



OVERSEAS VISITORS TO PHILADELPHIA

2016 SNAPSHOT: NORDIC REGION

Visitor arrivals from the Nordic Region (Norway, Sweden, Denmark, Finland and Iceland), grew by 8% in 2016 vs. 2015. Combined, the Nordic Region is the 8th largest source market for overseas visitation to Philadelphia, and is among the fastest-growing visitor markets for the region. In 2016, visitors from the Nordic Region spent \$13.8 million in Philadelphia, and both the number of visitors and spend from the region is expected to grow significantly over the next five years.



19,400

Total Nordic Region
Visitors to Philadelphia
in 2016



\$832

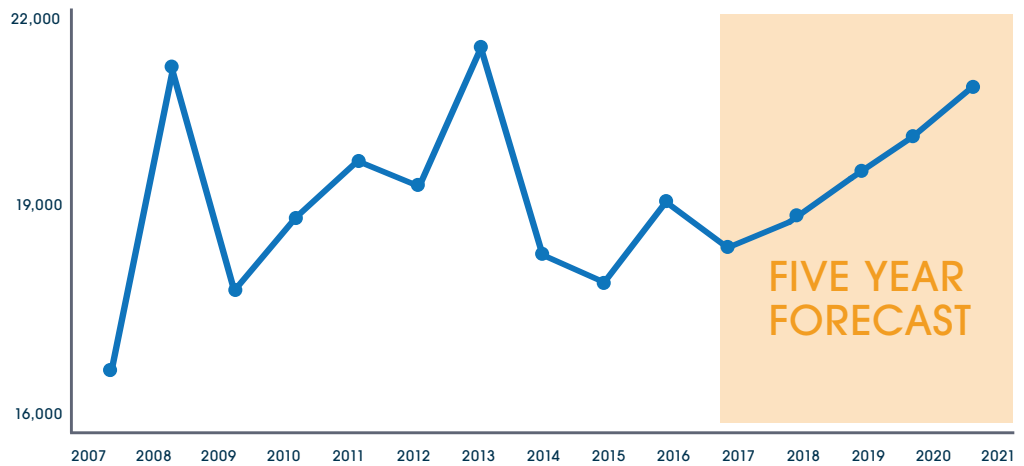
Amount Spent per
Nordic Region Visitor



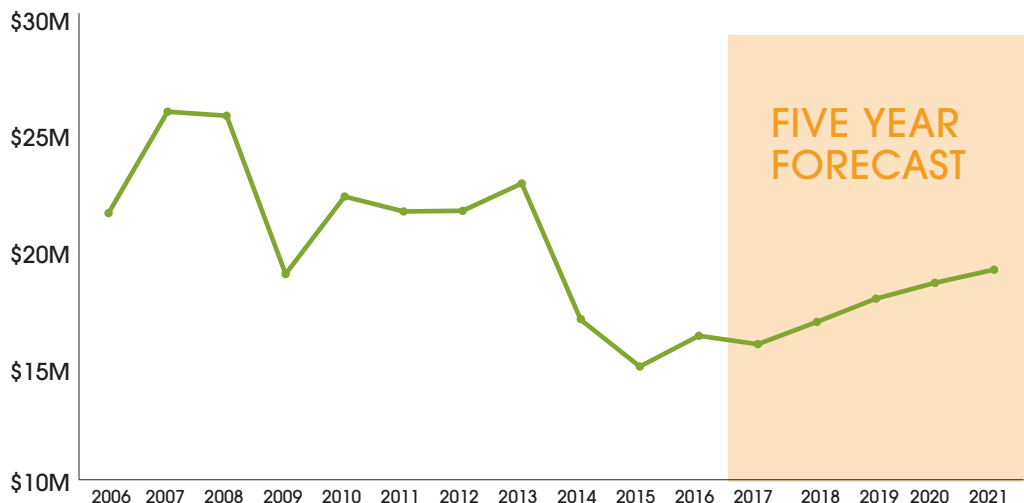
26,800

Total Room Nights
Sold to Nordic Region
Visitors in 2016

VISITORS FROM THE NORDIC REGION



SPENDING BY VISITORS FROM THE NORDIC REGION



Interested in learning more about overseas visitation to Philadelphia?
Contact the **PHLCVB** Tourism team at **215-636-3409** or **toursales@discoverPHL.com**.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics, an Oxford Economics Company (Visitation/Spend)

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