



# International Visitor Profile 2009

## Scandinavia

### Summary

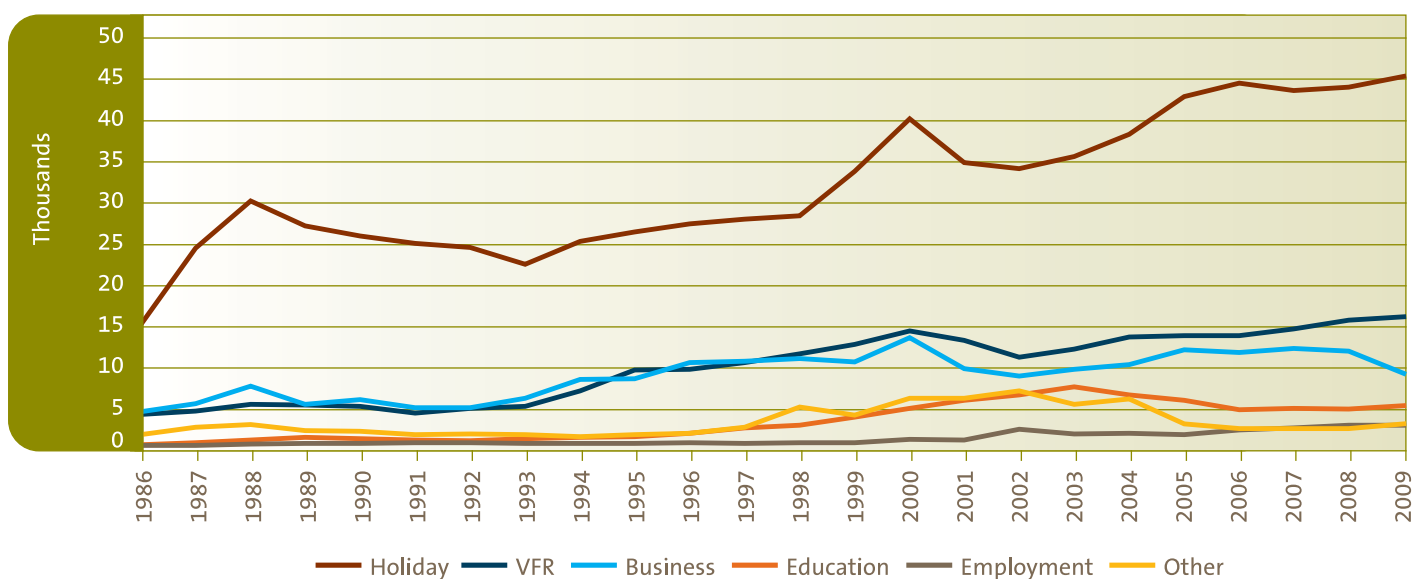
- Scandinavia is Australia's sixteenth largest inbound market. In 2009, there were 80,849 visitors from Scandinavia over 15 years of age and 86,484 visitors in total.
- The average length of stay for visitors from Scandinavia was 41 nights compared to the national average of 34 nights.
- Visitors from Scandinavia accounted for 2% of all international visitor nights in 2009, making Scandinavia the seventeenth largest market in terms of nights.
- Visitors from Scandinavia spent \$563 million on trips to Australia in 2009, spending on average \$6,966 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

### Visitor arrivals

- Visitor arrivals from Scandinavia remained stable during 2009 with no change on 2008.
- There were increases in holiday, visiting friends and relatives (VFR) and the education markets, however, there was a 23% decline in the number of business visitors.

