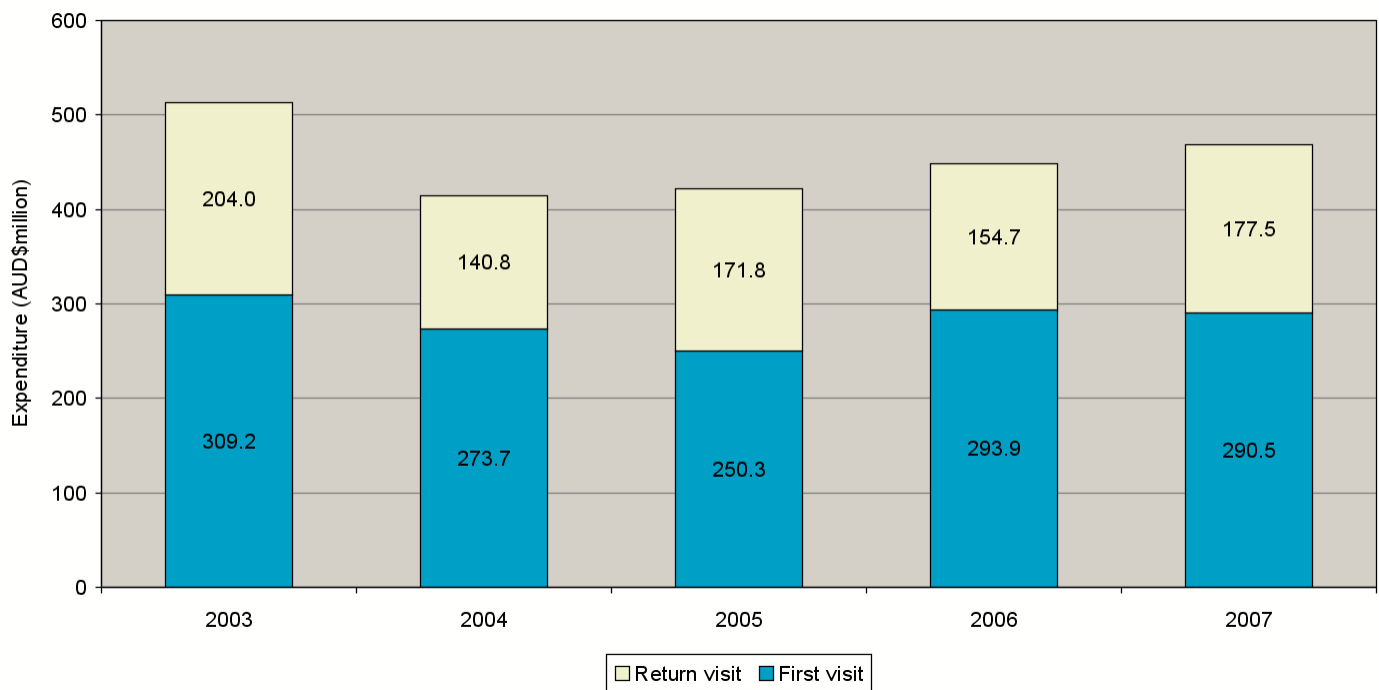
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Expenditure

- In 2007, the Total Total Inbound Economic Value (TIEV) from Scandinavia was \$468 million and increase of 4% on the 2006 figure.

