

Scandinavia Outbound - February 2019

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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

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