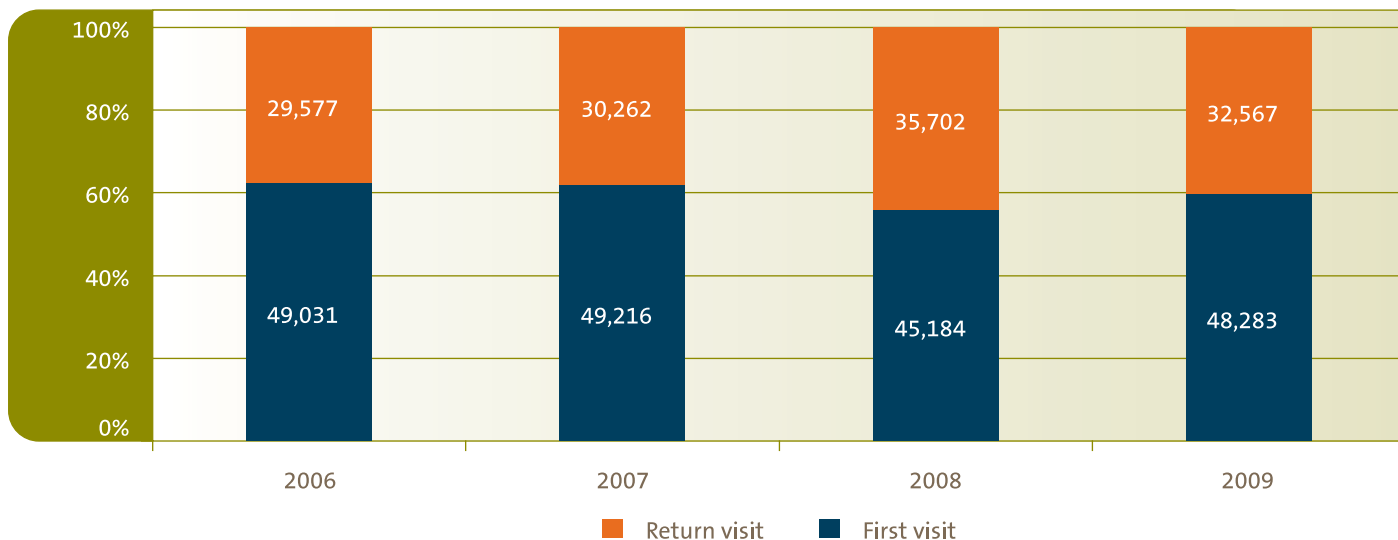
Figure 1 – Main purpose of visit



## Repeat visitors

- During 2009, 60% of visitors from Scandinavia were first-time visitors to Australia. This is compared to the national average of 38% first-time visitors.

Figure 2 – First or return visit



## Travel party

- Over half (58%) of visitors from Scandinavia travelled unaccompanied and 23% travelled as an adult couple.

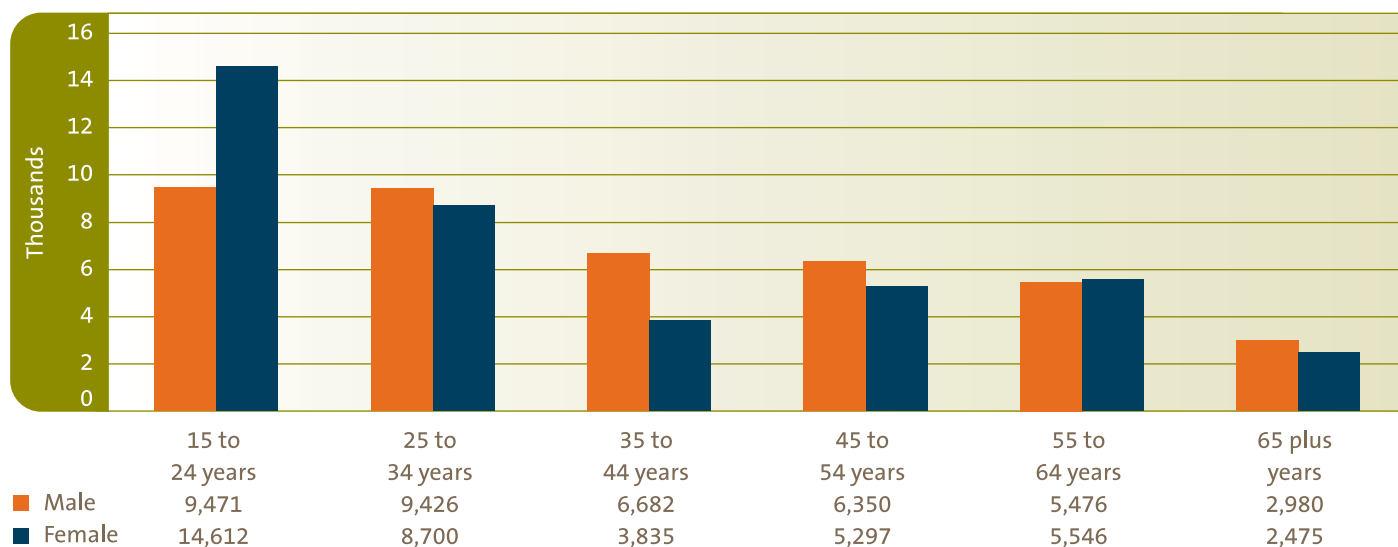
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	43	54	40	51	41	51	47	58
Adult couple	17	22	21	26	19	24	18	23
Family group –parent(s) and children	6	8	7	9	6	7	3	4
Friends or relatives	11	14	9	11	13	16	11	13
Business associates	2	2	2	2	2	2	2	2
Total	79	100	79	100	81	100	81	100

## Demographics

- The largest age demographic of visitors from Scandinavia were those aged 15 to 24 years (30%) and 25 to 34 years (22%).

