

Global Market Profile

NORDICS



March 2024

Introduction

- Tourism Economics forecasts domestic leisure visitation will account for \$101B in spending in California in 2024 and international visitation will account for \$29B in spending in the state.
- In this highly competitive environment for tourism dollars and with travel demand normalizing, effective global marketing is critical to California achieving these spending numbers which requires a deep knowledge of the domestic and international markets that drive tourism spending in the state. This includes an understanding of the audience of travelers most likely to visit California in the next year.
- The **Global Market Profile** report has been developed by Visit California Research to provide the organization and the state's tourism industry with insights on California's domestic market and thirteen opportunity international markets through detailed market landscapes as well as highly targeted audience profiles and traveler behavior insights.

Market Landscape:



Audience Insights:



California Traveler & Trip Details:

- **Market Landscape** includes foundational intelligence from Visit California:
 - Visitation and Spending Forecasts
 - Airlift Recovery (flights and seats)
 - Arrival Numbers & California Market Share
 - Consumer travel intent and barriers
- **Audience Insights** includes a profile of target travelers, including:
 - Description and size of Audience Target
 - Demographic profile
 - General travel planning behavior
 - General trip spending
 - Advertising and sports preferences
- **California Traveler & Trip Details** includes details about visitors to California from the past year, including:
 - Trip purpose
 - First/Repeat visitation
 - Destinations visited
 - Travel party, accommodations, activities and expenditures

Methodology & Sources

- The report contains three sections:
 - The **Market Landscape** section is sourced from Visit California's key research partners, including Tourism Economics, NTTO, CIC Research, Cirium and YouGov.
 - The **Audience Insights** section is sourced from YouGov's Global Travel Profiles which tracks travel-related sentiment and behavior in over 25 global markets, including all thirteen Visit California opportunity markets. Panelists are surveyed on preferred trip types, booking methods, accommodation preferences, and advertising perceptions.
 - The audience profile is built on a segmentation of consumers planning international leisure travel in the next 12 months and are considering California as a destination.* The profiles provide insights into those travelers most likely to visit the state.
 - The **California Traveler and Trip Characteristic** section provides information on trips that included a stay in California from the Survey of International Air Travelers (SIAT).



Market Landscape

Country Profile

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POPULATION: *

Denmark	5.9M
Finland	5.5M
Norway	5.5M
Sweden	10.6M

EXCHANGE RATE: **

Local currency to USD dollar

Denmark	6.9
Finland	0.9
Norway	10.6
Sweden	10.5

GROSS DOMESTIC PRODUCT (GDP):

Annual % chg ***

Denmark	6.5
Finland	0.8
Norway	12.4
Sweden	8.9

INFLATION RATE:

Annual % chg ****

Denmark	4.8
Finland	5.3
Norway	4.9
Sweden	6.8

* www.worldometers.info, 2023

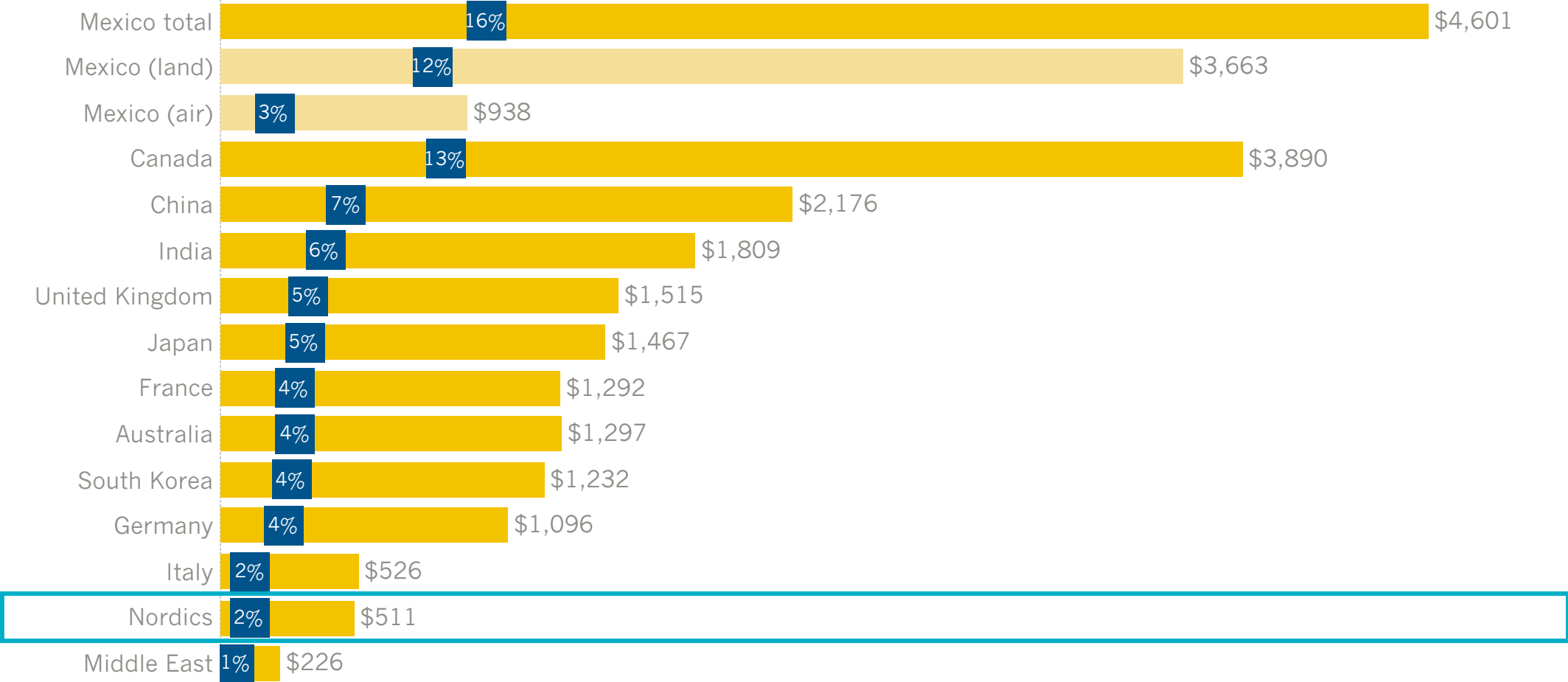
** www.x-rates.com, Feb 2024

*** www.imf.org, 2023

**** www.imf.org, 2023

Forecast: Visitor Spending by Market (2024)

The chart below shows California's visitor spending forecast for the state's 14 target markets and share of total international spending in the state.

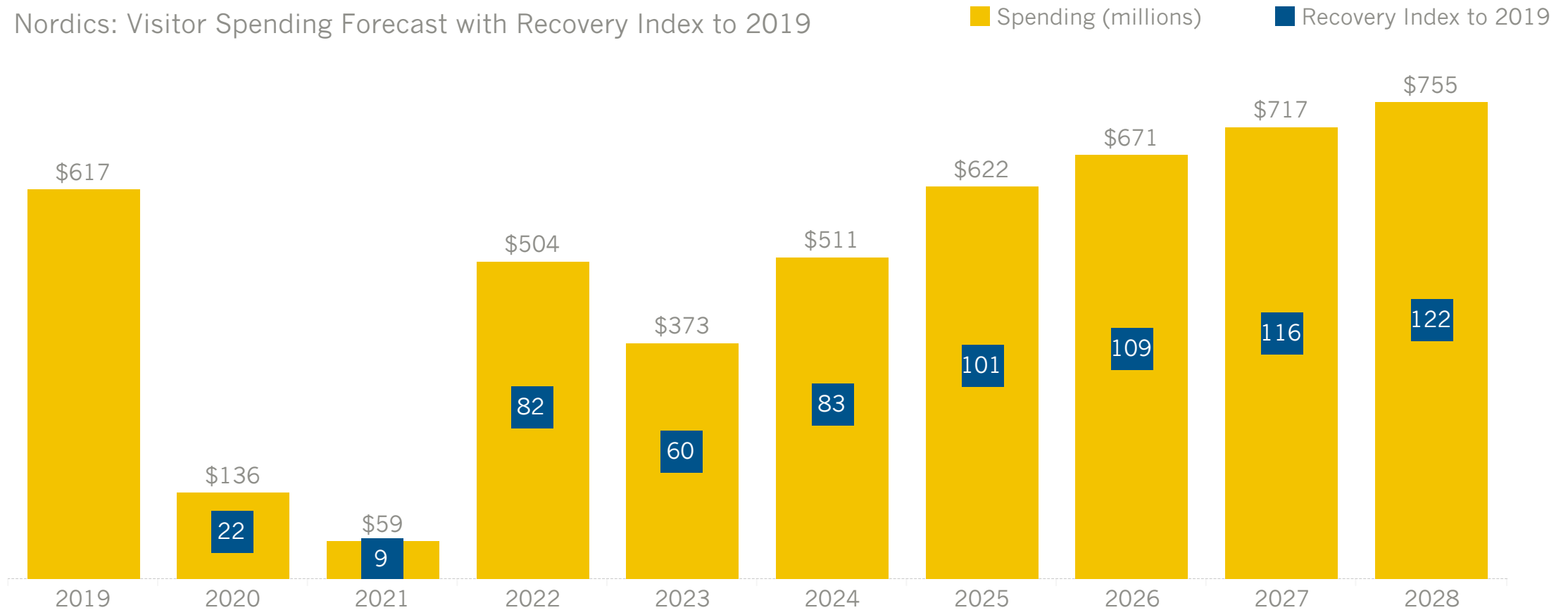


Source: Tourism Economics (Feb 2024)

Forecast: Visitor Spending

The chart below shows the state's visitor spending forecast and the recovery index for the focus market.