Figure 11 - Visitors from Scandinavia : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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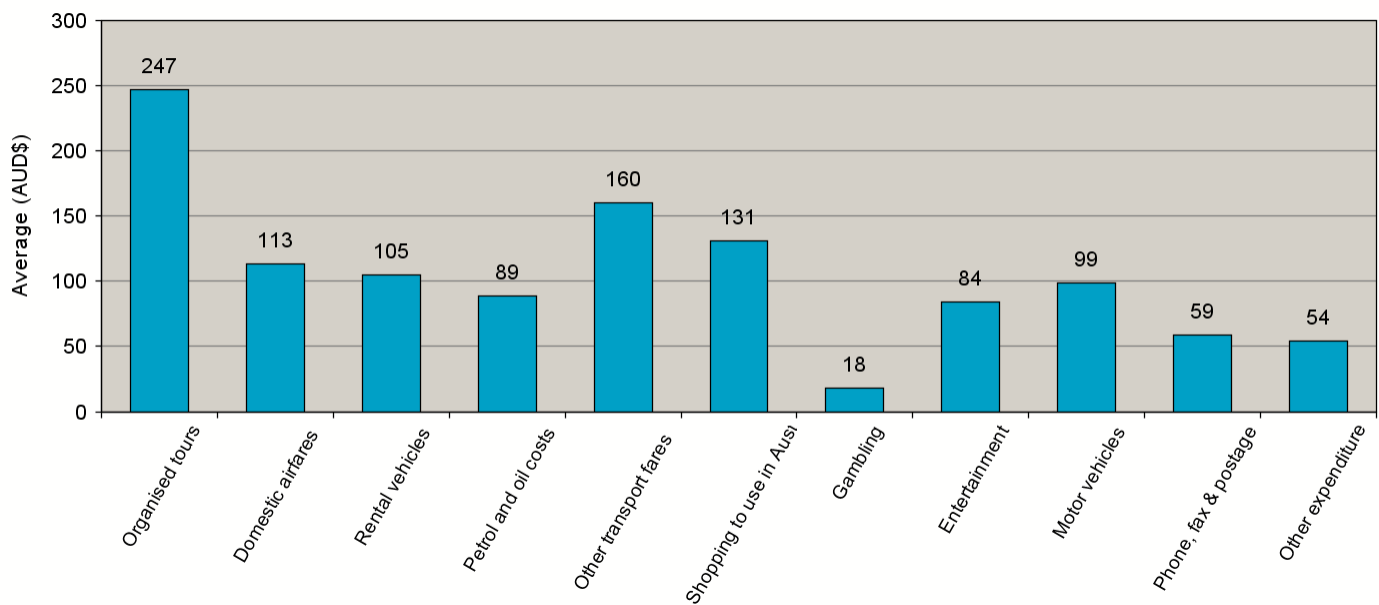
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Expenditure

- Figure 12 shows expenditure by item as an average for all international visitors from Scandinavia. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	2,275
Food, drink & accommodation	1,803
Shopping to take home	309
Education	363
Package tour	847
Other (total of items charted)	1,159

Figure 12 - Average expenditure for visitors from Scandinavia by expenditure item 2007



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

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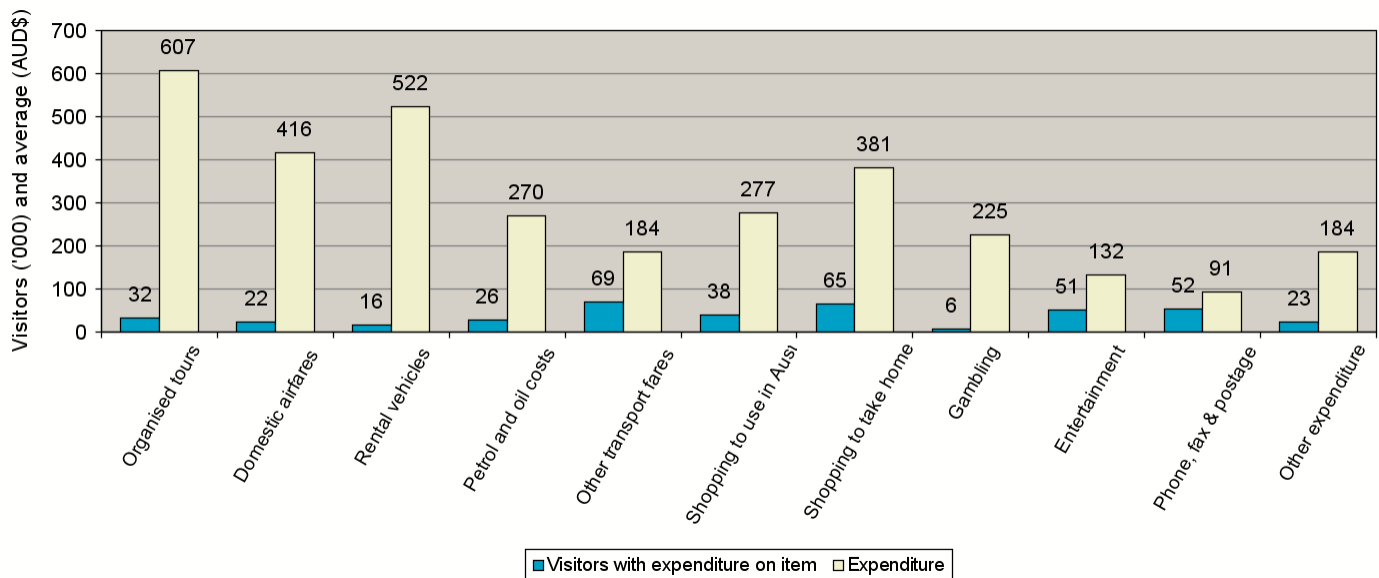
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, less than 4% of all visitors from Scandinavia had expenditure on education fees however this was the largest spending item by this measure.
- In 2007, 81% of Scandinavian travellers purchased 'shopping to take home' and 41% purchased 'organised tours'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	68	2,660
Food, drink & accommodation	78	1,848
Motor vehicles	3	2,685
Package tour	12	5,659
Education	3	10,850