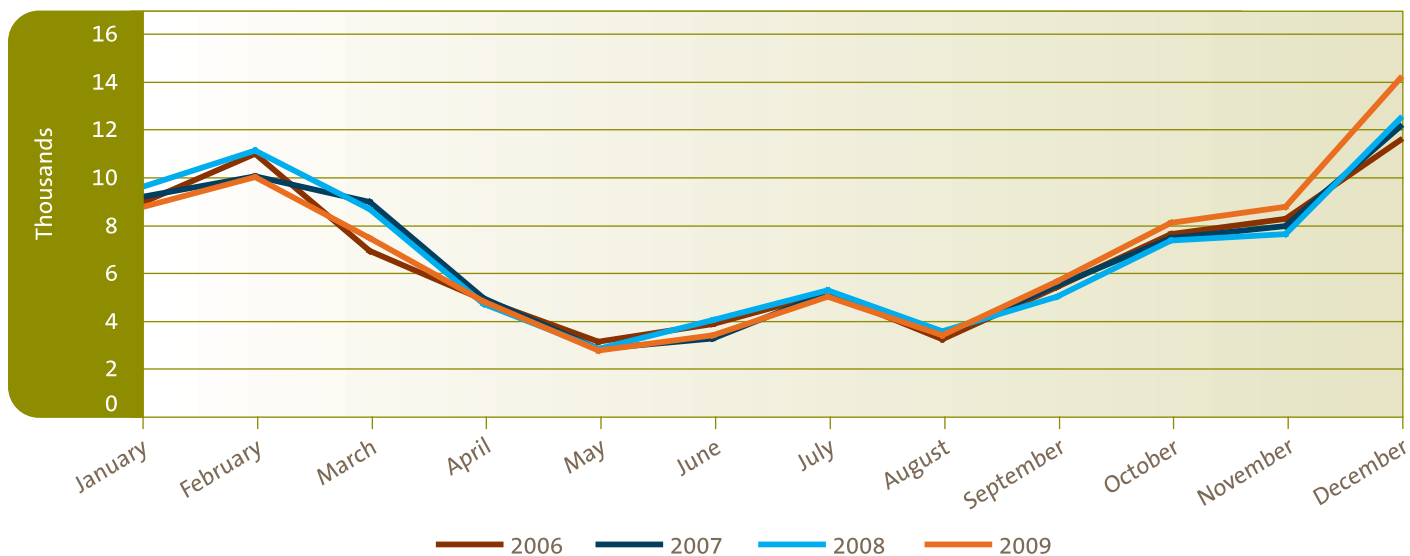
Figure 3 – Age and gender, 2009



## Seasonality

- Visitor arrivals from Scandinavia are traditionally highest during the December to February period and lower from May to August.