Nordics: Visitor Spending Forecast with Recovery Index to 2019

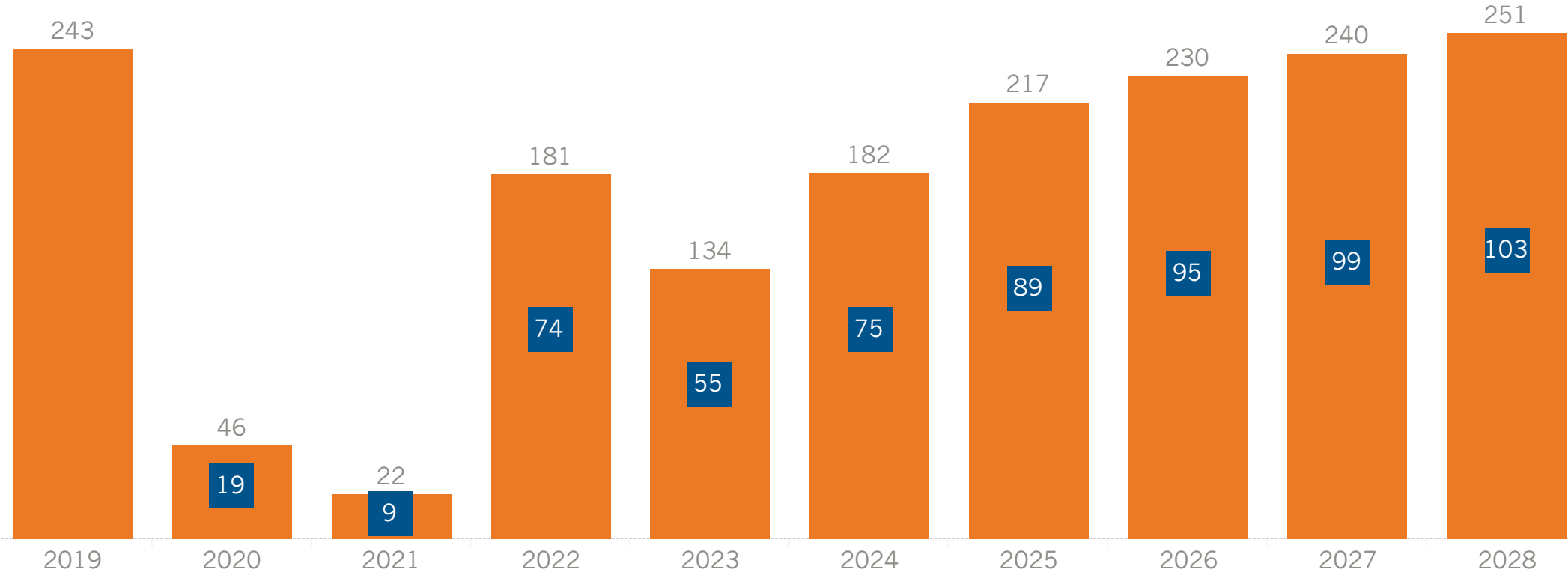


Forecast: Visitor Volume

The chart below shows the state's visitation forecast and recovery index for the focus market.

Nordics: Visitation Forecast with Recovery Index to 2019

■ Visitation (thousands) ■ Recovery Index to 2019

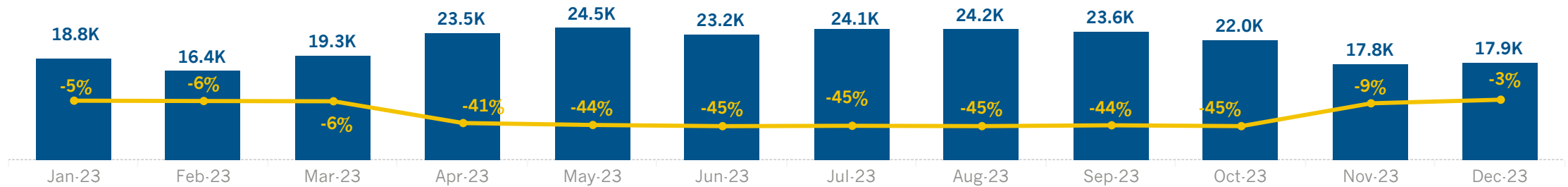


Source: Tourism Economics (Feb 2024)

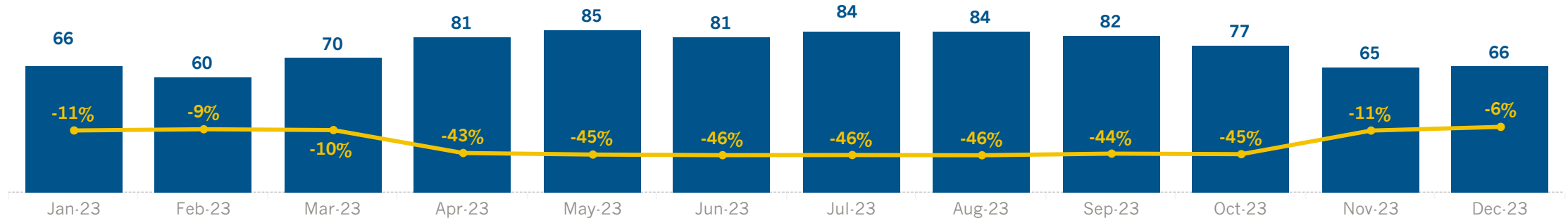
Airlift to California

The charts below shows airlift to California and percent change to 2019 for the focus market.

Nordics: Non-Stop Seats to CA (% chg vs 2019)



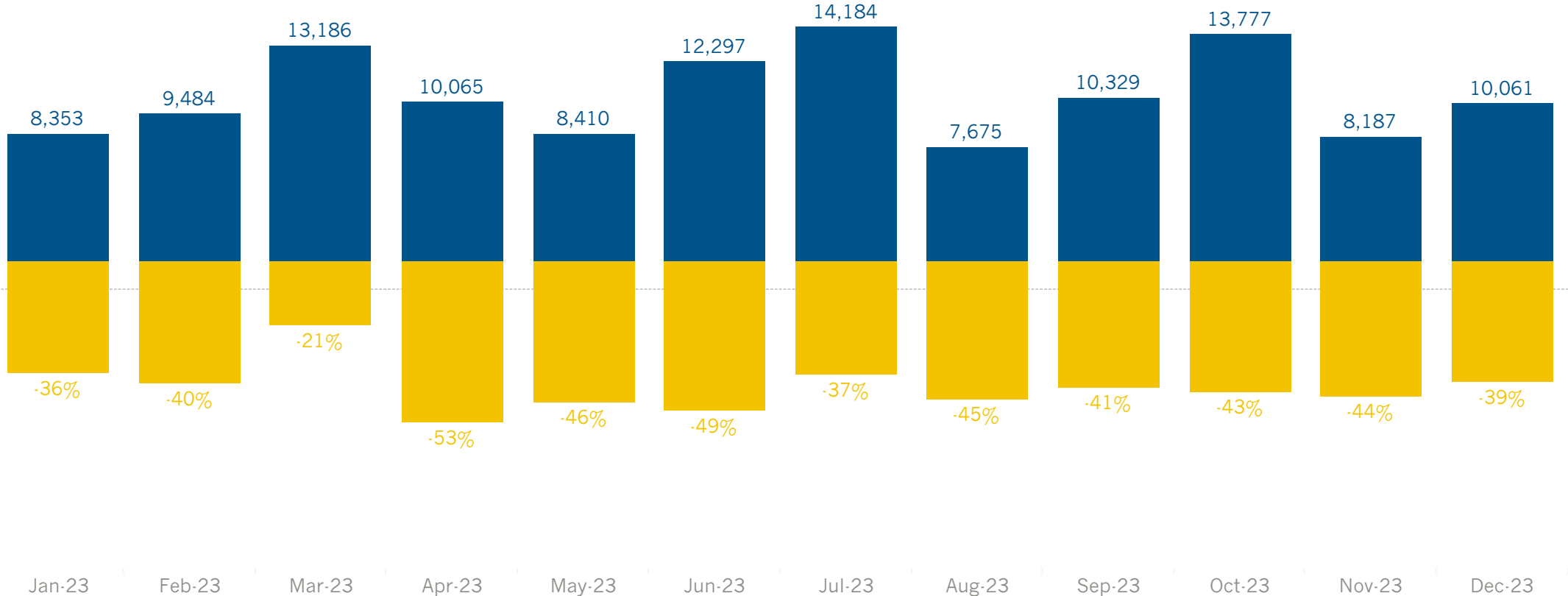
Nordics: Non-Stop Flights to CA (% chg vs 2019)



Non-Resident Arrivals to California

The chart below shows non-resident arrivals at California's ports of entry and percent change to 2019 for the focus market.

