



# Nordics Market Profile 2007

## Marketing Insights



### The Size of the Nordic Markets

A review of the European markets undertaken in 2004 illustrated that maximum growth would be achieved from the Nordic regions through consolidation of all resources in the countries of Norway, Sweden, Denmark, Finland and Iceland. Tourism Ireland currently have an office in Copenhagen which markets to all Nordic regions.

The island of Ireland has experienced strong accelerated growth from the Nordics over the last few years and 2006 generated +15% more visits than the previous year, leading to 190,000 visits in total. Sweden generates the largest portion of Nordic visits to the island (42%), while Denmark accounts for a further quarter (24%). The trend in trips to the island of Ireland is growing much faster than the general outbound market which grew at just +3% in 2006.

Nordic trips to the island of Ireland (000's)									
	2000	2001	2002	2003	2004	2005	2006	% Change	Share of Nordic 2006
<b>Total Nordics</b> (includes Iceland)	<b>165</b>	<b>137</b>	<b>144</b>	<b>129</b>	<b>134</b>	<b>166</b>	<b>190</b>	<b>+15%</b>	
Sweden	71	61	45	53	44	63	80	+27%	42%
Denmark	43	26	26	29	33	41	45	+12%	24%
Norway	20	20	17	21	34	23	34	+51%	18%
Finland	18	23	18	24	20	38	30	-23%	16%
All Nordic outbound trips* (000's)									
Total Visits	28,383	27,231	25,799	26,405	27,619	30,588	31,427	+3%	
Holiday Visits	19,412	19,016	18,029	17,769	18,241	19,510	19,677	+1%	

\*Outbound trips are trips taken by Nordic residents to any destinations outside their individual country. Note it includes trips to other Nordic countries.

#### CONTENTS

##### Size of the Nordic market to the island of Ireland

##### The Nordics travel market

- Key facts about the Nordic markets
- Outbound performance of each country
- Key regions visited abroad

##### The Nordics market to the island of Ireland

- How long they stay
- Where they visit
- Key facts

##### Sources of information/ inspiration

##### Download full Nordic report

[www.tourismireland.com](http://www.tourismireland.com)

The Nordic countries are prime candidates for outbound travel due to their **cold climates** and long winters, combined with **high per capita wealth** and spending power.

**Air access** between the island of Ireland and the Nordic region grew by **+25%** in Summer 2007 compared to 2006. Dublin airport remains the sole recipient of this growth.

**Norway** is expected to show the **largest outbound growth** potential over the next 10 years due to its relatively undeveloped status at the moment and its rapid increase in wealth and spending power due to the country's oil riches.



# Nordic Travel Markets

Key facts about the Nordic markets

## NORWAY

**POPULATION:** 4.64 million

**AVERAGE AGE:** 38.7

**CAPITAL:** Oslo (18% of pop. live here)

**CURRENCY:** Norwegian Krone

**ECONOMY:** There is a positive outlook to the Norwegian economy and it is expected to become even more positive once the current instability in the stock market eases.

**INTERNET PENETRATION:** 67%

**TOP 5 TRAVEL DESTINATIONS ABROAD:** Spain, Sweden, Denmark, Great Britain and Italy

## FINLAND

**POPULATION:** 5.26 million

**AVERAGE AGE:** 40.6

**CAPITAL:** Helsinki (11% of pop. live here)

**CURRENCY:** Euro

**ECONOMY:** GDP is expected to moderate after its peak of 4.9% in 2006.

**INTERNET PENETRATION:** 62%

**TOP 5 TRAVEL DESTINATIONS ABROAD:** Estonia, Sweden, Spain, Russia and Norway.

## DENMARK

**POPULATION:** 5.41 million

**AVERAGE AGE:** 40.1

**CAPITAL:** Copenhagen (11% of pop. live here)

**CURRENCY:** Danish Krone

**ECONOMY:** The economy is expected to keep growing at a healthy but somewhat slower rate than the other Nordic markets.

**INTERNET PENETRATION:** 69%

**TOP 5 TRAVEL DESTINATIONS ABROAD:** Germany, Spain, France Sweden and Italy.

**HOLIDAY PREFERENCES:** Cultural/sightseeing holidays and city breaks are the 2 most popular holiday types with the Danish outbound market.

## SWEDEN

**POPULATION:** 9.05 million

**AVERAGE AGE:** 41.1

**CAPITAL:** Stockholm (8.5% of pop. live here)

**CURRENCY:** Swedish Krona

**ECONOMY:** The economy is expected to grow by over 3% in 2008, however there is increasing evidence of a slowdown in exports.