Figure 4 – Month of arrival



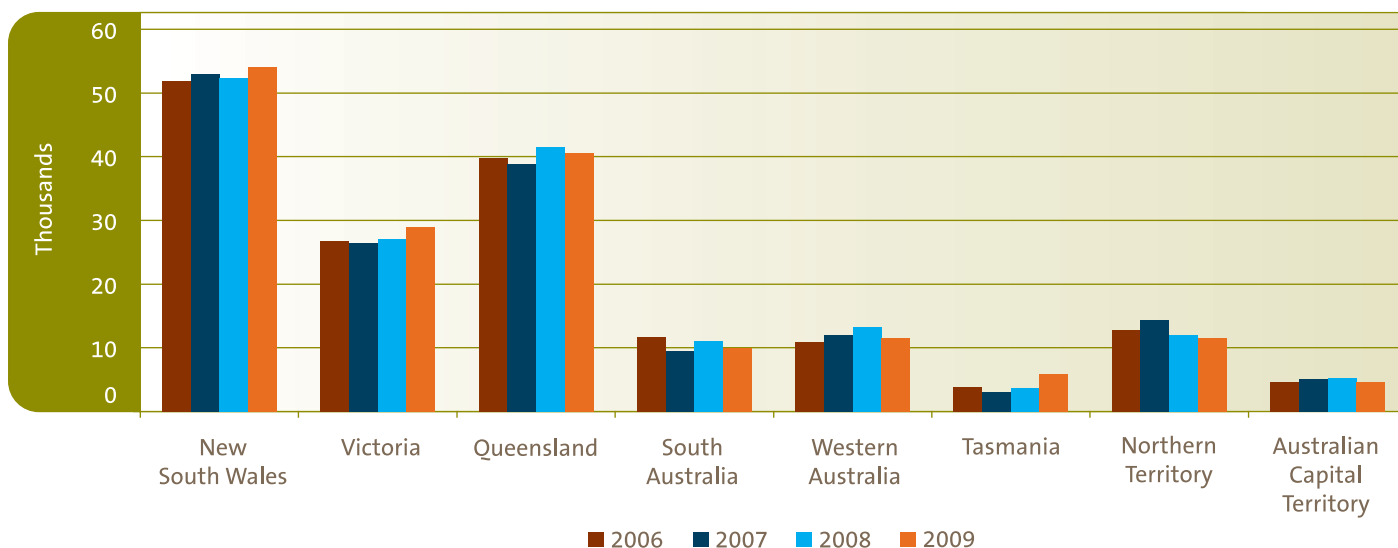
## Length of stay and destination

- Visitors travelling for the purpose of education (133 nights) and employment (112 nights) had the longest average length of stay of all visitors from Scandinavia.
- The most visited states by Scandinavian visitors were New South Wales, Queensland and Victoria.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	40	21	37	20	43	22	38	21
Visiting friends or relatives	27	21	31	25	23	19	23	18
Business	17	10	14	7	16	9	12	6
Education	152	152	130	138	121	135	133	141
Employment	146	113	92	33	130	150	112	50
Other	11	2	32	3	33	1	20	2
Total	43	21	39	20	43	20	41	20

Figure 5 – State/territory visited



## Dispersal

- Nearly half (48%) of all Scandinavian visitor nights were spent outside the major gateways of Sydney, Melbourne, Brisbane and Perth. This is compared to the national average of 32% of nights.

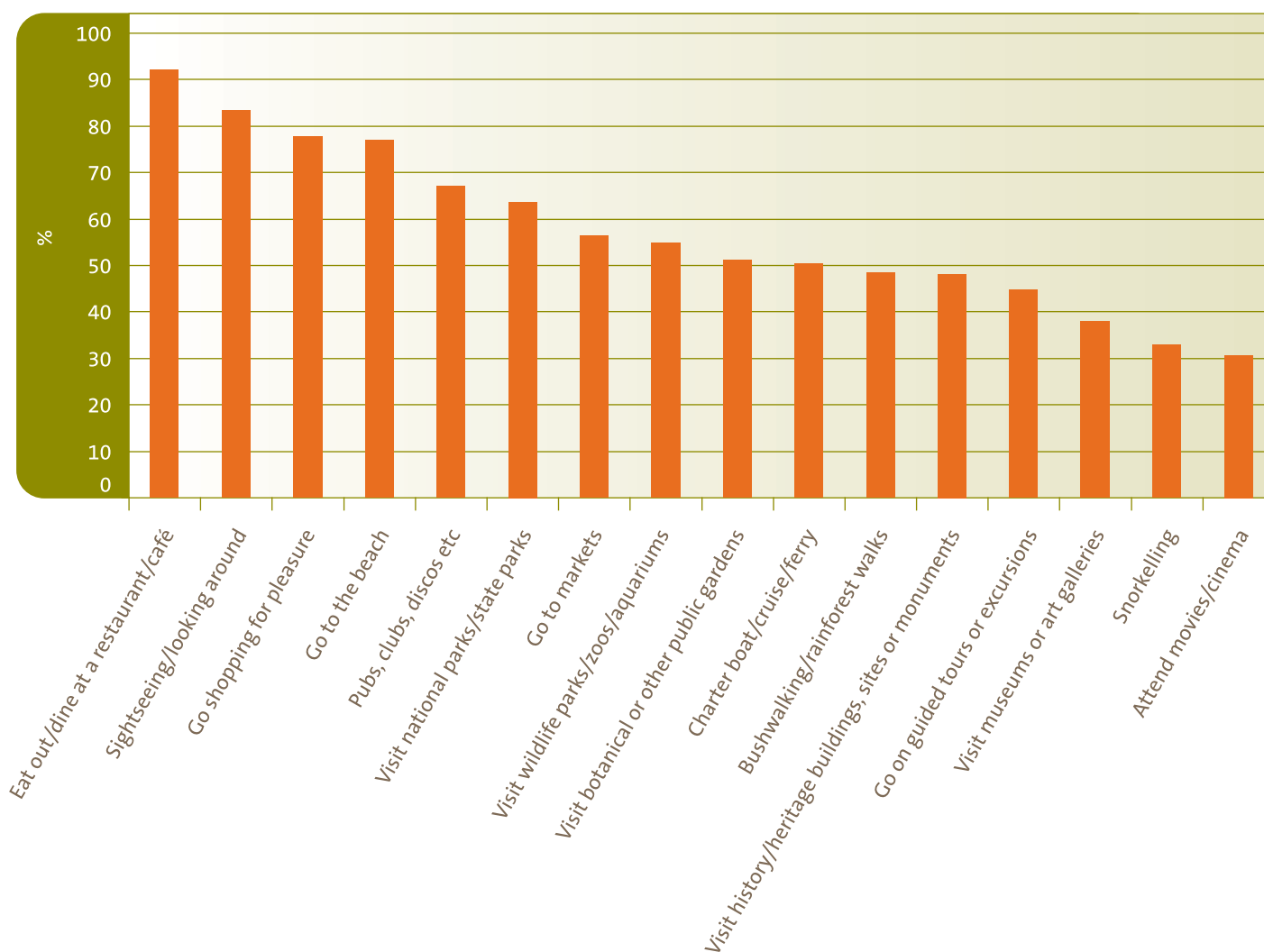
**Table 3 – Dispersal by visitor nights**