Figure 13 - Average expenditure for visitors from Scandinavia with expenditure on item 2007



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

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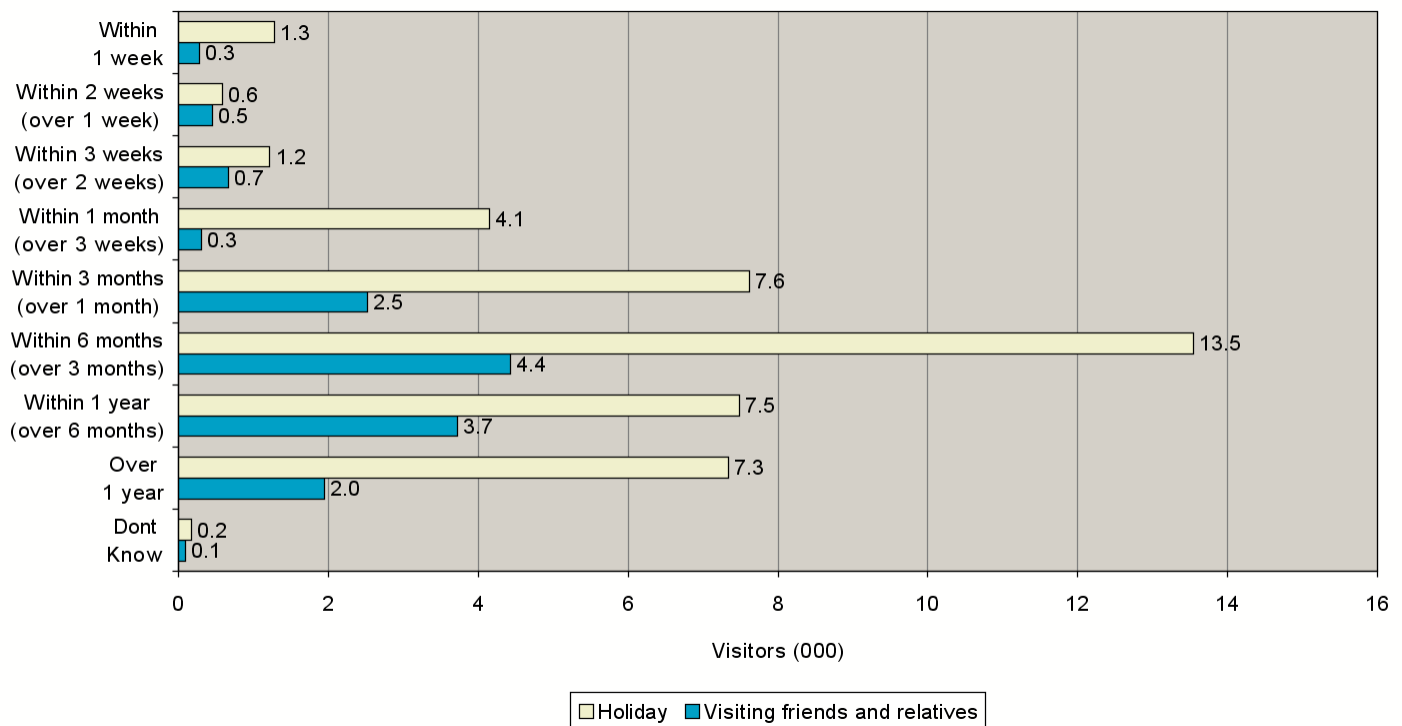
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Planning and Booking Horizons