Nordics: Non-Resident Arrivals at CA Ports of Entry (% change vs. 2019)

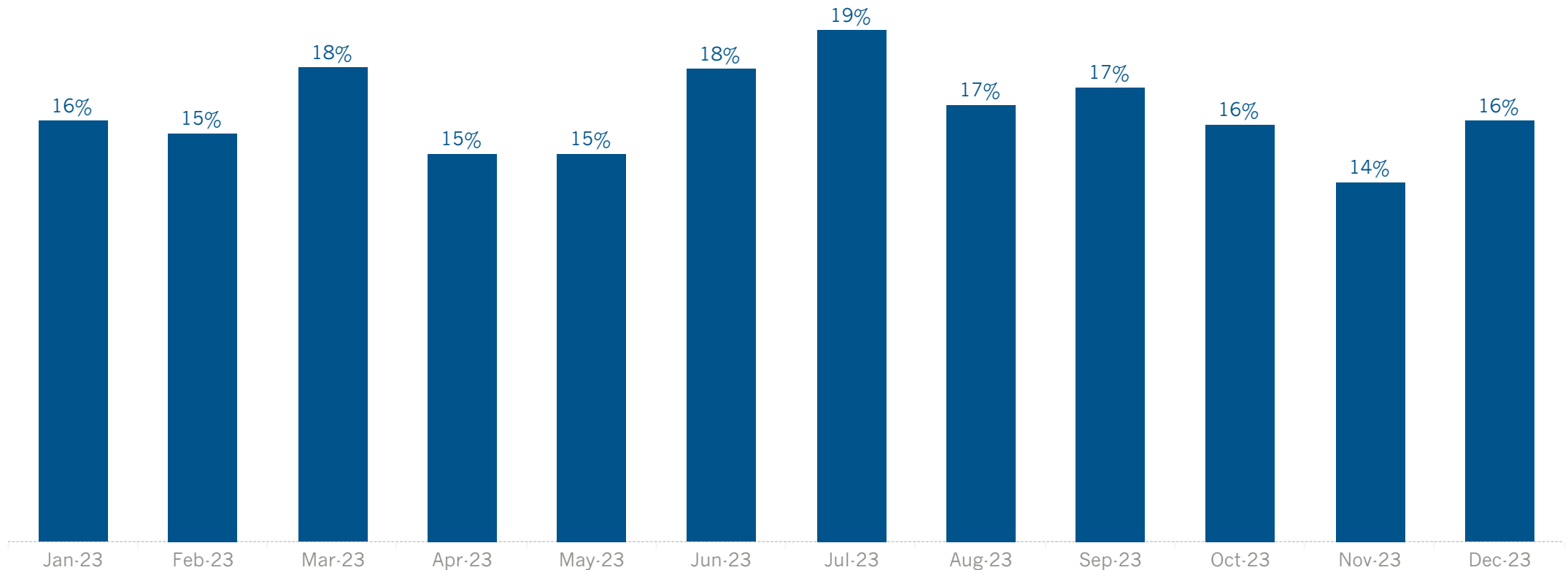


Source: NTT, CIC Research

California's Share of Arrivals

The chart below shows California's share of arrivals from the focus market based on First Intended Address (FIA).

Nordics: California Market Share of Arrivals Based on First Intended Address (%)



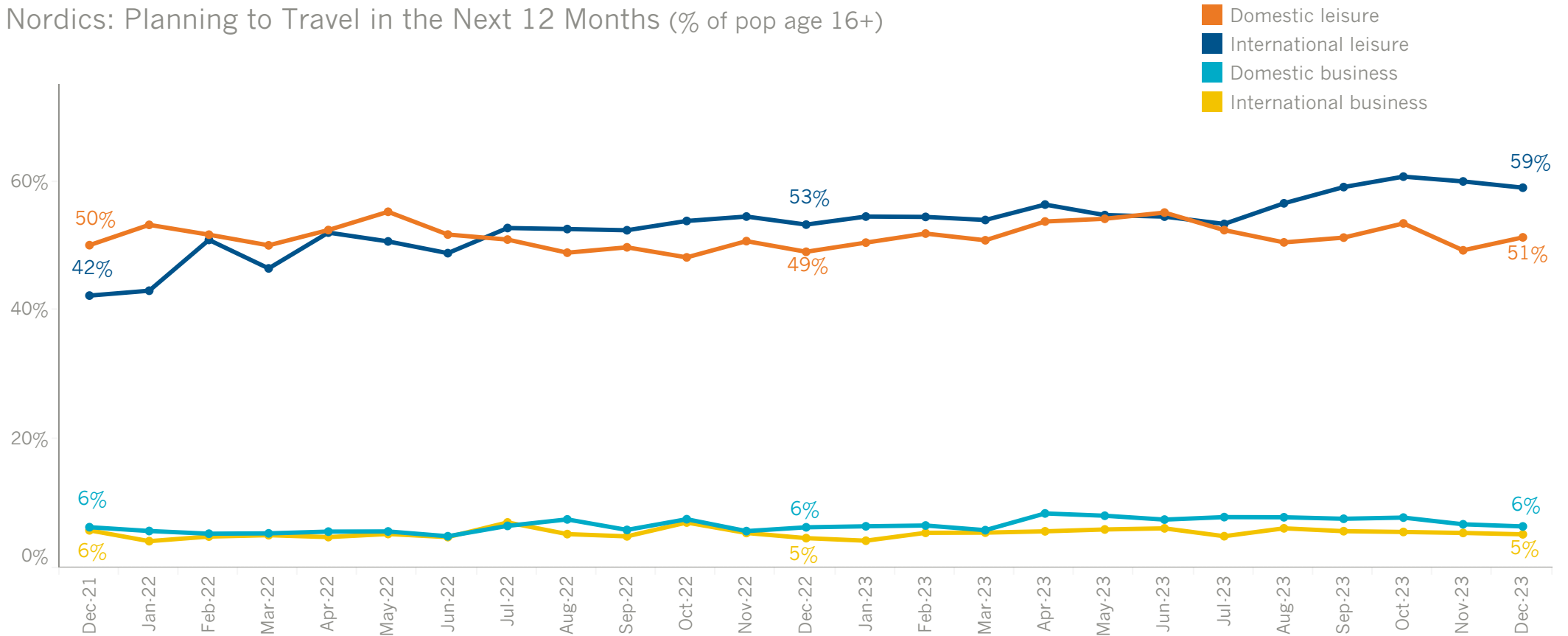
Data reported through: December 2023

Source: NTT/CIC Research

Travel Planned in Next 12 Months

The chart below shows the types of trips planned in the next 12 months for the focus market.

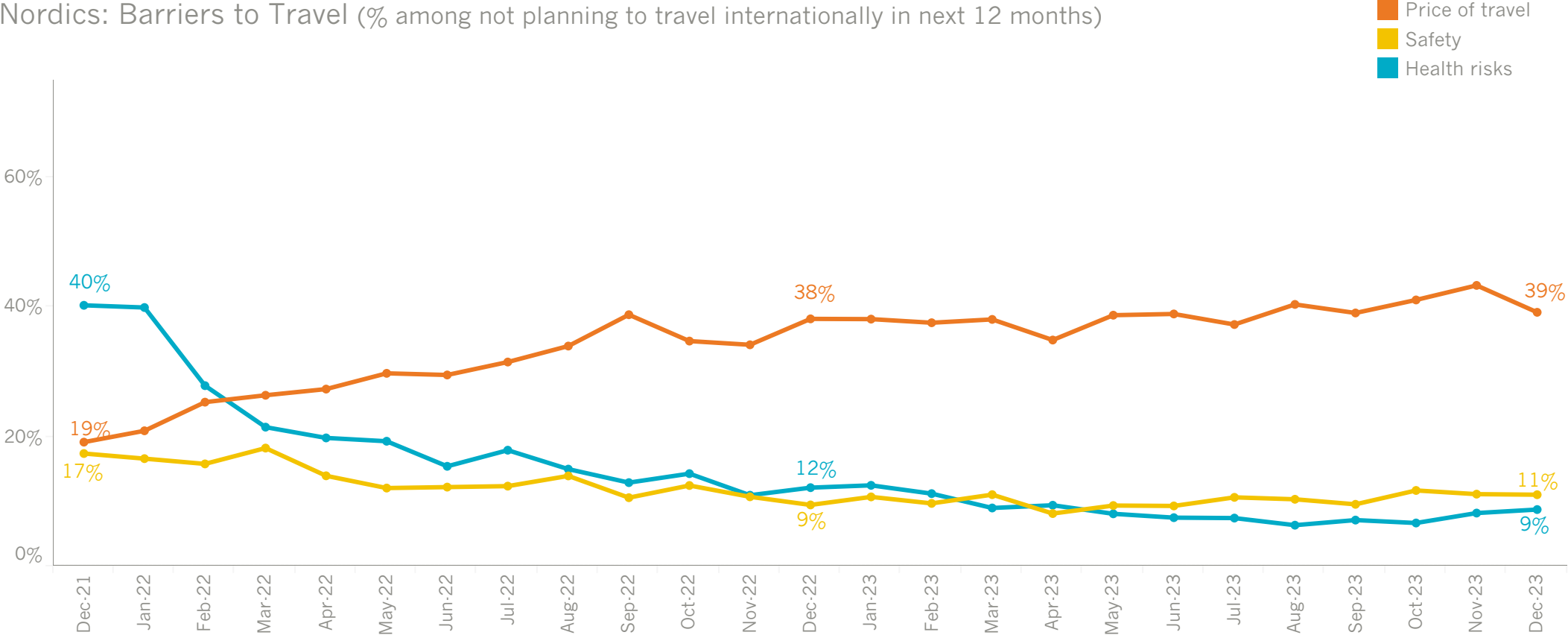
Nordics: Planning to Travel in the Next 12 Months (% of pop age 16+)



Barriers to Travel

The chart below shows perceived barriers to travel among consumers not currently planning an international trip in the focus market.

Nordics: Barriers to Travel (% among not planning to travel internationally in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported through: December 2023

Source: YouGov



Audience Insights



Int'l leisure travelers
considering California
"CA Traveler Target"

Audience Profile

The chart shows the incidence of international leisure travelers in the focus market and the subset of international leisure travelers considering California as a destination.

The following audience profile is based on the survey responses over a 12-month period of those consumers considering California as a destination for international leisure travel.