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	1,827	54	1,561	50	1,734	50	1,718	52
Dispersed regions	1,551	46	1,561	50	1,700	50	1,576	48
Total	3,378	100	3,122	100	3,434	100	3,294	100

## Activities

- The most popular activities for visitors from Scandinavia were: eat out/dine at a restaurant/café; sightseeing/looking around; go shopping for pleasure; and go to the beach.

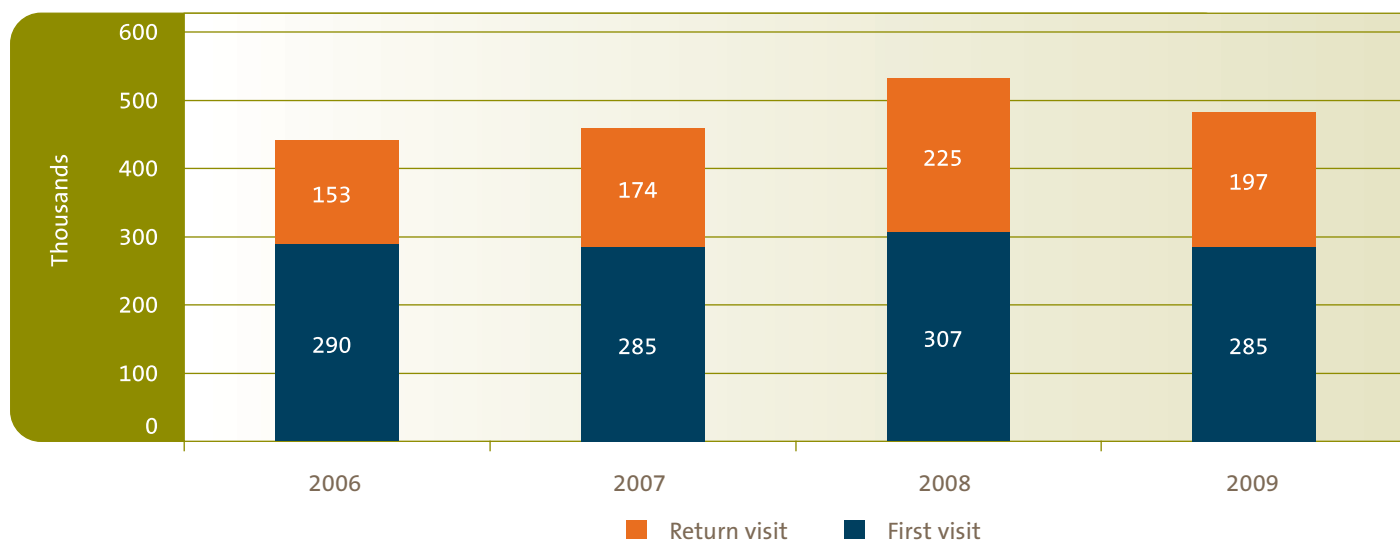
**Figure 6 – Leisure activities, 2009**



## TIEV<sup>1</sup> and expenditure

- Visitors from Scandinavia had a Total Inbound Economic Value (TIEV) of \$482 million on trips to Australia in 2009. This was a decrease of 9% on 2008.
- Visitors from Scandinavia spent on average \$6,966 per trip.

**Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit**



**Table 4 – Visitors and average expenditure on specified items, 2009**

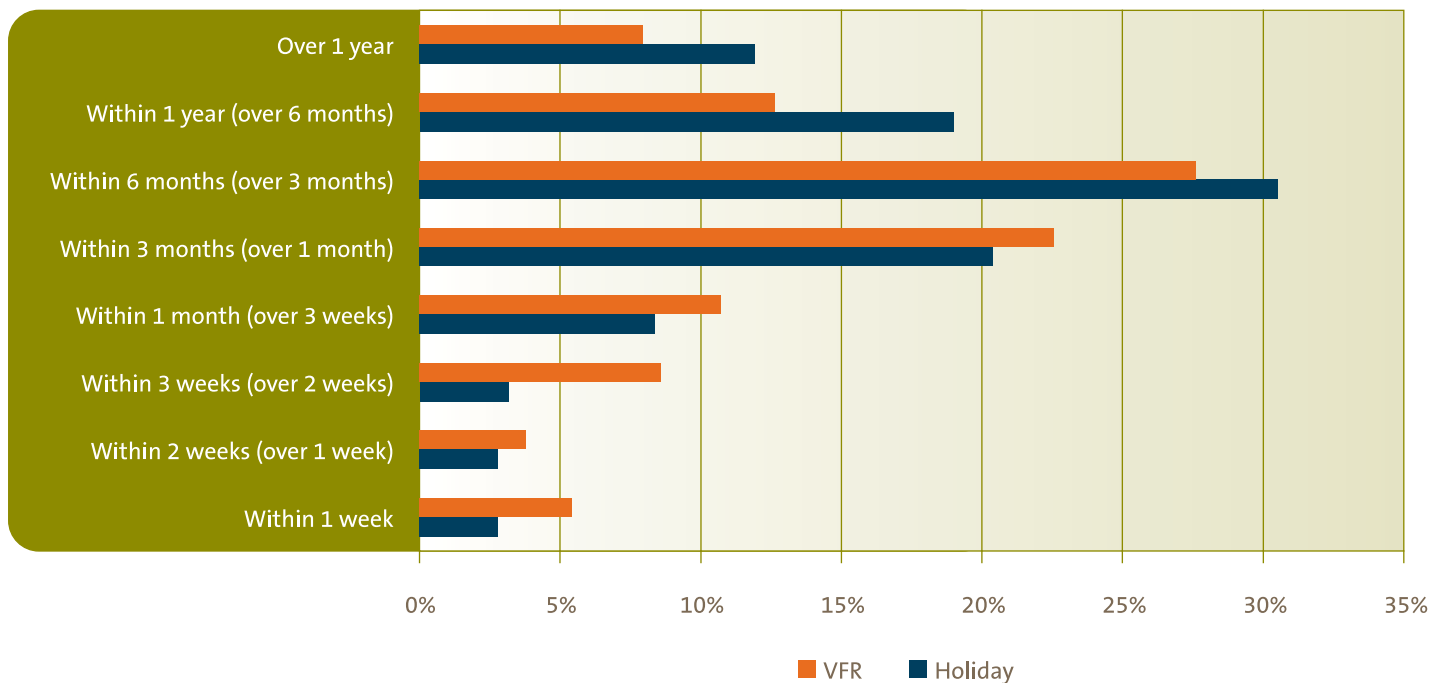
	Visitors ('000)	Average spend (\$)
Organised tours	37	603
Domestic airfares	26	388
International airfares	68	2,626
Rental vehicles	15	474
Petrol and oil costs	27	229
Other transport fares	71	213
Food, drink and accommodation	80	1,997
Shopping to use in Australia	44	294
Shopping to take home	62	395
Gambling	5	278
Entertainment	56	171
Motor vehicles	1	1,887
Education	4	8,167
Phone, fax and postage	57	118
Package tour	13	5,304
Other	26	181
Total	81	6,966