- In 2007, 34% of holiday visitors started planning within 3 months of arriving in Australia while 34% began planning more than 6 months before arrival.
- Of the travellers visiting friends and relatives (VFR), 40% had started planning more than 6 months before arriving in Australia while 29% began planning within 3 months before arrival.
- Of the leisure travellers from Scandinavia, 35% prepare their trip more than 6 months prior to arriving in Australia, 33% planned within 3 months of their arrival.

Figure 14 - Leisure visitors from Scandinavia: Planning horizon by main purpose of journey 2007

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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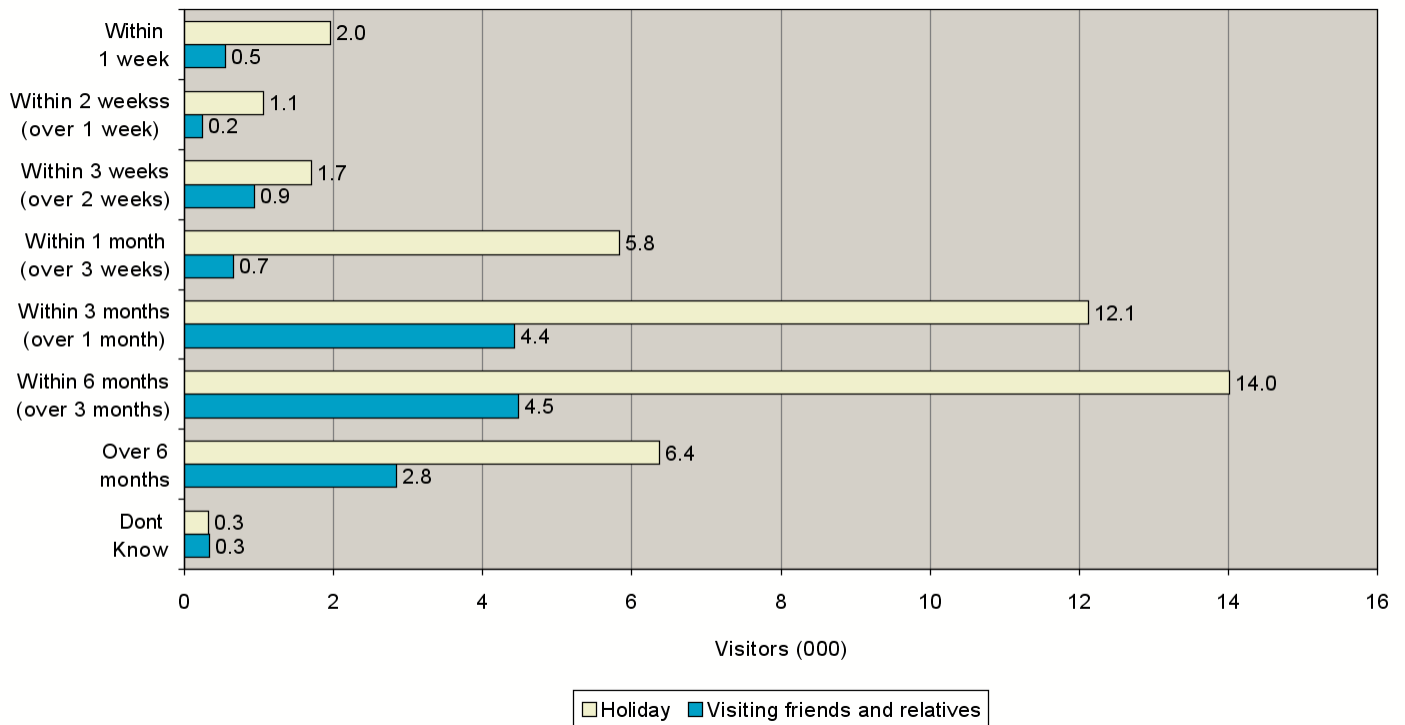
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Planning and Booking Horizons