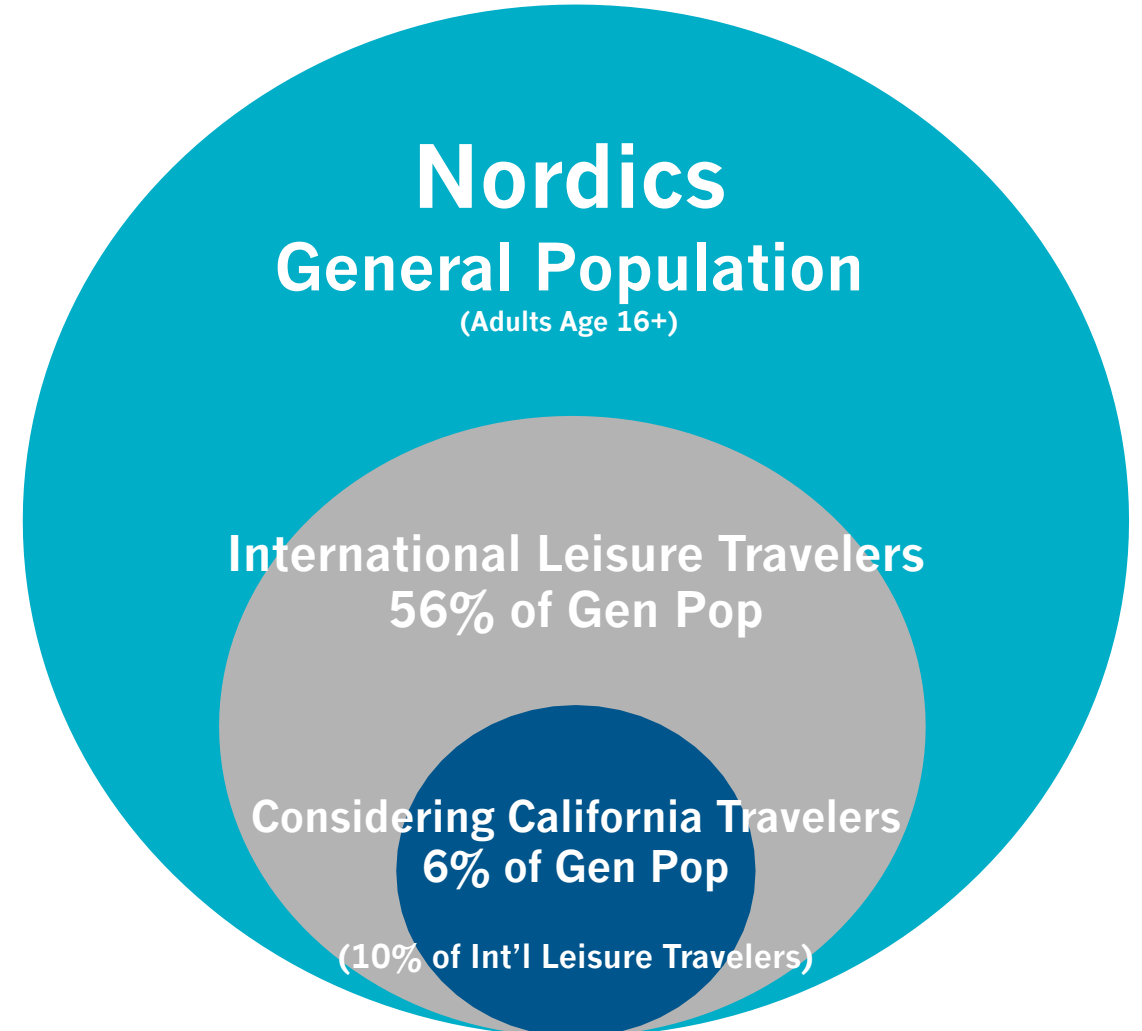
Definitions:

International Leisure Travelers:

Consumers in the focus market planning an international leisure trip in the next 12 months.

Considering California Travelers ("CA Traveler Target"):

Among the consumers in the focus market planning international leisure travel, those who are considering California as destination for travel in the next 12 months.



How to Read the Data

Generation	CA Traveler Target	Index
Gen Z	5%	59
Millennial	51%	115
Gen X	29%	124
Baby Boomer	13%	60

Generation Definitions:

- Gen Z (2000 and later)
- Millennial (1982-1999)
- Gen X (1965-1981)
- Boomer (1946-1964)

Data:

- **CA Traveler Target:** Shows the incidence (%) of the demographic characteristic or travel activity among international leisure travelers considering California as a destination in the focus market.
- **Index:** Compares the incidence (%) of the CA Traveler Target to the incidence (%) of all International Leisure Travelers. For example, an index of 115 indicates that the measure among the CA Traveler Target is 1.15x greater than among International Leisure Travelers in the focus market.



Int'l leisure travelers
considering California
"CA Traveler Target"

Demographic Profile

The chart below shows the demographic profile of the consumer target in the focus market.

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Gender

	CA Traveler Target	Index
Female	44%	87
Male	56%	113

Marital Status

	CA Traveler Target	Index
Married	34%	82
Single	28%	131
Partner	23%	120

Income*

	CA Traveler Target	Index
Higher income	31%	109
Middle income	35%	97
Lower income	17%	97
Prefer not to say	16%	95

Age

	CA Traveler Target	Index
Age 16-24	9%	101
Age 25-34	24%	131
Age 35-44	21%	142
Age 45-54	18%	102
Age 55+	28%	69

Generation

	CA Traveler Target	Index
Gen Z	8%	115
Millennial	40%	132
Gen X	30%	103
Baby Boomer	21%	68

Family Status

	CA Traveler Target	Index
Children <18	20%	111

Region: Denmark

	CA Traveler Target	Index
Capital Region	38%	114
Southern Region	28%	136
Central Region	17%	81
Zealand Region	10%	72
North Region	8%	66

Region: Norway

	CA Traveler Target	Index
Oslo/Akershus	31%	95
Western Norway	27%	111
Southern Norway	16%	109
Eastern Norway	13%	88
Trøndelag and Northern ..	13%	97

Region: Sweden

	CA Traveler Target	Index
Stockholm	28%	107
South central Sweden	26%	94
North central Sweden	18%	115
Skåne, Halland and Bleki..	14%	73
North Sweden	13%	132

*Income definitions: Higher >200% of median, Middle 75% to 200% of median, Lower <75% of median



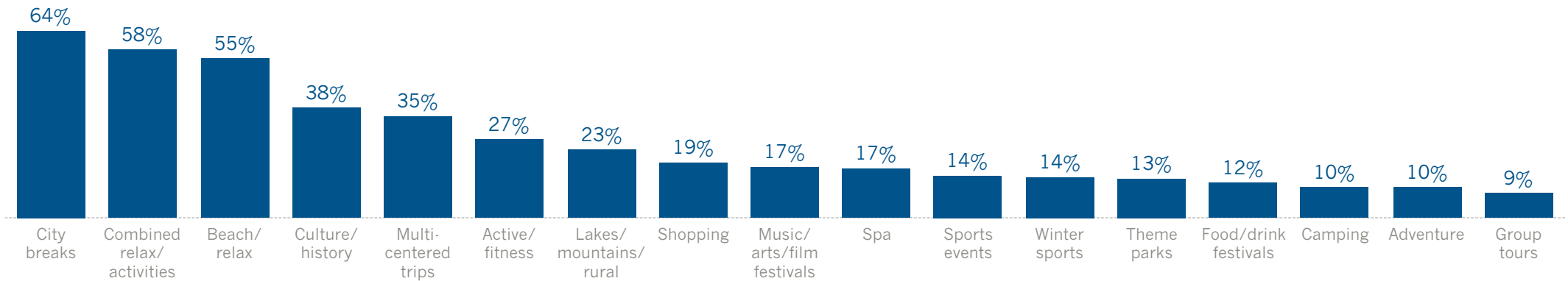
Int'l leisure travelers
considering California
"CA Traveler Target"

Trip Preferences/Characteristics

The chart below shows the typical trip preferences & characteristics of the consumer target in the focus market.

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Trip Type



Traveler Type

	CA Traveler Target	Index
Budget	30%	86
Adventurous	22%	128
All-inclusive	12%	111
Luxury	9%	183
Responsible	6%	74

Travel Party (from most recent vacation)

	CA Traveler Target	Index
My partner	56%	96
My children	27%	97
Friend(s)	23%	125
Other family	21%	120
Solo	8%	105
Other person(s)	6%	126

Q Trip Type: Which of the following types of holidays do you typically take?

Q Traveler Type: Which of the following best describes the type of traveler you are?

Q Travel Party: Thinking about your most recent holiday, which of the following best describes the group or individual you went on holiday with?

Source: YouGov (2023)



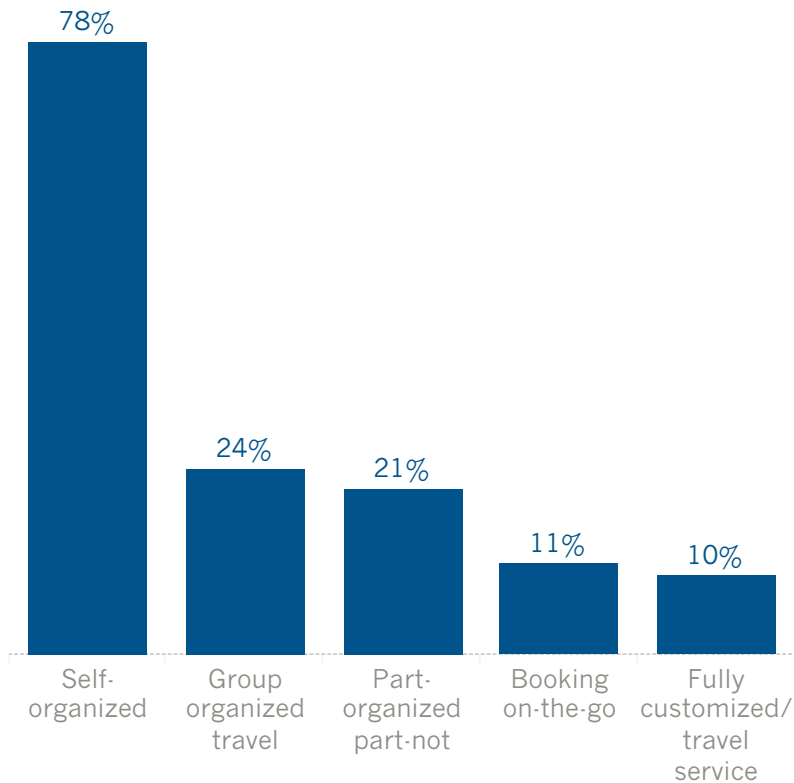
Int'l leisure travelers
considering California
"CA Traveler Target"