<sup>1</sup> TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

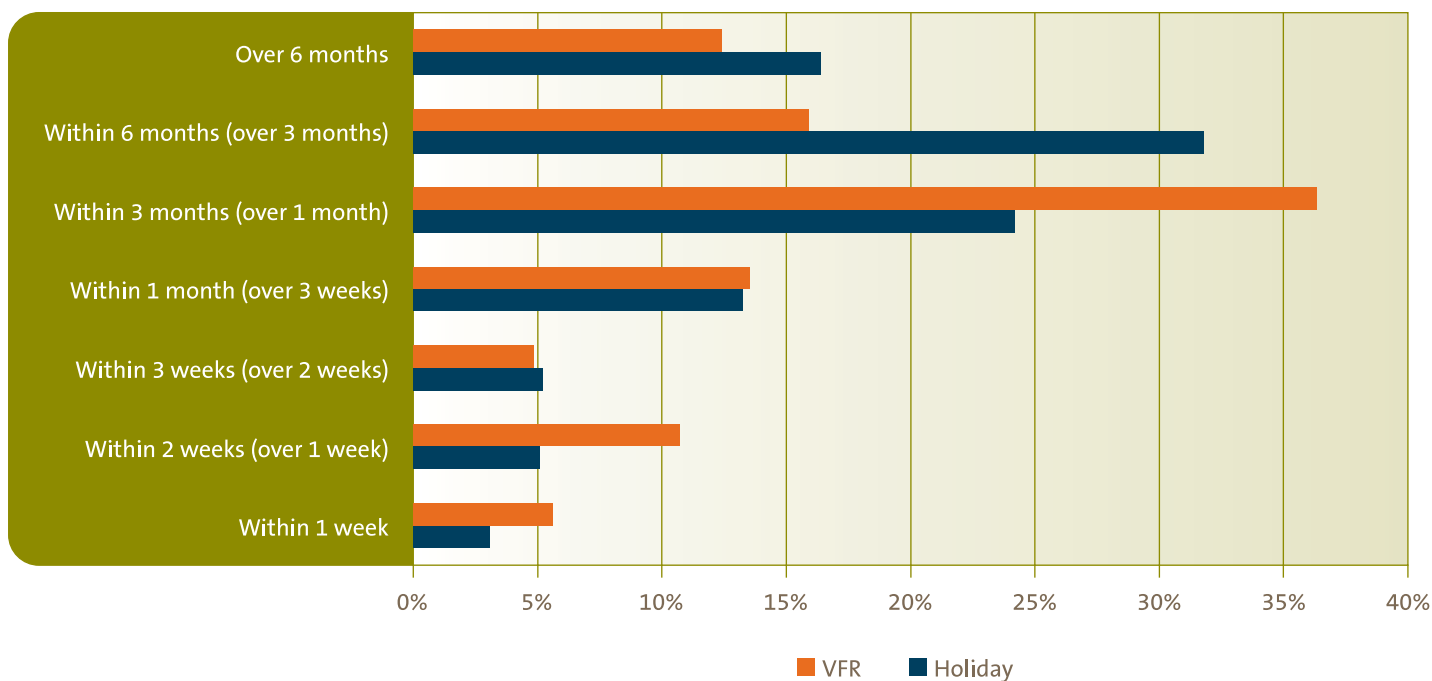
## Trip planning and booking horizons

- Around half of holiday visitors and VFR visitors (51% and 50% respectively) planned their trip to Australia one to six months prior to travel.
- Up to 16% of holiday visitors and 12% of VFR visitors booked their flights to Australia at least six months or more prior to travel.

**Figure 8 – Planning horizons by purpose, 2009**



**Figure 9 – Flight booking horizons by purpose, 2009**



## Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (57%), travel agent (32%) and travel book or guide (30%).
- The most common information sources for repeat visitors were the internet (40%), previous visit (36%), travel agent (24%) and friend or relative living in Australia (20%).
- The most common reasons for using the internet are to find out more about Australia after deciding to visit (58%), to help plan an itinerary (52%) and to look for airfares or air schedules to Australia (44%).

