

OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT



Scandinavia & Finland

NORWAY • DENMARK • SWEDEN • ICELAND • FINLAND

- With nearly 9,000 visitors traveling to Philadelphia, Sweden is the top Nordic market for overseas visitation in 2019.
- 75% of travelers from Nordic countries stayed in paid accommodations when visiting Philadelphia, notably higher than the 66% average for all overseas visitors to the destination.

IN 2019



18,080

Total Visitors from Scandinavia and Finland



\$16M

Total Visitor Spending from Scandinavia and Finland



24,420

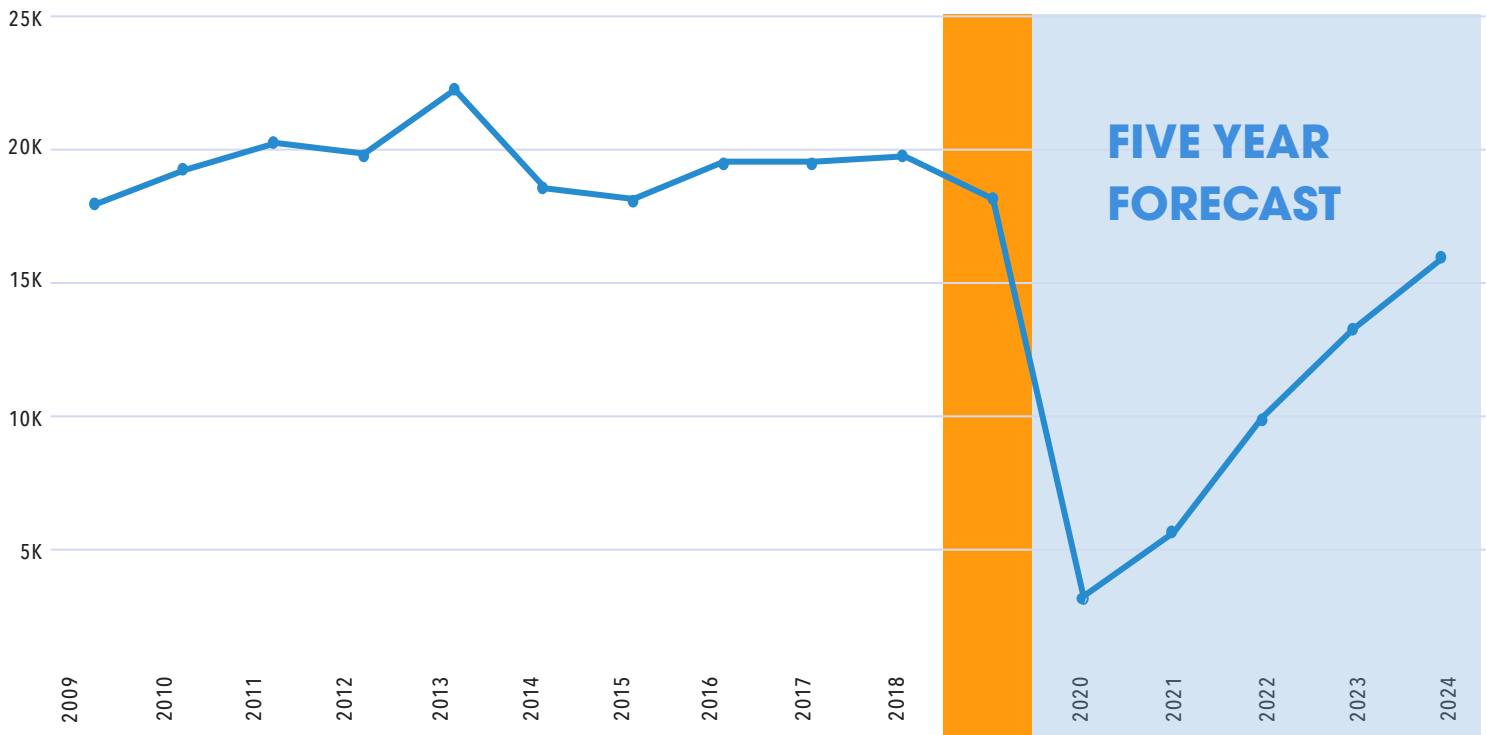
Total Room Nights Sold to Visitors from Scandinavia and Finland



\$879

Amount Spent per Visitor from Scandinavia and Finland

VISITORS FROM THE SCANDINAVIA AND FINLAND



With overseas travel restrictions in place due to COVID-19, visitation from Scandinavia and Finland is currently projected to decline by 80% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the Scandinavian and Finnish markets are estimated to fully recover by 2025.