Organizing/Planning Methods

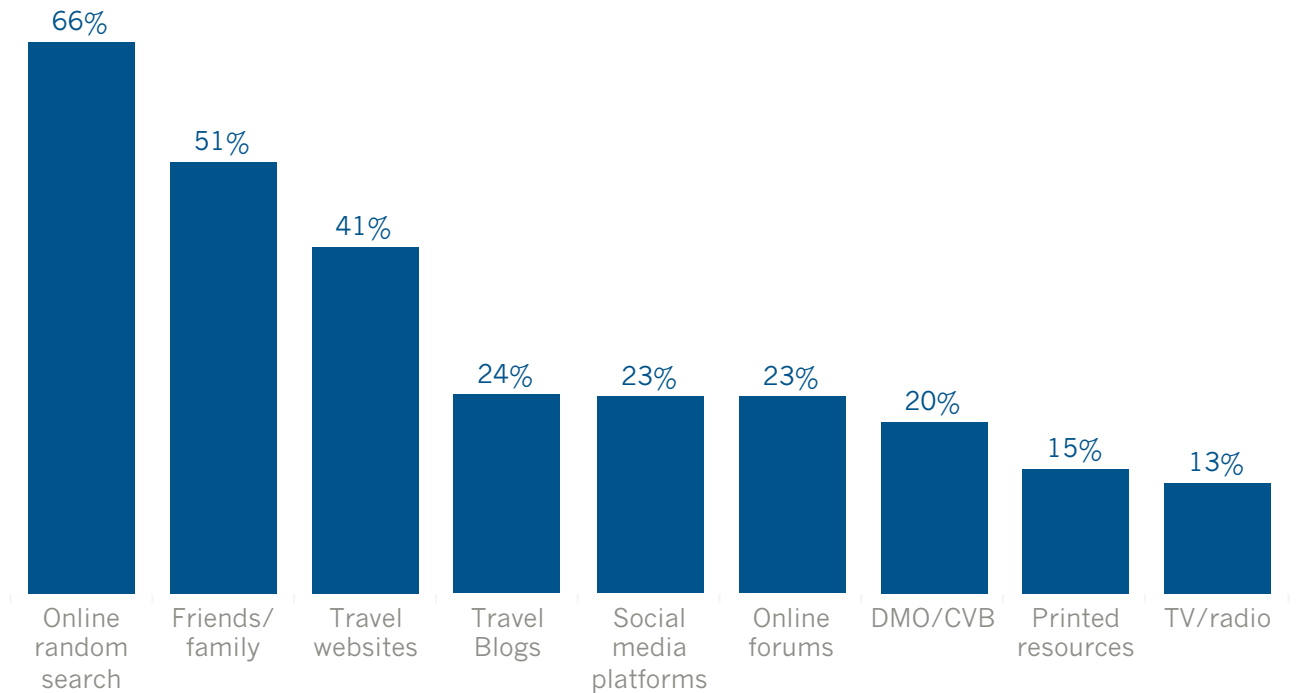
The chart below shows the organizing and planning methods of of the consumer target in the focus market.

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Organizing Travel



Planning Methods



Q Organizing: Which of the following describe how you generally organize your holidays?
Q Planning: Which of the following methods do you generally use to help plan a holiday?

Source: YouGov (2023)

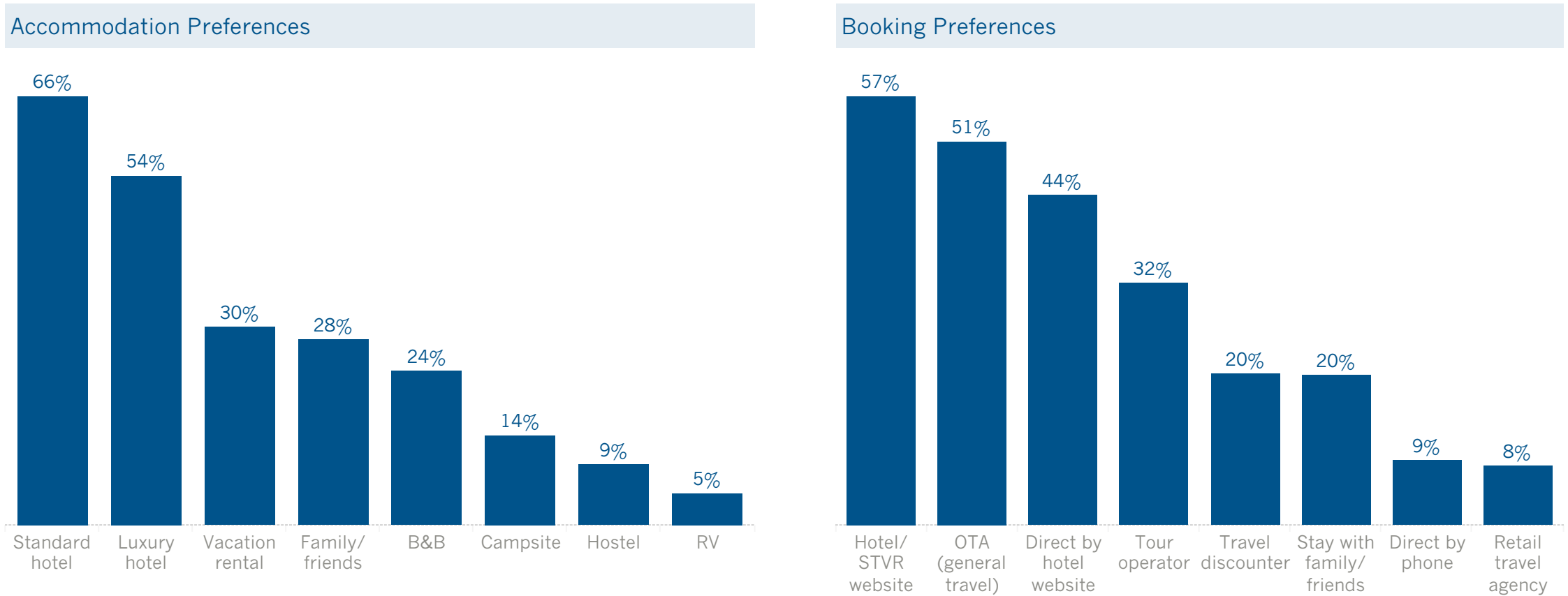


Int'l leisure travelers
considering California
"CA Traveler Target"

Booking Preferences

The chart below shows the accommodation preferences of of the consumer target in the focus market.

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Q Accommodation: Which of the following types of accommodations do you typically stay in when you are on holiday?
Q Booking: Which of the following booking methods do you typically use when booking accommodations for the holidays?



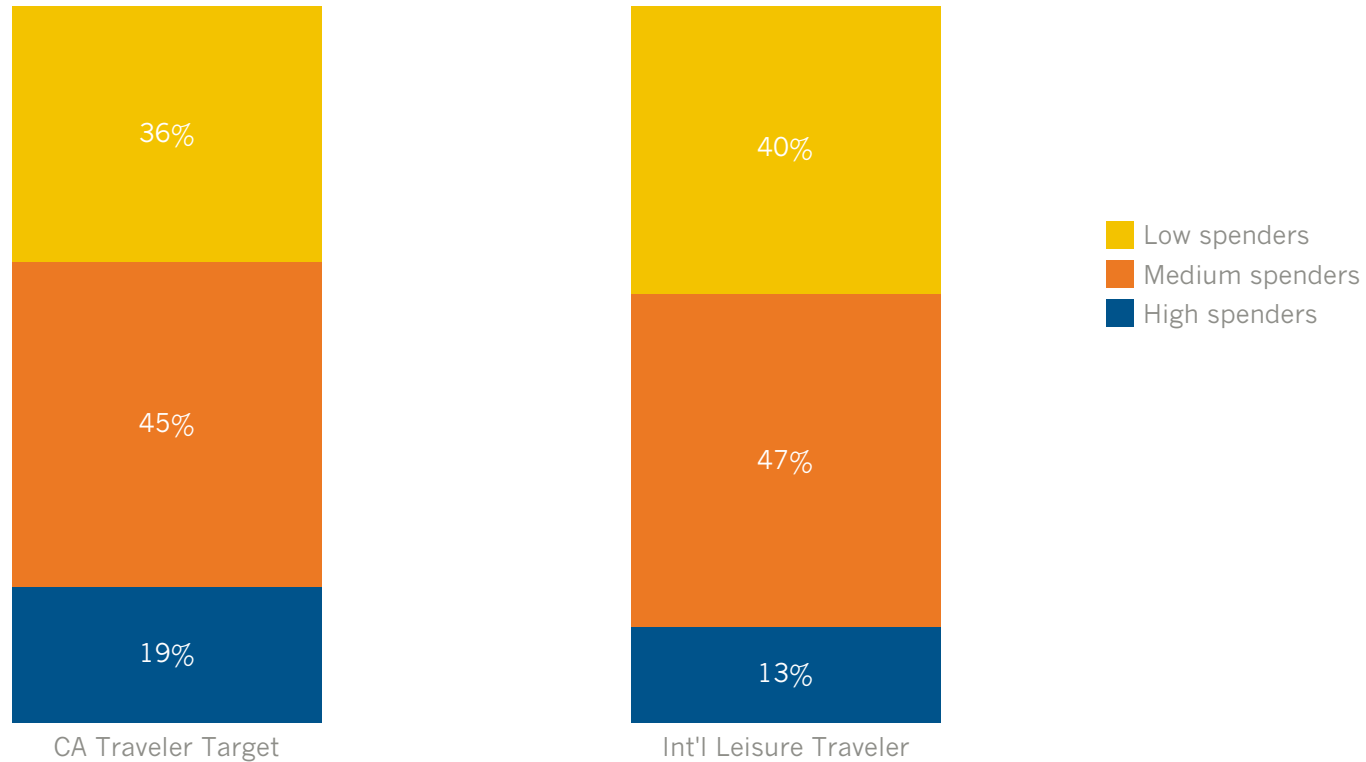
Int'l leisure travelers
considering California
"CA Traveler Target"

Travel Spending

The chart shows the travel spending of the consumer target in the focus market based on the most recent vacation.

