

Sweden Outbound - March 2015

Report Price: £295.00 | \$477.74 | €374.74

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“Swedish outbound travellers are adventurous and well-travelled individuals making some 15.9 million trips in 2013. Swedes typically seek out destinations offering warm and sunny climates and value for money, but cultural experiences are also important to this sophisticated traveller.”

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- Why do Swedes have a strong propensity to travel abroad?
- Which destinations do Swedes visit when abroad and why is long-haul travel becoming more popular?
- How is the evolving aviation industry impacting the Swedish outbound market?
- How does the Internet impact on travel planning and the decision-making process?
- What are the current trends shaping the Swedish outbound market?

Sweden is an affluent economy where the majority of its 9.5 million citizens enjoy a high standard of living. After the brunt of the global recession receded in 2010, Sweden's economy rebounded quickly and today is generally considered a model economy. Unlike many leading European countries, Sweden has remained largely isolated from the European financial crisis hitting the region, reporting solid gross domestic product (GDP) growth, underpinned by private consumption and strong consumer confidence. Although a member of the EU, Sweden has not adopted the Euro and retains its Swedish currency, the Krona, which has appreciated against other leading currencies in recent years, giving Swedes greater spending power when abroad.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Ryanair

Wizz Air

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Accommodation

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Tour operators

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Fritidesor (TUI Travel Plc)

Ving Sverige (Thomas Cook Northern Europe)

Travel agencies

Online travel agencies

eTRAVELi

Mr Jet (eBookers)

Resfeber

Flygpoolen

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