**INTERNET PENETRATION:** 76%

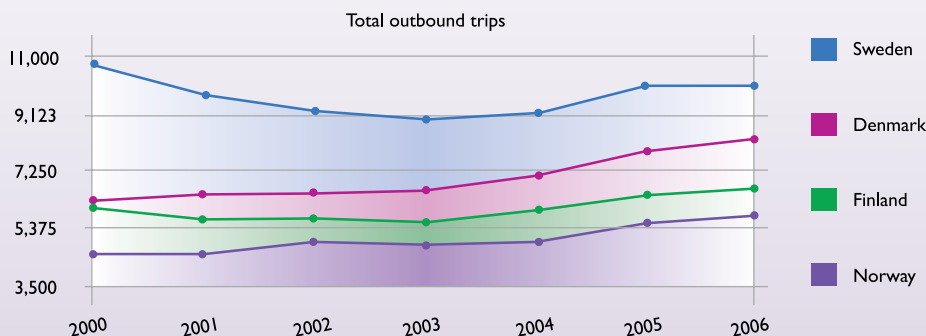
**TOP 5 TRAVEL DESTINATIONS ABROAD:** Spain, Germany, Italy, Denmark and Greece.

**HOLIDAY PREFERENCES:** Sun holidays and city breaks are the 2 most popular holiday types with the Swedish outbound market.



## The total outbound performance of each market

After a slowdown in 2001 due to world events, both Finland and Norway have maintained a steady growth in outbound trips. Denmark has grown at the fastest average annual growth rate of +4.8%, while the Swedes actually took less trips abroad in 2006 than they did in 2000.



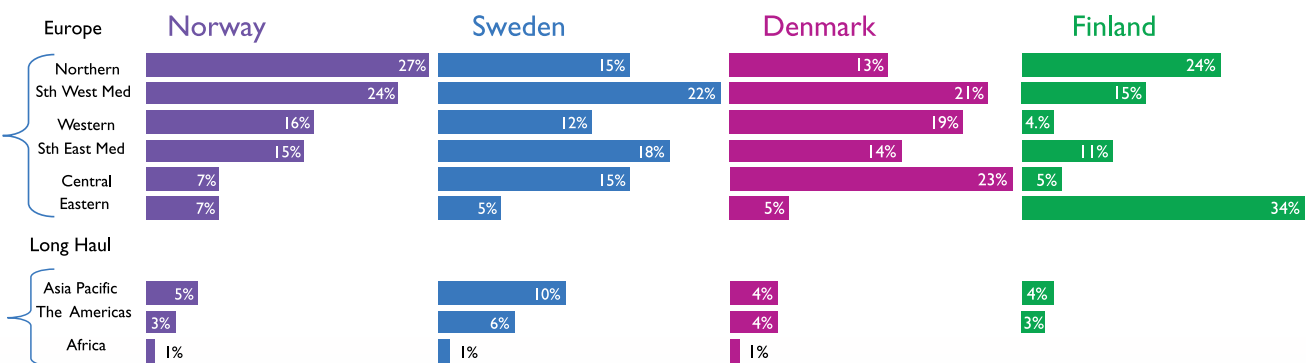
Outbound holiday trips for each market show a similar overall pattern to total trips, although the slowdown is even stronger for the Swedes compared to total trips (-5% average annual decline since 2000).



## Key regions visited abroad

Sweden is the Nordic country most likely to engage in long-haul travel and in 2006 10% of all outbound holiday trips were to the Asia Pacific region, while 6% were to the Americas. The Swedes also enjoy the sunshine with 22% of all holiday trips taken in the South West Med. region and 18% to the South East Med. region. The Norwegians and Danes are also quiet likely to holiday in sunny European destinations.

The Finnish people are the least like the other Nordic countries in terms of outbound travel patterns. Over a third of their outbound trips are to Eastern Europe with Estonia being the most popular holiday destination. The geographical proximity and cultural similarities between Finland and Eastern Europe undoubtedly impact on this trend.



## Nordic Holidaymakers to the island of Ireland

### How long they stay

The Nordic holidaymaker to the island of Ireland is currently the shortest-staying visitor with an average length of stay just 5.5 nights. Almost two thirds stay between 1 and 5 nights and a further 26% stay between 6 and 8 nights.

The proximity of the Nordics to the island of Ireland as well as the fact that all direct flights are Dublin bound has most likely initiated a trend towards short city breaks from the Nordics in recent years.



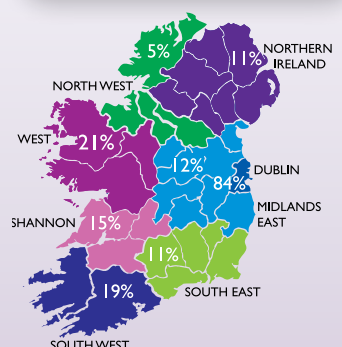
### Where they go on the island of Ireland

Dublin is the most popular area visited by Nordic holidaymakers and in 2006 84% of holidaymakers spent at least 1 night there. This high percentage is not unusual considering that all direct access from the Nordics to the island of Ireland is to Dublin. The South West and West are the next most popular areas with just 19% and 21% of holidaymakers respectively overnighing in those regions.