- Of the leisure travellers, 16% booked their flight more than 6 months in advance.
- When booking flights 24% of holiday travellers booked their ticket within one month of arrival, while 16% of VFR travellers booked flights within one month of arriving in Australia.

Figure 15 - Leisure visitors from Scandinavia: Booking horizon by main purpose of journey 2007

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

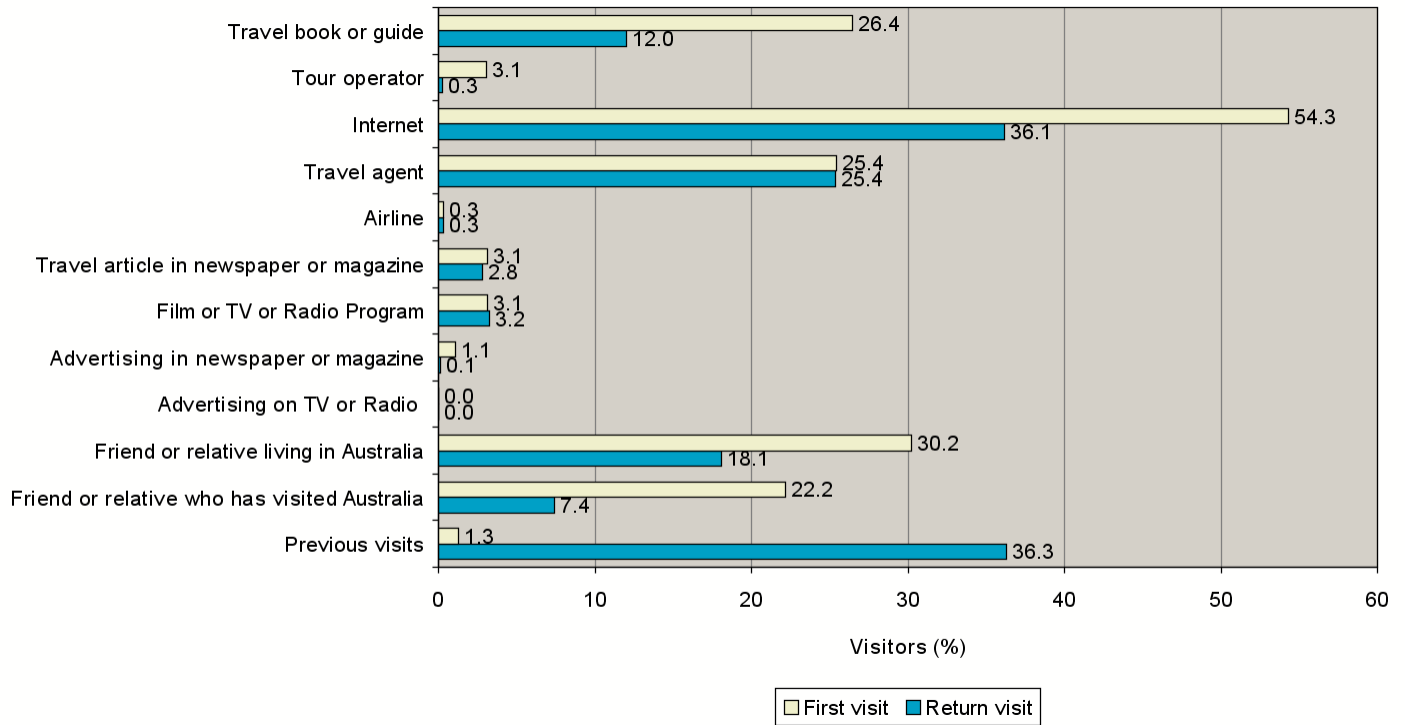
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Information Sources

- Of the return visitors from Scandinavia, 36% relied on either knowledge from a previous visit or visits or the internet as a source of information about Australia.
- The most common source of information for first time travellers from Scandinavia was the internet. This was used by 54% of first time visitors when planning their travel.

