



## 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



**19,700**

Total Visitors from Scandinavia & Finland



**\$19.2 M**

Total Visitor Spending from Scandinavia & Finland



**27,000**

Total Room Nights Sold to Visitors from Scandinavia & Finland



**\$975**

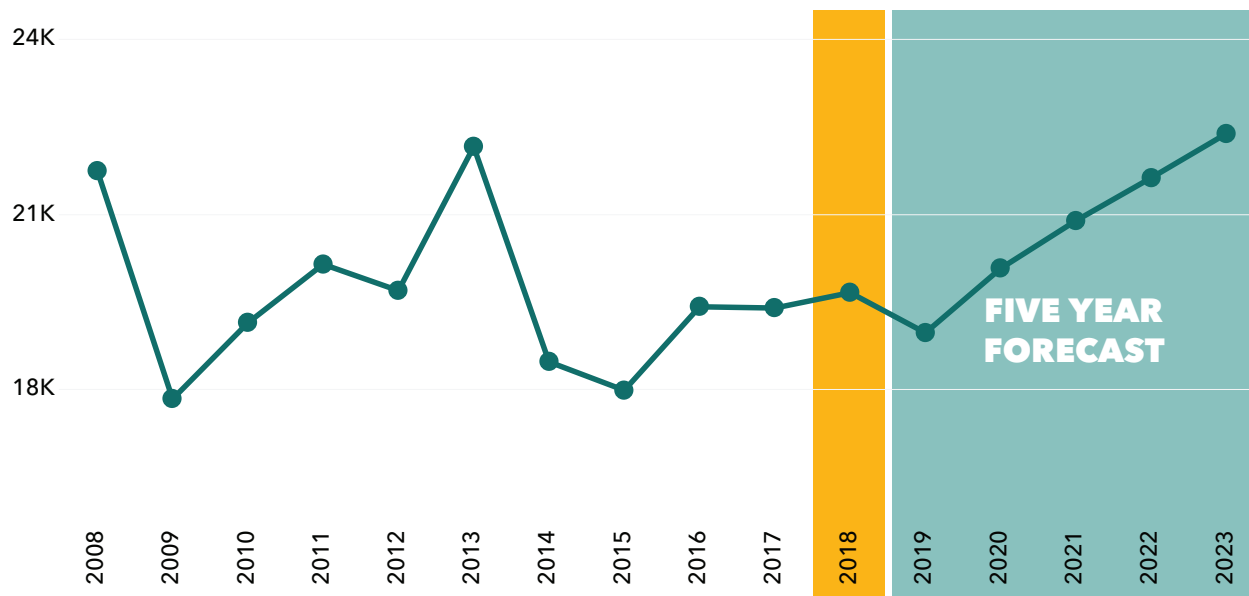
Amount Spent per Visitor from Scandinavia & Finland



**269**

FTE\* Jobs Supported by Visitors from Scandinavia & Finland  
\*FTE=Full-Time Equivalent

### Visitors from Scandinavia & Finland

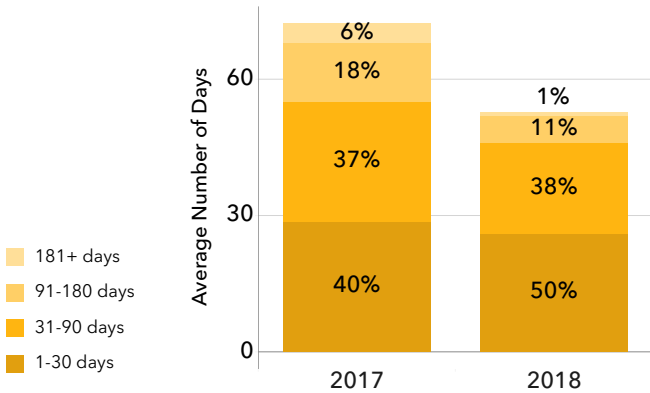


#### SPENDING

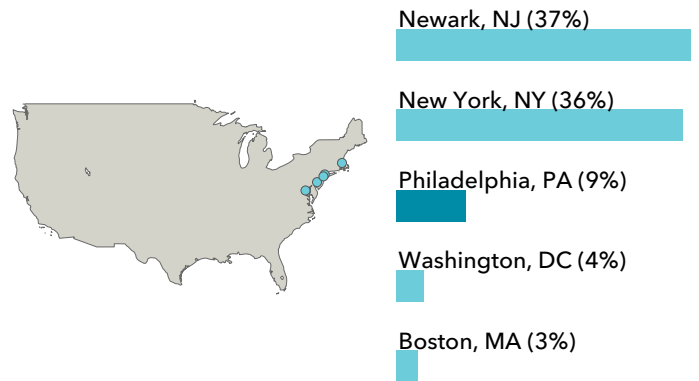
Spending by visitors from Scandinavia & Finland increased 0.7% YOY, and over the next five years is expected to grow by 21.2%.

## AIR TRAVEL BOOKING WINDOW

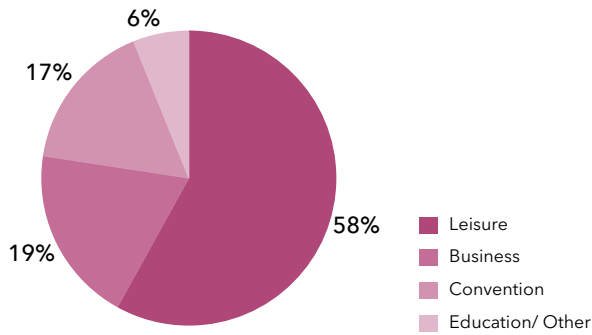
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



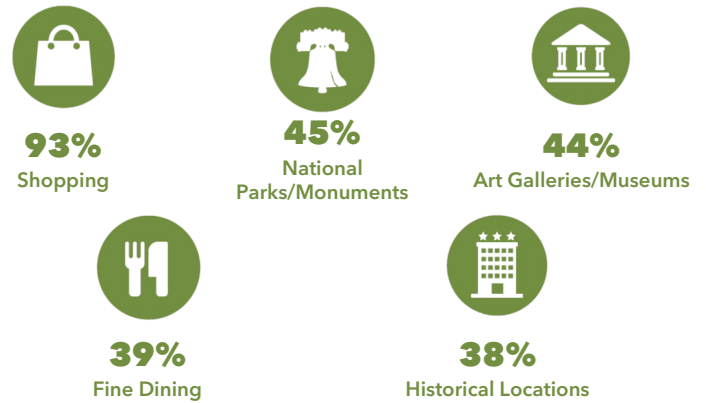
## TOP PORTS OF ENTRY TO THE U.S.



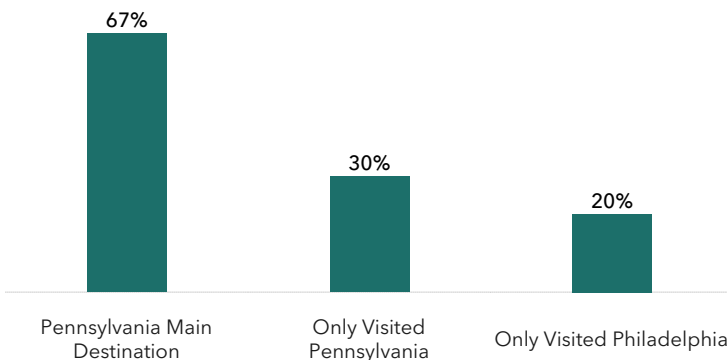
## TOP REASONS FOR TRAVELING TO PHILADELPHIA



## TOP ACTIVITIES



## 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 destination within the region, including Philadelphia.