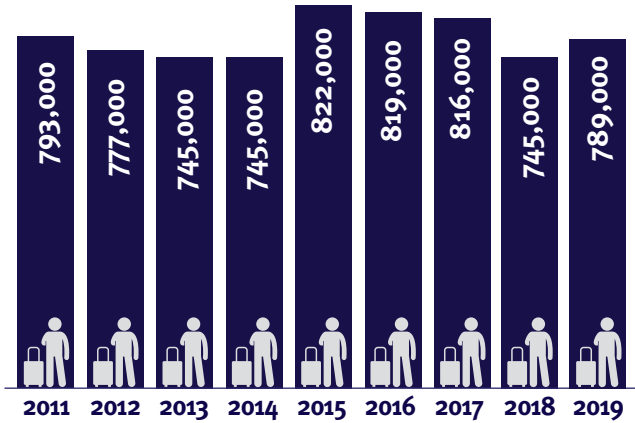




Sweden

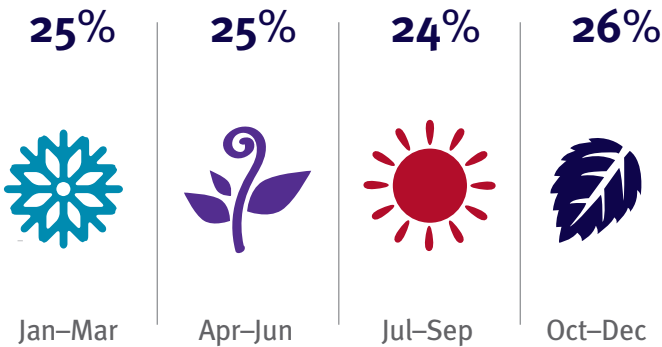
Inbound tourism overview

Annual visits*

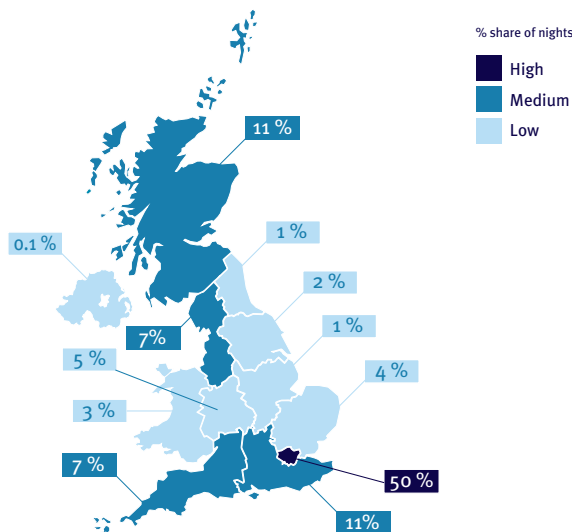


#15 Global ranking for inbound visits to the UK in 2019

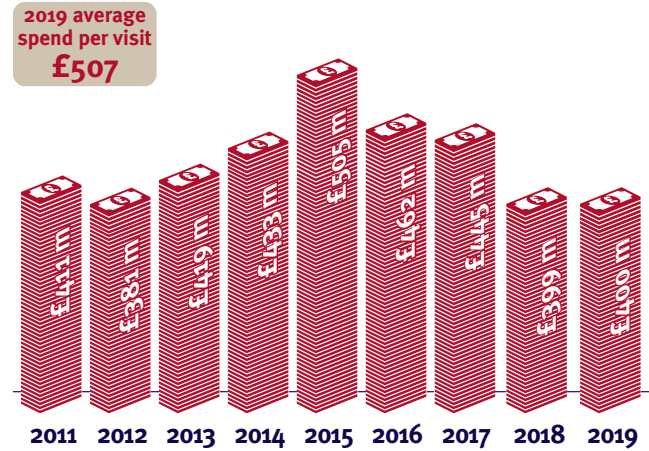
Seasonal spread of travel* (2019)



Regional spread of travel* (2017-2019)

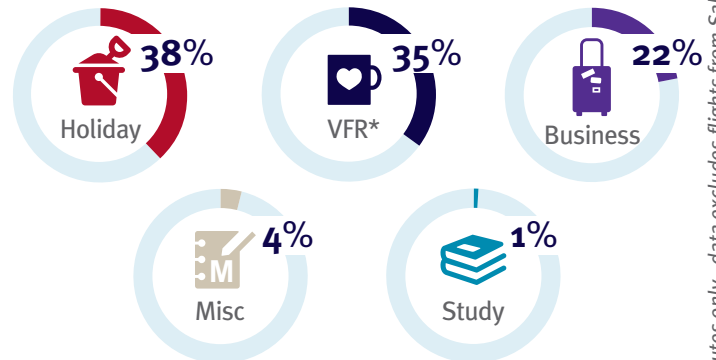


Annual visitor spend*



#21 Global ranking for inbound spend in the UK in 2019

Purpose of travel* (2019)



