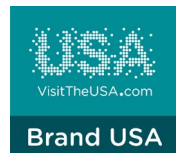




# WELCOME TO USA TRAVEL SHOW 2020



# Atlantic Link Team



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# NORDIC MARKET UPDATE



# Scandinavia & Finland



**POPULATION**  
**32.4 MILLION**

**4**

**COUNTRIES**  
**LANGUAGES**  
**CURRENCIES**

**TOTAL AREA**

**1,492,211** SQUARE KILOMETRES  
**576,145** SQUARE MILES

WE STAY  
**13.9 DAYS**  
IN THE U.S.

**6 WEEKS PAID VACATION**  
**12 PAID HOLIDAYS**



WE VISIT  
**1.4 STATES**  
IN THE U.S.

**\$ 95.693**

AVERAGE HOUSEHOLD  
INCOME

**2 YEARS**  
MATERNITY  
LEAVE



**TRAVEL**  
MULTIPLE  
TIMES PER YEAR

ADVANCE TRIP DECISION

**115 DAYS**



**FREE**  
EDUCATION

**FREE**  
HEALTH  
CARE



GDP 1.5 %  
INFLATION 1.6 %  
UNEMPLOYMENT 5.7 %

INTERNET  
PENETRATION

**96%**

**COPENHAGEN &**  
**SOUTHERN SWEDEN** MOST  
DENSELY **POPULATED**

# Arrivals to the U.S. (2018 & 2019)



Source: U.S. Department of Commerce/NTTO

Arrivals to the U.S. 2018 & 2019					
Country/Period	2019	2018	Diff.	Population	% Travel to U.S.
DENMARK	314.060	331.374	-5,2%	5.701.411	5,5%
SWEDEN	451.612	506.323	-10,8%	9.888.545	4,6%
NORWAY	267.930	280.565	-4,5%	5.291.208	5,1%
FINLAND	142.405	141.297	0,8%	5.541.511	2,6%
ICELAND	60.241	73.361	-17,9%	332.580	18,1%
THE BALTICS	79.273	73.934	7,2%	6.067.217	1,3%
<b>TOTAL AREA</b>	<b>1.315.521</b>	<b>1.406.854</b>	<b>-6,5%</b>	<b>32.822.472</b>	<b>4,0%</b>
ITALY	1.086.026	1.073.383	1,2%	57.679.825	1,9%
FRANCE	1.843.782	1.767.461	4,3%	59.551.227	3,1%
GERMANY	2.063.767	2.062.462	0,1%	83.029.536	2,5%
UNITED KINGDOM	4.779.997	4.659.178	2,6%	59.467.790	8,0%

# U.S. Port of Entry



Source: Nordic Market Profile 2018, NTTO

(% of profiled inbound)		2018
1	New York, NY	15,7
2	Newark, NJ	14,8
3	Los Angeles, CA	11,5
4	Miami, FL	9,4
5	Chicago, IL	6,6
6	San Francisco, CA	6,2
7	Other Port	6,2
8	Ft. Lauderdale, FL	5,5
9	Orlando, FL	4,7
10	Washington, DC	3,8
11	Boston, MA	3,5
12	Atlanta, GA	1,9
13	Seattle, WA	1,7
14	Houston, TX	1,5
15	Denver, CO	1,3

(% of profiled inbound)		2018
16	Las Vegas, NV	1,3
17	Minn./St. Paul, MN	1,2
18	Dallas/Ft. Worth, TX	1,0
19	Detroit, MI	0,9
20	Charlotte, NC	0,6
21	Philadelphia, PA	0,6
22	Honolulu, HI	0,2
23	San Juan, PR	0,1
24	Agana, GU	0,0
25	Baltimore, MD	0,0
26	Cincinnati, OH	0,0
27	Pittsburgh, PA	0,0
28	Portland, OR	0,0
29	Sanford, FL	0,0
30	San Jose, CA	0,0

# Purpose of Trip



Source: Nordic Market Profile 2018, NTTO

<b>Purpose of Trip</b> (multiple responses; % of profiled inbound)	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Business	12,8	11,6	10,6	12,4	13,4
Business/Professional	---	---	---	---	---
Convention/Conference/Trade Show	10,7	10,7	9,9	9,0	10,2
Education	5,4	5,9	6,9	5,3	6,1
Study/Teaching	---	---	---	---	---
Health Treatment	0,5	0,5	0,6	0,2	0,2
Vacation/Holiday	73,0	73,3	75,1	72,9	72,6
Leisure/Recreation/Holidays	---	---	---	---	---
Visit Friends/Relatives	33,1	31,8	29,6	33,8	31,6
Religion/Pilgrimages	0,4	0,4	0,8	0,5	0,3
Other	0,8	0,5	0,0	0,4	0,2
BUSINESS &/or CONVENTION	21,2	20,5	18,7	20,1	20,7
LEISURE &/or VISIT FRIENDS OR RELATIVES	84,7	83,5	85,1	83,1	82,6