Figure 10 – Information sources, 2009

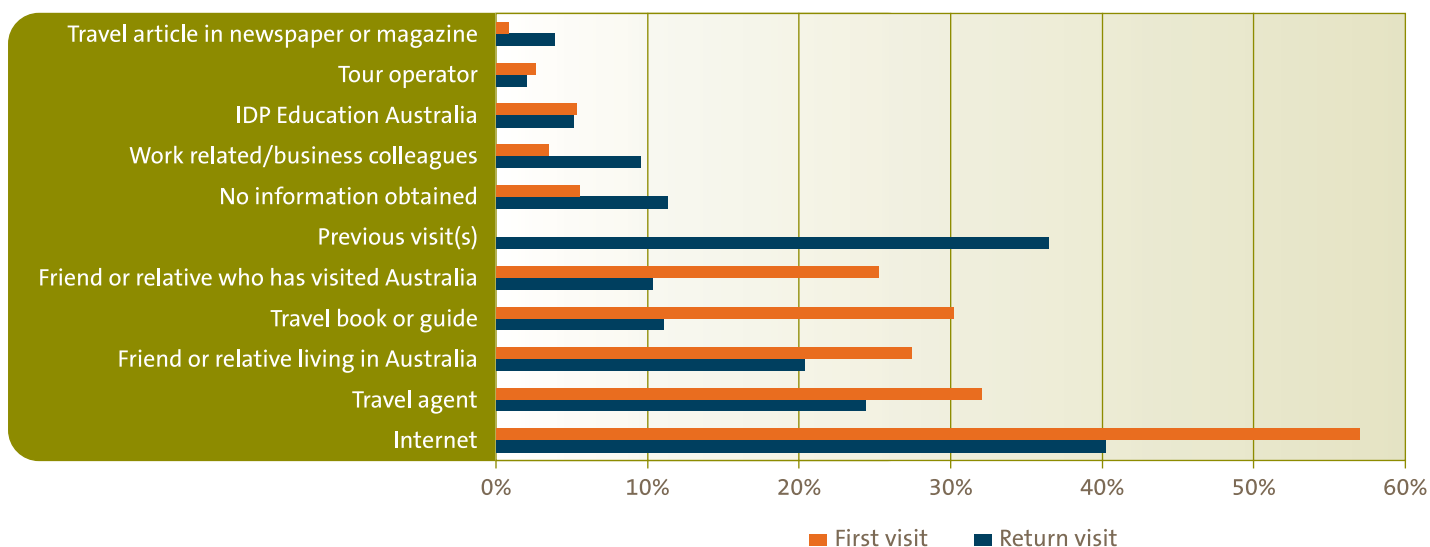
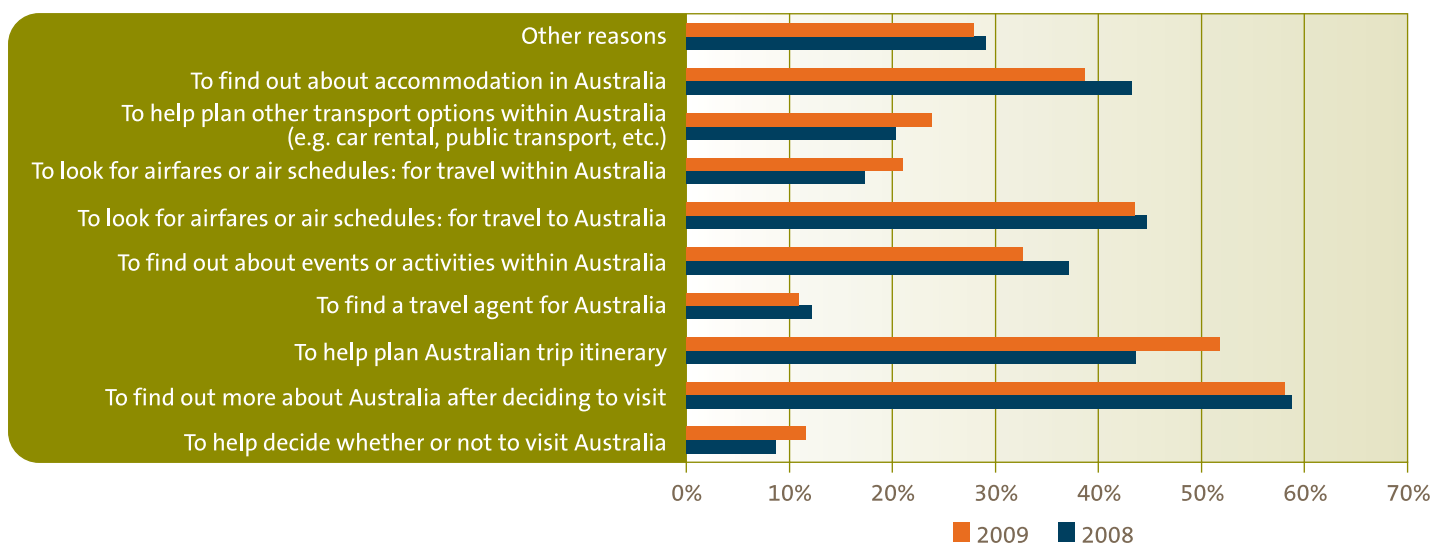


Figure 11 – Reasons for internet usage



Tourism Research Australia  
 Department of Resources, Energy and Tourism  
 GPO Box 1564  
 Canberra ACT 2601  
 Email: [tourism.research@ret.gov.au](mailto:tourism.research@ret.gov.au)  
 Web: [www.ret.gov.au/tra](http://www.ret.gov.au/tra)  
 ABN: 46 252 861 927  
 Image courtesy of Tourism Australia  
 Publication date: June 2010

### Data sources

Tourism Research Australia, International Visitor Survey (unpublished data)  
 Figures 1, 3 and 4 – Department of Immigration and Citizenship  
 All figures refer to persons over the age of 15 years

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