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Travel Spending (from most recent vacation)





Int'l leisure travelers
considering California
"CA Traveler Target"

Media & Advertising

The data shows advertising influences and sports preferences of the target consumer in the focus market.

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Advertising Influences		
	CA Traveler Target	Index
Social media	41%	109
Travel websites	34%	128
TV - Free to view channels	25%	119
Online streaming services	20%	129
Billboards	20%	159
Direct mail	19%	125
Magazines (digital)	18%	130
National newspaper (digital)	16%	148
TV - paid/subscription	15%	157
Local newspaper (digital)	14%	123
Radio	13%	127
Magazines (physical)	13%	122
Cinema	13%	113
Public transport	13%	135
Local newspaper (physical)	12%	105
National newspaper (physical)	10%	128
Podcast	9%	125

Sports Watched/Followed		
	CA Traveler Target	Index
Soccer/Football	35%	120
Ice Hockey	25%	116
Tennis	19%	153
Athletics/Track & Field	17%	116
Cycling	11%	117
Swimming	10%	119
Golf	10%	140
NFL	9%	222
Boxing	9%	165
Running/Marathon	8%	122
Basketball	8%	129
Volleyball	8%	180
Gymnastics	6%	136
Horse Racing	5%	185
Baseball	5%	328
Rugby League	4%	507
Surfing	3%	385
Cricket	3%	255
Australian Rules Football	3%	286

Q Advertising: Thinking about your next travel or holiday related purchase,...where would you advertise to catch your attention?

Q Sports: Which of the following sports do you watch or follow?

Source: YouGov (2023)



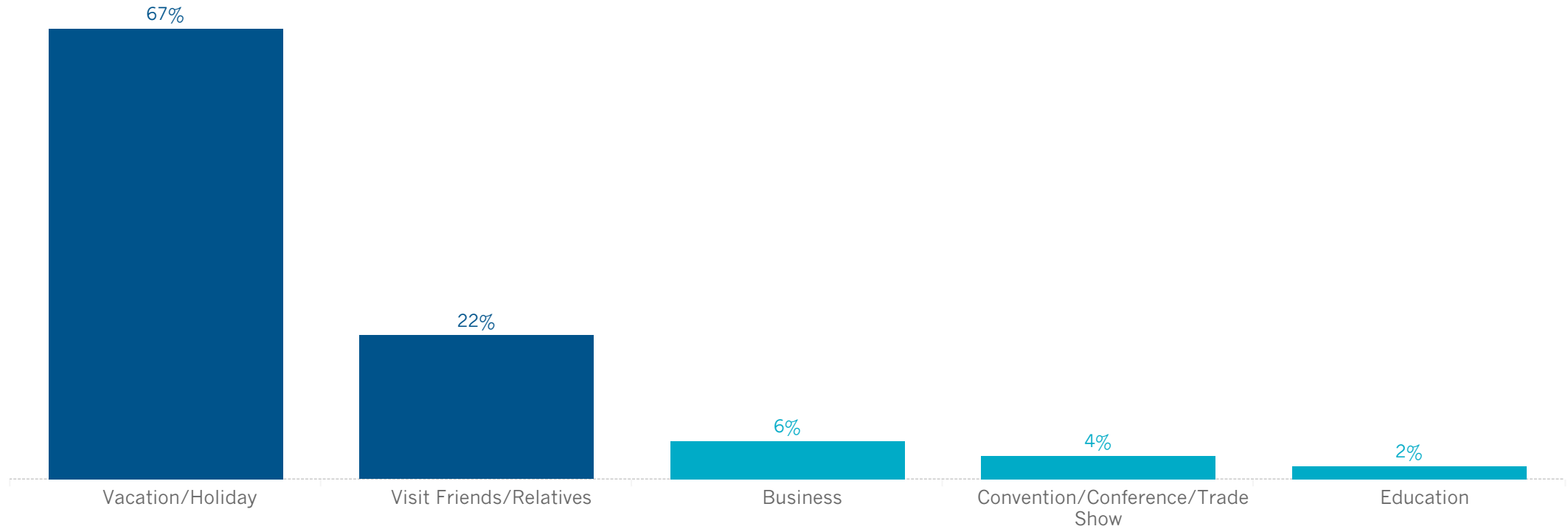
California Travelers & California Trip Characteristics

Main Purpose of Trip

The chart below shows the main purpose of the trip among travelers in the focus market.

Scandinavia

Main Purpose of Trip

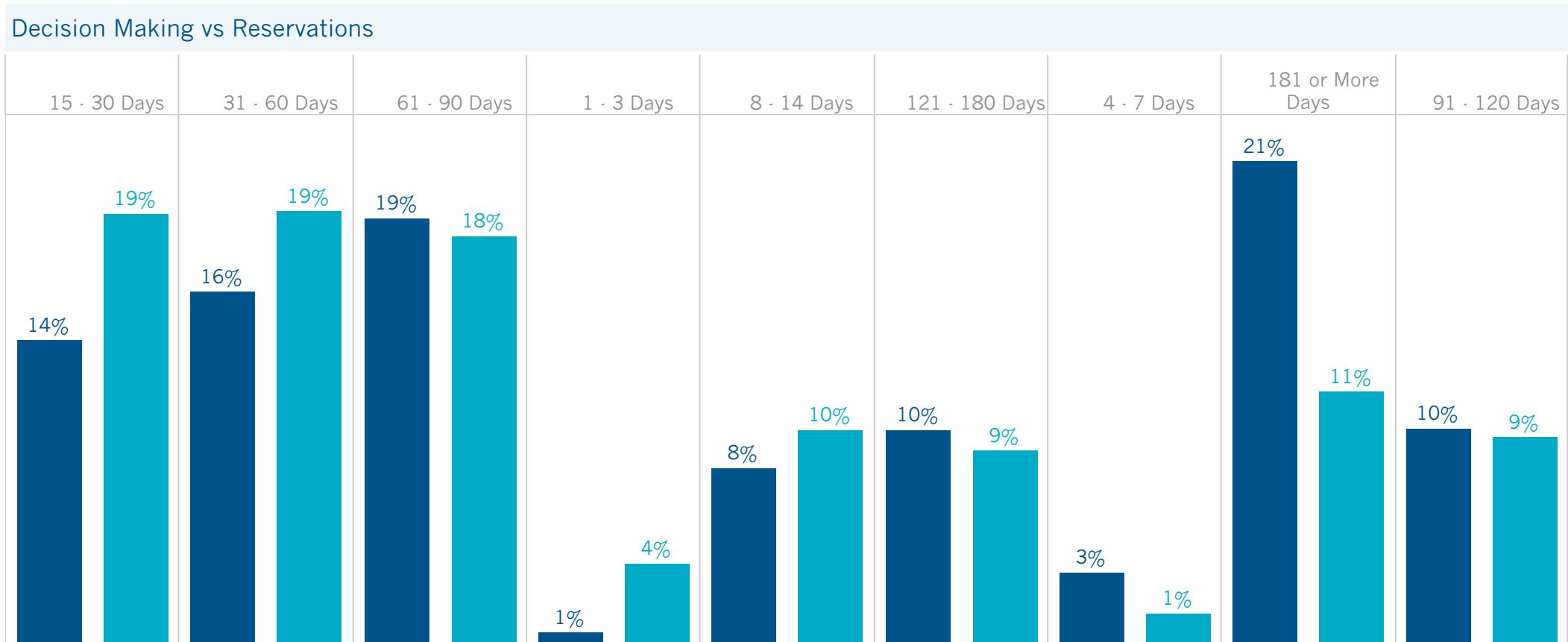




Decision Making vs Reservations

The chart below shows the timeframe for making the decision to travel and making the reservations among travelers in the focus market..

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- How many days prior to departure did you make the decision to travel?
- How many days prior to departure did you make air travel reservations?

