OVERSEAS VISITORS TO PHILADELPHIA: 2018 SNAPSHOT

Scandinavia & Finland

- Scandinavia & Finland in-bound travel to Philadelphia is up 1.4% year-over-year
- Sweden is the top market for overseas visitation from the region with nearly 10,000 visitors traveling to Philadelphia in 2018.
- Visitation from Scandinavia & Finland is expected to increase by 13.9% over the next five years

**IN 2018**

<table>
<thead>
<tr>
<th></th>
<th>Total Visitors from Scandinavia &amp; Finland</th>
<th>Total Visitor Spending from Scandinavia &amp; Finland</th>
<th>Total Room Nights Sold to Visitors from Scandinavia &amp; Finland</th>
<th>Amount Spent per Visitor from Scandinavia &amp; Finland</th>
<th>FTE* Jobs Supported by Visitors from Scandinavia &amp; Finland</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>19,700</strong></td>
<td>$19.2 M</td>
<td><strong>27,000</strong></td>
<td>$975</td>
<td><strong>269</strong></td>
<td></td>
</tr>
</tbody>
</table>

Visitors from Scandinavia & Finland

**FIVE YEAR FORECAST**

**SPENDING**

Spending by visitors from Scandinavia & Finland increased 0.7% YOY, and over the next five years is expected to grow by 21.2%.

Interested in learning more about overseas visitation to Philadelphia?
Contact the PHLCVB Global Tourism Team at **215-636-3409** or **GlobalTourism@DiscoverPHL.com**.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spending)
All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor difference among results may occur from year to year. 9/2019
**AIR TRAVEL BOOKING WINDOW**

“Booking window” is defined as the number of days prior to departure that airline reservations were made.

<table>
<thead>
<tr>
<th>Average Number of Days</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>181+ days</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>91-180 days</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>31-90 days</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>1-30 days</td>
<td>37%</td>
<td>50%</td>
</tr>
</tbody>
</table>

**TOP PORTS OF ENTRY TO THE U.S.**

- Newark, NJ (37%)
- New York, NY (36%)
- Philadelphia, PA (9%)
- Washington, DC (4%)
- Boston, MA (3%)

**TOP REASONS FOR TRAVELING TO PHILADELPHIA**

- Leisure: 58%
- Business: 19%
- Convention: 17%
- Education/Other: 6%

**TOP ACTIVITIES**

- Shopping: 93%
- National Parks/Monuments: 45%
- Art Galleries/Museums: 44%
- Fine Dining: 39%
- Historical Locations: 38%

**PLACES VISITED**

- Pennsylvania Main Destination: 67%
- Only Visited Pennsylvania: 30%
- Only Visited Philadelphia: 20%

**REGIONAL PARTNERSHIPS**

The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitation, encouraging them to visit several destination within the region, including Philadelphia.

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