



OVERSEAS VISITORS TO PHILADELPHIA

2017 SNAPSHOT: The Nordic Region

In 2017, visitors from the Nordic Region (Norway, Sweden, Denmark, Iceland and Finland) to Philadelphia totaled 19,400. Nordic visitors spent \$23 million in Philadelphia, a 43% increase over 2016. Both the number of visitors and total spend from the Nordic region is expected to grow significantly over the next five years with over 24,000 visitors forecasted by 2022. Nearly 70% of Nordic visitors travelled to Philadelphia for leisure purposes with shopping and sightseeing coming in as the top-rated visitor activities. A relatively high proportion (26%) of Nordic visitors to Philadelphia selected the city as the only U.S. destination on their itineraries.



19,400

Total Visitors from The Nordic Region in 2017



\$22.9 M

Total Visitor Spending from The Nordic Region in 2017



26,700

Total Room Nights Sold to Visitors from The Nordic Region in 2017



\$1,178

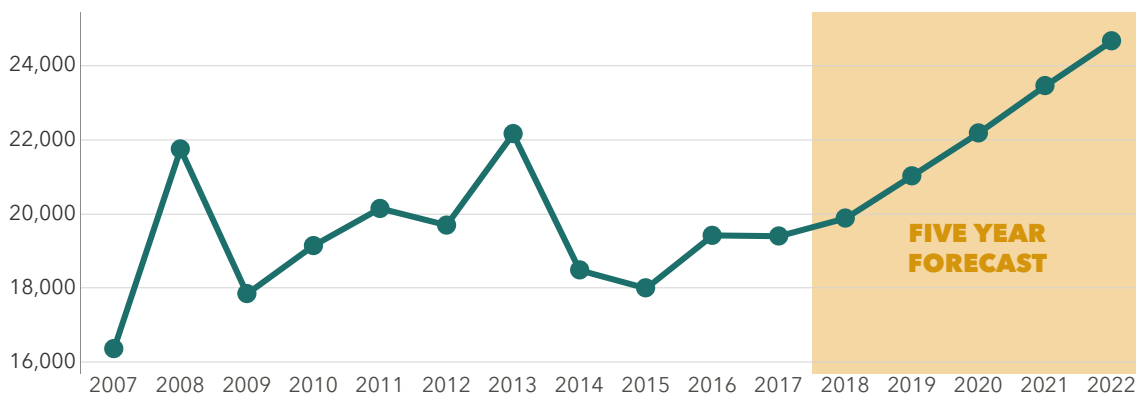
Amount Spent per Visitor from The Nordic Region in 2017



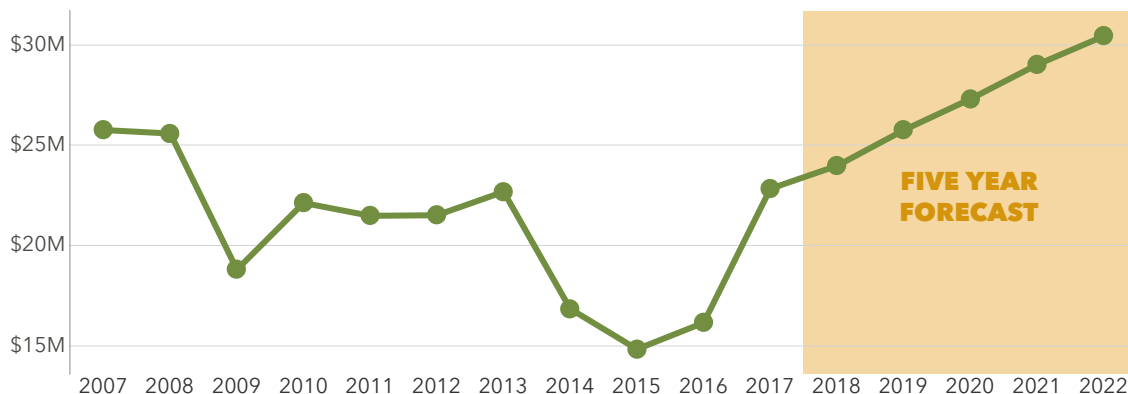
321

Full Time Jobs Supported by Visitors from The Nordic Region in 2017

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 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.