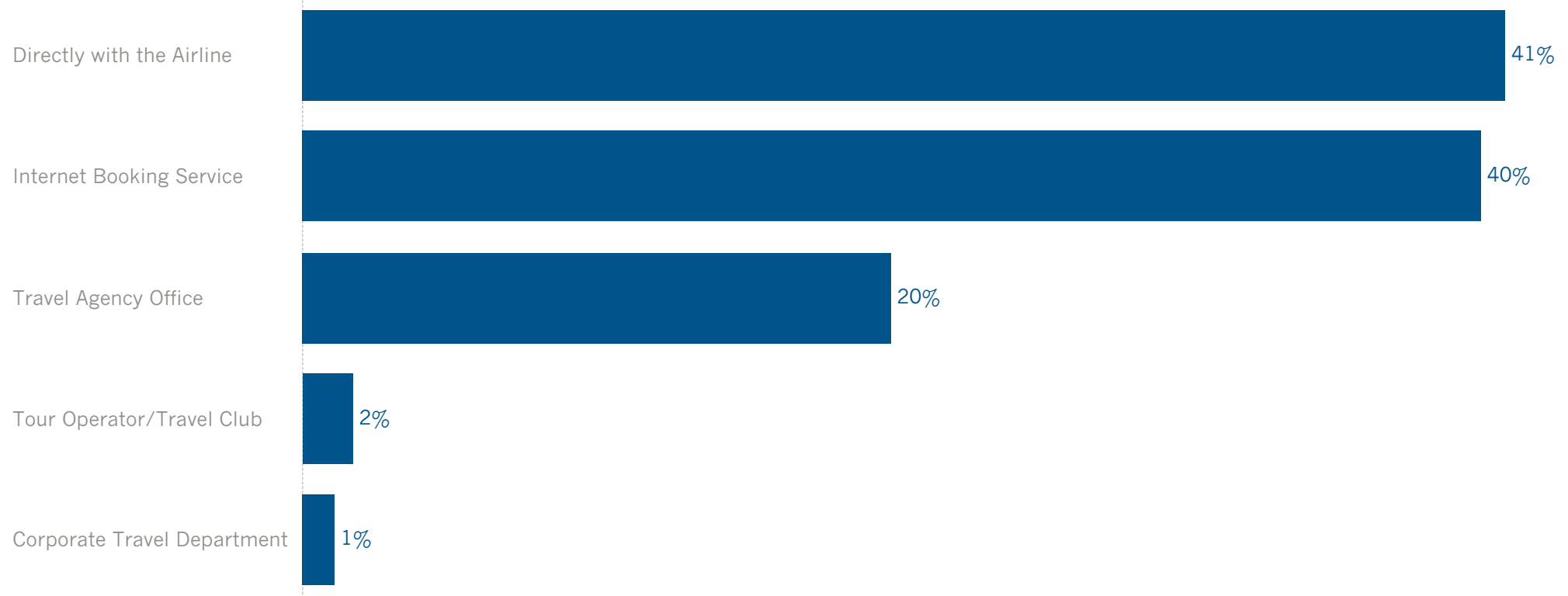


Airline Reservations

The chart below shows how airline reservations were made for the trip among travelers in the focus market.

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Airline Reservations



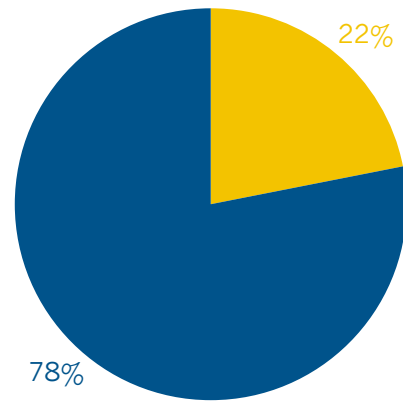


First/Repeat Visitation, Travel Party Size

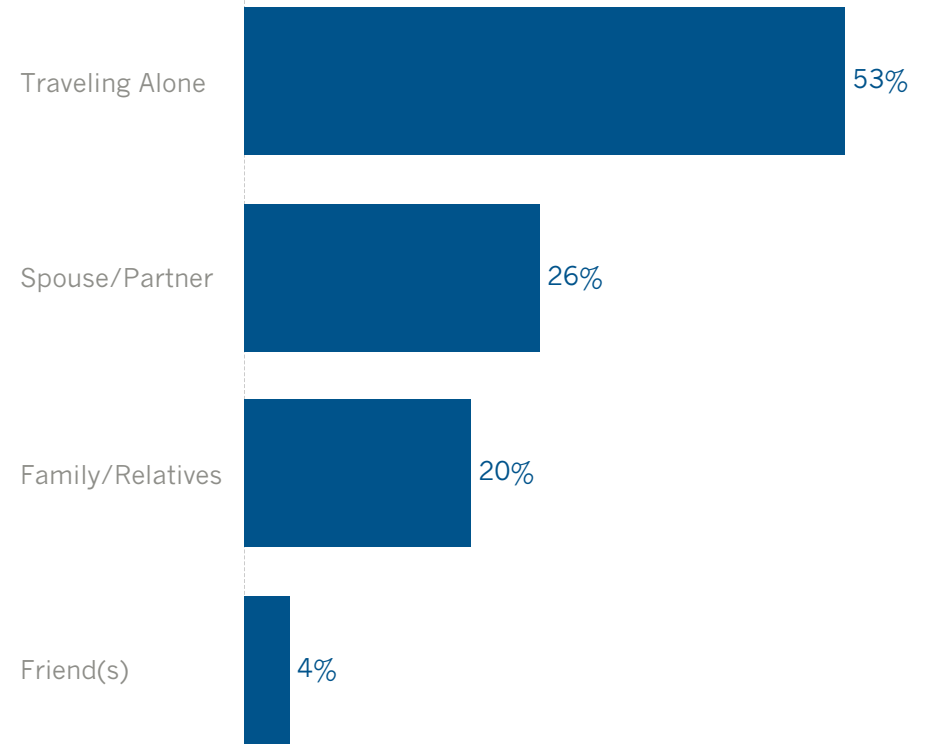
The charts below show first-time and repeat visitation and travel party size among travelers from the focus market.

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First trip to the US



Travel Companion



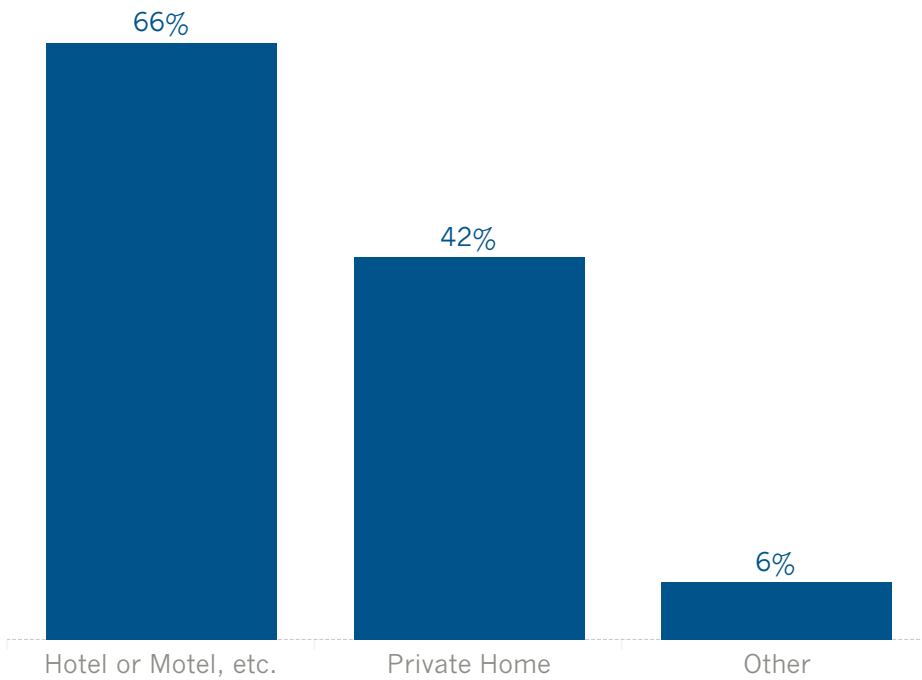


Types of Accommodations & Nights

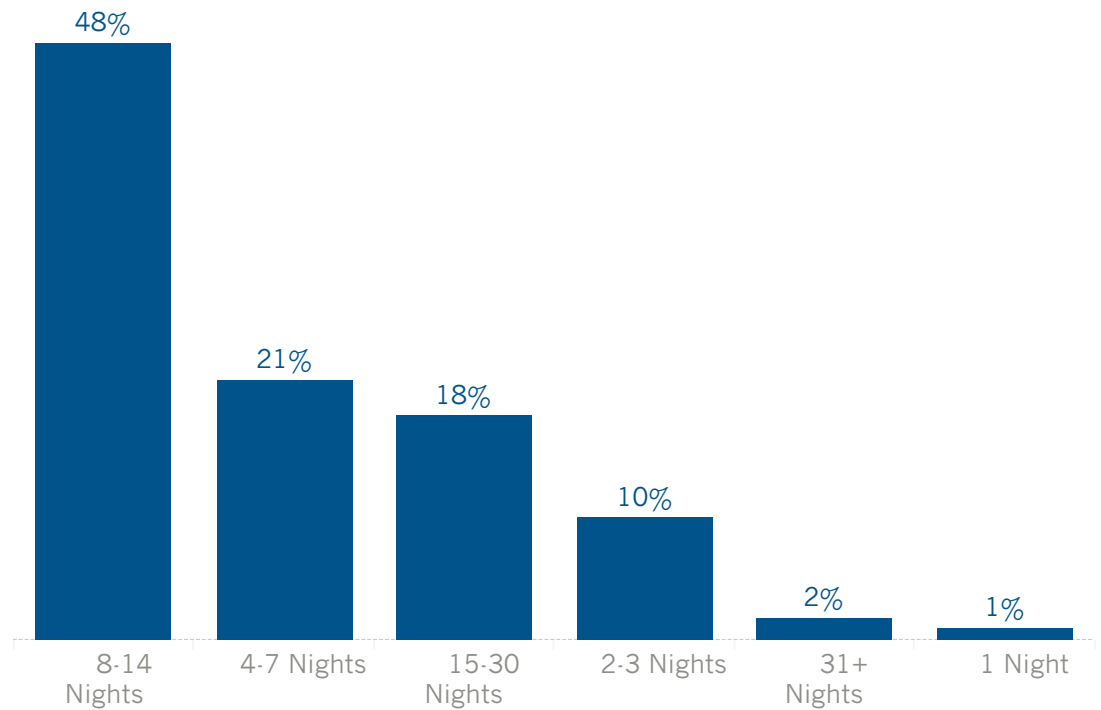
The charts below show types of accommodations stayed in and number of nights in destination among travelers from the focus market.