# Activity Participation



Source: Nordic Market Profile 2018, NTTO

Activity Participation While in the U.S. (multiple responses; % of profiled inbound)	2014	2015	2016	2017	2018
American Indian Communities	3,1	4,7	5,4	4,2	3,8
Amusement/Theme Parks	26,3	26,1	27,0	25,0	20,4
Art Gallery/Museum	30,9	31,0	32,2	30,2	32,7
Camping/Hiking	5,6	5,5	6,2	7,2	5,4
Casinos/Gamble	9,5	9,8	7,9	8,2	6,4
Concert/Play/Musical	19,4	15,2	18,4	18,8	16,6
Cruises (see note below)	---	---	---	---	---
Cultural / Ethnic Heritage Sites	14,5	12,5	16,5	13,7	11,6
Cultural Heritage Sites	---	---	---	---	---
Ethnic Heritage Sites	---	---	---	---	---
Dining (Experience Fine)	37,5	29,8	30,6	30,5	29,2
Dining in Restaurants	---	---	---	---	---
Environmental/Eco. Excursions	1,9	2,6	2,8	1,4	1,0
Golfing/Tennis	4,3	3,0	4,5	3,3	1,7
Guided Tours	25,7	26,8	26,9	27,0	25,6
Historical Locations	35,1	33,1	32,4	36,4	30,5
Historical Places	---	---	---	---	---

Activity Participation While in the U.S. (multiple responses; % of profiled inbound)	2014	2015	2016	2017	2018
Hunting/Fishing	1,4	3,0	1,7	1,5	1,3
National Parks/Monuments	40,3	43,3	41,5	42,0	40,0
National Parks	---	---	---	---	---
Nightclubbing/Dancing	17,9	16,8	15,4	15,6	16,9
Ranch Vacations	---	---	---	---	---
Shopping	92,2	90,7	88,1	89,1	88,2
Sightseeing	77,9	80,6	78,9	77,8	80,3
Sightseeing in Cities	---	---	---	---	---
Touring Countryside	---	---	---	---	---
Small Towns	36,8	35,2	35,2	36,5	38,8
Snow Sports	1,6	0,7	1,2	1,5	0,8
Snow Skiing	---	---	---	---	---
Sporting Event	16,9	19,0	18,9	16,9	17,4
Attend Sporting Event	---	---	---	---	---
Water Sports	8,6	11,0	9,8	9,8	5,7
Water Sports/Sunbathing	---	---	---	---	---
Other	1,9	1,4	1,3	1,8	3,0



# Traveler Characteristics



Source: Nordic Market Profile 2018, NTTO

Traveler Characteristics	2014	2015	2016	2017	2018
Advance Trip Decision (mean days)	117	116	113	120	115
Advance Trip Decision (median days)	90	90	90	90	90
% Used Prepaid Package	6,2	6,4	6,8	5,4	5,3
% First International U.S. Trip	19,6	19,5	21,3	20,0	18,0
Length of Stay in the U.S. (mean nights)	15,7	17,5	14,9	16,6	13,9
Length of Stay in the U.S. (median nights)	10	10	9	10	9
U.S. Trips Past 12 Months (mean )	1,6	1,7	1,6	1,7	1,7
U.S. Trips Past 12 Months (median)	1	1	1	1	1
U.S. Trips Past 5 Years (mean )	---	---	---	---	---
U.S. Trips Past 5 Years (median)	---	---	---	---	---
Number of States Visited (% 1 state only)	70,6	70,2	74,7	73,9	76,1
Number of States Visited (mean average)	1,5	1,5	1,4	1,4	1,4
Hotel/Motel (% used 1+ nights)	77,7	74,8	79,2	0,8	74,6
Hotel/Motel (mean average # of nights)	9,0	9,1	8,8	9,2	10,0
Travel Party Size (mean # of persons)	1,7	1,7	1,7	1,7	1,7
Gender (% Male-among respondents)	50,9	48,9	50,5	51,1	55,5
Household Income (mean average)	\$119.934	\$99.901	\$94.779	\$105.795	\$111.275
Household Income (median average)	\$100.000	\$90.000	\$80.000	\$83.865	\$95.693
Age: Female (mean average among respondents)	38,5	37,9	40,0	37,3	38,5
Age: Male (mean average among respondents)	41,4	40,9	40,4	41,2	42,8

# Information Sources Used



Source: Nordic Market Profile 2018, NTTO

Information Sources Used (multiple responses; % of profiled inbound)	2014	2015	2016	2017	2018
Airlines	48,5	48,0	48,3	53,2	50,9
Corporate Travel Department	11,5	13,5	11,6	11,8	14,3
In-flight Information Systems	---	---	---	---	---
Newspapers/Magazines	---	---	---	---	---
Personal Recommendation	26,7	21,7	26,8	27,7	30,0
Friends/Relatives	---	---	---	---	---
Travel Agency (Online)	46,9	46,7	45,5	41,5	46,6
Travel Agency (Office)	14,2	15,0	14,8	14,2	14,6
Travel Agency	---	---	---	---	---
Travel Office (National/State/City)	5,8	5,2	4,9	7,6	7,3
National Government Tourist Office	---	---	---	---	---
State/City Travel Office	---	---	---	---	---
Personal Computer	---	---	---	---	---
Tour Operator/Travel Club	3,3	4,3	4,0	4,5	5,0
Tour Company	---	---	---	---	---
Travel Guides	14,9	14,0	13,0	8,8	12,8
TV/Radio	---	---	---	---	---
Other	7,0	5,3	5,1	4,3	3,8