Figure 16 - Visitors from Scandinavia: Information sources on Australia by first or return visit 2007



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

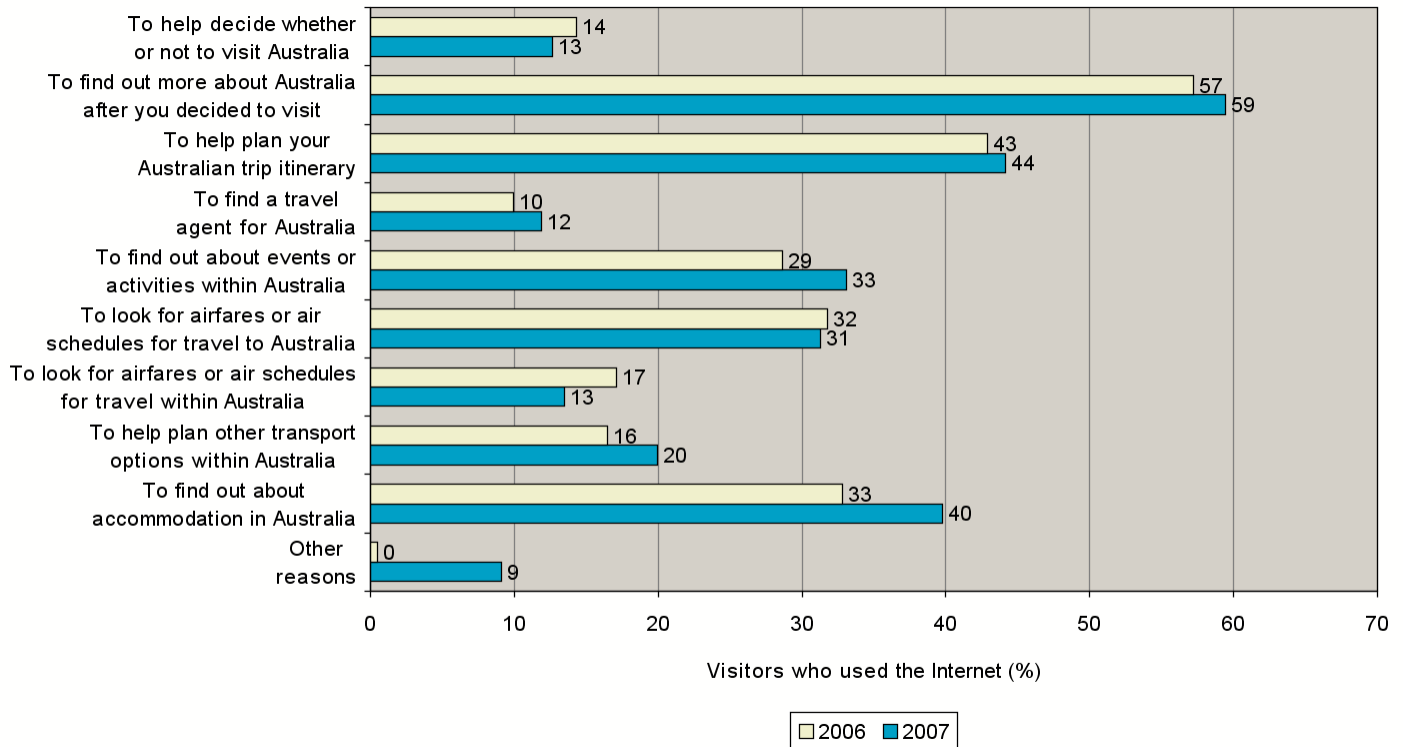
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Internet Usage

- In 2007, a total of 52,356 or 66% of visitors from Scandinavia used the internet when planning their trip to Australia.
- Most visitors from Scandinavia (59%) used the internet to find out more about Australia after they decided to visit.

Figure 17 - Visitors from Scandinavia by reasons for using Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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