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Types of Accommodations



Nights in Destination



Q: Type of accommodations in the destination
Q: Overall nights in destination

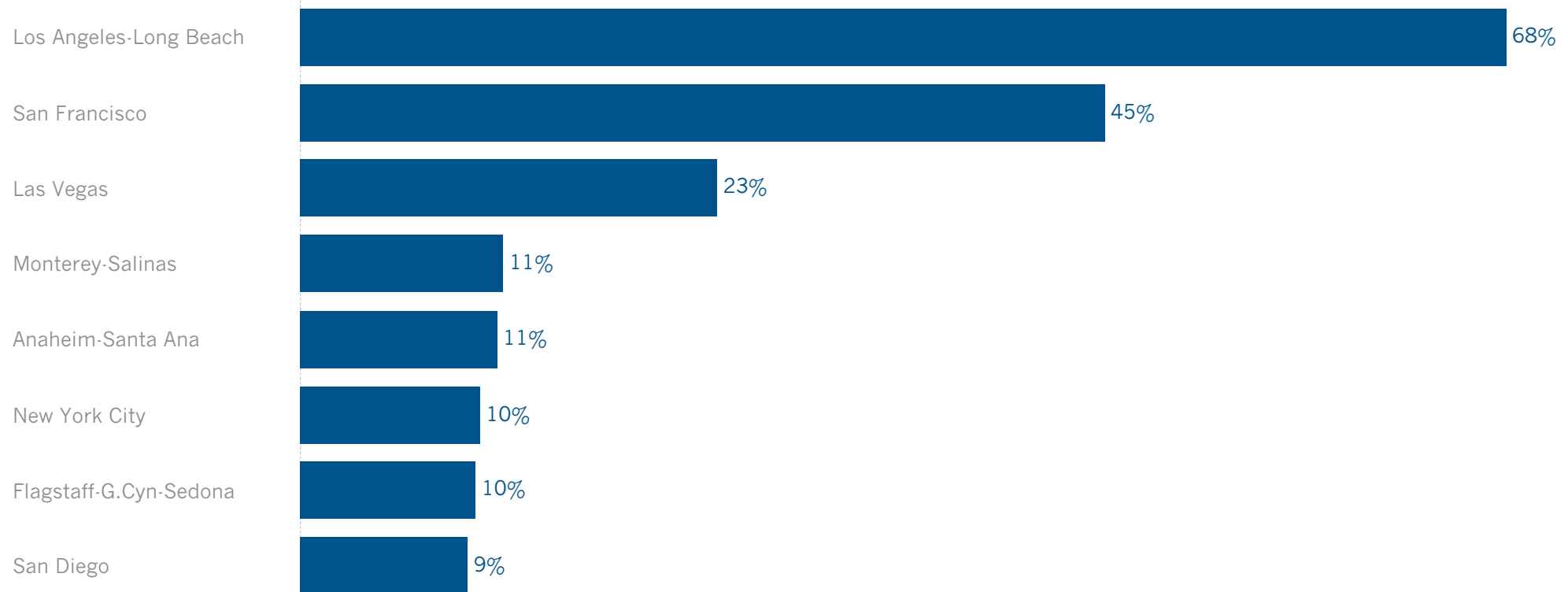


Destinations visited

The chart below shows top U.S. destinations visited on a trip among travelers from the focus market.

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US Destinations visited

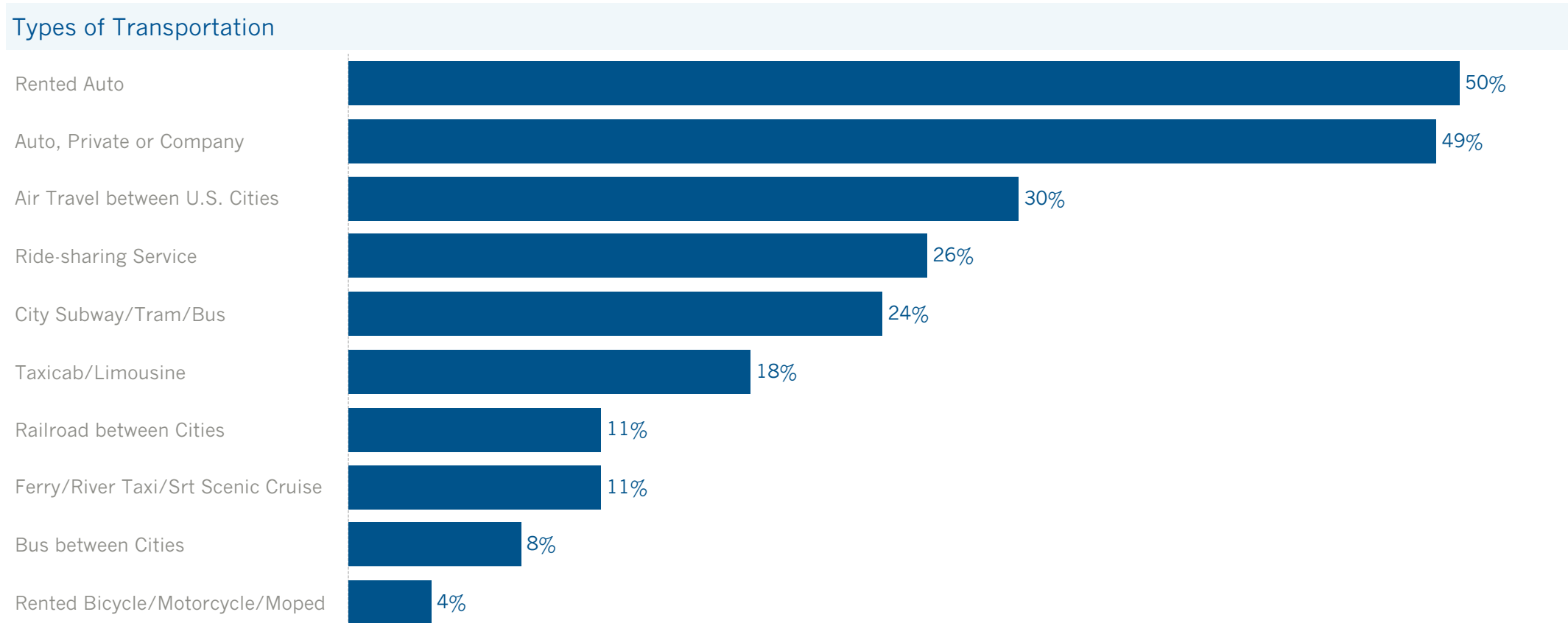




Transportation

The chart below shows the types of transportation used on the trip among travelers in the focus market.

Nordics

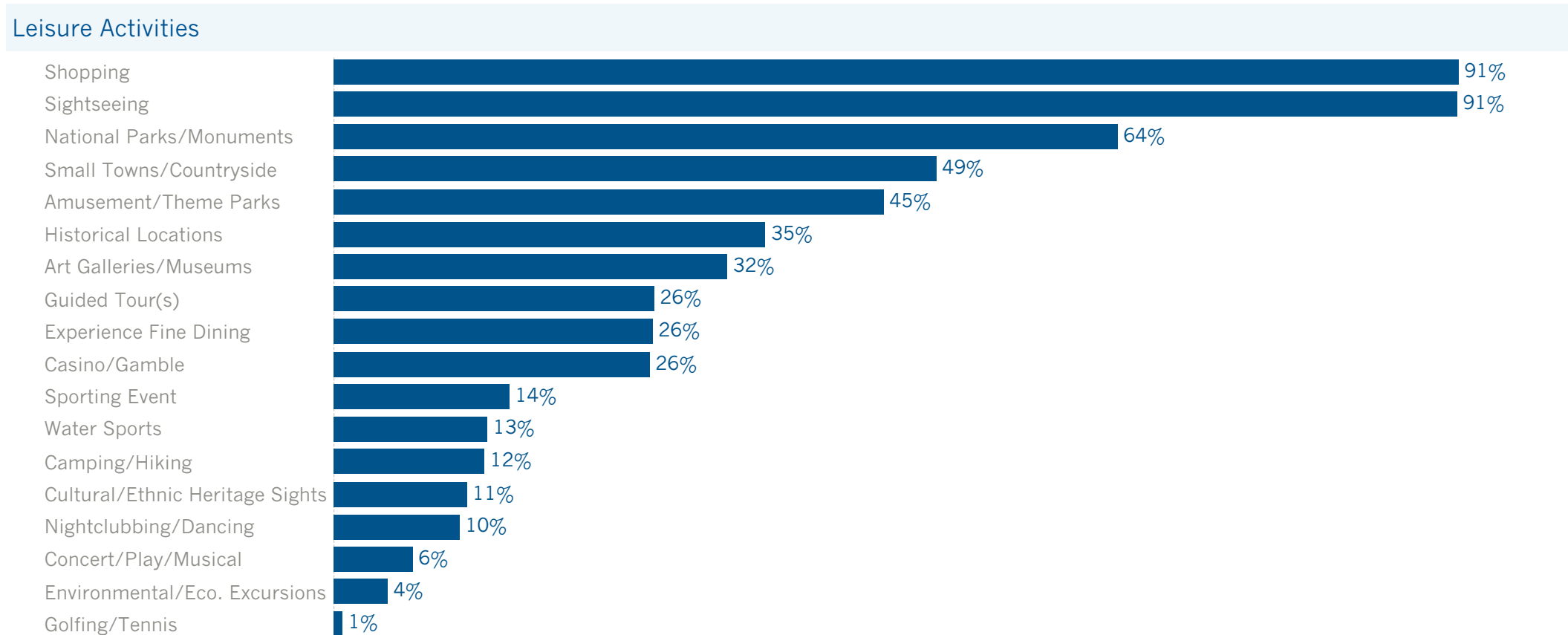




Activities

The chart below shows the leisure activities engaged in on a U.S. trip among travelers to California from the focus market.

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Expenditures in the US

The chart below shows mean expenditures by category among travelers to California from the focus market.

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Expenditures per visitor