11/2018



2017 Visitors from The Nordic Region to Philadelphia

TOP ACTIVITIES



91%
Shopping



78%
Sightseeing



50%
Historical Locations



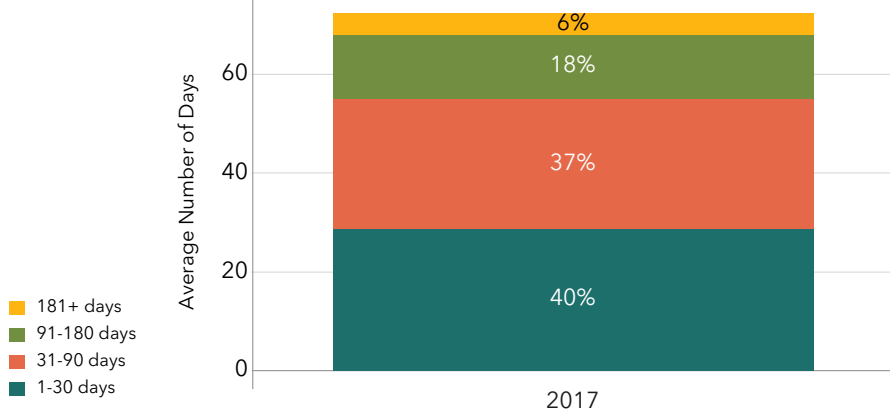
49%
Art Galleries/Museums



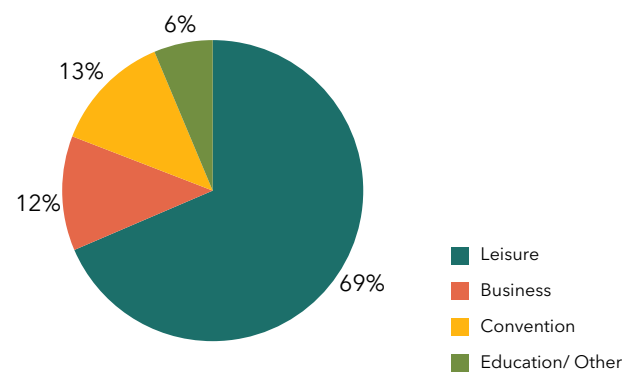
44%
National Parks/Monuments

AIR TRAVEL BOOKING WINDOW

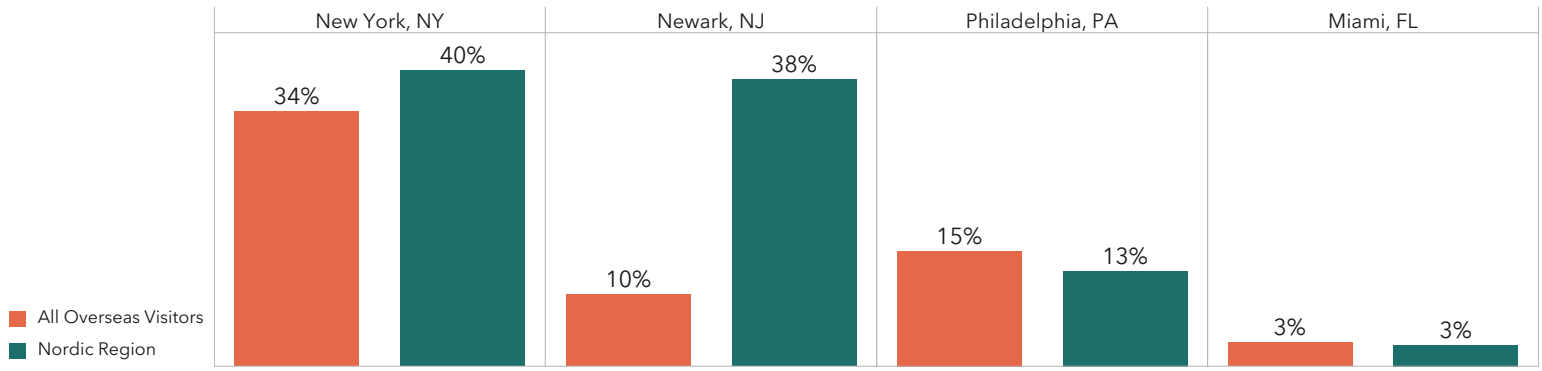
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



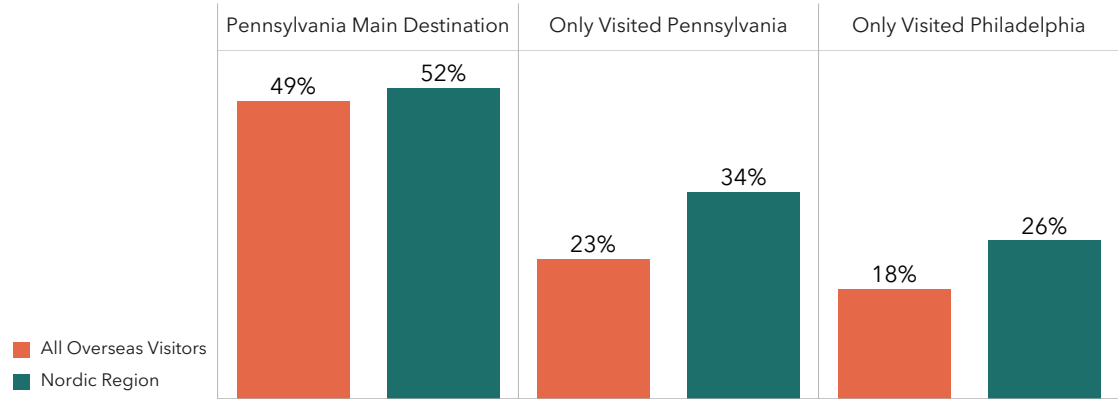
TOP REASONS FOR TRAVELING TO PHILADELPHIA



TOP PORTS OF ENTRY TO THE U.S.



PLACES VISITED



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 one or more nights in Philadelphia.

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