Interested in learning more about overseas visitation to Philadelphia?

Contact the PHLCVB Global Tourism team at **215-636-3409** or **GlobalTourism@discoverPHL.com**.



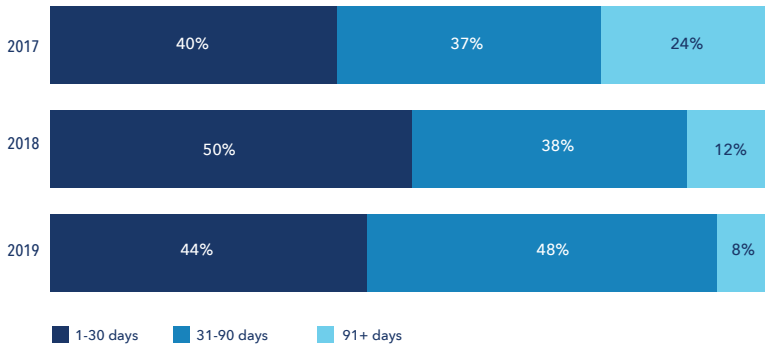
Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spend)
All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor differences among results may occur from year to year. 9/2019

*FTE=Full-Time Equivalent

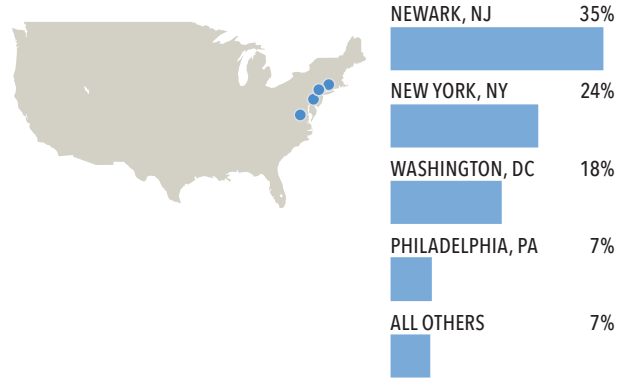
2019 Visitors from Scandinavia and Finland to Philadelphia

BOOKING WINDOW FOR AIR TRAVEL

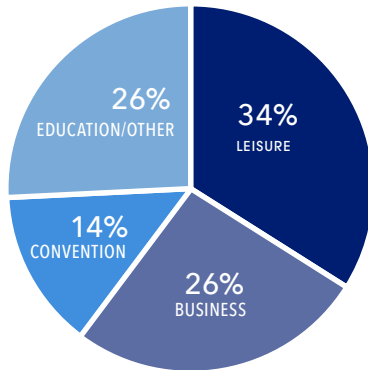
% share of total bookings from Scandinavia and Finland, 2015-2019



TOP PORTS OF ENTRY TO THE US



TOP REASONS FOR TRAVELING TO PHILADELPHIA



92%
Shopping

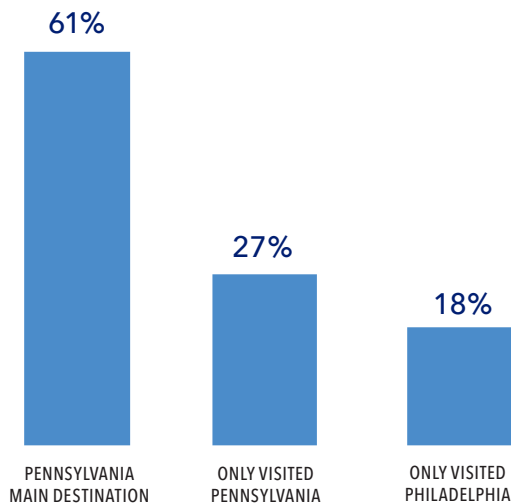
51%
Art Galleries/
Museums

67%
Sightseeing

43%
Nightclubbing/
Dancing

54%
National Parks/
Monuments

PLACES VISITED



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 destinations within the region, including Philadelphia.

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