

Scandinavia Outbound – February 2019

Report Price: £99999 | \$99999 | €99999

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- What are the most popular destinations visited by Scandinavians?
- What factors are driving momentum in the Scandinavian outbound market?
- What is the demographic profile of travellers in each Scandinavian market?
- How does the outbound market differ in Denmark, Sweden and Norway?
- What role do different modes of transport play in the Scandinavian outbound market?



“Scandinavia’s outbound travel market has made mixed progress in recent years, reflecting its mature status. Sweden is the largest market in terms of outbound trips, although only slightly ahead of Norway and Denmark. Outbound travel is common and affordable among Scandinavians, but fluctuations in economic performance can impact demand.”

– Jessica Kelly, Senior Tourism

Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

INTRODUCTION

DATA SOURCES

OVERVIEW

Figure 1: Scandinavian outbound travel, 2013-17

DENMARK

- **Market drivers**

- **Population**

Figure 2: Denmark's mid-year population, 1950-2050

Figure 3: Demographic breakdown of Danish population, 1998, 2008 & 2018

- **Economy**

Figure 4: Denmark's GDP, 2012-17

- **Exchange rates**

Figure 5: Selected exchange rates against the Danish Krone, 2012-17

- **Tourism balance**

Figure 6: Denmark's tourism balance, 2012-17

- **Outbound tourism**

- **Arrivals**

Figure 7: Denmark outbound travel, 2012-16

- **Destinations**

- **Italy**

- **Spain**

- **Germany**

- **Greece**

- **Austria**

- **Other**

Figure 8: Denmark outbound travel to leading European countries, 2016-17

- **Market characteristics**

- **Pre-booking behaviour and booking methods**

- **Demographics**

Figure 9: Danish outbound travellers by age, 2016 & 2017

- **Purpose of visit**

Figure 10: Danish holidays abroad by purpose of travel, 2017

- **Expenditure**

- **Length of stay**

Figure 11: Denmark outbound trips by length of stay, 2015-16*

- **Seasonality**

Figure 12: Sweden outbound trips by month of travel, 2016*

- **Transport**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 13: Danish outbound trips by mode of transport, 2014-16*

- **Air**
- **Road/rail**
- **Sea**
- **Accommodation**

Figure 14: Danish holiday accommodation choices when abroad, 2017

- **Tour operators and travel agencies**

NORWAY

- **Market drivers**
- **Population**

Figure 15: Norway's mid-year population, 1950-2050

Figure 16: Demographic breakdown of the Norwegian population, 1998, 2008 & 2018

- **Economy**

Figure 17: Norway's economic performance, 2012-17

- **Exchange rates**

Figure 18: Selected exchange rates against the Norwegian Krone, 2012-17

- **Tourism balance**

Figure 19: Norwegian tourism balance, 2013-17

- **Outbound tourism**

- **Arrivals**

Figure 20: Norway's outbound travel, 2012-17

- **Destinations**

- **Sweden**

- **Spain**

- **Denmark**

- **UK**

- **Germany**

- **Other**

Figure 21: Norwegian outbound travel to leading European destinations, 2014-17

- **Long-haul destinations**

- **Market characteristics**

- **Pre-booking behaviour and booking methods**

- **Demographics**

Figure 22: Demographic profile of Norwegian outbound travellers, 2016 & 2017

- **Purpose of visit**

Figure 23: Norway outbound by purpose of trip, 2016 & 2017

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 24: Norway outbound trips by type of trip, 2016 & 2017

- **Expenditure**

Figure 25: Outbound expenditure data, 2012-17

- **Length of stay**

Figure 26: Norwegian outbound trips by length of stay, 2016-17

- **Seasonality**

Figure 27: Norwegian travel by month, 2016-17

- **Transport**

Figure 28: Norway outbound trips by mode of transport, 2015-17

- **Air**

- **Road**

- **Rail**

- **Sea**

- **Accommodation**

Figure 29: Outbound trips by type of accommodation, 2016 & 2017

- **Tour operators and travel agencies**

SWEDEN

- **Market drivers**

- **Population**

Figure 30: Sweden's mid-year population, 1950-2050

Figure 31: Demographic profile of the Swedish population, 1998, 2008 & 2018

- **Economy**

Figure 32: Sweden's GDP, 2012-17

- **Exchange rates**

Figure 33: Selected exchange rates against the Swedish Krona, 2012-17

- **Tourism balance**

Figure 34: Sweden's tourism balance, 2014-17

- **Outbound tourism**

- **Arrivals**

Figure 35: Outbound trips by Swedish tourists, 2014-16*

- **Destinations**

- **Spain**

- **Greece**

- **Germany**

- **Croatia**

- **Norway**

- **Denmark**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 36: Swedish outbound travel to leading European destinations, 2016-17

- **Other regions**
- **Market characteristics**
- **Pre-booking behaviour and booking methods**

Figure 37: Swedish outbound trips by type of organisation, 2017

- **Demographics**

Figure 38: Demographic profile of Swedish outbound travellers, 2015 & 2016*

- **Purpose of visit**

Figure 39: Swedish outbound trips by type, 2016*

- **Expenditure**

- **Length of stay**

Figure 40: Sweden outbound trips by length of stay, 2015-16

- **Seasonality**

Figure 41: Sweden outbound trips by month of travel, 2016

- **Transport**

Figure 42: Sweden outbound trips by mode of transport, 2014-16

- **Air**
- **Road**
- **Rail**
- **Sea**
- **Accommodation**
- **Tour operators and travel agencies**

WHAT NEXT?

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.