Where they visit on the island (%)	2002	2004	2006
Dublin	78	81	84
Midlands East	18	15	12
South East	20	17	11
South West	34	30	19
Shannon	21	17	15
West	33	29	21
North West	7	6	5
Northern Ireland	9	9	11
Average no. of areas visited	2.2	2.0	1.8

### Profile of Nordic holidaymakers on the island of Ireland

- Holiday trips from the Nordics to the island are concentrated in the **Summer months of May, June and July.**
- **96%** of all holiday trips to the island are **by air.**
- **3 out of 4** holidaymakers are on their **first holiday** to the island and **8 in 10** book their holiday **independently.**
- The Nordic holidaymaker is **younger** than the average holidaymaker and in 2006 **43%** were **under 35 years of age.**





## Sources of Information/Inspiration

Advice from friends, relatives or colleagues (63%) is the number one source of inspiration for Nordic holidaymakers when choosing the island as a holiday destination. The Internet is the second most important inspiration source but rises to the number one spot as an information source when planning their holiday - in 2006 83% of Nordic holidaymakers used the Internet to help plan their holiday. Guidebooks are still an important source for planning and 60% used a guidebook in 2006.

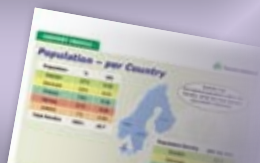


**The full Nordic report contains over 100 pages of invaluable information.** Everything you need to know about Nordic visitors to the island of Ireland and how to avail of promotional opportunities **with Tourism Ireland in the market place.**

**Contents of the full Nordic report can be downloaded at [www.tourismireland.com](http://www.tourismireland.com)**

### Country Profile:

Background information on the Nordic countries.



### Nordic travel profile:

Statistical information illustrated by charts including size of market and profile of general outbound holidaymaker.



### The Nordic market to the island of Ireland:

Detailed breakdown including the size of the market and the profile, motivations and attitudes of holidaymakers visiting the island.



### Trade Structure:

How the trade operate on our behalf in the market place.



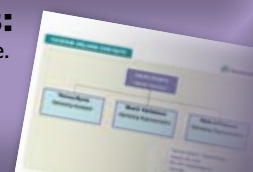
### Sightseers and Culture Seekers:

As Tourism Ireland's key target segment in 2007 this gives an overview of who they are and what messages motivate them.



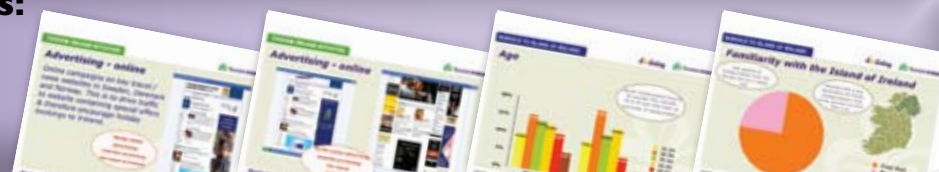
### Tourism Ireland Contacts:

Details of who's who in the Nordic office.



### Tourism Ireland Activities:

Lists all advertising and promotional activity in the market along with cooperative opportunities.



**Market Profiles are also available for Great Britain, USA, France, Germany, Italy, Canada, Australia, Spain and the Netherlands.**



#### Strategy Development & Insights

5th Floor, Bishop's Square,  
Redmond's Hill,  
Dublin 2, Ireland.

Tel: +353 1 476 3400  
Fax: +353 1 476 3666

E-mail: [research@tourismireland.com](mailto:research@tourismireland.com)  
Web: [www.tourismireland.com](http://www.tourismireland.com)

#### Nordic Office Tourism Ireland

Nyhavn 16, 3 sal,  
DK-1051 Copenhagen K,  
Denmark.

Tel: +45 33 15 80 45  
Fax: +45 33 32 44 01

Web: [www.discoverireland.com](http://www.discoverireland.com)  
Email: [info.nordic@tourismireland.com](mailto:info.nordic@tourismireland.com)

Statistical Sources: Nordic outbound market statistics are based on IPK's European Travel Monitor 2006. Key facts about Nordic markets are based on WARC European Marketing Pocket Book 2006. Nordic inbound to the island of Ireland statistics are based on the Central Statistics Office Country of Residence Survey, Fáilte Ireland's Survey of Overseas Travellers and Visitor Attitude Survey, the Northern Ireland Tourist Board's Passenger Survey and Visitors Attitude Survey.