Departure & destination airports*** (2019)



Average flight seats per week*** (2019)

32,340

Average length of stay* (2019)

5 nights

**Visit friends and/or relatives.

Sources: *International Passenger Survey (IPS), ***Apex (non-stop routes only, data excludes flights from Salen Trysil)

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Skarpögatan 6-8
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LoveGreatBritain.se
@LoveGreatBritain_se
#LoveGreatBritainSE

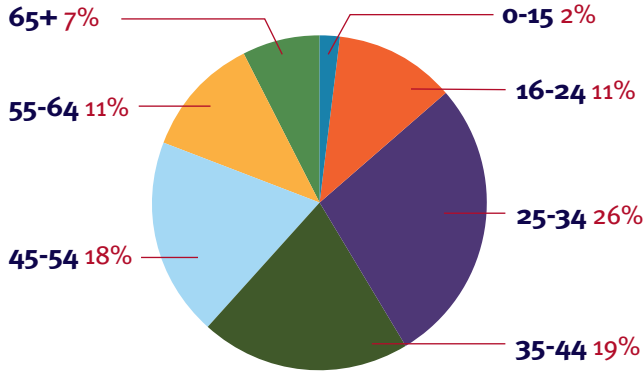
Consumer website: visitbritain.se
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre:
https://www.visitbritain.com/se/sv/media



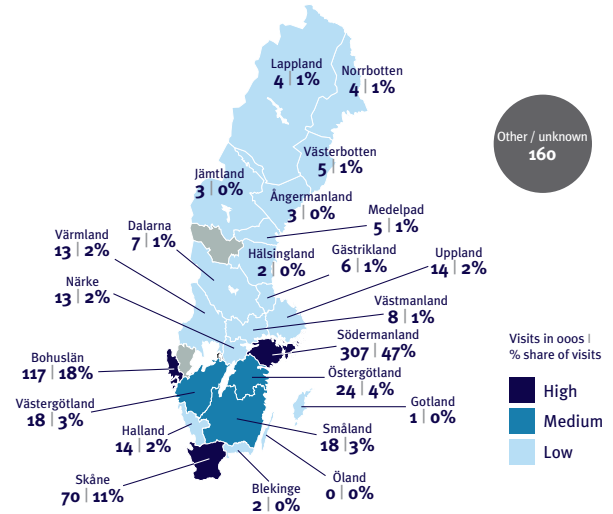
Sweden

Visitor profile

Key demographics* (2019)



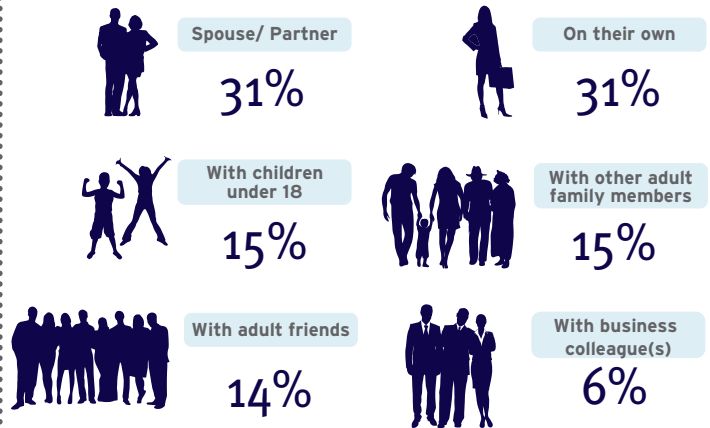
Visitors' origin* (2016)



Top reasons to return to the UK*** (2019)

- Go back to see the sights/attractions I didn't see on previous visit
- Visit a different part of the UK
- Experience a new activity I did not do last time
- The UK is easy to get to for me
- The UK is easy to get around

Travel companions* (2017)



Top influences in visiting Britain** (2016)



Top motivations for choosing Britain for a holiday** (2016)

- ✓ Cultural attractions
- ✓ Vibrant cities
- ✓ Contemporary culture
- ✓ Ease of access
- ✓ Easy to get around

Top three activities in the UK* (2007-2019)



Perceptions of Britain*** (2019)

Britain is ranked highly (within the top 10 out of 50 countries) by the Swedish for:



97% of Swedish visitors were "likely" or "extremely likely" to recommend Britain in 2017*

86% of Swedish visitors were repeat visitors in 2015*

Sources: *International Passenger Survey (IPS) by ONS (repeat visits stated exclude UK nationals), **VisitBritain/Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain), ***Anholt-Ipsos Nation Brands Index 2019.